

Methods

The method(s) to use for communication depends both on message and the target audience. Even if the message is the same, the most efficient method might be different depending on is it RI's internal or external communication. Different methods and tools are in general useful for several target groups with their own weightings. *Table 1* gives few suggestions on methods how to reach different target audiences.

Table 1. Suggested methods to reach different target audiences.

| Method | Scientific | Policy | Citizens | Product users |
|------------------------|------------|--------|----------|---------------|
| Website | x | x | x | X |
| Newsletter | x | | | X |
| Flyer | X | x | x | X |
| emails | x | | | X |
| Twitter | X | X | X | X |
| Conferences | X | X | | X |
| Booths | X | X | | X |
| Events | X | x | X | X |
| Media | | X | X | |
| Courses | X | | | X |
| Online tools and games | x | | x | x |
| promotional material | x | x | x | x |

In next chapters, we will briefly go through the commonly used dissemination methodologies and their pros and cons. The views are based on experiences gained in the COOP+ project and based on Interviews with RIs' communication persons.