

Acronym: COLUMBUS

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Knowledge for Sustainable Blue Growth

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Blue Society Award Rules

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Dissemination Level	
PU Public	X
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1. Executive Summary

COLUMBUS communication activities refer to the Blue Society vision (originally developed through the [Sea for Society Mobilisation and Mutual Learning Action Plan](#)) as a best practice strategy to promote marine and maritime research and innovation, and convey the project's added value to relevant audiences including the public. Beyond Blue Growth, the Blue Society vision encompasses environmental concerns and policies as well as broader societal needs, and relates to Responsible Research and Innovation principles. Within the COLUMBUS project, this strategy will be strengthened by raising the visibility of the COLUMBUS Knowledge Transfer methodology to ensure its acceptance by relevant stakeholders and increasing the public's perception of the importance of Marine and Maritime Knowledge Transfer toward a Blue Society.

The COLUMBUS project partners believe that by implementing an award system that rewards added value and increased efforts by researchers, it can initiate a change that also motivates and incentivises researchers to want to carry out and transfer research knowledge for societal benefits.

Definitions

For the purposes of the COLUMBUS project, the following terms are defined:

Knowledge Transfer: The term for the overall process of moving knowledge between knowledge sources to the potential users of knowledge. Knowledge Transfer consists of a range of activities which aim to capture, organise, assess and transmit knowledge, skills and competence from those who generate them to those who will utilise them.

The ambition of knowledge transfer is to expedite innovation.

Blue Society: Central to the Blue Society is an understanding of the Ocean as a source of opportunities for increasing human well-being through the carefully coordinated/integrated governance and strategy towards sustainable use of the World Ocean's potential.

Blue Society is an innovative vision for a new governance model of the Ocean that takes into account the different aspects of sustainable development. Blue Society promotes innovation, through a close collaboration between researchers, entrepreneurs and decision-makers, in order to find solutions to meet society's present and future needs.

2. Objectives

The annual COLUMBUS Blue Society award (Task 7.5¹) has been designed to acknowledge Marine and Maritime Responsible Research and Innovation (RRI) champions. The award will be entitled "**COLUMBUS Blue Society award for impactful Knowledge Transfer**". This award will highlight best practice examples of successful Knowledge Transfer, specifically those resulting in impactful uptake by end-users contributing to Blue Growth and the implementation of marine and maritime policies such as the Marine Strategy Framework Directive (MSFD) in harmony with the principle of Blue Society. This activity, in combination with Task 7.2, will promote a culture change in individual researchers' behaviour as well as stimulate engagement with Blue Growth beneficiaries² at the

¹ Task 7.5 will benefit from the advices of EurOcean and VLIZ who have experience in organizing European awards.

² Including BG13 Ocean Literacy project, Sea Change (www.seachangeproject.eu/)



International Workshop on Blue Society Knowledge Transfer (Task 7.4). Two prizes will be awarded; one at each of the 2017 and 2018 COLUMBUS Annual Conferences.

3. Expected results

Prizes will be awarded to those proposals that are most focused on highlighting best practice examples of research which has been transferred to end users **and** resulted in measurable impact, while supporting the Blue Society vision. The overall outcome of the COLUMBUS Blue Society awards will be to raise awareness of the importance of carrying out Knowledge Transfer and to provide recognition where significant effort has been applied. Consideration will be given on how to magnify this result, for example by enabling alternative stakeholder groups, for example the general public, to play a role in the evaluation process and as a result be exposed to Knowledge Transfer and its importance.

4. Evaluation

COLUMBUS Evaluation Committee

The COLUMBUS Evaluation Committee will be determined following the 1st COLUMBUS Annual Conference (March 2nd 2016, Brussels) after consideration by partners. A proposal for the nomination of members of the Evaluation committee will be circulated by email to all partners with confirmation of the members of the Evaluation Committee to be in place at a minimum six months prior to the second COLUMBUS annual conference. Details will be publicised together with the announcement of the first COLUMBUS award in advance of the 2nd COLUMBUS Annual Conference, in Spring 2017. The basis of the evaluation committee could comprise of the members of the External Advisory Board and chaired by the COLUMBUS Project Manager, Cliona Ní Cheallacháin. However, COLUMBUS will retain the flexibility to include external stakeholder representatives, representatives from the maritime community as well as include alternative methodologies for capturing votes, to ensure that there is increased benefit and publicity for the award. As mentioned above, the general public could be utilised and consequently strengthen the project outreach efforts of COLUMBUS by raising awareness of Knowledge Transfer and its importance to society.

In the event of a tie, the Task Leader (AquaTT) will determine the winner.

