

Knowledge exchange guidelines

Experience from LWEC & Sustainable Learning

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Plan

- Our goal and our approach (2 mins)
- Short film (7 mins)
- Our guidelines: 5 ways your research can make a bigger impact (5 mins)
- Biodiversa example (1 min)



Our goal is to

- Enable researchers to embed impact into their research
- Through best practice knowledge exchange
- Underpinned by a robust evidence base



Approach

- Underpinning research:
 - Sustainable Learning project (RELU/LWEC)
 - Involved project (British Academy)
 - Ecocycles (Biodiversa)
- Embed research in guidelines e.g. LWEC
- Training



Making Good Ideas Infectious: a film about knowledge exchange

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A film about making good ideas catch on, to make the world a better place.

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5 ways

your research can

make a bigger impact



5 Principles

1 Design

*Know the impacts you want to achieve and
design knowledge exchange into research
from the start*



1 Design

- Set goals for knowledge exchange from the outset
- Devise a knowledge exchange and communications strategy
- Build in flexibility to knowledge exchange plans so they can respond to changing user needs and priorities
- Allocate skilled staff and financial resources to knowledge exchange



2 Represent

Systematically represent research user knowledge needs and priorities in research



2 Represent

- Systematically identify likely users of your research and other stakeholders and revisit as context & stakeholder needs change
- Embed key stakeholders in your research
- Consider the ethical implications of engaging with different stakeholders



3 Engage

Build long-term, trusting relationships based on two-way dialogue between researchers & stakeholders and co-generate new knowledge together



3 Engage

- Have two-way dialogue as equals with likely users of your research
- Build long-term relationships with the users of your research
- Work with knowledge brokers
- Employ a professional facilitator for workshops with research users



3 Engage

- Understand what is likely to motivate research users to get involved in your research
- Create opportunities for informal interaction and learning between researchers and stakeholders
- Work with stakeholders to interpret the implications of your work for policy and practice, and co-design communication products



4 Impact

Focus on delivering tangible results as soon as possible that will be valued by as many of your stakeholders as possible



4 Impact

- Identify quick wins where tangible impacts can be delivered as early as possible in the research process, to reward and keep likely users of research engaged with the research process
- Get your timing right



5 Reflect & Sustain

Monitor and reflect on your knowledge exchange, so you can learn & refine your practice, and consider how to sustain a legacy of knowledge exchange beyond project funding



5 Reflect & Sustain

- Regularly reflect with your research team and key stakeholders on how effective your knowledge exchange is
- Learn from your peers
- Share good practice
- Identify what knowledge exchange needs to continue after research funding has ceased and consider how to sustain this long-term



Illustrated by Ecocycles research

- Based on research with upland policy & practice stakeholders
 - Semi-structured interviews and Social Network Analysis with 41 individuals about 77 research findings



