GUIDELINE FOR PRODUCTION AND PUBLICATION OF KNOWLEDGE PRODUCTS
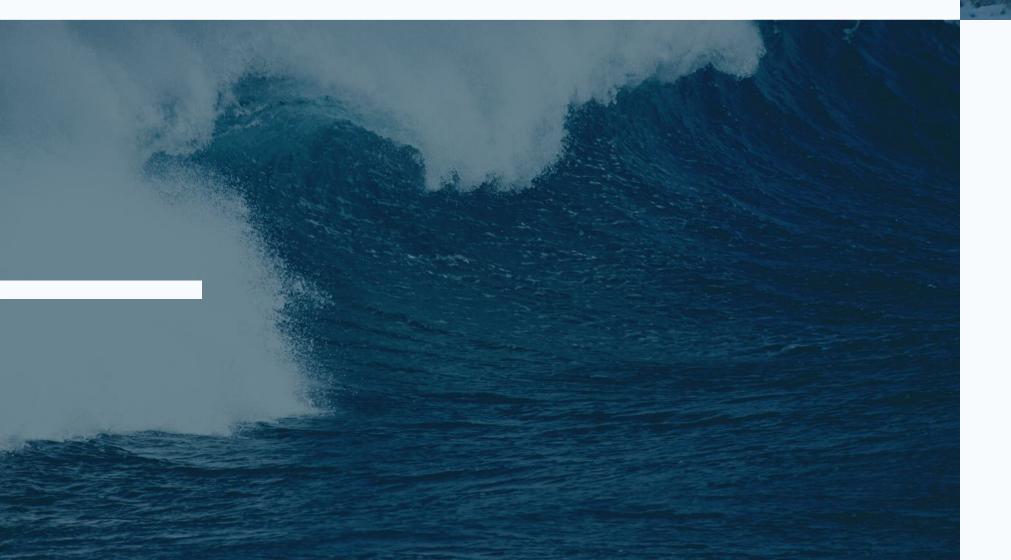
WHAT ARE KNOWLEDGE PRODUCTS?

A knowledge product is something that **enables effective action** by an intended user, client or stakeholder of a government agency or a non- government or development organization.

"Products of Knowledge"

Project Reports; An economic summary of a region;

"Products that aim to transfer knowledge to the user"?

lesson learned report; Policy Brief/ Notes ; A summary of best practice, or recommended practice

Examples of Knowledge Products

- A wiki containing guidance
- Good practice and lessons Learned - opportunities for improvement are discovered in every project and throughout each project life cycle
- White Paper - report or guide that informs readers concisely about a complex issue and presents the issuing body's philosophy on the matter.
- Position Papers/ Statements - Strong arguments and evidence in support of thesis; Opposing and qualifying ideas & compelling conclusion.
- Policy Memos

POLICY BRIEFS

Small document that breaks down the findings of research in a form that is easily understood by just about anyone: Either:

Advocacy Brief – that tends to vouch for and advances the course of a particular action.

Objective Brief – aims at giving a balanced view of the topics/issues for the policymakers to finally draw their own conclusions.

POLICY BRIEFS

01

Explains an issue, its context, stakeholders, scope and impact

02

Explores any known causes, links or relationships involved in the issue

03

Identifies the implications of these findings for the key actors or the target audience

04

Built upon strong scholarly roots, a policy brief is targeted for a professional, rather than academic audience

CONCEIVED LESS AS A PURELY TECHNICAL INFORMATION – BASED AREA AND MORE AS A COMMUNICATION AND BEHAVIOUR-CHANGE AREA

Therefore:

- Knowledge producers need to package the product in a way that can be easily applied.

- The users need to be "persuaded" to conceive knowledge as a practical tool that can be applied.

