

# Meeting the Knowledge Needs of the fruit and vegetable export sector: Case for Knowledge Mapping

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# Background

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- Knowledge needs of industry are largely met by
  - Suppliers and customers (i.e. up and down the value chain)
  - Competitors (co-petition; peer-2-peer)  
(Mode-2 knowledge > Mode-1 knowledge)
- Making these knowledge flows more effective should receive the attention of
  - CEOs (Large organizations)
  - Trade Associations, Chambers (Industry Sectors)
- Understanding these knowledge flows is a logical starting point



# What, Why and How

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- ❑ What is knowledge Mapping?
- ❑ Why do knowledge mapping?
- ❑ How do we do a knowledge mapping?



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# Example



# Issue: Better Solid Waste Management in Local Authorities in Sri Lanka

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- ❑ SURVEY POPULATION: : Solid Waste Managers in 217 Local Authorities in 6 Provinces, October 2009-January 2010
- ❑ QUESTION: Who did you contact in the last 12 months to seek information you needed to improve your practice



## A Directory of Relationships

LGA 1 (Knowledge seeker)	LGA 2 (Knowledge giver LGA)
Agalawatta PS	Bandaragama PS
Agalawatta PS	Beruwala PS
Agalawatta PS	Dodangoda PS
Agalawatta PS	Gov-Pilisaru
Agalawatta PS	PC-W
Agalawatta PS	Weligama UC
Alawwa PS	Colombo MC
Alawwa PS	Galle MC

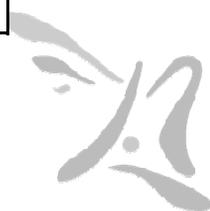


## Summary of Relationships (knowledge-givers)

<b>Names of LGAs</b>	<b>Num Links</b>
Balangoda UC	40
Weligama UC	24
Negombo MC	8
Bandarawela UC and Nuwara-Eliya MC (2)	7
Banadaragama PS and Kaduwela PS (2)	4
Galle MC, Hambantota UC, Horana PS, Kelaniya PS (4)	3
Miscellaneous (13)	2
Miscellaneous (39)	1
Miscellaneous (154)	0

