

# MarineTT



Unlocking  
Marine  
Knowledge



AQUATT *eurOcean*



07/06/2011

MarineTT Showcase – Brussels 7<sup>th</sup> June 2011



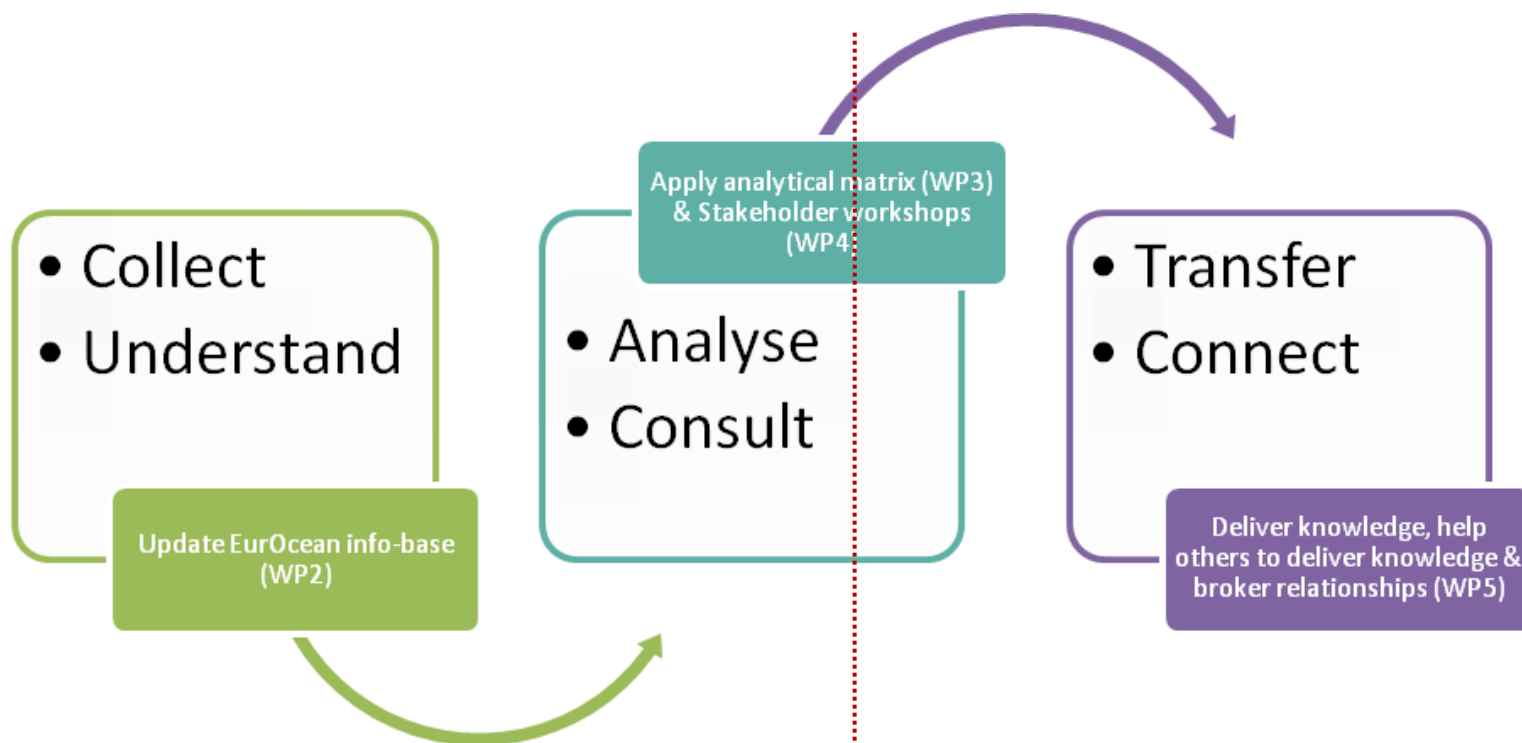
## Phase 3: Knowledge Transfer

David Murphy  
AquaTT Manager  
MarineTT Coordinator

## Phase 1

## Phase 2

## Phase 3



**Current Status**

# Objectives of Phase 3

## Knowledge Transfer

- a) To meet the overarching objective of MarineTT – to disseminate EU Marine research results
- b) To transfer marine research outputs to end users who can make best use of those outputs
- c) To tailor package knowledge so its ready for uptake by the end user
- d) To develop and make use of the latest tools, resources and communication channels at a minimal cost and for maximum impact
- e) To measure the impact of the uptake of knowledge