POLICY BRIEF FEATURES

- Standalone document,
- Focuses on a single topic,
- Typically no more than 2-4 pages/ or roughly 1,500 words
- Standalone document

STYLE TIPS FOR EFFECTIVE POLICY BRIEFS

Ensure that the brief is:

•Focused

•Grounded in context

•Outlining the key stakeholders involved and their viewpoints

•Identifying the implications of the research findings for the target audience

•Outlining what actions could be taken to address the issues, and the potential implications of these actions or in actions
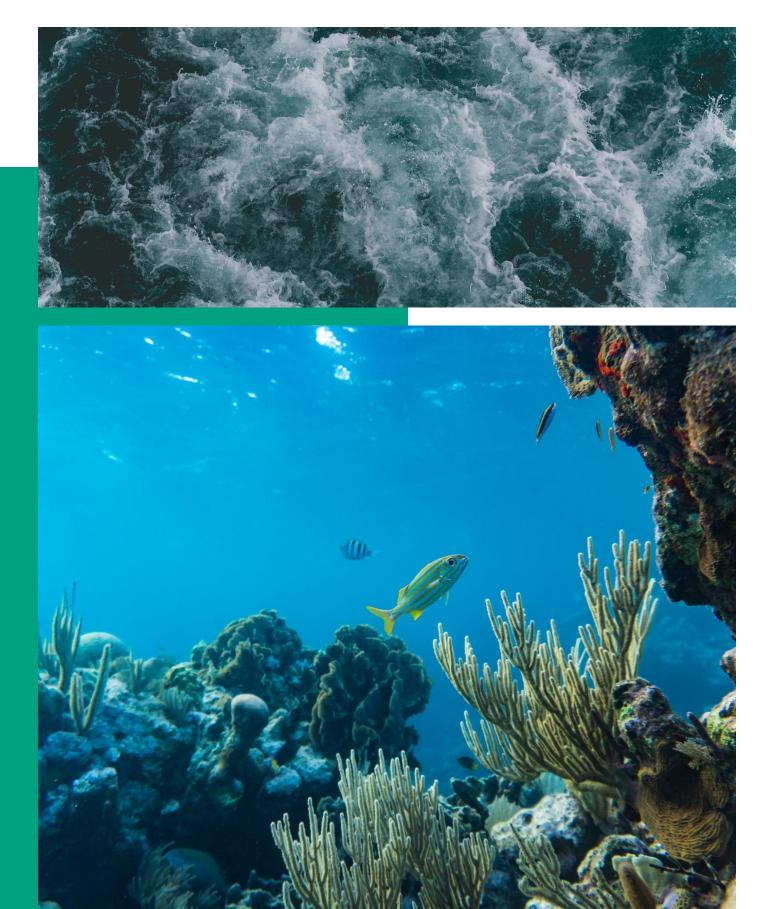
•Explicit about the limitations of the findings and

PACKAGING TECHNIQUES

- Use the most suitable template for the job
- Emphasize words
- Use short paragraphs all the while
- Do not overuse words
- Professional, rather than academic
- Evidence-based
- Limited (to a specific issue)
- Succinct
- Understandable
- Practical and feasible

-A brief action-oriented tool

-Providing recommendations that are realistic

Framing the Problem

For the brief to serve its purpose, it has to be framed appropriately. The language used, the format employed as well as the contents employed should all work harmoniously to achieve a common end.

- Identifying the Problem
- Explain the scope of the problem (e.g.timeline to avoid ambiguity)
- Explain the scope of the problem

THE MAIN MECHANISM OF "KNOWLEDGE TRANSFER" REGARDING THESE PRODUCTS IS "TRANSLATION & DISSEMINATION"

