

3RD KNOWLEDGE MANAGEMENT AND COMMUNICATION WORKSHOP

BANJUL, GAMBIA
18TH - 19TH APRIL 2013



Presentation Outline

- Workshop Objectives
- Background on KM&C Strategy
- Thematic Areas & Key Results
- The Platforms (*The COAST Project Website; The Social Media Campaign; and the Quarterly Newsletter*)
- Field Tours

Climate Setting Session

- Introductions
- Participant expectations
 - Expectations, Contributions & Views
- Rules, Procedures and Norms
- Formal Opening Remarks
- Any Other Issue

45 Minutes Session



Workshop Objectives

Objectives include:

- Review the country COAST Project knowledge management needs to effectively integrate in the KM&C Strategy;
- Train participants on the use of some of the COAST Project Knowledge Management and Communications Platforms (*Website Community of Practices, Newsletter News from the Countries Sections, Social Media etc.*);
- Facilitate working interactive sessions to enhance COAST Project platforms;
- Support the design of a media engagement plan to enhance the visibility of the COAST Project at the Demo Site.



What is the **KM&C Strategy**? And what does it seek to **achieve**?

KM&C Objective

- This strategy intends to generate increased knowledge on sustainable coastal tourism in Africa; leading to increased public awareness and demand for actions to prevent, and control the degradation of marine and coastal ecosystems from potential pollution and contamination
- KM&C Linkages to the COAST Project Log Frame is critical

GOAL

To support and enhance the conservation of globally significant coastal and marine ecosystems and associated biodiversity in sub-Saharan Africa, through the reduction of the negative environmental impacts which they receive as a result of coastal tourism

GEF PROJECT OBJECTIVE

To demonstrate and support adoption of best practice approaches for sustainable tourism that reduce the degradation of marine and coastal environments of trans-boundary significance

OUTCOMES

1. Sustainable tourism approaches for reducing pollution, contamination and environmental degradation from coastal tourism demonstrated in the sub-Saharan African context

2. National and local mechanisms supporting sustainable tourism governance and management identified and enhanced to facilitate uptake of BAPs/BATs

OUTPUTS

OUTPUT 1.1:
Globally recognised Best Available Practices (BAPs) and Best Available Technologies (BATs) for sustainable tourism identified

OUTPUT 1.2:
Environmental Management Systems (EMS) and voluntary eco-certification and labelling approaches that promote environmental sustainability tested at selected sites and results documented and disseminated

OUTPUT 1.3:
Eco-tourism initiatives that benefit both local communities, through alleviating poverty, and the coastal environment (through reducing impact on biodiversity) tested at selected sites and results documented and disseminated

OUTPUT 1.4:
Reef and Marine Recreation Management approaches that promote the conservation of coastal and marine biodiversity tested at selected sites and results documented and disseminated

OUTPUT 2.1:
National assessments of policy, legislation, financial incentives, sector plans and programmes, and institutional arrangements to identify needs and opportunities for uptake of BAPs/BATs completed

OUTPUT 2.2:
National and local capacity requirements to support uptake of BAPs/BATs identified and relevant training and capacity building delivered

OUTPUT 2.3:
Models, guidelines and briefs for BAPs/BATs that support sustainable tourism in African context (based on Outputs from Outcome 1) developed and promoted in relevant national and local decision-making processes and fora and to the general public

DPCs Presentation - To Cover

- A country profile in tourism and environment
- KM needs from the countries, good practices, results, emerging lessons,
- Examples of community awareness activities that are being planned
- Some of the products produced for communication and awareness purposes
- Five names of some key Media houses, and or journalists

45 Minutes Session



Interactive – Plenary Session

**Working
Session**

- Reaction from Participants
- Proposals, Recommendations and Way Forward
- Linkage to KM&C Strategy
- Media Follow-up Issues
- Any Other Issue

30 Minutes Session



The KM&C Strategy

- The role of a sound Knowledge Management and Communication Strategy for the COAST Project is of critical importance at this stage of project implementation. This is because, with results and lessons expected to emerge, a broad based and encompassing strategy would enhance sustained delivery and replicability.
- The COAST Project KM&C Strategy has identified four key result areas for the project: **Coastal Best Practices and Technologies; Coastal Local Voices; Coastal Environmental Economic Dynamics; and Coastal Policy Change processes.**

