

The background image shows a workshop or meeting in progress. In the foreground, an older man with a white beard and a light-colored shirt is seated, looking towards the right. Behind him, another man in a red shirt is working on a laptop. To the right, a woman with blonde hair tied back is seen from behind, wearing a patterned shirt. They are seated at a long table with laptops, papers, and a coffee cup. The setting appears to be a casual, creative space with brick walls and red curtains in the background.

# From (*knowledge*) translation to mobilization and social innovation

A small, rectangular graphic element resembling a torn piece of paper with a blue and white patterned texture, positioned above the name.

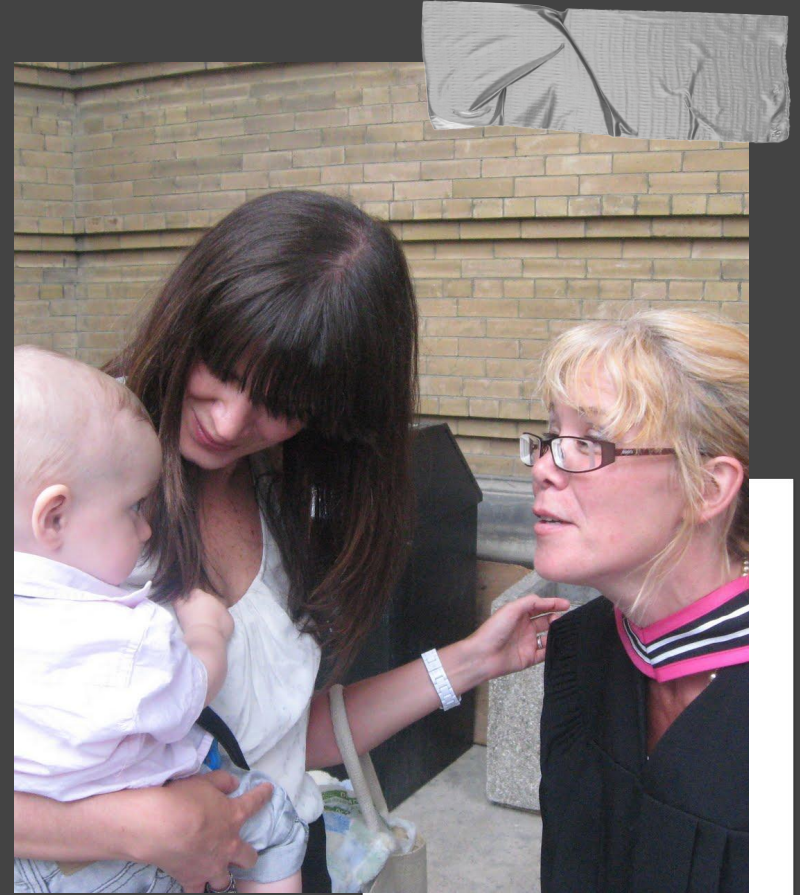
**Eliana  
Trinaistic,**  
Social Impact Manager,  
MCIS Language Solutions

# Agenda

1. Background
2. Community knowledge system: the centre, the edges...
3. Examples/ experiments:
  - a. Non-Profit Library
  - b. Immigrant Memories of Food (for Language)
  - c. Docs for Change - Media Creation
  - d. (un)Conference
  - e. Community Hackathon - #MigrahackTO
4. The only social innovation there is...



# 1. Background



## 2. Community knowledge mobilization system





“Knowledge mobilization is an umbrella term encompassing a wide range of activities relating to the production and use of research results, including **knowledge synthesis, dissemination, transfer, exchange, and co-creation or co-production by researchers and knowledge users**. Effective knowledge mobilization includes plans to store data in the public domain, where appropriate.”

