Science Communication Plan of the COST Action CA23102

Each Action MC shall adopt a Science Communication Plan including a communication, dissemination, and valorisation strategy, as well as a plan to implement this strategy. The Science Communication Plan shall reflect the MoU in particular connecting to the aims and objectives of the Action. It is recommended that the Science Communication Plan is approved by the Management Committee not later than 6 months after the start date of the Action. It is recommended that the Science Communication Plan, including progress on implementation, is discussed on a yearly basis by the Action MC and reviewed or amended where necessary. (*Annotated Rules for COST Actions, article 5*)

VERSIONS AND HISTORY OF CHANGES

Version	Date of adoption by MC	Notes (e.g. changes from previous versions)	Lead author(s)*
1.0	26/06/2025		Theodora Helimäki, Angelos Chryssogelos, Ioannis Andreadis, Eleni Maria Papachristou, Nikoletta Sivenou, Styliani Tseliou, Vasileios Simpseris

* The Science Communication plan is developed, updated and its implementation monitored under the overall supervision of the Science Communication Coordinator, and in close collaboration with other relevant contributors.

1. SUMMARY

The Science Communication Plan for COST Action CA23102 (EUPopLink) aims to enhance scholarly and societal understanding of the interlinked phenomena of Euroscepticism and populism. EUPopLink is a pan-European research network dedicated to increasing scholarly competence in understanding the causes, evolution, and consequences of the relationship between Euroscepticism and populism. The Action brings together researchers and stakeholders across more than 30 countries to conceptualize and define these complex political phenomena, collect and analyze data on both the demand and supply sides of electoral politics, engage directly with policymakers and civil society actors, produce actionable and evidence-based policy recommendations, and train Early Career Researchers (ECRs), with a particular emphasis on those from Inclusiveness Target Countries (ITCs). Effective collaboration among the EUPopLink Chair, Vice Chair, Working Group leaders and co-leaders, and the Grant Award Coordinator — together with the Science Communication Coordinator (SCC) — is essential to ensure the successful dissemination of the Action's results to EUPopLink's primary audiences, including both academic communities and wider society.

Within EUPopLink, the responsibilities for communication and dissemination have been organized to ensure effective coordination of all appropriate participants.This includes the role of the SCC, who is responsible for overseeing and managing the communication efforts of the Cost Action, always in coordination with both the Chair and Vice Chair of CA23102. Furthermore, a Working Group (WG) focused on Outreach and Dissemination has been established (WG4), dedicated to policy outreach and disseminating Action results, actively focused on identifying, mapping, and planning outreach to key stakeholders. Responsibilities for implementing the plan are coordinated by the Science Communication Coordinator in close collaboration with WG4 Leader and STSM grantees. Other Working Groups contribute through thematic outputs and events. Key components of the implementation include stakeholder engagement, maintenance of the website and social media channels, training schools, and policy dialogues. These individuals and groups will collaborate to implement the communication and dissemination plan, ensuring effective communication, dissemination, and appreciation of the Action's results, always in liaison with the SCC. In addition, collaboration is ongoing with the Grant Awarding Coordinator to enhance the visibility of accomplishments and future initiatives related to knowledge sharing and opportunities for YRI.

In sum, the main objective of this Science Communication Plan is to identify and promote effective channels and activities for communication and dissemination. To achieve this objective, the Action integrates communication, dissemination, and valorisation strategies to maximize the visibility, impact, and utility of its findings. Central to this plan is a multi-pronged strategy involving digital engagement, academic outreach, policy briefs, and public communication. In particular, the objective is to guarantee that all pertinent information is delivered to the right audiences in a timely manner and through the most suitable channels. This document sets out a detailed strategy describing the planned communication and dissemination efforts, along with the approach for public engagement and utilization of results through the duration of CA23102. It outlines the tools, platforms, and techniques that will be used to communicate during the Cost Action. Beyond identifying the target audiences mentioned earlier, the plan also highlights strategies to amplify the overall impact. As the project progresses, communication and dissemination efforts will be refined and adjusted to meet the evolving needs and expectations of EUPopLink members. These activities will be tailored for maximum effectiveness and subject to ongoing evaluation.

