

Knowledge Brokerage to further the uptake of water research results

WaterDiss2.0 at Biofresh Project Meeting
18 April 2013, Leipzig

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Ecologic Institute

WaterDiss2.0 rationale and objectives

10 years

typical length of time
needed to complete
the development cycle
(in the water sector)
(FP6 FUNDETEC 2007)

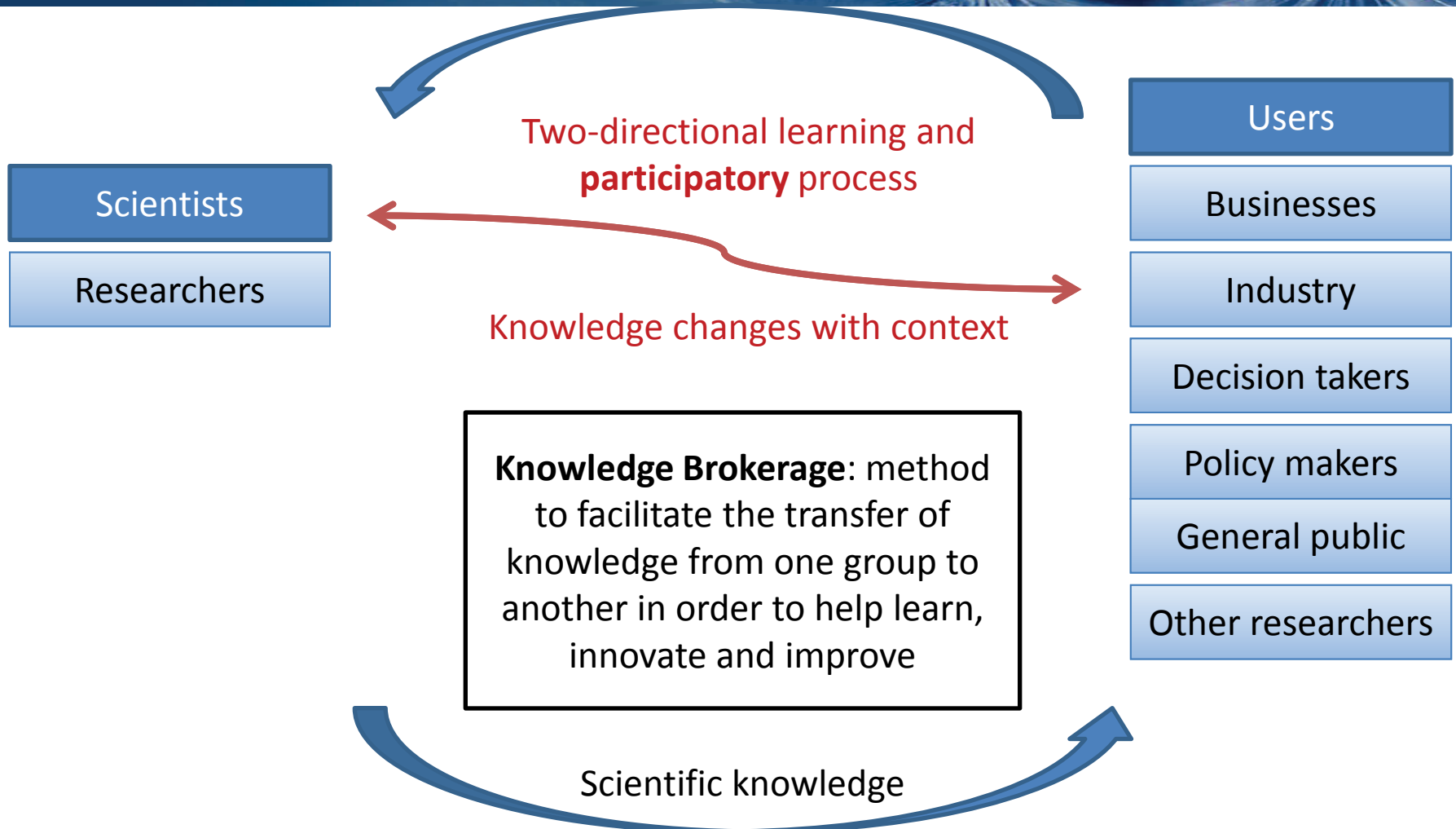
Speed-up knowledge transfer

There is a strong need
to transfer research
outputs to users more
effectively

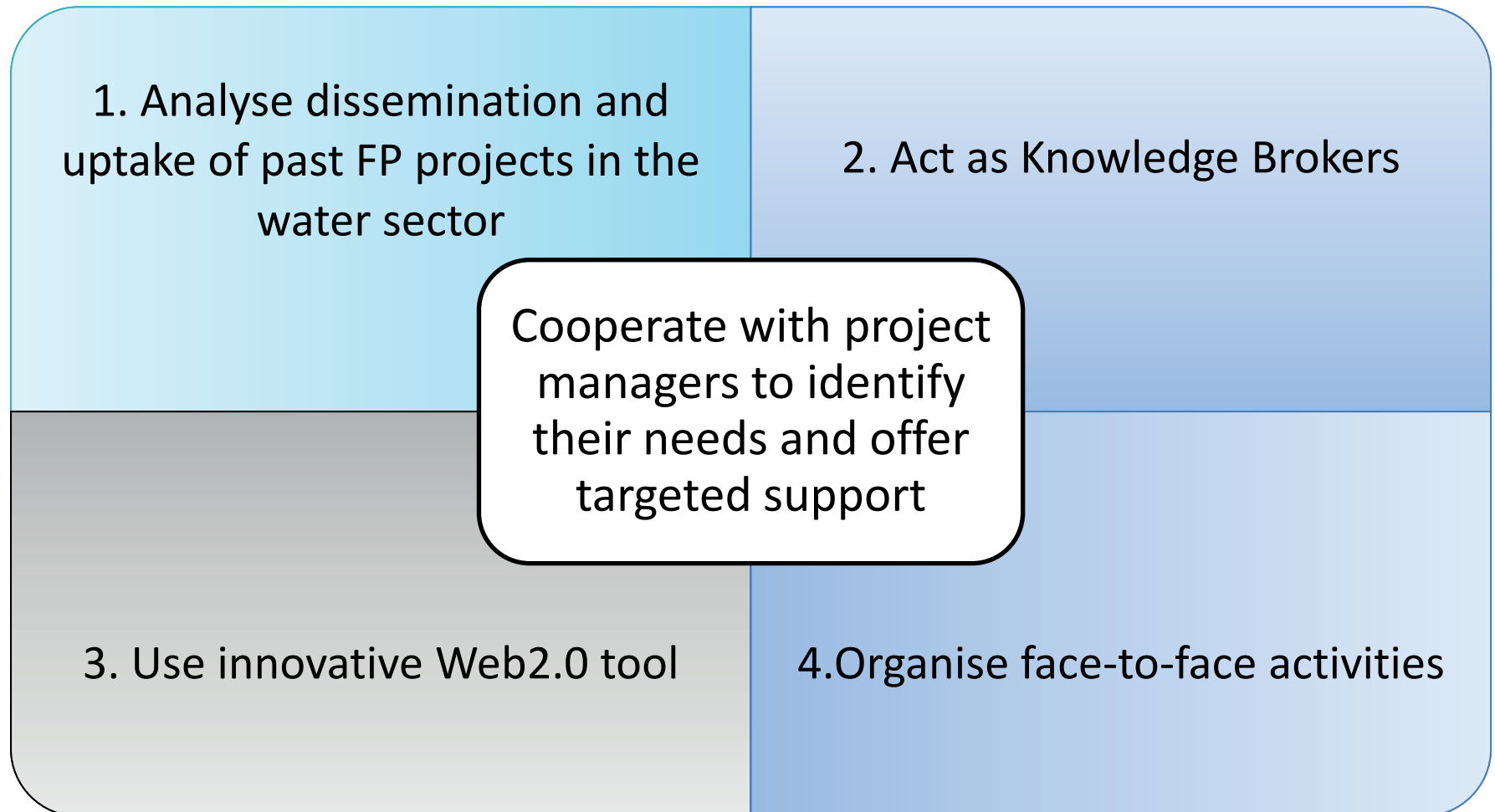
WaterDiss 2.0

Objective: improve
dissemination and
the uptake of water-
related FP6 and FP7
research results by
using knowledge
brokerage

Knowledge Brokerage

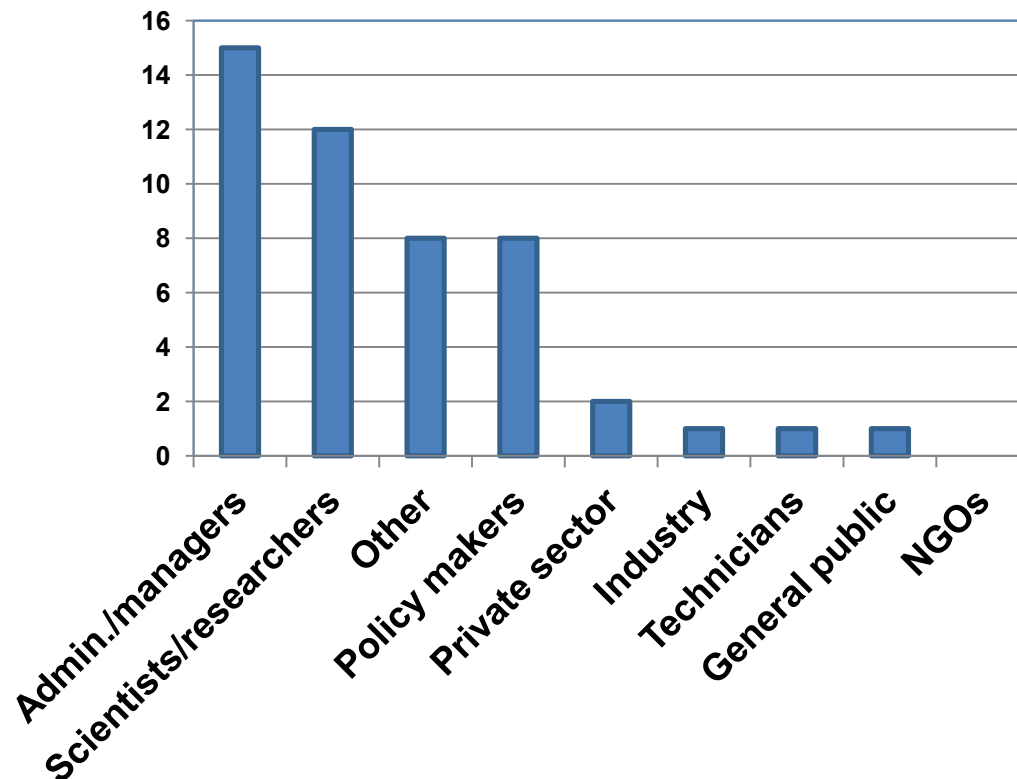


WaterDiss2.0 approach



Analysis of dissemination & uptake

Relevant target groups



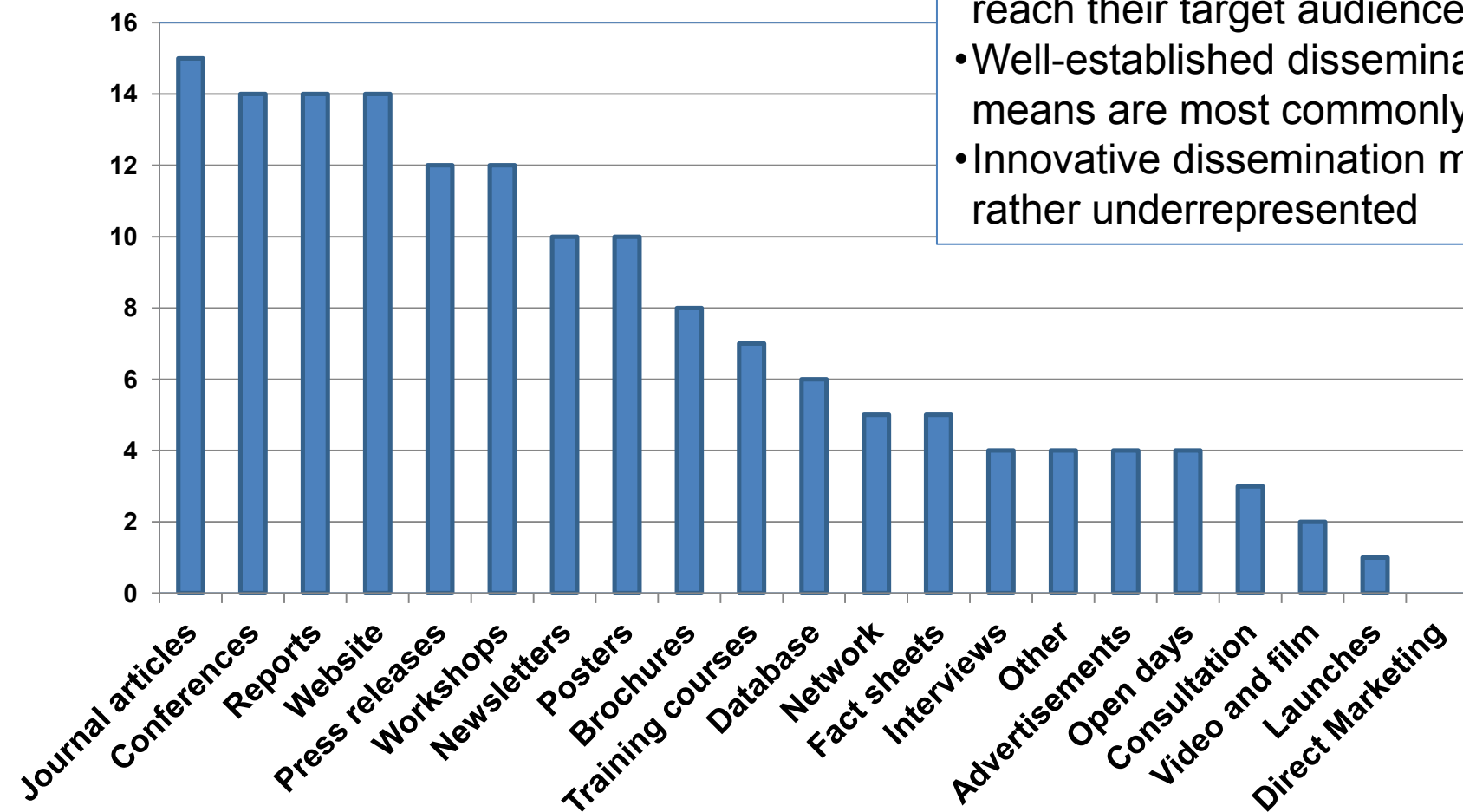
Online-Questionnaire and interviews with projects coordinators

- 22 responses from 60 projects to questionnaire
- 12 follow-up interviews with project coordinators

