



Intelligent Understanding for the Blue Economy

Leveraging the power of knowledge integration

Monty Mountford OBE



'Intelligent understanding for a sustainable future'

Knowledge integration?



Principle – access and use all relevant sources of knowledge.

Purpose - Achieve Intelligent Understanding.

Outcome - Optimal decision making.



Concepts



- Knowledge?
- Information and data?
- Understanding?
- Intelligent Understanding?



Context



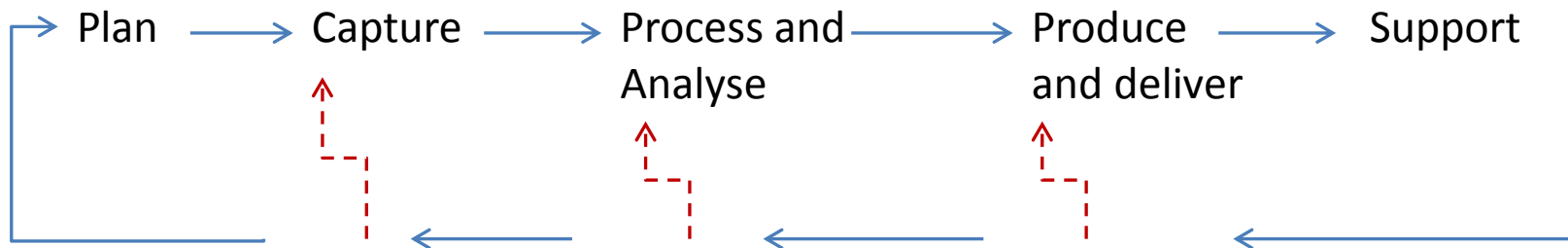
- Exponential growth in data sources.
- Overwhelming data volumes....at light speed.
- Visualisation.
- Secondary and tertiary data.
- Knowledge strategy is essential.
- Not just about tools and techniques.
- And not forgetting environments are integrated.



Approach



- Business strategy component.
- Culture and ways of working.
- Applied throughout information lifecycle.



Knowledge



- What is the question?
- Is it the right question?
- Big data? Or just a big bucket?
- What must we know?
- What would be useful to know?
- IVV – Identify, validate, verify.

“Useful, relevant, and aids understanding”



Integration



- People, processes, procedures.
- Knowledge/experience mix.
- Leadership.
- Requirement capture - what, not how.
- And not forgetting the client has a vote!

“Technology supports integration, but is not the answer”



Anchoring knowledge



- Everything happens somewhere – ‘whereness’.
- Geospatial attribution challenges – cluster danger.
- Spatial AND temporal association.
- Collation effort ↓ Analytic opportunity ↑
- Relationship analysis.
- Rapid visualisation – supports dynamic change.
- Accessibility – reduces time/linguistic/cultural barriers.



