



Working group: knowledge management and communication

1. Names of facilitators

- Jurant Dika – Macedonia Government
- Miguel Saravia – CONDESAN

2. Participant names and affiliations

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|--------------------------|----------------------------------------------|
| • K N Vajpai | Prakriti |
| • Jesus Reina | Municipality of Denia (Spain) |
| • Jose Sales | Municipality of Denia (Spain) |
| • Nando Dengual | Municipality of Denia (Spain) |
| • Vicente Chelet Ordines | Municipality of Denia (Spain) |
| • Jurant Dika | Macedonia (Govt) |
| • Bob Nakileza | Makerere University |
| • Tsala Messinga | Renasonglam |
| • Magda Campo | National Meteorological Institute Costa Rica |
| • Aynur Gunes | Ministry of Forestry of Turkey |
| • Mineurer Ezen | Ministry of Forestry of Turkey |
| • Mehmet Riduncoletu | Cererl Directorate of Forestry of Turkey |
| • Harun Gov | Ministry of Agriculture of Turkey |
| • Adelso Ridurncortu | Guatemala |
| • Mehdi Garmipour | Suldor Koukyaran Institute |
| • Dirk Hoffman | Bolivian Mountain Institute |
| • Normin Kayael | Turkey |
| • Gopilal Achakva | ICIMOD, Nepal |
| • Gulparl Aitpaeva | Aigine RC, Kyrgyzstan |
| • Eric Nanchen | FDDM, Switzerland |
| • Alma Uzbekola | UCA MPS Central Asia |
| • Jorge Recharte | Mountain Institute |
| • Barbora Cenencigil | Istanbul University, Turkey |
| • Miguel Saravia | CONDESAN |
| • Erik Petrosyan | Armenia |
| • Musuq Briceno | CONDESAN |
| • Valerie Ramahavalisoa | Madagascar |
| • Luis Felipe Cesar | Crescente Fertil, Brazil |

3. Topics discussed

- **Standardization** – for content description / metadata / reporting. Virtual Task Force should be created to work on it. Potential members: CONDESAN, ICIMOD, Denia, Costa Rica Met. Institute, Makerere University; UVU (tbc), Alpine Convention (tbc)
- **Databases** – Members: need to include areas of activity, skills/expertise, contact people (position, expertise), current activities (with funding and donors/sources), information/publications produced, projects. Projects – geographical coverage, issues addressed, results, resources mobilized, partners participating, contact details, knowledge products

- **Knowledge repository:** use what the mountain knowledge hub is providing and make it work for the need of the MP. Connect through the metadata with other knowledge repositories to facilitate the access to SMD related knowledge. CONDESAN, as the host organization of the knowledge hub, should remain as the focal point for knowledge management in the Mountain Partnership and to provide the tools for knowledge sharing and knowledge sharing in coordination with the MP Secretariat. The knowledge hub will also provide a hosting service for those organizations without the capacity to host their own system.
- **Knowledge products:** basic information required, presented simply—experiences of others who have solved similar problems (may have been done by members, but quite often not, so link needed to non-MP members) - need to make it possible to access information in a structured way. An inventory of key information required by members is needed as well as the production of different ready to use info products: fact sheets, policy brief, info-graphics, SMD basic info package in several languages. Annual report from members and from the entire MP is required.
- **Communications strategy and raise awareness:** The MP should work in a strategy that covers the external and the internal audience. The structure of such strategy should include: Aim, Key messages, target groups (internal and external), tools. When the comms strategy addresses the external audience for raise awareness then there are overlaps / complementarities with the Advocacy groups that need to be addressed. Several external target groups were named (details in the minutes of the Group). At the same time the group discussed about the importance to review each own comms strategy to learn from others and replicate good examples (this is the case of Denia's several raise awareness initiatives like the campaign #welovemountains).
- **Current tools:** It is important to increase visibility of the different partners' communication products at the MPS communications tools. Improve the actual comms media: website, peak to peak and Facebook fanpage. We will need translation in different languages, starting with Spanish, French and Russian (resources shared between MPS and members), especially for Peak to Peak

4. Decisions made

- Request CONDESAN to remain as the MP focal point for knowledge management until MPS is prepared to carry on such activities.
- Create a virtual Task force to work on the road map for a better integration of the existing Knowledge Hub and the MP website and databases. The same task force should take the lead on the issue of standardization in close collaboration with the suggestions of the other groups in terms of the databases required. The members who have already indicated their interest to become part of the Task Force are: CONDESAN, ICIMOD, Denia, Costa Rica Met. Institute, Makerere University; UVU (tbc), Alpine Convention (tbc), ARCOS.
- A second Task Force should be created to work on the communication strategy for the MP in close collaboration with the Advocacy Group.
- Annual reports: To establish a procedure that allows each partner member to report their collaborative effort in the frame of the MP. With that information the MP Secretariat would be able to prepare an annual report.
- Join the "We love Mountains" campaigns to unite efforts across the MP members

5. Support expected from the MP Secretariat

- To convene and facilitate the work of the Task forces indicated.
- Ensure proper reporting (annually) from members and based on that prepare an annual report to be shared among all members.
- To use the knowledge base to produce basic knowledge products based on an inventory of the members needs.

- To use databases and MP information systems that are going to be recommended by the task force to proactively put members in contact with each other but also facilitate that members identify other member by themselves.

6. Follow-up actions

- Call for the conformation of the task force
- Establish a work plan for each task force with milestones
- Spread the word about #welovemountains campaign