[http://www.sshrc-crsh.gc.ca/funding-financement/policies-politiques/knowledge\\_mobilisation-mobilisation\\_des\\_connaissance](http://www.sshrc-crsh.gc.ca/funding-financement/policies-politiques/knowledge_mobilisation-mobilisation_des_connaissance)

Co-Creation	Broker	Exchange	Dissemination
<ul style="list-style-type: none"><li>• Dialogue</li><li>• Collaborative Development Session</li><li>• CFICE community building</li><li>• Co-development of activities and products</li></ul>	<ul style="list-style-type: none"><li>• Inform</li><li>• Link</li><li>• Match make</li><li>• Engage</li><li>• Collaborate</li><li>• Build Adaptive Capacity</li></ul>	<ul style="list-style-type: none"><li>• Workshops</li><li>• Conferences</li><li>• Mentoring</li><li>• Social Media</li><li>• Training and Mentoring of Students</li></ul>	<ul style="list-style-type: none"><li>• Website</li><li>• Blog</li><li>• Research Papers</li><li>• Conference Presentation</li><li>• Videos</li><li>• Theatre, Visual Arts</li><li>• Tools , Processes</li><li>• Training for partners</li><li>• External networks (Talloires, IARSLCE, CRRN...)</li><li>• Plain language abstracts</li></ul>

<http://researchimpact.ca/so-what-the-heck-is-knowledge-mobilization-and-why-should-i-care/>



## KMb strategy:

1. **Reach** speaks to the **breadth of connections** as reflected in the question "Are we connecting with the people who care or should care about this issue? Are we connecting with those who can make changes?"
2. **Relevance** speaks to the question: "To what extent do our KMb activities and products **reflect the needs and interests** of our audiences and stakeholders?" It also reflects the importance of the research to them.
3. **Relationship** speaks to the question: "Are we connecting with the depth and breadth of audiences and stakeholders to the **appropriate level of engagement?**" Relationships, key to knowledge mobilization, come in many forms and levels. While fully engaged partners are critical to the success of the research mobilization, it is vital to pay attention to the needs and interests of the more peripheral participants. Sharing with your core engaged partners, while vital, will not be enough to move your knowledge into action.

<https://cfice.files.wordpress.com/2014/11/additional-resources-kmb.pdf>

[https://www.rverson.ca/content/dam/research/documents/km/20160524\\_Intro%20to%20Knowledge%20Mobilization%20Strategies%20and%20Tools.pdf](https://www.rverson.ca/content/dam/research/documents/km/20160524_Intro%20to%20Knowledge%20Mobilization%20Strategies%20and%20Tools.pdf)





The Centre		The Edges		
		Reach	Relevance	Relationship
Co -creation				
Broker				
X-change				
Dissemination				



# 1. Non Profit Library - Language Preservation and Intergenerational Connection





## CCLCS nove on-line inicijative

Novi web-site-

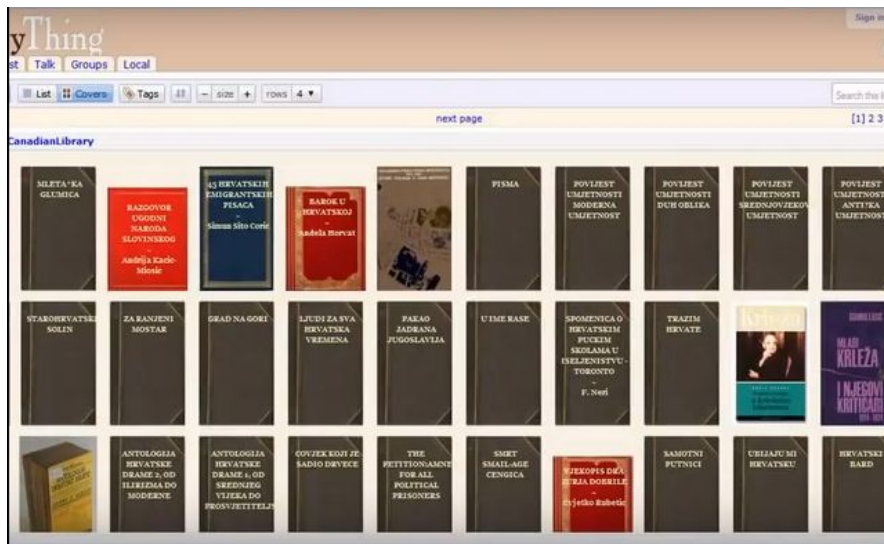
**[www.croatiancanadianlibrary.org](http://www.croatiancanadianlibrary.org)**

Nova digitalna knjižnica-

**[http://www.librarything.com/catalog/  
CroatCanadianLibrary](http://www.librarything.com/catalog/CroatCanadianLibrary)**

I novi digitalni Arhiv (veoma uskoro...)





