

UN-REDD
PROGRAMME



Food and Agriculture
Organization of the
United Nations



Empowered lives.
Resilient nations.



Communications & Knowledge Management

A UN-REDD Programme Quick Guide for Staff & Country Partners



Knowledge Management (KM) and Communications are key Programme activities that help us all assess, improve, share and promote our work.

The UN-REDD Programme Communications and KM team is here to lead and assist Programme staff and partners to incorporate communications and knowledge processes into their workflows, in order to achieve the following objectives:

1. Engage with target audiences to increase visibility of the UN-REDD Programme and REDD+ for donors, policy makers and other sectors, and position the UN-REDD Programme as a key player in the REDD+ space while enhancing the visibility of countries' REDD+ achievements.
2. Capture and share evidence and learning from REDD+ readiness and implementation in order to increase the capacity of partner countries to realize the benefits and goals of REDD+.
3. Increase the capacity of the UN-REDD Programme team and partners to develop and deliver high-quality training and knowledge products.

This guide presents step-by-step instructions on how to fit Communications and KM into your work in order to achieve the above objectives.

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What is the difference between communications and knowledge management?

Communications and KM go hand-in-hand to help the Programme achieve its objectives.

Through strategic **communications** efforts, the Programme engages key audiences to promote its work and goals, and works to ensure all knowledge products and information materials meet the highest editorial and brand standards.

By providing systematic needs-based **Knowledge Management** support, the UN-REDD Programme aims to help countries gain and share the knowledge necessary for REDD+ readiness and implementation under UNFCCC guidelines.

Examples of Communications work:

- Writing, editing and translation
- Branding and design
- News and press releases
- Interviews and media
- Speeches and presentations
- Website (www.un-redd.org)
- Social media

Examples of KM work:

- Resource libraries
- Knowledge tools and products (Workspace, RADAR, publication series, training materials, etc.)
- Knowledge exchanges & workshops
- REDD+ Academy
- Assessments and surveys
- Webinars

How does communications and KM fit into my work, and what are my responsibilities as a technical team member or partner?

Your participation in Knowledge Management and Communications processes is vital for the Programme's success.

Depending on your role, your responsibilities may include the following:

- **Uploading Programme and country resources, reports, etc. to the workspace, and tagging them to the correct pages.** *Each country/region and technical team is responsible for adding their own documents.*
- **Notifying the comms/KM team of all upcoming events, publications, products or achievements.** *All staff, consultants, and partners.*
- **Completing your workspace profile and keeping it up-to-date.** *Everyone.*
- **Posting announcements and news to the workspace, and adding events to the workspace calendar.** *Everyone.*
- **Liaising with your regional or agency focal point to propose newsletter and blog articles.** *Staff, consultants, partners.*
- **Working with the relevant focal point to customize and issue surveys before or after an event.** *Event coordinator or focal point.*
- **Developing publications or other knowledge products.** *Anyone.*
- **Being interviewed by media.** *All staff.*

If in doubt, reach out! We are here to help. Send an email anytime to communications@un-redd.org with your questions.



How do I share an achievement or news?

You work hard to make an impact.

Make sure your achievements and news don't go unnoticed by taking advantage of our extensive network and multiple communications channels.

Workspace announcements & Weekly Roundup:

Anyone can post an [announcement](#) to the Workspace. Simply log in and click '[post announcement](#)'.

All announcements posted to the Workspace are shared in the 'Weekly Roundup' and sent each Tuesday to over 2,000 Workspace members. We also frequently draw from Workspace announcements for cross-posting on social media.

Tip: Don't forget to [tag your announcement](#) so that it appears on all relevant subject, country and regional pages and can be easily found using the filter tool.

Newsletter

The UN-REDD Programme newsletter, [The REDD+ Resource](#), is a communications and knowledge sharing resource published bi-monthly in February, April, June, August, October and December of each year. Ideas for articles should be submitted to your relevant agency focal point by the beginning of the month prior to publication (i.e. 1 May for the June edition), and should relate to information no more than 3 months old.

Vacancies, publications, videos and news coverage may also be submitted up to 1 week before publication.

Social media

Have a quick update or breaking news to share? All staff, consultants and partners are welcome to submit content for our social media channels. At a workshop or event? Send us a photo and quote or description. Tweeting from your own account? Make sure to tag @unredd so we can retweet! Did you come across an interesting fact or resource related to your work? Let us share it for you!

Links: [Twitter](#) / [Facebook](#) / [LinkedIn](#) / [YouTube](#)

Blog

The [UN-REDD Programme blog](#) is a space where Programme staff and consultants, partners and guest experts can share their experiences and perspectives on REDD+ issues. Get in touch with the communications officer if you have an idea for a blog post.

Website news

Global news related to the UN-REDD Programme can be featured [on our website](#). Submit suggested content anytime to the communications officer.

How do I plan a workshop or event?

The communications and KM team is here to help you plan knowledge events that maximize impact, assess that impact, and share results.

The steps outlined on this page should be implemented to take advantage of all available support.



