

Knowledge Mobilization Plan Guide

(Revised March 2015)

Why develop a knowledge mobilization plan?

Research projects supported through the suite of the Harris Centre's applied research funds often have a non-academic partner; additionally, they are always of interest to non-academic audiences. Knowledge mobilization (KMb) is the process of putting available knowledge into active service to benefit society, as both research knowledge and experiential knowledge are worth sharing for the benefit of all. The KMb process is always about knowledge exchange and should be mutually beneficial to both academic and non-academic partners.

This guide is provided by the Harris Centre as a tool to help focus project KMb efforts. The Harris Centre can help develop the knowledge mobilization plan with a researcher upon completion of a research project.

A knowledge mobilization plan has two parts:

- 1) Project Background: very briefly outlines the research project and the final findings;
- 2) KMb plan outline: identifies the most appropriate audiences who will benefit from or use the research findings and identifies the best way to reach those audiences through a set of actions that allow the project findings to be shared in the most effective way.

Some projects by their nature involve knowledge mobilization activities throughout the research process. Those activities are reported in mid-term and final reports to the Harris Centre. Researchers are welcome to use this guide for these knowledge mobilization activities as well.

PART I

Research Project Title:

Fund name and cycle: (e.g. Harris Centre Applied Research Fund 2011-2012)

Date KMb plan drafted:

Background:

- *Brief project description (Abstract - 250 words max)*
- *Key findings (bullet points)*
- *Brief statement of potential impact on Newfoundland and Labrador if findings are implemented. (250 words max)*
- *Identify target audience of decision makers who could benefit from these research results.*

PART II
KMb plan outline:

The chart below is a simple way to outline the kinds of knowledge mobilization activities appropriate for a particular project and a particular audience. Knowledge mobilization activities are only limited by imagination and available resources and can take many forms:

- a website,
- a public forum,
- a workshop,
- a play or some other dramatic or theatrical production,
- a popular magazine article,
- a podcast,
- a report, or
- a presentation to a carefully selected audience of decision makers.

The goal is to find the most appropriate activity or activities given the audience and the nature of the information you are sharing.

Audience	Tactic	Person(s) Responsible	Date Due	Status	Materials needed
<i>Prov. and Fed. gov. environment, DFO, DFA</i>	<i>closed door presentation</i>	<i>Mike Clair Researcher</i>	<i>May 25, 2015</i>	<i>in progress</i>	<i>presentation materials, venue, catering</i>

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