



**Stem Cell
Network**

Powering
Regenerative
Medicine

**Réseau de
Cellules Souches**

Propulsons
la médecine
régénératrice

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 intentional process of connecting research and its results with the people and organizations (herein referred to as “users”) that can use them. It can include knowledge synthesis, dissemination, transfer, exchange, co-creation or co-production, and activities that support the uptake and application of research findings.

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 the proposed activities and outputs are expected to benefit users and contribute to meaningful outcomes, and how user involvement will strengthen the research?

4. What is the most appropriate way to meaningfully engage and exchange knowledge with each user, based on their needs, preferences, and intended use of the research? Applicants should consider plain language, accessible formats, language and community preferences, and barriers to participation.

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., number of 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: number of people that use the research findings (including data sets), 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. Select knowledge mobilization activities based on the needs of each intended user and the change the project is seeking to support. Activities may include publications, datasets, policy briefs, clinical or technical guidance, workshops, educational resources, media and digital content, or other tailored approaches. Explain why each selected activity is appropriate rather than simply listing communication channels. 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:** number and type of intended users engaged; downloads or views; attendance by the intended audience; media or sector exposure.
- **Engagement:** evidence of meaningful participation, feedback received and incorporated, co-developed outputs, or repeat engagement.
- **Use and uptake:** evidence that findings, tools or datasets were accessed, adapted, cited or used to inform research, policy, clinical practice, regulation, commercialization or service delivery.
- **Partnerships and capacity:** new or strengthened collaborations, partner contributions, knowledge-user capacity, or commitments to continue the work.
- **Outcomes:** changes in knowledge, understanding, decisions, practices, policies or readiness that can reasonably be assessed during or shortly after the project.

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*](#)