



**ICPAC**

# TOWARDS A COMMUNITY OF PRACTICE

## MEDIA & METEOROLOGICAL AGENCY PARTNERSHIP

# TOWARDS A COMMUNITY OF PRACTICE

## What is a community of practice?

- A community of practice (CoP) refers to a group of people sharing a common concern, a set of challenges, or an interest in a topic and who come together to fulfill both individual and group goals.
- The media and meteorological agencies constitute a potential community of practice bound by an interest in ensuring that weather and climate information is communicated in a timely and comprehensible fashion to the end users.



## **TOWARDS A COMMUNITY OF PRACTICE**

Communities of practice usually focus on sharing best practices and creating new knowledge. Interaction on an ongoing basis is an important part of this.



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Generally, communities of practice rely on face-to-face meetings as well as web-based collaborative environments to communicate, connect and conduct community activities. In this COVID19 pandemic most meetings are virtual.

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## CHARACTERISTICS OF A COMMUNITY OF PRACTICE

**1. DOMAIN:** Community members have a shared domain of interest, competence and commitment that distinguishes them from others.

**2. COMMUNITY:** Members pursue this interest through joint activities, discussions, problem-solving opportunities, information sharing and relationship building. A strong community fosters interaction and encourages a willingness to share ideas.

**3. PRACTICE:** While the domain provides the general area of interest for the community, the practice is the specific focus around which the community develops, shares and maintains its core of collective knowledge.

sunny

partly  
cloudy



cloudy

rainy

## TOWARDS A COMMUNITY OF PRACTICE

One critical area a community of practice that brings together the meteorological authorities, the media and other stakeholders can focus on is the mainstreaming of weather and climate information in media. This is based on the saying '**Weather is Everything**'.

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## IMPORTANCE OF A COMMUNITY OF PRACTICE

1. **CONNECT** people who might not otherwise have the opportunity to interact, either as frequently or at all.
2. **PROVIDE A SHARED CONTEXT** for people to communicate and share information, stories and personal experiences in a way that builds understanding and insight.
3. **ENABLE DIALOGUE** between people who come together to explore new possibilities, solve challenging problems, and create new, mutually beneficial opportunities.
4. **CAPTURE AND SHARE** existing knowledge to help people improve their practice by providing a forum to identify solutions to common problems and a process to collect and evaluate best practices.
5. **INTRODUCE COLLABORATIVE PROCESSES** to groups and organizations to encourage the free flow of ideas and exchange of information.
6. **GENERATE NEW KNOWLEDGE** to help people transform their practice to accommodate changes in needs and technologies.



## **TOWARDS A COMMUNITY OF PRACTICE** **CLIMATESERVICES.SLACK.COM**

Establishing a virtual home for the proposed community of practice for the media, meteorological authorities and other partners as we ride through the COVID19 pandemic it is important to decide where the virtual community of practice will be based.



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## Key Points

1. Communities of practice enable the integration of work and learning. The media and meteorological agencies and other partners, can learn from each other in the region.
2. The value of communities of practice is in the depth of participants' reflection and inquiry, and how they put co-created knowledge to action in their various contexts.
3. Mainstreaming weather and climate information is a critical entry point for meteorological agencies and media in eastern Africa.
4. It is technically possible to integrate **Slack, Telegram & Facebook (WhatsApp however has limitations)**.

**THANK YOU!**

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