

COMMUNICATING RESEARCH RESULTS: More than transfer of knowledge

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Communication: important to universities?

Academic institutions: have the responsibility to communicate and provide knowledge to the public at large and to the individual stakeholders that are expected to directly benefit from research work.

➤ What is the role of communication?

- Information sharing
- Dialogue
- Advocacy
- Mobilization

➤ When is communication effective?

When your audience perceives your 'message' as **relevant, interesting and understandable** .

Communication: three models

Three models of research communication:

- "Deficit" model: assume your TA has no knowledge; one-way communication. Based on assumptions. Awareness campaigns («don't smoke», «save energy», etc)
- Dialogue model: two-way communication between researcher and 1 TA. Requires listening and finding out about needs/knowledge of others. What is *their* interest?
- Participatory model: interchange of ideas, thoughts, opinions between several groups. Extended dialogue model. Use of social media.

Communication for knowledge exchange

How do we best communicate project results? How can we convert results into knowledge?

With help of a communication strategy. Why?

- Communicating is more than informing
- Enhances the value of the project
- Guideline to reaching project goals
- Involves all project participants in raising the visibility of the project
- The donor often expects visible output (“The success of the HERD programme will be characterised by the contribution to economic growth and **social development** as outlined in the objectives of the programme”).

Communication Strategy Development: Steps in the Process

Key to effective communication: Planning and preparation.

1. Situation analysis:

- Goals and objectives of the project
- Problems to be solved
- Stakeholder/target group(s) analysis

2. Planning the communication strategy

- Needs of the stakeholder/target groups
- Tailoring the message to the target group
- Identifying partners to help achieve our communication goals

Communication Strategy Development: Steps in the Process (ii)

1. Planning the operational phase of the strategy

- Institutional and programme framework
- Planning of activities: who does what? Who is communication focal person in project?
- Budget, timeframe

Communication Strategy Development: Steps in the Process (iii)

2. Implementation

- Communication tools: tailoring to the needs of our stakeholders. Are they able to find relevant information when they need it? Where do they get information from?
- Mobilize partners
- Feedback from stakeholders: evaluate, review, revise
- What are the barriers for information uptake? Resistance to change?

CCIAM and EPINAV programmes in Tanzania

Climate Change Impacts, Adaptation and Mitigation (CCIAM) – 2010-2015, NOK 94 mill. (USD 17 mill.):

Partners: UMB, Sokoine University of Agriculture (SUA), University of Dar es Salaam, Ardhi University and the Tanzania Meteorological Agency. 15 projects and 11 supporting Strategic Intervention projects.

Enhancing Pro-poor Innovations in Natural Resources and Agricultural Value-chains (EPINAV) – 2011-2015, NOK 72 mill. (USD 13 mill.):

Partners: UMB, Norwegian School of Veterinary Science and Bioforsk, Sokoine University of Agriculture. 17 projects and 2 supporting Strategic Intervention projects.