AFRICAN UNION
INTERAFRICAN BUREAU FOR ANIMAL RESOURCES

AUDA-NEPAD
AFRICAN UNION DEVELOPMENT AGENCY

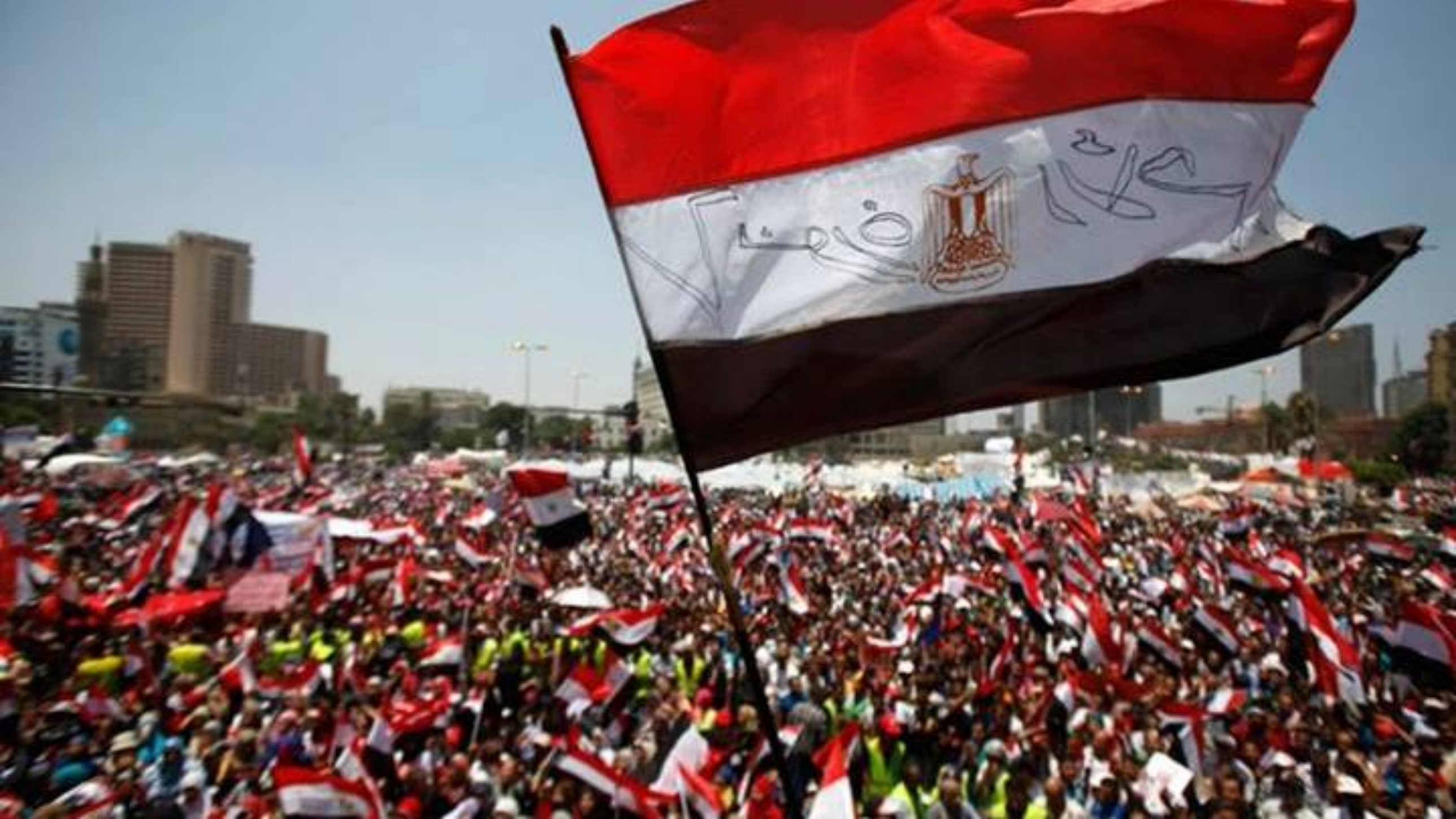
EUROPEAN UNION

ONLINE COMMUNITY OF PRACTICE
5th GENERAL ASSEMBLY MEETING OF APRIFAAS

25 October, 2022

REFLECTION:

WHAT MESSAGES ARE THESE(S) PICTURES GIVING YOU?



