

Maximising impact of a multi-partner KMb platform

a planning and learning framework

AG-Act: Agricultural Genomics Action Centre: Innovation, Implementation and Impact for Climate Smart Agriculture. AG-Act is a knowledge mobilization and implementation hub that will help bridge the gap between knowledge, research, practice and policy.

Matter of Focus and AG-Act have been working together to bring planning and learning into the work from the start.

Why plan for impact?

- Ensure impact is at the heart of what you do
- Link all of your activities to the impacts that matter
- Think through stakeholder engagement
- Understand the change process before you begin
- Have a framework for demonstrating impact later

The AG-Act Project Phases

- Discovery:** stakeholder engagement and needs assessment to develop the portfolio-level, value-added knowledge mobilization plan, pilot foundational activities and build knowledge mobilization capacity through training
- Experimentation:** external stakeholder and end-user engagement sessions with policy makers, industry, other vital organizations and under-represented groups to synthesize knowledge, build relationships and drive uptake
- Delivery:** building collaborations for the future and moving towards a legacy plan that ensures the long-term impact of the portfolio.

KMb planning and learning

- Set out the discovery phase in detail (see below) and track our progress across it.
- As each area has been agreed for experimentation, we will map this out using the same approach, and track our progress. This will allow us to identify the most successful approaches.
- The best approaches will be adapted as we learn and then tracked over time so we can learn as we go and share our impact

Discovery phase framework

What we do	Who with	How they feel	What we all learn and gain	What we all do differently	What difference does this make?
We establish a sustainable operational and governance framework for AG-Act	Interdisciplinary Challenge Teams (ICTs)	This is worthwhile, valuable and innovative	Everyone gains enriched networks and opportunities to collaborate	Develop an engagement strategy that strategically engages stakeholders to specific plans	We have aligned and well-defined objectives for the next couple of years
We engage with stakeholders and carry out needs assessment	Our direct partners (DCC, Genome Canada, Genome Centres, collaborators)				
	Researchers and graduate students	This is opening up connections, collaboration opportunities, and synergies	Everyone gains new ideas for knowledge mobilization	Pilot promising practices with confidence	We reduce duplication and collaborate more efficiently (including harmonizing KMb plans between ICTs)
We build knowledge mobilization capacity through training	Industry		We have a clear stakeholder map and informative, understanding relationships with stakeholders		
		This is mutually beneficial and collaborative		There are more connections between and with all stakeholders	
We pilot foundational activities	Farmers and civil society		Learn what synergies/key themes exist at the portfolio level		We can work in a collaborative and inclusive way
	Policy makers and government	AG-Act is the go-to source and will help us (be more efficient, use research and make connections)	We know what types of resources, ICTs and stakeholders are asking for, the greatest needs and challenges they face	Stakeholders reach out to AG-Act	
We establish communication platforms	Under-represented groups				Partnerships are enjoyable, positive and successful
	Everyone	We trust the work of AG-Act as a credible initiative	We learn how to work with ICT teams and collaborative partners	Everyone takes action from new connection and knowledge	

The outcomes we have defined for the Discovery Phase:

- We have aligned and well-defined objectives for the following years
- We reduce duplication and collaborate more efficiently
- We can work in a collaborative way across partners
- Partnerships are enjoyable, positive and successful



What we gain from working in this way:

- **Clarity:** Each phase is expressed clearly so there is a shared understanding of the work
- **Stakeholder focus:** The work is focused on the needs of stakeholders, how they can best be engaged, and what they can learn and gain - adapting as engagement takes place
- **Learning and improvement:** Learning and reflection will be central to delivery - creating virtuous cycles of reflection and improvement
- **Focus on what matters:** We can adapt our approaches to focus on the most promising and impactful work
- **Efficiency and effectiveness:** We streamline the phases of work, ensure our efforts are aligned and stop doing things that aren't working