

DISSEMINATION PLAN

- PLANNING THE PROCESS OF PROVIDING INFORMATION

→ IDENTIFY THE INFORMATION
- THE PROJECT, PARTNERS, RESULTS, IMPACT etc.

→ DEFINE THE TARGETS
- PUBLIC, STAKEHOLDERS, END-USERS, AUTHORITY etc.

→ IDENTIFY KEY MESSAGES
- UNDERSTANDING, PARTICIPATION, LETTING PEOPLE KNOW

→ DEFINE THE INDICATORS
- SOCIAL MEDIA, WEBSITES, EVENTS, MEDIA etc.

→ DEFINE THE FORMATS
- WRITTEN/ORAL, FLYERS, VIDEOS, POSTERS, INTERVIEWS etc.

→ MAP THE CHANNELS AND NETWORKS
- MASS MEDIA, TARGETED MEDIA, SYMPOSIA, NETWORKS etc.