THE ARAB SPRING 2011

- Silent Stands
- The Facebook Revolution
- Khaled Saeed & Wael Gonim
- Revolution 2.0

SEPTEMBER 11, 2001

The NSA, FBI, CIA and others, collectively had all the information.

REFLECTION…

Unwilling
Knowledge Hoarding
Not Invented Here
Knowledge Supplier
Knowledge User
"Stranger" problem
Needle in a Haystack
Unable

WHAT ROLE CAN COMMUNITY OF PRACTICE THEORIES & ECOSYSTEMS PLAY IN CREATING LINKAGES?

'' GROUP OF PEOPLE THAT SHARE A CONCERN OR A PASSION FOR SOMETHING THEY DO AND LEARN HOW TO DO IT BETTER AS THEY INTERACT REGULARLY''

Wenger, 1998

Ecosystems are connected online communities that share purpose and understand the value of collaboration.

These ecosystems may be professional, advocacy-based, action-based, etc.

DOES THE TECHNOLOGY MATTER?
YES & NO

VANITY METRICS

Many communities are built on the large social media platforms and many of these work.

A word of caution –

Do not get mislead by likes and followers as they very rarely equate to engagement. They are what we refer to as ‘vanity metrics’.

TOOLS AND FUNCTIONALITY

Select a platform that has the collaboration and engagement tools such as comments, blogs, public and private groups and role-based access; security and privacy.

These are essential to building a community

What is the Value of the online platform?

PRIMARY VALUE DRIVERS

- Knowledge Transfer
- Knowledge sharing
- Engagement
- Collaboration
- Agility
- Alignment
- Onboarding
- Event Management