Event Planning Process:

- 1. Inform your agency comms/KM focal point, the KM consultant, and regional KM specialist about any upcoming knowledge events.**
- The regional KM specialist can issue a 'knowledge needs assessment' to help you determine what the event should focus on. Work with the specialist to tailor questions to the training subject.
- Prior to the event, connect with the communications officer and/or regional KM specialist to discuss communications opportunities, for example hiring a photographer, live-tweeting from the event, capturing highlights, etc.
- 4. Prior to the event, gather all participant emails and request the event satisfaction survey link from your regional KM specialist, in order to issue the online survey directly following the event.** For events where printed assessments are necessary, please request a PDF copy of the survey to bring with you. Provide collected surveys (or scans of them) to the specialist following the event. *Tip: You can request custom questions be added to our standard event satisfaction survey.*
- Take notes during the event with a wrap-up article in mind. You may want to share highlights on social media, or write a newsletter article on the event and its impact. Notes will help make this easier! *Tip: Jot down memorable quotes, highlights, and outcomes. A key question to keep in mind: what has changed as a result of this event?*
- Quotes from participants and photos are also great to capture. No photographer? Check out our ['Photography Quick Guide'](#) for some tips on taking high quality photos yourself.

How do I produce a publication or other knowledge product?

The combined knowledge of the Programme's staff and consultants is our greatest asset.

In order to capture and share this knowledge, the Programme has developed various publication series which have been designed to maximize reach and value.

The range of UN-REDD Programme publications include [Info](#), [Technical](#) and [Policy](#) briefs, the [Technical Resource Series](#), [Success Stories](#), [Info Kit Fact Sheets](#), [Lessons Learned Reports](#), and [Impact Narratives](#) (forthcoming). Proposals for innovative and interactive knowledge products (i.e. videos, e-courses) are also encouraged.

The Programme's '[Information Materials Workflow](#)' must be followed from the concept phase of any Programme-funded or branded publication or knowledge product. Failure to follow this process could result in delays, so be sure to get in touch at the beginning of the development process for guidance.

Print policy:

The UN-REDD Programme discourages printing of publications in order to reduce our environmental footprint. Where printing is necessary, FSC-certified paper should be used.

Publication Process:

1. If you have an idea or need for a new product, the KM/Comms team is available to discuss product options and provide advice on how to best to develop a product for your target audience.
2. Prior to beginning work, the project lead and agency focal point must **fill out the [concept form](#) and provide it to the communications officer** for approval from the Comms/KM working group (Global/Regional products) or RTAs (Country products). Approval or comments will be provided within 10 working days.
3. The publication is produced in accordance with the [UN-REDD Programme style guide](#) and follows the appropriate [series concept note](#) in terms of structure, content, length, etc.
4. **The draft is approved by the lead agency, followed by circulation to the other agencies** (via the communications officer).
5. Once designed, in accordance with UN-REDD Programme [branding guidelines](#) and with the appropriate template, **the publication must be provided to the communications officer for final branding approval.**
6. **The final publication should be uploaded to the Workspace and tagged** to relevant pages by the project lead. The communications officer will then launch and promote across social channels.

How can I collaborate online with other REDD+ experts?

The Comms/KM team is constantly working on new and improved ways for the REDD+ community to connect and share knowledge, ideas and news. The main hub for this network is the Collaborative Online Workspace. On the Workspace, any member can:

- create or join public and private [groups](#)
- start or participate in a [discussion forum](#)
- [find and connect](#) with experts and colleagues
- maintain a public profile on their REDD+ expertise

What services do the communications and KM team provide?

Our team of communications and KM professionals are here to lead and support related work across the Programme. Their main responsibilities include the following:

1. Developing and implementing communications and KM strategies.
2. Supporting others to successfully adhere to processes and guidelines (i.e. information materials approvals, editorial and branding style guides, surveys).
3. Leading on assessing and improving knowledge events, knowledge product development and training delivery.



Who makes up the communications and KM team, and what are their roles?

The core Communications and KM team is made up of the following members. Please ensure you have the most up-to-date version of this guide (available on the Workspace [here](#)) to view any updates to this list.

GLOBAL

Communications Officer

Florian Eisele
florian.eisele@unep.org

Contact for: Global and regional communications and KM activities; media/press; events; partnerships; website; social media; promotions; announcements; blog; newsletter.

KM Consultant

Maddie West
madeline.west@un-redd.org

Contact for: Workspace; surveys; weekly roundup; publications; logos; templates; knowledge events; training.

REDD+ Academy Coordinator

Mihaela Secrieru
mihaela.secrieru@unep.org

Contact for: REDD+ Academy

REGIONAL

Asia Pacific KM Specialist

Mihaela Secrieru
mihaela.secrieru@unep.org

Contact for: A-P knowledge events; surveys; km/comms guidance to country and regional teams.

Africa KM Specialist

Maddie West
madeline.west@un-redd.org

Contact for: Africa knowledge events; surveys; km/comms guidance to country and regional teams.

LAC KM Specialist

TBD
tbd

Contact for: LAC knowledge events; surveys; km/comms guidance to country and regional teams.

AGENCY FOCAL POINTS

UNDP Focal Point

Elsbeth Halverson
elsbeth.halverson@undp.org

Contact for: Agency events & publications; announcements; social media; blog; newsletter submissions.

FAO Focal Point

Helena Eriksson
helena.eriksson@fao.org

Contact for: Agency events & publications; announcements; social media; blog; newsletter submissions.

UN Environment Focal Point

Florian Eisele
florian.eisele@unep.org

Contact for: Agency events & publications; announcements; social media; blog; newsletter submissions.