



KSA-AGCI BRIEF – December 2007

# KNOWLEDGE SHARING AND ANALYSIS (KSA) PROJECT FOR THE AFRICAN GLOBAL COMPETITIVENESS INITIATIVE (AGCI)

In June 2007, USAID launched the Knowledge Sharing and Analysis (KSA) project supporting the African Global Competitiveness Initiative (AGCI). KSA is intended to improve USAID/Africa's collection, analysis, and dissemination of data and program information related to AGCI projects with a focus on four technical areas – *trade development, overcoming infrastructure constraints, enabling environment policy reform, and enterprise development.*

KSA's support to AGCI is designed to address three interrelated areas:

- a) Enhancing USAID/Africa's knowledge sharing strategy, procedures, tools, and content, including through supporting the monitoring AGCI program activity and performance;
- b) Analyzing and disseminating best practices and program information related to trade development, overcoming infrastructure constraints, enabling environment policy reform, and enterprise development; and
- c) Managing USAID's portion of the annual Africa Growth and Opportunity Act (AGOA) forums.

## **KNOWLEDGE SHARING AND PERFORMANCE MONITORING**

KSA's knowledge sharing activity involves evaluating USAID/Africa's overall knowledge management strategy, practices, and tools in order to identify opportunities for improvement and make recommendations for change. KSA will compare and contrast USAID's

A Presidential Initiative, the African Global Competitiveness Initiative (AGCI) was conceived to support African policymakers in reducing poverty and raising living standards by advancing trade-led economic growth. In this way, AGCI is able to help African countries take better advantage of the African Growth and Opportunity Act (AGOA). The AGCI program is funded at a level of \$200 million over five years.

AGCI activities are implemented primarily through four African Global Competitiveness Hubs (located in Botswana, Kenya, Ghana, and Senegal) and bilateral USAID missions and other USG agencies.

knowledge sharing system to others in similarly large, international organizations and identify best practice approaches and tools. KSA will look at several important building blocks of knowledge sharing, including what AGCI program data is reported, how this data is analyzed and used to measure performance, and how information is shared within the USAID offices and missions concerned with sub-Saharan Africa (SSA). From this analytic work will emerge a new knowledge sharing strategy designed to improve the way in which information is gathered, analyzed, and disseminated to various stakeholder audiences.

A major thrust of KSA is to identify the effective ways to disseminate best practices, program activities, and other useful information to benefit decision-makers and practitioners. As such, KSA will explore numerous mechanisms to communicate information, including through the production of periodic Knowledge Sharing and Analysis Briefs (KSABs), analytic studies, summaries of applied best practices, and case studies. KSA will organize conferences, trainings, communities of practice, and interactive web-based discussions. The project will seek to fill in gaps in knowledge about AGCI program activities, resources to support AGCI programs, and understanding of best practice approaches to the four technical areas of concern to USAID and its African Partners.

KSA will explore opportunities to present best practices in workshops tailored to a sub-Saharan African audience. The KSA project will design or facilitate a major workshop in 2007-2008, and 2008-2009. KSA's strategy will be to leverage the expertise of leading African and global institutions, donors, and others in these areas and pursue partnerships and co-sponsors for such events to maximize their impact. KSA will participate in other events germane to best practices in trade development, overcoming infrastructure constraints, enabling environment policy reform, and enterprise development.

KSA's early project activity includes establishing the baseline of AGCI stakeholders and conducting a series of consultations in the SSA region and within USAID/Africa to take stock of current knowledge sharing needs and practices, data reporting procedures, and performance measurement systems. Designing, implementing, and refining the knowledge strategy will be a long-term and interactive process for which KSA will provide on-going support and guidance.

## **ANALYZING BEST PRACTICES**

Working with USAID personnel, implementing partners, and African and donor partners, KSA's second area of activity is defining, identifying,

and disseminating best practices. In line with AGCI's program areas, KSA will analyze and synthesize USAID and other donor program activities to determine what best practices are in trade development, overcoming infrastructure constraints, enabling environment policy reform, and enterprise development.

This activity will involve not only a thorough review of case studies, analytic reports, evaluations, and success stories, but also require field-based research in the SSA region. A major thrust of KSA's focus on best practices is to develop a robust understanding of what defines a best practice approach to trade development, overcoming infrastructure constraints, enabling environment policy reform, and enterprise development and test assumptions through field-based assessments in sub-Saharan Africa.

KSA will actively engage development partners in the area of best practices, learning from others while also presenting USAID research, successes, and ideas. Ultimately, KSA aims to strengthen USAID's capacity for outreach and best practices.

## **THE AGOA FORUM AND OUTREACH**

A major venue for disseminating trade-related program activity information and best practices will be the annual AGOA forum, and KSA is tasked to assist USAID's participation in the Forum. The AGOA Forum is the most significant U.S.-African trade-related annual meeting, bringing together government decision-makers, private sector representatives and trade groups, civil society leaders, and technical experts to discuss the challenges and successes of Africa's evolving trade performance.

*Ultimately, KSA aspires to be a repository and producer of best practice information related to trade-led economic growth strategies, lessons learned, and programs accessible to African policymakers, USAID personnel, the broader donor community, and other stakeholders.*