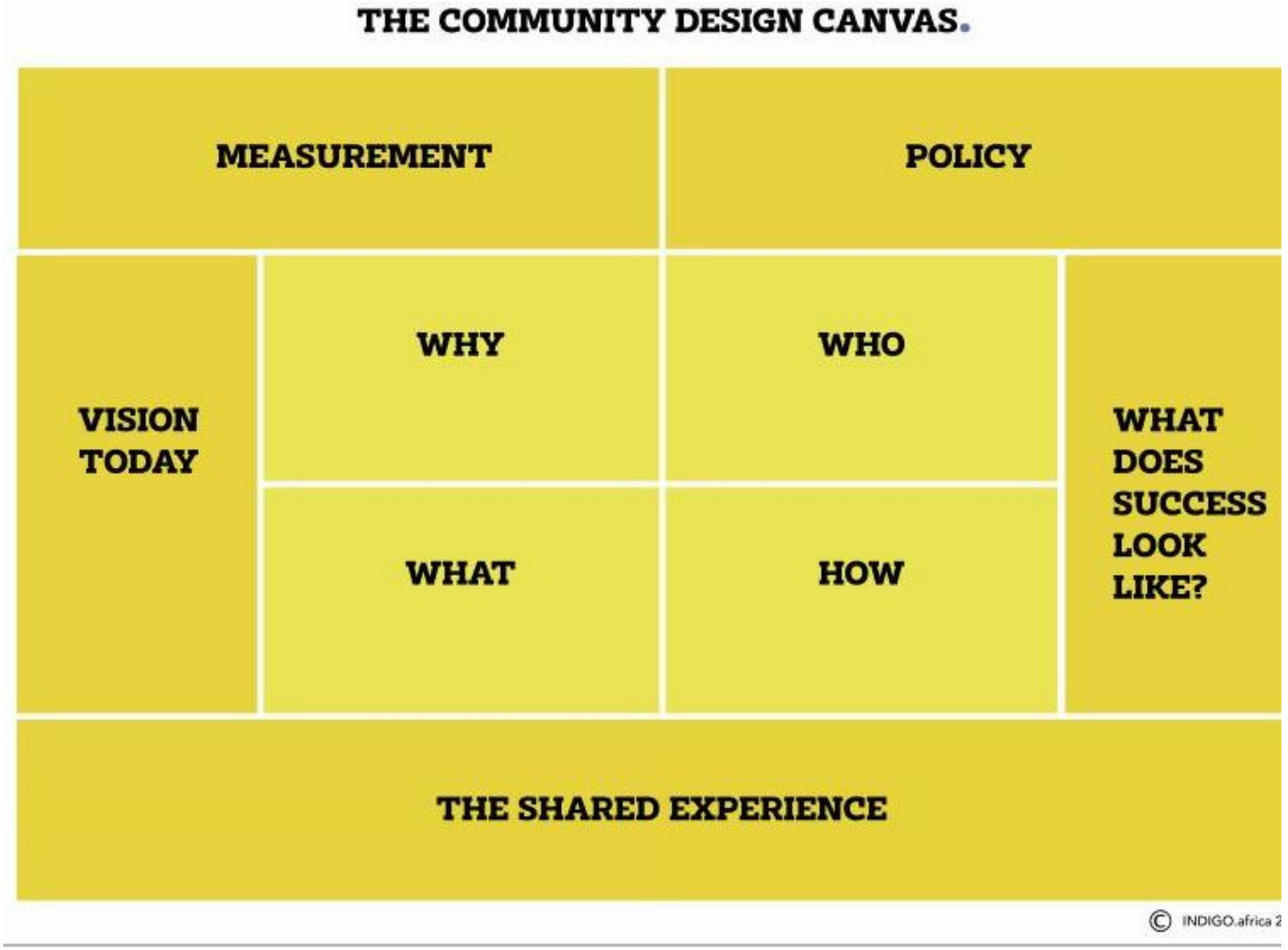
SECONDARY VALUE DRIVERS

- Stakeholder linkages
- Membership Relationship Management
- Real-time visual reporting to teams, funders, etc.

STRATEGY

Building a community is a science. There is a critical foundation that needs to be designed to ensure sustainability.

This is just the first of the steps in a process that requires focus and rigor. But then anything worthwhile deserves effort and return on community (ROC) is measurable.



