



# **TRIPLE APPROACH TO UPTAKE**



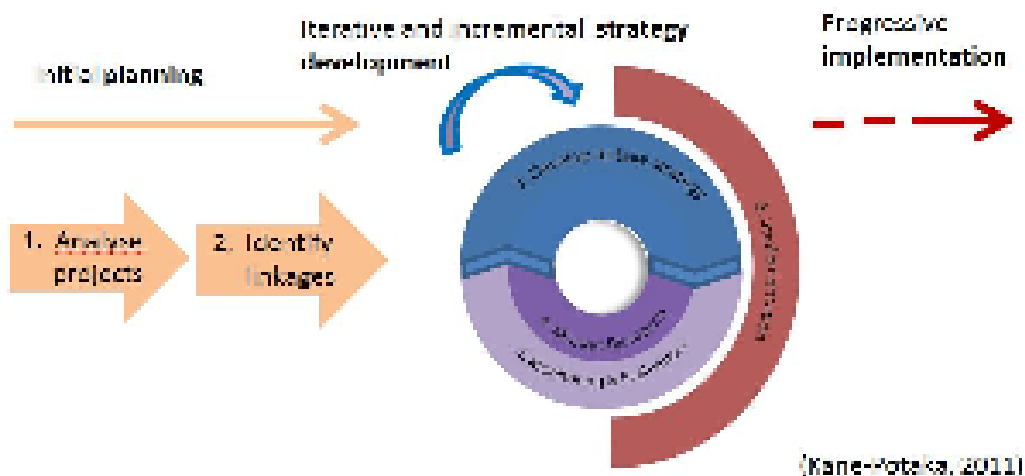
Joanna Kane-Potaka  
Director, Communications and Marketing,  
Information and Knowledge Group (IKG)  
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IWMI's new triple approach to uptake is being implemented. This involves:

- 1. Project uptake strategies:**  
These are targeted strategies built into projects at the beginning. They are focused on the project results and the potential users of the results.
- 2. Regional uptake strategies:**  
These are particularly important to keep the momentum going when projects are completed, and to build linkages across projects to provide synthesized messages.
- 3. Global uptake strategies:**  
This involves developing strategies to influence the global agenda.

To maximize the effectiveness of these uptake efforts, both a Broad-Macro and Targeted-Micro approach to the strategies are recommended. The Broad-Macro efforts aim to make the research information as widely available as possible, easily accessible and well promoted. The Targeted-Micro efforts focus on the specific targeted audiences. Both components are viewed as complementary and essential to get the full impact from the uptake efforts.

Diagram A: An iterative and incremental approach to developing and implementing and uptake strategy



## The Need – The Opportunities

'Research for development' struggles with an increasingly difficult dilemma - how to continue to produce high-quality science but at the same time ensure the work has impact beyond the covers of peer-reviewed journals?

There is increasing concern that research results are not reaching the implementers of this information and that efforts to ensure uptake of the research findings have become of secondary importance to undertaking the research.

What is an uptake strategy?

An uptake strategy moves an organization from answering the question, "How do we disseminate our information?" to "What will it take to get action?"

Developing an uptake strategy involves:

- Identifying an impact pathway
- Undertaking market research to understand the target stakeholders and their environment
- Developing strategies to move along the impact pathway
- Undertaking monitoring and evaluation to continually assess the progress and feedback into the strategy

A typical strategy may include:

- Involvement of stakeholders - taking a participatory approach
- Internal communications
- Relationship building and management
- Capacity building
- Information and communications

It requires a flexible open approach, i.e., "whatever it takes" to get action.

Tips for developing uptake strategies

- **Develop catalyst uptake strategies:**  
don't think of uptake as development but as a catalyst for others to take the messages further.
- **Take an iterative and incremental approach to the development of the strategy:**  
this will involve a continual process of monitoring and evaluation feeding back into developing the next stage of the uptake strategy. See Diagram A.
- **Have a 'strategy', not just a number of products, tools or activities.**
- **Carry out the 'uptake' from the start of the project.**
- **Schedule time and budget for uptake in project activities.**
- **Incorporate uptake as another discipline in a multidisciplinary approach to the project.**