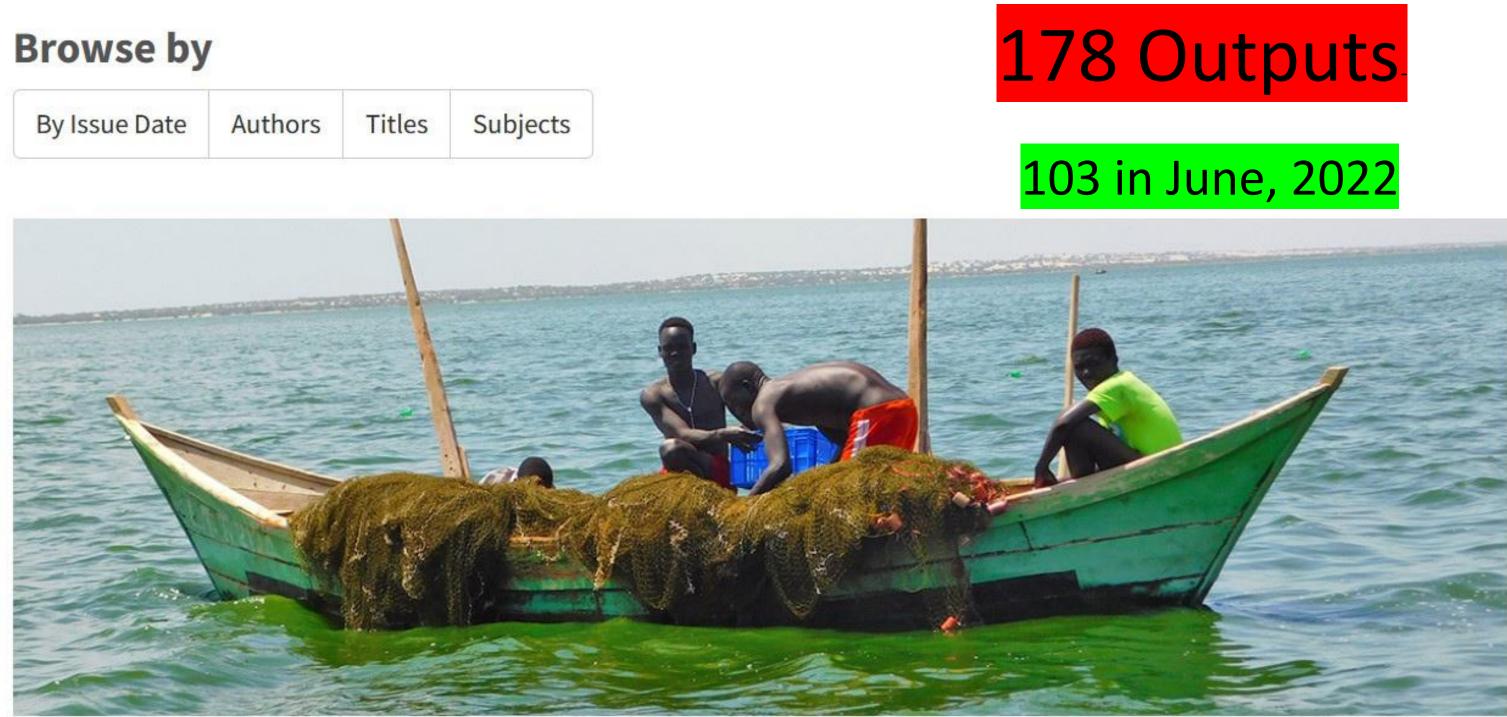The main policy considerations to improve knowledge translation are to:

- Promote collaboration between researchers and policy-makers, Citizens & Practitioners
- Develop clear communication strategies for research findings,
- Establish mechanisms/ tools for retention & access (e.g. Open Access, integration with other information sources etc)
- Establish mechanisms for monitoring and evaluating the impact of research on policy.

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2022-03-07

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Mechanism (AFRM)
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This Policy Brief is the consolidation of the outcomes of the deliberations of the
African Fisheries Reform Mechanism (AFRM) Working Groups and the Think Tank
Executive Committee inaugural meetings and workshops organized by African
Union-Inter-African Bureau for Animal Resource (AU-IBAR) in collaboration with
AUDA-NEPAD, held in Abidjan Cote D'Ivoire from 7th to 11th March 2022. During
these meetings, the AFRM Working Groups identified and prioritised key issues
that need to be addressed for effective facilitation of the development of
fisheries and aquaculture sector. The Fish Trade and Enterprise Development
Working Group identified and prioritized "Fish Trade Facilitation" as the main
area of policy concern for the development of a policy brief. This Policy Brief on
Fish Trade Facilitation, has therefore been prepared from the deliberations and
inputs of the Think Tank Executive Committee.

