

# AQUATT

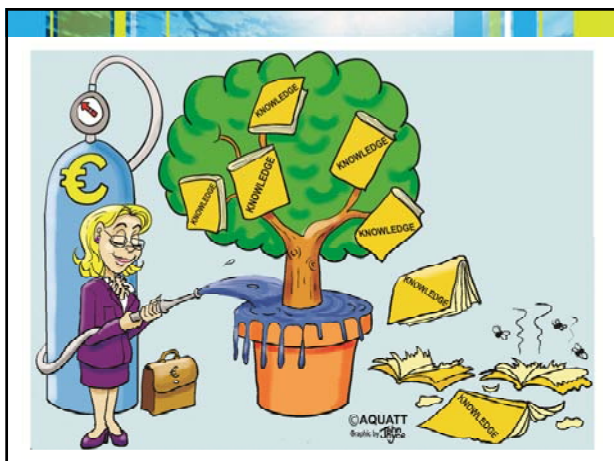
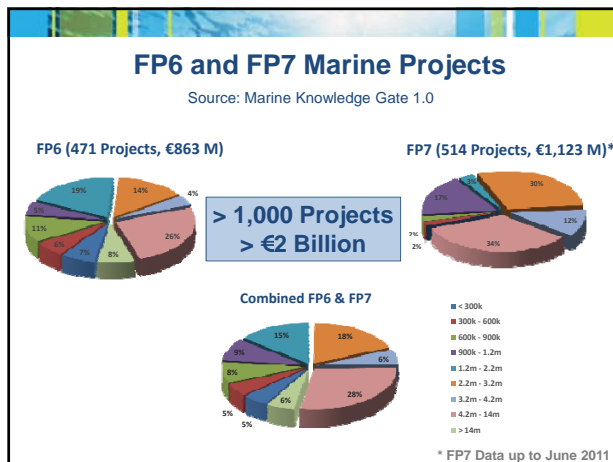
## Marine Knowledge Management From RTD to Measurable Value Creation

David Murphy  
AquaTT

ESF 3<sup>rd</sup> Marine Board Forum  
Brussels 18<sup>th</sup> April 2012

### AquaTT Partners: >250 Institutions

### AquaTT EC Projects



# MarineTT

## Unlocking Marine Knowledge

AQUATT

www.marinettt.eu

### MarineTT Conceptual Approach

Promotion of research projects / deliverables

Identification of individual "Knowledge Outputs"

A "Knowledge Output" is the term used to describe a unit of knowledge that has been generated during a scientific project.

It is not limited to de-novo or pioneering discoveries but may also include new methodologies/ processes, adaptations, insights, alternative applications of prior know-how or knowledge.

### MarineTT Conceptual Approach

Promotion of research projects / deliverables

Identification of individual "Knowledge Outputs"

- Clear & concise "Knowledge Output" description (including type, IP ownership, completeness, source)
- Identification of possible applications
- Identification of specific end-users
- Assessment of the market readiness



### Project Structure: Phases & Status

Online Survey: 507 FP6 & FP7 Projects

Valid Responses: 148 Projects

Knowledge Outputs: 593

### Project Structure: Phases & Status

- 1) **Primary Analysis:** Reviewed survey responses & material
- 2) **Internal Analysis:** The MarineTT team reviewed KO's and validated content
- 3) **Coordinator Validation:** Coordinator approved final KO's
- 4) **External Assessment:** Sector focused experts validated content and identified high potential outputs

### MARINE KNOWLEDGE GATE 1.0

The Marine Knowledge Gate is an innovative tool which provides an inventory of European funded Marine Science and Technology Projects and their Knowledge Outputs. The inventory possesses an advanced search functionality, is regularly updated and is free to use. Please refer to the Search Tips, Technical Note and Disclaimer for further information.

