



Forest Carbon Partnership Facility

7b. Draft Framework Strategy for Knowledge Management and Communications

Participants Committee Meeting (FCPF PC15)

Lombok, Indonesia, June 29-July 1, 2013

The four strategic objectives of the FCPF



FOREST
CARBON
PARTNERSHIP
FACILITY

- To assist countries in their REDD+ efforts by providing them with financial and technical assistance in building their capacity to benefit from possible future systems of positive incentives for REDD+.
- To pilot a performance-based payment system for REDD+ activities, with a view to ensuring equitable benefit sharing and promoting future large-scale positive incentives for REDD+.
- Within the approach to REDD+, to test ways to sustain or enhance livelihoods of local communities and to conserve biodiversity.
- **To disseminate broadly the knowledge gained in the development of the Facility and the implementation of Readiness Preparation Proposals (RPPs) and Emission Reductions Programs (ERPs).**

A DRAFT framework strategy for knowledge management and communications for the FCPF

A draft framework strategy has been developed and will be shared with Participants in the next few weeks.

→ It serves as the **framework for establishing a program of work** for KM and communications

→ It responds to the **need for access to knowledge** to support the objectives of the Partnership.

Objectives of the Framework Strategy

Strengthen outreach on the overall objectives of the FCPF.

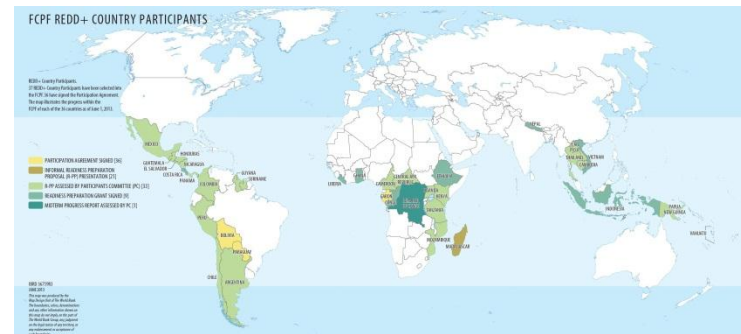
Strengthen knowledge-sharing, learning and outreach processes that foster and support the FCPF's role of a partnership that continues to pilot and innovate "learning-by-doing".

Encourage and nurture partnerships and peer-to-peer processes that support knowledge-sharing and learning among REDD Country Participants and build the capacity of all stakeholders involved.

Target audience

The target audience covers three levels:

i. the country level



ii. the delivery partners



iii. global audiences



Expected results from KM and outreach



- **Improve the visibility of the FCPF** and of successful REDD+ initiatives and success stories from REDD Participant Countries;
- **Transfer knowledge** across countries or regions;
- **Support meaningful stakeholder participation by overcoming the “knowledge barriers”** that may otherwise impede engagement in technical discussions;
- **Build communities of practice** composed of key REDD+ champions to share work and emerging best practices around specific areas of expertise (i.e., carbon accounting, safeguards, etc.);
- **Help build consensus** on REDD+ approaches in a country or program area;
- **Inform and influence emerging national REDD+ strategies**, implementation frameworks and policies.

KM builds on the strengths of the FCPF

- **A key asset for knowledge management is the platform or venue the FCPF has created for frank and open exchange** of lessons and experiences and the broad representation of REDD+ stakeholders it can draw on.
- **The FCPF has fostered a process of continually raising standards based on peer-to-peer review.** The evolution of R-PPs confirms the strength of “peer-to-peer” learning and continuous impact in terms of increasing conceptual understanding, technical skills, as well as broader policy context of participants.
- **The common framework of the FCPF also lends itself for comparison across the FCPF portfolio as well as abstraction of experiences,** thereby facilitating the transfer of models and lessons from one country to another.



KM builds on the strengths of the FCPF

- Based on the readiness status of countries, the learning focus of the FCPF has mainly been on the development of REDD+ strategies.
- As countries advance and prepare their midterm reports, important lessons can be drawn.
 - **Capturing case-study stories will help to illustrate the efforts of countries and make them real, accessible, more relevant, and less abstract.**

Potential challenges for KM and Outreach

- Information on REDD+ is complex, highly technical, but needs to be communicated to and understood by a wide range of non-specialized stakeholders.
- Key knowledge about what works and what doesn't is usually held by REDD+ practitioners in the countries, who are typically busily involved in day-to-day coordination and implementation with limited time to reflect and share experiences.
 - It will be pivotal that the FCPF offers incentives to REDD+ practitioners to reflect on their experiences and share them.
 - Substantive effort is then still needed to gather information and translate it to a level of abstraction that allows transfer of knowledge to other country settings.

Potential challenges for KM and Outreach

- **Learning not only from success, but also from failure:** Given the piloting phase that REDD+ is in, learning from failure is just as important and informative as learning from successful approaches.
- **Not to “reinvent the wheel”,** but to take into account lessons learned in the forestry sector in the past.
- **Harmonizing the messaging on operational processes** related to the FCPF among FMT and Delivery Partners
- **Seeking to ensure cost-effectiveness of KM and outreach activities** by harnessing efforts and integrating them into the existing framework of country operations, technical assistance services, and program-level M&E.

