

Deliverable 6.4 – Press releases

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Acronym: MarineTT

**Title: European Marine Research Knowledge Transfer and Uptake of
Results**

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4. Introduction

The MarineTT project – European Marine Research Knowledge Transfer and Uptake of Results – is an FP7 Coordination and Support Action (February 2010 - July 2012) that has been piloting new methodologies and tools for capturing, analysing and transferring knowledge from past and in-progress EC projects from the 6th and 7th Framework Programmes (FP6 and FP7 respectively). MarineTT has thus focused on the collection, analysis and synthesis of ‘Knowledge Outputs’ (KOs) of marine-related European funded projects in the form of exploitable results, rather than the promotion of the projects per se.

As stated in the MarineTT Project Promotion Plan (Deliverable 6.1), promotion and dissemination activities of the MarineTT project, include both (a) the promotion of the MarineTT project and (b) the dissemination of, at least, part of the potential transferable knowledge identified in the FP6 and FP7 marine science and technology funded projects analysed through MarineTT. WP6 activities pursue the following objectives (as established in the MarineTT Promotion and Dissemination Plan):

- Raising public and sectorial awareness of the MarineTT project, its objectives, results and progress;
- Promoting the MarineTT project activities, its major events and disseminate the products developed during the MarineTT project;
- Disseminating the potential transferable knowledge identified in the FP6 and FP7 marine science and technology funded projects analysed through the MarineTT activities.

Press Releases are described in the Project Promotion Plan as a promotion materials used to effectively promote the MarineTT project, its objectives and its major products, such as the MarineTT Methodology for Knowledge Management and Transfer and the Marine Knowledge Gate 1.0, which provides easy access to potential transferable knowledge from FP6 and FP7 marine science and technology funded projects. Major events organised by MarineTT for stakeholder consultation have been also promoted through corresponding Press Releases. Deliverable 6.3 “Press releases” provides a description of the seven Press Releases of the MarineTT project.

5. Aim and Scope of the Press Releases

The aim of the Press Releases (in common with other promotion materials listed in the MarineTT Promotion and Dissemination Plan) is to ensure that industry, civil society organisations, policy-making authorities, and the wider community are aware of the project, its objectives and outcomes. Thus, press articles promoting major MarineTT activities were released at strategic times, coinciding with the achievement of major project milestones, as shown in *Table 1* below, which provides all the Press Releases by the two reporting periods of the MarineTT project:

- 1st Reporting Period: February 2010 – January 2011
- 2nd Reporting Period: February 2011 – July 2012

Note that due to the six-month extension granted to the project resulted in a change in the due delivery dates of some press releases (see DoW amendment for details) and this changes are shown in *Table 1*.

Period	Delivery date in DoW	Actual delivery date	Comments
1	month 1 (Feb 2010)	Feb 2010	
	month 6 (Jul 2010)	Dec 2010	Delivery postponed until MarineTT online survey definitely closed and final figures available
	month 12 (Jan 2011)	Jul 2011	Delivery postponed until results from analysis of MarineTT online survey responses available
2	month 24 (Jan 2012)	Mar 12	Delivery postponed until a major MarineTT product was launched – Marine Knowledge Gate 1.0
	--	May 12	2 non-contractual Press Releases were delivered during the 6 months extension of the project to promote the MarineTT consultation process (1 st MarineTT Stakeholder Workshop) – one press release to announce the workshop and another to promote the outcomes of discussions.
	month 30 (Jul 2012)	Postponed until all MarineTT products are finalised.	Final Press Release postponed until all products are finalised (after completion of the project).

Table 1. MarineTT Press Releases by Reporting Period

Press Releases were distributed to different media channels that were identified and selected according to target audience and cost. They were also sent to the AquaTT and EurOcean e-newsletter subscribers, as well as to the new subscribers of the MarineTT project (around 6.000 subscribers from AquaTT e-services and 3.000 subscribers from EurOcean). All MarineTT Press Releases are downloadable from the “Media Centre” section of the MarineTT website¹.

