

The Nairobi Work Programme Knowledge Products Survey Results

Report by the secretariat

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I. Executive summary

The secretariat was requested at SBSTA 50¹ to solicit feedback from knowledge users, including UNFCCC national focal points (NFPs), on the accessibility, applicability and clarity of Nairobi work programme (NWP) knowledge products.

A survey was conducted between November 2019 and February 2020 to gather insights from users of NWP knowledge products, including NFPs, to ensure relevance and improve applicability and accessibility of the knowledge products, including the adaptation knowledge portal (AKP). The secretariat has prepared this report summarizing the key findings from the survey.

The secretariat also sought inputs on opportunities for collaboration with NFPs and partners through the survey. The survey was useful for the secretariat to:

- improve the identification and profiling of users to better respond to their knowledge needs;
- examine the relevance of content;
- identify the limitations on accessing and using the knowledge products;
- help determine the best approaches to respond to the limitations noted by the survey participants;
- capitalize on the knowledge products identified as relevant; and
- communicate and develop the NWP knowledge products to new users and organizations.

¹ As described in document FCCC/SBSTA/2019/2, para. 6

Eighty-four respondents took part in the survey. Eight respondents were NFPs, thirty-seven (44%) were NWP partners, thirty-five (42%) were non-partners. The rest of the respondents did not identify the status of their organizations.

The table below provides an overview of key findings. The table also provides an indicative list of solutions to improve the accessibility, applicability and clarity of NWP knowledge products and opportunities for collaboration. Several improvements have already taken place or are currently in motion².

Improving engagement with NWP partners and UNFCCC NFPs		
Key Findings	Solutions	Improvements
Eight NFPs and thirty-seven NWP partners participated in the survey. The majority of respondents (forty-four out of eighty-four) were not aware of NWP knowledge products	Investigate the adaptation knowledge needs of focal points and other targeted users, raise awareness among focal points about NWP resources	-Development of communication strategy to engage NFPs and NWP partners -Session at the upcoming NWP Focal Point Forum to show value-add of NWP knowledge products
Survey respondents included new users who may not be familiar with NWP knowledge products	Develop user profiles to better understand: how different users access and consume information; what their attitudes and perceptions are; and what they need to take up adaptation solutions. This analysis can be kickstarted with the initial information captured through the survey with more detailed interviews carried out virtually	A communications strategy specific to the AKP will support these efforts (planned)
Continue to identify other ways of soliciting inputs from NFPs and partners	This includes simple pop surveys boxes, virtual interviews and menti questions in webinars and events	A post in our upcoming quarterly newsletter can ask for inputs from NFPs and partners (planned)
Improve accessibility of NWP knowledge products		
Key findings	Solutions	Improvements
There is a need to strengthen and promote relevant content for users who may not have expertise in the subject matter	- Examine the non-technical factors that get in the way of moving from knowledge to action - Produce content that showcases partners' knowledge products on the	- Producing regular news stories, blogs, infographs, interviews on the AKP and UNFCCC website. Promoting the outputs via the NWP quarterly newsletters (ongoing)

² Improvements to the NWP knowledge products has been reported in the 2020 NWP Annual Progress Report (<https://unfccc.int/documents/227953>) and the 2021 Annual Progress Report


	<p>adaptation knowledge portal (AKP) and newsletter.</p> <ul style="list-style-type: none"> - Use of diverse communication tools to promote knowledge products with knowledge users in mind. 	<ul style="list-style-type: none"> - Use of case studies, tools, briefing and policy papers with specific knowledge users in mind (ongoing) - Experimenting with visual and multimedia tools to support outreach activities (ongoing)
<p>Lack of signposting to support users to get to relevant resources on the NWP's online platforms, which includes the AKP and the NWP webpages.</p>	<ul style="list-style-type: none"> - Redesign content, signposting and navigation on the NWP webpages and the AKP - Improve signposting and features to potential useful technical and practical content of NWP partners 	<p>Restructured content and navigation on both the NWP webpages and the AKP (ongoing)</p>
<p>Spotlight NWP partner content (thematic resources, case studies, tools, country-specific work) which can be difficult to find</p>	<p>Improve signposting and features to useful technical and practical content of NWP partners</p>	<ul style="list-style-type: none"> - Redesigned critical sections of the AKP to improve visibility of new NWP partner content (ongoing and completed on the landing page of the AKP). - Develop news stories to highlight content and collaborations with partners (ongoing)
<p>Users unaware of new and updated content and opportunities for engagement</p>	<ul style="list-style-type: none"> - Direct users to information on how they can contribute to the NWP and UNFCCC. Strengthen outreach through regular social media engagement, quarterly NWP newsletters and other climate change networks. 	<ul style="list-style-type: none"> - Improve new information on the NWP web pages and AKP more clearly with hyperlinks to relevant content (ongoing) - Focus on strengthening NWP social media presence and the quarterly newsletters (ongoing) - Develop a contribution page on the AKP for partners and NFPs to support the work of constituted bodies and institutional arrangements under the UNFCCC (in place)

