



Green List Knowledge Management

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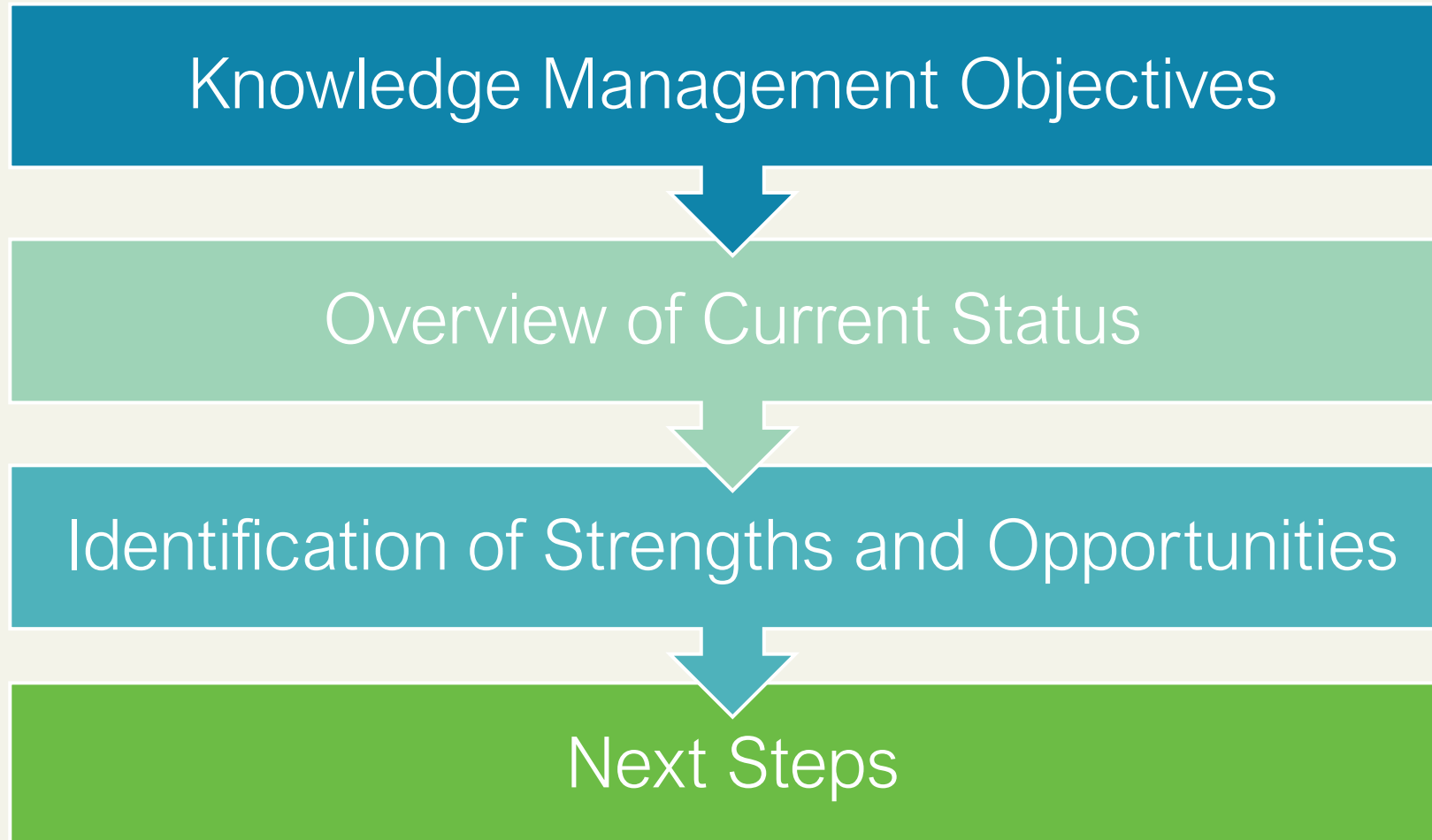
2019 - 2020



Green List

Protected | Conserved Areas

Knowledge Management Strategy Outline



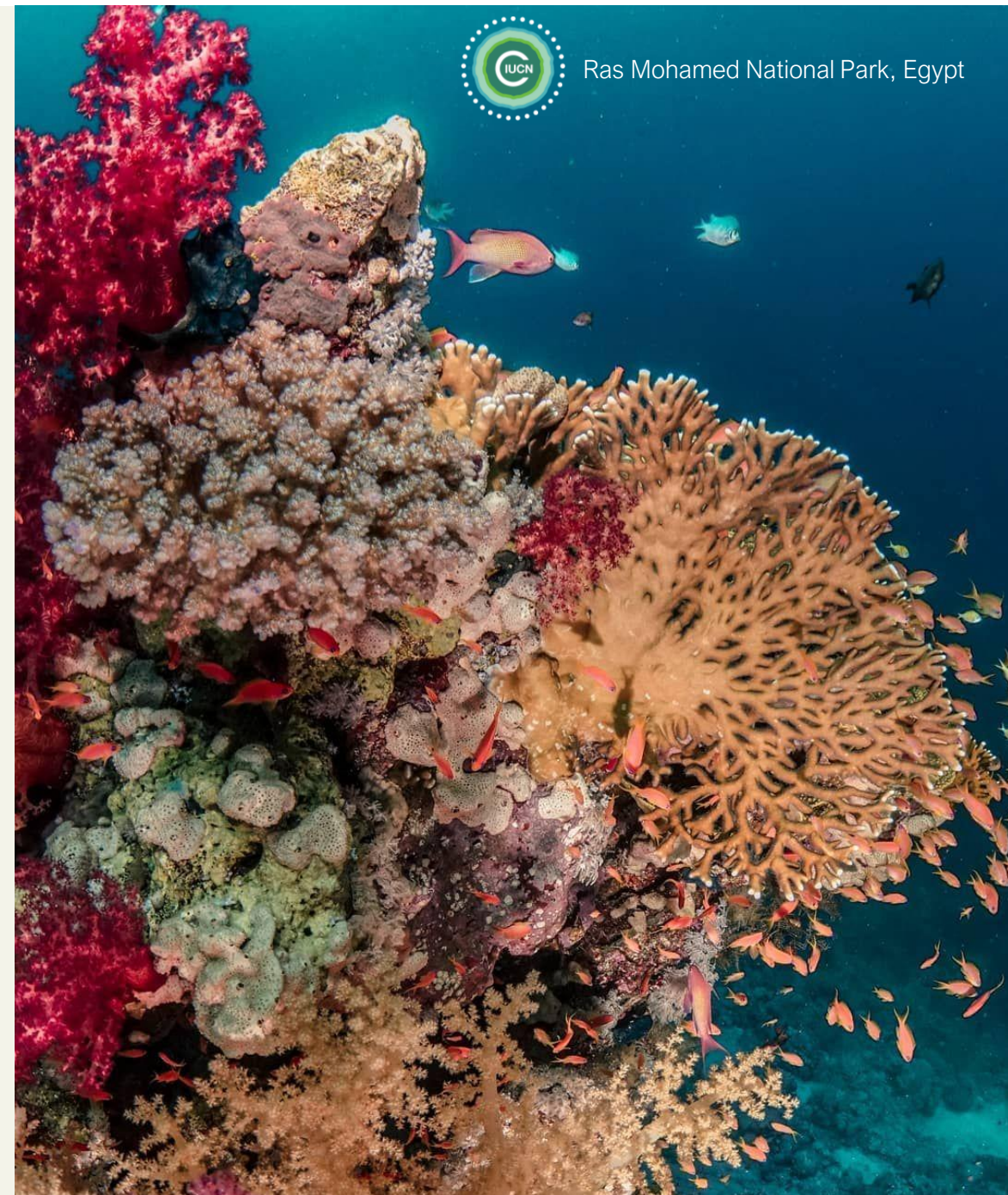
Knowledge Management Objectives

What do we want to be doing with data and knowledge from Green Listing?



