

Dissemination and communication plan

Key to succeed in outreach and communication is to find the products with most potential for each user group, and select the most promising and cost-effective communication methods (scientific publications, conferences and trade shows, workshops, webpages, newsletters, email workflows, flyers etc.) for each product/user group combination. With other words, the key to great dissemination is to communicate the right message to the right target audience at the right time through the most effective means. A well-defined plan of the dissemination, including cost-benefit estimates, prioritization and follow up plan, is a good tool for efficient dissemination. It is good to establish close and regular contacts to the target audience of the RI in order to get feedback of the quality and necessity of the communication and dissemination activities to be able develop and improve them. Follow up actions are part of the dissemination plan. Performance measuring and monitoring including well-defined Key Performance Indicators should be part of every dissemination plan.

There are several different freely available templates that can be used to make a dissemination plan. One example is the Common Dissemination Booster (CDB, <https://cdbservices.eu>), which is a service from the European Commission. It is free of charge and available to all, ongoing or closed, European, National, Regional funded Research & Innovation (R&I) projects (H2020, FP7 or other). The booster encourages projects to come together to identify a common portfolio of results and shows them how best to disseminate to end-users, with an eye on exploitation opportunities. It includes five services covering the path from identifying services, mapping stakeholders, and dissemination.

The CDB Service 3 is a portfolio dissemination plan (PDP) development and it is described as follows:

The aim is to identify, coordinate and converge on innovative dissemination practices of the project, based on the actions identified, enabling them to share results and data across wider geographies and variety of stakeholders.

The PDP provides the project with a market-facing communication and dissemination strategy that extends engagement with industry and public-sector stakeholders for uptake of relevant outputs, including opportunities for internationalisation. The plan lists the relevant mix of communication tools, using means and mechanisms tailored to specific stakeholders. If implemented correctly it will enable the shift from current practices to an impact-driven approach and ensure convergence on common actions to maximise uptake of complementary results within the portfolio of thematic projects.