



## Regional: Knowledge for Solutions - Knowledge Portal (Subproject 3)

Project Name	Knowledge for Solutions - Knowledge Portal (Subproject 3)	
Project Number	48242-005	
Country	Regional	
Project Status	Closed	
Project Type / Modality of Assistance	Technical Assistance	
Source of Funding / Amount	<b>TA 8833-REG: Knowledge for Solutions - Knowledge Portal (Subproject 3)</b>	
	Technical Assistance Special Fund	US\$ 560,000.00
Strategic Agendas	Inclusive economic growth Regional integration	
Drivers of Change	Knowledge solutions	
Sector / Subsector	<b>Information and communication technology</b> - ICT industries and ICT-enabled services	
Gender Equity and Mainstreaming	Some gender elements	
Description	<p>The proposed subproject is part of a broader cluster regional capacity development technical assistance (TA) that will use knowledge, technology, and partnerships to connect development practitioners in the common pursuit of solving development problems. The cluster TA will foster an enabling platform for ADB to work as _One ADB_ by creating structures and systems to better link its knowledge and operations with developing member country (DMC) practitioners and development partners. By taking fresh approaches to peer-to-peer sharing, learning, knowledge capture, and problem solving, ADB may be able to work more efficiently with its DMCs to solve development problems faster. The proposed subproject will develop an online portal that will promote knowledge sharing and collaboration, and serve as the digital basis for the other two cluster TA subprojects (which focus on centers of excellence and South-South knowledge sharing) and planned or existing activities by ADB's regional departments, resident missions, and sector and thematic groups (formerly called communities of practice).</p>	
Project Rationale and Linkage to Country/Regional Strategy	<p>Strategy 2020 of the Asian Development Bank (ADB) mandates ADB to develop, mobilize, and apply knowledge solutions to help the poor in our DMCs. The midterm review of Strategy 2020 highlights that _DMCs increasingly seek ADB's knowledge to address complex challenges, improve the development impact of operations, and develop into knowledge economies._ The midterm review of Strategy 2020, the President's 10 points in his 21 November 2013 memorandum on Reforming ADB's Institution-Wide Knowledge Management, the Planning Directions: Work Program and Budget Framework 2015_2017, and the first Knowledge Operations Review Meeting (KORM) all provide fresh impetus and direction for taking a unified _One ADB_ approach to sharing knowledge with DMCs and serving as a source of best practices. A special evaluation study recommended ADB improve its approach to capturing, sharing, and using knowledge. The Knowledge Management Directions and Action Plan (2013_2015) (KMAP) builds on those findings by defining ADB's goals in this area and providing a plan for transformational actions. The KMAP specifically recognizes the need for strategic and programmatic partnerships with COEs and knowledge hubs, expanded ADB operations for innovation and pilot-testing, greater South_South knowledge sharing, and easier access to data and information.</p> <p>In general, ADB's stakeholders see ADB as having a very strong impact on overall development and being an excellent source of knowledge. However, despite knowledge solutions (defined as case studies, research, big data analysis, pilot demonstration activities, experimentation, and information used to solve development problems) being a driver of change, _only half give good marks for promoting knowledge sharing and best practices._ The MTR Action Plan directs ADB, along with other activities, to develop a knowledge portal (action item 3.9.6) to help address this gap.</p>	
Impact	The overall impact of the TA will be DMCs adopting knowledge solutions addressing priority needs in Asia and the Pacific.	

## Project Outcome

Description of Outcome	The expected outcome will be ADB delivering knowledge solutions in line with respective country knowledge plans.
Progress Toward Outcome	
<b>Implementation Progress</b>	
Description of Project Outputs	Operational knowledge-sharing portal established and maintained, with target users engaging with ADB and peers
Status of Implementation Progress (Outputs, Activities, and Issues)	
Geographical Location	

## Summary of Environmental and Social Aspects

Environmental Aspects
Involuntary Resettlement
Indigenous Peoples
<b>Stakeholder Communication, Participation, and Consultation</b>
During Project Design
During Project Implementation

