

# Knowledge Mobilization Planning Guide

Considering the following factors can help you develop a persuasive knowledge mobilization plan for your research grant proposal.

<b>1. Partners and Audiences</b>	<p>A. Key partners (who you are listening to): list the organizations and individuals who will share their stories and experiences, outlining what they think is important and to identify goals that are meaningful to them. You might engage with them at the beginning or throughout the research.</p> <p>B. Co-production partners (who you are collaborating with): list the individuals and organizations that will work with you as co-developers of the project, allies in data collection, and providers of ongoing input.</p> <p>C. Audiences/knowledge users (who your research is for): list the communities and organizations who may not be working directly with you, but who will be able to use the knowledge you are generating. This can include industries that could benefit from, or even commercialize, your research products.</p>
<b>2. Goals: Flip the problem</b>	<p>With the partners and audiences identified above, outline goals that are meaningful to them, as well as to academic researchers. If you are researching access to fresh produce in a low-income food desert, then your problem might be “lack of access to fresh produce” and your long-term goal might be “enhance access to fresh produce”, while a short term goal might be “generate decision tools and incentives for produce providers”.</p>
<b>3. Knowledge mobilization activities</b>	<p>A. How will you invite and record input from your key partners? Examples may include town halls, interviews, social media.</p> <p>B. How will you manage collaboration with your co-production partners? What stages will they be involved with (ex. agenda setting, data collection, analysis, reporting)? Will they be compensated, or is their time considered an in-kind contribution?</p> <p>C. How will you get the right information to the right people at the right time? What is the right information, who are the right people, and when is the right time? How will you ensure that the information is accessible and engaging to your audience?</p> <p>Think about engaging forms of dissemination including arts-based methods and facilitated workshops with end users.</p>
<b>4. Impact</b>	<p>What does the future look like if you complete the KMb activities above?</p>
<b>5. Evidence of impact</b>	<p>A. What changes, and for whom?</p> <p>B. How will you know?</p> <p>C. What data or information will you need to prove it?</p> <p>D. How will you record it?</p> <p>E. What will you do to communicate the impact?</p>

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<p><b>6. Budget/resources for activities</b></p>	<p>Knowledge mobilization cannot be done on a shoestring, or by waiting until the end of your project and seeing how much money you have left over. Plan your activities early and build them into your project budget to make your dissemination effective and meaningful.</p> <p>Expenses to consider:</p> <ul style="list-style-type: none"> <li>A. Wages for knowledge mobilization team – expertise will be required, and you must compensate accordingly. Make sure you pay a living wage!</li> <li>B. Compensate your co-production partners in an appropriate way. This may include culturally appropriate gifts – take time to understand what this means for the partners you are working with.</li> <li>C. Translation, design, videography – what professional services will be necessary to make your KMb accessible and culturally appropriate?</li> <li>D. Hospitality for events – will you host experts, provide food to participants and attendees, rent space?</li> <li>E. Materials – printing costs, take home items, supplies for activities.</li> <li>F. Commercialization costs – proof of concept and scaling expenses, legal fees and filing costs.</li> <li>G. Marketing – will you need support to reach audiences?</li> </ul>
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**Consult your partners at every step of the way!** Whether you are working with an industry partner, a community organization or a government agency, their expertise can help you plan the right knowledge mobilization activities to move from ideas to impact.

**Partners can act as both knowledge users and knowledge brokers.** They may be directly implementing new knowledge into their own practice or may be a conduit that helps disseminate knowledge to those who will. Give your partner space to define their role in the project and empower them to leverage the results of your research in the ways that serve them best.

**Check out these resources!**



**TURNING  
RESEARCH  
INTO ACTION**

Research Impact Canada (RIC): <https://researchimpact.ca/> Free resources, communities of practice, and more. Contact ORIS to find out how you can leverage UWindsor's RIC membership!



The Centre for Implementation: <https://thecenterforimplementation.com/> An extensive set of free on-demand resources and training modules on partnership building and knowledge dissemination.

**Need help connecting with partners, or developing your knowledge mobilization plan?** Contact your research coordinator, or the Office of Research Partnerships ([researchpartnerships@uwindsor.ca](mailto:researchpartnerships@uwindsor.ca)).