



## Setting up a Climate Knowledge Platform A Quick Checklist

Have you thought about the following?

### 1. Being clear on your objectives

Ask yourself:

- Why is this platform needed?
- What are the **most** important objectives for you?
- Is an online knowledge platform the best way of achieving them?

### 2. Identifying a distinctive niche

Ask yourself:

- How will your platform be different?
- What other websites and platforms are already covering your topic?

### 3. Narrowing down your audience

Ask yourself:

- Who will your initial **main** target audiences be?

### 4. Understanding your audience

Find out:

- What kind of information does your audience need, when, and for what?
- Where are they getting this information from now, and what are they struggling to find?
- How much time do they have to search for things, and then read them?
- What languages are they comfortable with, and how much technical jargon can they handle?
- How easy is it for them to access the internet – are they doing it in the office, at home – on a computer, tablet or smart phone?

## 5. Generating great content

Ask yourself:

- Who will generate the content on your platform: a core editorial team, partner organisations, your visitors? Or will you pull content automatically from other websites?
- How will the people responsible for the content be incentivised?
- Who will carry out quality control on the submitted content, and what will be the criteria for this?
- How will you make sure the content pipeline keeps flowing over time?

## 6. Creating effective online communities

Determine:

- The strategies and tools you will use to get users engaged, and keep them engaged.
- Whether it will be possible for you to organise face-to-face meetings as well as online discussions.

## 7. Getting your staffing right

Do you have people with the following skills? Do they have enough time and motivation to keep the platform going?

- Editing
- Design
- IT
- Subject Knowledge
- Marketing
- Management

## 8. Clarifying governance arrangements

Ask yourself:

- How and by whom will the every-day decisions be made? E.g.: is this blog post ready for publication?
- How and by whom will the big decisions be made? E.g.: what hot topics will we focus on this year?
- Will the persons responsible be sufficiently available and be able to sign off quickly enough to allow for a smooth running of the platform?

## 9. Creating a sustainable business model

Ask yourself:

- How will this platform be funded in the long term?