<https://www.youtube.com/watch?v=5au01Vclg4&feature=fvvr>

[https://www.youtube.com/watch?time\\_continue=161&v=m0HsLuVBgVw](https://www.youtube.com/watch?time_continue=161&v=m0HsLuVBgVw)

## Canadian Library and Cultural Society hrvatsko-Kanadska knjižnica i kulturno društvo

Home Library Catalog Search Programs Archive Members & Volunteers News and Events CCLCS Shop

ome

n-Canadian Library and Cultural  
n incorporated not-for-profit  
dedicated to the promotion of  
ture in Canada.

000 Croatian-language books,  
houses the largest collection of  
essible Croatian-language  
Canada.

also promotes Croatian culture  
cultural programming, seminars  
civities to members of the  
mmunity in their own language.

Share |



Children Programming



Croatian-Canadian Digital Archive



Digital Library



Croatia



The Centre		The Edges		
		Reach	Relevance	Relationship
Co -creation				
Broker				
X-change				
Dissemination	✓	✓		✓



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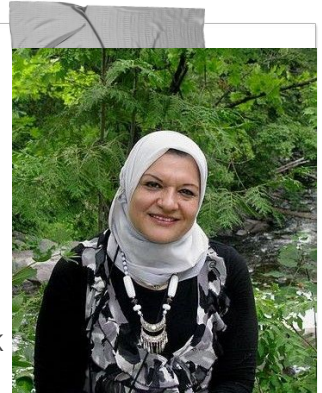
1 publishing collective  
20 storytellers  
20 recipes  
8 volunteers  
(photographer, editor)  
2 translators  
1 book launch  
1 beneficiary  
6 months  
\$2500.00





Assmaa is a Canadian citizen of Syrian origin and she lives in Ottawa. She was introduced to Syrian cooking at a very early age while helping her mom and learning a hands-on approach (no recipes and no measurements). In her married life, having lived in the United Arab Emirates and been exposed to Indian, Arabian and Iranian cuisines, Assmaa always looked for ways to introduce a variety of healthy and tasty meals to her family table.

When she arrived to Canada, her interest in cooking deepened and she was encouraged to hold social gatherings to show talents. This has eventually led her to create a Facebook-based cookbook, [Cooking with Asma](#), featuring her recipes and her daughter Hanan Awneh's photography...



The Centre		The Edges		
		Reach	Relevance	Relationship
Co -creation	✓			✓
Broker			✓	
X-change	✓		✓	✓
Dissemination	✓			





### 3. Documentaries for Change: Media Creation for Diverse Language Communities





# From surveys and focus groups...

- 125 responses
- 5 recommendations
- 1 focus group

... to the grant





## To partnerships...

- Doc Institute
- 11 documentary filmmakers
- Technology sponsors
- Media sponsors ... and



# DOCS FOR CHANGE

DOCUMENTARIES FOR CHANGE

**24** screenings of  
**17** Canadian  
documentaries  
Over **11** months  
In **19** locations  
Reaching up to  
**1650** people by  
12/2015



Ontario  
Trillium  
Foundation



Fondation  
Trillium  
de l'Ontario

DOC  
institute ▶

HINDENBURG  
SYSTEMS



# DOCS FOR CHANGE

DOCUMENTARIES FOR CHANGE

## OUTCOMES

DfC Mobile Theatre (portable projection system, free library of licenses)

25 trained Fellows

Built relationships with community groups

Developed connections: 11 filmmakers + 19 communities; communities + resources

10 Amplified social issues

Nurtured power of expression, voices and engagement

1 Conference





# DOCS FOR CHANGE

DOCUMENTARIES FOR CHANGE

CONFERENCE



Health Outreach -

*I Have a Little Sugar*  
(Lalita Krishna)

<http://www.omnitv.ca/on/en/docs/ihavealittlesugar/>





## CULTURE, ARTS & ENTERTAINMENT



### Seeking Refuge

Film screening of *Seeking Refuge* by Canadian filmmaker Karen Cho. A look at both Canada's complex refugee determination system and the lives of people who navigate it. A discussion will follow the screening.

