The P.R.O.B.L.E.M. Framework

Create a knowledge mobilization strategy
for social innovation research

	UNDERSTAND THE PROBLEM	WHAT ARE YOU ADDRESSING?
People	Describe the people affected by the problem and their experience. This helps establish the scope for knowledge mobilization and your audience.	*Who are most directly affected, and how?* *Where are they?* *Are there characteristics to their experience of the problem?* *Do they share socio-economic characteristics?*
Resonance	Assessing how apparent the problem is to people who are experiencing the problem	*How does the problem resonate with the people experiencing the problem?* *Are they explicitly aware of the problem or is it something that they feel implicitly without being able to express?*
Opportunity	Identifying the opportunities that already exist to solve problem	*Are there existing opportunities to solve the problem?* *If so, are they successful? Why/Why not?*
Bent/Broken	Understanding if people who are not directly impacted by the problem, aware of the acuteness of the problem	*Even individuals not directly impacted by a problem are more likely to invest themselves in contributing to a solution for a 'broken' problem than they are for a 'bent' problem. The acuteness of the problem will largely determine the scope of the stakeholder network and the urgency with which they desire to be perceived to act.*
Legal	Identifying the legal conditions and frameworks that influence the problem and understanding the parameters to the development and implementation of a solution	*What are the legal conditions/frameworks influencing this problem and/or presenting parameters to the development and implementation of a solution?*
Elements	Identifying some of the issues which can impact the problem and/or solution that have not been identified within the above elements	*Identifying issues which may be useful in determining stakeholders and better understanding their experiences and perspectives within this setting (i.e. what is the culture like, does the problem present inter-genreational impacts, etc).*
Money	Considering the financial aspects of the proposed problem and solution	*What are the financial elements associated with this problem and proposed solution?*