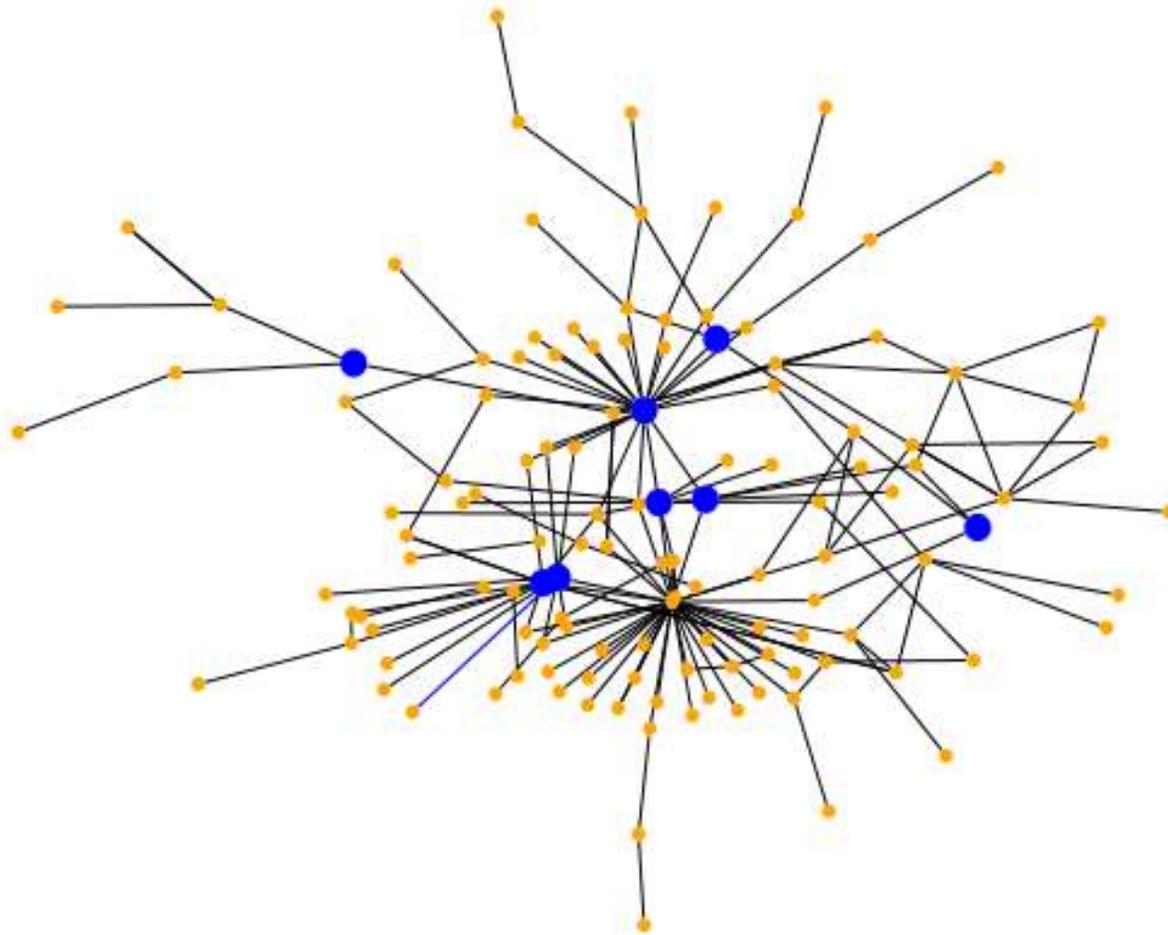
## Visualization –Step 1

LGA 1 (Knowledge seeker)	LGA 2 (Knowledge giver LGA)
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Agalawatta PS	Beruwala PS
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Alawwa PS	Colombo MC
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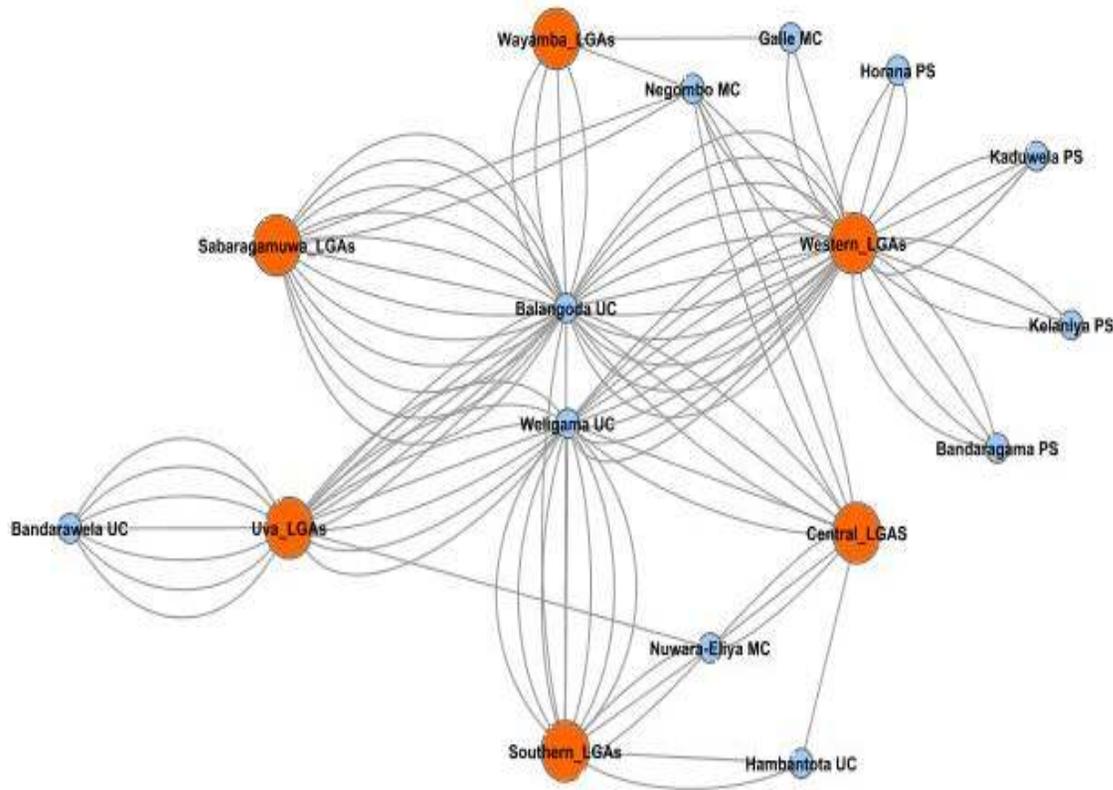
# A Map of Relationships

between knowledge-giver local authorities (blue) and all other local authorities (orange)



# A More Ordered Map of Relationships

between knowledge-giver local authorities (blue) and all other local authorities (orange)



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# What, Why and How



# What is a Knowledge Map

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- Device for
  - Locating
  - Using
  - Extending
  - Analyzing
  - Planning
- Consists of
  - Content (What is where)
  - Relationships (Who is who; Who knows who)
  - Relationships and content



# Why Map Knowledge

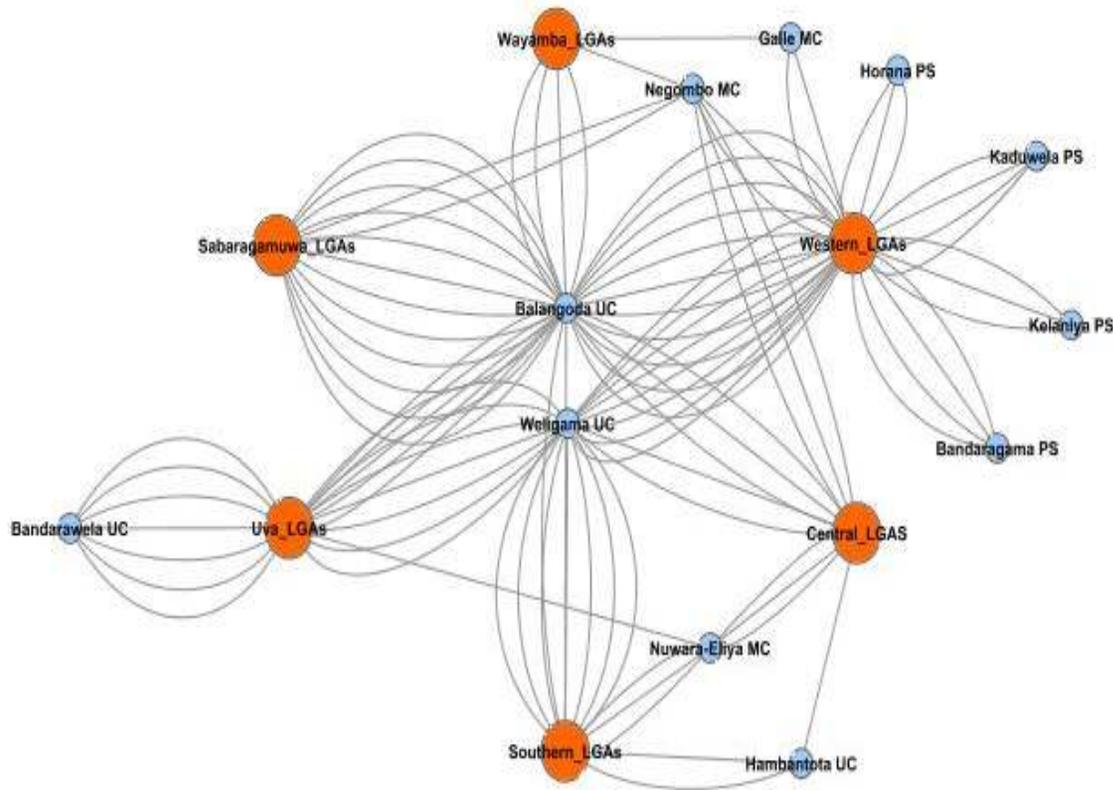
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- ❑ to find key sources, opportunities and constraints to knowledge creation and flows.
- ❑ to encourage re-use and prevent re-invention, saving search time and acquisition costs
- ❑ to highlight islands of expertise and suggest ways to build bridges to increase knowledge sharing and exchange
- ❑ to discover effective and emergent communities of practice where informal learning is happening
- ❑ to reduce the burden on experts by helping staff to find critical solutions & information quickly
- ❑ to improve customer response, decision making and problem solving by providing access to applicable information, internal and external experts



# A More Ordered Map of Relationships

between knowledge-giver local authorities (blue) and all other local authorities (orange)



# How to Map Knowledge

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- Comprehensive/Issue Specific
- Enterprise Level/Application Level
- Routine/ As needed
- Process data/Survey data
- Data mining/ Data collection
- Content/Relationships
- Content+Relationship



# Easy way to Map Knowledge

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- Strategic/Tactical
- Comprehensive/**Issue Specific**
- Enterprise Level/**Application Level**
- Routine/ **As needed**
- Process **data**/Survey data
- Data mining/ **Data collection**
- Content/**Relationships**
- Content+Relationship



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Thank you



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