

THE WATER INSTITUTE

# waterLeadership

Online Training for Research Impact

## Knowledge Mobilization 101

October 5, 2021

1:00 – 2:00 pm



#UW\_WaterLeadership  
@NancyGoucher



UNIVERSITY OF  
**WATERLOO**







Identify water researchers interested in becoming water leaders



Give them knowledge mobilization skills, support and resources



Give them opportunities to share their science with end users

Image source: Mariana Gonzalez Vega

# LET'S DISCUSS

more

**What is  
Knowledge  
Mobilization  
(KM)**

**Why it  
matters**

**How to get  
started**

# KM IS...



A



B



# Your expertise...

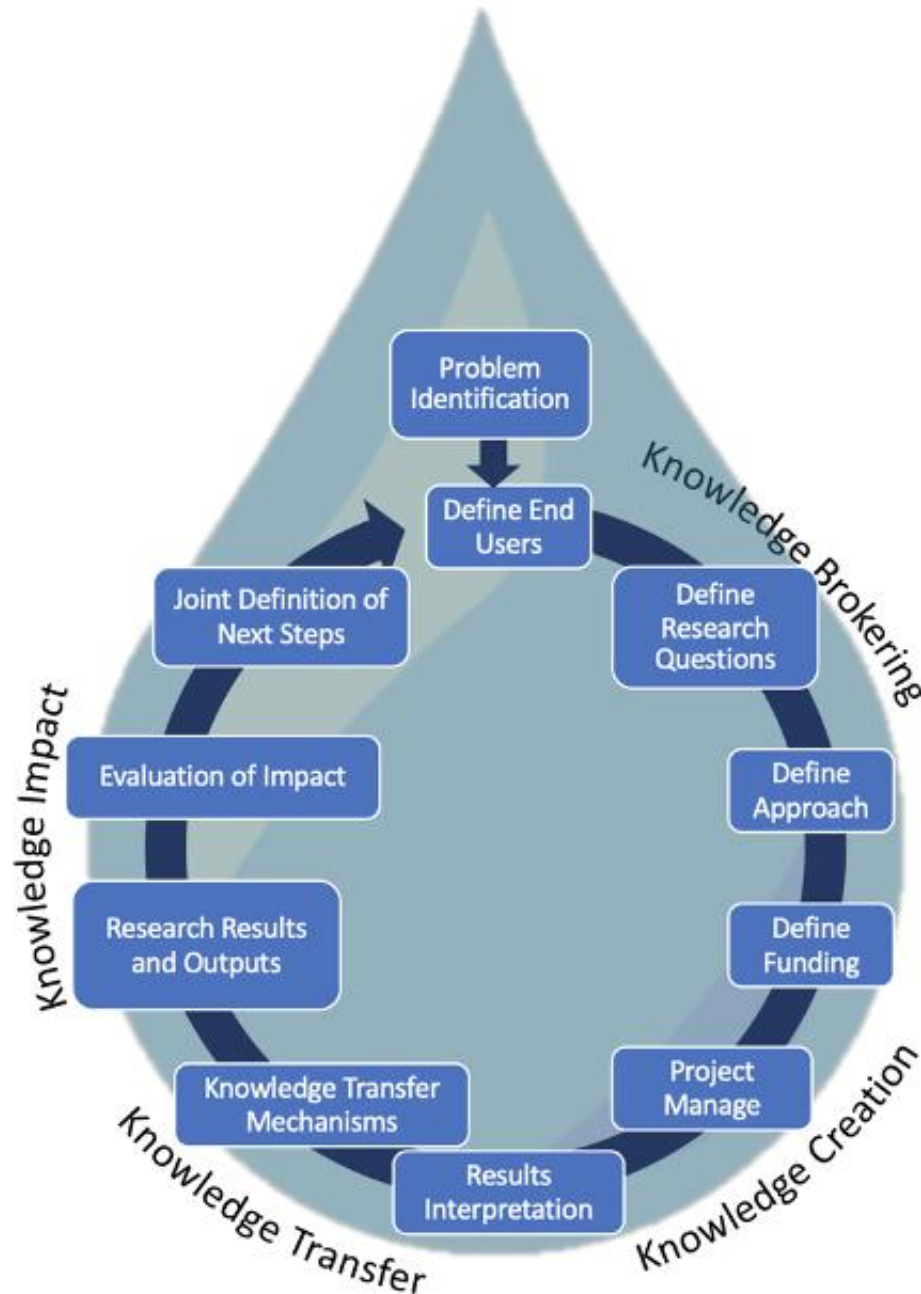


**A**



**B**

# Knowledge mobilization process



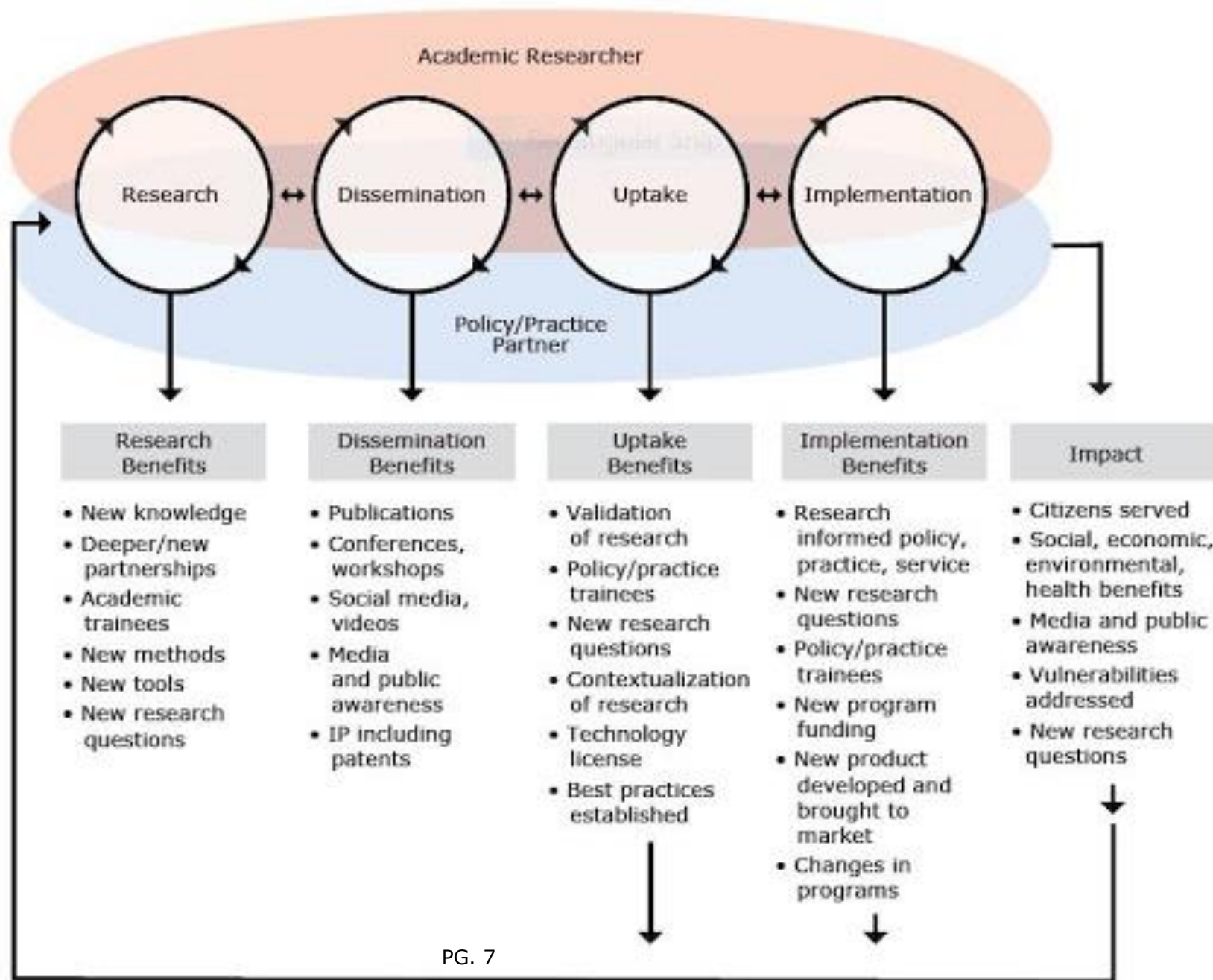
Moving knowledge from research projects into active use