## Business Opportunities

Consulting Services	<p>1. The Asian Development Bank (ADB), through the regional cluster capacity development technical assistance (TA) Knowledge for Solutions, is taking fresh approaches to peer-to-peer sharing, learning, knowledge capture, and problem solving in order to work more efficiently with its DMOs to solve development problems faster. A team of staff will oversee the knowledge portal subproject. Several consultancy inputs will, however, be needed to supplement staff inputs for building a critical mass of content in appropriate formats and technical tasks associated with building the knowledge portal. The subproject will require 47 person-months of international consulting services and 44 person-months of national consultants (individuals) will be used in supporting roles while the structures and systems are being developed. The TA will require the services of experts in web sites, social media, communications, editing, writing, marketing, and digital project management.</p> <p>2. Information architect (international, individual, 3 person-months intermittent over 6 months). The architect will</p> <p>a) based on the top task findings, refine the portal's concept and develop a prototype to be used by the developers and by the designer to create the design templates;</p> <p>b) define major content and page types, e.g., events, publications, blogs;</p> <p>c) create information architecture top level and second- and third-level navigation;</p> <p>d) define portal taxonomy and metadata requirements;</p> <p>e) define search function requirements;</p> <p>f) create clickable paper prototype; and</p> <p>g) conduct usability test of prototype in coordination with the digital project manager.</p> <p>3. Digital project manager (individual, international, 18 person-months, intermittent over 20 months). The manager will</p> <p>a) lead the creative concept and technical development of ADB's new online knowledge portal by working closely with the selected consultant management system and site administrator;</p> <p>b) facilitate the definition, idea generation, and delivery of web products that link to marketing strategies and integrate digital approaches and creative design;</p> <p>c) produce work plans and coordinate the efforts of the creative team, including digital art directors, creative and media managers, web traffic and search specialists, development teams, and technical staff;</p> <p>d) create and enforce project schedules with input from team as needed, ensuring deadlines and launch dates are met;</p> <p>e) utilize project management and systems development best practices throughout the development and production processes;</p> <p>f) ensure the integrated elements of digital projects come together on time and meet stakeholder expectations for data integrity and product quality;</p> <p>g) develop innovative concepts and online marketing strategies and coordinate the internal design, development, and production efforts to help the portal achieve its digital marketing and knowledge outreach goals;</p> <p>h) assist with the upload of content using the web content management system (Drupal) or basic HTML;</p> <p>i) make recommendation for improvements to existing information architectures and content workflows;</p> <p>j) work with developers and information technology staff to assess any technical challenges (troubleshooting) in displaying the content;</p> <p>k) keep up to date with best practices in writing for the web, social media trends, web usability and design, and business and industry trends;</p> <p>l) prepare quarterly corporate reports on portal statistics, presentations, technical documentation, etc.</p> <p>m) support the maintenance of a customer relationship management system and ensure it meets internal requirements and adheres to current policies; define and segment distribution groups for optimal targeting of ADB marketing and dissemination initiatives; manage database of targeted subscribers, including tracking of marketing campaigns and analysis of reader/user data;</p> <p>n) identify and evaluate internal and external events, partnerships, and synergies to further enhance distribution of ADB knowledge products, as well as contact and marketing lists; and</p> <p>o) work with editors to write, produce, and distribute collateral materials for ADB's major knowledge products and services, including e-fliers, e-newsletters, e-mail blasts, blogs, leaflets, knowledge sharing sites, and social networking sites.</p> <p>4. Content management system development and site administrator (individual, national, 18 person-months). The administrator will</p> <p>a) develop the site's content management system, accommodating a mobile version;</p> <p>b) manage, edit, update, and maintain the site, including all development work: CSS and theming, Drupal, jQuery, etc.);</p> <p>c) update and improve site navigation and information architecture as it evolves;</p> <p>d) maintain and develop the functional features of the knowledge portal, particularly in the context of the Drupal-based ADB.org main website;</p> <p>e) install, upgrade, and modify modules on the portal;</p> <p>f) ensure safe deployment solutions are in place;</p> <p>g) handle domain name issues, registrations, set up, email issues, and overall maintenance;</p> <p>h) manage service providers and vendors required to support infrastructure, such as data storage, backup, and recovery; coordinate with ADB staff as required;</p> <p>i) use web analytics to inform plans and development priorities for the site;</p> <p>j) assist in the execution of new online initiatives incorporating audio, video, and other new media types, e.g., rich site summary feeds, podcasts, and other delivery mechanisms, including to mobile devices;</p> <p>k) maintain and improve search engine optimization and search engine marketing for all web properties;</p> <p>l) monitor web traffic and competitor sites for SEO improvements; and</p> <p>m) track web visitor behavior and modify knowledge portal design and content to optimize lead generation.