Thematic Areas

1. Eco-tourism;
2. Environmental Management Systems;
3. Reef and Marine Recreation and Management;

1. Sustainable Tourism Governance and Management – Cross Cutting Component



**UNIDO
EXECUTING AGENCY**

**UNEP
IMPLEMENTING AGENCY**



**FOCAL POINT /
DEMO PROJECT COORDINATOR**

**DEMO SITE
MANAGEMENT COMMITTEE**

THEMATIC AREA

ECO-TOURISM

**ENVIRONMENTAL
MANAGEMENT SYSTEMS**

**REEF AND MARINE
RECREATION MANAGEMENT**

THEMATIC LEADER

UNWTO

UNIDO

ECOAFRICA

DEMO SITE

DEMO SITE

DEMO SITE

**UNIDO + UNWTO
MAINSTREAMING RESULTS AND LESSONS OF ALL NINE COAST PARTNER COUNTRIES
(KNOWLEDGE MANAGEMENT AND COMMUNICATION)**

Best Available Practices

Country	Demo Site	Thematic Area	Expected BAPs/BATs
The Gambia	Kartong	✓ Eco-tourism	✓ Indigenous views from local stakeholders already achieved as one BAP/BAT ✓ ???????
Ghana	Ada Estuary	✓ Eco-tourism	✓ Turtle watching at night in Ada Demo Site ✓ Map of Ada Demo Site with all key areas displayed
Kenya	Watamu	<ul style="list-style-type: none"> ✓ Eco-tourism ✓ Environmental Management Systems (using UNIDO TEST) ✓ Reef and Marine Recreation and Management (RMRM) 	<ul style="list-style-type: none"> ✓ Crab farming generating revenue to locals ✓ Communities managing the Dabaso Board Walk ✓ Good partnerships with tourist hotels for EMS (TEST) ✓ Maps showing coral reef areas and the hotspots

Discussion on Key Result Areas:

KARTONG DEMO SITE

Working Session

- **Examples:** - Coastal Best Practices and Technologies;
- **Examples:** - Coastal Local Voices;
- **Examples:** - Coastal Environmental Economic Dynamics;
- **Examples:** - Coastal Policy Change processes.

30 Minutes Session



Engage the media; Engage the local communities; and Engage the Private Sector

Influence the media;
Influence the local communities; and
Influence the Private Sector



Interactive - Debrief Session

**Working
Session**

- COAST Project background
- KM&C Strategy
- The Gambia KM Profile
- Any other issues

**30 Minutes Session
And End
Of Day One**



DAY TWO



Interactive – Plenary Session

**Working
Session**

- Introduction
- Recap of Issues Discussed
- Highlight of Sessions of the Day
- Any Other Issue

30 Minutes Session



.....The Platforms

- Going forward, what are the COAST KM&C tools?



1. The COAST Project Website.....



The screenshot shows the COAST Project website in a Mozilla Firefox browser window. The browser title is "The COAST Project - English - Mozilla Firefox". The address bar shows "coast.iwlearn.org/en". The website has a green header with the COAST logo and navigation links: "site map", "accessibility", "contact", "English Français", and "Log in". Below the header is a search bar and a main navigation menu with links: "Home", "About the COAST Project", "Participating Countries", "News and Events", "Best Available Practices and Technologies", "COAST Project Newsletter", and "Gallery".

The main content area is divided into several sections:

- News of the Week:** A section titled "News of the Week" with a sub-heading "NEW! NEW! NEW!, our 2nd Newsletter Edition!". It features a thumbnail image of a person and a link to "g.omedo@unido.org".
- The COAST Project:** A section titled "The COAST Project" with a sub-heading "Who We are". It contains a paragraph describing the project as a five-year project in its fourth year, funded by the Global Environment Facility (GEF) and implemented by UNEP, UNIDO, and UNWTO.
- Calendar:** A calendar for April 2013. The date 11th is highlighted in a blue box.
- What We Do:** A section titled "What We Do" with a sub-heading "The COAST Project aims to demonstrate and support adoption of best practice approaches for sustainable tourism that reduces the degradation of marine and coastal environments of trans-boundary significance. This is through supporting and enhancing the conservation of globally significant coastal and marine ecosystems and associated biodiversity in Sub-Saharan Africa, through the reduction of the negative environmental impacts which they receive as a result of coastal tourism." It includes a photograph of a group of people.
- Community Login:** A section titled "Community Login" with a sub-heading "Username" and "Password". It includes a "Login" button and a link "I forgot my password".
- News from IW:LEARN:** A section titled "News from IW:LEARN" with a sub-heading "Workshop on transboundary water cooperation Latin American and PanEuropean regions sharing experiences and learning from each other (11 Jun 2013)". It lists several news items with dates: "Fourth Workshop on Adaptation to Climate Change in Transboundary Basins (25 Jun 2013)", "Snapshot of Pacific IWRM Progress in Samoa", and "South Africa makes marine conservation history by declaring Prince Edward Islands a marine protected area".

