

GGKP Impact Report

2016





About this Impact Report

The Green Growth Knowledge Platform Impact Report 2016 outlines how the partnership has performed over the past year, measured against its key success indicators. Drawing together analytics and analysis across the GGKP's three work areas - generating knowledge, managing knowledge and sharing knowledge - the report provides a concise evaluation of the GGKP's impact. This includes summaries of key achievements, how these compare to baseline targets set, and how these efforts will be complemented by planned future activities. This report is meant to complement the GGKP's Annual Reports, which are produced every two years. The GGKP's most recent Annual Report, covering the two-year period 2014-2015, can be accessed [here](#).

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 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 (UN Environment) and the World Bank, the GGKP has since expanded to a global partnership of over 55 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.

To achieve its impact, the GGKP engages in three work streams:

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

To support its work, the GGKP has a number of resources at its disposal including its core and programmatic funding from donors and partners, in-kind contributions of staff time from its founding organisations, the expertise and engagement of its Knowledge Partners and Advisory Committee, a small Secretariat, and the contributions of a growing green growth community of practice.

Tracking Progress

The GGKP tracks its impact through data **from in-person interviews, surveys, web analytics and social media analysis.**

- Knowledge Generation impact is measured by analyzing the participation and outputs of the GGKP Research Committees.
- Knowledge Management impact is measured by using web analytics to track the resources available through the GGKP web platform.
- 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.

The GGKP measures the overall impact of its activities by the actions taken by governments, institutions, and leading policymakers to support a green economy transition through on-the-ground change.

Impact	Indicator
Policymakers and other relevant actors develop, adopt and implement green growth policies and practices as a result of GGKP activities	Improved or new green growth policies, regulations, laws, plans, and practices adopted and implemented as a result of GGKP activities.

Based on surveys conducted in 2016 alone, 32% of respondents acknowledged using green growth knowledge products from the GGKP web platform (e.g. publications, project descriptions, data, policies) in the promotion of policies or actions to support a green economy transition.

The following results framework details the GGKP's impact, outcomes and outputs, and the associated indicators and targets. The 11 indicators are discussed in greater detail in the report.

Results Matrix

Note: All targets are cumulative unless otherwise stated.

Results Statement	Indicator	Baseline 2015	Target 2016	Results 2016
IMPACT				
Polymakers and other relevant actors develop, adopt and implement green growth policies and practices as a result of GGKP activities	Improved or new green growth policies, regulations, laws, plans, and practices adopted and implemented 88M	Measured through surveys and interviews		
OUTCOMES				
Practitioners, academics and other relevant actors identify, prioritise, and address gaps in green growth knowledge and data	Number of global and regional research initiatives and products catalysed that directly address knowledge gaps identified	0	2	1
Polymakers and other relevant actors use policy relevant green growth knowledge and data resources	How practitioners and polymakers are using GGKP knowledge products in the promotion of green growth policies and activities	Measured through surveys and interviews		
OUTPUTS				
Knowledge gap analyses and research products are produced collaboratively through the GGKP research committees and made widely accessible on the GGKP web platform	Number of gap analyses or research papers developed, released, and available for download	24	36	33
GGKP web platform is updated and populated with relevant green growth research, data, projects, learning resources, news, and events	Number of unique visitors to the GGKP web platform per quarter	16500	20000	18623
	Number of green growth knowledge products available through the GGKP web platform	1574	2000	2600
Green growth research and data are synthesised and developed into targeted knowledge and capacity building products	Number of synthesised knowledge and capacity building products developed	0	3	0
Knowledge exchange and interaction among green growth community of practice is facilitated through in-person events and web-based engagement	Number of participants at GGKP in-person and virtual events (e.g. Annual Conferences, side events, webinars, etc.)	1808	2400	3471
	Number of GGKP LinkedIn group members and Twitter followers	2773	4000	4515
	Number of “Insights” blogs discussing and describing relevant green growth research and activities	117	200	192
	Percentage of participants which express satisfaction with the GGKP’s in-person and virtual events	n.a.	70%	80%

Generating Knowledge

Cumulative data 2012-2016, unless otherwise stated.

