



## **6.0 APPENDICES - PERIODIC SURVEY REPORT**

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## 6.1 APB Survey technical approach and context

Delivery mechanisms for the APB Survey were particularly important, and this required consideration of the length, target audience, format, delivery mode and person, timeliness and other factors.

- Length – It was recommended that the survey be five to ten questions, and focussing on the PAPP-requested priority to glean user insights about “before” versus “after” the introduction of the APBs. For surveys that target farmers, research recommends that the survey be simple and focussed on the topic<sup>1</sup>.

According to Survey Monkey<sup>1</sup>, the median survey length is ten questions, which takes respondents about five (5) minutes to complete including reading the introduction. Furthermore, ‘survey abandon rates’ increase dramatically for surveys with more than 10 questions that take over seven (7) minutes to complete.

- Target audience - The APB Survey had the advantage of being delivered to a pre-engaged audience, with participants already involved in the Policy Bank workshops and related PAPP activities. Specifically, the survey targeted workshop participants from Vanuatu and Solomon Islands where APBs have been established.
- Format – Email was the format used for this survey, using the popular Survey Monkey system. Conveniently the target audience had access to email plus a proven responsiveness to PAPP email communications that together generated a strong response rate<sup>2</sup>. Timeframes were also tight so email was a faster method of surveying.

Typically agri-surveys are conducted via formats other than email, such as via mail<sup>1</sup>, including an pre-stamped return-address envelope, or via telephone interviews, or in-person census as preferred by agencies such as FAO<sup>3</sup> to best reach farmers but this requires significantly more planning and budget. Also, this was targeting govt agricultural officers moreso than farmers.

- Delivery – As suggested by PAPP, and supported by research<sup>1</sup>, the survey was delivered by the relevant contact person in each country’s Ministry of Agriculture (Vanuatu and Solomon Islands). This was done in a 3-step process to generate higher response rates<sup>4</sup>. Stage 1 involved an email to deliver the survey, explaining the purpose and deadline, and emphasise “how the person’s input will help others” as an incentive to complete the survey<sup>5</sup>. Stage 2 was a reminder email that the deadline is approaching to respond to the survey and, again, emphasise the value of participants’ inputs. Stage 3 will come after the final reports are approved to thank respondents and provide an overview of results.
- Delivery was via a standalone email from the nominated government representative, and separate from other SPC emails.
- Timing - Timing was also important, and prior to deliver of the survey contact was made with each relevant Ministry of Agriculture to avoid any clash with workshops or busy periods, such as inclement weather, crop harvesting or other peak busy periods.
- Follow-up – as the survey was short and specific there was significant emphasis on the workshop as a means to glean richer, qualitative insights. For this reason, the survey’s final day corresponded with the workshop’s first day, to establish a clear cross-over between the activities.

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<sup>1</sup> *How Much Time are Respondents Willing to Spend on Your Survey?* Brent C, Survey Monkey Research & Data Division, [https://www.surveymonkey.com/blog/2011/02/14/survey\\_completion\\_times/](https://www.surveymonkey.com/blog/2011/02/14/survey_completion_times/) (accessed 19/4/16)

<sup>2</sup> *Electronic Mail Vs. Mail Survey Response Rates Researchers can no longer ignore the possibilities computer technology hold for the future of our profession.* By Barbara A. Schuldt and Jeff W. Totten (accessed 20/4/16)

<sup>3</sup> *SPC PAPP Summary Report: Workshop for Agriculture and Fisheries Statistics*; “FAO has prepared its next World Programme for Census of Agriculture (WCA 2020) which will guide the agricultural censuses during 2016-25. The programme proposes new approaches to establish a system of integrated surveys and cost-effective ways of data collection. In tandem, a number of technical developments are taking place ..” October 2015

<sup>4</sup> *Increasing Response Rates in Mailed Questionnaires.* American Journal of Agricultural Economics 55 (August 1973): 503-508. Buse, RC. (cited in *Surveying Farmers: a Case Study*, accessed 20/4/16)

<sup>5</sup> *A Reassessment of the Effects of Appeals as responses to Mail Surveys.* Journal of Marketing Research 17 (August 1980): 365-370. Childers, T., W.M. Pride and O.C. Ferrell. (cited in *Surveying Farmers: a Case Study*, accessed 20/4/16)

