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Knowledge Mobilization Plan Resource for Research Applicants

This resource is intended to assist research applicants in completing the knowledge mobilization (KM) section of their research application.

Knowledge Mobilization is the term commonly used to convey both the creation and use of research outputs, including the dissemination, transfer, exchange, and co-creation or co-production by researchers and knowledge users/stakeholders (herein referred to as “users”).

KM Plans (maximum 3000 characters, approximately 500 words) are required in research applications and must:

A) DEFINE APPROPRIATE USERS AND OUTLINE TIMELY, REALISTIC AND SUFFICIENT REACH TO USERS.

Consider the following questions when identifying appropriate users at the outset, throughout the duration of your project, and after project completion:

1. Who will benefit from this research and how? Be specific. Instead of “general public”, include specific target audiences/stakeholders, interest groups or segments of society. Instead of “policy maker”, indicate in which policy or practice areas the research will be relevant. What new insights will users gain and how can they put the research outcomes into use? What current or emerging issues does your research address?
2. Which users will be involved, when and how? Engaging with users at the development stage of the project is recommended. Roles and responsibilities of all participants should be established at the outset to ensure the voices of all team members, including partners and users, are represented at all stages of the project.
3. Describe how outputs will impact users, how users will benefit from being involved and how the research project will benefit from their involvement?



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4. What is the best way to communicate with each user?

B. DESCRIBE HOW YOU WILL MAXIMIZE THE IMPACT OF YOUR RESEARCH AND ENSURE ITS' UPTAKE BEYOND TRADITIONAL PUBLICATION.

Consider the following definitions:

- *Outputs* are the first set of short-term results (e.g., # publications, presentations, event attendees, new data sets, new partners, or new stakeholders and/or knowledge users contacted or added to the project/network).
- *Outcomes* are the results enabled by one or more of the outputs, such as change in knowledge, attitudes, beliefs, or behaviours. This may include: # people that use the research findings (including data sets), # of students trained, new capacities created, policies developed, etc.
- *Impacts* are long-term outcomes or effects that contribute to, benefit, and influence society, culture, the environment and the economy.

Successful projects incorporate more than one outreach medium in their KM plan. Media may include books, journal articles, data sharing through online repositories, social media, videos, media coverage, op-eds, public service announcements, policy papers, reports, workshops, conferences and other events. Using [Open Access](#) publication platforms is another effective way to increase the visibility of research results.

C. CONSIDER THE FOLLOWING INDICATORS WHEN WRITING YOUR KM PLAN

- Reach (#distributed, #downloads/views, media exposure)
- Use (#citations, #adapting the information, #using to inform policy, #using to improve or change practice or performance)
- Partnership/collaboration (#products/services distributed to partners, social network growth, influences)



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RELATED RESOURCES

- *Social Sciences and Humanities Research Council – [Guidelines for Effective Knowledge Mobilization](#)*
- *National Co-ordinating Centre for Public Engagement, UK – [Pathways to Impact](#)*
- *Research Impact Canada – [Knowledge Mobilization Resources](#) – [What is Knowledge Mobilization?](#)*
- *National Institute for Health and Care Research – Webinar: [An introduction into knowledge mobilization for researchers](#)*