

GGKP Impact Report

2014

Knowledge is Impact

In order to mobilise the transition to a green economy it is crucial that policymakers and practitioners have cutting-edge knowledge at their disposal. The Green Growth Knowledge Platform (GGKP) was established in 2012 with the belief that knowledge leads to lasting impact and that investing in its generation and dissemination produces concrete results.

Founded by the Global Green Growth Institute (GGGI), the Organisation for Economic Co-operation and Development (OECD), the United Nations Environment Programme (UNEP) and the World Bank, the GGKP has since expanded to a global partnership of 37 international organisations, research institutes and think tanks.

Drawing together these partners, the GGKP initiates and coordinates green growth analysis resulting in strengthened international cooperation. The GGKP emphasises a practical orientation for research, grounded in the understanding that the best policy advice emerges from close collaboration among researchers, practitioners, and policymakers. The GGKP further catalyses action by facilitating access to the best research and tools for green growth. The GGKP measures the impact of its activities through the actions taken by governments, institutions, and leading policymakers to support a green economy transition through on-the-ground policy change.

Measuring Impact

What is the GGKP's impact?

The GGKP utilises three principles to yield results.

1. **Generating Knowledge** – Identify and address gaps in green growth knowledge and data that directly contributes to policy change.
2. **Managing Knowledge** – Translate green growth research and data into easily accessible, policy relevant information, necessary in supporting a green economy transition.
3. **Sharing Knowledge** – Draw together the green growth community, strengthening international cooperation and empowering action.

Measuring Impact

The GGKP measures its overall impact through the number and quality of green growth research initiatives catalysed as a result of knowledge gaps identified by the GGKP; the number of practitioners and policymakers utilising GGKP knowledge products to develop and implement effective policy change on the ground; and the number of experts sharing green growth research and activities through the GGKP web platform, social media and events.

The GGKP measures these impacts through data from in-person interviews, surveys, web analytics and social media analysis. In addition to measuring overall impact, the GGKP also measures a number of specific impacts related to its three areas of work.

Knowledge Generation impact is measured by analysing the participation in, and outputs of, the GGKP Research Committees, as well as desk research to understand the reach of studies commissioned by the GGKP.

Knowledge Management impact is measured by using web analytics to track the resources available through the GGKP web platform, understand who is accessing them and improve the user experience.

Knowledge Sharing impact is measured through a mix of web analytics and surveys to track both in-person and online engagement with experts, and the GGKP's growing influence in the green growth community.

Generating Knowledge

Major indicators of success

The GGKP assesses its knowledge generation impact by tracking:

- Green growth research initiatives and products catalysed as a direct result of knowledge gaps identified.
- Practitioners and policymakers utilising GGKP knowledge products to develop and implement on the ground policy change.

The GGKP engages in a comprehensive collaborative process involving policymakers, practitioners and researchers in order to identify and address major knowledge gaps in green growth theory and practice. Through the establishment of research committees on priority topics, the GGKP draws together experts to assess the state of knowledge and prioritise gaps.

To date the GGKP has established **four Research Committees** on: **Metrics and Indicators, Trade and Competitiveness, Technology and Innovation** and **Fiscal Instruments**. The first three committees were identified as priority topics by the GGKP's Advisory Committee, while the Fiscal Instruments committee was established to provide input into the GGKP's Third Annual Conference. Each of the committees is made up of individual experts from across the GGKP partner organisations and Advisory Committee.

At the heart of the GGKP's Knowledge Generation activities is its robust group of Knowledge Partners. Over the past two years, the number of partners has grown from **13 to 37**, bridging across a range of sectors and disciplines. Given the global reach of the GGKP's Knowledge Partners, the GGKP's research committees have benefited from a high developing country representation (**43%**). This diversity helps to ensure the relevance of the committees to policy changes required on the ground.

In addition to the committee process, the GGKP has also commissioned a number of studies as background papers for its Annual Conferences. To date the GGKP has produced **23 papers** on a range of green growth and green economy topics. Through desk research, the GGKP is able to track how often these papers are cited in relevant work.