## 6.2 SWOT Summary of Country Presentations - Challenges and Strengths

**TABLE 3: SUMMARY OF COUNTRY PRESENTATIONS – CHALLENGES AND STRENGTHS**

(Note: This is a general 'Challenges' summary and more investigation would be required to develop a comprehensive SWOT analysis)

Country	SWOT (KM capacity)		Mediums already working
	Opportunity (Strength)	Constraints (Challenge/Weakness)	
Cook Islands - website	AgIntel agri-market system about to launch, enabling govt to monitor markets and report precisely	Only 1 staff (ICT staff doing IT and promotions) and good to have funds for a team	-Website -Facebook for Ministry -Soon to launch is Ag Market Information System -Has calendar (sell at market) and transforming it into an App for daily updates ie tides, crop seasonality and planting times, etc
FSM – no website	-FSM Integrated Ag Census taking place in July 2016	Need develop systematic management of data following census.	-No ministry website. -Mainly do personal consultations, with no website or social media activity.
Niue – no website	Most homes have access to internet/WiFi, maybe 95% (ADSL govt run plus new private sector initially free)	-FB popular with youth but not farmers who view FB negatively and not many use.	-no ministry website -Niue organic group has a FB page. Dept ag FB page(new) <sup>6</sup> - Most homes have access to internet/WiFi, maybe 95% (ADSL govt run plus new private sector initially free)
Fiji – no website (outdated & needs rebuild)	-High awareness Fiji 2020 Agriculture Sector Policy Agenda. -Full team info officers	Challenge is to engage youth	-has basic website that needs revamping (note: media releases, etc current) <a href="http://www.agriculture.gov.fj/">http://www.agriculture.gov.fj/</a> -5 radio programmes weekly in 2 languages; newspaper coverage, dedicated video unit
PNG – no website	Act of Parliament implemented by the Ministry of Information, considering the foundation of all governing.	Low staff capacity for electronic and online activity.	-no website (does have a very old presence needing updating: <a href="http://www.agriculture.org.pg/">http://www.agriculture.org.pg/</a> ) -PNG through NARI has extensive, weekly newspaper coverage (REFER TO FOOTNOTES) -No information bank but have research institutions with significant info to post on Policy Banks.
Samoa – website	-Planning to integrate Info & ICT units in coming years. -School curriculum includes ag info to target youth. Ag	-only 2 Ag IT staff serving 7 divisions. -Scattered location of staff, and of farmers. Makes feeding into Computer Server in	-has Website maf.gv.ws / FB page Ministry of Ag and Fisheries / Library catalogue / GIS in MAF.

<sup>6</sup> (Tonga comment for Niue: can use radio to reach remote farmers who not use internet, internet can be used generally; if youth use FB then ministry should use that to encourage youth engagement)

	Science major subject in secondary school	main office a challenge. No funding for capital resources, only human capital.	
Tonga – website	-new website and involvement in PAPP APB demonstrates growing support for improved KM in ag	Limited resources (people and dollars) to update website and online activities, ie policy bank -Niue islands not have access to internet	-Website launched last week! No FB for ag -MAFFF pays for 2 tv and 6 radio programmes weekly in Tonga -Ag show next month to have banners with website link -also have brochures, calendar for vanilla, leaflet for yam, etc
Timor Leste – no website	Village Information System (food security and early warning)- collect info monthly at the village level by Extension Officers, who send the info to the District level then National level.	-TV only 5 hours day. -Next year districts or municipalities will merge but for now decentralised.	-No website (online presence: <a href="http://gov.east-timor.org/MAFF/">http://gov.east-timor.org/MAFF/</a> ) -Use TV and radio – tv only 5 hrs day. Community radio in all districts. -Ministry ag has a communications team
Solomon Islands – no website	<i>(Speaker mentioned now have better understanding of KM and resourcing can, for example, raise idea of social media to management.)</i>	-Limited budget e.g. to even purchase a flash drive or lap top. -Need technical assistance. E.g. Availability of software for Info Unit.	-No website(only online presence: <a href="http://www.solomons.org.tw/english/government3.php">http://www.solomons.org.tw/english/government3.php</a> ) -no social media or KM focus. -have brochures, pamphlets, did monthly ag bulletins in past.
Vanuatu – website	-Ag ministry and sector is pro-ICT. -strong ICT presence / team. -Recruiting full time staff for social media management --access to fibre optic cable.	Budget challenges but getting support from external partners, ie NARI & SPC	-Min Ag website links to policy bank: <a href="http://www.malffb.gov.vu">www.malffb.gov.vu</a> -Includes links to other departments (5 depts under Ministry of ag) -Facebook for all 5 departments and the ministry as a whole -Also KM via face to face networks; technical working groups; farmer clubs; clusters ie ag and climate change; print materials ie quarterly newsletter and Daily Post stories; radio programmes; DVDs; e-group forums; training.