6. Press Releases for Period 1

As may be seen in *Table 1* above, three contractual Press Releases were assigned to the first period of the MarineTT project:

- The first press article “MarineTT - Innovating to unlock the potential of European marine research” was delivered in February and March 2010 in order to announce the start of the MarineTT project. The first Press Release was distributed via AquaTT training news and EurOcean News. It was distributed at conferences, workshops, and meetings (see *Annex 1* for the Press Release layout).
- The release of the second press article “MarineTT - Analysing the Knowledge Outputs from the MarineTT Survey” was postponed until December 2010, when final figures from the MarineTT online survey (first major MarineTT task) were available. This Press Release took also advantage of the momentum created by the Ostend Declaration, in which the need for improved access to European Union research results was highlighted, to emphasize the relevance of the MarineTT project (see *Annex 1* for the Press Release layout).
- The third press article, due in Jan 2011 (month 12, in accordance with the DoW), was carried over into the second period of the MarineTT project until results from analysis of MarineTT online survey responses available (refer to heading on ‘*Press Releases for Period 2*’ below).

An assessment of media channels was performed prior to the second Press Release (in November 2010). The selection of media channels was done according to target audience and cost. The Press Release was finally distributed to Alfa Galileo², Atlantic Area newsletter, The CoastNet Magazine - The Edge, and SeafoodSource.

¹ Links to Press Releases in MarineTT website: <http://www.marinett.eu/media-centre/press-releases/>;

² Link to second MarineTT press release in Alpha Galileo:
<http://www.alphagalileo.org/ViewItem.aspx?ItemId=91916&CultureCode=en>

7. Press Releases for Period 2

Four press articles were released in the second period, three of which were contractual (January 2011 from the first period; January and July 2012 from the second period, as per DoW amendment) and one non-contractual. There will also be a final press release once all MarineTT products are finalised.

- The third press article on “Key Insights into European Marine Research” was postponed until July 2011, when preliminary results and recommendations from the knowledge analysis process (in WP3) were available, including also the feedback from the MarineTT Brussels Showcase (June 2011) from representatives of DG MARE, DG RTD, DG ENV, major European and national marine research institutions, as well as consultancy companies in European marine affairs (see *Annex 2* for the Press Release layout). It was finally released in CORDIS Wire³, Ecsite e-news⁴ and MegaPesca.
- The fourth press article on the Marine Knowledge Gate 1.0 launch “Marine Knowledge Gate - The Key to Pandoras Box” was distributed in March 2012 through CORDIS Wire⁵, and OceanSp@ce⁶, and included in the Spring-Summer 2012 issue of the FarneTT Magazine⁷, in the Jun 12 issue of the Aquaculture Europe Magazine, and it was released in the Apr/May 12 issue of the EAS-SG newsletter (see *Annex 2* for layout of this Press Release in these media channels).
- The fifth press article announcing the 1st MarineTT Stakeholder Workshop “From Marine RTD to Measurable Value Creation” was released in May 2012 through CORDIS Wire⁸ and OceanSp@ce⁹, and announced in the calendars of JPI Oceans¹⁰ and Aquaculture Europe¹¹ (see *Annex 2* for the Press Release layout).

³ Link 3rd PR in CORDIS Wire: <http://cordis.europa.eu/wire/index.cfm?fuseaction=article.Detail&rcn=29687>

⁴ Link 3rd PR in Ecsite e-news: <http://us2.campaign-archive2.com/?u=9b8270cbd9809841084ff9bb1&id=a1d97d1241&e=b3f840c1db>

⁵ Link to 4th PR in CORDIS Wire: <http://cordis.europa.eu/wire/index.cfm?fuseaction=article.Detail&rcn=27347&rev=0>

⁶ Link to 4th PR in OceanSp@ce: <http://www.oceanologyinternational.com/page.cfm/action=Archive/ArchiveID=1/EntryID=2834> (no longer available)

⁷ Link to 4th PR in FarneTT magazine (issue n°6, spring-summer 2012, p.):

https://webgate.ec.europa.eu/fpfis/cms/farnet/files/documents/FARNET_Magazine_06_EN_0.pdf

⁸ Link to 5th PR in CORDIS Wire: <http://cordis.europa.eu/wire/index.cfm?fuseaction=article.Detail&rcn=30288&rev=0>

⁹ Link to 5th PR in OceanSp@ce: <http://www.oceanologyinternational.com/page.cfm/action=Archive/ArchiveID=1/EntryID=3118> (no longer available)

¹⁰ Link to 5th PR in JPI Oceans calendar: <http://www.jpi-oceans.eu/servlet/Satellite?c=Arrangement&pagename=jpi-oceans%2FHovedsidemal&cid=1253977528119&p=1253960389458>

