

19-20 October 2017

ASSEMBLE Plus

Association of European Marine
Biological Laboratories Expanded

KICK OFF MEETING

WP5 – NA3: Engaging with user communities

WP Leader - CCMAR

WP5/NA3: Engaging with user communities

OBJECTIVES

- to facilitate knowledge exchange of ASSEMBLE Plus Knowledge Outputs to user communities, industries, policy, society and science

WP5/NA3: Engaging with user communities

SPECIFIC OBJECTIVES (Tasks)

1. To build strong RI capacity in value creation, impact and stakeholder engagement
2. To ensure effective consultation with key end-users in order to strengthen the positioning of European marine biological stations as hot-spots for excellent marine science
3. To carry out dedicated Knowledge Transfer to relevant industry and policy stakeholders
4. To facilitate Knowledge Exchange (encouraging both formal and informal science education) amongst the marine biological scientific community with the aim to build capacity in individual scientists.



WP5/NA3: Engaging with user communities

TASKS

No	Task Title	Lead Partner	Deliverables
D5.1	Building RI capacity in value creation, impact and stakeholder engagement	AquaTT + other partners	D5.1 (M24)
D5.2	Engaging with stakeholder communities to strengthen the position of European marine biological stations as excellent marine science hot-spots	CCMAR + other partners	D5.2 (M20)
D5.3	Dedicated Knowledge Transfer to Industry and Policy stakeholders	AquaTT + CCMAR + other partners	D5.3 (M36)
D5.4	Knowledge Exchange among Scientific Community for enhanced training of actual and prospective RI users	AquaTT + other partners	D5.4 (M48)

WP5/NA3: Engaging with user communities

Task NA3.1

Building RI capacity in value creation, impact and stakeholder engagement

(AquaTT + “others”)

Determine which “others”, i.e. **names** are assigned to each task

WP5/NA3: Engaging with user communities

Deliverable: D5.1 Report on RI capacity in value creation, impact and engagement (M24 – CCMAR)

ASSEMBLE Plus understands that **community capacity building (CCB)** is an important model for enabling confident, organised, and influential staff members in RIs, who are able to demonstrate value creation from the research they generate as well as the importance of the marine station.

In this task, **guidelines, tools, and resources** will be developed to support targeted members of RIs, such as the communication, business development and extension staff, in applying key important concepts to their daily work.



WP5/NA3: Engaging with user communities

Plan of Action

AquaTT

- To develop guidelines, tools and resources to support target members of RIs
- To provide training on COLUMBUS Knowledge Transfer methodology (by webinar) to inform Platform population (NA3.3)

Others (indicate contact point)

- To utilise guidelines, tools and resources to train incoming staff
- To alert AquaTT of specialities in any of the topics

An aerial photograph of a fishing boat at night, illuminated by its own lights. The boat is positioned in the lower-left quadrant of the frame. The surrounding water is dark blue with visible ripples. In the foreground, there are dark, bare tree branches and a string of small, warm-toned lights. A large, light blue, semi-transparent trapezoidal shape is overlaid on the right side of the image, containing the text. The overall scene is a night-time maritime setting.

**What capacity
will we build?**

WP5/NA3: Engaging with user communities

Capacity building for communication, business development and extension staff at RIs:

- ✓ Science in Society
- ✓ Responsible Research and Innovation
- ✓ Knowledge Transfer inc Platform upload (see VLiZ website)
- ✓ Outreach and Stakeholder Engagement

Training:

Resources and Remote Webinar


**Note: Newly, trained
RI staff members will be
required to contribute
to the Platform**

WP5/NA3: Engaging with user communities

Task NA3.2

Engaging with stakeholder communities to strengthen the position of European marine biological stations as excellent marine science hot-spots

(CCMAR + others)



Determine which “others” are assigned to each task

WP5/NA3: Engaging with user communities

Deliverable: D5.2 Stakeholder consultation report (M30 – CCMAR)

1) A **knowledge and technology gap forum** will be established to **bring users and relevant stakeholders** (scientific soc., policy org., scientist from industries), the primary beneficiaries of marine stations, **together** to contribute to **shaping the development of marine stations**.

2) **Two ASSEMBLE Plus conferences** (Years 2 & 4) held to address key topics related to the marine stations of the future.

- bring together the service providers, the users and other stakeholders to **critically assess feedback and progress** of ASSEMBLE Plus.
- **Invitations to potential new users** from other areas of science (e.g. biomedical) and to **related RIs** to promote increased integration of RIs.

