

## Evaluation of Regional Knowledge Exchange on KM/Comms and Technical Issues related to REDD+

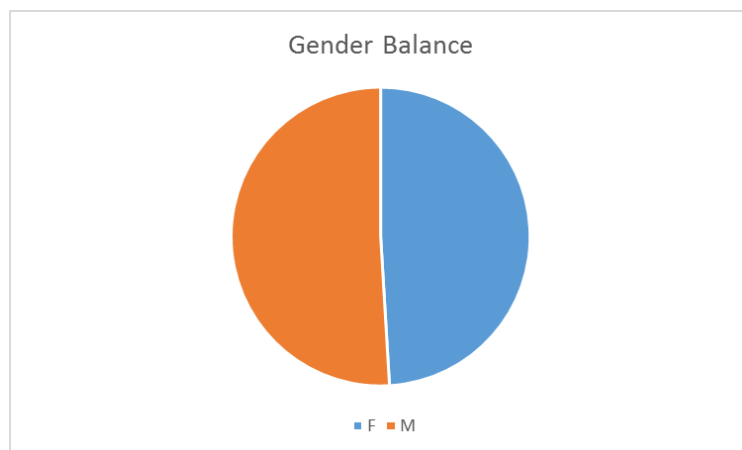
A regional knowledge exchange on knowledge management (KM) and communications (comms.) was held during August 23-25, 2016, in Bangkok. The event involved participants from 10 countries and 5 additional (non-UN-REDD) organizations.

On the second and third day, participants split into two groups, those with a main interest on KM and Comms, and those with interests in other technical areas. On the final day, an on-line evaluation was conducted, generating the following results:

### Participants

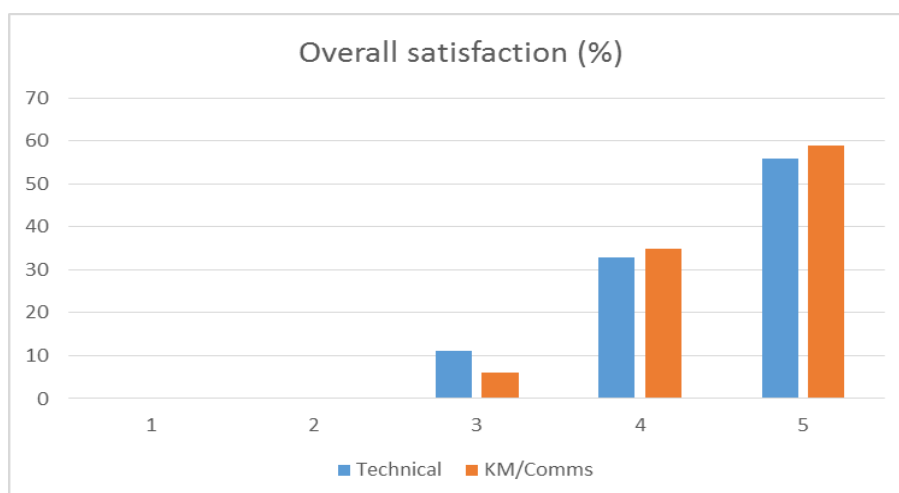
There were 53 participants, from 10 countries, and besides UN-REDD and FCPF projects, representatives from eight other organizations.

Gender balance was close to equal:



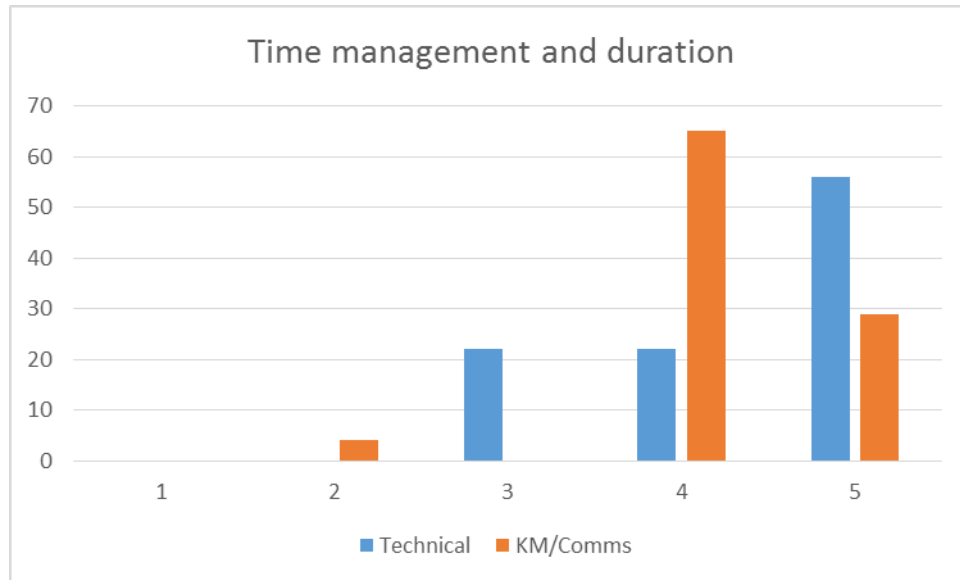
### Overall value of the event

Overall, participants were satisfied with the quality of the event. The two groups of participants had very similar views.



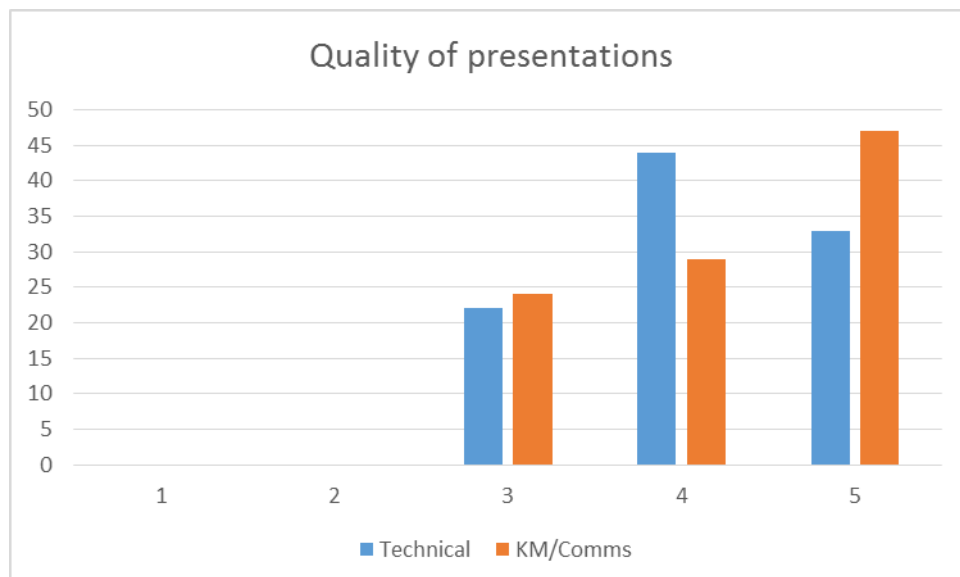
### Time management and duration

Generally, time management and duration were rated highly. The Technical group had slightly better opinions.