¹¹ Link to 5th PR in Aquaculture Europe calendar: <http://www.easonline.org/events-diary/view/267/122> (no longer available)

- The sixth press article on the results of the 1st MarineTT Stakeholder Workshop and announcing the 2nd one on “How to get more Innovation from Research” was released by end of May 2012 in CORDIS Wire¹² and beginning of June 2012 in JPI Oceans News¹³ (see *Annex 2* for the Press Release layout).
- There will be a final press release summarizing main MarineTT findings and providing links to major MarineTT products after the completion of the project and once all the MarineTT products are finalised. This will be sent to the media channels which benefited from previous Press Releases, including CORDIS Wire. It is anticipated that this final Press Release, devoted to promoting the MarineTT products and tools to the wider European research and policy communities, has the capacity to make genuine impact and show research communities some ways (along with specially designed tools) of maximizing and capitalizing on their research results.

¹² Link to 6th PR in CORDIS Wire: <http://cordis.europa.eu/wire/index.cfm?fuseaction=article.Detail&rcn=30627&rev=0>

¹³ Link to 6th PR in JPI Oceans News: <http://www.jpi-oceans.eu/servlet/Satellite?c=Nyhet&pagename=jpi-oceans%2FHovedsidemal&cid=1253978222638>

Annex 1. Layouts of the MarineTT Press Releases for Period 1

- 1st Press Release “Innovating to unlock the potential of European marine research”



2010

MarineTT – INNOVATING TO UNLOCK THE POTENTIAL OF EUROPEAN MARINE RESEARCH

Knowledge is a major source of competitive advantage in business. European marine research projects could play a pivotal role in the sustainable development of our natural resources and in knowledge-based ocean governance. The European Commission has funded almost 600 marine research projects through the 6th and 7th Framework Programmes, worth more than €1.1 billion, which represent a significant financial and human investment in marine research and development.

However, a considerable proportion of this potentially valuable knowledge is idle because key stakeholders are not aware of its existence. Not all of the new knowledge generated has had the expected impact, largely due to the familiar obstacles impeding knowledge transfer between research institutions and third parties.

The new **MarineTT** project (FP7) - European Marine Research Knowledge Transfer and Uptake of Results – will step up to the challenge to unlock the knowledge potential of previously funded research activities using an innovative approach to address the acknowledged problem of information and data rescue. **MarineTT** will design, trial and refine an analytical matrix which will evaluate the cost and benefit of transferring knowledge from the knowledge triangle, which includes innovators, researchers, and educators. **MarineTT** activities will extract research outcomes with a view to identifying what knowledge can be transferred for exploitation and to connect and transfer knowledge to key stakeholders.

MarineTT will make a real contribution to improved access to European Union research results for industry, multipliers, the civil society, and policy-makers. It will lead to increased visibility and uptake of research results, data and analysis in the economy and in society, including in policy design and implementation. Project partners AquaTT and EurOcean will refine and improve databases and info-bases, starting with the EurOcean Internet portal.

Using the most appropriate, cost-effective channels and instruments, **MarineTT** will make knowledge accessible for professional use, to exploit this in novel and innovative ways in close cooperation between researchers, communication professionals and end-users.

If you would like to arrange an interview with the **MarineTT** project team, please contact Cristina Costa, to arrange a suitable time (Tel. +351 213924497; email: Costa.Cristina@fct.pt).

- 2nd Press Release “Analysis the Knowledge Outputs from the MarineTT Survey”

MarineTT news

2010

ANALYZING THE KNOWLEDGE OUTPUTS FROM THE MARINETT SURVEY

MarineTT is a timely EC 7th Framework Programme support action in line with the recently approved **Ostend Declaration**, in which the European marine and maritime science and technology community call upon the European Union and its Member and Associated States “to establish appropriate mechanisms to keep under review current marine and maritime research programmes and projects with a view to enhancing their impact by (i) exploiting the results of this research; and (ii) identifying existing and emerging gaps”. MarineTT aims to make a real contribution to improved access to European Union research results as “to facilitate policy development, decision making, management actions, innovation, education and public awareness” (Ostend Declaration, 2010).

In order to gain a comprehensive overview of the knowledge generated by EU funded marine research, the **MarineTT** partnership has surveyed, with the support of the European Commission, approximately 500 marine-related FP6 and FP7 projects, from which approximately 39% have replied. Detailed information on the main knowledge outputs and their potential impact to the environment, education, policy makers, industry and the scientific community has been acquired. The MarineTT team is currently analyzing the responses to the surveys, and they will identify knowledge items from the projects which have a high potential impact if transferred. Expert groups will evaluate the results of the analysis and give recommendations for transfer.