Analysis of dissemination & uptake

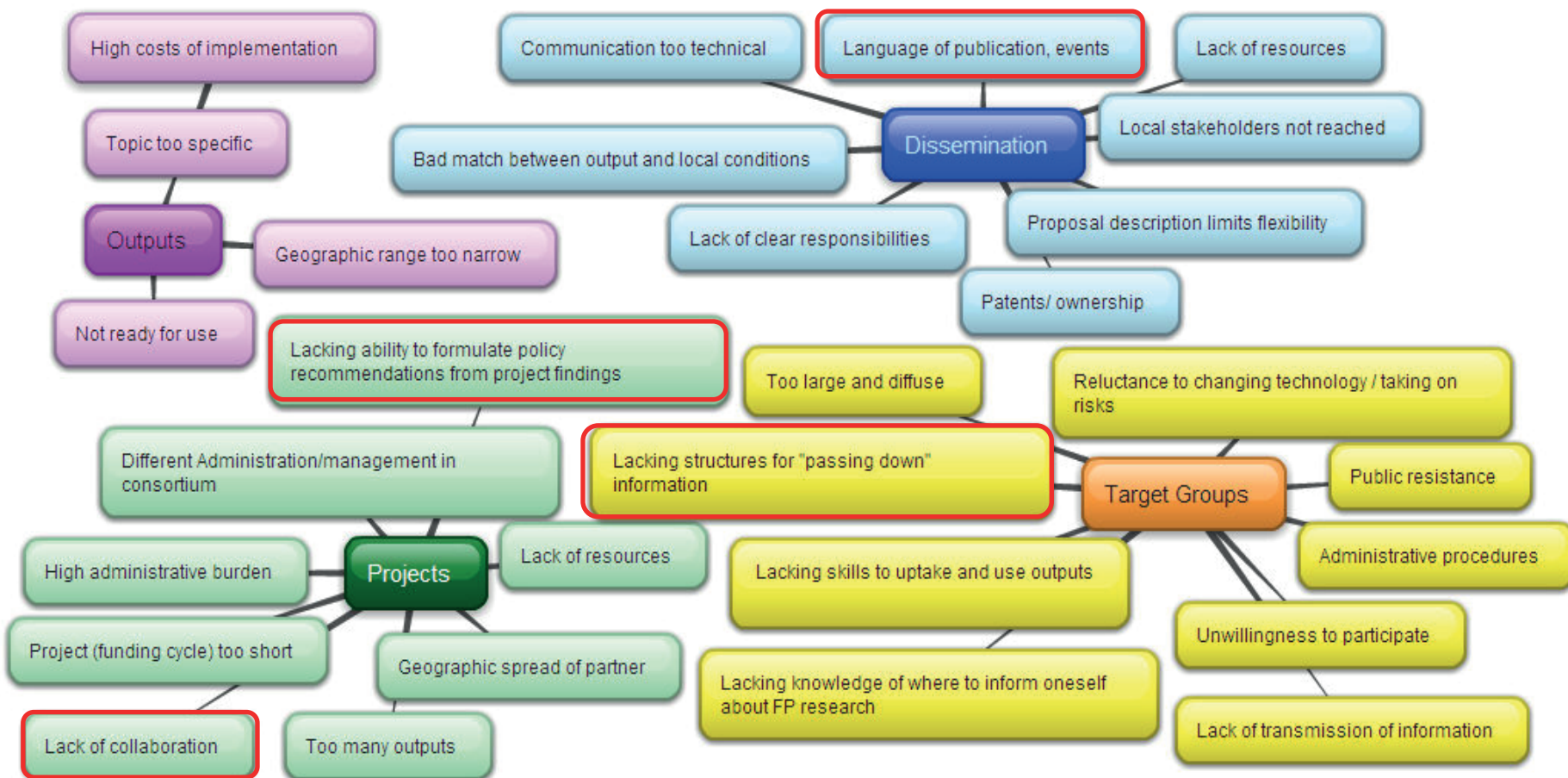
Relevant dissemination means

- All projects used multiple means to reach their target audiences
- Well-established dissemination means are most commonly used
- Innovative dissemination means are rather underrepresented