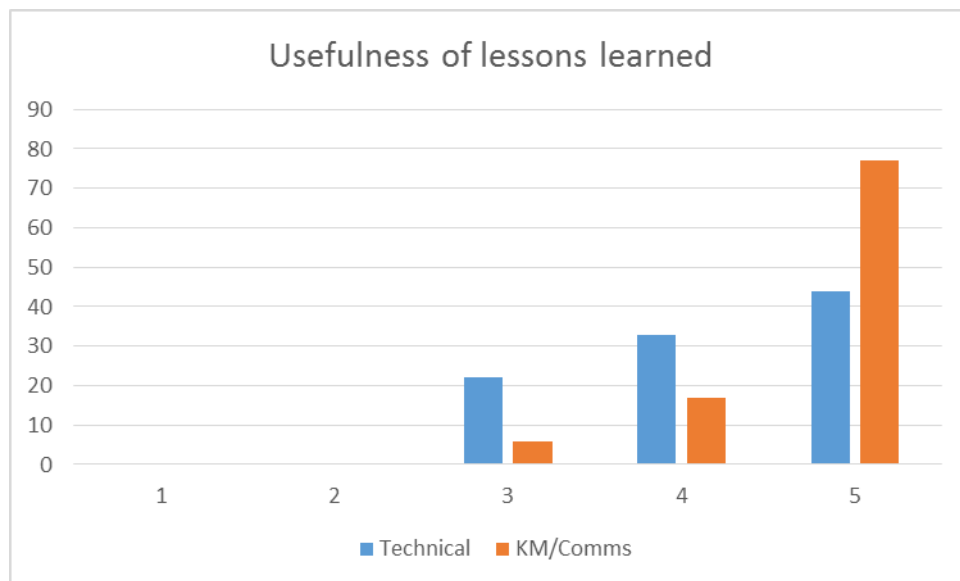
### Quality of presentations

Scores for quality of presentations were high. The KM/Comms group had a slightly better impression.



## Usefulness of lessons learned and experiences exchanged

KM/Comms participants rated the usefulness of lessons learned extremely highly. Technical participants also rated the usefulness high, although not to the same extent.

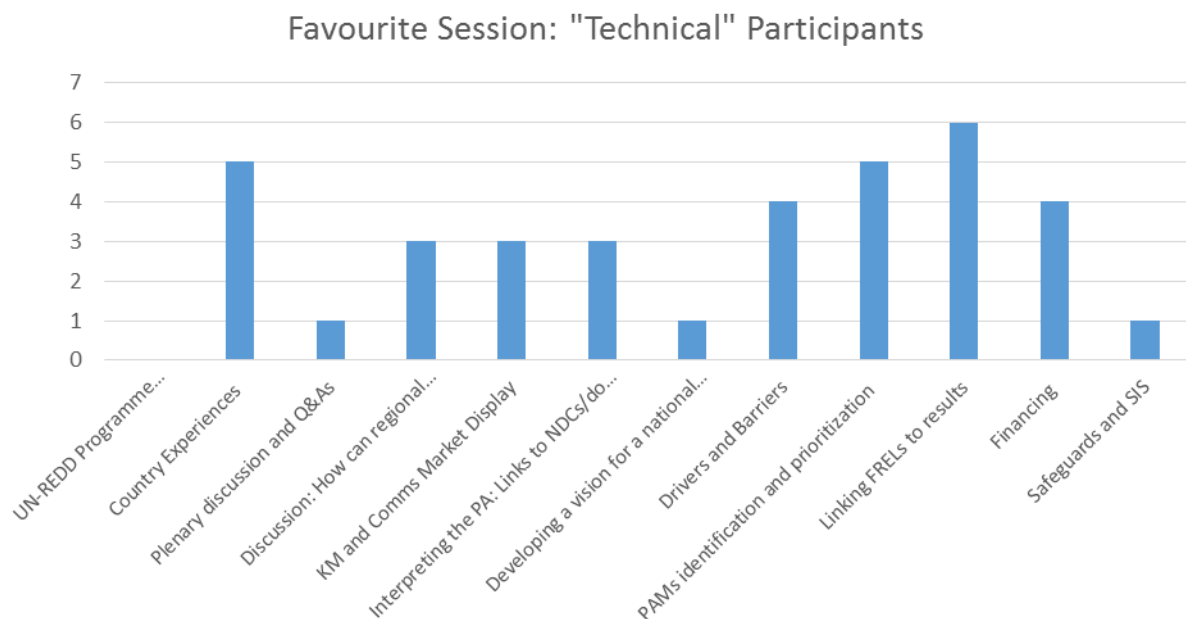


## Favourite sessions

After the first day, the two groups had separate sessions, so results are presented separately.

