

Orientation

New Knowledge Management and Communications colleagues

International Environment House, Geneva

17 November 2014



Welcome and Introductions



Meeting Objectives

Strategy:

- Build common understanding of what KM means to the UN-REDD Programme
- Build common understanding of the Programme's strategic objectives and how KM can support these
- Reflect on the KM Strategic Framework and build a shared understanding of supporting roles and responsibilities

Tools, Capacities and Activities

- Create a shared understanding of the relationship between KM and Communications, and strengthen KM/Comms collaboration
- Reflect on the Programmes KM achievements at the Programme and Regional levels
- Define some of the key KM priorities for 2015

Put this together to enable us to move forward in the next few weeks to develop our respective 2015 work plans AND to begin to develop the 2015-2020 KM Strategy



UN-REDD Programme: Structure, Strategy and Secretariat roles and responsibilities

**Mario Boccucci,
Head, UN-REDD Programme Secretariat**



Structure

- Inter-agency collaboration: UNDP, UNEP, FAO
- Works across three regions: Latin America and the Caribbean, Africa and Asia-Pacific – regional teams
- Management Group provides inter-agency oversight and decision-making
- Strategy Group – high-level agency representation
- Policy Board is made up of representatives of agencies, donors and partner countries with indigenous peoples and civil society observers – meets twice a year and approves budgets
- Secretariat is inter-agency and facilitates modalities of support to partner countries, reporting, and global Communications and KM
- Technical teams coordinate key work areas
- 56 partner countries (and growing)

Role of KM in achieving UN-REDD Programme strategic objectives



UN-REDD Programme Inter-agency Secretariat Organigram



Empowered lives.
Resilient nations.

Overall Secretariat Coordination

Head of Secretariat (DI, UNEP)-
Mario Boccucci
Support to MG, & SG, Resource
Mobilisation, Strategic engagement with
partners and processes, Management of
Secretariat

Operations and Programme Support

1. Programme Analyst (P2, UNDP)-
Onyemowo Ikwu
2. Programme Assistant (G5, UNEP)-
Vacant, recruitment underway
3. Consultant - Sharon McAuslan (FAO)

SNA/Global Programme coordination

1. Senior Officer-SNA (P5, FAO) -
Thais Linhares-Juvenal
UN-REDD & SNA Budget, PB
Operations, Annual Reporting
UNFCCC, REDD+ Partnership
2. Natural Resources Officer (P3, FAO)
- Helena Eriksson
3. Programme Officer REDD+
Partnership (P3, UNEP) - Wahida
Shah
4. Reporting Consultant - Solongo
Zulbaatar (FAO)

National Programmes coordination

1. Senior Officer- National
Programmes (P5, UNDP)-
Mirey Atallah
National Programmes, Tier 2,
Programme Audit 2014,
FLEGT
2. Programme Officer - National
Programmes (P5, UNDP) - Vacant,
recruitment underway
3. Consultant Associate Officer -
recruitment underway

Development of the Programme Strategy

1. Senior Advisor
(Denmark Seconded, UNDP) -
Mike Speirs
Post 2015 Strategy, Programme
Evaluation, [RBM], Partnerships,
EXPO 2015, Links to Agriculture
and Food Security agendas
2. Associate Analyst (P2, UNEP) -
Reem Ismail
3. **Daniel Bornstein (FAO Intern)**

Communications, KM & Events (incl. PB)

1. Communications Officer (P4, UNEP) -
Jennifer Ferguson-Mitchell
Communications, Knowledge
Management, PB Meetings, Events
2. Programme Associate (G7, UNDP) -
Frances Lim
3. KM Specialist (consultant) - vacant
as of 1/12/14 (UNDP)
4. Comm/KM/Events Associate -
consultant -- Maddie West (UNDP)
Website and Workspace maintenance,
event support, in-house publication
design, etc.
5. Documentation Officer & Editor --
consultant (UNEP) - Mark Grassi

Draft Strategic Framework 2016-2020

Main dimensions:

- Driven by *country needs*
- Support partner countries to meet *UNFCCC requirements*, in order to generate results-based payments for results-based actions
- *Scale up* REDD+ readiness to REDD+ implementation
- *One UN approach* strengthened – working as one – one point of contact for countries
- Connect REDD+ actions to *achieving Sustainable Development*
- Strengthened *Knowledge Management* to build countries' capacities



UN-REDD Programme: Work Areas and Support Modalities

Mirey Atallah – Senior Programme Officer, National Programmes



Knowledge Management & Communications

Jennifer Ferguson-Mitchell, Communications Officer



Knowledge Management:

Timeline:

2013

- Management Group assigns in 2013 to the Secretariat the development and facilitation of the Knowledge Management work area and overall responsibility for the KM work
- KM Specialist (consultant) hired, researches and drafts KM strategic framework with input from across Programme
- REDD+ Academy concept developed



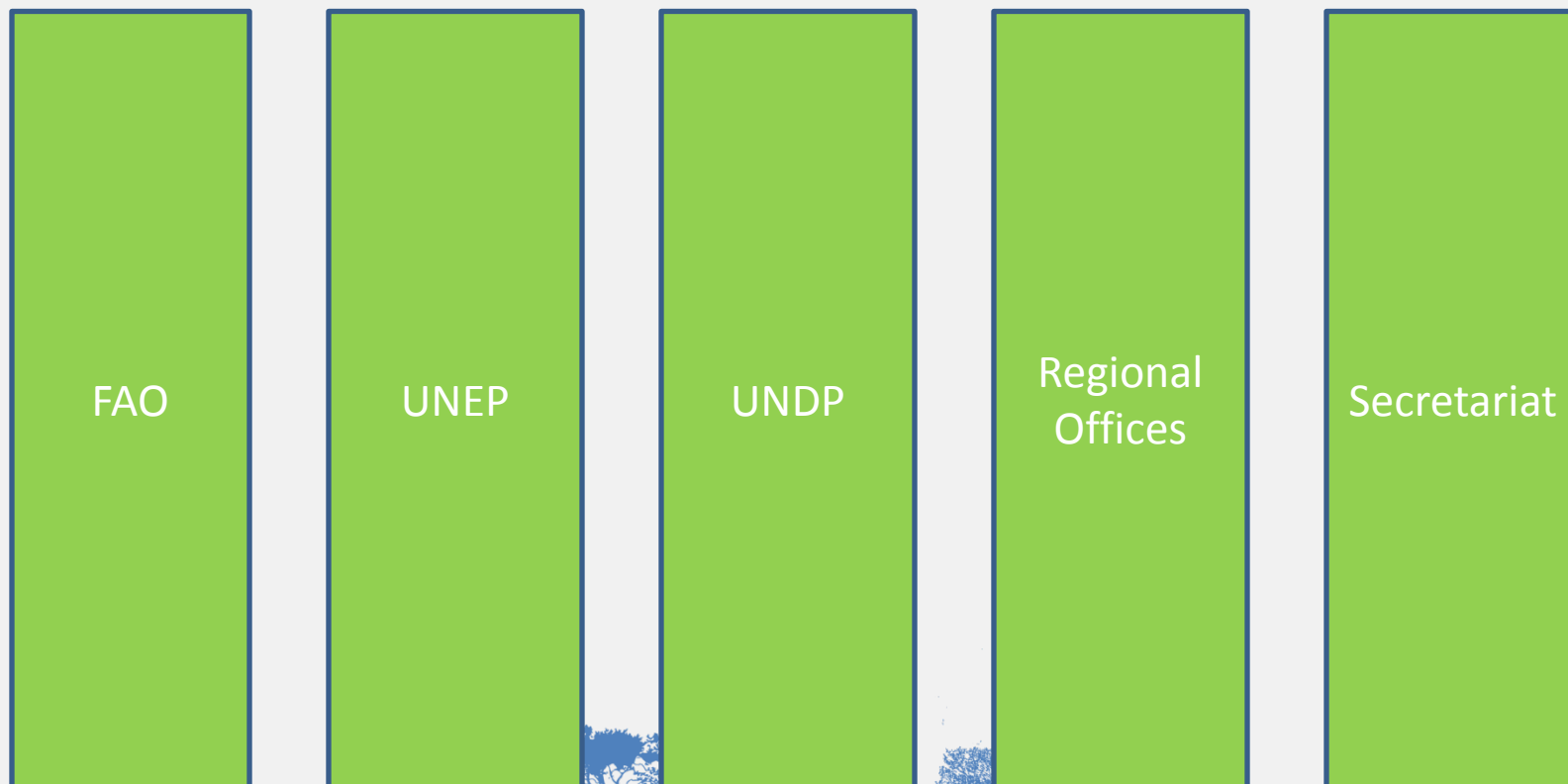
Knowledge Management:

Timeline:


2014

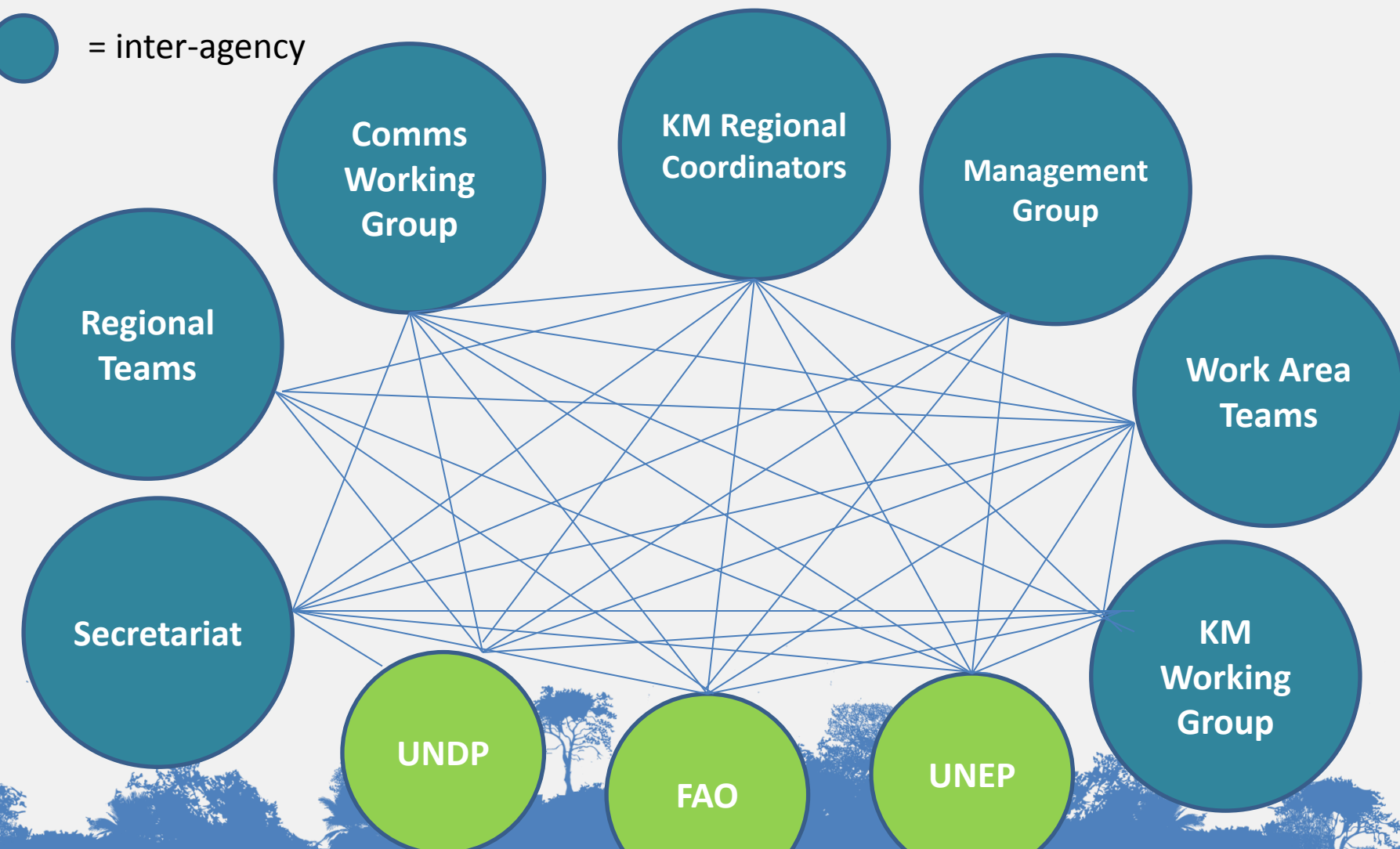
- REDD+ Academy designed and first session delivered & online explored
- Workspace identified for upgrade, needs surveys carried out, upgrade begins
- Knowledge Management Working Group established
- Guidance for developing KM initiatives developed and rolled out
- Regional KM proposals reviewed and endorsed – anticipated delivery of US\$ 1 million in KM regional activities through 2015
- Systemization: New RADAR tool and M&E reporting integrated into Workspace – making results-based management information widely available
- Inter-agency KM Regional Coordinators (consultants) put in place in each region (Africa, Asia-Pacific, and Latin America and the Caribbean)
- First global KM-Comms coordination meeting being held