Internal Knowledge Management

External Knowledge Management



Knowledge Management Objectives

What do we want to be doing with data and knowledge from Green Listing?

Internal Knowledge Management

Internal processes: how an organization **systematically collects, archives** and retrieves the knowledge of its staff (i.e., Sites, EAGLS, GL team) and how it manages **internal communications** among its staff in order to strengthen its knowledge base.

External Knowledge Management

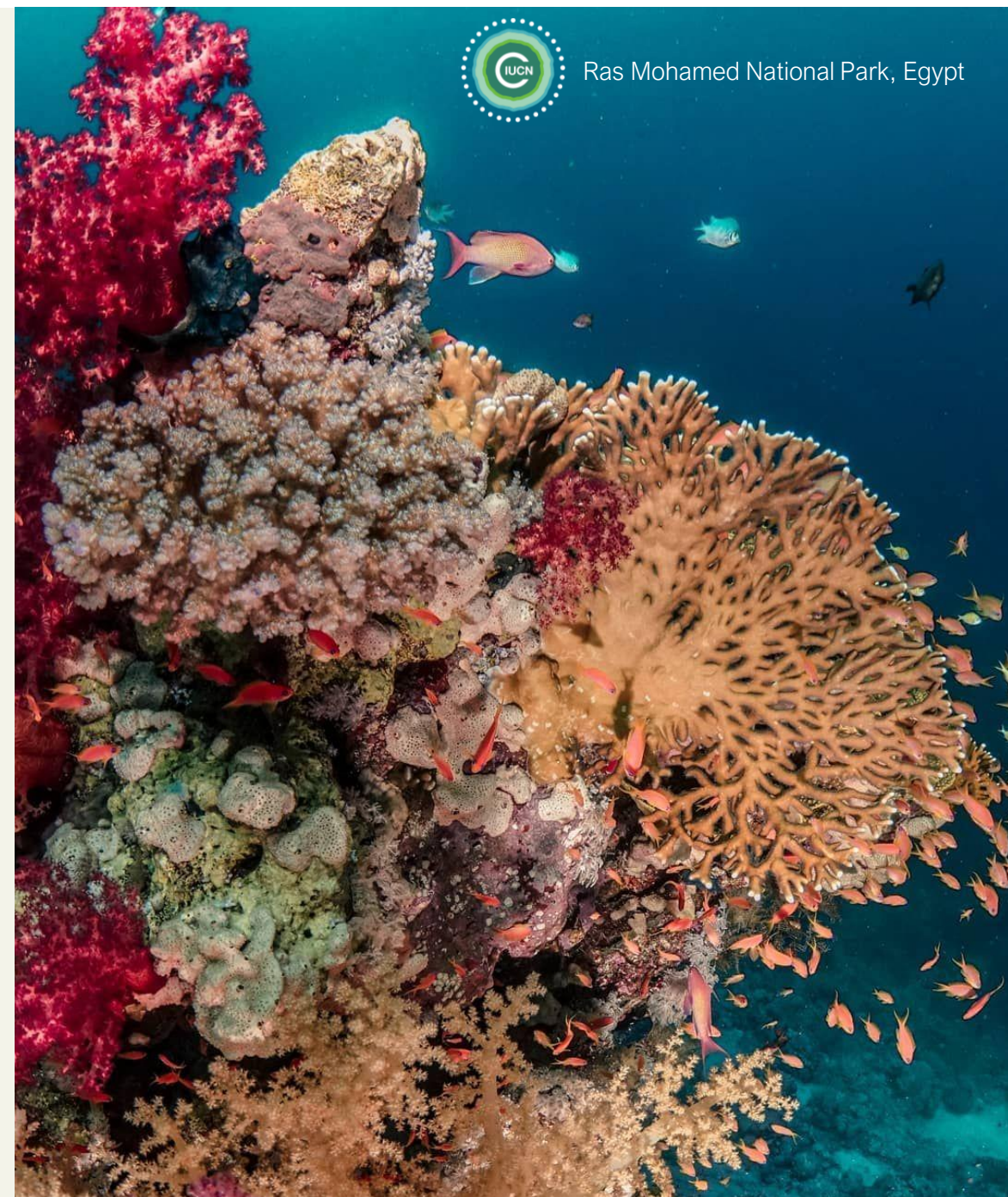
External processes: how an organization flows its knowledge into the hands of the people it most wants to use it; **how it strengthens its knowledge through its interaction with external groups**; how it learns whether its insights have made a difference.

Internal Knowledge Management Objectives

Transition from exclusively an electronic system of data and knowledge storage to:

1. Active engagement with the user.
 - Consistent and effective training materials for all sites on available tools.
 - Standard materials for all sites
 - Appropriate language accessibility
2. Create a platform for easy data storage, file uploading, and tracking of Green List process.
3. Interaction and knowledge sharing between sites.
4. Increase the number of candidate sites who are joining and improving through the listing process.

Creech. 2004. Managing Knowledge IUCN Study



External Knowledge Management Objectives



Cordillera Azul National Park, Peru

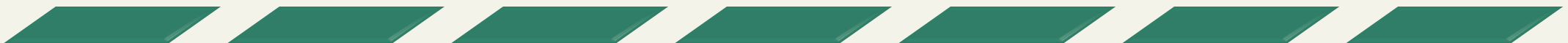
1. Create knowledge interconnectivity with stakeholders, the public, and other IUCN knowledge tools.



2. Increase quality of IUCN Green List data and knowledge available to sites and to the public (credibility).



3. Showcase how the Green List provides knowledge benefits to sites.



4. Increase Green List impact on policy and management = increase conservation successes

- Breadth: e.g., Increase global impact of Green List listing.
- Frequency: e.g., Increase number of instances of Green Listing status referenced for conservation decisions.
- Potency: e.g., Encourage use of Green Listing status to affect significant cultural or conservation changes within protected areas.



Knowledge Management Objectives

What do we want to do with data and knowledge from Green Listing?

1. Maintain a platform for easy data storage and file uploading (active engagement).
2. Facilitate clear, simple Green Listing progress tracking for sites and EAGLs.
3. Increase the quality of good supporting evidence uploaded to COMPASS.
4. Encourage use of a platform for data and knowledge sharing *between* sites.
5. Increase the number of candidate sites that are joining, improving, and listed.
6. Increase Green List impact on policy and management = increase conservation successes (breadth, frequency, potency).
7. Showcase how the Green List provides knowledge benefits to sites (communications).
8. Encourage sharing of knowledge between other IUCN knowledge products.



Knowledge Management Strategy Actions



1 Identify and evaluate current status of GL knowledge.

- Identify what evidence we have and how it is being used. Identify strengths and weaknesses in current evidence storage system.

2 Propose modifications to improve current system.

- Propose solutions to save time, money, and increase usefulness of uploaded evidence and geospatial data.

3 Implement changes and evaluate successes.

- Determine best actors to implement changes (e.g., website developers, Salesforce representatives) and evaluate if proposed changes had desired effect.

Knowledge Management Platforms: Current Status

What platforms are considered in this plan?



COMPASS

File system can be used as a central **evidence storage** system and can be used by sites to **track their listing progress**.