Award criteria

The winner of the COLUMBUS Blue Society Award will be selected by the COLUMBUS Evaluation Committee. This selection will be made based on a scored assessment of each submission against the following criteria:

1. **Innovative:** for example, in terms of concepts, processes, tools, methodologies and/or technology;
2. **Tailored:** for example, in terms of the type of research and the specific audiences targeted;
3. **Integrated:** covering the entire research project lifecycle, core values and concepts rather than only after the end of the project;
4. **Impactful:** in terms of measured impact of both the Knowledge Transfer activities and the resulting uptake by targeted audience;
5. **Leadership and Community Empowerment:** How does it contribute to progressing Blue Society and/or demonstrates leadership in inspiring change;
6. **Responsible:** How does it comply with the RRI principles? (Gender equality etc.);
7. **Legacy:** How will the results continue to be impactful?



Evaluation process

The rules of the contest are established and published here by the COLUMBUS project. The contest will be launched and managed, and prizes awarded, by the COLUMBUS partners project. Entries have to be submitted by the contestant (individual or consortium) via email to the Chair of the Evaluation Committee (Cliona Ní Cheallacháin: cliona@aquatt.ie). The candidates will be required to provide proof of eligibility (Section 6) and an application form (Annex 1), which will be presented to the COLUMBUS Evaluation Committee for assessment. The Evaluation Committee will score each submission against the award criteria and submit the total score and general comments to the Task Leader by email. If required a remote meeting shall be planned to review submissions, particularly when joint leaders occur:

Criterion	Maximum points
INNOVATIVE	5
TAILORED	5
INTEGRATED	5
IMPACTFUL	5
LEADERSHIP AND COMMUNITY EMPOWERMENT	5
RESPONSIBLE	5
LEGACY	5
Total	35

Upon completion, the members of the Evaluation Committee shall sign a record of all the entries examined, containing an assessment of their quality and identifying those to which the prizes may be awarded. The evaluation of proposals shall remain confidential at all times.

All contestants will be informed about the outcome of the evaluation before the award date.

5. Arrangements and final dates for the submission of entries

The COLUMBUS Blue Society award rules will be presented at the first COLUMBUS Annual Conference (2 March 2016). The awards will be given at the second and final conferences. The submission deadline will be a minimum of two months in advance of the Annual Conferences to allow for the evaluation process to take place. Promotion of the award will begin four months prior to the submission deadline.

6. Prizes

The prize for the COLUMBUS Annual Conference will be determined in advance of each competition opening and will be promoted as part of the award rules and guidelines for participation. Examples could include T&S to attend the COLUMBUS Knowledge Transfer Annual Conferences; a grant covering the expenses to attend a scientific conference (travel and registration fee; annual membership to enter a brokerage and / or business innovation network; etc.

Sponsors will be invited to support the cost of the award.



7. Conditions for participation

The application form provided by the contestant must be correct and complete; and the contestant must comply with the following eligibility criteria:

1. The candidate research must be funded by the European Commission or national funding from an EU Member State.
2. The submission must consist of a complete application form.
3. The achievements must relate to completed or on-going initiatives started after 1st January 2012.

8. Publicity

Publicity by the winner of the prize

The contestants accept, if they are awarded a prize, to promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.

Publicity by the COLUMBUS project

The COLUMBUS project may use, for its communication and publicising activities, information relating to the action; documents notably summaries for publication; public deliverables; and, any other material, such as pictures or audio-visual material that it receives from the winner of the prize (including in electronic form).

The COLUMBUS project will publish the name of the winner, its locality, the amount of the prize and its nature and purpose and that the contestant may request the COLUMBUS project to waive such publication if disclosure risks threatening its security and safety or harm its commercial interest.

Photos and videos taken by the COLUMBUS project either in preparation of the award ceremony or during the award ceremony are the sole property of the COLUMBUS project.

The COLUMBUS project shall be authorised to publish subject to the right of the contestant to waive such publication, in whatever form and on or by whatever medium, the following information:

- The name of winner(s);
- The locality of winner(s);
- The general purpose of the activities of the winner(s) in relation to the award of the prize, in the form of the summary provided by the winner(s); and,
- The amount/type of the prize awarded.



Annex 1: Example of Application Form

Name: [Click here to enter text](#)
Email: [Click here to enter text](#)
Organisation: [Click here to enter text](#)

Project: [Click here to enter text](#)
Website (if available): [Click here to enter text](#)

Brief description of project:

[Click here to enter text \(max. 100 words\)](#)

Describe your Knowledge Transfer activity, including details on how your activities were:

- **Innovative** – for example, in terms of concepts, processes and tools
[Click or tap here to enter text.](#)
- **Tailored** – for example, in terms of the type of research and the specific audiences targeted
[Click or tap here to enter text.](#)
- **Integrated** – covering the entire research project lifecycle
[Click or tap here to enter text.](#)
- **Impactful** – in terms of measured impact of both the Knowledge Transfer activities and the resulting uptake by targeted audience
[Click or tap here to enter text.](#)
- **Leadership & Community Empowerment** - How does it contribute to progressing Blue Society and/or demonstrates leadership in inspiring change
[Click or tap here to enter text.](#)
- **Responsible** - How does it comply with the RRI principles? (Gender equality etc.)
[Click or tap here to enter text.](#)
- **Legacy** – How will the results continue to be impactful?
[Click or tap here to enter text.](#)

