FINDING INFO:

THE KNOWLEDGE MANAGEMENT CHALLENGE

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“Sub-Saharan Africa only accounts for under 1% of the world’s research output, despite having 12% of the world’s population”
- Mail and Guardian

In 1992:
- 76,000 Articles related to “climate change” on Google Scholar

Today:
- 2.6m Articles
- 300+ Think tanks working on climate change (ICGG)

Credit: Flickr/daxis
THE CHALLENGE

Too little
AWARENESS
QUALITY
UNTAILORED

Too much
INFORMATION
HIDDEN INFORMATION
JARGON
<table>
<thead>
<tr>
<th>CLIMATE KNOWLEDGE BROKERS ADDRESS DIVERSE USER NEEDS</th>
<th>CLIMATE KNOWLEDGE BROKERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>No awareness of issue</td>
<td>outreach</td>
</tr>
<tr>
<td>Lack of quality information</td>
<td>feedback to producers of information</td>
</tr>
<tr>
<td>Hidden information</td>
<td>finding &amp; interfacing</td>
</tr>
<tr>
<td>Untailored information</td>
<td>contextualising &amp; synthesising</td>
</tr>
<tr>
<td>Too much information</td>
<td>filtering</td>
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</tbody>
</table>

Informed and aware users of tailored climate knowledge, making better decisions.
CLIMATE KNOWLEDGE BROKERS: FOUR CHALLENGES

Understanding user needs
Signposting the right platforms
Connecting climate websites
Learning from each other
MEETING USER NEEDS WITH TAILORED INFORMATION

- Information untailored to specific needs
- Synthesizing climate information
- Contextualising with sectoral information
- Enriching with local information
We need to ask not only what people want, but how they need to receive it in order to make best use of the information.
COLLABORATION, TRUST AND OPEN SOURCE

1. LEAD
2. LEAN
3. LEARN
There are 100s of regional and global Climate KBs
SCALE:
Nowadays almost everyone is becoming a climate decision-maker in one way or another.

TAILORING:
Climate information needs to be directly relevant to the audience and individuals in question, downscaled to the right level, and presented in language and formats they can easily relate to.

COLLARATION:
We will only achieve to meet the demand and improve the quality and use of climate knowledge if we work together.
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