

strategies

COMMUNICATION PLANS

- ✓ **Dissemination** is sharing your research results with other researchers and potential users.
- ✓ **Communication** is promoting the project and the results to a multitude of audiences to reach out to society.
- ✓ **Exploitation** is the use of the results during and after the project's period for commercial purposes, improving policies, or for tackling economic and societal problems.
- ✓ Identify key messages and target groups to choose the best channel to get each message to its audience (scientific publication, policy document, social media, school talks...)

GENDER PERSPECTIVES

- ✓ Go beyond the gender balance in the team composition!
- ✓ Evaluators assess if projects explain how the research content affects differently women and men, girls and boys. Think about the gender dimension in your research content.
- ✓ Use the gender dimension to enhance the relevance of the knowledge, technologies, and innovations your research will produce, it will add value in terms of excellence, creativity, and business opportunities.

to keep in mind

Ideas for your impact section, useful for NFR and H2020:

- ✓ What needs might be solved/met thanks to the results of your project?
- ✓ What outputs will it create and will they be made public during and after the project?
- ✓ Who are the potential users of the results?
- ✓ How will you contact them?

click for additional info

- [H2020 guidelines for dissemination & exploitation](#)
- [H2020 guidelines for communication](#)
- [Social media guide for EU funded R&I projects](#)
- [Video on gender perspectives from the EU](#)
- [Gender perspective in H2020 \(also useful for NFR\)](#)
- [Gender equality at NHH](#)