Knowledge Fair @ARFSD11

9th –11th April 2025

THEME: DRIVING JOB CREATION AND ECONOMIC GROWTH THROUGH SUSTAINABLE, INCLUSIVE, SCIENCE-AND EVIDENCE-BASED SOLUTIONS FOR THE 2030 AGENDA AND AGENDA 2063

Technical Team Briefing

By KM Task Force 2025

Overview

Objectives

Expected Outcome

Event Formats

Sample Booths

Templates

Preparatory Process

Overall Objectives

Proactive engagement & open communication for feedback

Knowledge Fair - mechanism for knowledge sharing & exchange on achievements and lessons learnt - a wider audience

Specific Objectives

1

Showcase success stories and impact of ECA & UNDS at the national level.

2

Encourage active participation and collaboration among African countries and stakeholders to accelerate progress

3

Provide a platform to communicate key messages improving the flow of information and consequently the brand of ECA.

4

Share innovative and sustainable solutions to overcome challenges, focusing on resilience and sustainability

5

Connect countries with similar dev. needs to collaborate and share ideas.

Expected Outcomes

Facilitate the exchange of innovative solutions, best practices, and lessons learned among participants to address sustainable development challenge

Foster collaboration and partnerships among various stakeholders, including governments, civil society, the private sector, and researchers

ECA, UNDS, Member States are sharing and engaging on progress towards achieving the Sustainable Development Goals in participatory, friendly and entertaining way

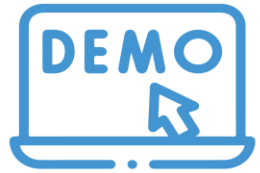
Event Format

What

- **Thematic Plenaries**
- **Knowledge booths**
- **Digital story telling**
- **Interviews with participants - dynamic & engaging**
- **Parallel sessions - in-depth reflections; Book talks, seminars, ted talks, pitch competitions etc.**
- **Networking Lounges**
- **Live demonstrations**

How:

Interactive videos



Demos

Posters

Designated sub-programme dates

Booth Walk-through

Exhibition materials:

White boards

Booth space

General screens

Totem screens

Knowledge Fair Samples

Booth Sample

Booth Sample

Booth Backdrop

Booth Sidewall

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

PUBLICATIONS

The 2021 ERA put the spotlight on poverty and vulnerability in light of the COVID-19 pandemic

https://repository.uneca.org/handle/10855/47592

The African Continental Free Trade Area and Demand for Transport Infrastructure and Services

https://repository.uneca.org/handle/10855/47596

Regulatory review of the electricity market in Zambia, Ethiopia, Rwanda, Ghana, and South Africa

https://repository.uneca.org/handle/10855/46342

ECA PARTNERS Global Affairs Canada Affaires mondiales Canada European Commission African Union DANIDA Danish International Development Agency AFREXIMBANK

Booth SideWall

Content Preparation

Success Story Selection Criteria

- Relevance to Themes
- Joint programmes/joint delivery with other ECA SPs/UNDS/OIBCs
- Highlight sustainable practices and long-term benefits, aligning with the goals of the 2030 Agenda and Agenda 2063. (SDG: 3,5,8,14,17)
- Demonstrating results at country level in collaboration with UNCT/OIBCs
- Address local and regional challenges, providing context-specific solutions.
- Stories supported by data and evidence, highlighting measurable outcomes and successes.
- Stories should represent diverse perspectives and include voices from different private sectors. Sharing best practices and lessons learned from private sector-led projects.

Initiative title _____

Country(ies) of Focus: _____

Executive Summary of the initiative/featured Story (1):

(answering to the what, Why, When & Who).

- ***Context***

- ***Solution:***

Initiative / featured Story (1): (Cont')

- ***Results:***

- ***Lessons Learned:***

- ***Partners*:***

Multimedia Aspect

To ensure the stories are engaging and impactful, the following multimedia elements should be included:

- **High-Resolution Photos: Include high-quality images that visually illustrate the success stories. These photos should be high resolution and relevant.**
- **Short Videos: Use concise videos (2-3 minutes) to showcase the impact and innovation of the projects.**
- **Publications: Provide relevant publications that offer detailed insights into the projects. These can include reports, case studies, and articles that support the stories with data and evidence.**

List of Relevant Publications “Publications Reel”

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Publication Name	Link

Preparation Logistics

Preparatory Process

- **Organization - establishment of Steering Committees**
  - **Advisory Committee –**
  - **Technical Committee – PCKMD & Subprogramme Reps, UN Systems, Govt of Uganda**
  - **Operations Committees – ARFSD Secretariat/KMSS/Vendor/Govt of Uganda**
- **Structure**
  - **Physical**
  - **Exhibitions - live**
  - **Plenary Sessions**
  - **Live stream**
- **Content development**
  - **Coverage period**
  - **Formats of expression and presentation - presentations, posters, videos, podcasts, ill. & animation**

Preparatory Process (Cont.)

- **Road Map**
  - Development of a concept note & task brief
  - Define Roles & Responsibilities
  - Development of guidelines for participation
  - Operationalization (4 weeks to deliver)
- **Engagement**
  - Awareness campaign / Participation call …
  - Presentations @ the SLT, Policy & Programme dialogue & Divisions/SROs/IDEP/Govt of Uganda
  - Technical consultations with sub-programmes on the WHAT, WHO, HOW & WHY
  - Task Team meetings
  - 1-on-1 consultations
- **Resources**
  - (Budget & HR) - Travel; Exhibition materials, Content development

Preparatory Process (Cont.)

Operational Teams

1. **Advisory Team:** Will constitute of **the Senior Management**: *- to guide the progress*

2. **Operations Team:** Will constitute of members **ARFSD Secretariat**, **PCKMD & Govt of Uganda**: *to brainstorm and provide strategic direction on the HOW, WHY, WHAT and WHEN of the Knowledge Fair*

3. **Technical Teams**: Will constitute of the following
   a. **ECA Subprogramme, UNDS, UNCT, Govt of Uganda Focal Points** – leading in the development of the exhibition content from the various exhibitors and engage with the Technical Team for guidance
   b. ***KMSS/Vendor (content development)*** - guide the content development,
   c. ***PCKMD teams*** - guide and operationalise the Knowledge Fair format (Booths, Screens, etc.) and guide/advise on the content development (videos, animation, posters etc.)

The ASK!

The ASK.....

Knowledge Fair@ARFSD2025 date (9th –11th April 2025)

- **Nominate focal points (Agencies, UNCT, ECA Subprogrammes, Govt of Uganda, OIBCs)**
- **Operations team to organize inception meetings with various groups**
- **Technical Teams develop content to be exhibited**
- **SP teams actively engage with the Operations team**
- **Ownership of the Booth at the Knowledge Fair**

Participants

Envisaged participants:

- **ECA (+SROs/IDEP)**
- **UN Agencies**
- **Private Sectors**
- **Inter-Governmental Organizations**
- **Government Officials**
- **AUC, AfDB etc.**
- **Member States representatives (Diplomatic Community)**
- **Donors & Partners**

Thank you