The browser's taskbar at the bottom shows the Windows Start button and several open applications, including "Inbox - Mkr...", "Reminders", "FW: Badagr...", "TinyURL.com...", "The COAST ...", "SOCIAL MED...", "COAST KMC ...", "2013-2-13 R...", "Document1 - ...", "26-2-2013 Fi...", "Skype™ - jef...", and a system tray with the time "2:08 PM".



Country Profiles?

The screenshot shows a web browser window displaying the COAST website. The address bar shows the URL coast.iwlearn.org/en/countries. The page features a navigation menu with links for Home, About the COAST Project, Participating Countries, News and Events, Best Available Practices and Technologies, COAST Project Newsletter, and Gallery. A sidebar on the left lists participating countries: Cameroon, The Gambia, Ghana, Kenya, Mozambique, Nigeria, Senegal, Seychelles, and Tanzania. Below this is a section for 'Our Partners' with various logos. The main content area is titled 'Participating Countries' and includes a map of the world with red diamond markers indicating the locations of participating countries in Africa, the Middle East, and Madagascar. The browser's taskbar at the bottom shows the system clock as 12:30 AM on 11/28/2012.





Search Site

Search

only in current section

You are here: [Home](#) > [Participating Countries](#) > [The Gambia](#)

- [Cameroon](#)
- [The Gambia](#)
- [Ghana](#)
- [Kenya](#)
- [Mozambique](#)
- [Nigeria](#)
- [Senegal](#)
- [Seychelles](#)
- [Tanzania](#)

Our Partners



The Gambia

Demo site: Kartong Beach Area; Theme: Eco-tourism; Management Team: Environment Focal Point: Mr. Momodou Suwareh; Tourism Focal Point: Ms. Fatou Beyai Raji; Demo Project Coordinator: Mr. Abubacarr Kujabi



Gambia Demonstration Project: Eco-tourism and poverty alleviation

In **The Gambia**, tourism was introduced more than 40 years ago and there is increased pressure exerted on coastal beaches as a result of rapid expansion and intensification of the tourist industry along the coastal areas. The demonstration project is called; **Strengthening community-based Eco-tourism and joint venture partnerships**, and aims to promote poverty alleviation through the development of more diverse Eco-tourism opportunities for rural communities,

and by promoting linkages between different stakeholder groups while building their capacity in, marketing environmentally and socio-economically sustainable Eco-tourism.

Strengthening community-based eco-tourism and joint-venture partnerships within a revised coastal land use policy framework

At the end of the planning phase for the COAST project (mid 2006) each partner country had produced (with consultant support) a narrative project document describing in general terms the proposed demonstration project(s). There was no logical framework, no work plan, and only a total budget figure (see below) to guide stakeholders in beginning to implement the project. From January 2009 through to June 2009, based upon a one week visit by the Technical Coordinator to each partner country (during the Inception period of the COAST project) a revised narrative, new logical framework, first year work plan and indicative GEF support budget were developed and discussed. Subsequent to each country visit further support has been provided through email discussions. This demonstration project document now provides a more concise definition of the activities and outputs which are expected to be undertaken at the sites in the Gambia demonstration project. This short note highlights what are foreseen to be the main challenges in now starting to implement the work. This paper has been written as a subsidiary contribution to the general overview provided in the Inception Report.

[For more details view here](#)

Interactive – Working Session

Working Session

- Website Review
- The Gambia Country Section Review – Missing info?
- The Newsletter Section
- News Section

30 Minutes Session



2. SOCIAL MEDIA.....

“Social Media provides valuable links to the world around us; enables us to strengthen our relationships with users and sources; and serves as an outlet to promote and distribute our work.”



Multiplier effect



Our Social Media Campaign

The COAST Project Social Media Campaign is a social media campaign highlighting some of the project results, news and articles and global best practices in the subject of sustainable coastal tourism.

It incorporates the following:

- A new Face Book Page (The COAST Project Face book Page)
- A new Twitter Thread (TheCOASTProject)
- An Interactive Blog inbuilt within the IWLEARN Community of Practice platform on the COAST Project website at

The COAST Project's Facebook Page



• Key Information on Page

- ✓ Was created on 19th November, 2012 and published in early December 2012 ;
- ✓ Currently, has 24 followers with close to 40 status updates and materials shared on the site;
- ✓ <http://www.facebook.com/TheCoastProject>



The Project Twitter Page

- Key Information on Page
- ✓ Was created in December, 2012;
- ✓ Currently, has 71 dedicated followers, is following 349 and over 140 tweets on articles and stories on sustainable tourism;
- ✓ Active platform for now;
- ✓ <https://twitter.com/thecoastproject>



Some of the tweets so far: Practical Examples



View all photos and videos >

Who to follow · Refresh · View all

- 
Murray On Travel @murrayontravel ×
 Followed by [Sensible Tourism](#) and...
 Promoted · Follow
- 
Viaje Sostenibilidad @buenosviaj... ×
 Followed by [TIES](#) and [others](#)
 Follow
- 
Linda Veråsdal @EthicalTravelPo ×
 Followed by [Resp Tourism Canad...](#)
 Follow









Browse categories · Find friends

Trends · Change

- #YouAreTheSideChick
- State House
- Barca
- #InaugurationKE
- Sammy Lui
- #changeofguard
- #PresidentialInauguration
- #Museveni
- Jubilee
- Bible

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 Blog Status Apps Resources Jobs
 Advertisers Businesses Media Developers

Tweets

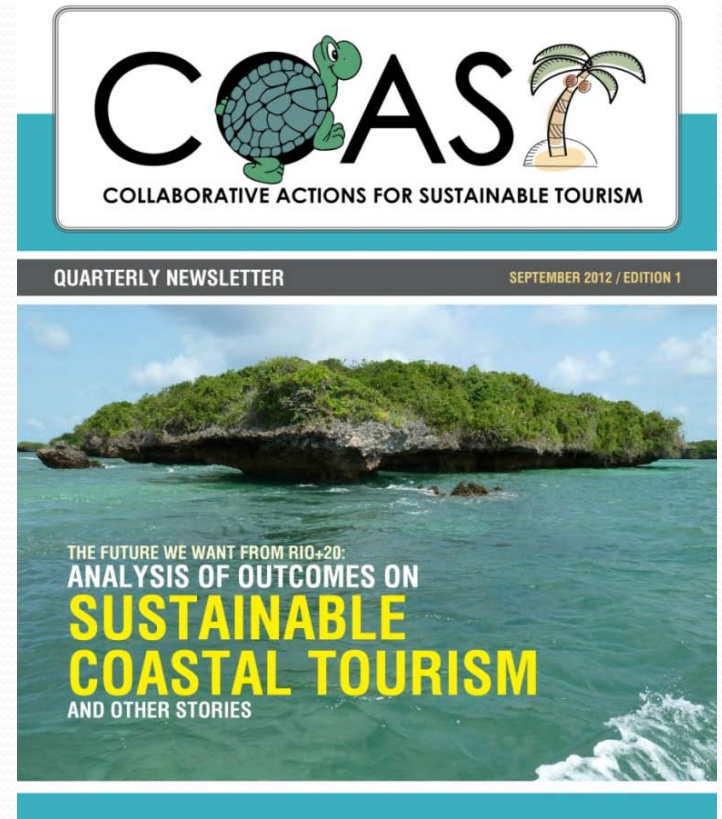
- 
thecoastproject @thecoastproject 2h
 @thecoastproject's Sustainable Tourism Governance and Management study findings at tinyurl.com/ctxjwqp; with @UNWTO, @UNWTO_pub
 Expand
- 
thecoastproject @thecoastproject 2h
 @thecoastproject working towards a Shared Vision for #SustainableCoastalTourism in Kribi, Cameroon, tinyurl.com/cuj78u5; with @UNWTO
 Expand
- 
thecoastproject @thecoastproject 5 Apr
 Communities working together at the COAST Project site in Kartong, The Gambia pic.twitter.com/XNlpTUtnYg
 View photo
- 
Darryl Lombard @TourismPlan 5 Apr
 Value Chain Analysis provides an up-to-date and systemic picture of the tourism economy and its pro-poor linkages > tinyurl.com/43jqd8l
 Retweeted by thecoastproject
 Expand Reply Retweeted Favorite More
- 
thecoastproject @thecoastproject 5 Apr
 The COAST Project, Kribi Demo Site in Cameroon. pic.twitter.com/DpnWF0dtGU
 View photo
- 
thecoastproject @thecoastproject 5 Apr
 .Want to learn about our #tourism and #poverty alleviation work in Kribi, Cameroon, check tinyurl.com/ak9enrk; @UNWTO @UNIDO @UNEP
 Expand
- 
GGKP @GGKPlatform 4 Apr
 Achim Steiner launches new GGKP report on #greengrowth #indicators by @WorldBank @OECD @gggi_seoul @UNEP bit.ly/14xvXi5
 Retweeted by thecoastproject
 Expand
- 
OceanPatron @OceanPatron 5 Apr
 What's your shark personality?

