



Aim of the Strategy: to communicate the science of the EUR-OCEANS partnership to target groups and promote its use in the wider management, policy and user communities to influence the global debate on issues relevant to climate change and pelagic marine ecosystems.

What is Knowledge Transfer and why is it needed?

Knowledge transfer is about using research-based knowledge to inform and influence decision-making and policy development. In our current knowledge-driven society, knowledge transfer is vital in order to transfer ideas, research results and skills between research organisations and user groups. Researchers, decision-makers and user groups have a long history of disengagement. Knowledge transfer aims to address this and bridge the gap between those who produce research-based knowledge and information and those who are in a position to use it.

Knowledge transfer a definition:

For the purposes of EUR-OCEANS, the term knowledge transfer is interpreted as the process which facilitates the dissemination of research-based knowledge, expertise and skills between the network and global users.

Effective knowledge transfer requires communication between EUR-OCEANS researchers and global users (e.g. policy makers, advisory bodies, research managers, conservation and user groups, management bodies), and results in the production, dissemination and use of existing or new research-based knowledge in decision-making and enterprise.

EUR-OCEANS Knowledge Transfer - Main objectives:

- **Understand the users information needs**

Understanding the needs of a particular user group is essential to the successful transfer of knowledge. A survey of user needs will facilitate the continued progress of knowledge transfer and support the design of updated KT products. Specific tools and products will be developed to meet the needs of different user groups.

Main action tool: survey of user needs

- **Facilitate exchange between researchers and the policy community**

Research-based knowledge can be effectively transferred through collaborative partnerships and interactive engagement with decision-makers. Through the structure of the network collaborative partnerships between scientists are already in place. The network facilitates exchange of research-based knowledge and interaction between its scientists and decision-makers by making funds available to organise and attend world-wide workshops, working groups and conferences. Such events will facilitate the transfer of EUR-OCEANS research-based knowledge directly to the user community.

Main action tool: workshops, conferences

- **Facilitate exchange between researchers and corporate users and SMEs**

Research-based knowledge can be effectively transferred through collaborative partnerships and interactive engagement with corporate user groups. Many network participants already engage with corporate users. Awareness of these partnerships should be shared throughout the network to develop future collaborative partnerships between EUR-OCEANS scientists and the business community.

Main action tool: interactive database of scientists and users

- **Provide solution-based, actionable information to targeted user groups to inform decision-making**

The main goal of the EUR-OCEANS Knowledge Transfer Strategy is to facilitate the use of EUR-OCEANS science to inform and influence global-decision making and research development in the area of global change and pelagic marine ecosystems. In order to successfully bridge the gap between science and policy, research must be translated into clear and concise actionable points.

Information arising from the network must be transformed into formats that make the research-based knowledge accessible for decision-makers at all levels.

Main action tools: *production of fact sheets*

- **Provide timely information**

To inform policy successfully and have a real impact, information must be targeted to the right people at the right time. Keeping track of global policy development and key decision-making periods at national, European and international levels is vital to the transfer of knowledge.

Main action tools: *monitor events on the web to tailor KT delivery*

- **Deliver messages in a cost-effective concise way that utilises a range of appropriate methods**

Products need to be tailored accordingly to meet the varying needs of user groups. Methods will vary depending on the particular user group, but may include; a dedicated interactive website, fact/information sheets, personal communication, participation in workshops and conferences.

- **Transfer of knowledge within EUR-OCEANS**

Knowledge transfer is achieved through transmission and exchange as a two-way process within the EUR-OCEANS network. Promotion and exchange of information within the network will promote collaborative projects and activities and facilitate in the transfer of knowledge externally. A number of tools have been set up by the network central website, www.eur-oceans.org, to facilitate the exchange of knowledge between EUR-OCEANS researchers.

Main action tools: *Annual EUR-OCEANS PI conference, mobility programme, PhD and Post-doc programme, discussion forum, workshops, annual network meetings and Task Team meetings.*

Summary of the Knowledge Transfer Strategy

Target Audience	Key Objective	Timing
<i>Who to engage?</i>	<i>Why to engage?</i>	<i>When to engage?</i>
International Advisory/Management bodies	Influence: To ensure EUR-OCEANS research-based knowledge is part of the advice	Linked to timing e.g. IPCC reports, ICES advisory process, OSPAR, HELCOM etc.
Policy makers at European and International level	Impact: To influence policy decisions relevant to EUR-OCEANS knowledge area	Linked to legislative rounds
Intergovernmental organisations	Networking: To develop a corporate identity of EUR-OCEANS as a source of up-to-date science and networks	When appropriate e.g. IOC General Assembly
National advisory and policy bodies	Strength: To ensure consistent, EUR-OCEANS-wide knowledge strengthens advice at national policy level	When appropriate
Small and Medium Enterprises	Competitiveness: To assist SMEs identify potential applications of research and knowledge	When knowledge is available
Conservation bodies	Advocacy: To inform on urgent and long-term conservation issues	When information is required
Corporate user groups	Information: To help corporate groups get access to latest scientific knowledge	Fisheries associations: linked to annual/ multi-annual management decisions

Knowledge Transfer Tool Box

General

- Fact sheets
- Interactive EUR-OCEANS Knowledge Transfer database of scientists and users
- Personal knowledge briefing
- Knowledge Transfer Unit dedicated website
- EUR-OCEANS website
- Policy Briefings
- EUR-OCEANS conference and workshops
- Attendance at International Symposia, work groups etc
- Web monitoring

Specific

- Annual EUR-OCEANS PI conference
- User's Need's Survey
- Task Team meetings

General – apply to most objectives

Specific – may only apply to one or a few objectives

Knowledge Transfer Implementation. An example