Engagement & Alignment & Collaboration

Communities: Networks; Groups
@national, regional, continental, global level

Collection and connection

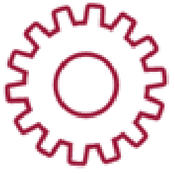
Questions and conversations

Reporting/M&E and supply chain

Answers and comments

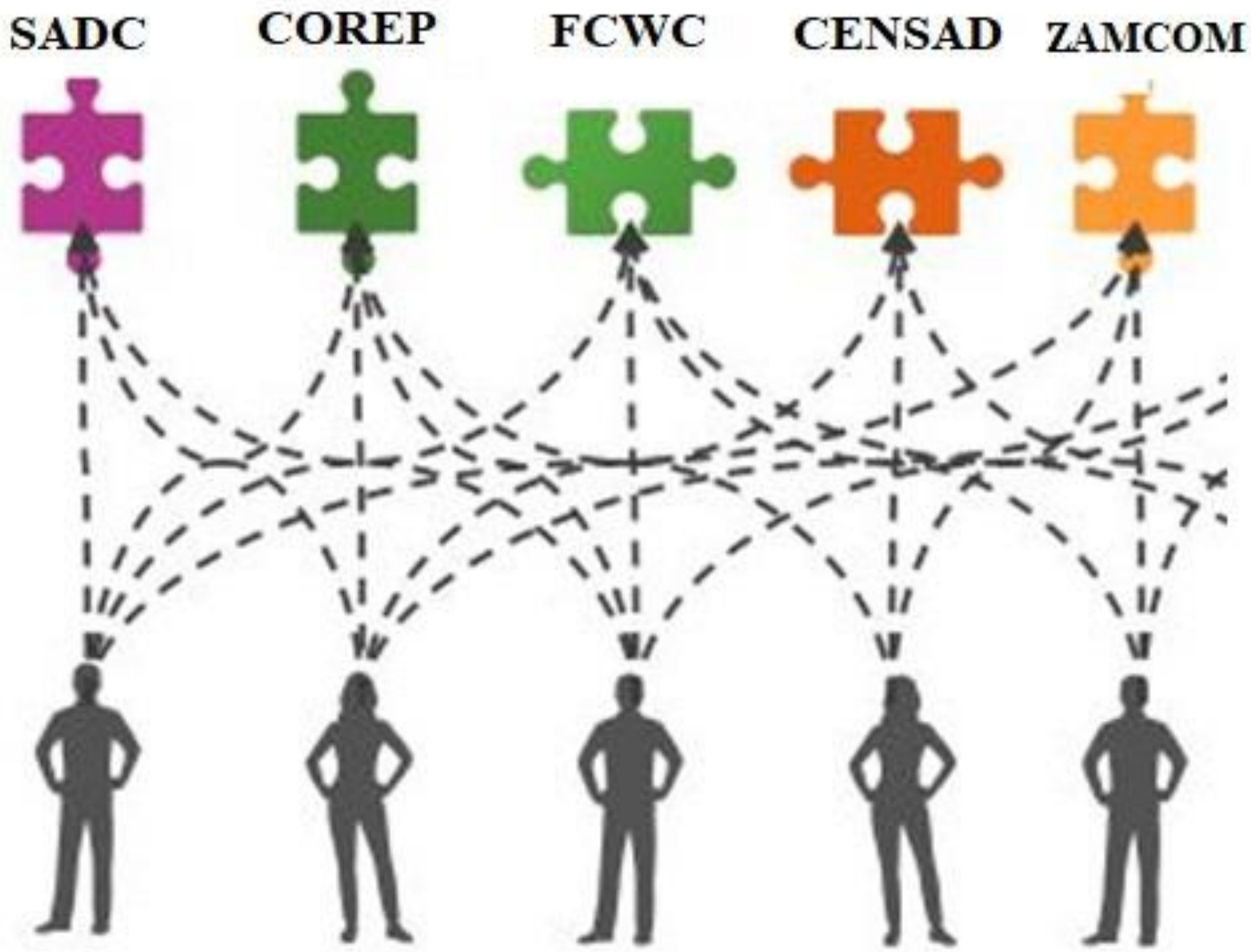
Social Media

Automatic syndication

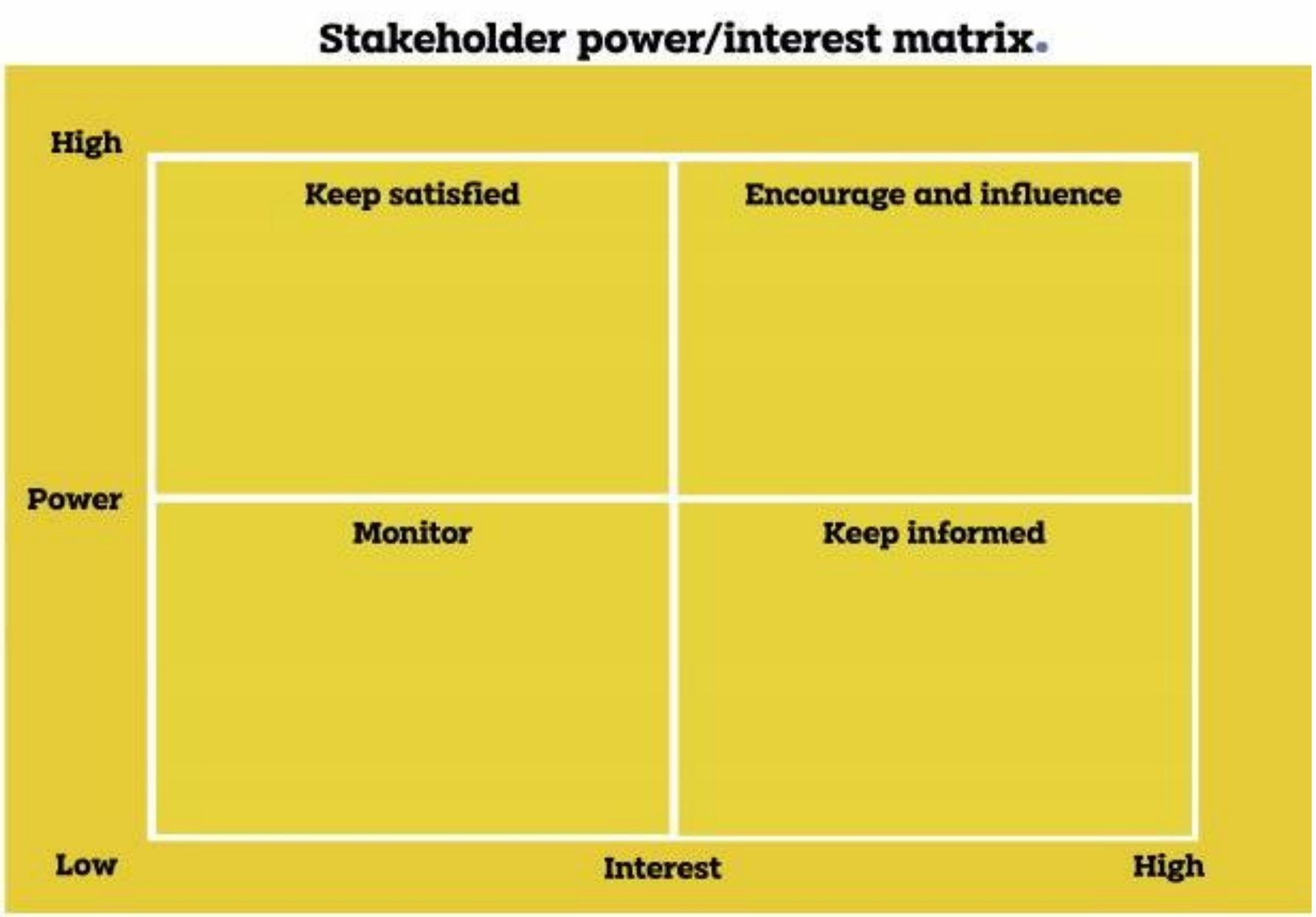


Knowledge intermediaries
Champions/ community managers

Users to interact on common vision but also manage their own content