Major indicators of success

The GGKP assesses its knowledge generation impact by tracking:

Outcome Indicator

- Number of global and regional research initiatives and products catalysed that directly address knowledge gaps identified

Output Indicator:

- Number of gap analyses or research papers developed, released, and available for download

The GGKP's knowledge generation work stream is focused on facilitating a collaborative process to identify major knowledge gaps in green growth theory and practice and then address these gaps by catalyzing broader research agendas. Through the establishment of research committees on priority topics, the GGKP draws together experts to assess the state of knowledge and prioritise gaps. Since 2012, the GGKP has facilitated eight **research committees** covering: **Metrics and Indicators; Trade and Competitiveness; Technology and Innovation; Fiscal Instruments; Inclusiveness; Behavioural Insights; Green Growth and Law; and Sustainable Infrastructure**. In total, the committees have produced nine working papers.

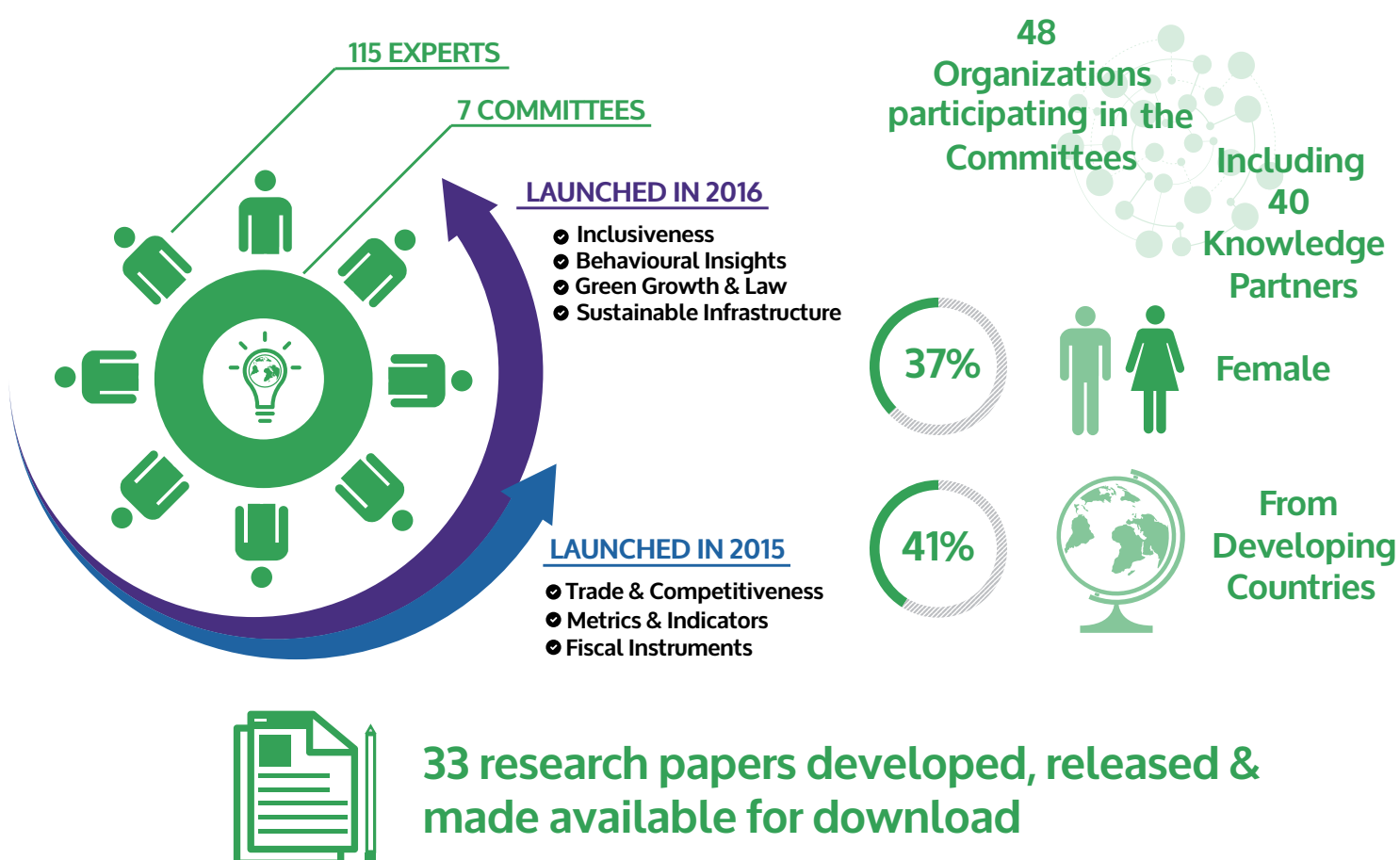
At the heart of the GGKP's Knowledge Generation activities is its robust group of Knowledge Partners. Over the past year, the number of partners has grown to **55**, bridging across a range of sectors and disciplines. At the end of 2016, the GGKP's Research Committees drew together **115 members, from 40 different GGKP partner organisations, with high developing country representation (41%) and female expert participation (37%)**. This diversity helps to ensure the relevance of the committees to policy changes required on the ground.