GLIMP

Geospatial portal can be accessed by site managers, stakeholders, and the public to **make decisions and justify decision-making process**.

WEBSITE

Evidence on **COMPASS** and **GLIMP** can be pulled directly from platforms to be used as **outreach tools** on the new Green List website.

Information Management Platforms: Objectives

Using these platforms independently

COMPASS

To serve as the **main platform** for GL participants to complete process

Main platform of communication between IUCN GL team, ASI team and participants

To store all guides, manuals and relevant documents for sites and EAGLs

GLIMP

Platform for sites with **limited GIS capacity** to upload geospatial data and make **management decisions**.

Platform for sites with **sufficient and advanced GIS capacity** to be transparent with geospatial data used in management decisions.

Platform for the general **public** and **stakeholders** to learn more about geospatial data in protected areas.

Website

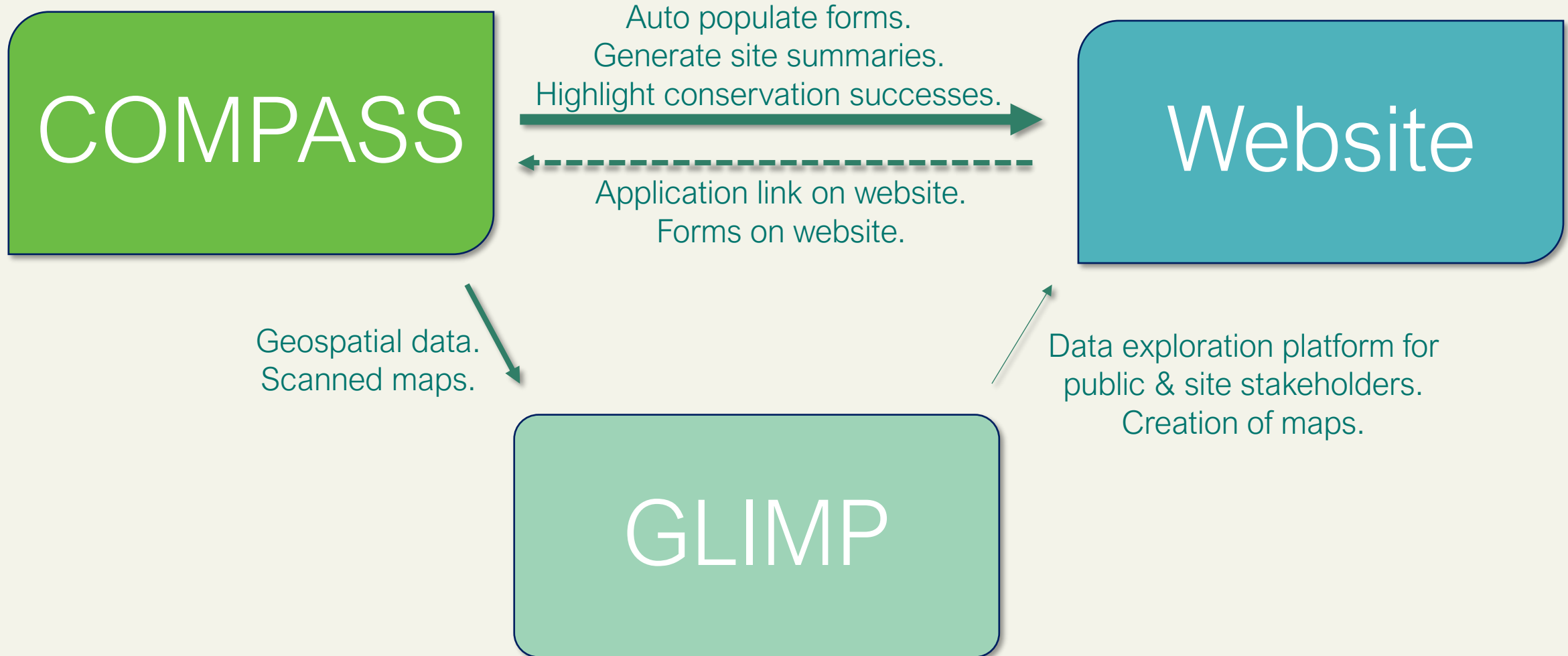
To serve as the **main communications platform**

Main source of information about the Green List initiative, standard and user manual