The next stage of the **MarineTT** project will be to consult with key stakeholder groups, who will validate the recommendations of the knowledge analysis. Those knowledge outputs deemed as having high potential impact will be then transferred to target audiences by using appropriate tools and mediums in order to maximise the impact of Europe’s RTD efforts in the marine sector.

More information on the **MarineTT** project activities can be found at the website: www.marinettt.eu

Annex 2. Layouts of the MarineTT Press Releases for Period 2

- 3rd Press Release “Key Insights into European Marine Research”



UNLOCKING MARINE KNOWLEDGE (JULY 2011)

In line with the vision of an Innovation Union (Europe 2020) with open access to publicly funded research results to foster exploitation, particularly among the marine and maritime community (Ostend Declaration, 2010), **MarineTT** is a timely EC 7th Framework Programme Support Action that aims to make a real contribution to improved access to EU marine research. In view of a clear demand to show demonstrable impact from research, MarineTT is developing an improved methodology for knowledge capture and transfer. This innovative approach to unlocking marine knowledge involves a key change of focus from the promotion of research projects per se, to the singling out of ‘Knowledge Outputs’ that targeted end-users can adopt and/or exploit.

A broad overview of the knowledge generated by EU-funded marine research has been gained by surveying approximately 500 FP6 and FP7 marine projects, from which more than 700 ‘Knowledge Outputs’ from almost 200 projects have been extracted, based on project coordinator responses. A significant effort has also been made to further explore, complete and cluster the information provided, which has also been reviewed by project coordinators and validated by external experts from different sectors and backgrounds (industry, policy and research).

The preliminary results and recommendations from this knowledge analysis process have recently been presented at a showcase in Brussels (June 2011) to representatives of DG MARE, DG RTD, DG ENV, major European and national marine research institutions, as well as consultancy companies in European marine affairs. The showcase acted as a forum for key individuals at European level to provide MarineTT with feedback and insight, raising awareness at the same time. The relevance of the work being done through MarineTT was generally acknowledged by the attendees as *very useful, not only to SMEs, policy makers and industry, but also to marine scientists in order to gain an understanding of what has been done in European marine research until now, and also the possible use of these research results to improve not only marine research, but also to better inform policy and facilitate knowledge transfer in all relevant marine areas such as climate change, marine renewable energy and environmental monitoring.*