Sharing of knowledge between research producers and user communities

Co-producing research questions, methods and products

A continual engagement process from beginning to end

# Research Impact Canada: Co-Produced Pathway To Impact



# Communication and KM strategies

Communications

End-of-Grant  
KM

Integrated KM



# Use the chat box...

Key Knowledge Mobilization  
phrases or concepts



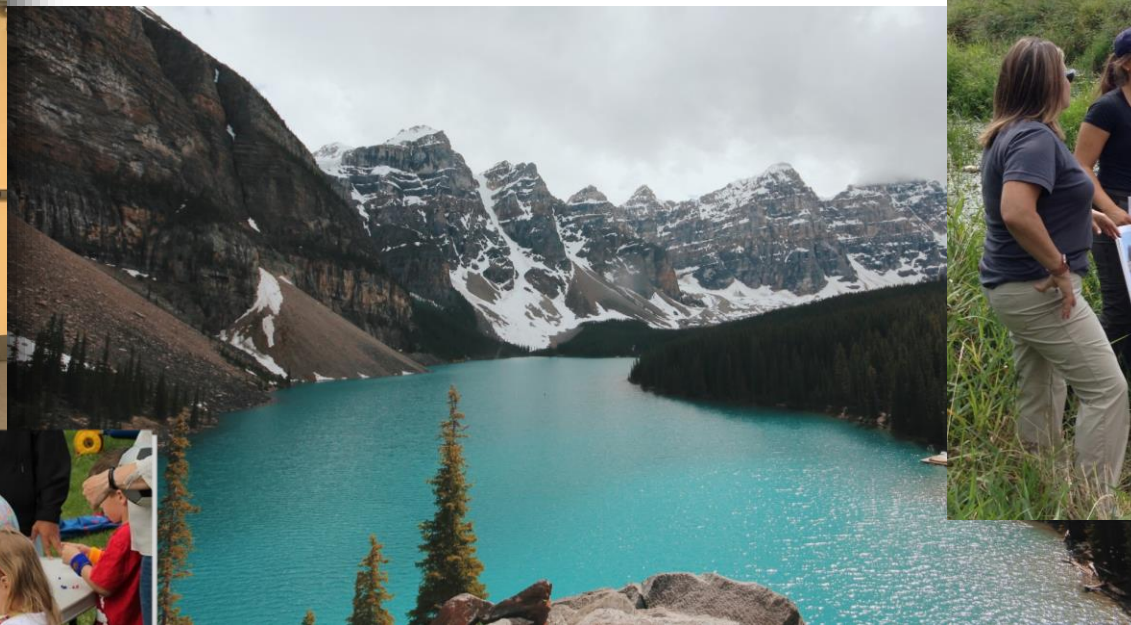
# Create research impact

- Make a difference in the community
- Meaningful KM is a journey
- Intentional, thoughtful strategies needed to reach those most in need





# WHY SHOULD YOU DO KM







# **DIANNE SAXE DISTINGUISHED LECTURE**

Find the recording on the Water Institute  
[YouTube Channel](#)



# HOW TO GET STARTED



# IDENTIFY AND MANAGE END USERS





# Identify your audience

- Stakeholders are individuals or groups who may have an interest in your work.
- Who are you trying to reach and engage?

<input type="checkbox"/> Public	<input type="checkbox"/> Communities	<input type="checkbox"/> Service providers
<input type="checkbox"/> Government	<input type="checkbox"/> Other scientists and researchers	<input type="checkbox"/> policymaker
<input type="checkbox"/> Media	<input type="checkbox"/> Industry	<input type="checkbox"/> Other (please identify)

# Get specific

- Being specific will help ensure that your message resonates.
- Targeting the right audience makes it more likely they will respond to your call to action or recommendations.
- Example: specify “policymaker”

<input type="checkbox"/> Water or wastewater service providers	<input type="checkbox"/> Minister’s director of policy	<input type="checkbox"/> Municipal waterfront project planners
<input type="checkbox"/> Conservation authority watershed planners	<input type="checkbox"/> Federal government watershed modellers	<input type="checkbox"/> Provincial government water policy coordinators

# Tip: Use government directories to find staff

**Government of Canada**  
[geds-sage.gc.ca](https://www.geds-sage.gc.ca)

**Government of Ontario**  
[www.info.gov.on.ca](http://www.info.gov.on.ca)

## Michael Goffin - Regional Director General



Telephone : 416-739-4936

Fax : 416-739-4804

E-mail : [michael.goffin@canada.ca](mailto:michael.goffin@canada.ca)