To showcase results and success stories

Information Management Platforms: Objectives

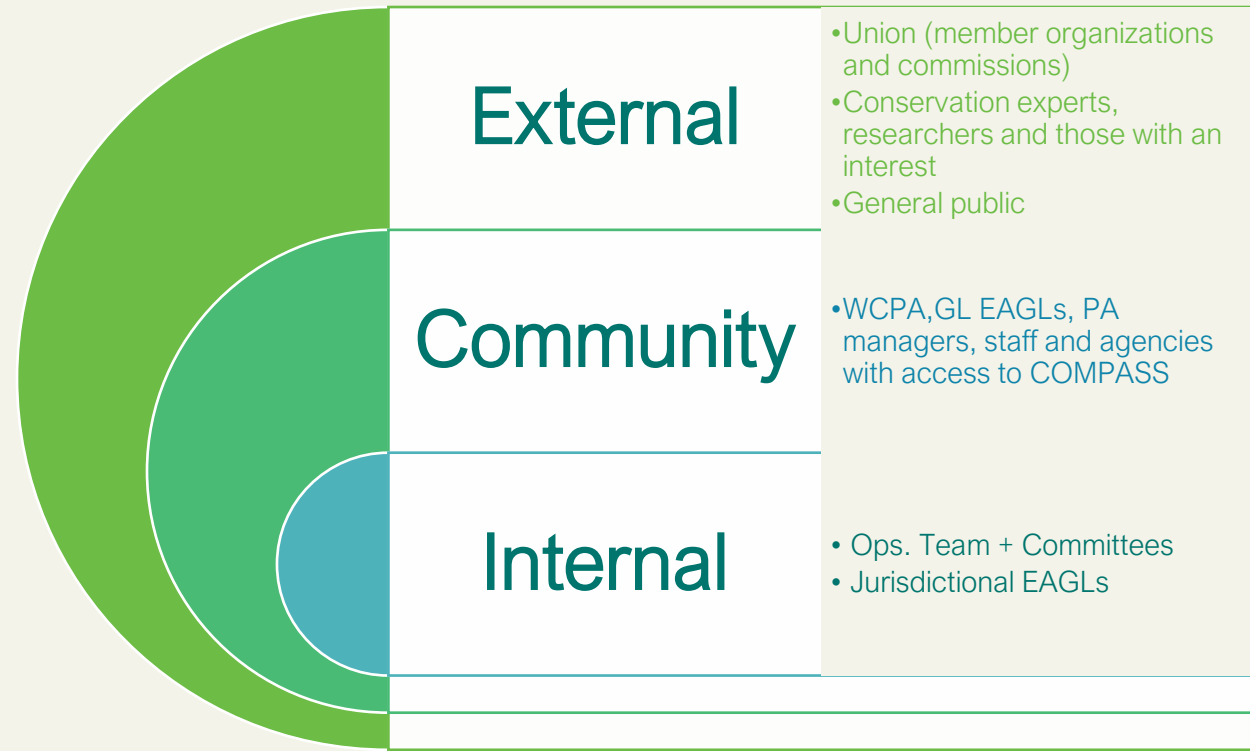
..... and collaboratively





Defining Target Audience

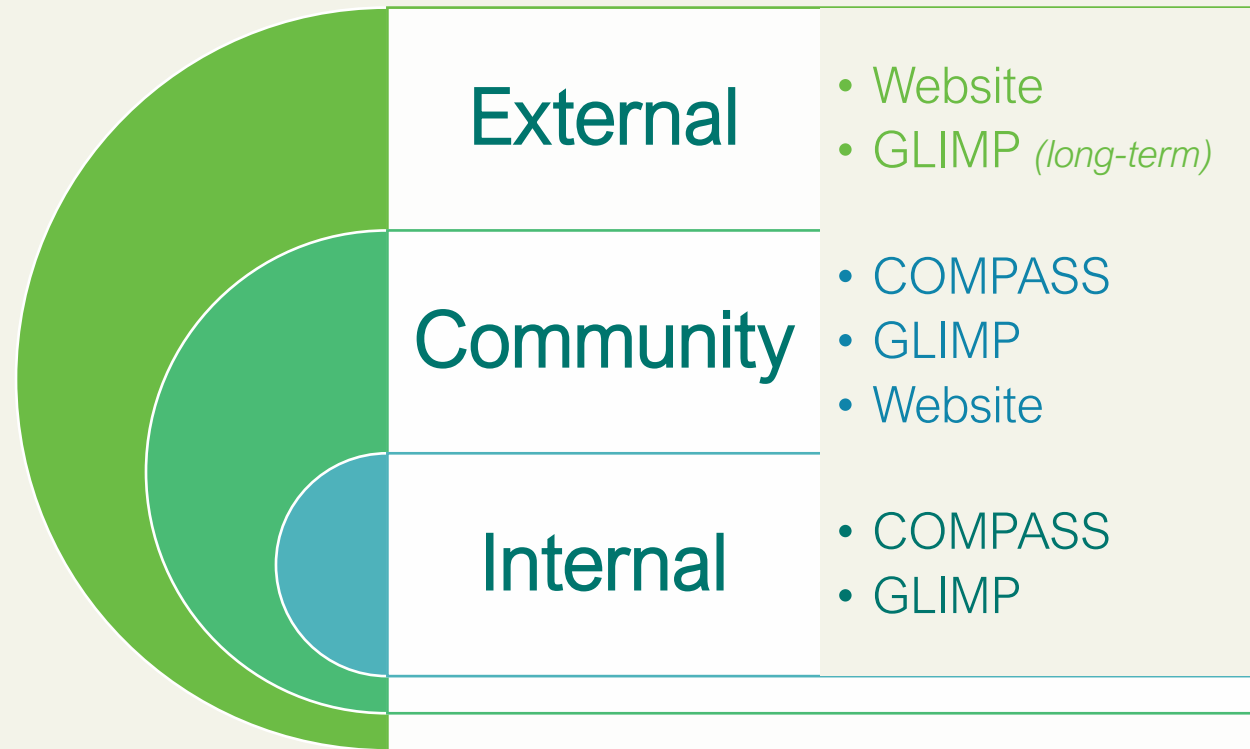
Who is the intended user of these platforms?





Defining Target Audience

Where are these users primarily getting their information?



COMPASS Evaluation Process



Evaluate
Current
Evidence

1. **Arakwal National Park**
Focus on longitudinal compilation of evidence.
2. **OI Pejeta Conservancy**
Focus on Conservation Successes.
3. **Al Shouf Cedars Nature Reserve**
Newer site perspective.



From Communications Plan: **COMPASS Role and Opportunities**

ROLE

To serve as the **main platform** for GL participants to complete process

Main platform of communication between IUCN GL team, ASI team and participants

To store all guides, manuals and relevant documents for sites and EAGLs

OPPORTUNITIES

To activate the GL community and become the **main knowledge sharing platform** among participants

To be used to **avoid emails**

To become **integrated within new website** for simpler navigation = 2 sides of the same coin

To **simplify GL application process** and verification of proofs

To measure and **analyze data** on sites into reports and content



COMPASS Strengths and Areas of Improvement

Strengths

Comprehensive, **high quality evidence** consistently uploaded.

Sites currently uploading **conservation successes** which translate easily to website showcasing.

Chatter function utilized by many sites to share relevant information and new GL developments.

See Appendix 1.1 for suggested COMPASS modifications document.

To Improve

Missing key **collaboration feature** for sites to share and find examples of **outstanding evidence**.

Create continuity between **Green Listing date and 5 year renewal**. How share conservation successes **DURING** this time?

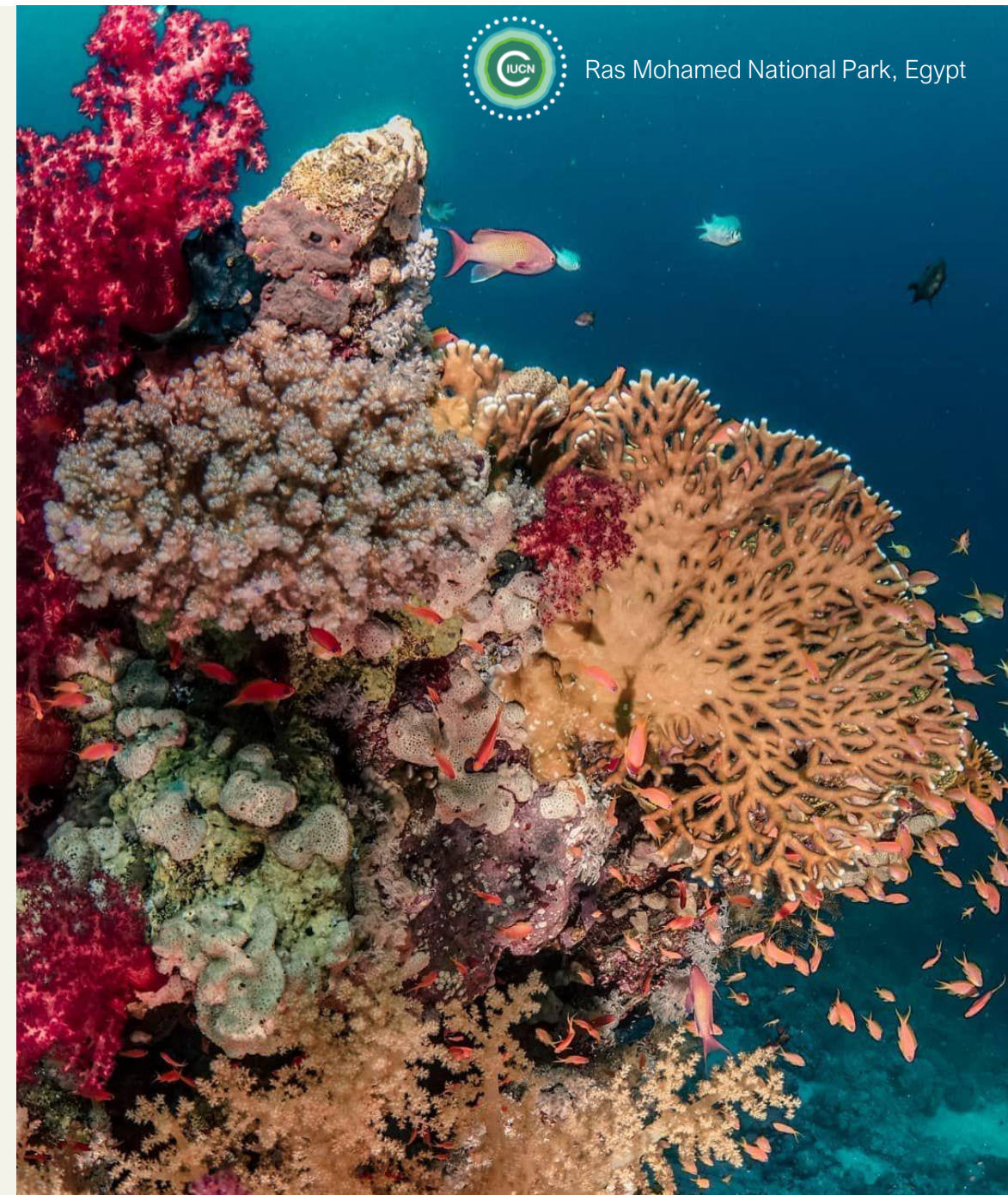
Improve Reporting function for sites to use as a progress tracking tool.