Improving relevance of NWP knowledge products

Key Findings	Solutions	Improvements
<p>Continue to develop knowledge products that are noted as relevant</p>	<p>The secretariat should continue to produce these types of products, with specific users in mind</p>	<p>Produce relevant NWP knowledge products that promote the outcomes under the Lima Adaptation Knowledge Initiative and thematic work. The aim is to support knowledge to action</p>
<p>Content is found to be too theoretical, technical and jargon heavy.</p>	<p>Provide content which speaks to the practical needs of target</p>	<p>Introduce focus group discussions or surveys in NWP thematic areas to find out</p>

	audiences, who may not be academic	what types and formats of content target audiences need; curate content showing examples of how target audiences are using adaptation knowledge
Content from the NWP knowledge products has improved understanding on adaptation issues	User profiles will further strengthen understanding of different users' needs, attitudes and perceptions, and what they need to take up adaptation solutions	A communications strategy specific to the AKP will support these efforts (planned)
Insufficient cross-thematic and geographically-specific content, which was of interest to survey participants.	Explore possibility of co-creating thematic and geographically-specific knowledge products with partners	Promote NWP partners resources that are more region and country specific. The Climate Change and University Partnerships Programme will support and enhance ecosystem, country/regional content (ongoing)

Improving usability of NWP knowledge products

Key findings	Solutions	Improvements
Learn more about how NWP knowledge products being used and what kind of impact they have	Monitor downloads and usage of NWP knowledge products	Reach out to a selection of survey respondents along with users who did not participate in the survey to examine usage of specific knowledge products, especially recent knowledge products
Make content more easily shareable.	Make NWP knowledge products easily sharable. For instance, a share button  via email and social media will make it easier to share content.	Technical options to share content will be explored. Social media tools are actively being used (ongoing)

Improve communication and contribution to NWP knowledge products

Key findings	Solutions	Improvements
The AKP and newsletters are important and popular entry points to NWP knowledge products	Continue to strengthen these knowledge products	Efforts are being made to make them more accessible, relevant and useful for NWP partners and NFPs (ongoing)
Promote co-produced knowledge products and undertake joint outreach	Develop a joint outreach strategy for use with collaborators to encourage and improve outreach of co-produced knowledge products	Joint outreach strategy ideas to be examined
Get relevant NWP partners, thematic experts and UNFCCC	Design approaches to generate feedback and inputs from	Target specific UNFCCC NFPs and NWP partners for specific

NFPs involved to provide feedback and guidance to the knowledge products	knowledge producers and users, including NWP partners, thematic experts and NFPs through the thematic work, especially with inputs from the constituted bodies	knowledge products being designed and produced
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II. Survey methodology and outreach

The secretariat used an online survey tool to solicit inputs. The survey tool guided the respondents through the questions, captured the data required, and provided an analysis of responses. The survey was sent to NFPs and NWP partners. The questions were voluntary, which meant that respondents could skip questions in the survey.

Respondents who had not used NWP knowledge products before were redirected to another page with additional information links to the NWP and the AKP). Mid-way in the survey, if a respondent was not aware of the AKP, they were automatically directed to another page with additional information, including a link to the portal.

In addition to the targeted emails to NFPs and NWP partners, the survey was also promoted at COP25, through social media, the NWP February 2020 newsletter, the Adaptation Committee and Climate-L listserv.

