Promoting State-Citizen Synergy in Policy-Making

Part I: Communication and Knowledge Sharing
Promoting State-Citizen Synergy in Policy-Making

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Related resources:
See the Training Path Policy Learning Programme 2009 for other related resources. Download the Programme Summary for background information and the Overview of the Programme Modules and Sessions for a complete list of resources developed for the Policy Learning Programme 2009. FAO Policy Learning Website: http://www.fao.org/tc/tca/policy-learning/en/

About EASYPol
The EASYPol home page is available at: www.fao.org/easypol
EASYPol is a multilingual repository of freely downloadable resources for policy making in agriculture, rural development and food security. The resources are the results of research and field work by policy experts at FAO. The site is maintained by FAO’s Policy Assistance Support Service, Policy and Programme Development Support Division, FAO.
Failure of policies and programmes due to:

- Lack of information about the strategies being developed
- Lack of trust and confidence about the process
- So-called participatory exercises too often mere public information campaigns
- No effort to institute systems for continued citizen engagement and the regular feedback

Strategic Communication in PRSP
WB-IBRD/DFID study, 2005
Definition of communication


Fields of experience
Communication for development is the systematic use of participatory approaches and media, to share information and foster dialogue leading to consensus and action.
The table below summarizes some communication aspects of the hierarchical and participatory approaches.

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<th>Participatory Approaches</th>
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<td>General assumptions and prescriptive solutions</td>
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<td>Short term / message delivery</td>
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Adapted from Gumucio (2004)
Participation in Development Initiatives

- **Implementation**: People are encouraged to take part in projects’ activities or required to contribute specified resources.

- **Evaluation**: At the end of a project, people are invited to critique the success or failure of it.

- **Benefit**: People take part in enjoying the outputs of a project.

- **Decision-making**: People initiate, discuss, conceptualize and plan activities they will all do as a community.
"What I hear, I forget.
What I see, I remember.
What I do, I know."

Farmer's proverb from Peru
Knowledge Management example
Knowledge Management Cycle

- Create, collect, produce, adapt
- Apply
- Organize, archive
- Share, disseminate
Knowledge and Communication Processes

- Trust building
- Information Management
- Facilitation
- Adaptation
- Knowledge Sharing
  - Create, collect, produce, adapt
  - Organize, archive
  - Share, disseminate
  - Apply

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Do we agree on what we see?
Experiential learning cycle

- Planning
- Action
- Reflection
- Conceptualization
How do communication and Knowledge sharing help?
Communication and knowledge sharing improve policy processes because they

- create open and inclusive national dialogue on policy options
- create or deepen a public culture of citizen-government dialogue
- address stakeholders’ expectations
- promote transparency and accountability
- establish and maintain momentum
Communication strategy

The overarching plan which manages all the different communication needs throughout the policy process

- Managing the external environment
- Making things known, sharing knowledge
- Platforms for participation and debate
- Time sensitive communication
- Communication for learning
Key for success

- Challenge conventional ways of working
- Ensure decision makers fully understand the value of the processes
- Involve communication experts
- Take the time to do it properly
- Train people (Institutions/Orgs)
- Allocate adequate resources