



Programme: FP7 Cooperation
Theme 2 Food, Agriculture, Fisheries and Biotechnologies

Deliverable 19

**Design of impact measurement indicators for
dissemination and knowledge transfer**

Project Acronym :	AQUAINNOVA
Project title :	Supporting governance and multi-stakeholder participation in aquaculture research and innovation
Grant agreement number :	245238 – FP7-KBBE-2009-3
Project coordinator :	European Aquaculture Technology & Innovation Platform



Objectives:

- To establish measurements of success for the project's tasks and milestones allowing quantitative and qualitative assessment.
- To monitor through regular assessment, the degree of multi-stakeholder participation (origin, sector, level of interest...), in the different stages of the project.
- To provide a measurement of added-value generated by the activities of the project
- To measure the amount of dissemination and customised knowledge transfer carried out in the project
- To assess the impact of uptake/exploitation of any knowledge transferred in the project to the aquaculture industry

Rationale:

Aquainnova will set up a system in order to measure the impact of the activities carried out in the project. This is a necessity given that the Technology Platform must clearly demonstrate that it is open, transparent and represents all stakeholder groups if it is to have its intended impact on the industry.

EATiP

Impact: The key deliverable of Aquainnova was to develop and provide a structural and operational platform that will respect the best governance principles so as to develop appropriate vision documents and associate strategic research agendas for actions that would support the sustainable development of European Aquaculture achieving these in the following manner;

1. To establish a basis for applying good governance principles between the different stakeholders, using a participative process, so as to facilitate the creation and development of vision documents and strategic research agendas for the main thematic areas within the aquaculture value chain.
 - a. To optimise communication between stakeholders in European aquaculture
 - b. To identify knowledge and innovation gaps within the aquaculture value chain
 - c. To improve knowledge management within the operating sector
 - d. To develop policy support guidelines and identify potential inputs for future legislative processes
 - e. To respond to societal concerns on the processes and products of livestock rearing.

Activities:

Promotion activities need to be in accordance with the promotional aims and objectives of the Aquainnova project and have to take into account the needs within each target audience of the EATiP. Therefore, in the scope of the Aquainnova project the most relevant promotion levels are: for awareness, for understanding, and for action. The main activities undertaken by the Aquainnova project to achieve this are:

- Public Website: Online repository of presentations, draft documents, EATiP objectives and structure, workshop notifications and results, news and events updates.
- Online discussion forum on first drafts of each of the eight Thematic Areas Strategic Research and Innovation Agendas
- Annual General Meetings (AGMs), providing an opportunity for the EATiP board, EATiP members as well as the Thematic Areas to discuss and debate the activities, direction, opportunities and threats facing EATiP on an Annual basis
- Operating Council Meetings, the Chair and Facilitators of each Thematic Area (TA) are members of the EATiP Operating Council, representing their Thematic Area
- Working group meetings (per Thematic Area), discussions and debate on Vision, SRIA and Plan of Action per TA
- Multi stakeholder consultation workshops (four sector specific workshops), the regional workshops allowed consultation not only on thematic aspects but also on specific regional issues (freshwater aquaculture, cold water species, Mediterranean, Shellfish).
- Dissemination activities promoting the project through events, workshops and conferences, raising awareness and understanding of the activities and objectives of the project
- Feedback mechanisms on first draft of overall Vision and SRIA document for EATiP, provides validation and confidence in final documents
- Develop and make available Final Vision and Strategic Research and Innovation Technology documents
- Vision Document Launch Event, to raise awareness of the products achieved by the EATiP supported by the Aquainnova project and to highlight the open and transparent process in developing the documents.

Measurement Indicators:

A statutory goal of the EATiP is to develop measures and structures that will improve the research, development and innovation conditions so as to support the sustainable development of European aquaculture. The activities of EATiP will provide the foundations for technical and economic excellence which will be the basis of the leadership potential of European aquaculture at the global level. The measurement of these long term goals will take years to finalise, in the context of impact measurement in Aquainnova, we will measure the short term effects of the EATiP activities.

Metrics to be used as follows:

- Numbers of participants who engaged in the online discussion mechanism for the first draft Thematic Area SRIA documents
- Attendance and Feedback from each Annual General meeting will be recorded
- Attendance and Feedback from each Operating council will be recorded including the types of stakeholder present i.e. Industry, policy, Scientific community.
- Attendance and Feedback from each Working Group meetings will be recorded including the types of stakeholder present i.e. Industry, Policy, Scientific community.
- Attendance to each of the Stakeholder workshops will be taken, including type of stakeholder i.e. Industry, policy, Scientific community.
- Workshop results will be made available online and will be used to inform final documents.
- Downloads of Workshop results will be recorded
- Increase in membership of the EATiP
- Feedback received from the first draft of the Vision document will be recorded.

General Dissemination

Impact:

As a supporting action to the European Aquaculture Technology and Innovation platform and a facilitator of dialogues that will help to establish a strategic research and innovation agenda that encompasses all stakeholders' views, the dissemination activities of Aquainnova are essential. Targeted communication and promotion will reach a range of audiences, including stakeholders and end-users. Rather than develop a specific project website, project materials and documentation will be made available on the EATiP web-site as a special section, avoiding duplication of effort and potential web-site redundancy at the end of the project. EATiP members will place appropriate links within their own websites and brief update articles on progress, providing the widest coverage for access to the project's publications and materials – accent will be given to those who have the widest coverage and impact (e.g. through newsletters & other communication activities (AquaTT [AQUA-TNET], EAS, Eurofish, FEAP (& Association sites), IUCN...)