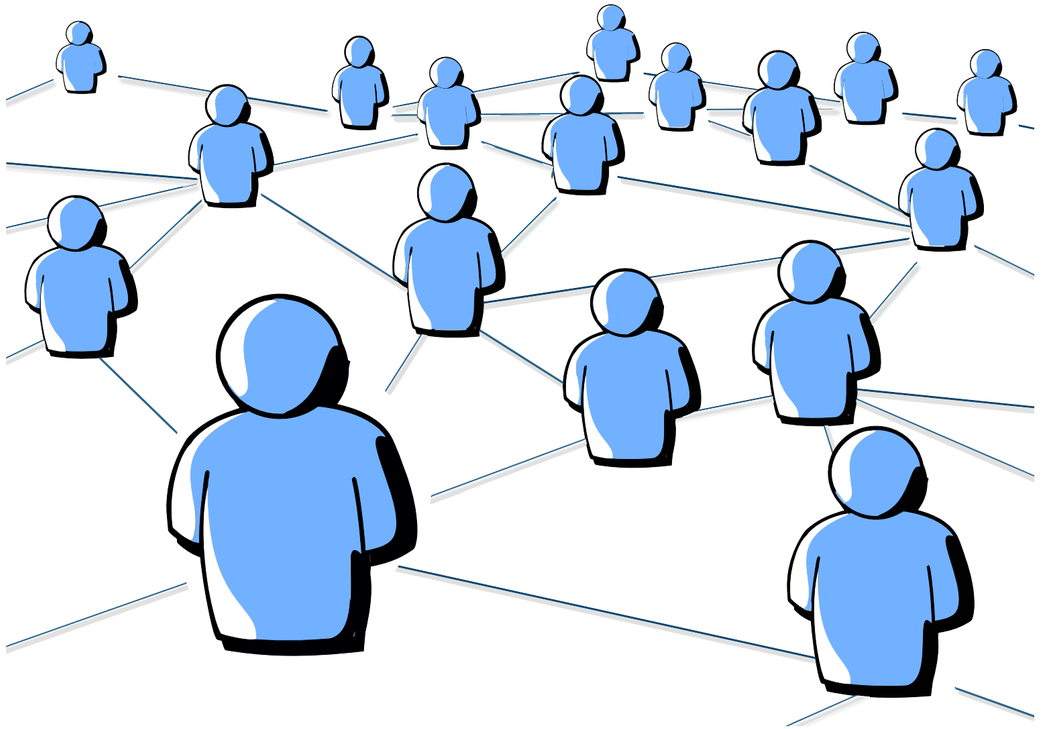
A key sustainability mechanism that provides several benefits such as identifying key community partners, their contributions, requirements and planning their information needs.



Defining community identities and roles

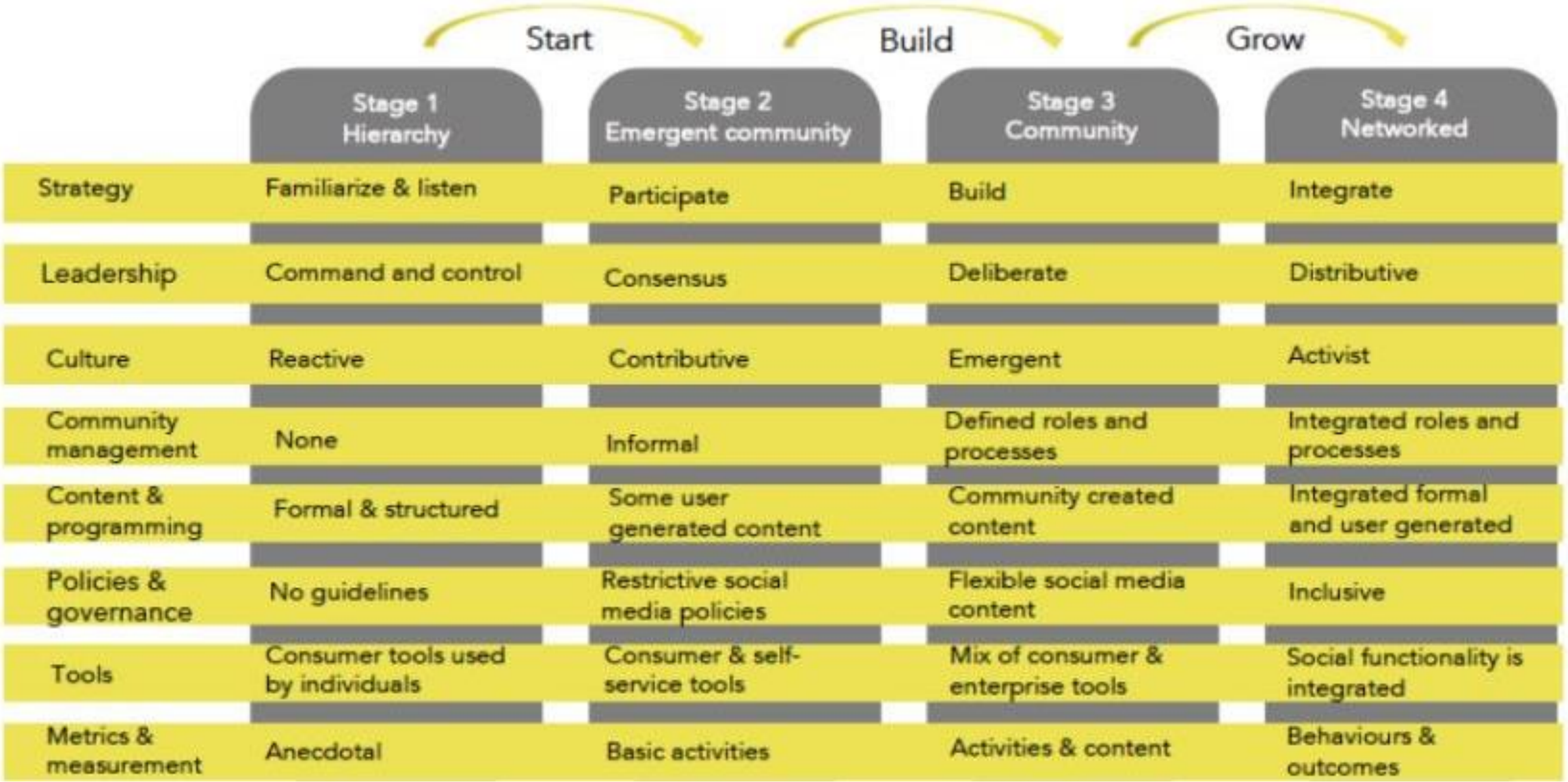
Role name	Role requirement	Engagement requirement	Value to the community
Custodian	To head up strategy and ensure commitment to the vision. At times to motivate and secure budget/funding.	Internal engagement with the community design, curation and management team. External community engagement that sets the custodian (leader) apart of the engagement seen by the three roles below. The message is different but while it comes from a more hierarchical space, depending on the community, the engagement should be at a grass roots level.	Sustainability
Community designer	To head up strategy of the community. Support the mapping of internal and external stakeholders.	Facilitate strategy and stakeholder map	Identity
Community curator	The planning of content against defined initial identities.	Content research, gathering and curation.	Content
Community manager	The planning and tactical implementation to increase engagement.	Using engagement tactics and digital tools on an ongoing basis.	Engagement
Community monitor	To observe, define engagement metrics, benchmark engagement	Observation, analytics and interpretation.	Measurement

