



## **Using Knowledge Exchange to Improve End-user Participation**

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Too often the knowledge resources of research scientists are under exploited because the culture and language that research scientists use are alien and often confusing to the stakeholders. However, there is an urgent need to bring recent research findings to industry, stakeholders and other operations. For instance, the field of water is receiving much recent attention outside the research community: water scarcity is an issue facing many end-users and the tools for prediction and management need to be based on the most recent and relevant science available.

A strong cooperation between the research community and end users is needed. This role can be filled by a coherent knowledge exchange programme, which can bridge the language gap between research science and the stakeholder, thereby improving the knowledge flow between the two communities. Subsequently this then leads to a change in the perception of research outputs by the user community and a deeper understanding of the user needs by the researchers. One example is to provide the peer review journal results in a readily readable format which opens the door for greater dialogue.

At present we are fortunate to have a wide variety of communication tools to call on, from social media (YouTube, twitter etc.) to traditional print publications, each of which communicate to different audiences. A recently completed 5 year EU project WATCH (Water and Global Change) has made use of number of these media to communicate the project's findings. The WATCH approach of summarising the findings in one report plus YouTube and specialised websites has greatly increased the visibility of the project and therefore its impact. The result of this extra effort has led to a significant amount of international attention on the project outcomes which have facilitated dialogues between researchers and end-users. New partnerships have been established with industry that has previously not had a history of functioning with researchers directly.

This poster will demonstrate and give examples of best practice, drawing on the experiences of the WATCH project as well as give examples of the improved dialogue with key stakeholders.