

APPENDIX FOUR (A): DIFFICULTIES IN FINDING TDP RESEARCH

Summary

It is not easy for those interested in trade, development and poverty linkages to access the TDP project research. As will be seen below, most google searches resulted no links to the CITEE/TDP website in the first six pages of the search engine (after which it can be assumed that most researchers will have given up). For those who knew CUTS was working on the issue and went to the CUTS homepage and found there to the CITEE website it is still difficult to navigate to the TDP homepage and to locate the studies.

Introduction

The TDP project was successful in delivering a substantial volume of research and analysis that constitutes a valuable contribution to the literature on the links between trade, development and poverty. It is important that the national case studies and briefing papers produced are easily available to others interested in the subject. Regrettably, little attention has been paid to this aspect of the project.

It seems that CUTS relies almost entirely on potential readers being on its email mailing list for research papers, and that these readers will store the URL identifier for papers they may wish to use later – an assumption which seems to be reasonable if the anecdotal survey results in Appendix Three are representative of all readers. However, many people are not on the mailing list – including about half of the externals interviewed all of whom have an interest in trade and development.

In considering how to make research easily accessible, it is essential to assume that many of those searching for papers will not start by looking at the website of a specific organisation.¹ They are more likely to start by using a search engine. The most popular search engine is google and this is how searches by the evaluator began. A number of searches were undertaken with the results outlined below.

Search 1: Words used “trade textiles poverty”

- There are no links to the CUTS CITEE/TDP website on the first six pages of google, although on page six there is a link to a CUTS SAFIT project document. Instead:
- on page one of google, there is a link to a brief summary of Tanzania paper on the CUTS London page providing and overview of its seminar on textiles and fisheries “Emerging trends in trade, development and poverty linkages: Implications for the Doha Round”: <http://www.cuts-london.org/projects/documents/TDP-Session1.pdf>
- on page 2 of google, the full Tanzania paper found on page 2 of google on the website of the Global Development Network http://www.gdnet.org/cms.php?id=research_paper_abstract&research_paper_id=13345
- on page 3 of google, there is a link to a powerpoint presentation made at a CUTS London seminar by authors of Tanzania paper www.cuts-london.org/projects/documents/JosaphatKweka_TDPSession1.ppt

Search 2: Words used “trade textiles poverty south Africa”

- There are no links to CUTS documents until page six of google which has a link to the CUTS London website. This says it links to the London seminar noted in Search 1. above (<http://www.cuts-london.org/projects/documents/TDP-Session1.pdf>) but actually, and more usefully, links to the TDP Project: *Linkages between trade, development and poverty reduction (TDP)* <http://www.cuts-london.org/projects/project2.html> This page has links to the UK dialogues/seminars and the Integrated Framework seminar in Geneva and at the bottom there is a link to the central TDP website.

¹ The exception to this rule might be very large international/multilateral organisations like the World Bank, ADB, OECD, etc. but even in the case of these organisations, searchers may forget to check their websites.

Search 3: “trade poverty fisheries”

- There are no links to the CUTS CITEE or TDP websites in pages one to six of google.
- The first item on page one of google brings up powerpoint presentation on fisheries and textiles from the TDP partner in Cambodia. [www.eicambodia.org/events/upfile/Trade Povety link Samsen.pdf](http://www.eicambodia.org/events/upfile/Trade_Povety_link_Samsen.pdf)
- The second item on page one of google is a link to the CUTS London seminar “Emerging trends in trade, development and poverty linkages: Implications for the Doha Round”: <http://www.cuts-london.org/projects/documents/TDP-Session2.pdf>
- Last item on page four has a link to the CUTS report on the Cambodian national dialogue meeting in 2006. <http://www.cuts-citee.org/PDF/ND-Cambodia.pdf> The report provides no links to the CUTS website, nor to the Cambodia TDP sectoral studies.

Search 4: Word used: “trade poverty shoes”

- The second item on page 2 of google has link to CUTS CITEE website that takes you to the TDP Newsletter: “Linkages between Trade, Development & Poverty Reduction” <http://www.cuts-citee.org/PDF/tdp-insert-eq-32-A.pdf> The last page of the newsletter provides an overview of the TDP project but no weblink to the project website.

If searchers for TDP studies know that CUTS has produced research on the issue the results are better.

Search 5: Words used: “CUTS research papers trade”

- This brings up two links at top of page one. The first is a link to the TDP project page, www.cuts-london.org/projects/project2.html - 17k (see notes under Search 2). The second is a link to the CUTS CITEE home page which has a direct link to a paper: “Trade and Poverty Linkages: a case study of the poultry industry in Bangladesh” as well as a link to the first book synthesising the findings from the country background papers: “Trade-Development-Poverty Linkages: Reflections from Selected Asian and Sub-Saharan Countries.”
- Although the link appears to be to the whole book, and the index includes each of the country studies, the document only contains the overview chapter. Unfortunately, there are no references in this chapter to the specific titles of the country background papers, nor any weblinks to take the reader straight to them.²
- Under “What’s New: Advocacy Documents” the home page also has a link <http://www.cuts-citee.org/pdf/ADV08-16.pdf> to the overview paper on the sectoral/perception studies entitled “How Does Trade Lead to Development and Poverty Reduction: evidence from the field”. Again this contains no references or weblinks to the original country studies.
- Theoretically a reader could navigate back to the CITEE home page and from there try to find the relevant TDP project pages.

Even when a researcher arrives at the CITEE home page, getting to the TDP website is not straightforward. A diagram outlining the difficulties is provided in Appendix 4(B).

- The first step is easy – clicking on research.
- The next step requires a choice between “WTO issues”, “Developmental Issues” and “Regional Economic Cooperation” – not too difficult
- After this, the website assumes that users have a thorough knowledge of CUTS projects, which is highly unlikely. Thus the first choice needs to be made between “past projects” and “ongoing projects”.
- Even assuming a correct guess is made for “ongoing projects” the next choice will be baffling as it is between a list of acronyms which no explanation. The only way to reach the right choice on the list “TDP” would be by trial and error, at which point, having experimented with “MINTDEV”, “I&PPG” and “GRANITE II” many people will give up.

² The website has been updated since this search was carried out and the two synthesis volumes are now

- Those with persistence will reach “TDP” and find themselves on the TDP homepage. Here the choices are between “Research report”, “Discussion papers”, “Briefing papers”, and “Case Studies”.
- After choosing “Case Studies” the researcher will arrive at a small grid with links to studies that have no titles but are referred to as, for example, “Bangladesh 1 & 2”, “India 1 & 2”, etc.

It is likely that only those involved in the project, CUTS staff and partners and the occasional evaluator would ever get this far!

Conclusion

The TDP website needs urgent remedial action to make it more user-friendly and ensure that the research generated by the project is easily accessible.