Data upload process – cut down **redundancy**, **streamline process**.

Underutilized features: Analytics tools, chatter function, progress tracking, reports.



Ras Mohamed National Park, Egypt



Evidence Currently on Compass



Defining Target Audience

*Who will get the maximum utility from
COMPASS data?*

Green List Site + Collaborators

- Site-specific uploaded evidence
- Jurisdictional EAGL decisions
- Site justifications
- Green List reference documents and updates

Greater Green List Community

- Selected outstanding evidence available for other sites to view as templates/examples.
- Outside jurisdictional EAGL members see adapted indicators from other jurisdictions.

Public

- Conservation Successes in succinct summaries.

Tracking Progress: Improving Green List Site Evidence Upload

Visualization Tools to Aid Green Listing:

1) Overall Progress

Which milestones of the Green Listing process still need to be accomplished?

e.g., Site meets application phase indicators?
Application phase evidence uploaded?
Submitted Applicant for EAGL review?
Application Phase EAGL Confirmation
Application Phase Complete? Etc.

2) Indicator-Specific Progress

Has evidence against Indicator 1.1.1 been uploaded?

Has evidence against Indicator 1.1.2 been uploaded?

..etc.

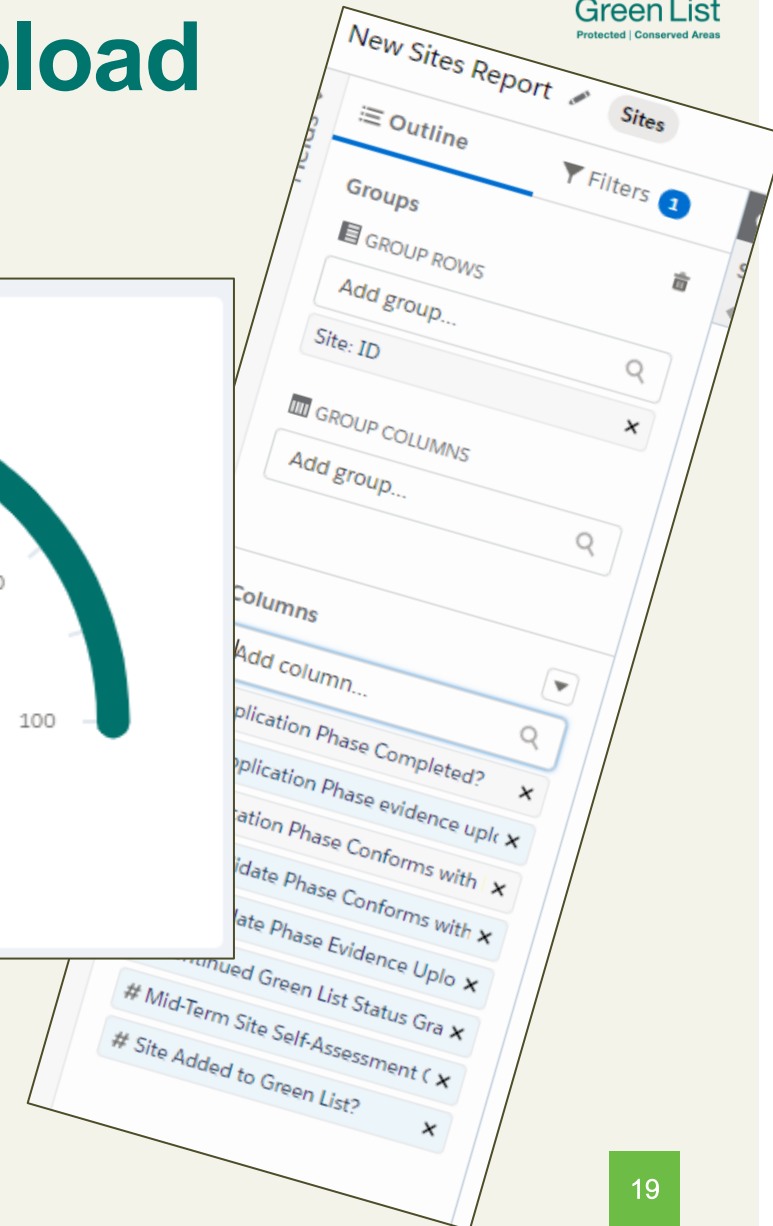
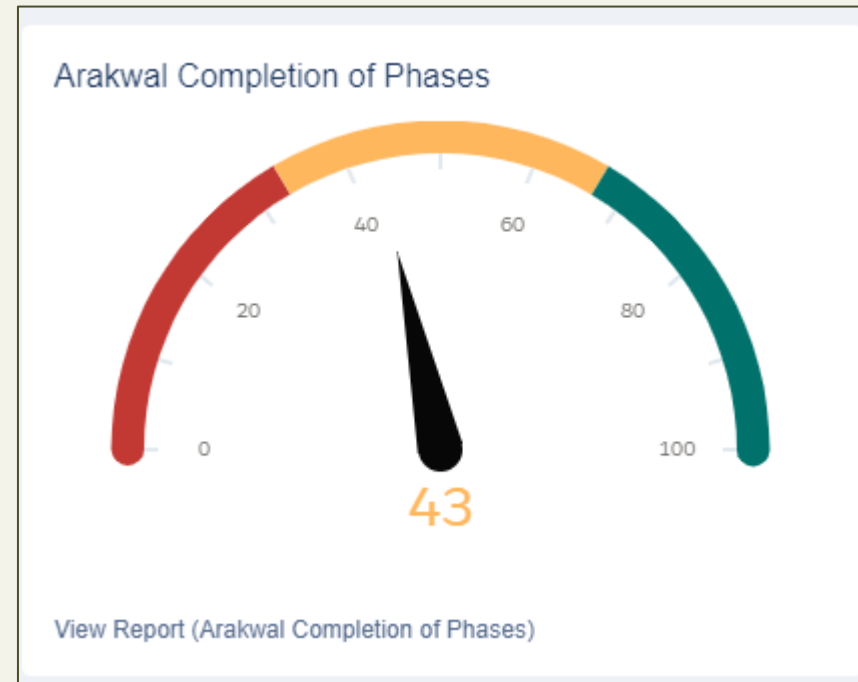
Tracking Progress: Improving Green List Site Evidence Upload

Reports and Dashboards collaboratively
can create the tool we need.