Results show that citations were highest in policy relevant books and reports produced by international organisations and think tanks, while citations in government documents have been limited to date. Likely contributing factors to the low government citation rate include a lack of awareness of these documents by governments; the technical nature of these publications, not commonly referred to in government documents; and challenges in accounting for all citations as government documents may not appear in web searches (e.g. due to the use of different languages or file formats).

Generating Knowledge : METRICS

Data from 2012-2014


23


GGKP Research Papers

GGKP Research Committees

4

of research committees

 Fiscal Instruments

 Metrics & Indicators

 Trade & Competitiveness

 Technology & Innovation

66

of committee members

43%

From developing countries

22%

Female

36

of Knowledge Partners represented on committees



GGKP Commissioned Papers

of citations

64

Books and reports

54

Working papers

45

Academic journal articles

43

Policy papers

4

Government documents

Managing Knowledge

Major indicators of success

The GGKP assesses its knowledge management impact by tracking:

- Green growth knowledge products made available and accessed through the GGKP web platform.
- Practitioners and policymakers utilising GGKP knowledge products to develop and implement on the ground policy change.

To better connect users to knowledge, the GGKP launched its new state-of-the-art web platform, www.greengrowthknowledge.org, in January 2014. The web platform draws together relevant research, data, news and events from across the GGKP's **37 Knowledge Partners** and also tracks national policies and projects.

Given the diversity of the GGKP's audience, the web platform was designed with various entry points reflecting different interests and approaches to green growth. For those with a geographical focus, the GGKP's country pages provide national overviews of relevant green growth research, projects, policies and data. The country pages for **Brazil, Ethiopia, China, Germany and India** were the most visited in 2014.

For those with more topical interests, the web platform includes **28 sector and theme pages** drawing together relevant research, projects and blogs. The GGKP will develop new sector and theme pages as needs evolve.

Throughout 2014, the most accessed area of the web platform was the searchable e-library, which represents the largest existing collection of green growth reports, articles, books and other publications produced by leading institutions and experts in this field. Through Google Alerts and constant communication with the GGKP's partners, new research is tracked and added to the library weekly.

The growing availability of green growth content on the GGKP web platform has been met with a substantial growth in users. In 2014 unique visits to the GGKP web platform **more than tripled** compared to 2013, while page views more than doubled.

Moreover, web analytics show that visitors to the GGKP web platform originate from almost every country in the world. Visits from the United States and Western Europe were the most frequent.

Managing Knowledge: METRICS

The GGKP launched a new state-of-the-art web platform in January 2014:
www.greengrowthknowledge.org

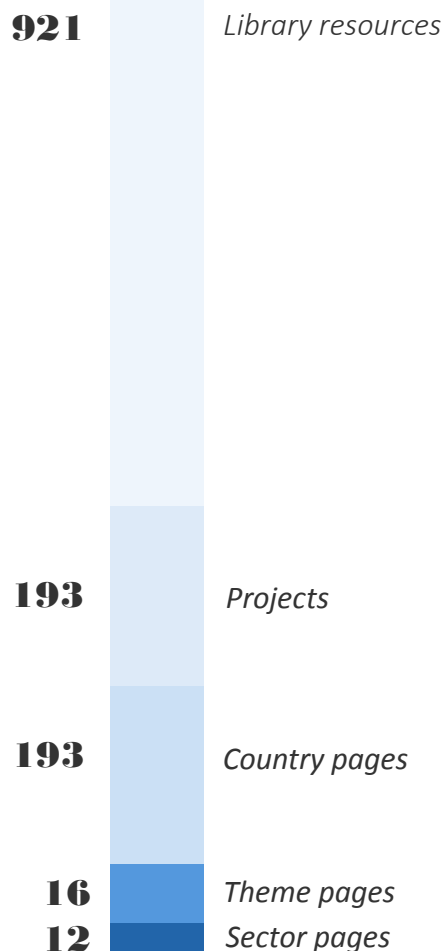
Data from 2014

Total visits: **69,621**

66%
New visits

Unique visitors:
45,705

Key web platform content includes:



Top 5 most viewed country pages

- Brazil
- Ethiopia
- China
- Germany
- India

Top 5 countries accessing the site

- United States
- Switzerland
- United Kingdom
- India
- Germany

Sharing Knowledge

Major indicators of success

The GGKP assesses its knowledge sharing impact by tracking:

- Experts sharing green growth research and activities through the GGKP web platform, social media and events.
- Practitioners and policymakers utilising GGKP knowledge products to develop and implement on the ground policy change.

