

European innovation for sustainable water management: Users meet researchers

Concluding remarks

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WaterDiss2.0 side event at the IWRM in Karlsruhe, 22 November 2012



Objectives

- ▶ Presenting the outputs of water related FP6 and FP7 projects
- ▶ Networking - establishing cross-sector contacts as well as contacts with potential clients
- ▶ Exploring synergies among different research projects
- ▶ Developing lessons learnt that could be implemented in future research projects to resolve the barriers of knowledge transfer
- ▶ Collecting experiences gained with the knowledge brokerage method

Agenda

13:30 – 16:30	WaterDiss2.0 side-event at the IWRM Karlsruhe 2012
13:30-13:40	The WaterDiss2.0 project in a drop
13:40-14:20	<p>Innovative products for sustainable water management</p> <p><u>Cluster 1 - Sustainable Urban Water Management</u></p> <p>SWITCH / TRUST / VIVACE</p> <p><u>Cluster 2 – Adapting freshwater ecosystem management to climate change</u></p> <p>REFRESH / EURO-LIMPACS</p>
14:20-14:30	<i>Coffee Break</i>
14:30-15:30	Users meet Researchers – Output discussions
15:30-16:40	Concluding remarks

Concluding remarks

Best practice dissemination

- Dissemination of applied research should be:
 - targeted specifically at end-users
 - presented in an accessible and understandable way
 - continued after the project end
- A dissemination strategy needs early planning and flexibility to be adapted in the course of the project
- Sufficient resources need to be allocated to the dissemination work package of FP research projects

Concluding remarks

Evaluating dissemination

- How to measure the success of dissemination activities and uptake of research results?
 - More qualitative criteria for evaluation are needed
 - In some cases the success of dissemination is only measurable after the end of a project (e.g. investments in an tool/technology/product from third parties)
- The European Commission feels the need to show success stories as responsibility towards the tax-payer
- A dissemination handbook with a checklist for FP project coordinators is needed

Concluding remarks

Ideas on how to achieve knowledge longevity:

- Pass outputs over to websites/online databases, umbrella organisations/expert networks, so they continue promoting the outputs
- Give open access to scientific articles and data from FP projects. A common platform or repository for these outputs is needed. Meta-information should be written in layman's language
- It is important to look for synergies with other projects
- If project partners get added value from the output, they are more likely to maintain it
- As dissemination is important also after completion of a project, a specific part of the EC contribution could be earmarked for dissemination following the project end. This may require different contractual arrangement (extension beyond the usual project duration)

Concluding remarks

Knowledge transfer and knowledge brokerage

- Knowledge brokerage can be an effective method to transfer research results and to create innovation
- Dissemination should be in the hands of knowledge brokers (science journalists, communication experts)
- Successful knowledge brokerage depends on a collaborative discussion and planning culture
- It is a long-term process with the aim to develop a common language, vision, and working towards common goals

Concluding remarks

Knowledge transfer and knowledge brokerage

- The role of knowledge brokers needs to be recognized. Sufficient time and funding should be allocated to their work
- Involve key actors with influence on the target group in the project consortium
- Knowledge brokerage events at scientific conferences should be placed in a way that a broad participation is guaranteed