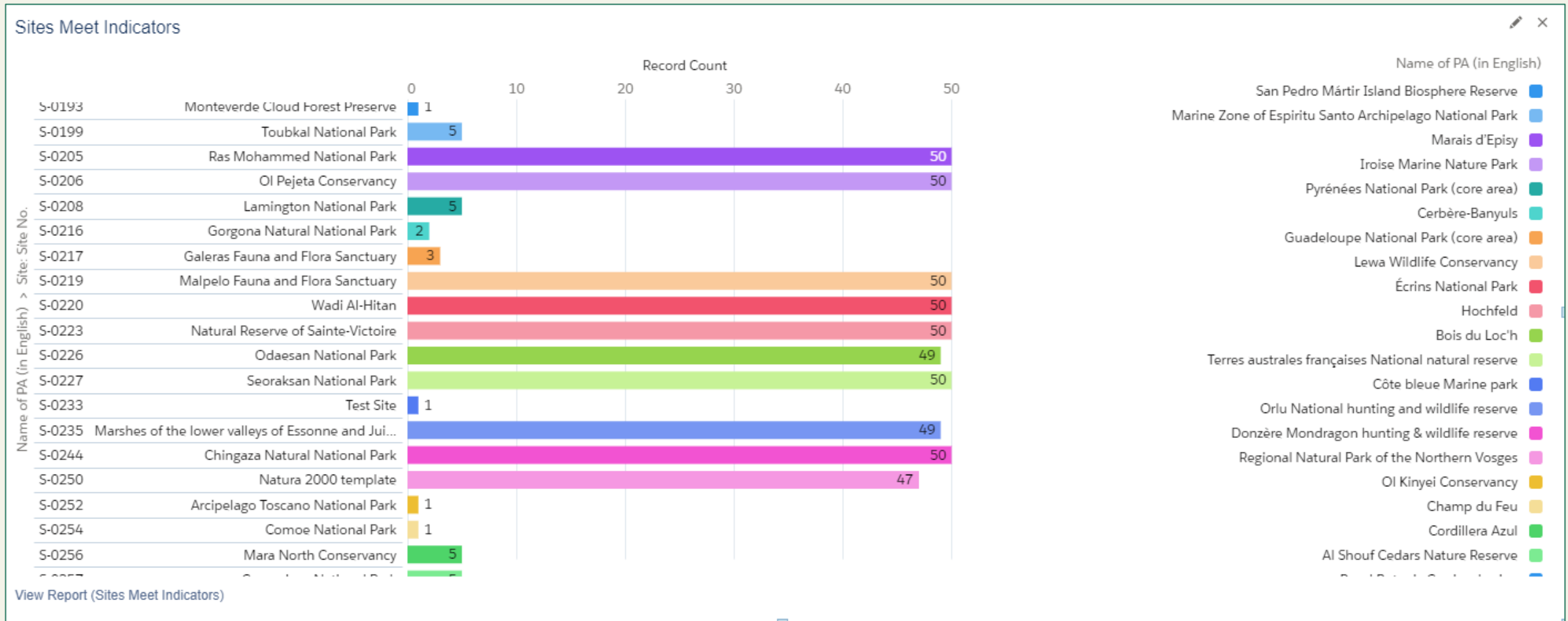
The Dashboard feature can display data as
percentages of boxes ticked (milestones
achieved) and the visual can take on a
variety of different forms (bar graphs, pie
charts, etc.).

Creating reports and dashboards for every
site to have private access to is possible,
but time consuming.

Recommended next steps are to reach
out to Salesforce professional for
assistance automating this process.



Tracking Progress: Improving Green List Site Evidence Upload



GLIMP Evaluation Process



Evaluate Current Evidence

1. Identify currently existing spatial data on COMPASS
2. Collaborate with GRID Arendal on phone calls and Con Dao workshop to evaluate how sites currently use data on GLIMP.
3. Identify the role GLIMP will play for sites in the Green Listing Process.

GLIMP Strengths and Areas of Improvement

Strengths

Opportunity for **no- to low-GIS capacity sites** to have mapping tool.

Increased **transparency and knowledge** about Green List sites for stakeholders and other sites.

Aids **evaluation process** for GL committee and EAGLs.

See Appendix 1.2 for suggested GLIMP modifications document.

To Improve

No geospatial data upload **platform** on COMPASS.

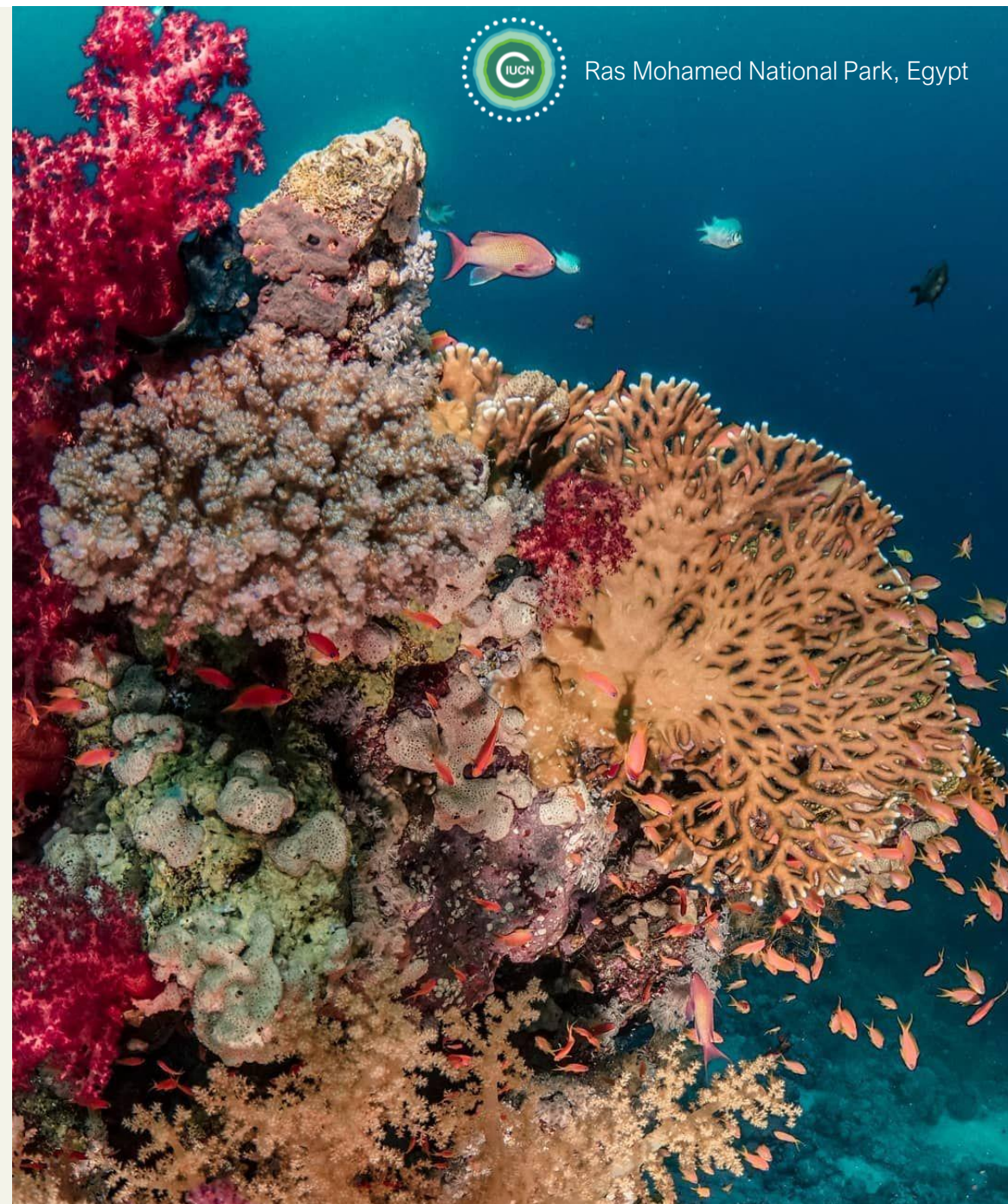
Individualized training sessions for GLIMP users = time consuming, costly. **Create training videos.**

Define time for appropriate use of this tool:
Conservation decision making, public use, stakeholder use?