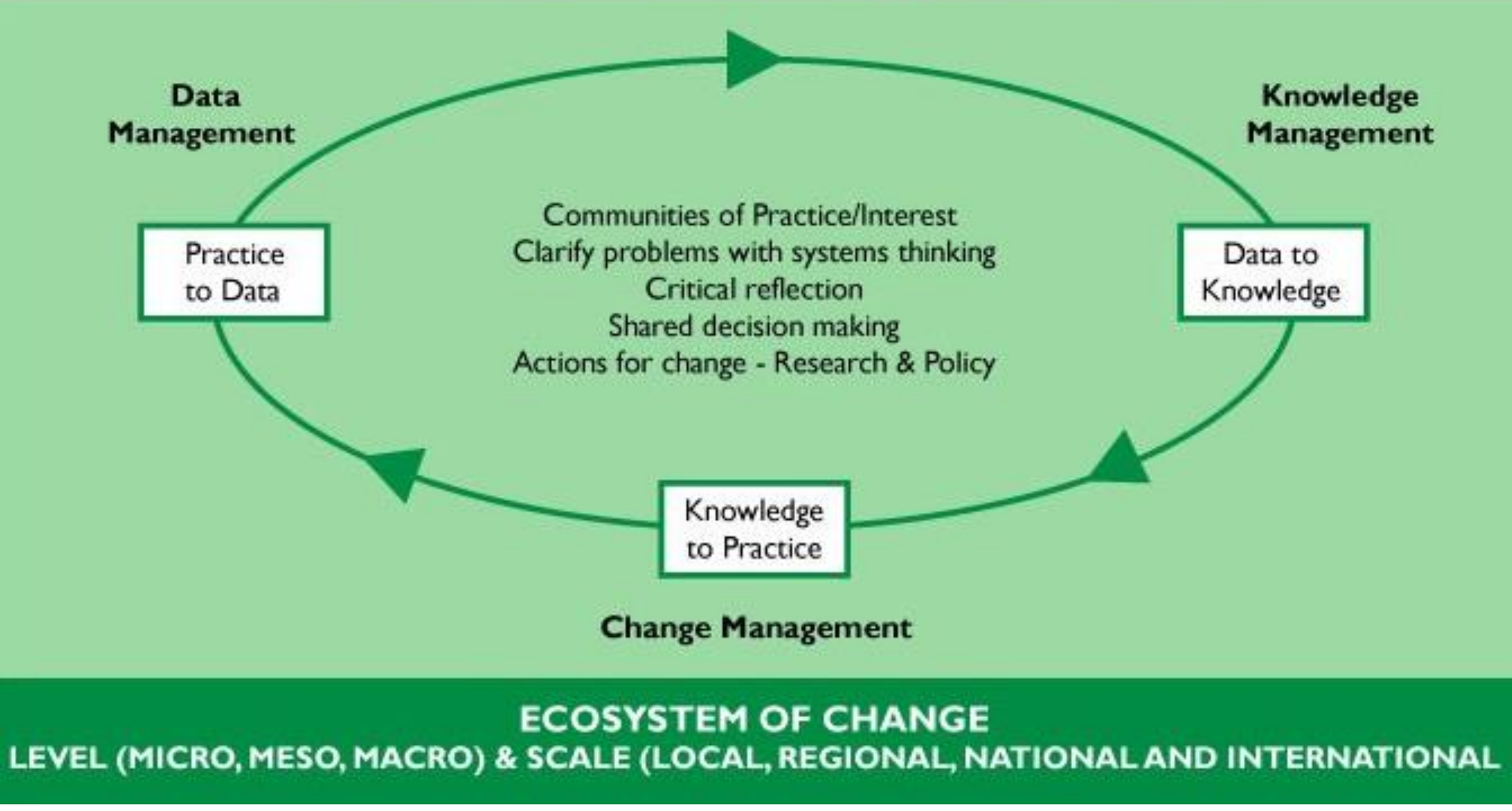
Creating a RoadMap



- Every community engages at a different pace
- Community stakeholders and roles (Curation; Manager; Monitor etc.)
- Determine what to measure (Reads; Visits; Views; Comments)
- Design the roadmap to embrace the early adopters but drive the early majority
- Site access levels

How long will it take to get there?





ECOSYSTEM OF CHANGE

LEVEL (MICRO, MESO, MACRO) & SCALE (LOCAL, REGIONAL, NATIONAL AND INTERNATIONAL

Are We Up to the Task?

" Date and Information is a Precious thing and will last longer than the systems themselves"

Tim Berners Lee

How do we get started?

Let us start all over

Inquiry

Develop the Community Strategy
Stakeholder Analysis
Community Role Player/ volunteers

Design of online Community Navigation /Structure and features

Piloting

Launch/ Member onboarding

based on stakeholder matrix

Grow and Sustain

Partnerships are easier if you are already doing something and focused.

What should be each role; what should be AU-IBAR'S role be?

WHAT MAY PARTICIPATION LOOK LIKE FOR APRIFAAS?

https://networks.au-ibar.org/show/africa-platform-for-regional-institutions-in-fisheries-aquaculture-and-aquatic-systems-aprifaas-nairobi

Strengthening Connections

linkages to other experts - multistakeholders, tools, information and data sources

Learning and Skills Development

e.g. Learning on current topics

Current Awareness and Thematic Information Areas

e.g. Events; discussions; alerts; uniform mailing lists; privacy issues & Closed

Technology does not build knowledge communities

https://networks.au-ibar.org/

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Thank You

Merci

Obligado

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