



Centre for Coordination of Agricultural Research & Development for Southern Africa  
Centre De Coordination De La Recherche Et Du Développement Agricole De L'Afrique Australe  
Centro para a Coordenação da Investigação e Desenvolvimento Agrário na África Austral



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*Center for Coordination of Agricultural Research and Development for Southern Africa*

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# Information Exchange

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*Johannesburg, 11 October 2018*

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# Discussion: Knowledge Hub

- What is the role of a knowledge hub?
- What are some of the key characteristics of a Knowledge Hub?

# Promoting Knowledge Brokering

Knowledge User Needs	Role of Knowledge Brokers	Results
No awareness of issue	Outreach	Informed and aware users of tailored climate knowledge, making decisions better
Lack of quality information	Feedback to producers of quality information	
Hidden information	Finding and interfacing	
Untailored information	Contextualising and synthesis	
Too much information	Filtering	

# What are the Barriers to Information Exchange?

- How do you currently access information?
  - Professionally?
  - Personally?
- How do you currently share information?



**Today a person is subjected to more new information in a day than a person in the middle ages in his entire life!**

# Quality Information?

- How to you determine what information is good?



# Quick Quality Check - 5 W's

**WHO** – Who wrote or published the information? Is it someone you have heard of? Is it an organization that you are familiar with?

**WHAT** – What are the author's credentials? Are they clear about their experience in the subject and how they relates to the topic they are writing on?

**WHEN** – When was the information published? Is it the type of information that changes over time? Or is it the type of information that stays the same?

**WHERE** – Where did the author get their information? Are they properly citing their sources? Are they clear on where their facts, statistics, graphs, etc. are coming from?

**WHY** – Why are they publishing this information? What is the author's motivation? Are they showing a bias?

# Discussion: Barriers to Information Sharing?

What are the key barriers in your country and internationally to accessing and sharing information?

What are your strategies for overcoming these barriers?



# How to Ignite Information Sharing?

- How can information sharing be initiated?
- What inspires people to share information?





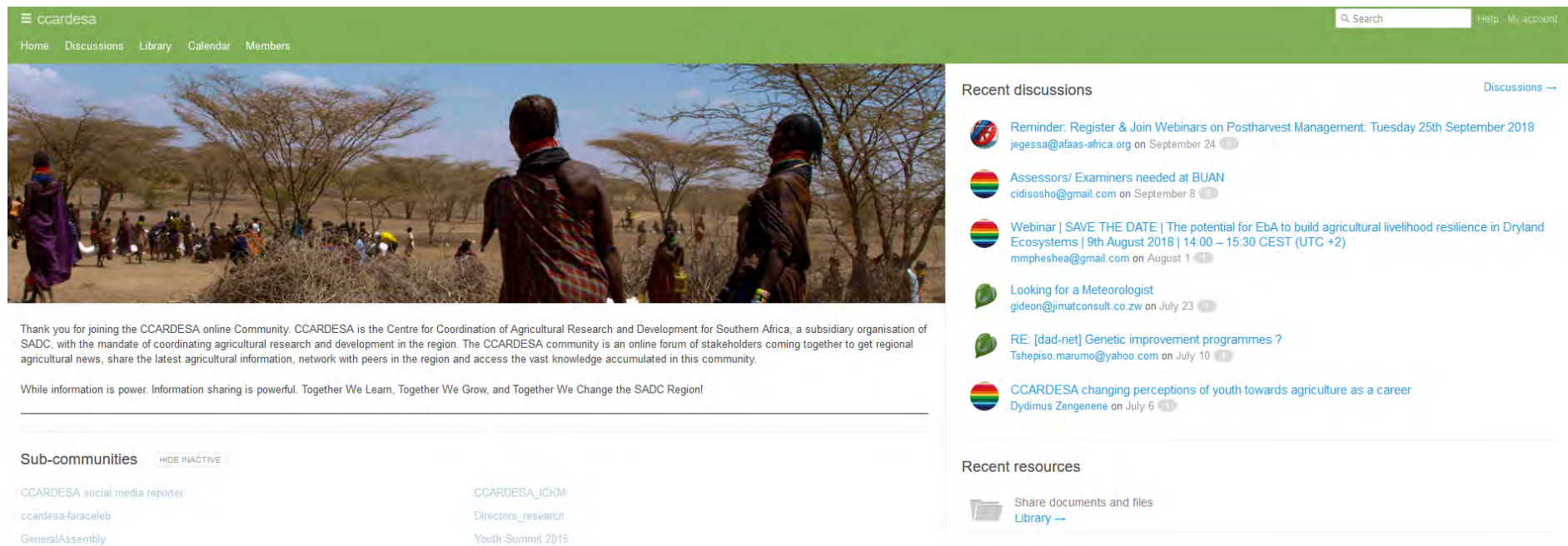
# How to Engage the CCARDESA ICKM System?

