

# Working together for Innovation Adoption

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## Knowledge Mobilization

New science-based ideas and technologies can transform an industry by driving sustainability and competitiveness. An effective knowledge mobilization strategy accelerates the adoption of innovation. The Poultry Innovation Partnership (PIP) employs a **linkage and exchange model** to create value by moving innovation from experimental edges to the core of practices on farms, in industry associations and in research institutions. Despite their potential for industry improvement, many research outcomes may fall into the **Valley of Death** and not be adopted. Each stage of the knowledge mobilization process requires different extension products, practices and players. Effective knowledge mobilization leverages the trust, relationships and knowledge of those invested in the continuous improvement of the industry.

PIP has developed a knowledge mobilization strategy that addresses each stage of the continuous improvement cycle toward innovation adoption and works collaboratively to bridge the Valley of Death.

**GOAL:** Poultry research and extension outcomes that transform the poultry industry by improving its sustainability, competitiveness, profitability, and productivity.

**OBJECTIVES:**

- Create a culture of shared responsibility and benefit through engagement in research and extension activities
- Improve the relevance, applicability and accessibility of research outcomes
- Develop a collaborative community to support continuous improvement of the poultry industry

## Bridging the Valley of Death



Figure 1. PIP's Innovation adoption process model

Trusting relationships are the foundation of effective knowledge mobilization and understanding the barriers and needs of end-users is paramount. Working with others who have established trust and relationships with end users strengthens the impact of the extension strategy.

## Leveraging our strengths

PIP has developed a knowledge mobilization strategy to support continuous improvement and serves as the bridging organization between the poultry industry and the research community. The strategy intentionally addresses each phase of the innovation adoption process (moving clockwise around Figure 2).

PIP collaborates with the industry to identify and define opportunities. By hosting the Canadian Poultry Research Forum PIP connects with potential research collaborators and speakers. Research conducted at the University of Alberta is summarized annually. Research outcomes from around the world are communicated through webinars and conferences. Discussion groups and demonstrations support peer-to-peer learning that ultimately lead to the development of decision tools and technologies like the PIP Water Management App.

The phases of adoption are a bridge over the Valley of Death and each end user will go through all of the phases before adopting a new practice or product. Failure to do so results in innovation falling into the Valley of Death and not being utilized. Each of these phases requires tailored knowledge mobilization processes and products to overcome the barriers to innovation uptake. Gaps to adoption occur when end users:

- **Don't know** that the information exists, or what action to take;
- **Don't understand** the information, what it means, or why it is important;
- **Don't care** about the information, seeing it as irrelevant or not beneficial to their agenda; and/or
- **Don't agree** with the implications of the information, believing the knowledge to be misguided or false.



Figure 2. PIP Knowledge Mobilization Strategy