FOOTNOTE: PNG's agriculture sector has a partnership with local media:

- **FARMING TODAY:** The National newspaper (<http://www.thenational.com.pg>), one of the two dailies, provides to the PNG agriculture sector 'dedicated pages' on any agriculture related news stories and articles. The pages are labelled 'Farming Today'. The materials are published every week on Thursdays, since 2004 and still going. Any organization and individual contributes stories and pictures. Also note that the other daily (Post Courier) was doing the same starting 2001 but discontinued in the last 3 years.
- **NARI FOCUS:** NARI has its own dedicated column in the same paper which is published on Tuesdays each week (quarter-page). The objective of this partnership was to discuss specific/contemporary agriculture issues, relate to PNG agriculture and talk around NARI's contribution through R&D; and also present any innovation coming out of NARI's research and the benefits to supporting PNG agriculture development. Started in 2009 and still going. The NARI Focus is also published online by the National newspaper with a link on it's homepage (<http://www.thenational.com.pg>).

### 6.3 Workshop Group Activity –In-Country Ideas and Considerations for Outreach

During the workshop, a Group Activity was conducted whereby specific in-country campaigns were planned. Each country nominated their preferred mediums to be used in the campaign, along with considerations and costs.

#### **Background**

On the first day of the workshop, during the second session, participants discussed the most effective ways to raise awareness and use of the policy banks. Ideas discussed included: Social media, mainstream media, having online links with government websites, agricultural shows (national and regional), radio, television, one-to-one interactions, etc. This was followed by a group activity facilitated by David Eyre, Consultant, about the importance of an integrated approach, which means it is important to carefully choose and mix mediums, e.g. television, radio, social media, roadshows, print, mobile SMS, etc. For example, to raise awareness and use of policy banks it is important to select mediums based on various considerations such as cost, research, audience, what channel is suited to particular content, preparation time, expertise, etc. Other factors to consider include 'content curation' (Who creates your video, radio, SMS, web content, and their level of expertise? Also cost to produce and transmit, and consistent delivery) and 'challenges' (storage, approving access, placement, partnerships, ongoing management, etc).

On day two, each workshop participant provided a presentation about their country, in relation to their agricultural KM and Policy Bank progress. Opportunities and strengths varied significantly, for example in Niue most homes have access to internet/WiFi, maybe 95% (ADSL govt run plus new private sector initially free) but then TV runs for only 5 hours per day; in PNG a recent Act of Parliament implemented by the Ministry of Information enforces that information and knowledge sharing is the foundation of all governing; Samoa has agriculture integrated into the school curriculum to target youth; Vanuatu's management of its agriculture department is very supportive of using improved KM and ICTs to develop the sector so there is budget and recruitment being supported plus the nation has access to fibre optic cable. (Refer to Appendix 6.2).

On day three, participants divided into four groups – each with a specific campaign for a portal launch, post-cyclone, high school curriculum or market access - with each completing a spreadsheet with specific mediums to be used, e.g. radio, as well as estimated budget and other considerations.

Teams discussed issues such as reach, with radio able to reach remote farmers and communities, and budget that made TV unaffordable in some instances, though some Ag Ministries have successfully negotiated free or inexpensive weekly columns or coverage. All agreed face to face is most effective but also costly, whereas internet and social media is inexpensive but ineffective in some areas that lack internet connectivity and for some target audiences. Other topics noted in the discussion include: roadshows and agriculture shows are ideal promotional vehicles; SMS mobile messaging can be powerful but costly; there is opportunity to link with religious networks to disseminate information, as well as youth and women's groups.

#### **RESULTS OF GROUP WORK – four teams provided in-country 'outreach' campaign ideas**

*Group 1 portal launch:* Cannot rely on the portal to sell itself and so have to use other mediums to raise awareness and traffic for the portal, e.g. internet is effective as whilst not reach all the audience will reach the target audience of people who are online and have access to the portal. Face to face also ideal in particular consultation between the agriculture committees and stakeholders in particular including farmers, then also within ministries.

