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KNOWLEDGE TRANSFER FOR BLUE GROWTH

Supporting Marine Research Knowledge Exchange for Blue Growth

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The COLUMBUS Project

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Type:	**H2020 CSA, BG11-2014**
Number of partners:	**26**
Duration:	**36 months (Mar 2015 – Feb 2018)**
Budget:	**€4M**
BIM:	Coordinator
AquaTT:	Strategic and Operational Leader & Project Manager

"Ensure that **applicable knowledge** generated through EC-funded science and technology research can be **transferred effectively** to **advance** the governance of the marine and maritime sectors while improving competitiveness of European companies and **unlocking the potential** of the oceans to create future jobs and economic growth in Europe (**Blue Growth**)"

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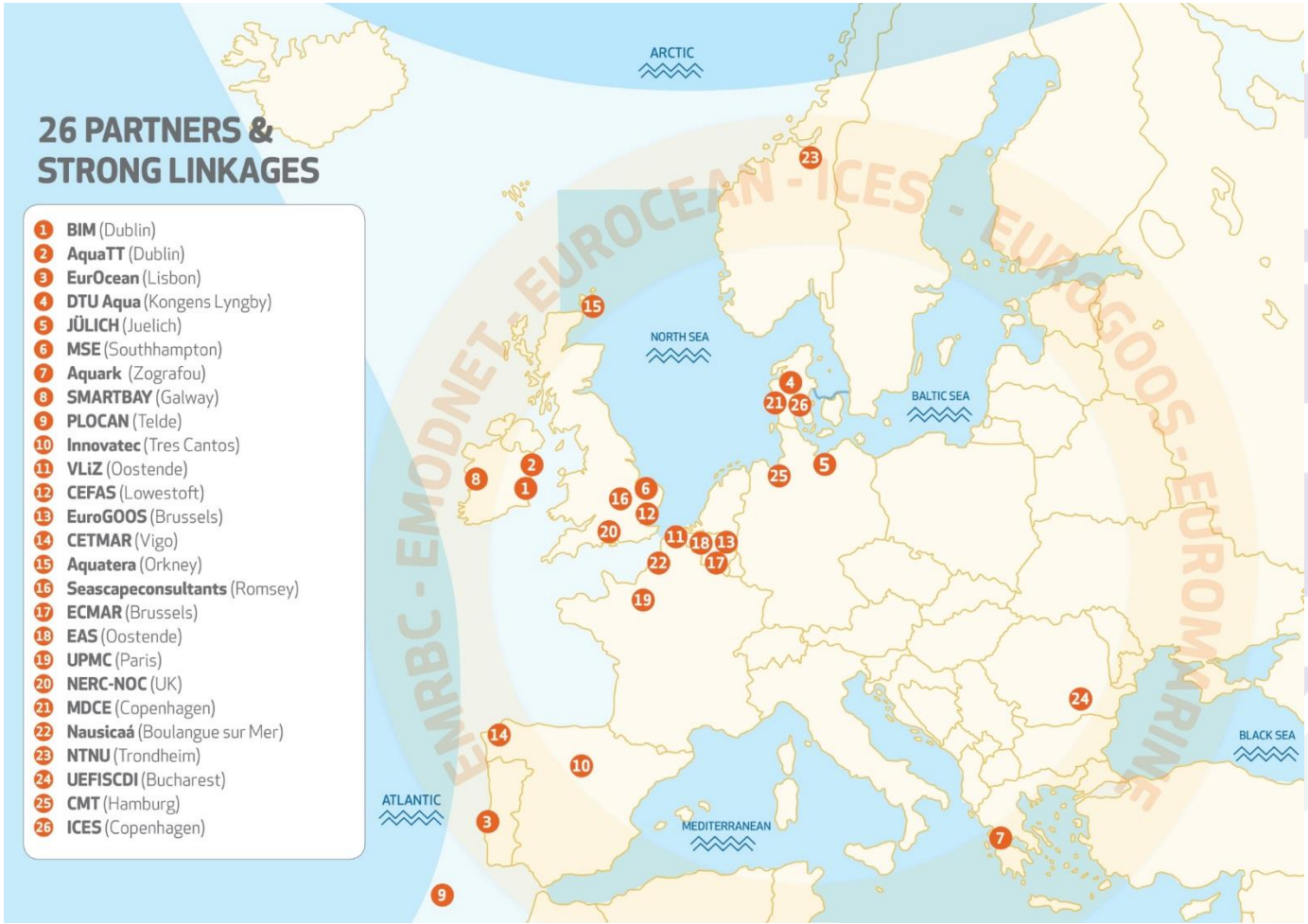