Through digital and in-person activities, the GGKP facilitates the growth and engagement of a dynamic green growth community of practice, including practitioners, policymakers, researchers and the private sector. In particular, the GGKP measures its knowledge sharing impact by analysing participation in its events and tracking online engagement through the GGKP “Insights” blog and social media.

Over the period of 2012-2014, the GGKP held a total of **13 events**. These consisted of two annual conferences (2012 and 2013), two regional workshops, 1 brown bag lunch, and 8 side events or presentations as part of other leading international conferences. The activities drew **1,304 participants**, of which **44% were from developing countries** and **36% were female**. The two Annual Conference alone included **476 participants**.

The GGKP distributes surveys during all of its events to gather qualitative data about the GGKP’s impact and to better understand its audience. Results have helped to understand which audience groups are least familiar with the GGKP and its online web platform, allowing for more targeted and effective outreach.

With respect to online engagement, Google Analytics enables the GGKP to measure the reach of the GGKP “Insights” blog, including the most popular posts and from where content is being accessed. This knowledge allows the GGKP to better target outreach activities and content production based on what is of most interest and of most use to the green growth community.

An average of one blog per week is posted, with a diverse group of high-quality experts contributing content. Since the blog was launched in March 2013, a total of **92 blogs** have been posted, **19%** of which were contributed by developing country experts. In 2014, the blogs received **8,458 views**, seeing steady growth throughout the year.

The GGKP’s social media presence also grew steadily over the period due to regular maintenance and an active effort to engage with the GGKP partner organisations and other experts in the field. Over 2014, the GGKP more than **tripled its Twitter followers to 1,711**, and more than **doubled its LinkedIn group members (438)**. Subscriptions to the GGKP newsletter, the “Knowledge Update”, **grew by 50% to 3,071**.

Sharing Knowledge: METRICS

GGKP Conferences & Workshops

Data from 2012-2014

1,304

of participants

44%

Developing countries

36%

Female

476

Participants at GGKP Annual Conferences



Online engagement

92

GGKP Insight blogs

19%

Blog authors from
developing countries

8,458

Blog views

3,071

Newsletter subscribers

1,711

Twitter followers

438

LinkedIn Members

Participants at conferences and
workshops explained how they use
GreenGrowthKnowledge.org

28%

had visited GGKP
website before

54%

of those had used the
platform for their work

98%

Of all participants
say improved
access to green
growth knowledge
products benefit
their work

Conclusions

Since its launch, the GGKP has been working to establish its reputation as a green growth thought leader by generating, managing and sharing the most up-to-date and relevant knowledge. Throughout 2014, significant progress was made on a number of fronts.

On knowledge generation, the GGKP's collaborative research committees drew together a wide and diverse range of experts to assess the state of knowledge and identify knowledge gaps around critical green growth topics. In 2015, the research committees will publish their results, prioritize the knowledge gaps identified and seek out opportunities to address these gaps through broader research agendas. In addition, the GGKP plans to expand its research programme to include two new committees on the themes of Behavioural Economics and Inclusiveness.

On knowledge management, the launch of the GGKP's web platform has significantly improved the ease with which practitioners and policymakers can access the green growth knowledge products needed to support a green economy transition. To continue to grow and engage with its user base, in 2015, the GGKP will carry out an in-depth survey of its users, using the results to inform a number of improvements to its web platform, both in terms of strategy and technology.

On knowledge sharing, the GGKP deepened its outreach efforts through a number of digital and in-person activities. As a result, the GGKP has seen steady growth in its social media followers, high levels of participation in its events and significant engagement through its "Insights" blog. Throughout 2015 the GGKP will continue to foster the development of a vibrant green growth community of practice. Key activities include the GGKP's Third Annual Conference as well as the launch of an online collaborative workspace, a webinar series and video interviews with green growth experts.

Contact

Benjamin Simmons
Head, GGKP Office
bsimmons@ggkp.org
+41 22 917 8213

Green Growth Knowledge Platform
11-13 chemin des Anémones
Geneva, Switzerland
www.greengrowthknowledge.org