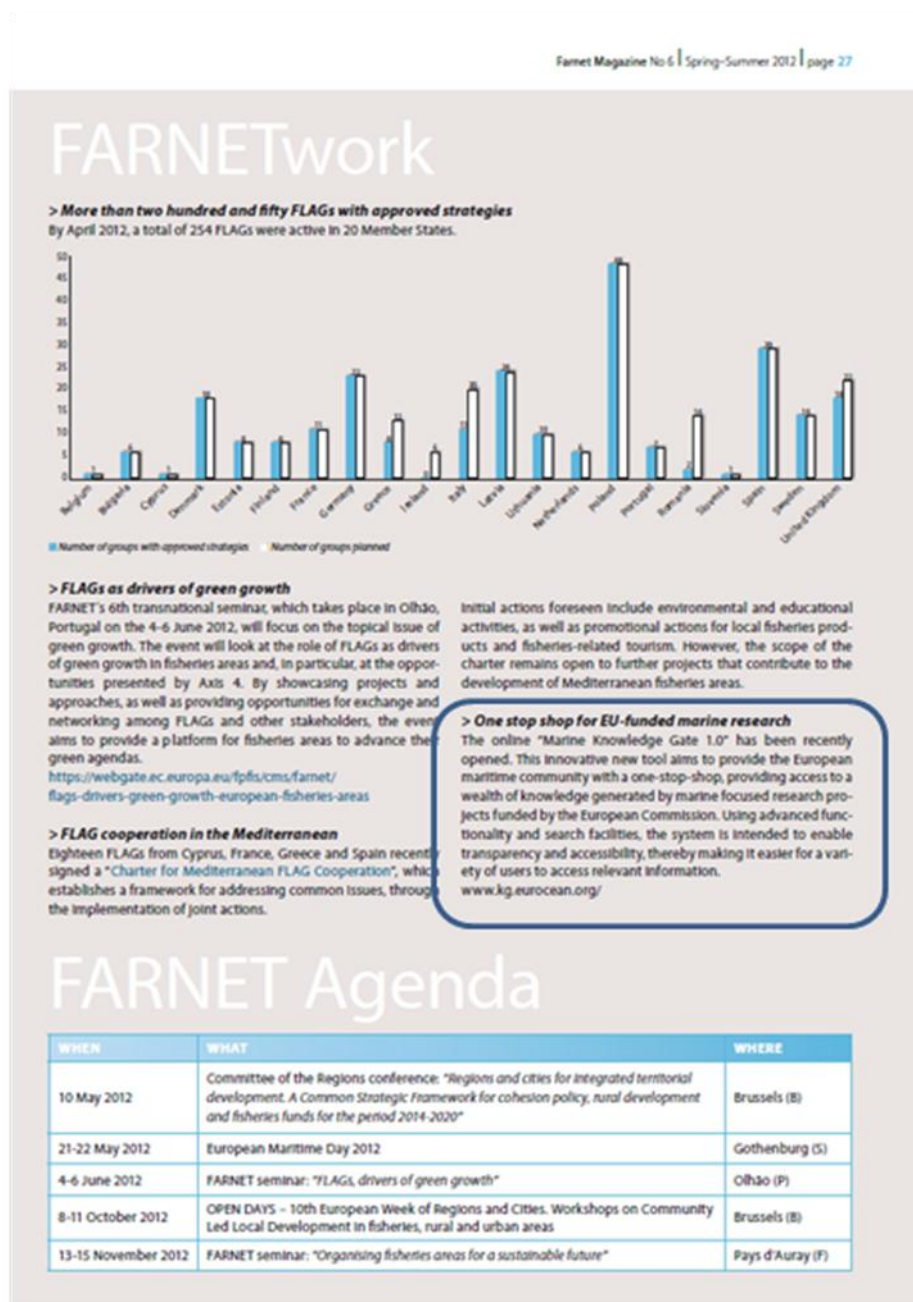
The next stage of MarineTT will be to profile primary end users of the ‘Knowledge Outputs’ deemed as having high potential impact. This exercise will pave the way for successful transfer of high potential ‘Knowledge Outputs’ to target audiences by using appropriate tools and mediums in order to maximise the impact of Europe’s RTD efforts in the marine sector. For more information on **MarineTT**, please visit: www.marinettt.eu. To access the Brussels showcase presentations please visit: <http://www.marinettt.eu/documentation/>.

For press queries, please contact: Maica Garriga, Science Officer, EurOcean, Lisbon, Portugal
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4th Press Release “Marine Knowledge Gate - The Key to Pandoras Box”

In FarnetTT



RESEARCH FOCUS

MARINE KNOWLEDGE GATE

THE KEY TO PANDORAS BOX (MARCH 2012)

The MarineTT project consortium (AquaTT & EurOcean) launched the online "Marine Knowledge Gate 1.0" on the 8th of March 2012.

The innovative Marine Knowledge Gate aims to provide the European marine community with a one-stop-shop to a wealth of knowledge generated from marine focused research projects funded by the European Commission. Using advanced functionality and search facilities, the system is intended to enable transparency and accessibility thereby making it easier for a variety of users to access relevant information easily.

The launch of the Marine Knowledge Gate marks a significant milestone for the European Commission funded FP7 Support Action "MarineTT" (European Marine Research Knowledge Transfer and Uptake of Results). The Marine Knowledge Gate is accessible via the MarineTT website (<http://www.marinet.eu/>).

Conceptually, the system is innovative in that it not only contains a profile of each research project, but it also contains information about the "Knowledge Outputs" of the research activity in a non-technical language. In addition, the Marine Knowledge Gate also suggests potential users and applications of the knowledge outputs. In doing so, the Marine Knowledge Gate goes a significant step further down the innovation cycle by making it easier and faster for end-users to assess relevancy of research results and then connect with research consortia.

"Europe is facing a lot of challenges in the current financial climate and many people see innovation through exploitation of pioneering research as a tool to help Europe become more competitive and sustainable. However, major challenges exist in realising the potential of research, such as inaccessibility to the knowledge outputs from research, lack of understanding of the applications of knowledge to different end-users, ineffective knowledge transfer and many more. The Marine Knowledge Gate is the first step in trying to address some of these challenges by creating a repository where hopefully in the future all "knowledge outputs" from public marine research can be stored." David Murphy, MarineTT coordinator, AquaTT Manager.

