Summary and Actions: KM Discussion at GWF Operations Meeting

Prepared: February 4, 2019

Background

On January 22, 2019 at the GWF Operations Meeting, meeting attendees were organized into 10 groups for Breakout Discussions focused on 4 topics: a) Forecasting and Modelling; b) Computer Science and Data Management; c) Knowledge Mobilization and Communications; and d) Core Teams Integration. This document summarizes the themes raised regarding Knowledge Mobilization (KM). It also identifies potential next steps and actions.

KM Discussion: Themes highlights

Reoccuring themes of successful KM: trust, continuous flow of relevant information, ongoing commitment from researchers and partners, evolution of research questions and process over time, two-way engagement, understand decision-making processes of end user organizations

Strengthening Knowledge Mobilization Strategies

- The KM Team can be thought of as functioning like a boundary organization/ knowledge brokers: connecting areas of expertise with end users; preparing research teams with messages that resonate prior to meetings and making presentations
- Need way to document the impact of research. Think about: success metrics, ways to seek end user input (e.g., survey), capturing stories; measuring behavior change, etc.
- Efficiencies can be achieved by identifying overlapping KM strategies and tactics can support groups of projects with similar thematic areas and common end users

Communicating and Sharing Lessons and Ideas

- There is a need to learn from one another to improve our collective approach to KM:
  - Share KM materials and their outputs across GWF network
  - Share the outcomes of the tactics and outputs in lessons learned: what worked; what didn't
  - Need mechanisms that enable those with specific skills to mentor other researchers (e.g., relationship building, social media, Indigenous culture)

Building Relationships

- Build healthy relationship networks characterized by: reducing redundancy, reciprocity, respect
- Stakeholder management planning can help ensure the right level of engagement / communication messages / materials for different partners and reduce burden on projects and partners
- Meet partners and users where they are: go to non-academic conferences, workshops, etc.
- Ongoing feedback loops critical; not just at end of research process: listen to and respect expertise and ideas of end users and create opportunities for their input into research process and products
- Need to understand the constraints and opportunities in end user organizations to ensure uptake (e.g., decision-making processes and tipping points, what science/products makes their job easier)

Potential Actions and Next Steps to be Considered

1. **Strengthening KM Strategies: Activities to consider adding to project plans or work plans**
   a. Invite researchers to share expertise on KM webinars to promote peer-peer learning and specific learnings from GWF projects
   b. Identify opportunities for direct engagement with end users where both parties receive mutual benefits (researcher sabbaticals, internships, site visits, citizen science, etc.)
   c. Invite end users to be co-authors on papers and posters as tangible evidence of co-production
   d. Researchers and users participate on project advisory panels and end user workshops to co-design elements of research and KM activities
   e. Consider GWF-sponsored thematic and/or regional gatherings/workshops and other events to support two-way dialogue between end users and researchers and broader sharing and connecting of GWF science results
   f. Consider end user surveys to gauge KM success and adapt user participation

2. **Communicating Lessons Learned and Documenting Impact**
   a. Consider creating templates for end user engagement (i.e. surveys)
   b. Make project KM outputs (materials, products) available to GWF network as examples and models, and for reporting
   c. Finalize strategy and begin implementation plan for supporting the documentation of research outcomes as part of annual report process

d. Write and promote success stories for website, newsletters, manuscripts, future proposals, university marketing, CFREF reporting etc. in collaboration with GWF communications specialists

3. **Relationship Building**
   a. Create stakeholder management plans with priority focus on projects with overlapping partners
   b. Continue to maintain, update and enhance stakeholder database; communicate its availability and potential use to GWF network; consider the feasibility of a simple GWF Social Network Analysis that can help show researcher-partner connections and growth over time
   c. Identify opportunities to use ASM to strengthen GWF network with end users and give users platform to contribute to GWF discussions
   d. Identify specific skill sets and areas of expertise KM specialists available to researchers and make available on website profiles