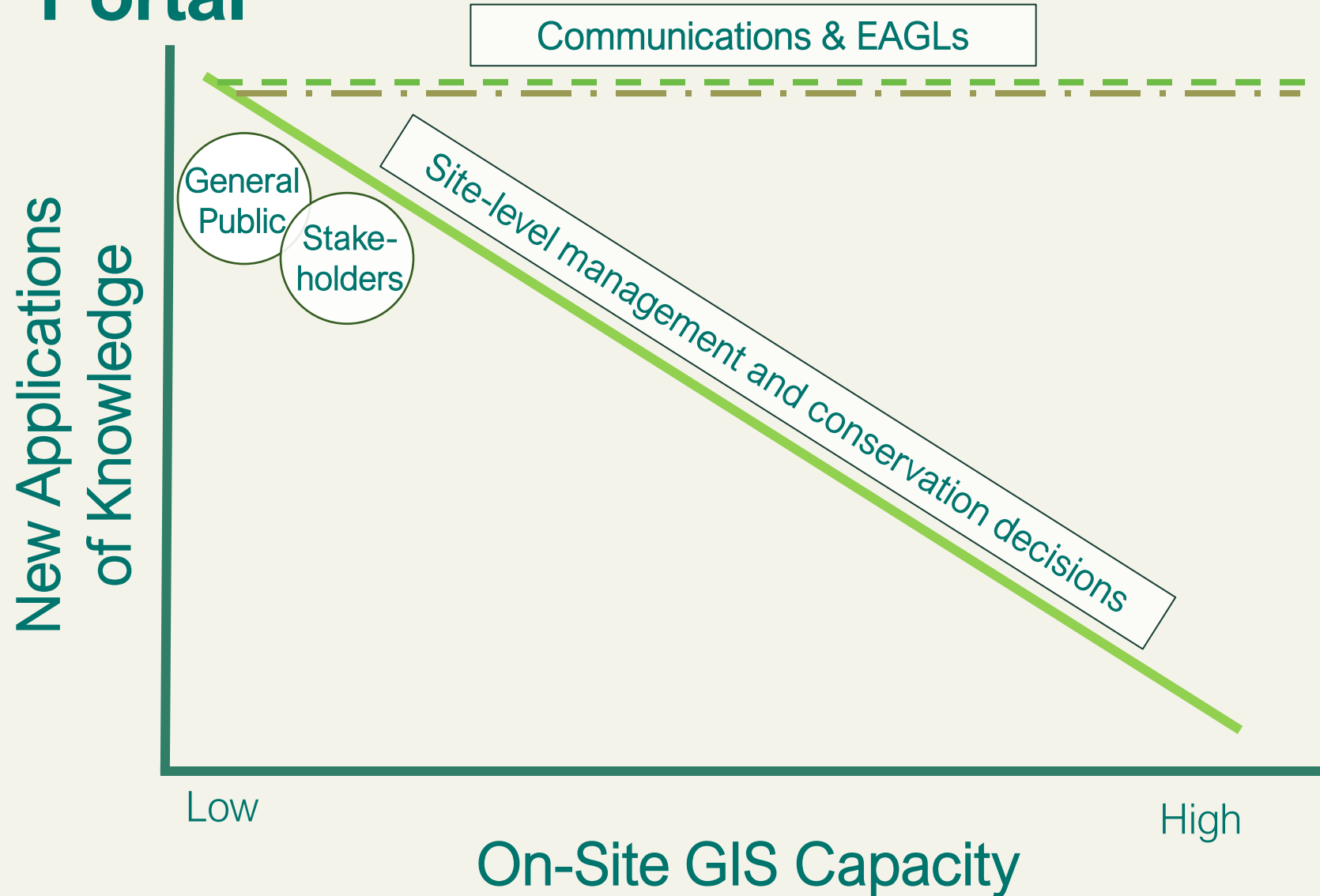
Direct site upload of data – current process unsustainable (send to GRID, send to IUCN).



Ras Mohamed National Park, Egypt



GLIMP Portal



What role should GLIMP play that site GIS portals aren't already playing?

Public engagement tool

User decision-making tool

Website Evaluation Process



Cordillera Azul National Park, Peru

Develop link between COMPASS and information we want to highlight on website.

From Communications Plan: WEBSITE Role and Opportunities

ROLE

To serve as the **main communications platform**

Main source of **information** about the Green List initiative, standard and user manual

To showcase results and success stories

Incite others to join the Green List

OPPORTUNITIES

To become the **brand outlet** through a dynamic, simple, visual and easy to use platform

To **simplify standard and user manual** by breaking them down and making them interactive instead of a long boring pdf

To increase visibility of success stories in Green Listed sites and share their updates

To integrate with **COMPASS**, making it a complementary platform = **2 sides of the same coin**



Website Strengths and Areas of Improvement

Strengths

Conservation Success stories exist in COMPASS as evidence and Site Justifications on Indicators.

Over 80% of data wanted on website can be **auto populated** from COMPASS.

See Appendix 1.3 for list of website information which can be auto populated from COMPASS.

To Improve

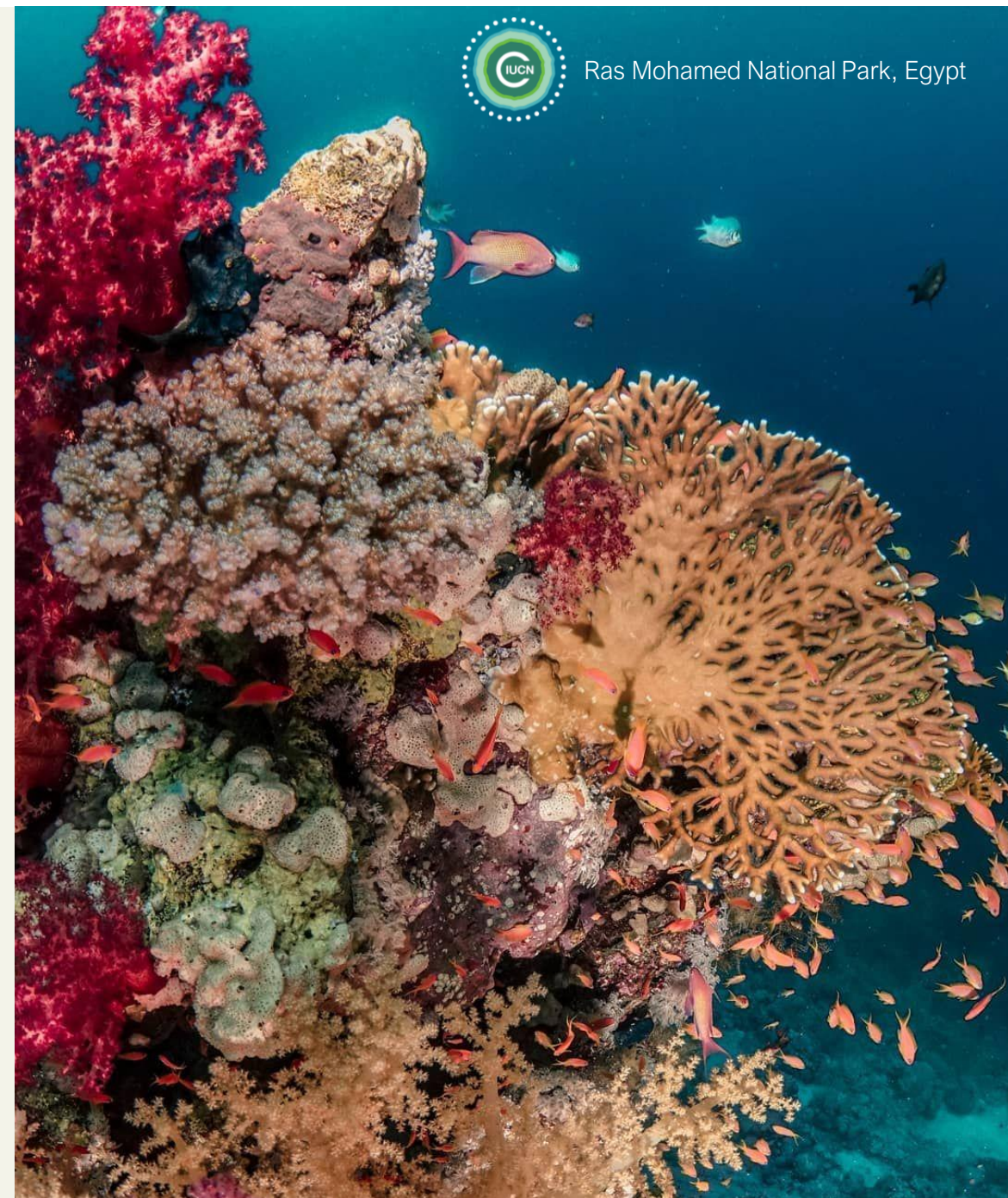
Connect with website developers **to develop link** between selected COMPASS data and web platform.