# NFP's Contributions to ICKM System

1. Regularly reviewing the website for news or events updates
2. Reading tri-annual newsletter
3. Curating or co-curating content that is in line with CCARDESA's themes
4. Regularly contributing to the CCARDESA D-Groups discussion
5. Presenting the CCARDESA ICKM System to interested national parities
6. Maintaining regular contact with the CCARDESA Secretariat
7. Supplying images and photos!

# National Focal Point Engagement with ICKM System

- Providing content
- Engaging DGroups



The screenshot shows the CCARDESA website interface. At the top, there is a green navigation bar with the CCARDESA logo, a search bar, and links for 'Home', 'Discussions', 'Library', 'Calendar', and 'Members'. Below the navigation bar is a large banner image showing a group of people in a rural, arid landscape. Underneath the banner, there is a welcome message: 'Thank you for joining the CCARDESA online Community. CCARDESA is the Centre for Coordination of Agricultural Research and Development for Southern Africa, a subsidiary organisation of SADC, with the mandate of coordinating agricultural research and development in the region. The CCARDESA community is an online forum of stakeholders coming together to get regional agricultural news, share the latest agricultural information, network with peers in the region and access the vast knowledge accumulated in this community.' Below this message is a quote: 'While information is power. Information sharing is powerful. Together We Learn, Together We Grow, and Together We Change the SADC Region!'. The main content area is divided into two columns. The left column is titled 'Sub-communities' and lists several sub-communities: 'CCARDESA social media reporter', 'ccardeesa-faraceleb', 'GeneralAssembly', 'CCARDESA\_ICKM', 'Directors\_research', and 'Youth\_Summit 2015'. The right column is titled 'Recent discussions' and lists several discussion topics: 'Reminder: Register & Join Webinars on Postharvest Management: Tuesday 25th September 2018', 'Assessors/ Examiners needed at BUAN', 'Webinar | SAVE THE DATE | The potential for EbA to build agricultural livelihood resilience in Dryland Ecosystems | 9th August 2018 | 14:00 – 15:30 CEST (UTC +2)', 'Looking for a Meteorologist', 'RE: [dad-net] Genetic improvement programmes?', and 'CCARDESA changing perceptions of youth towards agriculture as a career'. Below the 'Recent discussions' section is a 'Recent resources' section with a link to 'Share documents and files Library'.



# Content Mobilisation and Curation

# Aim of CCARDESA ICKM System – Reminder!

CCARDESA's ICKM System provides users with linkages to credible content related to CCARDESA's aim of being a regional agricultural research and development knowledge broker.