The survey questions can be found [here](#).

III. Survey Findings and Analysis

A. Profile of respondents

i. Number of respondents

Eighty-four respondents took part in the survey. Eight were UNFCCC NFPs (21%), thirty-seven (44%) respondents were NWP partners, thirty-five (42%) were non-partners. Other respondents did not identify the status of their organizations.

ii. Experience of accessing and using NWP knowledge products

Forty (48%) respondents stated that they had used NWP knowledge products, with forty-four (52%) noting that they had not used an NWP knowledge product before.

iii. Job roles of respondents

Eight participants identified themselves as national policy-maker/UNFCCC national focal point/ Party. Thirteen respondents represented civil society organizations respondents, six representing the academic sector. Two respondents represented general practitioners of adaptation.

iv. The thematic focus of the respondents

Most of the participants worked on adaptation impacts with eight respondents focused on designing and delivering adaptation. There were six respondents who worked on natural systems such as the oceans and coastal areas, landscapes and ecosystems. Other thematic areas of professional focus included:

- Indicators of climate adaptation and resilience;
- Extreme Weather Events;

- Poverty and Vulnerability.

v. [The geographic focus of the respondents' work](#)

14 respondents worked at a regional level and 16 at a national level. A small number of respondents worked at transboundary and local levels. Over half of the respondents also worked at a global level.

Analysis and next steps:

- Out of the eight-four survey respondents, forty-four had not used NWP knowledge products before. As a result, these respondents were redirected to another page so that they could access links and more information on NWP knowledge products.
- The secretariat will explore alternate way of soliciting inputs from the NFPs and partners
- For increasing visibility of the NWP and its knowledge products, active steps are being undertaken to improve communication and outreach:
 - improving social media presence (twitter and facebook);
 - engagement with the constituted bodies including opportunities for contribution via the AKP;
 - promoting available opportunities for contribution to activities and events;
 - regular news stories highlighting initiatives and outputs under the NWP.
- The survey can be considered successful in reaching out to new users (42% of respondents) who took the time to participate in this exercise. As part of the communication strategy, the secretariat will reach out to these new users to better understand their knowledge needs and encourage use of NWP knowledge products, including subscribing to the quarterly newsletters.

B. Relevance of NWP products

i. [What types of NWP knowledge products that are most relevant to your work?](#)

The knowledge products that were noted as **very relevant** included:

- Tools/methods (including good practices and lessons learned)
- Scientific/peer reviewed publications
- Presentations delivered at meetings and events.

The knowledge products highlighted as **relevant** included:

- Webcasts and webinars
- Online interface to interact with the knowledge producers and knowledge products
- Multimedia materials (like infographs)
- Technical documents/reports and synthesis reports
- Audio/visual materials (like podcasts), and
- Educational/training materials.

ii. [What limits the relevance of NWP knowledge products?](#)

The main reasons presented that limited the relevance of NWP knowledge products for respondents' work included (ranked from highest to lowest):

- Missing information on the inter-relationship between thematic areas;

- Missing information on specific geographic region
- Missing information on specific thematic areas (e.g. oceans or human settlements);
- Too theoretical / academic;
- Not accurate;
- Not up-to-date;
- Too complex.

iii. Ability to understanding content in NWP knowledge products

When asked if respondents clearly understood NWP knowledge products content, majority of the responses were positive. Knowledge products which ranked high included: case studies, good practices, newsroom articles, policy briefs, progress reports, technical papers and workshop reports.

When asked what had limited the respondents' understanding of the content, examples shared included:

- Limited translation to other UN languages
- Too technical
- Too much jargon
- Unsuitable formats (i.e. chunky report or video).

Analysis and next steps:

- i. Continue to develop knowledge products that are noted as relevant: The secretariat invests in co-producing several knowledge products that are recognized as highly relevant by respondents. This affirms that the secretariat should continue to produce these types of products, with specific users in mind.