</p> <p>5. Web designer (individual, national, 2 person-months). In line with the ADB.org design style guide, the designer will develop mobile-responsive layout, graphics, templates, etc.</p> <p>6. Senior writer and editor and online content manager (individual, international, 22 person-months). The consultant will</p> <p>a) provide the voice of the site and ensure that the content has the same voice throughout, is stimulating, and of high editorial quality;</p> <p>b) regularly blog on development topics;</p> <p>c) plan, establish, and build in quantity and quality, the online community for ADB knowledge products and thought leadership using blogs, job boards, links to social media sites, mobile applications, and any other device or technology to enhance the web experience for users;</p> <p>d) interview content owners and other stakeholders to document their vision for their content area, as well as analyze existing content management processes;</p> <p>e) take the lead in organizing and presenting content in a way that benefits site users, including finding external sites for ADB thought leaders;</p> <p>f) conduct content analysis and audits;</p> <p>g) conduct content modeling sessions and document content types;</p> <p>h) work with staff in managing content web pages, posting content, and documents;</p> <p>i) ensure adherence to content taxonomies and metadata strategies;</p> <p>j) write and post content online and through social media at regular intervals;</p> <p>k) contribute to and update social sites like Facebook and Twitter;</p> <p>l) help develop and document procedures to manage web content;</p> <p>m) assist with the upload of content using web content management system (Drupal) or basic HTML;</p> <p>n) moderate content as it is contributed to the knowledge portal by external sources;</p> <p>o) monitor social media outlets and respond to topics related to ADB's core knowledge areas;</p> <p>p) keep up to date with best practices in writing for the web, social media trends, web usability, web design, and business and industry trends;</p> <p>q) coordinate content creation and publishing of newsletters (internal or external); and</p> <p>r) prepare internal and external communications including announcements and press releases, as needed.</p> <p>7. Web editor (two, individual, national, 12 person-months each, intermittent over 20 months). The editors will</p> <p>a) assist in building the online community for ADB knowledge products and thought leadership using blogs, job boards, links to social media sites, mobile applications, and any other device or technology to enhance the web experience for users;</p> <p>b) manage content calendar and assist online content manager to create content;</p> <p>c) write materials;</p> <p>d) ensure that the web content has the same voice throughout;</p> <p>e) take the lead in organizing and presenting content in a way that benefits site users;</p> <p>f) assist in conducting content analysis and audits;</p> <p>g) assist in conducting content modeling sessions and document content types;</p> <p>h) work with staff in managing content web pages, posting content, and managing documents;</p> <p>i) ensure adherence to content taxonomies and metadata strategies;</p> <p>j) write and post content online and through social media at regular intervals;</p> <p>k) contribute to and update the social media sites;</p> <p>l) help develop and document procedures to manage web content;</p> <p>m) assist with the upload of content using the web content management system (Drupal) or basic HTML;</p> <p>n) moderate content as it is contributed to the knowledge portal by external sources in coordination with the online content manager;</p> <p>o) monitor social media outlets and respond to topics related to ADB's core knowledge areas; help find external sites for ADB content;</p> <p>p) keep up to date with best practices in writing for the web, social media trends, web usability, web design, and business and industry trends;</p> <p>q) coordinate content creation and publishing of newsletters (internal or external); and</p> <p>r) assist in preparing internal and external communications including announcements, press releases, quarterly corporate reports, presentations, technical documentation, etc., as needed.</p>
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## Responsible Staff

Responsible ADB Officer	Dedolph Cabrera, Carolyn
Responsible ADB Department	SDOD
Responsible ADB Division	SDCC-KS
Executing Agencies	<i>Asian Development Bank 6 ADB Avenue, Mandaluyong City 1550, Philippines</i>

## Timetable

Concept Clearance	-
Fact Finding	14 Aug 2014 to 27 Aug 2014
MRM	-
Approval	08 Dec 2014
Last Review Mission	-
Last PDS Update	28 Jan 2015

## TA 8833-REG

Milestones					
Approval	Signing Date	Effectivity Date	Closing		
			Original	Revised	Actual
08 Dec 2014	-	08 Dec 2014	31 Aug 2016	15 Nov 2016	-
Financing Plan/TA Utilization				Cumulative Disbursements	

ADB	Cofinancing	Counterpart				Total	Date	Amount
		Gov	Beneficiaries	Project Sponsor	Others			
560,000.00	0.00	0.00	0.00	0.00	0.00	560,000.00	08 Dec 2014	490,365.96

Project Page <https://www.adb.org/projects/48242-005/main>

Request for Information <http://www.adb.org/forms/request-information-form?subject=48242-005>

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