4905 Dufferin St, Office 2S635  
Toronto, Ontario M3H 5T4  
Canada

Show Map

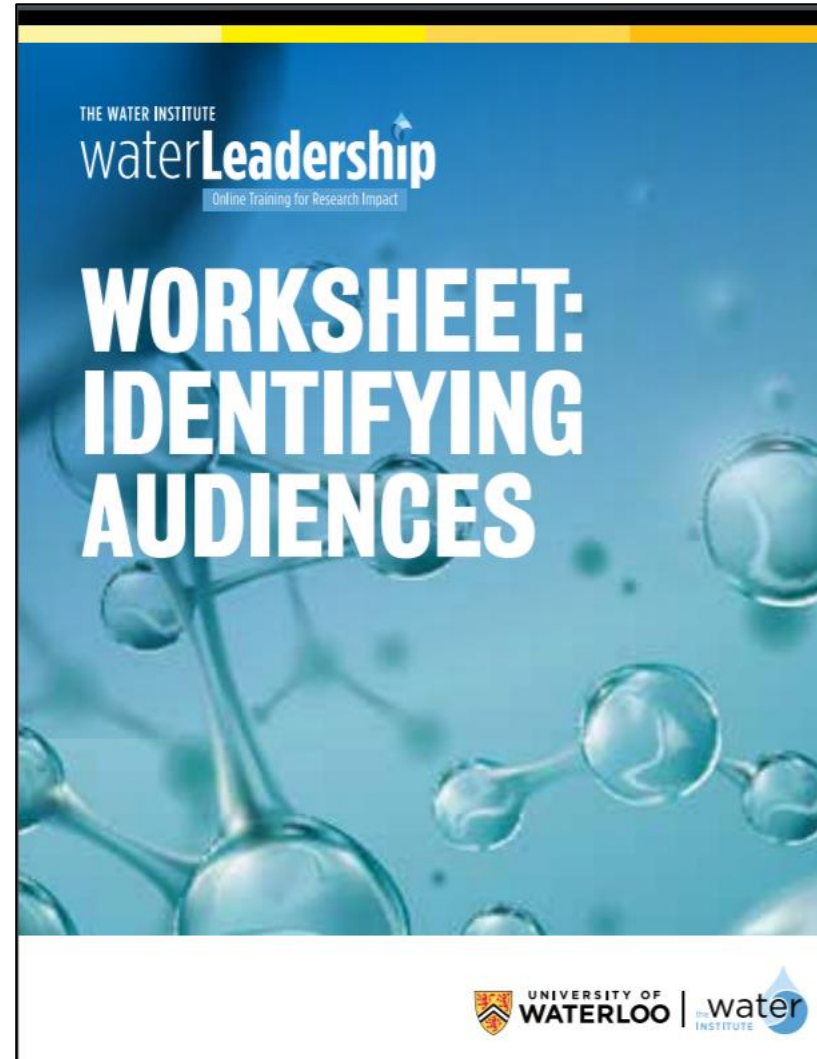
## Organizations

- ▣ [Canada](#)
  - ▣ [Environment and Climate Change Canada](#)
    - ▣ [Deputy Minister's Office](#)
      - ▣ [Strategic Policy Branch](#)
        - ▣ [Ontario Region](#)



# Resources

Download the Identifying Your Audience worksheet from <https://uwaterloo.ca/water-institute/waterleadership>



# **CREATE A KM STRATEGY**

# What

- What knowledge are you looking to mobilize?
- What are your intended impact goals and key messages?

# Why

- Why are you interested in mobilizing this knowledge?
- Are you aiming to educate, inspire, motivate, engage, etc.?

# How

- How will you collaborate with knowledge users?
- How will knowledge be mobilized that has mutual benefit?

# When

- When will you mobilize this knowledge (timeline)?
- Are there coinciding initiatives that might influence uptake?

# Measure

- How will you know you've achieved your goals?
- How will you measure and evaluate success?

# Communication and KM strategies

Communications

End-of-Grant  
KM

Integrated KM



# KM Tools: Communication Strategies

OBJECTIVE	INTENDED AUDIENCE	STRATEGY	TOOLS
Reach a wide audience; increase exposure to research & researchers	Informed public	Communication tools	E-newsletter, video, podcasts, etc.
Reach a wide audience; increase exposure to you and your research	General public	Media relations	News release, editorials, feature articles, media events, meetings with the editor, media kits (incl backgrounder, fact sheet, bios)
Increase web presence & exposure; highlight findings; link to KM tools	All	Social media	Websites, twitter, Facebook, LinkedIn, Blogs, Wikis, YouTube