In addition to the papers produced through the GGKP committee process, leading experts have produced an additional 24 research papers for the GGKP to help identify and prioritize knowledge gaps. These expert papers have helped to shape the GGKP partners' shared thinking around priority topics. Moreover, each year the GGKP makes a dedicated push to stimulate global research efforts around the theme of its annual conference. In 2016, through an open call for research, the GGKP's Fourth Annual Conference featured 33 research papers, illuminating important opportunities and challenges on how to ensure green growth is inclusive. This builds on the 22 papers that were produced and discussed for the Third Annual Conference.

The desired outcome of the GGKP's knowledge generation activities is for practitioners, academics and other relevant actors to identify, prioritise, and address gaps in green growth knowledge and data. This is measured through the number of global and regional research initiatives and products catalysed that directly address knowledge gaps identified. Two of the GGKP Research Committees are currently developing collaborative and coordinated responses to address the gaps they have prioritized.

The Trade and Competitiveness Research Committee is developing a project proposal to address critical data gaps around environmental policies to support the green economy transition, particularly in non-OECD countries. This effort will result in a project proposal to augment existing policy databases or to build a new database. The Metrics and Indicators Research Committee is refocusing their work on the measurement of economic opportunities associated with the green economy transition, a priority gap identified through the committee's work in 2016. In 2017, this committee will develop a project proposal to collaboratively address this important gap.

Generating Knowledge in Numbers



Behavioural Insights Committee



Managing Knowledge

Cumulative data 2012-2016, unless otherwise stated.

Major indicators of success

The GGKP assesses its knowledge management impact by tracking:

Outcome Indicator

- How practitioners and policymakers are using GGKP knowledge products in the promotion of green growth policies and activities

Output Indicator:

- Number of unique visitors to the GGKP web platform per quarter
- Number of green growth knowledge products available through the GGKP web platform
- Number of synthesized knowledge and capacity building products developed

The key objective of the GGKP's knowledge management work stream is to provide policymakers and practitioners with easy access to the knowledge products required to support a green economy transition. At the end of 2016, the web platform drew together over **2,600 knowledge products** from more than **400 organisations**, making it the leading source of green growth knowledge for policymakers and practitioners working to mobilise an inclusive green economy. Over 2016, the GGKP received an average of **18,623 unique visitors per quarter**, which represents 3000 more unique visitors per quarter than in 2015. The most accessed area of the web platform remains the GGKP Resource Library with over **2,100 Library Resources**.

By increasing the number of green growth knowledge products available through the GGKP web platform and the number of web visitors exposed to them, the GGKP is helping policymakers and other relevant actors to efficiently access and apply policy relevant green growth knowledge and data resources. The GGKP measures this outcome through qualitative data collected through surveys and interviews.

Moreover, in 2016 the GGKP implemented a number of changes to its web platform to improve the user experience. These changes were informed by a comprehensive user analysis carried out in 2015, involving input from over 700 users, including surveys and in-depth interviews. This effort helped the GGKP understand how practitioners and policymakers were using the GGKP web platform, including where it could be strengthened and improved. Based on the conclusions from this process, the GGKP reorganized the web platform's user pathway, enabling users to more easily access the key information they were looking for (e.g. the creation of the Global Databases entry in the GGKP navigation bar); and updated the visual design to better highlight the latest information uploaded to the web platform. The GGKP hands out surveys at online and in-person events. Results from these surveys showed that 60% of people surveyed had previously visited the GGKP website, and 32% had used GGKP knowledge products.

The GGKP's role in promoting international collaboration has led to the development of two new databases housed on the GGKP web platform. In order to share examples of green growth best practices and relevant case studies, the GGKP has developed a "Best Practice Database". This database is a response to GGKP user surveys which highlight a strong interest from web users for case studies and examples of best practices. The second database focuses on the Batumi Initiative on Green Economy (BIG-E), which is a set of more than 100 green economy commitments contributing to the achievement of the Sustainable Development Goals (SDGs) from approximately 40 Pan-European countries and international organizations.

