

**Notes – 31 March 2016**

**Communications/ Knowledge Management Working Group coordination call with regional KM specialists**

Working Group:

* Chair: UN-REDD Programme KM Specialist, Patrick Breard
* UN-REDD Programme Communications Officer, Jennifer Ferguson-Mitchell
* Agency focal points: Denise Martinez (FAO), Jaime Webbe (UNEP), Tim Boyle / Aziyade Poltier (UNDP)
* Support: Maddie West

Regional KM Specialists:

* Africa: Ela Ionescu; LAC: Patricia Toquica ; Asia-Pacific: Heang Thy

Present:

**Agenda items:**

1. General welcome / introduction -- (Patrick)
2. Review of action items from precedent call
   1. Have begun to work on proposals for seed funds -- update from Ela: the group has discussed what would be the focus of a funding proposal -- capturing impact stories was identified. A one-pager was then drafted. Decided to have 3 countries, and a request of $10K per region, to be potentially be supplemented -- these funds would be used for layout, design, printing, dissemination. Once finalized, this will be sent to Jennifer and then to Mario for sharing with the MG.
3. Feedback and Q&A on regional KM workplans 2016
   1. Patrick and Jennifer have provided feedback to these.
   2. Denise: workplans are comprehensive and interesting -- on AP proposal the priority areas did not seem to be aligned to the priorities identified by countries. On Africa workplan, more clarity needed on topic priorities. Indicators could reflect on uptake of knowledge. LAC, very good comms integration, agrees on Patrick’s comments regarding country priority focus, could be stronger on KM uptake. Very good work.
   3. Jaime: demonstrates value of regional KM specialist role, and Programme’s response to country needs. It is a very good approach, and one we should continue. Share concerns on funding of work. Brand and in-country presence is very important. Resources should be available to enable the regional work plans in full. Now is not the time to reduce KM funding.
   4. Ela/Denise: clarification on opportunities for KM -- focus on impact, less about process. Prioritize impact stories that are activity driven. e.g. how an output helped a country to realize a significant achievement through UN-REDD Programme support.
   5. Patricia: end of year assessments and/or post-event surveys can be used to gather information on knowledge uptake, application and impact.
   6. Denise: perhaps embedding activities in country activities is an option to access funding. Patricia -- yes, this is being explored.
4. Preparing Progress report Q1 / M&E framework
   1. Team discussed setting a deadline of end of April for Q1 reports
   2. Patrick suggested using the M&E as a mechanism for reporting
   3. Jennifer is reviewing M&E and will have this finalized by end of next week
5. Travel plans of regional KM specialists / planning outreach
   1. (See below)

1. AOB:
   1. Promotion of activities through social media --
      1. Patricia,this is working, if there is news we post it on the Workspace and send to Jennifer some suggested tweets, and this is promoted.
      2. Secretariat can support dissemination of news through social media plans -- regional KM specialists and/or agency comms/KM should provide the social media plan in advance and Jennifer can then disseminate this to the agencies for pass on dissemination.
   2. Leverage value of missions for KM -- Ela, travel plans can be shared with the group, but travel is limited due to funding. Patricia, we are reducing these, and prioritize until alternative funding options are identified. Supporting remotely.
   3. Partnership with FCPF for knowledge events -- global /regional -- Jennifer will explore opportunities with FCPF and if possible, organize a group call with FCPF and the regional KM specialists to explore other opportunities.
   4. Moderated version of online REDD+ Academy due by 15 April
   5. Hiring a new KM/Comms Specialist -- starting 1 April -- he will be replacing Jaime.

Action Items:

* Regional KM group to send to Jennifer by Friday 31/03 the KM funding proposal.