Operational relationships – Not silos



Operational relationships – Matrix structure

 = inter-agency



KM roles and responsibilities:

Operating in a matrix organizational structure

- **KM agency focal points** (based in agency HQs): represent agencies in KM inter-agency decision-making, members of KM Working Group, implement agency-specific KM work, support Programme KM work, support development and delivery of Programme and Regional KM strategies and work plans
- **Inter-agency KM Regional Coordinators** (consultants based in each region): represent all three agencies in the region; design, implementation and reporting of regional (and national in their regions) KM initiatives, develop regional KM work plan, members of KM working group, support Programme KM work
- **50% KM regional specialist** – Tim Boyle – additional level of support to KM Regional Coordinators and Regional Technical Advisers – assist links among regions, supports development of regional KM initiatives and regional knowledge connections.



KM roles and responsibilities – cont'd:

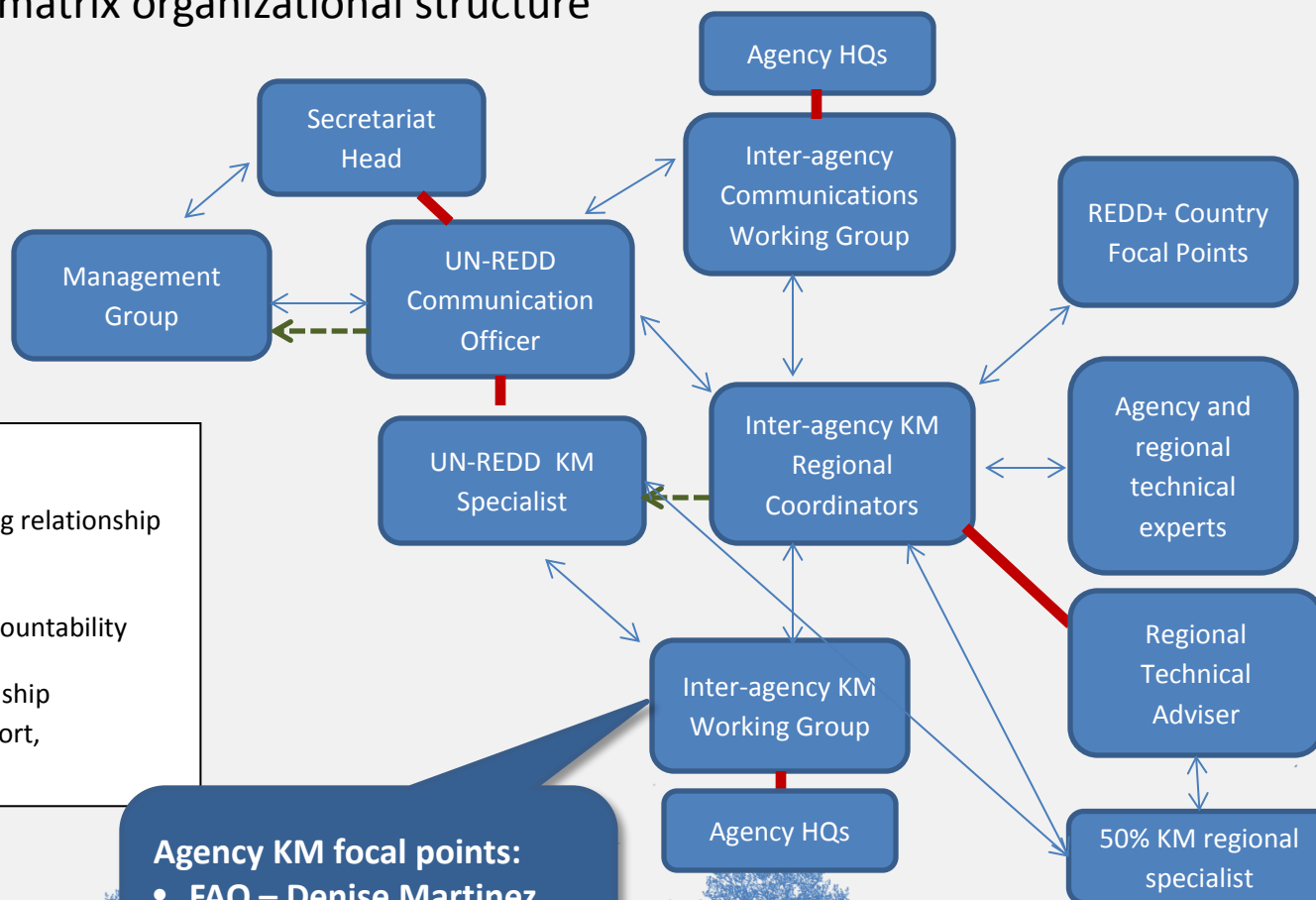
Operating in a matrix organizational structure