Managing Knowledge in Numbers

www.GreenGrowthKnowledge.org

Knowledge Base



2,100
Library Resources

204
Learning Resources

222
Projects

Top 5 Countries Accessing the Website



Top 5 Most Viewed Country Pages




In 2016 alone:



250,000
Page Views

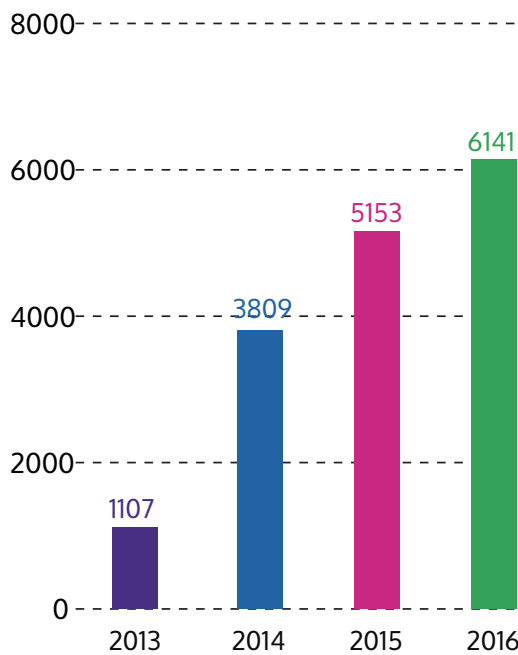
&



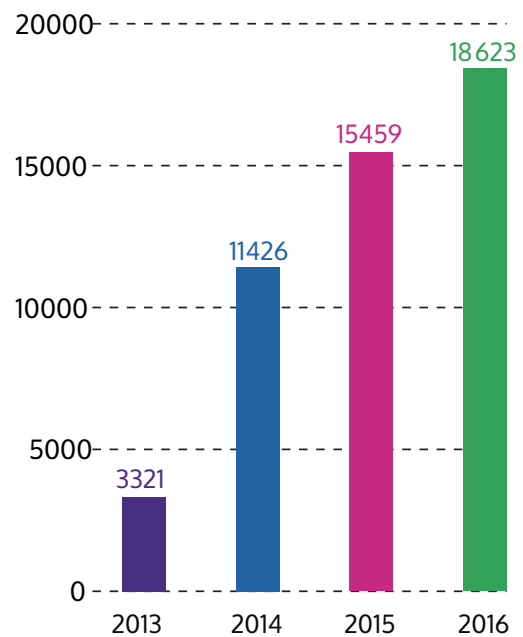
65.4%
New Visits

www.GreenGrowthKnowledge.org

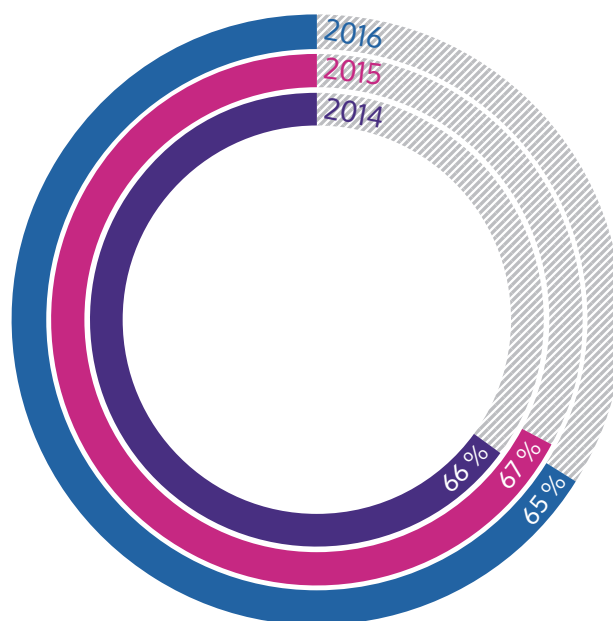
MONTHLY NEW VISITORS



QUARTERLY UNIQUE VISITORS



NEW VISITOR PERCENTAGE



Sharing Knowledge

Cumulative data 2012-2016, unless otherwise stated.

Major indicators of success

The GGKP assesses its knowledge generation impact by tracking:

Outcome Indicator

- How practitioners and policymakers are using GGKP knowledge products in the promotion of green growth policies and activities

Output Indicator:

- Number of participants at GGKP in-person and virtual events (e.g. Annual Conferences, side events, webinars, etc.)
- Number of GGKP LinkedIn group members and Twitter followers
- Number of "Insights" blogs discussing and describing relevant green growth research and activities
- Percentage of participants which express satisfaction with the GGKP's in-person and virtual events

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 analyzing participation in its events and tracking online engagement through its webinar series, participation in the GGKP "Insights" blog, and social media activity.

