



European Commission

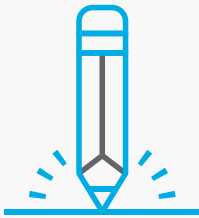


The Essential Hands-on Service for R&I Projects



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Service 3 Portfolio Dissemination Plan Development

Plan how to use dissemination tools to reach the right audience in the right way at the right time

What is better than a truly impact-driven approach for your dissemination? Let the CDB help you to devise the most effective market-facing dissemination strategy to maximise uptake of complementary results within your CDB Project Group.

Pre-requisites:

Portfolio of research results and Stakeholder/End-user mapping (or output from CDB Service 1 and CDB Service 2).

STEP

Assessment:

Fill in the CDB checklist to provide background information on the projects' current dissemination practices, tools, objectives and metrics to measure impact.

STEP

Planning:

Learn when and how to interact with press/media, business/trade and sector-specific associations, when and how to engage in joint actions. Find out how to set your key performance indicators (KPIs) and best practices to monitor your results.

STEP

Convergence:

Join a 2-hour virtual call for open discussion and insights on the Portfolio Dissemination Plan (PDP); get experts' advice to pinpoint the PDP to match projects' specific needs and timelines.

STEP

Delivery of Portfolio Dissemination Plan

Get your take-away: a synthesis report including tailored joint and individual Portfolio Dissemination Plan ready for use with a clearly defined Roadmap and Dissemination Toolkit.