Knowledge integration challenges

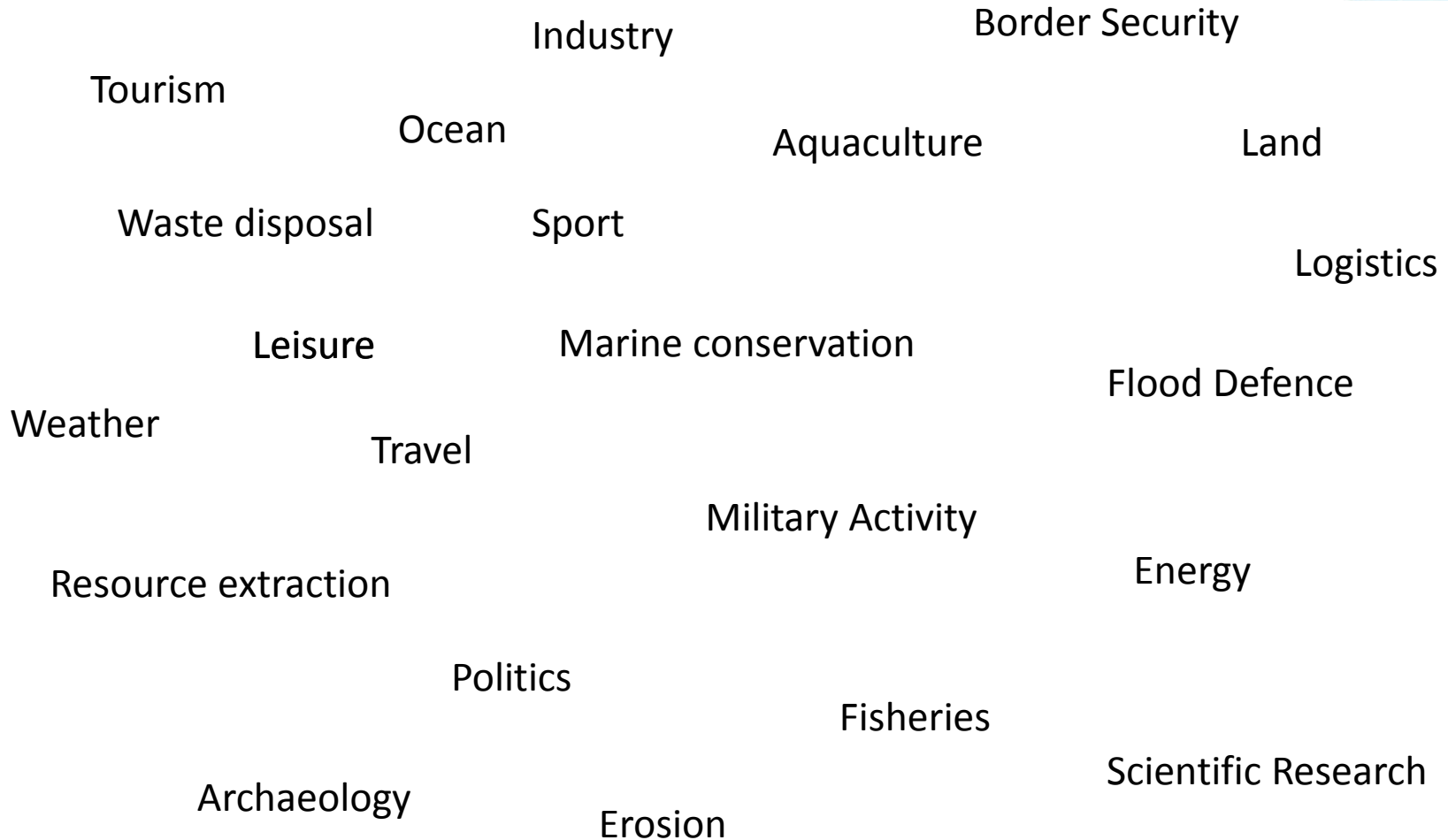


- Activity density.
- Resource competition.
- Rate of change.
- Visibility & interest profile.
- Difficult & complex environment.
- Land and Ocean data capture differences.
- Rich, & growing, secondary and tertiary data seams.

