

# Integrative Sustainability Science

Lessons Learned from the  
'Coffee project'

Routes towards more successful adaptation

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**Conservation and use of the wild populations of  
*Coffea arabica*  
in the montane rainforests of Ethiopia**



**CoCE**

## 1 **‘Good knowledge’ does NOT trickle down...**

only knowledge OF INTEREST to the concerned party has a reasonable chance to get to the ‘end user’

- > identify ‘knowledge interests’
- > be careful about ‘vested interests’
- > develop a **communication strategy** suitable for each communication target: personal meetings (in what order?!), policy briefs / handouts... - not just workshops...

⚡ time and expertise...

=> involve communication experts as long as this expertise is not in-house

## 2 Look around and collect what's already there

Look horizontally what knowledge has been accumulated concerning your question / carefully reframe research questions after this investigation

- ⚡ **academic tradition of the past 400 years**
- ⚡ **science careers are made by being “original”**

### 3 Involve stakeholders and users right from the beginning

- > Define your research questions (the 'problem') together with practitioners and possible users of solutions
- > make space (time, funds) available for problem identification
- > conduct **stakeholder-analyses** before setting up your project
- > identify the **self-interest** of stakeholders

- ⚡ unusual set-up for a research project
- ⚡ budgets for careful start-up phases & problem identification often not available

## 4 Create a solution- and target-oriented project design

- > definition of project **targets / target-oriented structure**  
instead of / or complementary to (disciplinary) SP structure
- > focus on concrete problems + solutions
- > continuous info-flow within entire project team and workgroups

⚡ hierarchies in academia

⚡ still very difficult ... / don't depend too heavily on this one

## 5 Identify emotional and policy relevant aspects of your work

- > discuss with your stakeholder groups
- > be careful who to involve on the basis of a good initial **stakeholder analysis**

## 6 Establish knowledge and implementation 'bridges'

Make use of existing 'boarder organisations' or establish your own one

-> involve experts stakeholder management

⚡ very rarely funded properly

## **7 Talk to the possible users of your results: civil society groups (NGOs...), politicians, local population / indigenous people...**

- > keep regular contacts / from the very beginning of your project
- > listen to what they say / dialogue instead of dissemination
- > KISS (keep it short and simple)!

- ⚡ contacts seen as “political activities” ?!
- ⚡ myth of “strong objectivity” of science

## 8 Transfer responsibility from science to stakeholders / user groups

Step by step...

- > intuition and flexibility instead of rigid pre-planning
- > open endedness / **process orientation**

⚡ **mandate problem...**

## 9 Create space and options for possible implementation

- > plan for the time after the project
- > look for means of post-project funding (early!)
- > let the post-project people take over in time

⚡ open-endedness still is a challenge for many funding mechanisms...

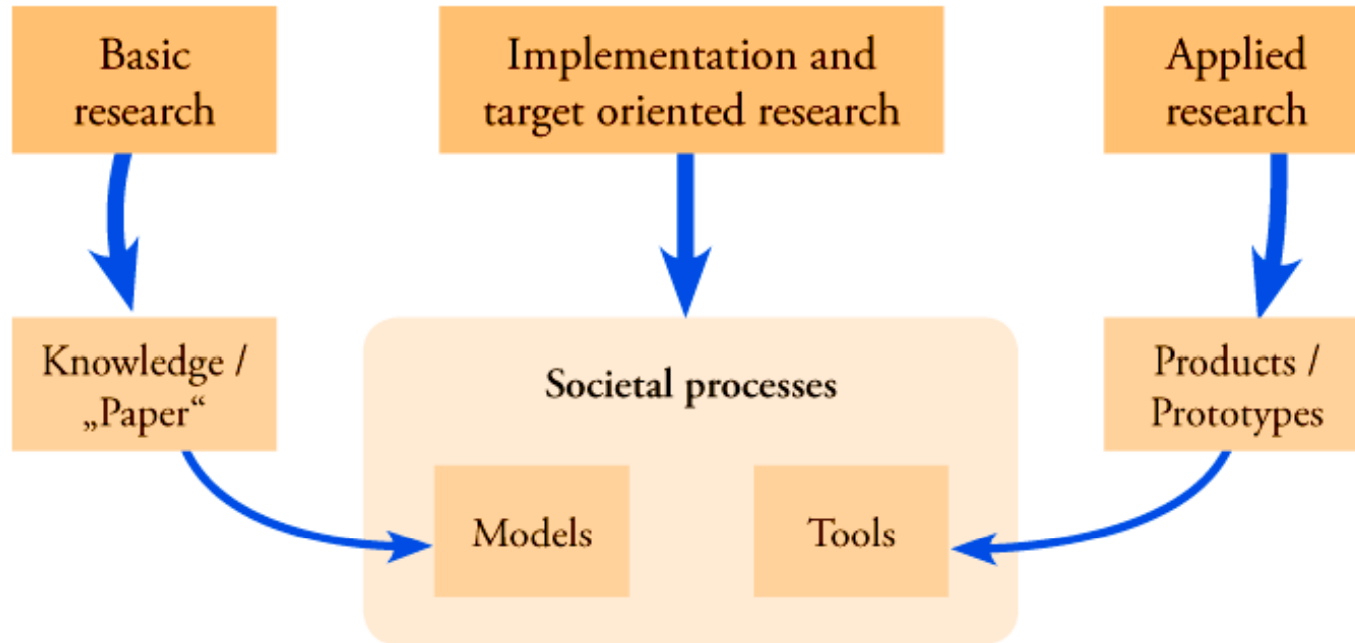
## 10 Carry on work with your implementation targets

- > If possible further define and work with key implementation targets that ensure post project continuity
- > Closely cooperate with your 'boarder organisation' on this...
- > Keep a great flexibility - things may change...

- ⚡ (assumed) danger of being seen as too 'political'
- ⚡ **self-interest of involved scientists...**

## Results of science and research

three forms of science “produce” different results



## more information:

