Summary of initial evaluation findings for the process of developing the NoK

Challenges and ideas for the KNEU project

One objective of the KNEU project is to analyse the issues involved in establishing a prototype Network of Knowledge and identify ways in which difficulties can be overcome. To do this, WP4 of the KNEU project seeks the opinions and perspectives of knowledge providers and users through a variety of methods. The evaluation findings are being fed back into the project as well as circulated to participants to enable an interactive process where lessons are learned and applied as the project progresses. This document is a summary of the evaluation findings to help overcome the challenges within the KNEU project.

What ideas are there to help us overcome challenges within the KNEU project?

➢ Clarify/ better communicate basic project parameters (KNEU, Biodiversity Knowledge/NoK - & links between them), the goals of KNEU, and the role of KNEU in supporting the NoK/Biodiversity Knowledge.
➢ Provide easily accessible project definitions of 'knowledge' and 'expert' to all involved in project.
➢ Highlight how interest groups/ individuals can remain involved in project if unable to attend Brussels conference.
➢ Provide background information on project and partners to new participants, particularly to those unfamiliar with European projects.
➢ Engage end users from the start to make work useful and relevant.
➢ Identify data/ information system needs for NoK by involving experts.
➢ Investigate the role of social media in this project and whether this can bring a positive impact.
➢ Develop the website for two way communication. For example, consider including clear project timeframes, information about events, feedback mechanisms on expectations and getting involved to expand the network. Include names and photos of key contact to reduce communication barriers.
➢ Provide one page summaries on key aspects of the project on website and circulate to participants. E.g background information, prototype design, aims of KNEU, long term vision for NoK, progress and key decisions, how to get involved in KNEU and NoK.
➢ Provide one page summaries of each topic discussed at events (for example, outputs of break out sessions) to provide timely feedback and continued engagement from participants.
➢ Create sub groups of committed participants to focus on specific fundamental issues for the NoK. For example, infrastructure, communication, incentives, bottom up processes, civil participation and collaborations with existing initiatives.
➢ Develop, implement and adapt a targeted communication strategy to encourage the two way flow of information during the project.

(N = 24)

What are the challenges which need addressing in KNEU?

➢ What can we do to work effectively within the short timescales of the project?
➢ How can we communicate how everything fits together (e.g. IPBES, EU ES mapping, integration with other networks)?
➢ How can we better communicate aims, outputs from events, overall progress, next steps and key decisions to participants?
➢ Are there different expectations for the NoK within the project team?
➢ How do we continue to bring new views into the project?
➢ Do we need to make a distinction in how we interact with new/existing and active/ passive participants?
➢ How can we maintain momentum of participants to actively contribute to the detailed planning of the NoK?
➢ How do we manage expectations of participants?
➢ How can we ensure lessons are learnt and incorporated, including lessons from the IPCC in engaging policy makers?
➢ How and when do we incorporate important support elements into the NoK (e.g. data and information systems)?
➢ How can we develop and communicate a multidirectional process within the NoK?
➢ How can we ensure communication with all relevant groups across scales?
➢ How can we overcome terminology differences across groups?
➢ How can we ensure continuous development of the stakeholder mapping in WP1?
➢ How can we engage both knowledge users and producers in development of NoK from the start?

(N = 24)

Source: client dialogue group questionnaires (5) and interviews from the regional workshops (9) and the first conference in May 2012 (10).