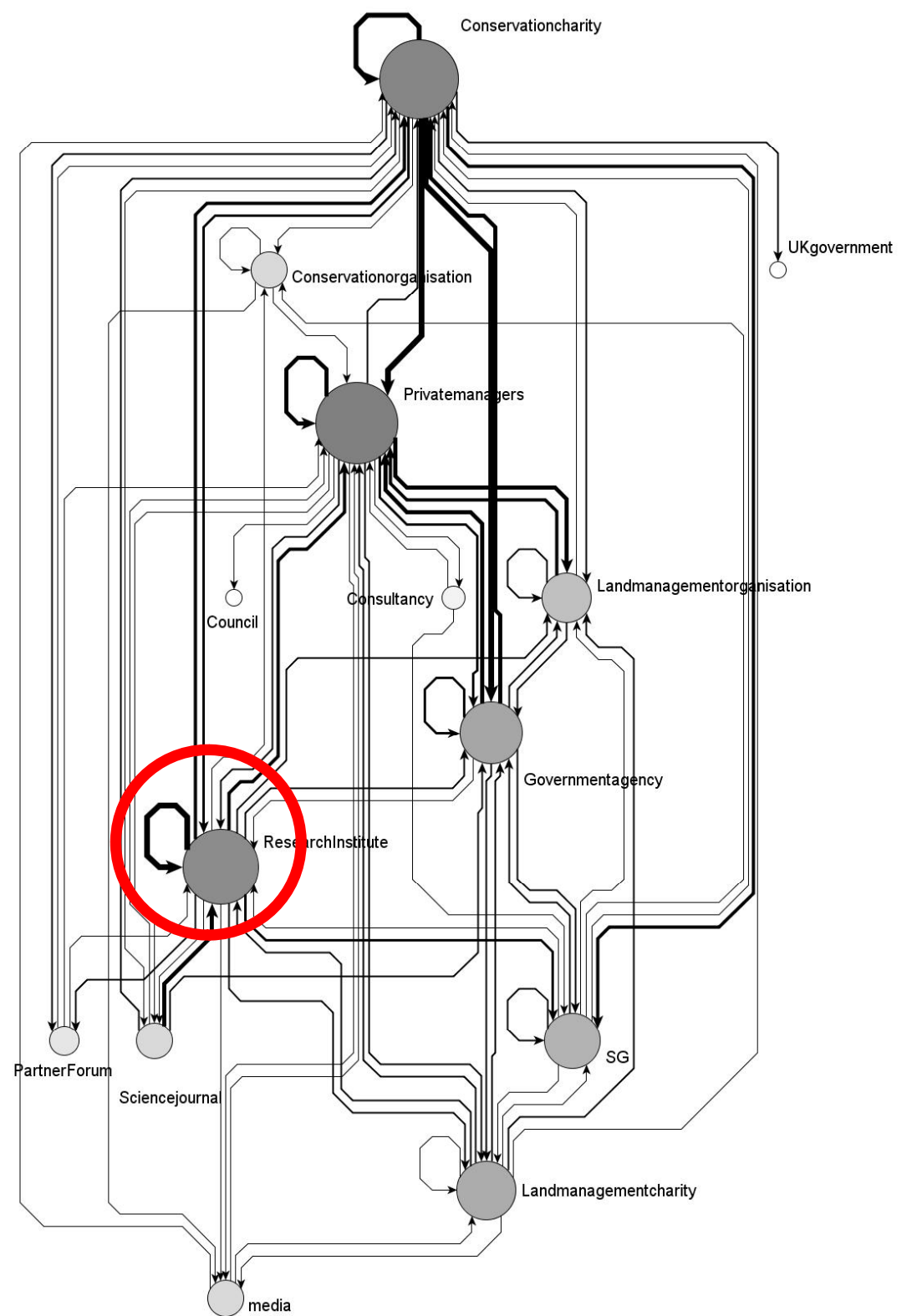
Top 6 most influential organisations in exchanging knowledge about upland research

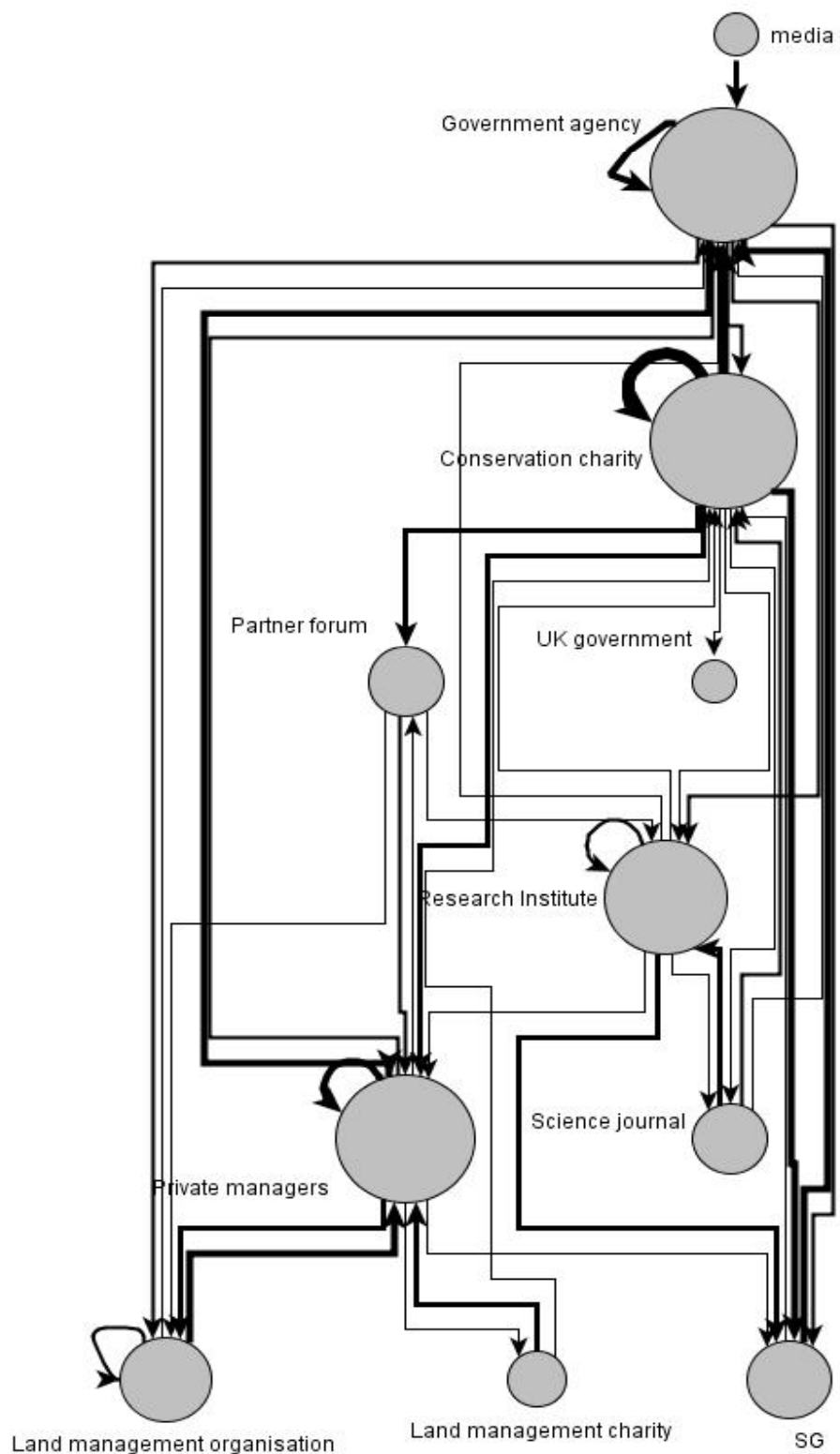
Organisation	Strength as source	Strength as receiver	Eigenvector centrality	Reach as source	Reach as receiver
SNH	25	34	0.450762	435	652
GWCT	31	8	0.424342	376	137
SG	19	29	0.421334	386	402
RSPB	30	31	0.376919	310	398
University of Aberdeen	18	21	0.278225	275	163
The James Hutton Institute	17	12	0.246303	253	218