Beeton Auditorium

Monday, June 15, 6 pm

TORONTO PUBLIC LIBRARY

A short documentary  
created by some of  
the DfC participants -  
**Cirquish**

<https://www.youtube.com/watch?v=ynSU2eLkX/fI>

The Centre		The Edges		
		Reach	Relevance	Relationship
Co -creation	✓	✓	✓	✓
Broker	✓			✓
X-change	✓	✓		✓
Dissemination				





## 4. MCIS (un)Conference 2017



# THE SPOKEN WORD

## INTERPRETATION

ENSURING ACCESS TO  
CRITICAL SERVICES INCLUDING:

**1/3** COMMUNITY\*  
SERVICES

**1/4** GOVERNMENT

**1/4** MEDICAL

**1/5** LEGAL



\*COMMUNITY-BASED SERVICES INCLUDE CHILDREN'S  
SERVICES, EDUCATION, FAMILY, IMMIGRATION AND  
SENIORS' SERVICES, LAW ENFORCEMENT, AND SHELTERS

**59,169**  
THE NUMBER OF  
**CRITICAL  
SERVICE  
INTERPRETATIONS\*\***

# THE WRITTEN WORD

## TRANSLATION

ENSURING ACCESS TO  
CRITICAL INFORMATION INCLUDING:

**36%** LEGAL SECTOR

**18%** GOVERNMENT

JUST OVER  
**14%** MEDICAL

**14%** COMMUNITY\*



<https://www.mcislanguages.com/news/hacking-the-future-of-canadas-language-industry/>



# MCIS Language Solutions **(un)Conference**

July 20th, 2017 [READ OUR REPORT](#)

*"The face of Canada is changing rapidly as is the manner in which we are interacting and transacting with the rest of the world; fresh insights and digital tools are constantly providing new ways to support translation, interpretation and all other language services. We are committed to being leaders in bridging the language gap."*

- Latha Sukumar, Executive Director, MCIS

The Centre		The Edges		
		Reach	Relevance	Relationship
Co -creation		✓	✓	✓
Broker	✓		✓	✓
X-change	✓		✓	
Dissemination				





## 5. Community Hackathon - #MigrahackTO



#migrahackto

3 days  
35 participants  
4 sectors  
5 projects  
1 ongoing MeetUp

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Getting to yes: 1 year





## SELF-REPORTED SPOUSAL VIOLENCE



#migradev



#migrackto

Building communities through immigration data

#migrackto

Building communities through immigration data

See a short video  
about [#MigrackTO](#)



The Centre		The Edges		
		Reach	Relevance	Relationship
Co -creation	✓	✓	✓	✓
Broker	✓		✓	✓
X-change	✓		✓	✓
Dissemination	✓	✓	✓	✓



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3. The only  
social  
innovation  
there is...



“So, I think the idea that social innovation is primarily about thinking up something new is only occasionally true. What it's more often about **is an alliance or a group being willing to do together something that had already been thought of.**”

Adam Khan, Countless Rebellions —  
Challenging the terms of collaboration,  
<https://mcconnellfoundation.ca/interview/adam-kahane/>





Do you have something you care  
about deeply? **CREATE** opportunities  
around your passion **AND** involve  
community. Think like a **MOVEMENT**.





Source:

<https://www.theatlantic.com/technology/archive/2018/01/libraries-local-news/551594/>

## Ideas for future proofing

- Community newspaper (from disseminator to creator of information)
- Documentaries and media making
- Radio stations/ podcast
- Hackathons
- Serving dinners/ cooking classes
- Outdoor libraries
- Genealogy
- Other??



**ALL** Translation and Interpretation.

Translators *Remove* Communication *Barriers*

**BETWEEN**

**PEOPLES  
&  
CULTURES.**

We blend disciplines to bridge the complexities of the Globalized World, monitoring its impact on

**Sciences, Humanities, Arts and Technologies.**

**TRANSLATORS**

Our minds are young and we love fun.

**ARE DECODERS.**

We are here to **UNTANGLE**

verbal, visual, musical and digital acts of communication and

**INSPIRE**

**Users, Innovators & Thinkers** to collaborate Better & Faster.

Translators **WORDS** to fight Social Injustice and advocate use their **WORDS** for the Freedom of Expression.

We contribute to improved quality of life by facilitating equal access to **healthcare, education and justice for all.**

Translators

*Devoted* to their clients

**ARE**

Excellence-Driven Relationship Builders  
*Driven* **BY PURPOSE**

Our **Culture** is the **Culture** of

**SOCIAL IMPACT**

measured by our non-compromising obligation to



My name is Eliana, and I am  
MCIS Language Solutions'



# SOCIAL IMPACT MANAGER



<https://www.youtube.com/watch?v=HflnmudtNjM>



# Thank you!



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