Since its launch in 2012, the GGKP has held a total of **35 in-person and online events**, attended by **3471** participants. In 2016 alone, **11 events** were held drawing **969 participants**. These events included the Fourth GGKP Annual Conference, seven webinars, two joint events with the Graduate Institute (a GGKP Knowledge Partner), two side events and one capacity building activity. The Fourth Annual Conference garnered 266 attendees.

While the GGKP reports on the number of event participants as an official indicator, a range of additional metrics are also captured and analysed each year to help interpret this information. For instance, **39% of event participants were from developing countries, 43% were female, 32% were from government, 26% from international organisations, 16% from academia, 10% from business, 10% from NGOs and 6% identified as other.**

The aim of the GGKP's events are to facilitate knowledge exchange and interaction among the green growth community of practice. To assess its performance, the GGKP tracks, through surveys, the percentage of participants that express satisfaction with the GGKP's events. This indicator is captured on a scale of 1-10, indicating how satisfied participants were with the event. In 2016, **80% of participants expressed satisfaction with the GGKP's in-person and virtual events.**

With respect to web platform outreach (Insights blogs, events, news), the GGKP measures the reach of the various pages, including the most popular blog posts or news stories and measures 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 or of most use to the green growth community. To date, the GGKP has uploaded 192 blogs, and approximately 20% of bloggers are from developing countries.

The GGKP's social media presence grew steadily over 2016 due to continuous and regular postings on the GGKP social media accounts as well as joint campaigns with GGKP partner organisations. Data from 2012-2016 shows considerable growth with the GGKP more than tripling its **Twitter followers to 3,674**, and almost **quadrupling its LinkedIn group members to 841**. Likewise, subscriptions to the GGKP newsletter grew to **4,552 readers**. At the end of 2016, the GGKP launched a new Facebook page. The impact of the GGKP's new Facebook presence will be examined in the next Annual Report. The most highly viewed video on the GGKP's YouTube channel was the GGKP animation video on the topic of 'Working Collaboratively to Enable the Transition to a Green Economy'.

Sharing Knowledge in Numbers



841
LinkedIn
Members



3674
Twitter
Followers



192 Blogs

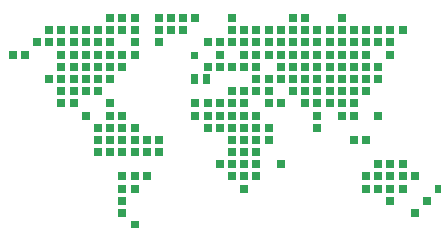


11 Events

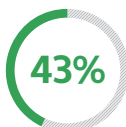


969
Participants

At these events:



From Developing
Countries



Female



4552
Newsletter
Subscribers



80% of participants express satisfaction
with the GGKP's events.

Looking Ahead

In 2017, the GGKP aims to strengthen global cooperation on green growth knowledge generation, management and sharing and further solidify its reputation as a global leader in fostering a community of organisations and experts committed to collaboratively mobilising a sustainable future.

In the coming year the GGKP plans to work to ensure the gaps in knowledge and data being actively identified by the research committees catalyze new research agendas to fill these gaps.

The GGKP will also be working to further expand its web platform user base and dramatically increase the number of green growth knowledge products, including best practice case studies and learning products, made available to these users.

Going forward, the GGKP will also actively promote and support national-level activities led by its partner organizations, including those that support the implementation, monitoring, and reporting on relevant SDGs; and expand the frequency of in-person and virtual meetings in order to empower the green growth community to share knowledge and expertise. Finally, the GGKP will convene its Fifth Annual Conference in 2017, which will be hosted by the World Bank on the topic of sustainable infrastructure.



Knowledge Partners Workshop, September 2016
Seoul, Republic of Korea

Green Growth Knowledge Platform
11-13 chemin des Anémones,
Geneva, Switzerland
contact@ggkp.org

www.greengrowthknowledge.org

Connect with the GGKP through:

- www.facebook.com/GreenGrowthKnowledge
- twitter.com/GGKPlatform
- bit.ly/linkedinGGKP
- youtube.com/user/GGKPlatform
- flickr.com/photos/GGKP

Subscribe to the GGKP Knowledge Update:

bit.ly/KnowledgeUpdate