

Knowledge Management and Communication

**Creating and communicating knowledge for Koshi
Basin Programme**

Udayan Mishra

12 November 2013, Chengdu, China

International Centre for Integrated Mountain Development

Kathmandu, Nepal

- Knowledge Management (KM) and ICIMOD
- KM, Communication and Koshi Basin Programme (KBP)
- KM and Communication Strategy for KBP
 - Rational behind having a strategy
 - Objectives
 - Components
- Conclusions and the way forward

Diplomacy of Knowledge:
Our ability and willingness to work
together and share our learning

ICIMOD sees knowledge-sharing initiatives as a source of inspiration, innovation, and questioning

MTAP III identifies **Knowledge Management and Communication** as two of the most **important means of change.**

Knowledge Management moves
and improves ICIMOD and its
collaborative works with partners

MTAP III recognizes that effective and timely communication is the key to **utilization of research** and effective communication and is a **pre-requisite for policy impact** (i.e., decision support).

The communication of science is no longer simple dissemination, but rather a process in which **different players produce** knowledge, messages, attitudes and new practices.

Knowledge Management and ICT4Dev	Communication
<ul style="list-style-type: none">• KM approaches and tools (ICT tools, environment/ platforms for managing information/ Intranet) Knowledge Café (internal)• ICIMOD Knowledge Forum (external)• Online discussions• Social Media• ICIMOD Knowledge Park at Godavari• Impact Assessment• Himalayan University Consortium (HUC)	<ul style="list-style-type: none">• Communications strategies, support• Publishing• Website• Communications and outreach (PR), engaging mass media• Mountain Learning and Information Centre (Library/ distribution/ citations)• Photo database

Generations of Knowledge Management

- First generation of knowledge management: Guidelines, lessons learned, and **good practice** documents
- Second generation of knowledge management is **networks** and **communities of practice**
- Third generation of knowledge management recognizes **knowledge flows** in complex, living systems

- to communicate programme **impact** more effectively
- to develop and synthesize international **knowledge** and experiences
- to **customize** knowledge for the region
- to identify, capture, and discuss relevant mountain issues with **stakeholders** in the region
- to ensure that the mountain-related concerns of the Hindu Kush Himalayan countries are included in **international debate**

- Access to articles in scientific journals online
- HIMALDOC - www.icimod.org/himaldoc
- Publications distribution and exchange programmes – Exchange agreement with 175 organizations
- Information booths and information packs
- Contact database – 6,000 entries
- Reference management tools and citation tracking

- Books and working papers – Publication and Outreach (POUT)
- Information materials (information sheets, map sheets, brochures, flyers, posters)
- Peer-reviewed journal articles/book chapters
- Editorial support
- Annual Report, Progress Report
- Promotional materials (calendars, greeting cards, bookmarks...)
- CDs, DVDs

- **Established practice** on knowledge management and communication at ICIMOD
- Based on ICIMOD's overall '**Knowledge Management and Communication Strategy**' which is one of the key deliverables of ICIMOD's Medium Term Action Plan III (2013-2017) approved by the ICIMOD Board of Governors in December 2012.
- Creating **networks** for knowledge sharing within KBP and also with external partners
- Facilitate **research uptake and dissemination**

Components

- Information dissemination (institutional level dissemination; press releases; special events announcements/promos; monthly ICIMOD News Digest, new pubs, vacancy announcements etc.)
- Outreach activities (fairs, exhibitions, festivals; open house; observe major intl. days (IWD, WWD WED; IBD, IMD); support strategic events, e.g. Delhi Summit, UNCSD Rio+20; UNFCCC, CBD COP, etc.)

- Media Relations (one-window policy for interviews; newspaper articles; field visits; press meet; media contacts; media coverage)
- Enquiries (gen info; pubs; photos; jobs; meeting experts; visits to Centre; Godavari Knowledge Park)

Major Events

- Plan together well in advance (at least a month if possible)
- Coordinated communications plan

Press releases

- Prior notice, draft one week before the event, post press release, provide photos

- Honesty and Integrity
- Review Process
- Authorship
- Acknowledgements
- Use and right of Intellectual property
- Gender sensitive approach to communication

www.icimod.org/kbp

Content

- Events, News, Impact Stories, Programme sub-sites/pages, Videos, Koshi Basin Information System (**KBIS**), Photos Database

Dedicated spaces

- Closed access to spaces for a project or activity
- Document sharing, information, discussion groups, data uploads...

Social Media – Facebook, Twitter, Youtube

- Use of ICIMOD logo, use and placement of partner logos
- Use of fonts – Futura for publications, Arial for email messages and electronic products
- Email signature – ICIMOD format
- PowerPoint templates
- Letterhead, memos, internal reports
- Publications and information products
- Standard Text blurbs

- KBP Staff and partners
- Internal communication is not only crucial to inform, motivate, and influence the programme staff; it is an **integrated part of our daily knowledge generation and sharing**
- Regular meetings
- Internal Calendar of Events

- KBP Staff and partners
- Internal communication is not only crucial to inform, motivate, and influence the programme staff; it is an **integrated part of our daily knowledge generation and sharing**
- Regular meetings
- Internal Calendar of Events

- **What** are we trying to achieve and **who** are we targeting?

Aims	Audiences
Peer recognition Share concepts	Other scientists and the scientifically literate (professional)
Inform a policy issue Policy analysis	Decision-makers
Maintain funding levels Lobby	Opinion-formers
Demonstrate that funding is well-spent Whip up popular support for decisions/legislation Add to scientific literacy Create interest and inform	The general public Local officials Business
Role of science in everyday life Encourage take-up of science	Students Youth Teachers

External Communication

KBP's Audiences and Strategies for reaching them



Press and newspapers (print and online)

- Press release
- Opinion editorial (DG's messages)
- News features
- Policy briefs
- Monthly newsletter

Online

- Portal and web site
- Social Media use (pod casts, web casts, video clips, interviews, blogs, Tweets)
- Multimedia
- E-mail newsletter and RSS
- Phone and ipad apps

TV

- News and features
- Long-format programmes and online television options; interviews with researchers and collaboration with other organizations

Advertising of publications

- Print, Brochures, Flyers, Posters
- Scientific reports
- Conferences
- Events

Public Relations

- Events
- Conferences
- Press conferences

Public

- Learning
- Training programmes
- Flyers, posters, and fact sheets
- Youth resources

Policy makers

- E-newsletter
- Flyers, posters, and fact sheets
- Policy Briefs
- Feature news

- Importance of having a KMC strategy
 - A **guiding tool** for continued communication and collaboration
 - Maintaining and **Unique Identity** of the programme
 - Keeping track of our **progress**

Knowledge grows
better as we share it !

Thank you

ICIMOD