# KM Tools: End-of-Grant Strategies

OBJECTIVE	INTENDED AUDIENCE	STRATEGIES	TOOLS
Share information / tools for practice & behavior change	Service providers, industry and community partners	Toolkits	Online website, app, printed materials (e.g., manuals, worksheets, case studies)
Share new knowledge in an educational way at the end-of-grant stage	Informed audience (e.g., researchers, policy makers, partners)	Conference/ symposium	Presentations (poster, slides), panel discussions
Share research results at end-of-grant; add to existing body of evidence; inform research	Researchers, students	Scholarly publications	Journal articles, conference proceedings, conferences
Share messages in a 'research snapshot' for specific audience	Policy-makers, advocacy groups, decision-makers	Plain-language summaries	Fact sheets, road maps, synthesis paper, infographics
Highlight results & recommendations to inform decisions, enhance knowledge or systems	Policy-makers, advocacy groups, practitioners, decision-makers, partners	Reports	Briefing notes, one-pagers, short reports, success stories, magazine articles

# KM Tools: Integrated KM Strategies

OBJECTIVE	INTENDED AUDIENCE	STRATEGIES	TOOLS
Exchange knowledge, build capacity or change behavior/practice through training & education	Community partners, nonprofit organizations, researchers, policy makers, local government representatives, local industry	Forums, workshops, seminars	In-person 'lunch and learn' or interactive workshops, working groups, webinars, training sessions
Engage in dialogue in all stages of research, build relationships and networks for knowledge dissemination	Project partners and collaborators	Knowledge exchange groups	Formal or informal meetings with end users (e.g., town halls, meetings, communities of practice, annual meetings)



# **EVALUATE IMPACT**

# Identify your intended impact

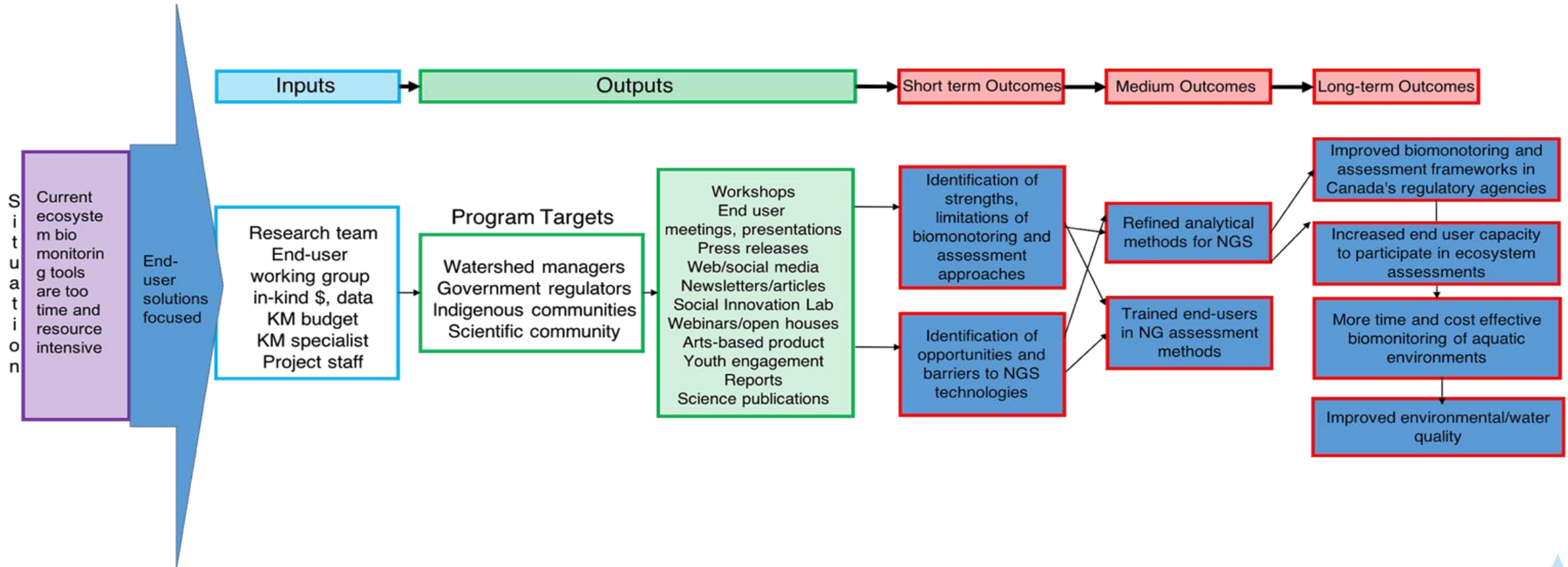
## Examples...

