Dissemination: Tips, tricks and lessons learnt

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Typical dissemination activities

- How to better exploit “in-between” dissemination activities?
- How to improve the long-term availability of your research?

Dissemination activities:
- Leaflets, handbooks, articles, seminars, media etc.
- Website, flyer, media release
- Conferences, field days
Good dissemination...

• ... is crucial to justify national funds

• ... brings key messages to the target groups by
  - defining exploitable results
  - customizing results to the target groups
  - choosing suitable tools and channels
  - establishing a relationship to the target groups

• ... is challenging because
  - consolidated results are available at the end of a project only
  - of the need to publish in peer-reviewed journals first
  - of the adaption to national needs and languages
The dissemination plan...

- ... is part of each proposals, but often very standardized
- ... should be developed together with research plan
- ... helps to improve research
- ... ensures continuous communication
Specify your target groups

Usually: Farmers, advisors, politicians, processors, researchers etc. Be more precise!

1. Specify your target groups
2. Clarify your messages
3. Select tools and channels
Written tools dominate
Output of 8 CO I projects

- Technical guides/leaflets
- Media release
- Popular articles
- Workshops-reports
- Other presentations
- Presentations/posters at scientific conferences
- Other publications
- Peer reviewed papers

Number
Technical leaflets

- Focus on recommendations
- Pictures with legend
- Insert audiovisual elements
- Search for cooperation
Articles in newspapers & magazines

- Important for national adaption
- Contacts to journalists
- Attractive for local media
Tools for continuous dissemination

• **E-newsletters**
  Good for larger projects
  clear target groups
  time consuming
  -> CORE Organic Newsletter

• **Social media**
  Facebook to get feedback
  to provide insight into your project
  depends on committed person
  -> check in your consortium
Slide show with text

• Visual storytelling for on-going research

• To be embedded on website, facebook, online-guides
Commented PPT presentations
Video-slideshow

- Project member as narrator
- Lay over: photos, videos, graphs, titles etc.
- Different narrators for different languages
- Testimonials
Videos on YouTube

• Powerful tool to present your project, new techniques
• To reach an audience you usually don’t reach
YT-Videos: targeted and sustainable

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<th>TILMAN-Org Video</th>
<th>Search on YT Proposed by YT</th>
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Recommendations for researchers

- A well planned mix of tools and channels has best impact.
- Research results should flow into established media.
- Produce dissemination material together with target groups.
- Update existing tools instead of producing new tools.
Further possibilities for cooperation
Recommendations for funding bodies

• Ask for more elaborated dissemination plans.
• Define indicators to measure success of dissemination activities.
• Dissemination expertise should have more weigh in evaluation.
• Support consortia in dissemination.
• orgprints.org is not enough to ensure sustainability.
• Provide “bonus funding” for promising projects for national adaptation.
Useful information

10 steps to a dissemination plan

1. List your target groups
2. Identify the knowledge needs of target groups
3. List your expected results
4. Allocate your expected results to target groups
5. Define what you want to achieve with dissemination
6. Fine tune the target groups, if necessary
7. Adjust your research plan, if necessary
8. Define key messages
9. Select tools & channels for countries and languages
10. Define time, responsibilities, resources