

## Annex H: CONECTA Knowledge Management Approach

**Knowledge Management.** Elaborate the “Knowledge Management Approach” for the project, including a budget, key deliverables and a timeline, and explain how it will contribute to the project’s overall impact.

CONECTA will contribute to learning, lessons for wider replication, leveraging, and disseminating FOLUR Impact Program actions and results through a National Learning Community (NLC) and other existing national and local platforms such as the TEEBAgriFood Mexico, Mexican Roundtable for Sustainable Livestock (MRSL) and state-level roundtables to scale up, mainstream, and incentivize improved practices for better landscape-level outcomes and greener commodity supply chains. As a complement to the quantitative reporting, the project will document success stories, and provide other inputs as contributions to annual overview progress reports of the FOLUR Global Platform. The project leads will also participate in an annual, ideally face-to-face, Global Platform meeting with all FOLUR Implementing Agencies, Country Projects and partners. The CONECTA Results Framework includes a relevant knowledge management indicator: Members of FOLUR-supported Communities of Practice (Number; % female), the target being 500, and 200 (40 percent) of them women.

CONECTA will generate, share and scale-up knowledge through the following approach: Under Component 1, CONECTA will promote wide stakeholder engagement in consultative activities to inform the Integrated Watershed Action Plans (IWAPs), including public, civil, private and financial sectors. The stakeholders will co-develop the IWAPs to include data related to local information to improve their quality, ensure ownership of the IWAPs and promote their implementation. Component 1 will also provide training to key actors, including legislators, policymakers, CSOs and PS to adopt IWAPs and align policies and subsidy programs. Through Components 2 and 3, the project will generate new knowledge by providing TA to beneficiaries through 4-year accompaniment strategies. CONECTA will also seize the opportunity provided by the FOLUR Impact Program through active participation in the FOLUR Global Platform, including work through it to access relevant international actors and platforms like the Global Roundtable for Sustainable Beef (GRSB) to complement and reinforce domestic efforts and participation with the MRSL.

A communication and knowledge management strategy will be formulated at an early stage of CONECTA implementation to ensure effective outreach, dissemination and promote visibility among stakeholders. Resources to implement the strategy will be allocated in the annual plans of activities and adjustments will be made as needed. The key knowledge management deliverables and the associated timeline and budget items are presented in the table below.

**CONECTA Budgeted Knowledge Management Plan with the Key Deliverables and Timeline (7 percent of the GEF grant)**

Components with KM related deliverables and budget items	Cost	2021	2022	2023	2024	2025
<b>COMPONENT 1: 17 budget items</b> <b>Outcome Indicator 1.1:</b> Inclusive and participatory ILM plans developed in supported landscapes <b>Key deliverables:</b> Six inclusive participatory ILM plans developed & Key actors for inter-institutional coordination at national, state, and local levels coordinated and trained in ILM						
Geographic Information System (GIS) licenses	14,865					
Train key national, state, and local level actors on Integrated Landscape Management (ILM)	2,973					
<b>4 specific budget items:</b> IWAP workshop facilitators in the four states	2,973 2,973 2,973					
Develop two new and improve four existing Integrated Watershed Action Plans (IWAPs) with sustainable livestock component to cover at least 10 of the targeted watersheds and including technical and local stakeholders' inputs.	8,649 1,787 10,609 8,108 8,108					
<b>9 specific budget items:</b> IWAP development support, editorial review, layout, legal framework, methodological guide, platform, platform update, social engagement, and hosting of the website	20,000 20,000 13,481 10,189					
International knowledge exchange (INECC and others)	21,622					
Training for the Technical Coordination Unit at INECC						
<b>2 specific budget items:</b> International training courses	5,514					
Congress subscriptions	21,622					
<b>COMPONENT 3: 3 budget items</b> <b>Outcome Indicator 3.2:</b> No. of the watersheds where subprojects are approved covered with a community water and/or biodiversity monitoring system under implementation <b>Key deliverable:</b> A platform developed for the biodiversity monitoring tool BIOCOMUNI, a protocol for community monitoring of biodiversity to assess changes in presence of species resulting from project activities						
BIOCOMUNI related expenses	30,162					
<b>2 budget items:</b>	7,297					

Trainers Consultant for adjustment and improvement of the BIOCOMUNI platform						
Website domain and server	973					
<b>COMPONENT 4: 9 budget items</b> <b>Outcome Indicator 4.2:</b> Members of FOLUR-supported Communities of Practice and <b>Outcome Indicator 4.3:</b> Participants trained in FOLUR best practices or cross-cutting issues <b>Key deliverables:</b> Information dissemination and communications strategy developed & key project results/lessons learnt disseminated effectively at different levels						
Part-time Communication Officer with the tasks to develop and implement a communication and knowledge sharing strategy. Specific outputs include: <ul style="list-style-type: none"> <li>• <b>Prepare and revise communication and knowledge strategy as needed</b></li> <li>• <b>Materials on ILM gender, community of practice outreach materials, engagement with stakeholders in country, private sector and globally through FOLUR IP</b></li> <li>• <b>Briefs on lessons learned and project achievement stories</b></li> <li>• <b>Develop, maintain and train relevant staff in communications and branding guidelines.</b></li> <li>• <b>Annual report highlighting development, dissemination and stakeholder outreach accomplishments</b></li> <li>• <b>Content for outreach and knowledge platforms</b></li> </ul>	188,112					
International knowledge exchange (INECC and others)	21,622					
Workshops organized by the Operational Coordinating Unit at FMCN 5 specific budget items: Conservation Knowledge Exchange Week (SICC in Spanish) Speakers for SICC (approx. four) SICC consultants Workshops to exchange experiences in years when there is no SICC	298,154 18,628 12,162 131,994 62,854					

Communities of practice for learning in years when there is no SICC						
Communities' of practice learning websites	6,270					
Maintenance of the website for the communities of practice for learning	10,189					
<b>Total KM budget (29 budget items)</b>	<b>964,863</b>					