Note: RSPB & GWCT were primary source of research findings for land management community



- Research institutes mainly communicate their findings to other researchers!

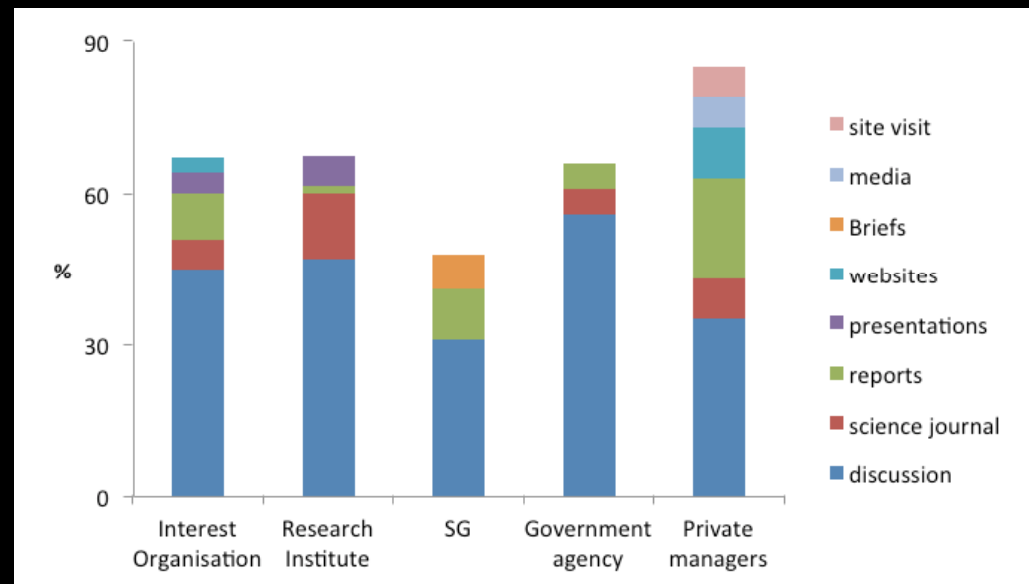




- The importance of working through knowledge brokers

Most evidence about peatland carbon comes via SNH & conservation charities

- Knowledge exchange takes place through long-term relationships built on trust:
 - New research will not influence views of land management community unless communicated via trusted sources e.g. GWCT
 - Most important way people learn about upland research is face-to-face with trusted contacts





Find out more

www.lwec.org.uk/ke-guidelines

www.sustainable-learning.org

<http://www.esrc.ac.uk/funding-and-guidance/tools-and-resources/impact-toolkit/>

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