



Innovation Workshop Worksheet - Project Evaluation Plan

A. How do I evaluate my project plan?

Where do I want to have real-world impact? What will be the real world impact for older adults and/or caregivers?

Social benefit (health/well-being outcomes):	
Economic benefit:	
Research and knowledge benefit:	
Policy/systems benefit:	

What indicators can I use?

Knowledge Mobilization Indicators	Commercialization Indicators
Qualitative	Qualitative
Knowledge Dissemination (e.g. testimonials, interviews, quotes from stakeholders, participants at events, online followers)	Establishment of a start-up company (e.g. plans or progress made towards starting a company)
Practice or service change (observed change, reported change, intent to change, and impact of changes made)	Product Development & IP Management (e.g. plans or progress towards developing a product or patent)
Informing policy (e.g. intent to use knowledge in policy and/or decision-making, knowledge is integrated into policy, new policy or legislation)	Case Study of outstanding work or achievement
Case Study of outstanding work or achievement	Other:
Other:	
Quantitative	Quantitative
Knowledge Dissemination: # of non-academic dissemination activities in the following mediums: print (e.g. magazines, newspapers); digital; face-to-face (e.g. workshop, course, training session, rounds, knowledge café); TV & radio interviews; other	Product Development & IP Management: # of patents: # of provisional patents: # of IP disclosures: # of licensing agreements:

Knowledge Mobilization Indicators	Commercialization Indicators
# of policy briefs provided to government and non-governmental organisations Project has a website or other online presence?	# of copyrights: # of trademarks:
Stakeholder and end-user driven research: # of stakeholders involved in your research as advisory board members # of presentations that involved: older adults or caregivers; community organizations; industry member, policymaker	Establishment of a start-up company: # of start-ups created
National & international leadership: # of international collaborators involved in the project # of invited expert presentations, meetings, keynotes, etc.	National/Global Partnerships: # of national and international industry partners involved in the project, # contributions secured, level of commitment toward commercialization
Reach: # distributed, requested, downloaded, media exposure	Financial: # grants secured, # of private investments secured, # of jobs created, # sales)
Use: # who intend to use, # who are adapting the information, # who are using it to inform policy/advocacy/enhance programs or research	Use # of product users, # of distributors
Program or service: (outcome data (e.g. improved quality of life), feedback (e.g. % satisfied), process measures (e.g. average daily hours caregiver is available))	Other:
Other:	

Why is this meaningful and important for older adults and/or caregivers?

B. What are the top 2 actions in each category that you will take in the next 12 months to get your project to the next PRL stage?

Research	Product Development	Knowledge Mobilization	Commercialization
1.	1.	1.	1.
2.	2.	2.	2.