- **Secretariat** -- Communications Officer: overall responsibility for delivery and facilitation of KM including development of Programme's KM tools and capacities, develops global level Programme Comms and KM strategies and work plans, accountable for delivery of Programme's KM strategy
- **KM Specialist** (consultant): Design and management of Programme KM tools, facilitates Programme KM work, leads and coordinates KM Working Group, provides KM support and advisory services as needed across Programme, KM reporting into the Programme M&E, contributes to KM strategy and work plan, delivers KM work plan



KM and Comms roles and relationships:

Operating in a matrix organizational structure



Key:

- = Direct reporting relationship with full accountability
- - - = dotted line accountability
- <--> = mutual relationship (information sharing, support, collaboration)

Agency KM focal points:

- FAO – Denise Martinez
- UNDP – Dearbhla Keegan
- UNEP – Levis Kavagi

Linkages between KM and Communications tools and capacities



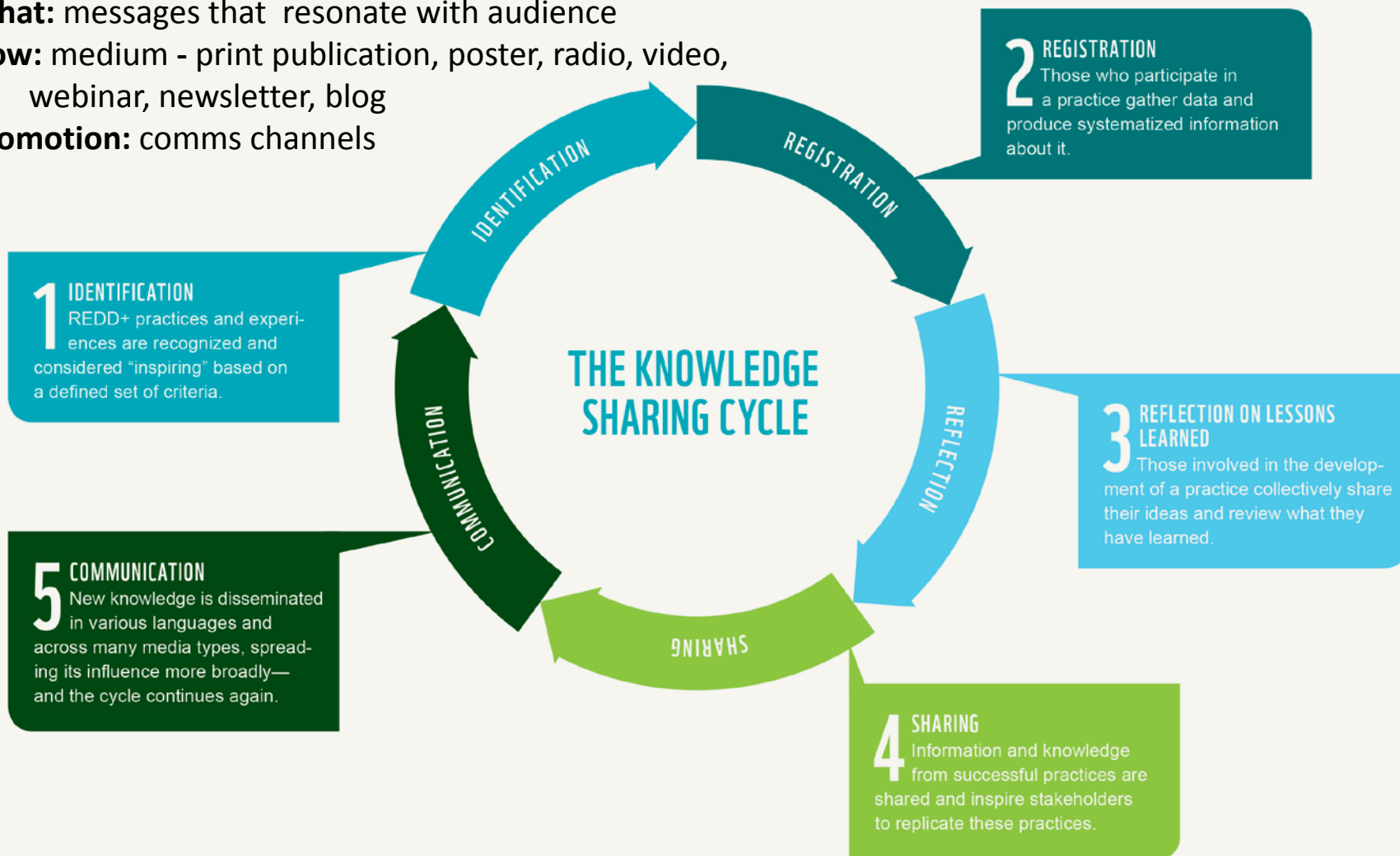
Communications and the Knowledge Sharing Cycle

Who: target audience

What: messages that resonate with audience

How: medium - print publication, poster, radio, video,
webinar, newsletter, blog

Promotion: comms channels



Communications Tools

Status update on key tools:

- ✓ New public Workspace developed – in beta testing – that will provide countries with their own space to share information and knowledge *and* make it easier for REDD+ practitioners worldwide to find valuable technical information
- ✓ Website now updated with fresh content and new “go-to” information hubs such as for the Climate Summit and More than 20,000 monthly users.
- ✓ Newsletter now produced on a *regular monthly basis*
- ✓ Blog now more active, nearly 500 views/post
- ✓ Dramatic increase in ability to share REDD+ knowledge information through Programme’s social media channels
 - ❖ Facebook user up 60% to nearly 5,000 followers
 - ❖ Twitter subscribers up 70% to over 8,000 followers – engagement up 400% since March 2014
- ✓ Plus additional tools: videos, photos, posters, infographics, etc.



Communications Tools

Next steps:

- ✓ Workspace launched
 - ✓ Website redesign – new server, new CMS, updated content to complement Workspace (avoid competing)
 - ✓ Newsletter – new design and more strategic editorial content
 - ✓ Family of publications updated – new types
 - ✓ Publication production protocols defined
 - ✓ Image library created
- * These are agenda items for Annual Meeting of the Communications Working Group



UNDP Operations

Dina Hajj



Reflections on day

Update on tomorrow's meeting



Thank You

www.un-redd.org