**EurOcean\_KG** Projects and Knowledge Outputs by **Programmes** | **Disciplines** | **Industry Funding**

Last update on April 11, 2012

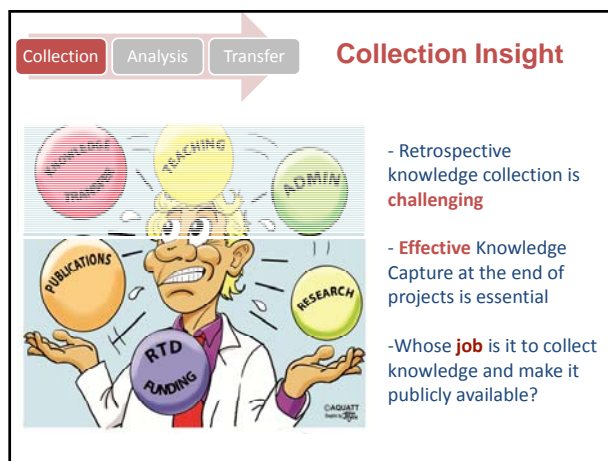
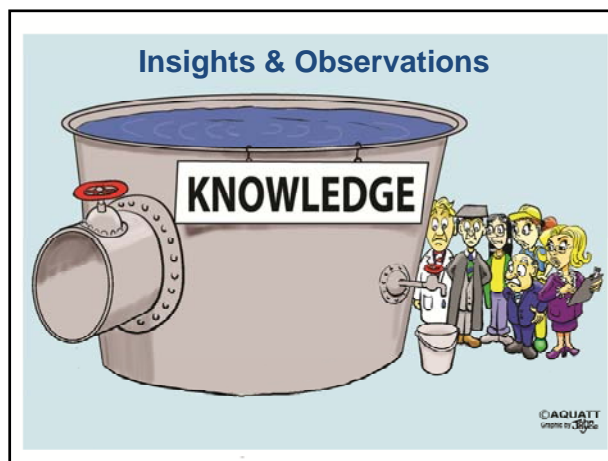
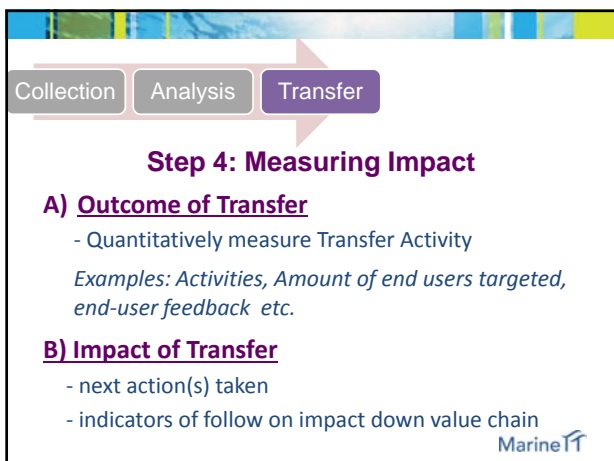
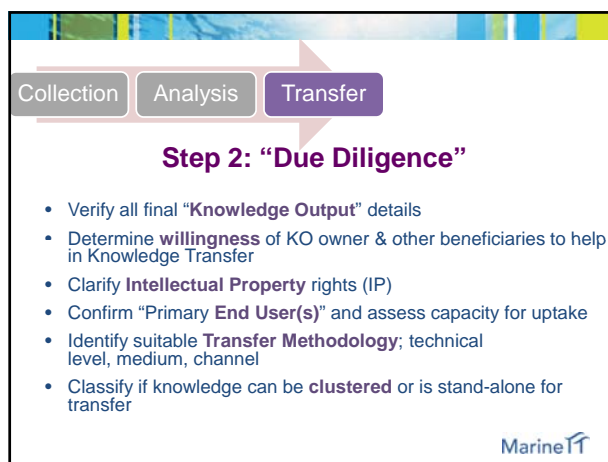
Projects	1278
Knowledge Outputs*	593
PROGRAM	Projects   KOs
COST	21
EUREKA	17
EUROCORES	28
FP6	471   432
FP7	514   161
INTERREG III	123
LIFE	99
SHAP	5

1278 projects  
593 KOs

\* KOs info source: → Project Coordinators (MarineTT Survey)

Last update (FP7 batch) up to 30<sup>th</sup> of June 2011 (CORDIS)

[www.kg.eurocean.org/](http://www.kg.eurocean.org/)



Collection Analysis Transfer **Collection Insight**

It is possible to share existence of knowledge without compromising IP or scientific publication potential

Collection Analysis Transfer **Collection Insight**

All Knowledge has a value (including "Grey")

Collection Analysis Transfer **Analysis Insight**

End-User Experts were invaluable in helping to;

- Identify Potential applications
- Assess the potential impact
- Mapping the Value Chains for the knowledge
- Suggesting the potential "next user" in the value chain

Collection Analysis Transfer **Analysis Insight**

Whose Job is it to Transfer Knowledge?

Collection Analysis Transfer **Transfer Insight**

Dissemination ≠ Knowledge Transfer

**Dissemination:**  
one-way, distribute knowledge, assume audience will take up and use

**Knowledge Transfer:**  
- two-way, iterative process.  
- Requires engagement and networking.  
- Understand primary end-users and tailor make transfer.  
- Measure if there is an uptake and impact

**CONCLUSION**

We need to "Bridge the Gap"

Collective Action is required at all levels of the system to bring about change resulting in measurable value creation

### CONCLUSION

How do we Overcome the Barriers?

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### Next Steps

**LinkedIn**

**NEW Group – MarineTT Knowledge Transfer**

- Open forum to bring all actors into the discussion on actions required to overcome bottlenecks.
- Collective Intelligence gained in discussions will be basis for workshops on knowledge transfer & final recommendations

VISIT [WWW.MARINETT.EU](http://WWW.MARINETT.EU) FOR MORE INFORMATION

### Next Steps

#### From Marine RTD to Measurable Value Creation

A Satellite Event of Green Week 2012

**An Open Stakeholder Workshop to Explore the Challenges to Effective Knowledge Capture and Transfer**

**DATE:** Wednesday 23<sup>rd</sup> May, 2012  
**VENUE:** Royal Flemish Academy for Sciences and the Arts Brussels  
**PARTICIPATION:** Open to stakeholders, limited to 40 participants due to interactive methodology  
**TIME:** 10.00 – 16.00

VISIT [WWW.MARINETT.EU](http://WWW.MARINETT.EU) FOR MORE INFORMATION

### Contact Us

**Thank you for your attention**

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Collection

Analysis

Transfer

**Analysis Insight**

$$\begin{matrix} 3-d \\ x \cdot b \\ \hline 3ad \\ -42b \\ +3ac/2 \\ \hline \end{matrix}$$

$$\begin{matrix} 3bc-2d \\ 3bx^3- \\ 2d^2-ab^2 \\ 3d-b \end{matrix}$$

$$\begin{matrix} 3ad \\ -4bc \\ -b^2 \\ \hline 2x \end{matrix}$$

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