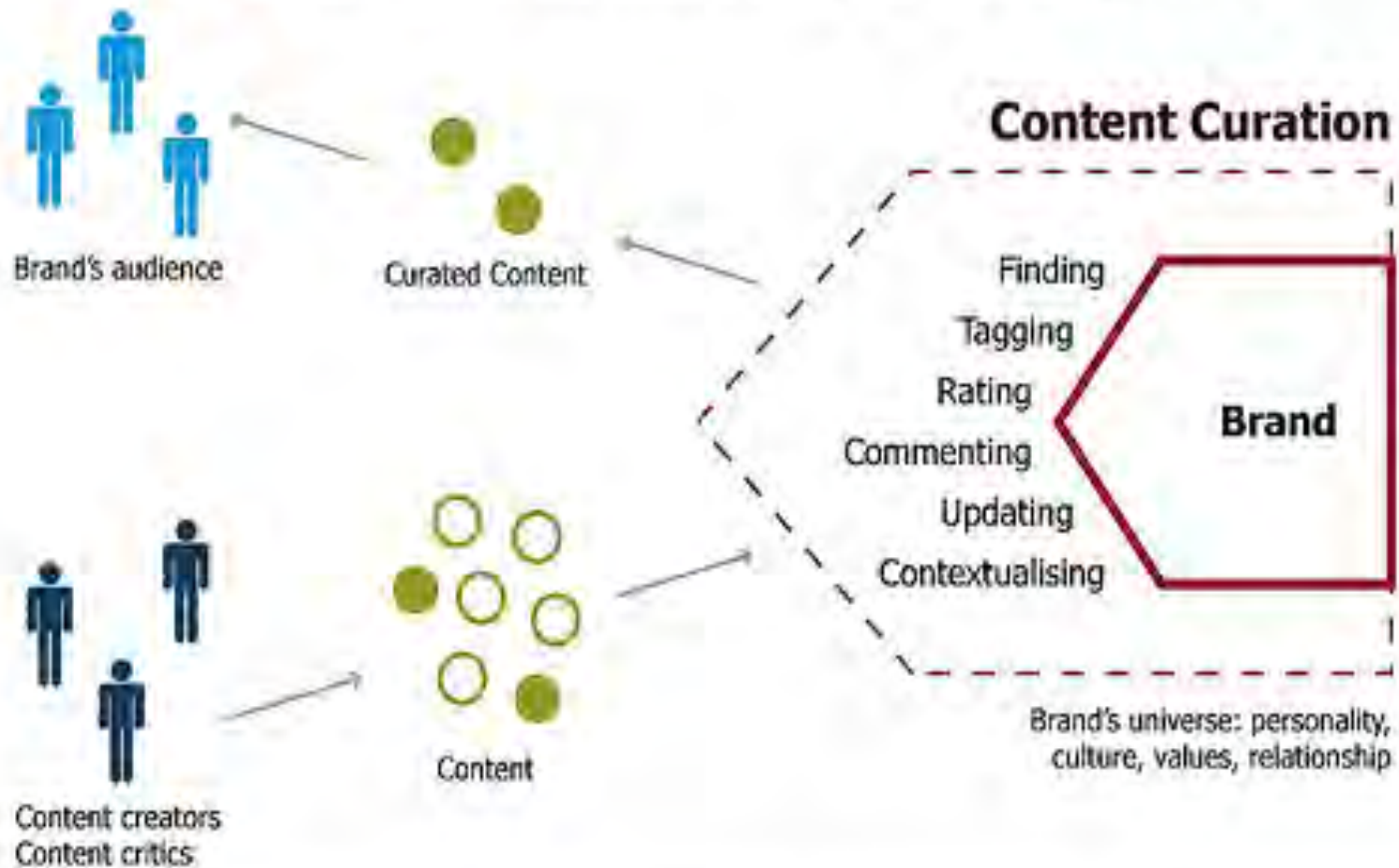


# Curated Content Refresher!

- Sorting through large amounts of content on the internet (or in print) and presenting the information in a meaningful way
- Includes sifting, sorting, arranging and placing found content into specific themes and then publishing that information.
- Does not include creating new content – act of discovering, compiling and sharing existing content with followers