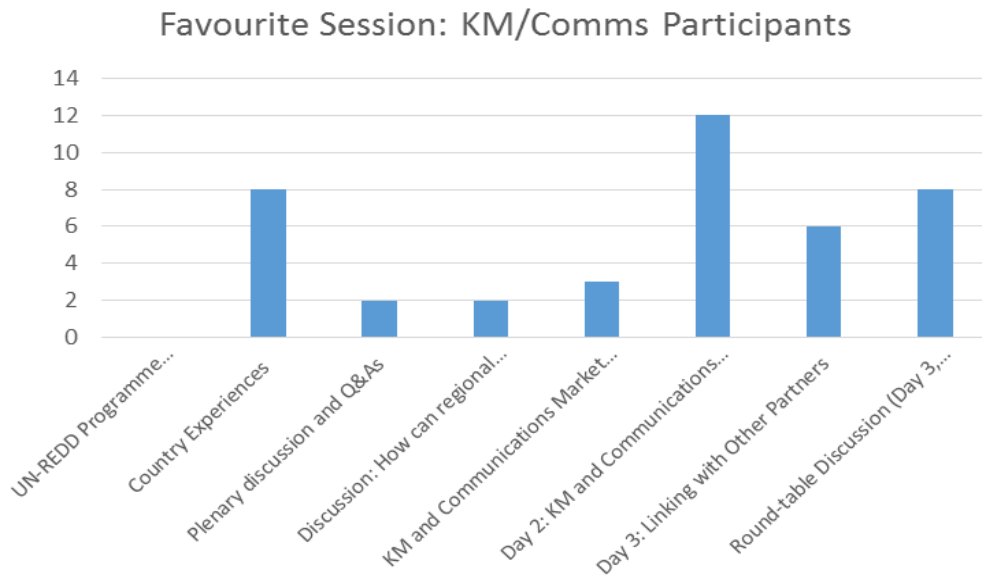
### a) Technical participants

Country exchanges and four of the Technical sessions (Drivers/Barriers, PAMs prioritization, Linking FRELs to results, and Finance) were the favourites.



b) KM/Comms participants

Country experiences, Training on day 2, and the roundtable discussion on day 3 were the favourite.



**What are the THREE main lessons you have learnt through this event?**

**a) Technical participants**

i) On Technical matters other than KM/Comms

- Clarified Misconceptions, D&D, PAMs
- There is no clear approach for PAMs identification (any lessons learned recorded?)  
SIS not complicated as thought to be
- Country should have clear vision on REDD+  
Setting up indicator for SIS should be manageable for country
- There is no 'perfect' D&D study (aren't we responsible?)  
NP Documents are often disconnected from what is really needed and from what really happened during the NP (some studies/analysis are just useless)
- Sequences and interlinks between REDD+ readiness activities

ii) On KM/Comms

- How to address effective communication?
- Comms concepts go beyond information, education and communication
- Consistency of information is really important for KM  
Different perspective of communication
- Flow key messages according to audience
- Ways of Knowledge management and communication.

iii) On learning

- The value of learning from success stories
- The value of sharing the knowledge with others

iv) On operational matters

- Status of REDD+ work in other countries, technical work on REDD+ at international, regional and national level
- REDD as learning program
- Experiences of other countries
- Challenges and obstacles experienced by PMU daily

b) KM/Comms participants

i) On working on KM/comms in a REDD+ team

- Convince technical groups of comm. significance,
- Recognizing different levels of comms programmes & officers;
- How to increase collaboration among other com. officer and technical officer
- Importance of Comm., how to communicate effectively,
- Make sure there is a clear strategic approach to communications; including specific objectives, be involved in programmatic design from the start
- Joint event of Technical staff with Coms Officers has been found as a useful tool in terms of thinking how to deliver REDD+ concepts to non-technical staff (different stakeholders)
- Need for a stronger UN-REDD theory of change