Knowledge Management Framework

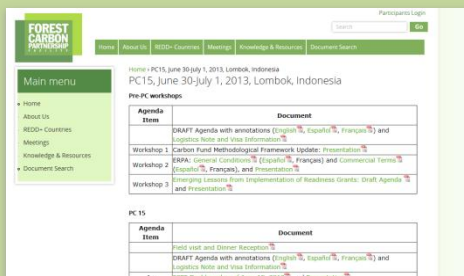
Objectives	3-year objectives	Activities FY2014
<p>1. Learning and knowledge sharing is supported with a set of prioritized activities based on needs of REDD+ Countries</p>	<ul style="list-style-type: none"> • A strategic and robust program of knowledge management activities is prepared every 1-2 years 	<ul style="list-style-type: none"> • Continue implementation of 2-year program of “Additional activities”
<p>2. Peer-to-peer learning is strategically build into knowledge management activities</p>	<ul style="list-style-type: none"> • Maintain and increase south-south learning • Improve capture of experiences for subsequent dissemination 	<ul style="list-style-type: none"> • South-south learning and WS as planned for “Additional Activities” • Improve reporting on findings through reports, web articles, multi-media recordings (edited), blogs, etc.

Knowledge Management Framework

Objectives

3. Lessons from the in-country readiness process are systematically captured to help inform processes in other FCPF countries.

4. Knowledge resources on the FCPF website are clearly structured and easily accessible



3-year objectives

- Lessons from REDD+ Strategy development (and implementation) are systematically captured (through improved reporting, desktop review, selected stakeholder interviews, and portfolio reviews) and disseminated.

- Presentation of knowledge resources improved and well structured.
- Branding strategy for different types of publications and KM material developed and applied.

Activities FY2014

- New “lessons learned” report for FCPF’s 5-year anniversary.
- Comprehensive M&E Country Reports (as per new FCPF M&E framework) reviewed for lessons and achievements.

- Knowledge Resources reorganized on FCPF website.
- “Must-read” knowledge products for each topic highlighted.
- Branding approach developed (design templates created and applied).

Knowledge Management Framework

Objectives

5. Collaboration and coordination with external partners is improved to enhance outreach and knowledge sharing.




3-year objectives

- Improved coordination on KM with Delivery Partners and other partners organizations (UN REDD, FIP, GEF), NGOs (TNC, WWF, CI, etc.), and other donors.
- Channel information to existing online communities and information platforms
- Learning from past and existing initiatives in the forestry sector


Activities FY2014

- Identify synergies with KM initiatives spearheaded by partner organizations
- Test collaboration with existing online fora and platforms to disseminate lessons (e.g., carbono finanzas)
- Continue building synergies with forest/land sector initiatives inside the World Bank.

Knowledge Management Framework

Objectives	3-year objectives	Activities FY2014
<p>6. Communities of Practice are established connecting staff from the FCPF FMT, Delivery Partners, and others.</p> 	<ul style="list-style-type: none"> Communities of Practice (virtual+ in person) developed/strengthened for selected priority themes. 	<ul style="list-style-type: none"> Community of Practice on Risk Management in REDD+ active in the World Bank; Identify demand for/interest for other Communities of Practices;
<p>7. Learning events are systematically planned and implemented.</p>	<ul style="list-style-type: none"> Planning of learning events is improved. 	<ul style="list-style-type: none"> Create events calendar for FCPF website; Announce learning events in FCPF Newsletter.
<p>8. Use of information technology to improve knowledge management is strengthened.</p>	<ul style="list-style-type: none"> Improved information technology is applied to the current FCPF website. 	<ul style="list-style-type: none"> Continue to improve presentational aspects of the website (i.e. rotating pictures, multi-media integration, map integration).

Communications Framework

Objectives	3-year objectives	Activities FY2014
<p>1. Communication to broad external audiences is improved to raise the general public profile of the FCPF</p> 	<ul style="list-style-type: none">• Annual Report is published annually and disseminated widely;• Opportunities for press releases, blog entries, articles, etc. are proactively identified• Piggy-bag on broader WB communication efforts	<ul style="list-style-type: none">• FCPF Annual Report for October 2013 (PC16)• News item released outside the FCPF website at least every two months• Monitor countries milestones to plan for just-in-time communications

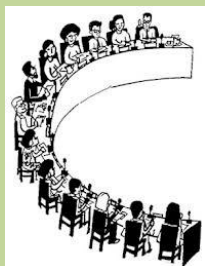
Communications Framework

Objectives

3-year objectives

Activities FY2014

3. Communication within the FCPF Partnership is improved



- A FCPF newsletter targeted at FCPF stakeholders is published regularly (at least three times a year, possibly more frequently if additional “news” are available)

- 1st newsletter issued in July/August 2013
- FCPF newsletter issued regularly (at least three times a year)

4. Space is created for countries to share their outreach material within the FCPF Partnership

- Countries to share their stories/pictures/media and experiences via FCPF website

- Photo contest for best REDD+ readiness picture
- Countries invited to contribute stories to FCPF newsletter.

Communications Framework

Objectives

3-year objectives

Activities FY2014

5. Use of visual/multi-media resources as well as social media is increased



- Increased use of multi-media to illustrate the objectives and accomplishments of the FCPF.
- Increased use of short video messages (short clips with messages from stakeholder and REDD+ experts)

- Vimeo channel integrated into FCPF website and video interviews captured in last 12 months edited and published.
- Scattered FCPF photo archives from 2008-2013 consolidated into FCPF Flickr page.
- FCPF Facebook page revitalized and updated.

6. General information kit is available for use by FCPF stakeholders to facilitate common messaging

- General communications kit available for use by countries (and also by delivery partners) to facilitate common messaging on the FCPF.

- Communications Kit with FAQ sheets and info briefs on the FCPF (i.e. for use in public relations) are available in the three standard languages;