Over the course of 18 months the MarineTT consortium carried out a detailed analysis of information provided from coordinators of 148 marine research projects funded under the European Commission FP6 (2002-2006) and FP7 (2007-2013) research programmes. Marine Environmental Themes covered by the analysis included marine environmental management, energy, climate change, fisheries and aquaculture.

All knowledge outputs have been validated by external experts representing industry, policy and the science



community. The experts assisted in identifying relevant end-users and potential applications of the knowledge outputs. The end result is that the Marine Knowledge Gate contains almost 600 validated

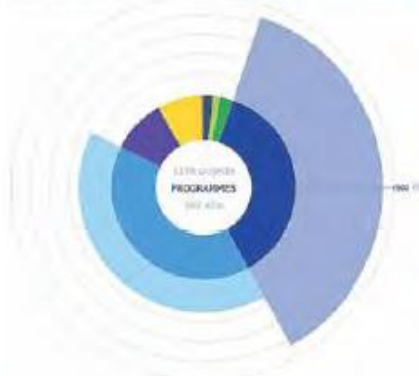
"Knowledge Outputs" searchable by project or programme, by knowledge type (prototype, scientific publication, book/review, case study, etc.), by potential end user (Education & Training, Environmental Managers & Monitoring, Industry, Policy/Decision Makers etc), Sectors to Benefit and availability of the knowledge output in the public domain. For instance, An Ocean energy SME looking for commercial opportunities

MARINE KNOWLEDGE GATE 1.0

The Marine Knowledge Gate is an innovative tool which provides an inventory of European funded Marine Science and Technology Projects and their Knowledge Outputs. The tool is accessible via the MarineTT website (<http://www.marinet.eu/>).

Projects and Knowledge Outputs per

EUROPEAN SUPPORT ACTION



can search for prototypes under the Ocean Energy sector. All relevant prototypes are listed with a basic description about the output along with contact details for the project coordinator.

"The Marine Knowledge Gate is an upgrade of the existing EurOcean Infobase on European funded projects that, through the MarineTT Project, has greatly improved the availability of information/knowledge and made it more easily searchable to a broad spectrum of end users. This is a new innovative tool dedicated to transfer information on European marine research projects and their 'Knowledge Outputs'. By providing open access to this information, the Marine Knowledge Gate promotes the market take-up of innovation and hence contributes to HORIZON 2020's objectives". EurOcean Executive Director, Telmo Carvalho



The Marine Knowledge Gate responds to a need to realise the full potential of the outputs of marine research. "We need to get more innovation out of our research. Cooperation between the worlds of science and the world of business must be enhanced, obstacles removed and incentives put in place" Europe 2020 Flagship Initiative Innovation Union COM(2010) 546 final. The European Commission have highlighted the need for improved systems and methodologies for knowledge capture and transfer. MarineTT is paving the way by providing an innovative approach to knowledge capture, analysis and transfer which is vital for realising a more innovative Europe.

The "Marine Knowledge Gate" is only one aspect of the work of the MarineTT project which aims to develop new methodologies, tools and insights that will help improve the transfer of knowledge to application resulting in tangible impact. This project also intends to take high potential "knowledge outputs" identified in the projects and carry out targeted and customised knowledge transfer to a variety of end-users (policy, industry and scientific community) and measure the uptake and impact. For more information visit www.marinet.eu

For press queries, please contact: Maica Garriga, Science Officer, EurOcean, Lisbon, Portugal

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MEMBER NEWS

A second Premium Sponsor for EAS

Having enjoyed the support of MSD Animal Health as its only Premium sponsor for some years, the European Aquaculture Society (EAS) is pleased to announce that SINTEF Aquaculture and Fisheries will become its second Premium Sponsor from July 1.

While EAS actively targets sponsors for its annual Aquaculture Europe event, the Premium Sponsors show their support of the society 'as a whole' – and specifically of its objectives – with a financial contribution that allows EAS to offer reduced membership fees for young persons and for those working in relatively low income countries.



partners in EU. This sponsorship makes clear our commitment and we look forward to strengthening our work in EAS through this agreement", says Almås.

