Making research more accessible and visible

NELGA Info Session
7th Dec 2023

Romy Sato
The Land Portal works to enable an open, inclusive and democratic land information ecosystem to help decision making at all levels.

**Inform**
Improving documentation, sharing and monitoring of land governance issues through a widely used platform providing data, structured information, tools and services.

**Open**
Democratising the information ecosystem by supporting the creation of a standards-based data infrastructure and building the capacities of information providers, to strengthen the flow of land governance information, from all perspectives and all levels.

**Debate**
Promoting, informing and enriching the global debate and practice on key land issues while raising the visibility of national, regional and international partners.

**Who we are**
Why communicating research is so important

- Validating and enhancing research
- Contributing to collective knowledge
- Impact and recognition
- Ethical and contractual obligations
- Funding and support

Open science, openness in the whole research cycle

- Influencing policy & practice
- Encouraging engagement from society
NELGA - Land Portal collaboration

- Background: Land Portal → Support from SLGA programme, mandate to collaborate

NELGA researchers as guest writes to LP Knowledge Products

Skills development, visibility & influence

Implementation of the AU agenda on land

Fresh, country-based knowledge

Open, inclusive, democratic land information ecosystem
What to Read digests
What to Read digests

- The state of the debate or research on a particular topic
- To non-academic readers
- Contextualize a specific policy or research question and recommend readings
- Time needed: ca. 2-3 days

View all digests
https://landportal.org/what-to-read
As humanity grapples with understanding the causes and consequences of the mounting climate crisis, there can be a tendency to oversimplify issues in a bid to identify solutions. Such oversimplifications have stemmed from a broad-brush analysis which identifies all livestock production and animal products as key drivers of climate change.

This What to Read digest seeks to show a deeper understanding of pastoral livestock systems and how, given context-specific conditions, they can actually respond to climate change threats while lowering the risk of conflicts over natural resources.
Publications review

- The **most recent** or the **most relevant** publications to analyse the selected issue
- Summary + why these publications are relevant
- Publications should be **open access**
- Non-academic publications also considered
Visibility & impact

Mailchimp 2022-2023 - EN

5,305 opens/campaign
281 clicks/campaign

Website - 2022

1,524 pageviews

“...excellent both in content and writing style. I think this sort of review/synopsis of existing research is a great idea, particularly the way you muster unconnected but thematically linked research to tell a compelling story with a clear central argument.”

Emeritus Prof. Philip Hirsch, University of Sydney, co-author of the book Powers of Exclusion
Data Stories
Data Stories

- Visual narratives with ArcGIS Storymaps
- Analysis about trends, case studies, to unpack relevant research findings and data → the context behind the data
- Interactive and multimedia (photos, maps, graphics, audio etc.)
- Time needed: 5-8 days, depending on topic, data availability, research phase

View all data stories
https://landportal.org/data/stories
“I just saw that the story is widely shared within RVO, up to the highest management teams of International Development. The reactions are really positive and they said they found it very insightful.”

Lisette Meij, Advisor at the Land-at-Scale Programme, RVO,
Channels & Audience
Our channels and audience

- **Website:**
  - In 2022 we had **1,7 million pageviews**, up from **1.4 million in 2021**

- **Mailchimp** sent to **25,720 subscribers**

- **Social media**
  - **8,600 followers** in Twitter / X
  - **2,800 followers** in LinkedIn
  - **2,700 followers** in Facebook
### Respondents by occupation

**N=329**

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Academic / Researcher</td>
<td>33.7%</td>
</tr>
<tr>
<td>Land &amp; Development Practitioner</td>
<td>23.4%</td>
</tr>
<tr>
<td>Office / Administration</td>
<td>5.5%</td>
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<tr>
<td>Policy Maker</td>
<td>4.6%</td>
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<tr>
<td>Information &amp; Data Management</td>
<td>2.4%</td>
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<tr>
<td>Communications / PR</td>
<td>2.1%</td>
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<tr>
<td>Computer / IT</td>
<td>1.2%</td>
</tr>
<tr>
<td>Journalist</td>
<td>0.9%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>26.1%</td>
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### Key Insights

- **For the 5th consecutive year, practitioners and researchers are the top occupations, jointly representing 57.1% of the sample (stable compared to 57.6% in 2022)**

- **More than a quarter of the sample selected “Other” occupation**
  This category includes freelance consultants (19%), activists (15%), social workers (15%), and coordinators, directors and executives (14%).
Respondents by organisation

The composition of respondents by organisation shows some changes from last year. While the top organisations are similar, both research institutions (22%) and governmental institutions (10.8%) increased compared to 2022, while NGOs (15.3%) and non-profit organisations (9.6%) decreased.
Over 75% of responses come from the Global South (Non-OECD countries) This value is stable from last year

India (4.5%) and USA (4.4%) are the most represented countries followed by Ethiopia (3.6%), Kenya (3.5%), Liberia (3.2%), Uganda (3.1%), Ghana (2.9%)

Respondents come from 92 different countries
This is the highest number of countries ever recorded in a LP annual survey.

44% of respondents are based in Africa
Representing 34 different countries in the continent
Collaboration

- Up to 4 guest writers
- Support and supervision from our core team and researchers
- Dissemination - mailchimp and social media
- Web-analytics

Dr. Rick de Satgé
Dr. Anne Hennings
Dr. Marie Gagné
Dr. Nieves Zúñiga
Romy Sato, editor
# Tentative schedule

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Action</th>
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<tbody>
<tr>
<td>Feb - Mar 2024</td>
<td>Brainstorming ideas, sharing guidelines, Q&amp;A session about format, style etc.</td>
</tr>
<tr>
<td>Apr 2024</td>
<td>Publish piece by guest writer 1</td>
</tr>
<tr>
<td>Jun 2024</td>
<td>Publish piece by guest writer 2</td>
</tr>
<tr>
<td>Sep 2024</td>
<td>Publish piece by guest writer 3</td>
</tr>
<tr>
<td>Nov 2024</td>
<td>Publish piece by guest writer 4</td>
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Next step:
Send us an email to indicate interest + your ideas!
Let’s collaborate!

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