ii) On approaches to KM/Comms work

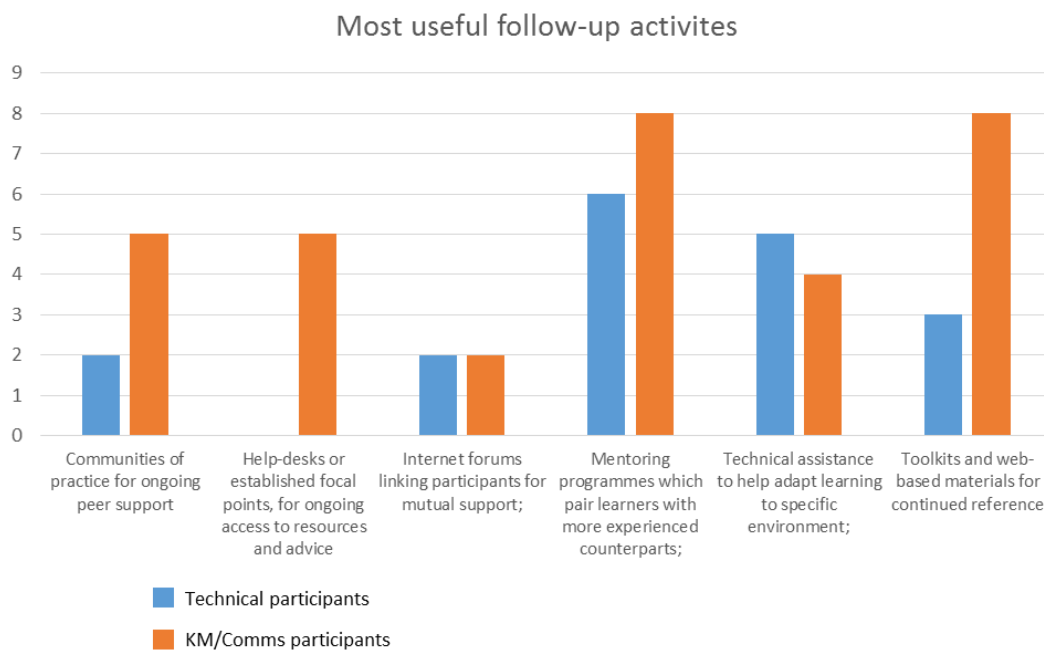
- Need to be more participatory, more consistency
- Develop clear messages for each stakeholders
- Identifying KEY MESSAGES
- Need for high level commitment to communications;
- Power of video
- Need to go beyond corporate comms
- Institutionalize prioritizing comms as part of theory of change
- Communication and information dissemination is very important within ministry, among line ministry, regional and international level
- Advocacy is one of the improvements we can make to our project for the success.
- Steps for advocacy campaign development
- Advocacy steps
- Media is very important role in communication and information dissemination.
- Develop effective comms work
- Identify target audience
- Disseminate knowledge according to target audience.
- Assess the effectiveness
- Focus on the basics (clarity of direction/use images/simple messages)  
Develop communication tools to flow key messages.
- Develop effective ingredients for communication.
- Online communication
- Infographics and power of video
- Better social media techniques / Tips on campaign strategies
- The power of Social Media and having a Digital Strategy apart from a Communications Strategy
- Informal modes of communication to influence key decision makers
- Moving from use of IEC materials to Behavioural Change since Advocacy is about Political Change, Social Change and Behavioural Change

iii) On networking and learning

- The power of Partnerships, Networking as forest communicators in the Region (Asia Pacific) and even more in the Pacific.
- Need to network more within the region
- Need to promote cooperation with different stakeholders
- The value of knowledge and information change between other countries
- The value of lessons learnt on communication and KM by country UN-REDD programmes in the region
- There is a way to simplify the regional communications process  
Useful to see examples of communication strategies
- Group discussions and clarifications made on different aspects of REDD+ were very useful  
Need to share best practice
- Experience from other countries and organizations is very useful  
Very useful for sharing knowledge and lessons learnt from other target countries

