

Growing Knowledge Translation and Transfer in Ontario

The Ontario Agri-Food Innovation Alliance has supported knowledge translation and transfer (KTT) in agri-food and rural research and enhanced KTT science since 2010.

KTT refers to the many activities and strategies for building awareness of research findings or moving research knowledge into use.



The goal of KTT work is to create a two-way connection between researchers and research users to increase and enable dissemination, uptake and application of research.

Best KTT Practices in Agri-Food and Rural Research

This resource summarizes leading practices to guide researchers through the development of a KTT plan in a research project or a KTT-focused project or activity.



Develop a Robust KTT Plan

Successful KTT projects begin and are sustained by a plan responsive to both researchers and stakeholders. KTT planning finds ways to create capacity, opportunity and motivation for end users to adopt and apply research findings.

Plan and budget for the entire project process (and beyond)

Consider integrating KTT throughout your project, rather than saving it until the end.



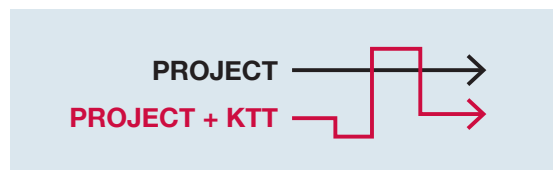
KTT takes more time than you think

Avoid under estimating how much time you will need to complete KTT projects.



Effective KTT plans are flexible and responsive

Plans need to leave room for researchers and stakeholders to adapt to changes in timing, context, issues and more.

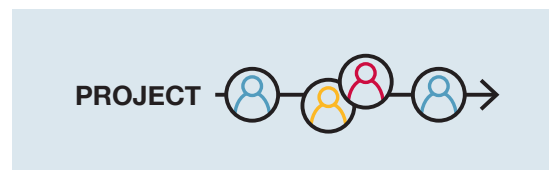


Identify and Collaborate With Stakeholders

Stakeholder groups can provide a better understanding of the needs and preferences of research end users. Stakeholders may identify issues and alternative ways of solving problems, and start to build momentum for KTT within their own networks.

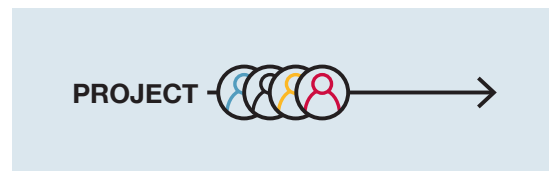
Knowing and targeting direct end users and influencers

Engagement at various stages of the project helps frame research to be more relevant to end users.



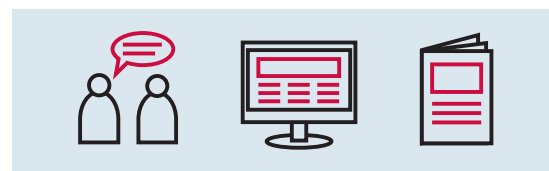
Engage stakeholders early in the project process

This leads to a better understanding of end user needs and informs decisions about KTT channels, processes and products.



People learn in different ways, so offer multiple approaches

Offer multiple channels for KTT (e.g., in person, online, on paper).



Cultivate KTT Team Capacity

Make sure to have the right expertise – skills, capacity, connections – on your team to create and implement your KTT plan. Build your networks to stay informed about changes in your sector (e.g., policy updates and new funding streams).

Recruit a project team with specific assets and expertise

Create capacity for KTT by recruiting a qualified team.



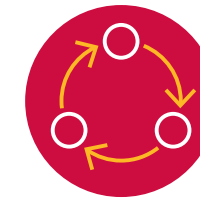
Build a network of people who can help spread information

Your project should include knowledge brokers (local veterinarians), influencers (popular local farmers), champions and networks (industry organizations).



Look for potential private sector/industry partners

The private sector can help identify problems and facilitate knowledge-sharing.

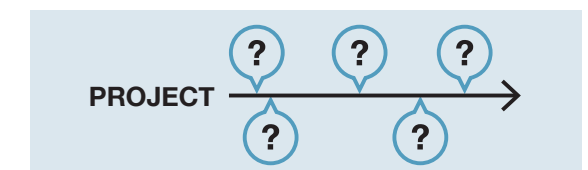


Manage and Evaluate KTT Process and Product

KTT can refer to (1) products (tools, events, etc.) that increase awareness and (2) the process of collaboratively designing and conducting research projects. Successful KTT work requires attending to, managing and evaluating both the products and process.

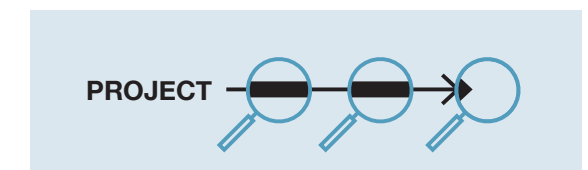
Be flexible, responsive and practical during KTT product development

Repeatedly ask key questions. Are the products appropriate for the end user? Is the planned budget still sufficient for the product?



Evaluate before, during and after KTT projects

Formative, process and outcome evaluation help determine which approaches are working and what may need to change.



For more information, refer to [A Manual of Best Practices From Agriculture, Agri-Food and Rural KTT Researchers and Practitioners \(2010-2018\)](#)