<b>Portal Launch</b>					
<b>Mediums being used</b>	<b>Why</b>	<b>Cost</b>	<b>Frequency of Use</b>	<b>Audience</b>	<b>Content Description</b>
Radio	accessible wider coverage, awareness to older generations (unlike TV & mobile) - mobility of accessing the information (car radio, etc) cheaper option as well	\$20.00 NZD per day	3 slots per day (morning, midday, evening)	From young to oldest	subject on agriculture & (specific & simple)
TV	wider audience (young and old), visual is more impact		3 times around news time in the evening (more audience)	From young to oldest (farmers, government, politician, donors)	subject on agriculture
Internet					
Social Media	Frequency is very high, now-lifestyles, realtime and instant access	\$1	24 7	Everyone (youth, farmers, policy makers politician, donors, etc etc)	Agriculture Development & Sustainable
Workshops					
Roadshows					
Surveys					
Mobile Messaging					
Print					

*Group 2 post cyclone program:* Focus on TV then radio and social media, in terms of budget. Also newspapers and leaflets, plus workshops for the e-voucher system they had in place in Samoa post-cyclone.

<b>Post Cyclone Program</b>					
<b>Mediums being used</b>	<b>Why</b>	<b>Cost</b>	<b>Frequency of Use</b>	<b>Audience</b>	
Radio	Effective & reliable	\$ 50,000.00	Daily	Everyone	3-6 mths
TV	Visual Impact	\$ 150,000.00	Daily (Prime time)		3-6 mths
Internet					3-6 mths
Social Media	share information	\$ 1,200.00	Daily	Everyone	3-6 mths
Workshops	e-voucher system for relief assistance		1 week	beneficiaries	3-6 mths
Roadshows					3-6 mths
Surveys	PDNA	donor funded	Once	affected areas	3-6 mths
Mobile Messaging	Awareness and information	FOC	Daily	Everyone	3-6 mths
Print	Newspaper, leaflets, newsletters	\$ 10,000.00		everyone	3-6 mths

*Group 3 High School Curriculum:* Focussed on workshops with stakeholders and also educators, supported by social media and print media activity plus roadshows and mobile messaging.

### **Introduction of an Agriculture Subject into a High School Curriculum**

Mediums being used	Why	Cost	Frequency of Use	Audience	Content Description
Radio	Workshop 1 - Stakeholders Discussion	Survey: Enumerators (\$400-2weeks)	TV-Daily (Screen Grabs, 5mins presentations (Teachers, Educators, Pilot Schools, Students, Parents)	Parents	Agriculture Curriculum
TV	Workshop 2 - Educators Coordination/Planning	Workshops: Budget (\$1440/day)	Students	Teaching & Learning Course	Workshop 2 - Educators Coordination/Planning
Internet	Survey - Community (Nation wide) baseline	DSA - \$60		Educators	Specialise Agriculture Content
Social Media	Roadshows - Talk back programs (advocacy awareness)	Venue Hire - \$150		Teachers	
<b>Workshops</b>		Transport - \$30		Administrators	
Roadshows		Catering - \$600		Community Leaders	
<b>Surveys</b>		Facilitators - \$100		Donors	
Mobile Messaging		Consultants - \$300		Farmers	
Print		Printing - \$200		Ministry of Agriculture (National)	
				Provincial Government	

*Group 4 Access to Markets:* The aim of raising awareness for farmers to sell at municipal markets is to inform them that there are markets where by they can sell their produce. And that the municipal markets are the best medium to sell due to its affordable cost for renting market selling space and the high rate of traffic at municipal markets.

Some of the main information farmers would want is information on 1- market access, 2- market pricing, 3- demand trends for the market.

Information on market access can be in the form of a market access guide, and this can be spread through various media methods. This guide would provide them information on the rules and process by which to get market access.

Real time information on pricing and produce demand is important as it will enable farmers to make an educated decision on where to sell their produce with the hope of getting the best returns.

To promote selling at municipal markets case study success stories and interviews with farmers and vendors in the market are a good way to show farmers how their peers conduct their business in municipal markets.