3. QUARTERLY NEWSLETTER...

“The Primary medium for documenting and sharing project information, resources and news with the COAST Project stakeholders and the wider global community. ”

The 1st COAST Project Newsletter

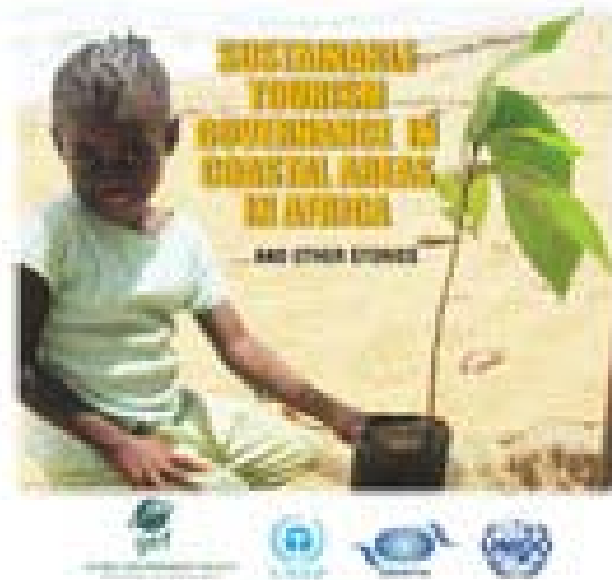
1. A Foreword by Eduardo Zandri, the UNEP GEF Task Manager
2. A Cover Story on the Rio+20 Outcomes in relation to Sustainable Coastal Tourism
3. Information on the COAST Mid Term Review Recommendations and the Revised Project Log Frame
4. Some News from the COAST Demo Sites in all the nine Project Countries
5. A picture gallery of the COAST Demo Site activities
6. A Question & Answer Section
7. And Others



The 2nd COAST Project Newsletter



- A Foreword by Mr. FRÉDÉRIC PIERRET the UNWTO Executive Director
- A Cover Story on Governance and Management Mechanisms for Sustainable Coastal Tourism in Africa
- Lessons and experiences emerging from COAST Project implementation in Kribi, Cameroon
- Some News from the COAST Demo Sites in all the nine Project Countries
- A picture gallery of the COAST Demo Site activities
- A Question & Answer Section with Mr. Marcel Leijzer, the UNWTO Programme Coordinator



Other Social Media Tools

- **Interactive Blog** – inbuilt within the IWLEARN Community of Practice Platform on the COAST Project website (COMING UP)
- Some **YouTUBE links** with some COAST Project developed documentaries and videos towards the end of the year (COMING UP)

Interactive – Working Session

Working Session

- Social Media Pages Review
- The Facebook Page
- The Twitter Page
- How to enhance activity in Gambia
- Local social media campaigns
- Basics of social media use

30 Minutes Session



Workshop Outputs?

- _____
- _____
- _____
- _____
- _____



**Working
Session**

Conclusion.....

- Effective implementation of the COAST Project Knowledge Management and Communication strategy will rely on a concerted three pronged plan at the COAST Project Office, UNIDO Vienna Office and the **country level**.
- The COAST Project Office will provide the general coordination of KM issues at regional and country level, while the UNIDO Vienna Office will provide overall oversight and guidance on broad policy issues, while also helping in broader dissemination of the generated KM products to partners at the global level.

Conclusion.....

Successful delivery of this strategy will however depend on seamless engagement at the country level.

**Working
Session**

PLANNING FOR FIELD TOURS



FIELD VISIT TO KARTONG

Need to specifically focus on:

- ✓ *Touristic attractions sites (bird watching havens)*
- ✓ *Some project activity sites and local beneficiary stakeholders*
- ✓ *Some branding opportunities*
- ✓ *Some emerging lessons and results*
- ✓ *Partnership opportunities*

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KM&C OFFICER
COAST PROJECT**

- **G.Omedo@unido.org**
- **<http://coast.iwlearn.org/en>**
- **<http://www.facebook.com/TheCoastProject>**
- **<https://twitter.com/TheCOASTProject>**