Subject
Fish Trade; FishGov 2 Project

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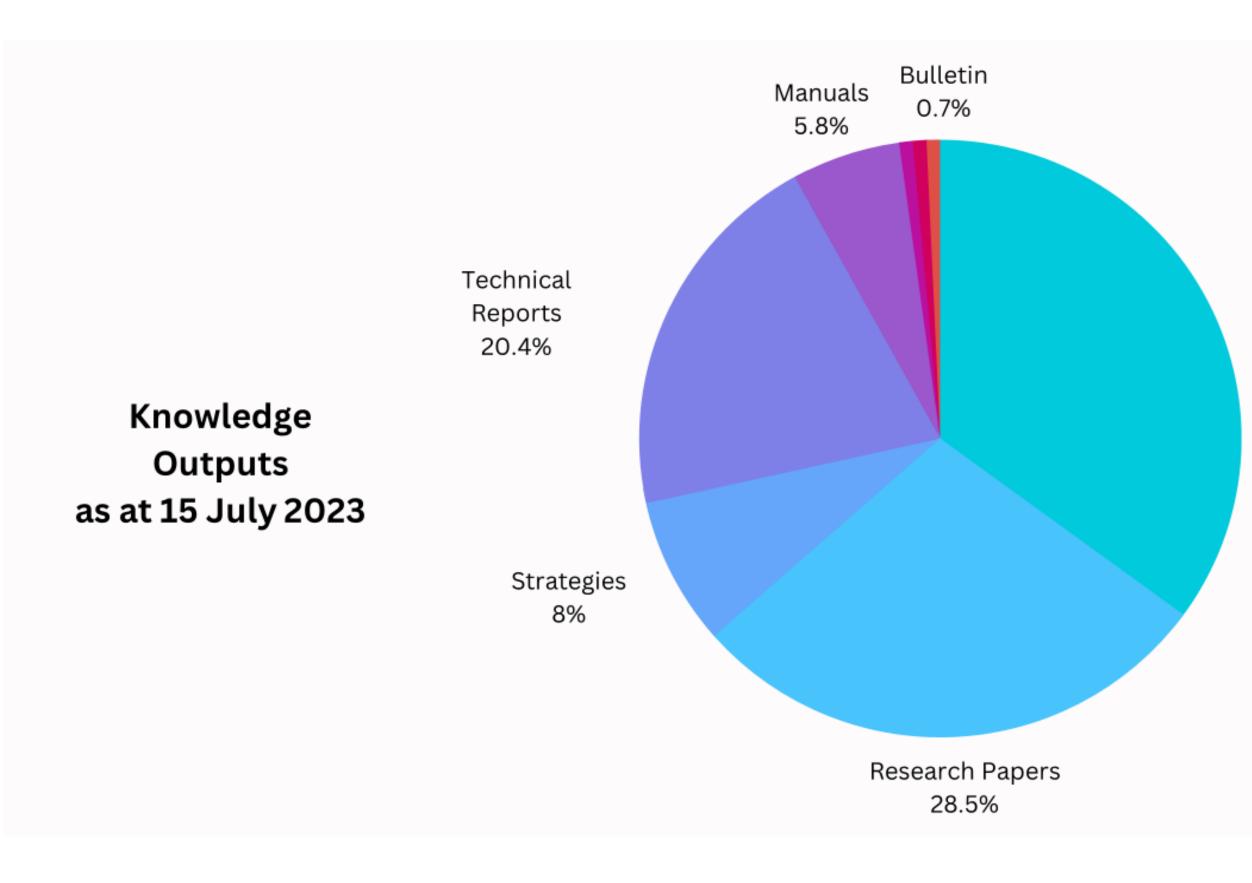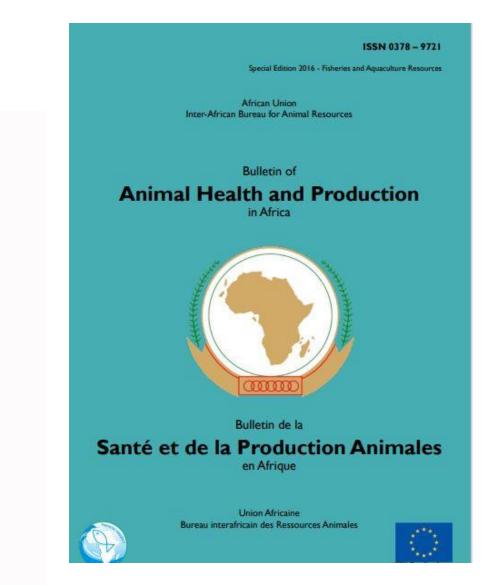
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CONCLUSION:

Should be conceived less as a purely technical information-based area and more as a communication and behaviour-change area ... Knowledge producers need to package the product in a way that can be easily applied, while the users need to be "persuaded" to conceive knowledge as a practical tool that can be applied in their field.

Thank You

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