3) **Online consultation** (through different channels)



WP5/NA3: Engaging with user communities

Plan of Action

CCMAR

- Setup knowledge and technology gap forum
- Organise two conferences
- Develop a questionnaire to identify user needs and feedback

Others (indicate contact point)

- Contribute to: technology gap forum; to conference activities; collaborate in questionnaire



A close-up photograph of a fisherman's hands, wearing a dark jacket, holding a small, silvery fish. The fish is being held over a large, white fishing net that is overflowing with many similar fish. The background is a blurred view of the ocean. The overall scene is brightly lit, suggesting a sunny day.

AQUACULTURE
FISHERIES
ENVIRONMENT
ENERGY
MARINE
FOOD

What topics will be covered at the conferences?

WP5/NA3: Engaging with user communities

Topics will be determined through consultation with stakeholders but will provisionally cover:

1. Improving user access for excellent science
2. Science at the frontier of Marine Biology and related life sciences
3. Technological developments for Marine Biology and life sciences
4. Maximising socio-economic impact of Marine Biology Ris
5. Address improving gender balance in decision-making bodies in Marine Sciences.



WP5/NA3: Engaging with user communities

Task NA3.3

Dedicated Knowledge Transfer to Industry and Policy stakeholders

(AquaTT + CCMAR
+ others)

Determine which
“others” are
assigned to each
task

WP5/NA3: Engaging with user communities

Deliverable: N5.3 Report on RI capacity in value creation, impact and engagement (M36 – CCMAR)

In order to maximise societal and economic impact, marine stations will engage with the business and public policy sectors through multiple channels:

1. The **deposition of Knowledge Outputs** (publications, education and training material, etc.) from the marine stations as well as user reports and publications in the Knowledge Transfer Platform created by NA2.3, together with contact details for each entry. **In particular, trained marine station staff from Task NA3.1 will be requested to upload relevant material** which, as a result of their training, should be of high quality and detail.



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2. Participation and dissemination at ***established industry and policy events*** to promote engagement of the appropriate stakeholder groups, through different activities such as the setting up of **brokerage/match making events** to present the RI and the access programme, and fostering exchange of ideas and collaboration among the scientific community and other sectors.

3. Establish **technology demonstrations** (half to full day) of new methods, advanced technologies and services that are available to industry at the RI in order to increase their efficiency and facilitate innovation.

WP5/NA3: Engaging with user communities

Plan of Action

AquaTT

- Develop schedule of brokerage events and technology demonstrations
- Manage deposition of KOs to Platform
- Promote Platform to industry/policy stakeholders, through event participation


CCMAR

- Promote development of public-private collaborations
- Organise/host brokerage events and technology demonstrations

Others

- Participate in brokerage events
- Promote technology demonstrations at partner RIs
- Contribute to the Platform



An aerial photograph of a small green boat on greenish water. The boat is positioned in the lower-left quadrant. A long, thin, brownish trail of seaweed or debris extends from the boat towards the top center. The water is a vibrant green color. There are decorative blue wavy lines at the top and bottom of the image. A large green trapezoidal shape is overlaid on the right side of the image, containing the text.

What is Knowledge Transfer?

WP5/NA3: Engaging with user communities

***Dissemination:** The act of spreading something, especially information, widely (Oxford English Dictionary)*

Definition (AquaTT, 2015)

- Knowledge Transfer describes how knowledge and ideas move between knowledge sources to **targeted** potential users of the Knowledge.
- It consists of a variety of activities which aim to capture, organise, assess and transmit on knowledge, skills and competence from those who generate them to those who can use them.

Successful Knowledge Transfer can lead to measurable impact and value creation.

WP5/NA3: Engaging with user communities

Data



Information



Dissemination



Knowledge Transfer



WP5/NA3: Engaging with user communities




WP5/NA3: Engaging with user communities

Task NA3.4

Knowledge Exchange among Scientific Community for enhanced training of actual and prospective RI Users

(CCMAR + AquaTT
+ others)



Determine which
“others” are
assigned to each
task

WP5/NA3: Engaging with user communities

Deliverable: N5.4 Overview of Knowledge Exchange
(M48 – CCMAR)

The facilitation of knowledge exchange and ideas to familiarise prospective users with technologically advanced platforms.

Internal bids will be solicited from partners: topic, objectives, planning, user demand and costs. The PIC will select the most innovative and relevant courses to the advancement of user access. Training courses will be advertised widely targeting potential users from academia and the private sector.

WP5/NA3: Engaging with user communities

Plan of Action

CCMAR

- Manage internal bids for access training

AquaTT

- To provide **one** training event on Knowledge Transfer principles (on Knowledge Output Pathways, analysis meetings and Knowledge Transfer Plans)

Others

- Propose trainings

What next?

- WP5 contacts from each partner
- Schedule of activities
 - Training schedule in WP5.1
 - Organize technology gap forum (volunteers?)
 - Organize Conference in 2019 (volunteers?)
 - Schedule of brokerage events (contributions?)
 - Schedule calls for knowledge exchange (...)



THANK YOU

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