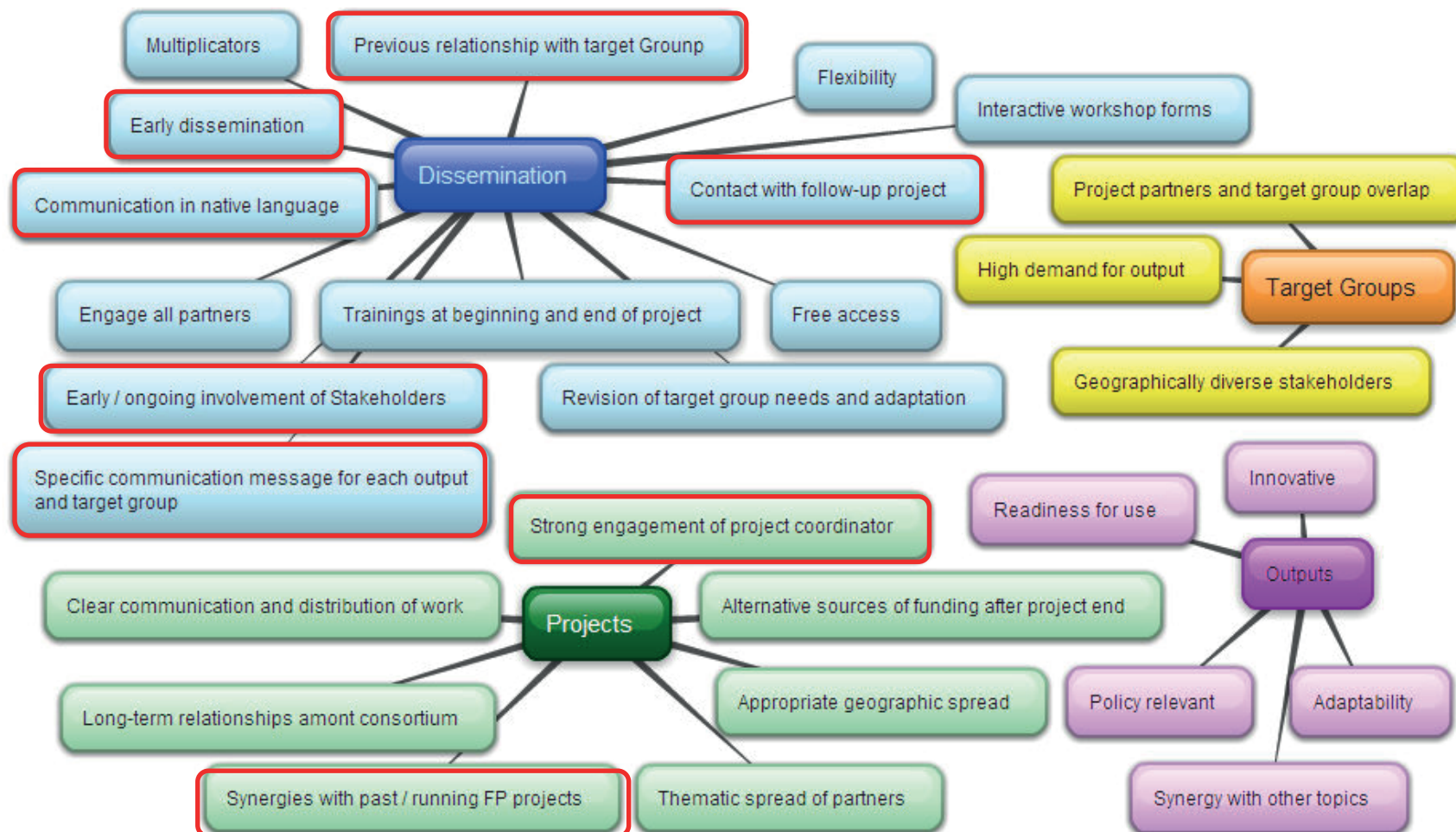


Analysis – barriers for knowledge transfer

Typical barriers



Analysis – facilitators for knowledge transfer



Use of innovative web2.0 features – the European Water Community

European Water community | IWRM-Net | Waterdiss | Water RtoM | STREAM | STEP-WISE



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For water stakeholders to access appropriate outputs to fulfil needs.

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European Water Community
Connecting science with policy and innovation to improve water management in Europe

Contact peers community and exchange ideas on dedicated working groups.

JOIN THE COMMUNITY

Access WaterDiss2.0 method and events for research promotion



VIEW RESULTS

EUROPEAN WATER COMMUNITY

All European Water Community



Johanna Logout

Invite

Other groups

Create a group

Search

Advanced search

Useful info

need a quick help to explore EWC, have a look at EWC in a nutshell and don't hesitate to contact the community manager @Natacha Amorsl



OUTPUT HIGHLIGHTS

View all outputs (x)



Keep you colleagues informed of what you're working on. Ask questions and share info.



[?]

Post



@me | My bookmarks

Stephen Midgley (Administrator), 4 hours ago

@Eoghan Clifford Welcome Eoghan, the EWC is about sharing information and connecting researchers with water managers and policy makers. It started from a network developed through the IWRM-net era-net and has grown steadily since. thanks for your interest and please do not read more

ago

network.

essed by TRUST <http://tweegg.fr/CiNhn>

ago

Stephen Midgley (Administrator), 3 days ago

Link to all three completed webinars for IWRM-net SCP. you can download the presentations. <http://tweegg.fr/XV67G>

Join us at:
www.europeanwatercommunity.eu

- Online communication platform
- Open to exchange of ideas and information regarding research projects
- Searchable online database, where projects can upload and present their outputs

Lessons learnt

Target group – best practices

- Identification of target groups in an early project stage is needed in order to explore and integrate their knowledge needs (proposal phase!)
- Involvement of target audiences in the consortium or advisory board is recommended
- There is a need to be very specific in the target group characterisation

Dissemination means and channels – best practices

- Face-to-face meetings and participatory approaches are effective communication channels but are time-consuming
- Virtual aspects and social media are highly relevant
- Social media need a critical mass of 'followers' and active participants. This aspect depends on a close cooperation of all project partners.

Thank you for your attention

WaterDiss2.0

Summer School 2013

Increasing Sustainability in
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San Servolo Island, Venice, 5th – 11th August 2013