Further efforts need to be made to ensure that the secretariat continues to produce relevant NWP knowledge products that promote the outcomes under the Lima Adaptation Knowledge Initiative and thematic work. For example, the [ocean policy brief](#) is one such example. This could further include, as suggested by respondents:

- presentations delivered at meetings and events;
 - webcasts (for e.g. via facebook live) and links to webinars, especially supporting interaction between with the knowledge producers and users;
 - Additional investments are being made to produce more visible multimedia materials (like infographs) and audio/visual materials (like podcasts).
- ii. The secretariat will seek to provide more timely and relevant thematic content and unpack complex issues for a non-technical audience, so that the products are more accessible. Knowledge products with specific users in mind will also be developed.
 - iii. NWP's value add can be found more in conveying what Parties need from NWP partners, translating targeted audience needs into the thematic work, and sharing knowledge from NWP partners and thematic work in inform the work of constituted bodies and institutional arrangement under the UNFCCC.
 - iv. The NWP has specific geographical areas of focus, most especially in LDCs and SIDS, with priority thematic areas. The UN Climate Change and Universities Partnership Programme, a collaboration between universities and local/regional/global partners, also expanding to the global south, will result in more targeted knowledge products that address knowledge gaps at national and regional levels.

C. Accessibility of NWP knowledge products

i. How do you access NWP knowledge products?

Seventeen respondents stated that they access the NWP knowledge products via the AKP. Another twelve respondents highlighted that they access products via the NWP website, with a minority accessing the knowledge products via the google search engine.

Only one respondent accessed NWP knowledge products through another climate change platform.

ii. Using AKP to access knowledge products

When asked how often they used the AKP to access knowledge products, most respondents visited the AKP less than once a month as presented in the figure below.

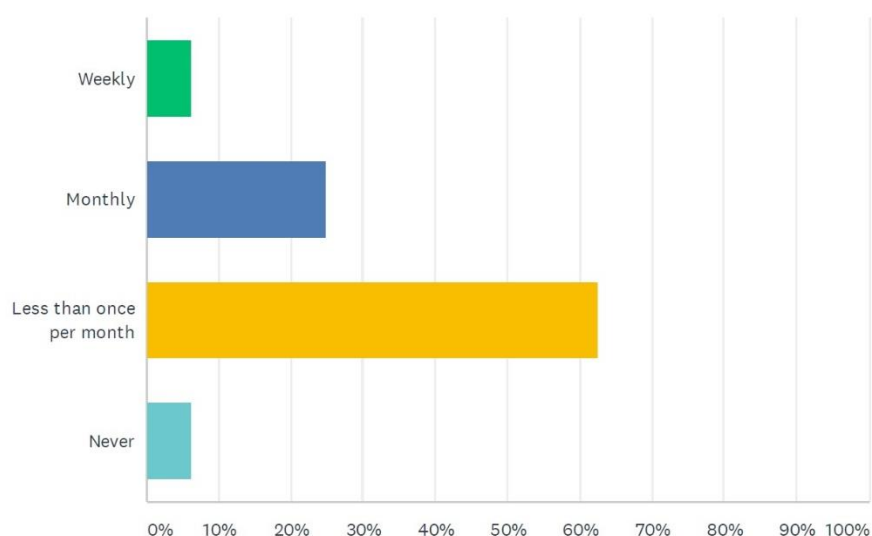


Figure 1: How often respondents use the AKP to access knowledge products

iii. What limits respondent's accessibility to NWP knowledge products?

Key issues noted by respondents included:

- Language issues (only in English and not in other UN languages)
- Limited internet accessibility/bandwidth
- Organization of content on the UNFCCC website
- Poor signposting to content on both the NWP pages and AKP
- Search engine is not optimal.

Analysis and next steps:

- i. Improve access to NWP knowledge products: The secretariat will improve accessibility to NWP knowledge products by:
 - Sharing new resources more widely with the NWP partners and NFPs through the quarterly eUpdates
 - Promoting content more actively via social media (including twitter and facebook)
 - Encouraging co-producers of the NWP knowledge to showcase the knowledge products on their institutional platforms and through their networks

- Establishing content linkages with other adaptation online platforms, such as ELDIS, weADAPT, among others, to promote NWP knowledge products on other platforms and vice versa.
- ii. Addressing accessibility challenges: Several accessibility challenges were noted by respondents including:
- Improving sign posting of content on the NWP and AKP
 - Making knowledge products available in other UN language issues.