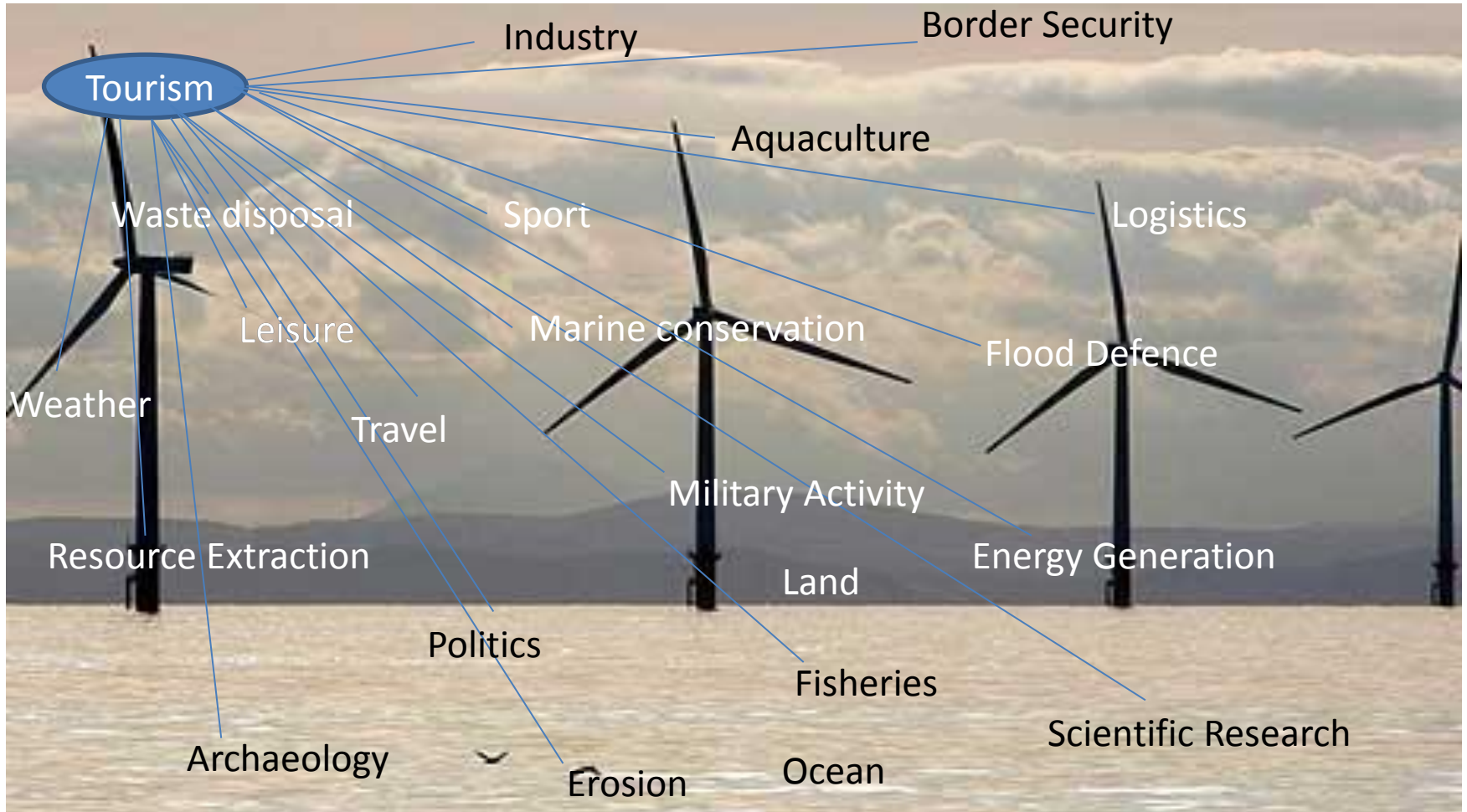
“Consider, for example, the coastal zone”



Influences and actors



An influence nexus



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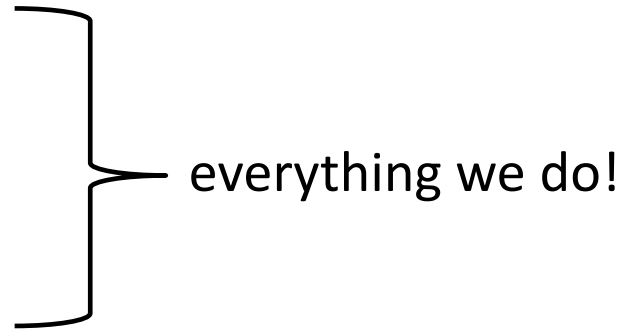


So what?



Use an knowledge integration approach for.....

- Requirement planning
- Data harvesting
- Analysis
- Visualisation
- Production



.....in the coastal, or indeed any, environment.

“providing knowledge to aid understanding is our business”



And finally...



What?

Adapt our ways of working to make sure we can continue to provide best and most relevant knowledge from available sources.

Why?

To assist optimal decision making supported by an intelligent understanding

How?

Consider how we think and operate and.....
..... Adopt a knowledge integration approach to every aspect of our business from planning to delivery





Questions and observations?

Monty Mountford OBE
FREMO



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