<b>Access to markets - Raising awareness for farmers to get produce to Municipal markets</b>					
Mediums being used	Why	Cost	Frequency of Use	Audience	Content Description
Radio	greatest reach		weekly	Farmers in the rural areas.	Rural radio programs RF1 and RF1 because it uses FM and AM frequencies and has the best rural outreach. Information provided in these programs is all ag related and is information that we wish to spread to farmers in harder to reach areas. 8.45pm. On thursdays MPI broadcasts market reports on average price and indicate production high and low supply.
TV	good reach and has video illustrations, people like to see to believe'			farmers, customers and general public	in theory - talk business is a great business show could do a story on municipal markets. having a talk back show with someone who is confident with media and is from municipal markets. He/she can advise farmers on the process for getting market access and explaining the cost benefit for selling at the market via retail. the show would interview farms and vendors who sell at the market for case study stories. the show could explain to viewers the steps the market and vendors take to ensure the place is clean and

					<p>produce is fresh and promote the market to not only farmers but customers aswell.</p> <p>TV is great to show case studies and provide video stories of farmers and vendors who sell at the market. farmers like to see to believe, and if they hear real life stories from their peers, they believe it.</p> <p>TV can be used to provide videos on produce presentation for selling at markets, post harvest handling for transportation to markets.</p>
Internet	is accessible		daily	farmers	<p>having online database with a subscriber base that you can broadcast message and information to. E.g fcl sms database. Municipal markets having a basic website with information on rules for market access, cost of a market space, trading times at the market, main contact person, etc. can also have information on market wholesale pricing, and supply information on various products. i.e. what is in full supply and what is in short supply.</p>
Social Media	very popular		daily	farmers, customers and general public	<p>Facebook Page - Municipal markets or Agriculture, etc should have a fb page which is free. They can put up information on what is and isnt in demand, market pricing, market access. Information on how to get to the market, market location and also consumer demand.</p> <p>they can set up fb pages to promote and market the market house and vendors in the market. this way potential buyers and sellers can have visual examples of what the market looks like and how it operated.</p>
Workshops	good way to have direct face to face communication with farmers and all stakeholders		as and when required	farmers and vendors	<p>in workshops, conduct training with farmers on issues like logistics, post harvest handling, sales and presentation, basic budgeting and selling at the market. the need to make a good impression with the aim of building a customer base of repeat customers.</p>
Roadshows	good way to have direct face to face communication with farmers and all stakeholders		as and when required	farmers and rural farmers'	<p>going out to rural growing areas to provide awareness to farmers on the various options of selling at municipal markets. Either as a wholesaler to a daily vendor. Awareness can also be provided on how to gain market access. Training on best selling practices, produce quality, post harvest handling, etc can be provided at these roadshows aswell. normally roadshows have all other government agencies to ensure that all services are provided to farmers.</p>
Surveys	greatest research tool to get factual information/feedback from farmers.		initial survey and then a follow up one after that	farmers and rural farmers'	<p>questionnaires to farmers to understand the challenges they face while selling their produce. We can also ask them if they do sell at markets and if they don't the challenges, etc they face to get an understanding of the success and challenges of their farming business.</p>
Mobile Messaging	low cost tool to spread info to many		weekly	farmers and rural farmers'	<p>mobile messaging can be used to spread awareness of market pricing at the various markets. Can be used to spread information on market shortages so farmers know which markets are in demand for a certain product.</p>
Print			weekly/ fortnightly		<p>weekly success stories in the papers for other farmers to read about. MPI has a team that puts out success stories. This is used to motivate other farmers to get into farming and selling at the market</p>

## 6.4 APB Survey Results

*For complete results and insights from the APB Survey, refer to the separate document: 'AGRICULTURE POLICY BANKS (APBs) – Results of User Survey, May 2016'. Following is an excerpt from the document's introduction.*

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(DRAFT)

### 1. INTRODUCTION

Introduction: A survey targeting users of the Agriculture Policy Banks (APB) in Vanuatu and Solomon Islands was conducted from Wednesday 25 May to Tuesday 31 May 2016 (one week, ending on the first day of the PAPP workshop to discuss KM topics including the APBs).

Objective: With new APBs in place and more preparing to launch across the 15 Pacific ACP countries including Timor-Leste, it was timely to initiate a survey to start reviewing the initial implementation stage and reflect on successes and lessons learned. These survey insights may now be used to further develop plans for more national APBs, an APB Outreach Plan, and overall sustainability of the project.

