

# How to write the Dissemination and Communication section of your proposal

## Dissemination Plan

Create a **Dissemination Plan** for the Research Results. In creating a dissemination plan, you should consider several key questions:

- **Goal:** What are the goals and objectives of the dissemination effort? What impact do you hope to have?
- **Audience:** Who is affected most by this research? Who would be interested in learning about the study findings? Is this of interest to a broader community?
- **Medium:** What is the most effective way to reach each audience? What resources does each group typically access?
- **Execution:** When should each aspect of the dissemination plan occur (e.g. at which points during the study and afterwards)? Who will be responsible for the dissemination activities?

## Target Audience

Research and confirm the **target audience** for dissemination for the research results:

- Relevant user groups – patients, consumers, farmers etc.
- Scientific community
- Government – local authorities, policymakers, decision-makers
- Professionals and practitioners
- Special Interest – community groups, software developers, SMEs
- Media – journalists, tourism industry, publishers, entertainment industry
- General public

## Channels/Medium

Specify dissemination **Channels/Medium** that will be used:

- relevant Peer review publications (and details of where they will be published)
- relevant Scientific Conference papers and presentations
- reports
- public lectures, workshops, seminars, symposia, summer schools
- consultation groups, focus groups
- policy briefings
- attendance at exhibitions/fairs
- Digital: websites, blogs, website discussion forums, wiki-style contributions
- social networking sites, Facebook, Twitter, Soundcloud, YouTube
- media, broadcast media (TV, Radio, Press)
- Digital Content Creation: podcasts, video clips, software, videos, CD/DVDs

- Print: brochures, newsletters, training materials
- Inclusion in partners marketing strategies
- Make publication and data (where appropriate) available through an Open Access repository / archive

## Examples of Communication Activities

- Any activity of “public engagement” that ensures that your research activities are made known to the society at large in such a way that they can be understood by non-specialists. This could be for example a press release for the general public at the start of the project, an interview on the local radio station after a major achievement of your project or an event in a shopping mall that shows how the outcomes of your project are relevant to our everyday lives.
- Local workshops about the project with a target audience(s) for whom your project is of interest. For example, if a project which is engaged in research about the preservation of marine environment organises workshops with coastguards, fishermen and recreational sailors in all Mediterranean countries and also ensures to invite the local press to the workshops.
- A toolkit/ brochure/ presentation to explain your project to students at schools and universities to show how interesting research can be and to promote your research field or assist teachers/ professors in preparing and delivering teaching materials.

## Further Resources

- [Promote your Research](#)
- [Open Access](#)
- [Scholarly Communications – Publishing Guide](#)
- [Social Media to promote research](#)
- [H2020 Social Media Guide for EU funded R&I projects](#)