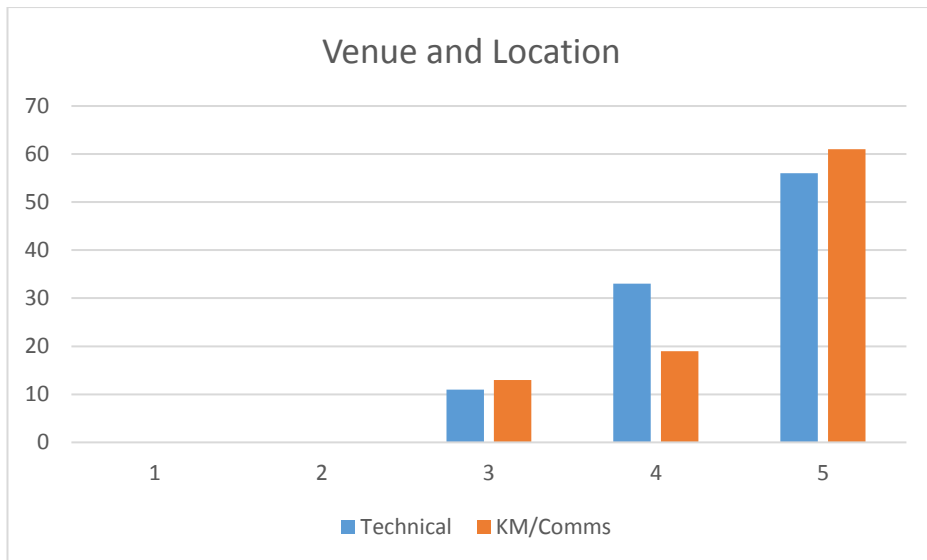
### Most valuable follow-up activities

Both groups favour mentoring programmes. KM/Comms participants also proposed toolkits and web-based materials, communities of practice, and help-desks.



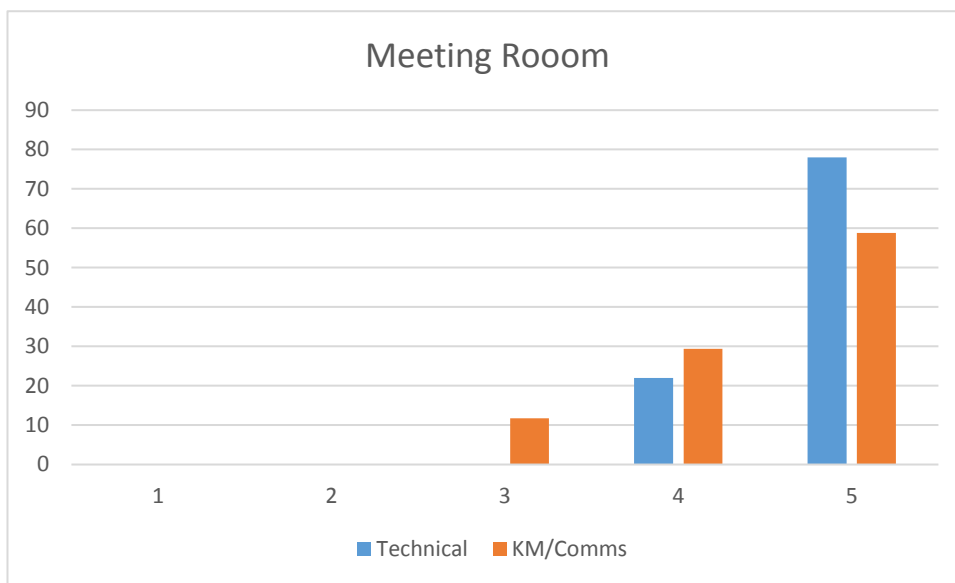
### Venue and location

Surprisingly, given previous event evaluations which highlighted the value of being near the Skytrain, there was a general satisfaction with the venue and location



### Meeting room

Similarly, most participants were satisfied with the meeting room.



### Overall arrangements

As shown below, apart from a couple of less-satisfied KM/Comms participants, all rated the overall arrangements 4 or 5.

### Overall arrangements

