



## **Make a difference! - Why effective knowledge management matters in science**

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Just a few years ago – few in considering geological time scales - a researchers life was more or less that of an elitists trapped in his ivory tower, with both disadvantages and advantages and a romantic hint of intellectual freedom. Today researchers have to fulfil a vaster claim, not only directly related to their academic such as continuous seeking for financial research support to continue their science or publishing their newest findings in high-ranking journals, but also communicating the discoveries with society, such as the interested citizen, policymakers, stakeholders from international and intergovernmental, non-governmental institutions, as well as industry. The overall challenge is to consolidate science at the regional and global level, to show its relevance for humankind. That is obviously easier said than done, and many of us are still not equipped and trained for the communication outside ‘our comfort zone’. What is necessary to spread your research as broad as needed to users, how increase the impact of your research as much as possible? Here we show how effective knowledge transfer can improve the impact of research. Furthermore, the presentation indicates skills and best practice required for project management in order to deal with the challenges related to the implementation of knowledge transfer in research projects.