The “**most important**” content from COMPASS we want on website (i.e., Conservation Successes) **can't be auto populated**.

Site Summary COMPASS submission could be **link between website and COMPASS**.



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Other Portals to Consider


1. Protected Planet

- Minimal text-based information currently.
- Outdated information on current countries with GL sites
- Appropriate links to Green List standard and IUCN general website.
- Complete list of GL Protected Planet sites/map portal.

<https://www.protectedplanet.net/c/green-list>
https://www.protectedplanet.net/search?is_green_list=true

The basic site information provided:
WDPA ID, Reported Area, Green List link, Data Provider, *Management Effectiveness Evaluations**, Original name, English Designation, IUCN Management Category, Status, Type of Designation, Status Year, *Sublocation**, Governance type, Management Authority, *Management Plan**, International Criteria.

** Information not provided on new Green List website*

WDPA ID	
9782	
Reported Area	
850.0 km ²	
Green List	
<div><div><div>Green List <small>Protected - Conserved Areas</small></div></div><div>View Green List page ↗</div></div>	
Data Provider	
Egyptian Environmental Affairs Agency, Ministry of Environment	
Management Effectiveness Evaluations	
English Designation	METT2009
IUCN Management Category	RAPPAM2006
Status	
Type of Designation	National
Status Year	1983
Sublocation	EG-JS
Governance Type	Federal or national ministry or agency
Management Authority	Egyptian Environmental Affairs Agency (EEAA)
Management Plan	Not Reported
International Criteria	Not Applicable

Other Portals to Consider

2. IBAT

No reference to Green List. Links to IUCN Red List, World Database of Key Biodiversity Areas, and World Database on Protected Areas.



From IUCN website re: IBAT

“IBAT provides a basic risk screening on biodiversity. It draws together information on globally recognised biodiversity information drawn from a number of IUCN’s Knowledge Products: IUCN Red List of Threatened Species, Key Biodiversity Areas (priority sites for conservation) and Protected Planet/The World Database on Protected Areas (covering nationally and internationally recognised sites, including IUCN management categories I–VI, Ramsar Wetlands of International Importance and World Heritage sites).”

Opportunity to add **Green List Designated Site** layer to this dataset.

As a geospatial interface tool, provides examples of **useful data layers** that Green List GLIMP portal could **also incorporate**.

Other Portals to Consider

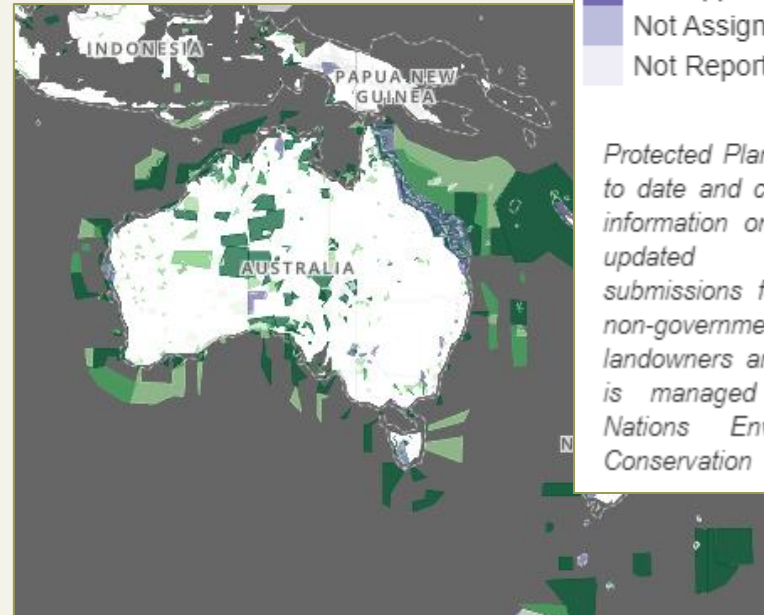
3. MapX

No Green List data as a layer on MapX.

WDPA IUCN Categories listed (Ia – VI)

At minimum, opportunity to add Green List layer through collaboration with WDPA.

MapX platform is a **high-impact platform** which could hold data and perform actions Green List requires from a **geospatial database**.



The World Database on Protected Areas (WDPA)

IUCN Category

- Ia
- Ib
- II
- III
- IV
- V
- VI
- Not Applicable
- Not Assigned
- Not Reported

Protected Planet is the most up to date and complete source of information on protected areas, updated monthly with submissions from governments, non-governmental organizations, landowners and communities. It is managed by the United Nations Environment World Conservation Monitoring Centre

(UNEP-WCMC) with support from IUCN and its World Commission on Protected Areas (WCPA). It is a publicly available online platform where users can discover terrestrial and marine protected areas, access related statistics and download data from the World Database on Protected Areas (WDPA).

Other Portals to Consider

4. Other Sources Online:

Mongabay Coverage

Opportunity for continued coverage on conservation successes.

WWF Malaysia Website

Brief informational page describing IUCN Green List and partnership with WWF Malaysia, specifically CATS program.

http://www.wwf.org.my/about_wwf/what_we_do/forests_main/forest_protect/iucn_green_list/



Next Steps – What do we do now?

Platform Utilization

- ☒ Identify improvements needed on COMPASS
- ☒ Identify improvements needed on GLIMP
- ☒ Define the role GLIMP will play for sites
- ☒ Identify data from COMPASS to be used on website.

Beyond Scope of Current Contract

- ☐ Explore ability to use auto populated data from COMPASS onto website (communicate with website developers).
- ☐ Implement suggested changes to improve efficiency and accessibility, and to save time and money.
- ☐ Evaluate success of changes.



Amarakeri Communal Reserve, Peru



Green List

Protected | Conserved Areas

THANK YOU

www.iucn.org/greenlist

greenlist@iucn.org

#iucngreenlist



Green List

Protected | Conserved Areas

Resources Used:

Creech, Heather. 2004. Mobilizing IUCN's Knowledge to secure a sustainable future The IUCN Knowledge Management Study. Director, Knowledge Communications, IISD