- Big picture federal or provincial policy
- Regulatory or objective setting
- Community-based behaviour change
- Technology or technical process
- Education curriculum
- Informing a land use program
- Improving protocols and processes



# Identify a pathway to achieve your intended outcomes

Tip: work backwards to identify the tactics, timing and resources needed to operationalize





# Indicators of success

## Tips

- Ask your partners, collaborators, end-users what success is to them
- Use surveys to evaluate events and activities

**KM indicators of success to consider**

End users actively engaged in co-creation and scoping of project	Diverse and partner approved engagement mechanisms are active	Partners contribute to ongoing research activities	Partners feel contributions valued	End user appropriate publications or transfer tools are being used	Significant change in end user practices as an outcome	Significant reinvestment or expansions in scope by partners
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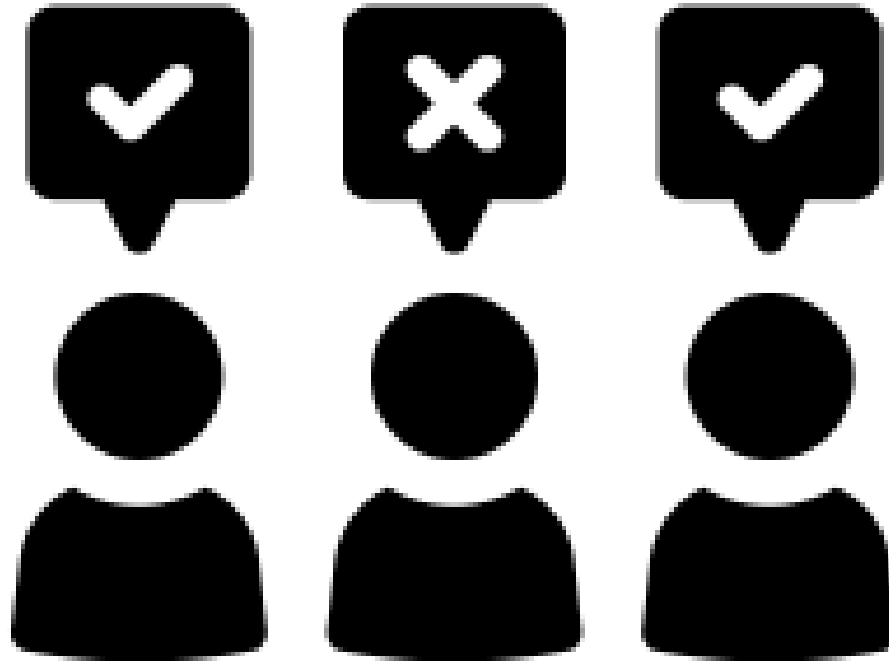
# SUMMARY

# Take aways

- Ideally KM is an interactive, iterative two-way engagement process
- Be specific in identifying your audience
- Start early, consult often; build and maintain relationships
- Know why – Select tools and strategies to meet your objectives
- Take time at the end to evaluate the impact of your research



# One last poll..



# Where to get more info

## WaterLeadership – training sessions + worksheets

- [2021-2022 Program](#)
- [Identify your Audience](#)
- [KM 101 slide deck](#)

## Water Institute YouTube Channel

- [Dianne Saxe Distinguished Lecture](#)

## Global Water Futures

- [Knowledge Mobilization webinar series](#)
- [Resource library](#)

## Research Impact Canada

# Upcoming workshops

**Oct 26 @ 1pm** – Create Engaging Virtual Presentations

**Nov 30 @ 1pm** - Improving Bibliometrics for Early Career Researchers

**\*\*Winter sessions: Media 101, Policy brief writing, Canadian policy 101\*\***

**More information / Registration:**

<https://uwaterloo.ca/water-institute/waterleadership>

[Nancy.Goucher@uwaterloo.ca](mailto:Nancy.Goucher@uwaterloo.ca)



# I'm here to help



**NANCY GOUCHER**  
Knowledge Mobilization Specialist

[Nancy.Goucher@uwaterloo.ca](mailto:Nancy.Goucher@uwaterloo.ca)



# UNIVERSITY OF WATERLOO



**FIND OUT MORE**

[uwaterloo.ca](http://uwaterloo.ca)