



Dissemination and Outreach Activities

Marie Curie 2012

1. Describe the **measures proposed** for the dissemination and/or exploitation of project results, and how these will increase the impact of the project. For more information on communication guidance, see http://ec.europa.eu/research/science-society/science-communication/index_en.htm
2. Specify an appropriate **dissemination plan** for the research outputs incorporating any planned outreach activities,
 - Peer review publications (give details), conference proceedings and presentations?
 - Detail the end users and target groups e.g. scientific community, SME's, local authorities, public, community groups, policy makers, media, journalists, managers, software developers
 - Timeline for dissemination
3. Specify any **dissemination and outreach channels** that will be used e.g.
 - Public lectures, workshops, seminars, symposia, summer schools, consultation groups, focus groups, policy briefings, attendance at exhibitions/fairs, websites, blogs, website discussion fora, social networking sites, Facebook, Twitter, wiki-style contributions, podcasts, youtube clips, brochures, newsletters, production of guidelines, training materials, media, reports, TV, press releases, software, videos, CD/DVDs, inclusion in partners marketing strategies.
4. Describe plans for the **management of knowledge** (intellectual property) acquired in the course of the project.
 - Identify how dissemination/IP management will be discussed within the project team
 - See description of UCD's Technology Transfer centre, NovaUCD, in UCD Facilities, Training and Services documents