Dissemination Plan
- Planning the process of providing information

→ Identify the information
  - The project, partners, results, impact etc.

1. Define the targets
  - Public, stakeholders, end-users, authority etc.

2. Identify key messages
  - Understanding, participation, letting people know

3. Define the indicators
  - Social media, websites, events, media etc.

4. Define the formats
  - Written, oral, flyers, videos, posters, interviews etc.

5. Map the channels and networks
  - Mass media, targeted media, symposia, networks etc.