U.S. General Services Administration (GSA)
Office of Federal High-Performance Green Buildings

What Is the Knowledge Network?
November 27, 2012

Topic: Knowledge Network

Background:
The Knowledge Network is a method to put research into practice. It delivers evidence-based solutions to building managers, financial decision makers, procurement professionals and technical experts so they can implement integrated solutions that achieve continuous high performance in buildings.

Problem:
Existing research that could improve building performance too often fails to reach those who can use it.

What is the Knowledge Network?
The Knowledge Network method identifies useful research, translates it into forms that connect with target audiences, and distributes the content through channels that already capture our audience's attention.

How does the Knowledge Network work?
The network works by connecting practitioners to important existing research that helps them do their jobs. The Knowledge Network is a method, not a web site. It functions as a dispatch center, distributing useful research in customized packages through varied channels to specific audiences. We evaluate the components of a research project and look at who can best use them. We then reassemble and package the pieces to highlight the subjects most relevant to our intended audience. A deep understanding of what motivates each audience lies at the core of the Knowledge Network. We pose questions such as--Is this information important for me to get my job done? Will it help me influence other decision makers? Do I relate to this topic on a deeper, emotional level? The answers help frame solutions that resonate with our audiences.

Knowledge Network Components
Content Areas & Examples:

- Integrated Design: Planning for O&M, LCA, Demonstrated Operational Improvements
- Energy Reduction: Plug & Process Loads, Envelope Efficiency, Lighting, Behavior Engagement
- Procurement: Performance-Based, Green Cleaning
- Occupancy: IAQ, Comfort, Productivity, Satisfaction, Health, Culture, Perceptions and Behavior

Audiences:

- Building Managers, Financial Decision-Makers, Procurement Professionals and Technical Experts
    - Secondary audiences: Project Managers & Agency Decision Makers

Formats:

- White Paper, PowerPoint, Decision Tree, YouTube video, Checklist, SFTool Case Study, Business Case, Conference Paper, Best Practice/How-to document, Journal Article, Infographic, policy guidance

Channels:

- Professional Association, Agency and Standards Organization sponsored newsletters, on-line communities, trade journals, conferences, blogs, websites, emails, webinars, college courses, listserves; FedCenter, Whole Building Design Guide; Social media (Twitter, Facebook, LinkedIn), games and simulations; and GSA's own SFTool and Facility Management Institute (FMI).

Current Status:

The Knowledge Network Team has created templates for deconstructing research and "translating" content for practical use and has brought two contractors on board for support.

- Research: The Institute for the Built Environment (IBE)
- Translation: The Green Team (GT)

Six proof-of-concept content pieces are in final form and will soon be released.

- Water
    - Indoor Water White Paper (doc)
    - "We Are What We Repeatedly Do" Indoor Water Presentation (ppt)
    - Water Product Procurement Decision Tree (pdf)
    - Occupant Behavior SFTool Case Study (web)
- Submetering
    - Submetering Business Case (doc)
    - "What Type of Submetering is Right for Me?" Meters Comparison Graphic (pdf)

Completed content features six different formats: one presentation, one white paper, one business case, one decision tree, one how-to graphic and one SFTool case study. Both an indoor water short video and Performance-Based Contracting white paper are forthcoming in February, 2013.

What support does the Knowledge Network need?

To be successful, the Knowledge Network requires access to and coordinated effort by experts in the areas of research, translation, economic analysis and illustration in order to put research into practice. "Strategic partnerships" are a vital ingredient for success and we seek partners to participate in this effort as research contributors, and/or disseminators of completed content.

For Questions contact Michael.Bloom@gsa.gov Knowledge Network Program Manager