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Project Design

Reverse engineered to be impact-focused

Measurable evidence that COLUMBUS Knowledge Transfer results in contribution to Blue Growth

Focus on Blue Growth/MSFD Needs

Will not collect the universe, rather go "knowledge mining" of projects for potential knowledge that will have an impact

Ensuring a critical mass

Nine KT Fellows working full-time over two years

A multidisciplinary, multi-organisation partnership

Mixed skill sets and mandates to enable Knowledge Transfer

Legacy

Key actions that ensure there is a legacy resulting in continued Knowledge Transfer activities going forward

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COLUMBUS Methodology

Building on experience and lessons learned…

- Collection is time-consuming
- Retrospective collection by a 3rd party is extremely challenging
- Funding Agencies are best placed to ensure high quality collection
- Quality of information collected is critical for successful KT
- The publishing of Knowledge Outputs does not result in KT

….tools and resources

- Marine Knowledge Gate and new EC Information Sharing Portal
- Step-by-Step Knowledge Transfer Guide

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Five Simple Steps

Step 1: Knowledge collected or identified
Step 2: Knowledge is assessed, and prioritised according to need
Step 3: Target User profiled
Step 4: Planning and framing end-user focused KT activities
Step 5: Carry out KT, and measure impact of, activities

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Current Status

- **Internal training courses completed/planned**
  6-7 October 2015, Dublin, IE (Fellows)
  12-13 July 2016, Vigo, ES (Partnership)
  10-11 October 2016, Dublin, IE (Fellows)

- **Defined knowledge needs across nine sectors:**
  Aquaculture ▪ Fisheries ▪ Biological Resources
  Physical Resources ▪ Transport and Logistics
  Monitoring and Observation ▪ Tourism
  Environment and Futures ▪ Governance and Management

- **1,190 KOs from 118 prioritised, marine FP7 projects (of 514)**

- **465 exploitable results from 31 Oceans of Tomorrow projects published via EC Information Sharing Platform on Marine and Maritime Research**

- **Evolving, efficient and effective methodology**

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Considerations

Terminology and Understanding

There is a significant misunderstanding of terminology that leads to confusion.

Knowledge Transfer | Knowledge Exchange |Knowledge Management | Technology Transfer | Science to Policy | Dissemination | Research Outputs | Knowledge Outputs | Deliverables | Impact | Value Creation

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Considerations

Roles and Responsibility

Whose job is it to drive the process of Knowledge Exchange/ Transfer?

Researchers are under increasing pressures and currently Knowledge Transfer is not high on the priority list.

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Considerations

System

Public funding agencies increasingly want to see Knowledge Transfer and Exploitation of results.

Fit for purpose reporting processes now need to be set in place to monitor and ensure KT activities are carried out effectively and success measured.

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Considerations

Metrics

Scientific Publications are still the main priority for researchers and research organisations as evidenced by criteria for career progression.

To change the system you need to change the incentives and recognise efforts that ensure science results in societal benefits.

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Education and Science Culture

Scientific 3rd Level Education should include more training that better ensures students;

a) *Appreciate the important role of science in society*
b) *Have a deeper understanding of industry and policy environments*
c) *Are able to communicate the relevance of their research to society*
d) *Acquire Knowledge transfer skills that enable them to "bridge the gap" and richly engage with end-users*

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Project Legacy

Towards the end of a project, the coordinator, partners and funding agency are all already moving on – what about the knowledge that was generated, what about follow up to KT activities?

New post-project mechanisms are needed to close out the innovation lifecycle and ensure intended impacts are achieved.

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Considerations

Time, Effort & Competence

To be most effective, whoever is taking on the task of carrying out KT needs to have enthusiasm for the task, as to be successful is extremely challenging and in many cases time consuming.

The ideal profile of a KT specialist is someone who is open-minded, inquisitive, passionate, diligent, a good communicator and knows they don't have all the answers to succeed but knows where to find someone with the answer….

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