# Anticipated Results

**The knowledge and exploitable results will be packaged and transferred;**

- To facilitate and accelerate the commercial application of research results (industry);
- To support evidence-based policy making (policy makers)
- To inform and direct further research (the research community);
- Provide accurate scientific knowledge to organisations with a mandate to communicate environmental messages to the public (Communicators e.g. NGOs, Governments).
- To measurably show a return on investment in RTD

# Step 1: Knowledge Grouping

1. Select high potential knowledge from each theme (selected in Phase 2)
2. Identify Primary End User(s)
3. Identify if knowledge can be clustered or stand-alone for transfer
4. Identify if same knowledge needs different delivery methods (e.g. Due to cultural differences or different audiences)

# Step 2: Suitable Methods for KT

**Objective: Ensure that any knowledge transfer results in uptake and exploitation**

1. Analysis per unit or group of knowledge to identify capacity of primary end user(s) to be able to uptake the knowledge and exploit it (i.e. Competence, financial resources, motivation)
2. Identify Indicators to be able to assess the outcome of knowledge transfer and impact



# Step 3: Customisation of Knowledge

1. Customisation of any knowledge to suit end user(s) preferences and needs
2. Realisation that even similar sub-groups of end users may have different needs
  - Language
  - Translation
  - Technical focus
  - Mediums (web based, electronic, publishing, face 2 face {workshops, training, conferences} etc.



# Knowledge Transfer Categories

A

- Transfer using existing or newly developed dissemination tools/channels

B

- Knowledge Transfer in collaboration with multipliers

C

- Knowledge Transfer between Knowledge Generators and primary lead users who can exploit (upscaling, investment, commercialisation)

# Key Challenges for Knowledge Transfer

- Identifying the most appropriate multipliers
- Transferring the maximum number of high potential knowledge outputs cost effectively
- Ensuring the most appropriate communication medium is used to maximise the probability of uptake by the end user
- Devising a suitable system to measure the impact of knowledge uptake

# End Result

- Multiple Case Studies to demonstrate effective knowledge Transfer
  - Measurement of KT outcome
  - Measurement of KT Impact using indicators
  - Cost:Benefit analysis of investing in customised KT

# Working with Others

- Other EC funded initiatives
  - MARCOM+, AQUAINNOVA, MG4U, CLAMER, INTRANEMMA, AQUATNET
  - New Fisheries Project, Sea4Society
- Technology Platforms (EATiP, EFTP etc)
- ERA-NETS, JPI's
- MS Organisations with Knowledge Transfer Competence (Multipliers)

# Next Steps

- Begin Phase 3:
  - Developing action plans for selected case studies
  - Map “Output” Value Chains
  - Approaching coordinators of high potential outputs to establish willingness to help in MarineTT KT
- Promote widely the MarineTT projects, its methodologies and results
- Finalise and Launch the MarineTT Infobase
- Go to major events in order to showcase clusters of outputs and begin the Knowledge Transfer

# Contact us

**Thank you for your attention**

Email: [david@aquatt.ie](mailto:david@aquatt.ie)

Website: [www.marinett.eu](http://www.marinett.eu)

Tel: +353 1 644 9008

# Disclaimer



The research leading to these results has received funding from the European Union's Seventh Framework Programme (FP7/2007-2013) under grant agreement no 244164. This publication reflects the views only of the author, and the European Union cannot be held responsible for any use which may be made of the information contained therein.