



THE EAST ASIAN SEAS CONGRESS 2015

Global Targets

Local Benefits

Setting the Sustainable Development Agenda for the Seas of East Asia beyond 2015

16-21 November 2015 • Furama Resort, Danang, Vietnam

EAS Congress 2015

International Conference Session 2:

Accelerating Actions for Sustainable Development and Climate Change

Workshop 2 Conclusions and Recommendations: Application of Knowledge Management in Scaling up Public and Private Sector Investments in a Blue Economy

Prepared by the Workshop Chair, Ms. Melanie King, Senior Advisor, Capturing Coral Reef and Related Ecosystem Services, based on workshop presentations, moderated panel discussions and interactions between panellists and participants

Workshop Highlights:

1. The introduction and the keynote emphasized how KM partnership investment can be scaled up in the blue economy and how enhancing KM networks can improve the uptake of KM in the region. The keynote address also emphasized five design principles underpinning durable and effective knowledge partnerships, namely:
 - challenge is king;
 - systems in motion;
 - reimagining capacity building;
 - manage purpose driven network; and
 - capitalizing the feedback loop.
2. **Building the Case for KM:** The presentations from an NGO (RARE), a government agency (DENR Philippines), and a regional organization (ACB) highlighted the need for KM by various sectors, it also emphasized the need for improving documentation and data management and measurability to encourage donors and investors to contribute to scaling up and sustainability of their various initiatives.
3. **Factors for a Successful KM:** The presentations from WWF; CCRES; Marine Ecosystem Services Program; PGENRO Batangas, Philippines; and PEMSEA showed the availability of

tools and platforms for knowledge management in the region. It also defined the need to include people and experiences, identified several critical factors for a successful KM platform, and highlighted the challenges of pulling together the available tools and platforms in the region to function as a cohesive network. The KM network should target the provision of knowledge products and services that will help improve the implementation of existing and future projects as well as facilitate investments in projects and programs at the local government level in support of sustainable development.

4. **Platform = people and technical components:** It was stressed that knowledge platforms are not only websites but a mixture of people and technical components. PEMSEA's SEA Knowledge Bank is not only web-based but extends to knowledge products and services that have a face to face component.

Workshop Conclusions:

5. **Development of KM should involve the stakeholders** and potential users of the product and services. There is a need to understand the problems and the needs before moving forward. KM tools and systems must be adapted and made relevant to local coastal communities by incorporating cultural and traditional knowledge.
6. **Buy in for the success of KM:** The success and sustainability of a KM program is highly dependent on the buy in and political will of influential and key people. The best way to share and experience knowledge is by including your audience and potential users in the development and implementation of the KM program (have to be inclusive, demand driven).
7. **Mechanism for sharing:** There are many mechanisms and media for sharing knowledge, but the challenge is how to optimize and better utilize such networks, tools and information. In order to maximize the benefits of a multitude of knowledge platforms, it would be important to link them, while at the same time, assessing, identifying and/or integrating best practices and other available information on innovative approaches, experiences and policies from the different networks..
8. **More coordinated effort for KM needed.** It was emphasized that knowledge partnerships and platforms are about people and capacity building, which contribute to the optimization and improved utilization of knowledge. There was a consensus on the need to pull together the available tools and platforms in the region to function as a cohesive network. If knowledge products and services can be shared across networks, it will help improve the cost efficiency and effectiveness of projects and facilitate further investments in projects.

Workshop Recommendations:

9. Organizations and projects in the region are encouraged to share the generated knowledge products and services and tools; and agree to coordinate and link the platforms for KM improve the uptake of KM services by potential users.

10. Sharing of successful knowledge tools, products, services, are crucial to scale up investments for blue economy. CCRES and PEMSEA should coordinate the development and consolidation of a guideline for a successful knowledge management.
11. PEMSEA, with support of the World Bank, CCRES other international organizations, should take the lead to facilitate coordination of available KM tools and platforms generated by several projects and organizations in the region in order to improve the implementation of sustainable development programs in the region and optimize the potential of, and improve uptake of investments.