The President of SINTEF Fisheries and Aquaculture, Karl Almås, (picture) is pleased to show SINTEF's support for EAS. "Collaboration and participation in EAS is important to us in SINTEF as it is an industrial organization with a strong research focus which is vital to us and our research



The EAS President Elect (becoming President in September), Kjell Maroni is also pleased to have a second Premium Sponsor, especially one from Norway. "It is very good to have a technology oriented research institute as SINTEF from Norway on board as a Premium sponsor. EAS need the contribution from Premium sponsors as an important basis for the economy in addition to normal members", he said. "Premium sponsors are also important to make EAS more known in the aquaculture industry in Europe" he added.

As Premium sponsors, SINTEF will be promoted through the EAS web site and its publications, but also at the AQUA 2012 (September 1-5 in Prague) and AE2013 (August 9-12 in Trondheim).



ASC's new consumer label for responsibly farmed fish

On April 17, 2012, the ASC's consumer label for responsibly farmed seafood was presented. The Aquaculture Stewardship Council (ASC) manages standards for responsible aquaculture. Products bearing the ASC label come from fish farms that have met these standards. The on-pack label demonstrates to consumers that their seafood comes from farms that limit their impacts on the environment and the community. Consumers can from now on easily make a conscious choice to purchase responsibly farmed seafood.

The ASC label is complimentary to the Marine Stewardship Council (MSC) label; which is used on certified and sustainably wild caught fish. With the introduction of the ASC certification program for farmed seafood, an important step is made towards being able to credibly



demonstrate to consumers that all fish sold comes from producers who have worked to limit their impact on the environment. And for ASC products, producers have also demonstrated social responsibility towards their workforce. At present, half of all the seafood consumed is farmed and often more farmed seafood is sold through retail than wild caught.

The first species to be awarded the ASC label will very likely be tilapia and audits are already planned for farms in Indonesia and Honduras. Later in the summer, the ASC label will be present on the packaging of tilapia in various supermarkets in Canada, Germany, The Netherlands, France, Sweden, Denmark and England.

Source: www.ascworldwide.org

Marine Knowledge Gate



The MarineTT Consortium is pleased to announce the launch of the Marine Knowledge

Gate 1.0, which marks a significant milestone for the MarineTT Project (www.marinettt.eu).

The Marine Knowledge Gate <http://www.kg.eurocean.org/> is a new free online tool that not only provides information on marine related projects from different European Programmes, but also on the Knowledge Outputs from the FP6 and FP7 projects that, through MarineTT, had been surveyed, analysed and further validated by a group of European experts. This tool also provides enhanced functionalities allowing searches by project or programme, institution, knowledge type, potential end user and sectors to potentially benefit.

Taking into account the strong demand to show demonstrable impact from EC-funded research (Horizon 2020, Europe 2020), we believe the Marine Knowledge Gate is a timely product responding to the need of realising the full potential of European marine research.

MARINE KNOWLEDGE GATE 1.0

The Marine Knowledge Gate is an innovative tool which provides an inventory of European funded Marine Science and Technology Projects and their Knowledge Outputs. The inventory possesses an advanced search functionality, is regularly updated and is free to use. Please refer to the disclaimer link to view descriptions of terms and methodology.



FAO Aquaculture Photo Library

The Aquaculture Service is pleased to announce the publication on the Internet of the FAO Aquaculture Photo library. The photo library contains more than 1 600 high resolution photos. Many of them come from the FAO historical photo archive and others come from the Aquaculture Service staff. www.fao.org/fishery/photolibrary/home/en/

This online photo library is especially addressed to extension services, aquaculture research centres and educational institutes that can use the photo library to learn more on aquaculture by means of a visual approach. All users are invited to submit their photos.



- 5th Press Release “Key Insights into European Marine Research”



MarineTT Stakeholder Workshop on Barriers to Knowledge Capture and Transfer

On Wednesday 23 May 2012 the MarineTT project will host “An Open Stakeholder Workshop to Explore Challenges to Effective Knowledge Capture and Transfer”. The interactive workshop will take place in the Royal Flemish Academy of Belgium for Sciences and the Arts (KVAB), Brussels. The workshop will feature short flash presentations on the Knowledge Transfer needs from the Key End User Stakeholders Perspective (Policy – EU and Member states and Industry) and the knowledge management experiences of other EU funded projects. The aim of the workshop will be to map the barriers to effective transfer and to develop possible solutions.