Active changes have improved the structure of the NWP webpages and content, including limiting the number of necessary clicks to get to the relevant resources needed. This has resulted in a redesign of [NWP landing page](#) and other pages with an overall aim to provide important information upfront. Other structural changes are also being implemented on various sections of the AKP to improve content and signposting.

In addition, the secretariat is actively promoting news stories (with focus on content oriented towards target audience needs) on the AKP, the NWP newsletters and social media platforms.

Currently, it is not feasible to translate all knowledge products into other UN languages. Through the UN Climate Change and Universities Partnership Programme, more knowledge products will be developed in both English and the national language of the target country or subregion.

D. Usability of NWP knowledge products

i. How do you use NWP content in your work?

When asked if the NWP knowledge products had been used in their work, thirteen of the respondents said yes. The following examples were presented:

- Case studies on ecosystems vulnerabilities
- Resources of local indigenous and traditional knowledge
- Simple adaptation options which has high replicability
- Good practices and case studies
- Information notes for decision makers
- Technical papers and thematic material for research
- Information on various UNFCCC related adaptation initiatives
- Resources used as a reference.

ii. How does NWP content improve understanding on adaptation issues?


When asked how the content from the NWP product(s) improved understanding on adaptation issues, some of the responses included:

- Informed planning
- Demonstrated examples of adaptation action
- Provided case studies that had tangible impacts
- Provided evidence of good practices and examples from relevant thematic areas
- Presented the importance of combining local and scientific knowledge, empowering of local communities, and approaches to community and ecosystem-based adaptation.

iii. Is NWP content/product being shared?

7 respondents said they *sometimes* shared NWP content/products. 6 other respondents noted that they *frequently* shared content and 2 participants said that they *always* shared.

Analysis and next steps:

- i. Monitor downloads and usage of NWP knowledge products: The secretariat will reach out to survey respondents along with other users, to examine usage of specific knowledge products, especially recent outputs. It would be valuable to generate insights on the direct and indirect impacts that the knowledge products may have had on decision making.
- ii. Making NWP content more sharable: Additional tools like a share button  via email and social media will make it easier to share content quickly.

E. Communication channels and contribution

i. What are the best ways of delivering NWP products?

As presented in figure 2 below, 11 of respondents said the AKP, 15 noted the NWP newsletters and mailing lists, with NWP events including Focal Point Forums, UNFCCC organized meetings/events also popular choices.

