RESOURCES:
- SSHRC’s Guidelines for Effective Knowledge Mobilization.
- Knowledge Exchange and Impact at Research Western – knowledge exchange canvas
- Contact Mariam Hayward (mariam.hayward@uwo.ca) for assistance and a consultation to develop your KMb plan.

IMPORTANT OF KMb in SSHRC INSIGHT GRANTS:
All 3 evaluation criteria integrate components of KMb.

- **Challenge (40%)** – originality, significance and expected contribution to knowledge; impact potential within and/or beyond the social sciences and humanities; quality of training and mentoring
- **Feasibility (20%)** – quality and appropriateness of KMb plan including effective dissemination, exchange and engagement with stakeholders within and/or beyond the research community; benefits and impact to stakeholders
- **Capability (40%)** – quality, quantity and significance of past experience and published and/or creative outputs; evidence of past KMb activities; relationships with stakeholders; evidence of past impacts on professional practice, social services and policies etc.

Competitive applications weave KMb throughout the application narrative (eg., summary, methods, research team, KMb/dissemination plan, expected outcomes, budget, budget justification, letters of support etc.). Do NOT treat as a secondary piece.

WHAT DOES KMb INVOLVE?
Engaging and sharing research findings using strategies tailored to your audiences and/or partners and/or knowledge users. **KMb is the mechanism through which research outcomes/impact are realized.**

MANDATORY KMb PLAN (1 page):
The Western Research Knowledge Exchange Canvas can help you think through your KMb plan ensuring it is both appropriate, tailored to your research and targeted audiences, and innovative.

KMb Big Five:
- **WHO**: Identify who will use the knowledge generated from your project (target audiences, partners, end-users, HQP) and identify the messenger that will share the research (eg., researcher, community leader, partner, HQP etc.). Consider both those within academia AND outside of academia (practitioners, policy experts, community, organizations etc.). An effective plan will often involve sharing research among multiple audiences in multiple formats.
- **WHAT**: What findings from your research will you share and what tangible form will they take (eg., outputs such as case studies, articles, videos etc.). Tailor to each audience by considering format, accessibility, relevance, use etc.
➢ **HOW:** Describe how you will get your output into the hands of each target audience (this is your KMb strategies). This should be aligned to your goals and how your audience typically seeks their information. Address open access and data management - all peer-reviewed journal publications resulting from Tri-Agency funding must be freely available online within 12 months of publication. Western’s institutional repository is one way to achieve open access.

➢ **WHEN:** Map out a timeline for the intended KMb activities to give reviewers a sense that you can “hit the ground running” with funding having thought through all details.

➢ **WHY:** A good KMb plan leads a reviewer to anticipate outcomes and long-term impacts before getting to the Expected Outcomes section. Summarize the anticipated outcomes/impact to underscore the significance of your research. Consider using markers to measure uptake and contribution (eg., social media analytics, partner survey, number of attendees etc.).

**ADVICE AND TIPS:**

- **Integrate your HQP into your KMb plan** (eg., knowledge brokering, partner engagement, output development etc.).
- **Highlight areas of co-production and co-creation.** This increases relevance of your research and increases the likelihood for impact.
- **Build on existing partnerships and experiences.** Describe the interest/investment/groundwork already laid. This increases the feasibility of your plan and demonstrates commitment in the adoption of your research. Engagement can occur through feedback, integration into project governance, in-kind contributions, involvement in KMb, and letters of support.
- **Make your plan feasible.** Align to your budget, timelines, previous experiences/successes and avoid over promising.
- **In keeping with the** [Tri-Agency Open Access Policy on Publications](https://www. stuntrnspca.com/en-ca/policies-open-access-policy-publications), consider utilizing open access forms of dissemination including open access publications, websites, publicly accessible databases and/or Western’s institutional repository [Scholarship@Western](https://www.scholarshipwestern.ca).
- **Where appropriate, integrate equity, diversity and inclusion (EDI) principles** into your plan (eg., disseminate material using specific hashtags on social media, adopt proactive strategies to mitigate barriers to access for target populations/areas that typically do not have access to the tools/knowledge generated etc.).
- **Reach out early for support!** For applications being submitted through Western, we offer consultations to develop your KMb plan.

There are many ways to organize and write your KMb plan:

- One narrative integrating all pieces
- Separate paragraphs dedicated to each audience/knowledge user
- Table outlining your audience, your timeline, your KMb strategies and your goals
- Integrate a timeline into an overall project GANTT chart