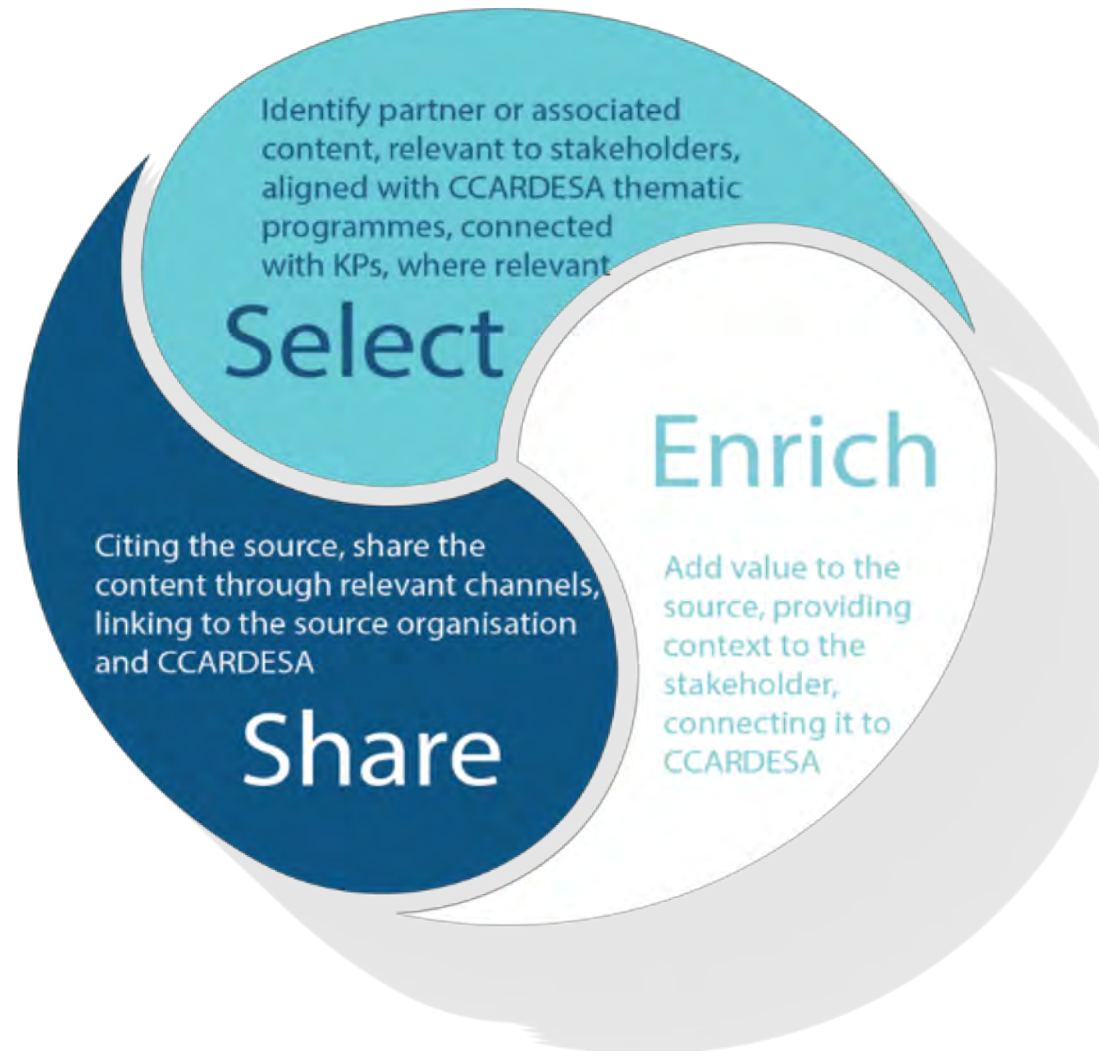
# Content **Curation**: how does it build **value**?

Content curation is becoming everyday more important as brands notice that taking care of consumers' limited time is a way to add value to their lives and to build a relationship with them. It's not anymore just about **creating**, now it's about **finding**, **rating** and **aggregating**.



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# Selecting Content






# Kinds of Content

## **Content Types**

- Best Practices
- Brochures and Pamphlets
- Case Studies
- Lessons Learned
- Manuals
- Training and Conference Materials

## **Media**

- Videos
  - Audio (Radio programmes, Podcasts etc.)
  - Internet resources (online manuals, tools, etc.)
  - Mobile Apps
  - Others....
- 



# Engaging with DGroups


# Purpose of DGroups

- Email based community discussion group on DGroups, for:
  - stakeholders to share the latest agricultural information
  - network with peers from across the region
  - discuss regional agricultural news
  - access vast knowledge accumulated in this community



Development Through Dialogue

# NFP Engagement with DGroups

- Sign up!
  - Start discussions
  - Pose questions
  - Engage in ongoing discussions – share perspective from professional experience and country perspectives
  - Promote DGroups to professional network
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# Photographs and Images

- CCARDESA aiming to capture images from around the SADC region!
- In the field, research centers, workshops, conferences, etc.
- Email to CCARDESA and be featured on the CCARDESA ICKM!



Source: Art.co.uk

# Photo Submission

- Ownership
- Right to publish
- Subject / Relevance
- Location

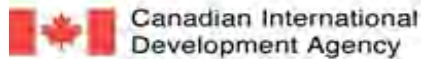




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**USAID**  
FROM THE AMERICAN PEOPLE



Thank you!!  
[www.ccardesa.org](http://www.ccardesa.org)



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