Innovation from research is integral to the future growth of the European economy. “We need to get more innovation out of our research. Cooperation between the worlds of science and the world of business must be enhanced, obstacles removed and incentives put in place.” *Europe 2020 Flagship Initiative Innovation Union COM (2010) 546 final.*

MarineTT is a timely FP7 support action that has been piloting new methodologies and tools for capturing, analysing and transferring knowledge from past and in-progress EC projects. The overall aim is to develop improved systems that can measurably demonstrate value creation from research investments.

David Murphy from AquaTT – coordinator of MarineTT explains the need for hosting the event - “Over 24 man months of data collection and analysis have provided a number of insights into the way knowledge from EU funded projects is managed and the barriers stakeholders have encountered in accessing this knowledge. Uptake of the knowledge and ultimately its impact is being compromised by these practices. This event intends to bring stakeholders with a vested interest in knowledge to share experiences which can be used to inform best practice going forward”.

Results of the workshop will be incorporated into a MarineTT “Best Practice Guidelines for Marine Research Knowledge Transfer” which will feed into a 2nd MarineTT Workshop that will broaden the scope of discussion to include the entire knowledge management chain across sectors. Outcomes from both MarineTT workshops will identify commonalities in Knowledge Management barriers and potential solutions which can be used to help inform future research design to ensure impact from research.

For further details on the workshops or any aspect of the MarineTT project contact

David Murphy (david@aquatt.ie, +353 1 644 9008) or go to www.marinet.eu.

- 6th Press Release “From Marine RTD to Measurable Value Creation”

In JPI Oceans News



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Solutions to Effective Knowledge Capture and Transfer discussed at MarineTT workshop

On 23rd May 2012, the MarineTT consortium organised an “Open Stakeholder Workshop to Explore the Challenges and Solutions to Effective Knowledge Capture and Transfer” as a satellite event to the European Commission Green Week. The workshop focused on the barriers that are preventing the uptake of knowledge generated by European funded research and the subsequent effect this has on innovation.

Participants for the workshop were drawn from Industry, Research, and Policy to ensure that all stakeholders in the innovation from research life cycle were represented. A series of presentations set the scene of the various stakeholders requirements for Knowledge Transfer at the Policy level including the EU (Mr. Cornelis Vis - Bureau of European Policy Advisors) and the European Commission (Mr. Arnoldas Milukas - DG Research and Innovation).

Willem De Moor representing JPI Oceans outlined the Knowledge Transfer requirements of JPI Oceans while Dr. Panos Christofilogiannis (Aquark) outlined the Industry needs as determined by the Technology Platforms. Novel approaches to Knowledge Transfer and some barriers to transfer were provided by other initiatives including ICE2SEA, MESMA, Marcom+ and LEI Fisheries Knowledge Groups.

Interactive session on critical barriers

Presentations were followed by an interactive session involving the input of all workshop participants. This exercise generated a map of the four critical barriers/bottlenecks to effective Knowledge Transfer encountered by participants, namely: established Scientific Research Infrastructure and Culture is not designed for rapid and responsive innovation; Lack of capacity/motivation of End Users to uptake results; Research agenda's are not always addressing the needs of the End Users; and a general lack of understanding of how to carry out Knowledge Transfer.




Marine TT workshop

Participants were then broken into three Working Groups (balanced by stakeholder groups) and were tasked with developing options for resolution of these barriers. This phase of idea generation resulted in an initial set of 54 options for resolution of the barriers, which can be separated into several different categories, including: **Institutional Options** (e.g. use different metrics to record impact from research, change incentives to knowledge generators to measure innovation from research, reward good practice, science as a business, etc.); **Structural Options** (e.g. change in design of funding calls, change in duration of projects, calls to focus on end users, involve end users in setting agenda, etc.); **Strategic Options** (e.g. develop a universal definition of Knowledge Transfer, early identification of end users, provide training in Knowledge Management, reduction in bureaucracy; and **Communication Options** (e.g. sharing of results, increased transparency, relationship/trust building, open access, public consultation, easy access, common resources etc.). The outcomes of this exercise will be further developed to become part of the MarineTT Best Practice Guidelines on Knowledge Transfer of Research Results.

Follow up workshop

A follow up workshop will be held in early July to further develop the barriers and solutions identified during this workshop and will be broadened to include participation from other research sectors. Further details will be provided on the [MarineTT website](#).

Those with an interest in improving knowledge exchange between Industry, Policy and Research are invited to join the [MarineTT Marine Knowledge Transfer Linked In Group](#).

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