Activities

Targeted communication and promotion will target a range of audiences, including stakeholders and end-users. The Aquainnova promotion and dissemination plan aims to raise public and sectoral awareness of the Aquainnova project and of EATiP. In particular its objectives, results and progress, its major events and products developed during the Aquainnova project, disseminate the potential transferable knowledge identified in the FP6 and FP7 aquaculture and technology funded projects analysed through the Aquainnova activities. These objectives will be achieved by the following actions:

- Development of a project flyer and Factsheet, for distribution at different meetings, workshops, conferences that are attended by project participants as well as for despatch in correspondence
- Press releases, will be provided as specific progress is made
- Newsletters, will provide information on upcoming and past events and progress made within Aquainnova and the EATiP

- Website, rather than develop a specific project website, project materials and documentation will be made available on the EATIP web-site as a special section, avoiding duplication of effort and potential web-site redundancy at the end of the project
- Presentations for various events and meetings, made by EATIP representatives to support and promote its actions for the sustainable development of European aquaculture.
- Collaboration and interaction with related projects (Aquamed, AquaASEM, MarineTT), in 2010, EATIP became involved in a range of different activities, many of which target improved governance and direction for RTDI actions in Europe. Also, as the forerunner in Knowledge Management, MarineTT was followed with great interest and its innovative Knowledge Management Methodology will be adapted for Aquainnova.
- Database of Technical leaflets of EU funded aquaculture projects contains summaries (Technical Leaflets) of EU-funded research projects relevant to aquaculture made in the 5th, 6th and 7th Framework Research Programmes.
- Development of a project video, to raise awareness of the open and transparent process, stakeholder input, validation and cooperation resulting in the final products of the EATIP.

Measurement indicators:

As above, measurement metrics will be for short term impact of the dissemination activities as part of the proposed long term impact of the EATIP is dependent on successfully communicating its objectives, strategies, process and finally products in order to gain and retain confidence and endorsement.

- A dissemination report compiling all events attended where promotion material was distributed will be recorded.
- Number of flyers and factsheet distributed at events will be recorded
- Monitoring reports on website access will be made on a regular basis (hit/document download counts).
- Number of presentation made by EATIP/Aquainnova will be recorded
- Presentation made available for download online will be monitored and their download hits recorded
- TL downloads will be monitored and recorded
- Requests for TL compilation will be recorded

Knowledge Transfer Actions

Impact: Efficient knowledge transfer in European research institutions is hindered by a range of factors, including: cultural differences between the business and science communities; lack of incentives; legal barriers; and fragmented markets for knowledge and technology (Improving knowledge transfer between research institutions and industry across Europe: embracing open innovation – Implementing the Lisbon agenda (COM (2007) 182 final)). The actions foreseen for this component of the project will aim to transfer knowledge to key stakeholders, customising communication methods to end-user needs and making best use of cost-effective channels for communication. This will be the final stage in the process where knowledge will be customised to end-users and delivered using a variety of standard and innovative pathways.

Activities:

Within the Collect & Understand phase of the Knowledge Management methodology ¹an online survey was developed by Aquainnova for Project coordinators to record specific information on the Knowledge Outputs generated by their project. This information was reformatted into a standard template named a Knowledge Output Table (KOT). The KOT was designed to have clear fields that captured the most important characteristics of the Knowledge Output. Furthermore, additional fields focused on crucial Knowledge Transfer elements including: potential end-users, Intellectual Property Rights associated with the KO, details of the knowledge transfer of the KO to date and its status (completed or not). Once these KOTs are filled in, after the coordinator survey, expert analysis and due diligence exercises, they can be used to inform the transfer strategies for each case study for Transfer. Activities include:

- Identification of Knowledge Outputs from each RTD project as described in Deliverable 18
- Knowledge Outputs placed in Marine Knowledge Gate (www.kg.eurocean.org), an online repository of Marine research projects and KOs allowing users to search using various filters
- Technical Leaflet (TL) compilations per sector (e.g. cold water marine, shellfish etc), highlighting all relevant research per sector, available for download and also distributed at each stakeholder workshop
- Technical Leaflet (TL) compilation for consumer organisations, to inform the member organisations of the European Consumers' Organisation, BEUC, and other stakeholders in the European aquaculture value chain of key findings and outputs of EU research in the area
- Stakeholder consultation workshops, regional workshops allowed consultation not only on thematic aspects but also on specific regional issues (e.g freshwater aquaculture, cold water species...)
- Knowledge Transfer, targeted transfer strategy plans for high potential projects.

¹ Please see Deliverable 18 Methodology and Templates for Knowledge Transfer (WP7)- knowledge delivery plan, multiplier interactions

Measurement Indicators:

Aquainnova understands that impact measurement must have two parts, measurement of indicative metrics of activities in the short term and projected assumptions of the long term impact of uptake. As there is not enough time within the Aquainnova project to measure long term potential for impact instead we will concentrate on developing metrics for impact of short term activities. The short term measurement metrics for Knowledge Transfer can be considered as follows

- Attendance and scope of stakeholder representation will be recorded
- Number of TL compilations distributed at each multi stakeholder workshop will be recorded
- Number of TL downloads from the EATiP website will be recorded
- Short term measurement of Knowledge transfer ²activities for each case study successfully reaching the transfer phase of the Aquainnova methodology will be measured. Metrics will depend on type of activity e.g. training module; metric will be number of attendees, Synopsis of commercial benefits; rise in interest shown.
- Long term measurement of Knowledge transfer activities for each case study successfully reaching the transfer phase of the Aquainnova methodology will be anticipated as the time scale for long-term impact means that it would be impossible to accurately measure or even to develop the metrics required for measuring, within the timeframe and resources available to Aquainnova.

² Please see Deliverable 46 for report on Knowledge Transfer activities