

**Knowledge Management to maximize impact:
Establishing a Knowledge Management System (KMS)
on Culture and Development**

Interregional workshop for the Culture and Development Joint Programmes
implemented in Africa, the Arab States and Asia
23-25 June 2011
El Jadida, Morocco

Background and Rationale

The Thematic Window on Culture and Development of the Millennium Development Goals Achievement Fund (MDG-F) supports eighteen countries in the areas of social inclusion and poverty reduction through the promotion and enhancement of cultural resources and assets. This innovative modality, which was established to support the UN Reform, generates considerable innovation and knowledge in the field of development policy as well as at the organisational level. UNESCO, in its capacity as the Convenor of the Thematic Window on Culture and Development, has designed a strategy for the elaboration of a Knowledge Management System that aims at capitalizing on the impact of the eighteen Joint Programmes on Culture and Development. This will allow for the sharing of information and expertise, success stories and lessons learnt, as well as for building a corpus of knowledge based on the Joint Programmes' experience.

The interregional workshop for the Culture and Development Joint programmes implemented in Africa, the Arab States and Asia, is part of that effort.

Target audience

The workshops are addressed to those responsible for implementing the MDG-F Joint Programmes (JP) within the framework of the Culture and Development Thematic Window.

The Joint Programme Coordinator, a representative of the Lead Agency, and a representative of the main national counterpart are invited based also on the recommendation of the JP teams.

Main Objectives and Expected Results

Objectives:

- ❖ Share knowledge and experience among JPs
- ❖ Maximise the impact, visibility and sustainability of C&D-KMS contributions
- ❖ Build a corpus of knowledge
- ❖ Create a community of practice and a network among the JP teams
- ❖ Strengthen the capacity of participants on specific focus areas within the Culture and Development thematic window.

Expected results:

- ❖ Content of each JP is shared and known among the JP teams
- ❖ Success stories identified and detailed per JP with the guidance of the questionnaire
- ❖ Linkages to the targeted Millennium Development Goals (MDGs) better identified

- ❖ Lessons learnt identified and detailed per JP with the guidance of the questionnaire
- ❖ Categories of relevant information for the Knowledge Management System identified and agreed upon
- ❖ Better familiarisation of Teamworks
- ❖ Better understanding of the KMS objectives

Contents

A questionnaire which is specifically tailored to the needs of the Culture and Development Thematic Window has been prepared. This questionnaire has been sent in 'waves' to all 18 Joint Programmes teams (via the JP Coordinators) so that, in the spirit of Delivering as One, one questionnaire is jointly filled for each Joint Programme. The questionnaire will have to be completed as much as possible by each participating national team prior to the workshop. This will both allow to better prepare, collect and codify information, as well as allow for a more substantive and in-depth analysis during the workshop.

The first day of the workshop will be devoted to getting to know each other and to learn about the main lines of action of the participating Joint Programmes. Each Joint Programme team is requested to bring one object which is considered representative of either the JP or an activity of the JP. This object can be anything from a photograph, to an object of craft, to training material, to any other object that the team feels can visually represent an aspect of the JP to be showcased. JP teams are encouraged to be creative when choosing this object and to not hesitate to be imaginative. Each JP team will present this object in a five-minute presentation, which will serve as a 'teaser' enticing participants to find out more about the JP.

Each JP team will then be asked to make a 20 to 25 minute presentation on their JP in order to briefly outline the main lines of action, objectives and areas of implementation. This presentation should also include one to two success stories of the JP. Indeed, the success stories fiche which is part of the questionnaire prepared for the Culture and Development Thematic Window, can help guide the JP team in the preparation of identifying and narrating the success stories in the presentations.

The second day will address the sharing and exchanging between the JPs in more detail and through concrete examples from the JPs. To this end, Knowledge Management techniques will be applied, such as the River Diagram and Knowledge Café, through which the JP teams can address matters related to culture and sustainability, capacity building, and impact on the targeted Millennium Development Goals.

When presenting their JPs, the JP teams are encouraged to be particularly mindful of the gender dimension and of the Delivering as One added value of the joint implementation effort (for example, access to new partners, multi-sectoral approach, increased dialogue among a wider cross section, etc). These cross-cutting issues will also form part of the overall discussions.

The third day will focus on the systematisation of data through the Culture and Development Knowledge Management Project. Time will be set aside for discussion and feedback on the questionnaire. A debate will also take place with the view to contribute to the Knowledge Management System architecture and, in particular, develop the contents of Teamworks. A guided site visit to the UNESCO World Heritage Site of the Portuguese city of Mazagan (El Jadida) will take place in the afternoon.

Finally, please note that the workshop languages are both English and French. Simultaneous translation will be provided in the plenary sessions.

Place where the workshop will be held

The workshop will be held at the hotel Mazagan, near the Portuguese city of Mazagan (El Jadida), inscribed on UNESCO's World Heritage List in 2004.

The Portuguese fortification of Mazagan, now part of the city of El Jadida, 90-km southwest of Casablanca, was built as a fortified colony on the Atlantic coast in the early 16th century. It was taken over by the Moroccans in 1769. The Portuguese City of Mazagan - one of the early settlements of the Portuguese explorers in West Africa on the route to India - is an outstanding example of the interchange of influences between European and Moroccan cultures, well reflected in architecture, technology, and town planning.

A guided tour of the UNESCO World Heritage property is proposed to the participants of the workshop during the afternoon of 25 June 2011.