### 2. KEY RESULTS

#### *General Findings:*

The initial questions provided a comparison of “before” the Agriculture Policy Bank launch versus “after”. Before the banks were launched more than 40% of respondents were unaware of any existing agriculture policies or plans, and of those who were aware 60% said the policies and plans were not easy to access. This is versus “after” the launch, with 95% saying the policies are easier to access – the 5% not finding access easier explained they lacked internet connectivity.

#### *Specific Questions – Most Notable Findings:*

More than 40%, or 1 in 4 respondents, were unaware of any existing national agriculture policies or plans prior to PAPP initiating its Agriculture Policy Bank project (Q1; 42.8% “No”).

Following the launch of the Policy Banks, 95% of respondents said it is now easier to access policies

90% of respondents found the Policy Banks useful and, while some were ‘unsure’, there were no respondents who believed the banks were not useful. Specifically, respondents indicated the banks were Extremely Useful (35%) or Useful (55%) with 10% ‘Unsure’.

More than 40% of respondents were unaware of existing national agriculture policies or plans prior to the APB launch (42.86%; n=21).

75% of respondents said it was not easy to access agricultural policies or plans before the APB launch – this percentage is an extrapolation based on those who responded ‘yes or no’ to this question, and excluding the 9 respondents who either skipped this question or were ‘unsure’. (If those who were ‘unsure’ are included, then the figure is 60% of respondents claiming it was not previously easy to access agriculture policies and plans.)

Following the launch of the Policy Banks, 95% of respondents said it is now easier to access policies (Q3; 95% “Yes”). Those that did not find it easier (5%) attributed this to a lack of internet access to enable them to access the banks.

Statistics, census and agriculture survey information were respondents’ most commonly requested ‘additional resources’ with a clear majority of 75% seeking these details.

All respondents to this question wanted improved access to Production and Market Access information such as Value Chain reports (100%; n=19), followed by 95% wanting help to access more Research and Extension information.

Radio was selected as the most popular way to promote the policy banks to farmers (42%), attracting almost double the votes of the second choice of mobile phones via SMS or text messaging (23%). Alternatively for youth promotions, social media (38%), mobile phone SMS or text messaging (23.8%), then radio (14%) were the top three approaches nominated.

95% of respondents would recommend the Policy Bank to another person, in particular to other agriculturalists, donors and associated ministries such as women and youth.

### 3. RESPONDENTS

Respondents: There were 21 respondents for the APB Survey of which 10 were from Solomon Islands and 11 were from Vanuatu. The main mode for the survey was online, via the free Survey Monkey system, however almost half of the responses received were hard copy.

Translations of the survey were only produced in Vanuatu Bislama. For Solomon Islands, the in-country advice was that SI Pidgin is more a spoken language and English is best for a written survey.

**TABLE: Formats used by survey respondents**

	Hard Copy	Online	Translated (Bislama)	Notes
Solomon Islands	10			Manual data entry by Survey Coordinator to transfer the 'hard copy' results to the master document ('Survey Monkey' online tally).
Vanuatu		11	(4)	Translated, online survey responses required double-data entry by Survey Coordinator to transfer to English, then into Survey Monkey.
			TOTAL	21

### 4. RECOMMENDATIONS

Distribution of the surveys via in-country contacts worked extremely well, and this should be repeated for future surveys. These contacts also assisted with question reviews and translations.

It is suggested that Question 9 be amended, given answers were mostly incomplete. This is believed to be caused by the merging of several questions into one (ie gender, organisation and name), to ensure the survey was limited to only 10 questions. In future, questions need to be reviewed again to determine if each of these three pieces of information may be allocated individual questions, whilst still retaining most questions to glean comparable data sets over time and across different countries.

### 5. FULL SURVEY RESULTS

Following are the responses given to each of the 10 questions asked in the APB Survey, and including text from all comments provided by respondents.