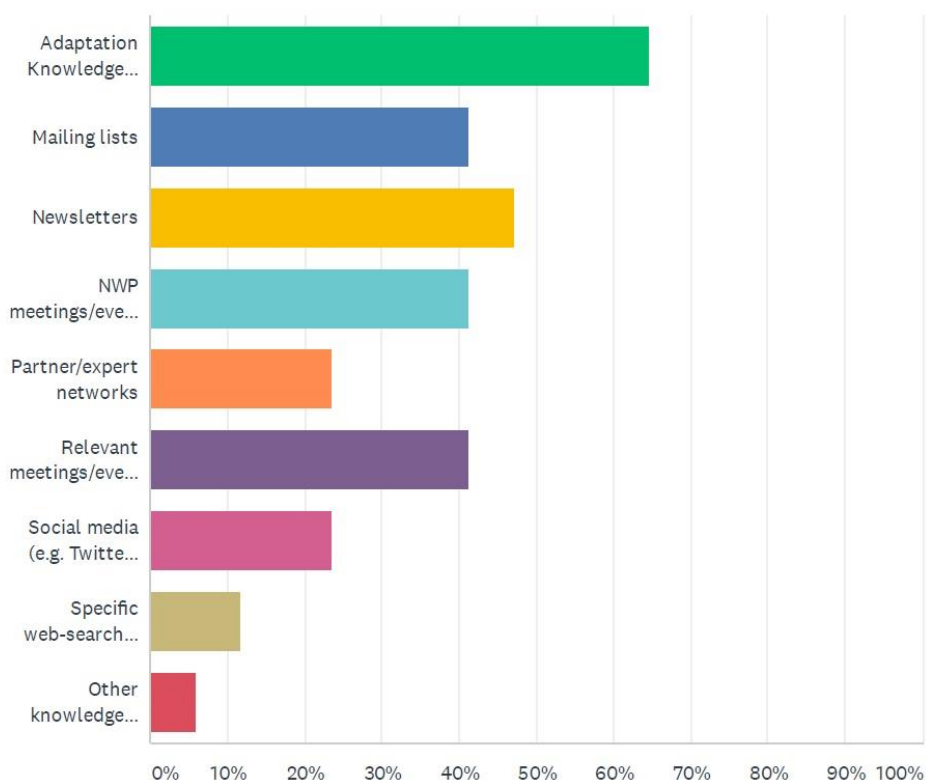


figure 2: The best ways to delivering the NWP knowledge products to respondents

i. Have you ever contributed to a NWP knowledge product?

10 respondents said yes, with examples including: guidelines, case studies, action pledges, resources via the AKP.

ii. Can you contribute to improve the relevance and clarity of NWP knowledge products?

When asked “How can you contribute to NWP knowledge products based on your networks, skills and expertise?” responses showed that there is interest to provide feedback to draft content on knowledge products. Additional inputs included:

- Co-design new knowledge products in collaboration with the NWP
- Repackage NWP knowledge products: different format(s) in a region or country of your work
- Provide knowledge resources that could be used as inputs for NWP knowledge products.

Analysis and next steps:

- i. The AKP and newsletters are important entry points: Most respondents highlighted that the AKP is the best way of delivering NWP knowledge products. This illustrates the importance to make the platform user-friendly and the knowledge products easily accessible. The UNFCCC constituted bodies also showcase their work on the AKP.

The NWP newsletter is produced quarterly. Beyond knowledge sharing, the content of the newsletter also invites specific engagement and contribution to the UNFCCC process to support the work of the constituted bodies and institutional arrangements under the UNFCCC.

- ii. Promote co-produced knowledge products and undertake joint outreach: The secretariat already leads on several activities that supports co-produced knowledge products:

- the NWP’s work on thematic areas with expert group members
- The Lima Adaptation Knowledge Initiative
- The UN Climate Change and Universities Partnership Programme
- Action pledges by NWP partners that commit to a specific set of adaptation activities
- The development of news stories for the AKP

As part of developing co-produced knowledge products, a joint outreach and communications template will be developed to support these efforts.

- iii. To ensure that the activities and knowledge products are relevant to knowledge users, a process of integrating feedback from NWP’s partners, thematic experts and NFPs would be very useful.

Another example to showcase is the contribution page on the AKP, where users are invited to engage with the NWP and the UNFCCC process and share resources, tools and case studies learning through the AKP.

IV. Conclusions

Each of the sections above note specific actions in relation to the areas the survey covered to better understand and improve access, usability and relevance of the NWP knowledge products, including the AKP. The table in the executive summary also provides an overview of key findings, solutions and ongoing and planned improvements being made by the secretariat.

The key findings from this report will be shared through an AKP news story and in the upcoming July newsletter. The survey questions can be accessed [here](#).

V. Overview of the Nairobi Work Programme

Despite the growing body of adaptation knowledge, knowledge gaps remain a critical barrier to scaling up adaptation. Established at COP 11 as the first stakeholder engagement mechanism under the Convention, the NWP is a demand-driven knowledge-to-action hub on adaptation and resilience. The challenges of adaptation and resilience are addressed under the NWP in collaboration with over 425 partners representing a diversity of knowledge and expertise, coalitions and existing networks working in different thematic areas, sectors, regions and countries.

The objective of the NWP is to assist Parties, particularly the LDCs and SIDS, in:

- (a) Improving their understanding and assessment of climate impacts, vulnerability and adaptation;
- (b) Making informed decisions on implementing practical adaptation actions and measures in response to climate change on a sound scientific, technical and socioeconomic basis taking into consideration current and future climate change and variability.

The NWP connects constituted bodies and institutional arrangements under the Convention with non-Party stakeholders through curation, production and communication of knowledge and establishment of partnerships for closing gaps in knowledge on all aspects of climate change impacts, vulnerability and adaptation.