



# Knowledge Exchange and RELU

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# Structure of Presentation

- **Defining knowledge transfer**
- **Models of knowledge transfer**
- **Knowledge exchange and RELU**





# Defining Knowledge Transfer

- For OST, knowledge transfer involves:  
*“transferring good ideas, research results and skills between universities, other research organisations, business and the wider community to enable innovative new products and services to be developed”*
- classic notions of technological development and the commercial application of scientific knowledge
- the processes through which science informs policy, regulation and practice





# Defining Knowledge Transfer

*“... the two-way process of knowledge exchange between knowledge producers (typically scientists) and knowledge users (typically policy makers, practitioners, businesses and other ‘publics’)*

*... and as focussing on the relationship between science and policies, practices, processes and products.”*

(Conference background paper)





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# Defining Knowledge Transfer

## Routes to Knowledge Transfer

- **Co-operation in education and training**
  - CASE studentships
  - CPD programmes (e.g. AURIL)
- **People and knowledge flow**
  - Knowledge Transfer Partnerships
  - RELU Work Shadowing scheme
- **Collaborative research**
  - LINK programmes
  - Faraday partnerships
- **Commercialisation of R&D**
  - Public Sector Research Exploitation Fund
  - Follow-on-Fund



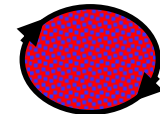
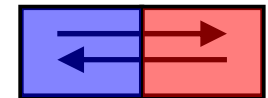


# Models of Knowledge Transfer

- Linear model of knowledge transfer
- Feedback model of knowledge transfer
- Collaborative model of knowledge transfer
- Joint-production of knowledge

Knowledge  
producers

Knowledge  
users





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# Linear Model of Knowledge Transfer



- Built on assumption that users are inexperienced and passive
- The gulf between knowledge producers and users is transcended by packaging scientific knowledge into technological products or popularised forms of knowledge
- But if the diffusion of knowledge is considered to be an iterative process, involving adaptations and feedback, this model is problematic





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# Feedback Model of Knowledge Transfer



- A dialogue exists between knowledge producers and users
- This dialogue allows knowledge users to give feedback to knowledge producers
- Retains the 'black-boxing' of the linear model as users comment upon the *outcomes* of knowledge production

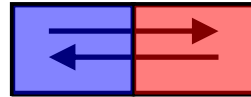






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# Collaborative Model of Knowledge Transfer

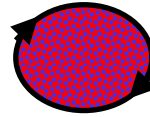


- The gulf between knowledge producers and users is reduced
- Dialogue exists *throughout* the research
- Researchers understand the needs of users, and users understand the nature of the research process
- A division of labour is maintained between the producers and users of knowledge





# Joint Production of Knowledge



- The boundary between knowledge producers and users is dissolved
- Multiple forms of expertise are valued and contribute to knowledge production





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# Knowledge Brokers

- Act as intermediaries, matching specialised knowledge production and specialised user needs
- Multiple forms:
  - knowledge transfer professionals (e.g. University-industry liaison)
  - evidence hubs (e.g. Defra Rural Evidence Research Centre)
  - business advisers, field specialists (e.g. farm advisers, vets ...)
  - land management professionals (e.g. land agents, RICs ...)
  - knowledge transfer consultancies (e.g. ADAS)
  - technology transfer companies (e.g. FAST Ltd)
  - knowledge networks (e.g. Northern Rural Network)
  - skills development agencies (e.g. Lantra)
  - individual knowledge users and researchers





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# Knowledge Transfer Challenges

Incentives	- developing incentives for researchers to engage in relevant research
Time	- mediating time frames of knowledge production and decision-making
Culture	- developing appreciation of differences in work cultures
Expectations	- managing expectations of users and producers
Complexity	- dealing with inconclusive evidence, uncertainty or complexity
Communication	- ensuring effective synthesis and communication of knowledge
Resources	- sourcing finances, skills and capacity
Impacts	- developing mechanisms and measures to assess outcomes





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# Paper Feedback

- The plethora of KT schemes – confusing and incompatible or bespoke and complementary?
- Understanding the role of knowledge brokers, their characteristics, activities and impacts
- A need for case studies highlighting the application of research in policy and practice
- Managing demands for stakeholder engagement and the dangers of stakeholder fatigue
- Building relationships and trust
- Other knowledge transfer agendas: Science in Society; role of knowledge transfer from education ...





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# Knowledge Exchange and RELU

*“Enhance the impact of research on rural policy and practice by involving stakeholders in all stages and to help identify and clarify choices for decision makers.”*

- A model of knowledge exchange as an iterative process, emphasising continuous and extensive engagement of stakeholders in all stages
- A focus on strategic research, providing underpinning knowledge that can inform policy and practice
- Demands a bespoke approach, sensitive to the context, at programme and project level





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# Knowledge Exchange and RELU

- Researchers are engaging with various organised interests, end-users and broader publics through diverse models of knowledge exchange
- Many projects are acknowledging the ongoing process of regionalisation and localisation of rural economy and land use policy delivery in the UK
- Programme is enlarging the 'public' constituency for research in this field, reflecting a broader shift from the 'top-down' government of food and farming to the societal governance of the rural economy and the food chain





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# KE and RELU: Mechanisms

- Stakeholder Engagement Plans
- Project-level communication plans
- National stakeholder forums
- Work shadowing scheme







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# KE and RELU: Work Shadowing

- Aims to introduce RELU research staff to the action-contexts in which their research may be used.

## *Project*

Biopesticides  
Livestock waste

Local v. overseas food  
Nutrition-driven food policy  
Warmwater fish production

## *Host*

Pesticides Safety Directorate  
Catchment Sensitive Farming, Defra  
Land Quality Div, Environment Agency  
Food Links UK  
Farm Advisory Services Team Ltd  
Freshwater Fishfarms Ltd





# KE and RELU: Questions

- Which approaches to knowledge exchange are being applied within your organisation / research project and what lessons are emerging?
- Who are the primary knowledge brokers relevant to your work?
- How might RELU knowledge exchange mechanisms be developed?
- How can we best assess the impact of knowledge transfer activities?