*(Refer to the document: 'AGRICULTURE POLICY BANKS (APBs) – Results of User Survey, May 2016'. )*

## 6.5 Workshop Summary Report

*For an overview of the workshop, refer to the separate document: 'Regional Workshop: Developing Knowledge Management Capacity for Improved Agriculture Information, Research and Policy Banks in the Pacific – Suva, Fiji from 31 May - 3 June, 2016.' Following is an excerpt from the document's introduction.*

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*(DRAFT)*

### 1.0 INTRODUCTION

#### 1.1 Summary

The Regional Workshop on Developing Knowledge Management Capacity for Improved Agriculture Information, Research and Policy Banks in the Pacific was a collaboration between the Pacific Community (SPC) and its European Union supported Pacific Agriculture Policy Project (PAPP) and the Technical Centre for Agricultural and Rural Cooperation (CTA). It was held in Fiji, SPC Pasifika Room, 31 May to 3 June 2016.

More than 30 people attended the workshop, including SPC staff, plus additional speakers and special guests invited to join the knowledge management (KM) sessions. Participants from 10 of the 15 participating PAPP Pacific Island countries accepted the invitation to attend, specifically from Vanuatu, Tonga, Niue, Cook Islands, Solomon Islands, Federated States of Micronesia, Papua New Guinea, Timor Leste, Fiji and Samoa. Participants included agriculture ministry staff plus many from the communications, information and ICT, and policy areas.

The four-day regional workshop aimed to assist participating countries to strengthen their knowledge management capacity to support access to national agricultural policy, research and market information. The workshop was the next part of a process that started last year in Vanuatu then Solomon Islands, with KM workshops leading to the development and launch of the country's individual Agriculture Policy Banks (APBs).

The workshop culminated on Day Four with a regional Showcase Event to highlight the benefits of the Agriculture Policy Banks, and was attended by more than 50 people from national and international organisations from across the Pacific.

Sessions within the workshop included a preliminary, two-hour Social Media Briefing followed by the official launch, then discussions about topics including knowledge management tools, opportunities and education; overviews of PAPP initiatives such as PAFNet and PIRAS; Agriculture Policy Bank survey results and insights; knowledge management concepts, and participant ideas for outreach to improve access to knowledge products.

In summary, this report provides details on the background and purpose for delivering this workshop, as well as key outcomes and actions including plans by more countries to launch their APBs, and to advocate for improved KM approaches across government, farmer organisations and private sector to contribute to improved information sharing and use of evidence-based data for decision making to grow the agriculture sector. A listing of participants and their workshop feedback is also detailed.

## 1.2 Background

Information accessibility and transparency is a key step in ensuring that stakeholders are engaged in designing, implementing and adopting plans and policies. While the concept of inclusiveness is well accepted, policy research for agriculture indicates a lack of information is available publicly for farmers, private sector, researchers and policy makers.

Information and knowledge management is a cornerstone for PAPP to support industry good practice on how to deliver better and more efficient services to its stakeholders. PAPP is looking at ways to build knowledge management capacity to ensure that the 15 target Pacific ACP (African, Caribbean and Pacific) countries understand the need to access and use policies, research and market information for better informed decision making. In addition, it is important that countries have access to capacity and technical support to take ownership of initiatives and drive improved information sharing. PAPP has undertaken a number of initiatives to promote information transparency for the important agriculture sector to better inform and engage all key stakeholders. These include a series of initial workshops for knowledge management and Agriculture Policy Banks, and this follow-up regional event.

## 1.3 Official Opening

Participants at the Regional Workshop were welcomed by SPC Deputy Director General, Dr Audrey Aumua, who commented that “knowledge management is about being smart and organised as to the way we manage information through ICT, mobile technology, social media and other tools that are now available and accessible to all of us. The DDG said a focus for the Regional Workshop is the recently launched Agricultural Policy Banks that are “a simple fix on what was a recurring problem for stakeholders – the inability to access documents and find out what the countries plans and priorities were for this important sector.”

Representing project partner was the coordinator of the Intra ACP Agricultural Policy Programme (Intra-ACP APP) at the Technical Centre for Agricultural and Rural Cooperation ACP-EU (CTA), Samson Vilvil Fare. He explained how Intra-ACP APP recognizes that agriculture in the Pacific and Caribbean face similar challenges from climate change, natural disasters, small internal markets, heavy reliance on imports, and other factors. Therefore, there are benefits in fostering information sharing and mutual exchange between the Caribbean and the Pacific.

*(For more details about the workshop, refer to the separate document: ‘Regional Workshop: Developing Knowledge Management Capacity for Improved Agriculture Information, Research and Policy Banks in the Pacific – Suva, Fiji from 31 May - 3 June, 2016.’)*