2. GENERAL AIM AND TARGET AUDIENCES

The activities of the SCC in the EUPopLink Cost Action covered the coordination of efforts and resources with the EUPopLink Action Chair and Vice-Chair, particularly for the development and maintenance of the Action's website, mailing lists, and social media channels. The SCC also manages shared digital repositories and internal communication tools (e.g., shared folders, links, and collaborative platforms). In addition, the SCC serves as the primary liaison for all EUPopLink participants, maintaining regular contact with the Chair, Vice-Chair, and WG leaders and co-leaders. The SCC is responsible for organizing and articulating all multimedia content for the Action, this includes preparing and disseminating videos, showcasing member achievements, developing infographics and posters, curating news content, and creating visually engaging materials for a variety of platforms.

The EUPopLink COST Action engages both internal and external audiences. Internal audiences include network members, those directly involved in the research design, Working Groups, and Action activities. These members have access to private documents, internal resources, and collaborative spaces. External audiences, by contrast, include individuals and organizations who may not be involved directly with the Action but benefit from its outputs such as webinars, publications, and public events.

Target audiences include:

Stakeholder Group	Examples	Relevance/Interest
Academic & Research	Universities, think tanks (e.g., CEPS, ECFR, Bruegel), scholars	Research production, analysis, theory development
Policy Makers & Institutions	EU institutions (EP, EC), national parliaments, regional bodies	Policy impact, regulation, public response
Political Actors	Political parties (pro/anti-EU, populist), MEPs	Direct influence on political direction
Civil Society & NGOs	Pro-democracy NGOs, civic platforms, media literacy initiatives	Countering disinformation, promoting engagement
Media & Journalists	European news outlets (Euractiv, Politico EU),	Narrative building, framing public discourse

	national broadcasters	
Educational Institutions	High schools, civic education projects, Erasmus+ networks	Youth engagement, awareness-building
General Public & Citizens	Focus groups, online communities, youth organizations	Public perception, grassroots movements

Stakeholder engagement is coordinated through WG4 and STSM grantees and involves ongoing stakeholder mapping, outreach campaigns, and cooperation with policy networks, university alliances, and research organizations. Through this approach, EUPopLink seeks to establish itself as a hub of dialogue, research, and action connecting scholarly insight with societal relevance.

To further advance its impact, EUPopLink distinguishes among multiple layers of stakeholders, ranging from core academic participants to engaged external observers. In addition to early career researchers, the Action specifically targets researchers working in institutions without a strong tradition of European integration research, including countries currently underrepresented in COST activities. The involvement of scholars from underrepresented regions, particularly in Central and Eastern Europe, Southern Europe, and the Western Balkans, is essential to strengthening both inclusiveness and the scientific richness of the network.

In particular, the Action seeks to bring together researchers, practitioners, public and private sector actors and regions, ensuring both geographical diversity and active involvement from Inclusiveness Target Countries (ITCs). Initially, the initiative is launched by a core group of experienced researchers, coordinated by a university based in an ITC, selected for its ongoing relevant research activities—thus further strengthening its expertise in the field. The budget has been strategically allocated to address the specific needs of these members enabling them to cover travel costs, registration fees, and other research-related expenses. In addition, the Action fosters collaboration across all participating countries—both ITCs and other European nations—through the organization of workshops, conferences, training schools, and both virtual and in-person meetings to promote knowledge sharing and cooperation. By engaging scientific and research personnel, the initiative will help bring advanced expertise to ITC countries, narrowing knowledge gaps and promoting excellence across the European research landscape on populism and Euroscepticism.

Moreover, the Action builds bridges with policy organizations such as the European Parliamentary Research Service (EPRS), the European Policy Centre (EPC), and the Open Society Foundations. These collaborations aim to ensure that academic research is transformed into evidence-based policy input. Engagements with these stakeholders will include briefings, collaborative events, and dissemination of findings directly relevant to European policy development.

A growing network of civil society representatives, including youth organizations, advocacy coalitions, and public intellectuals, are key intermediaries in shaping civic responses to populism and Euroscepticism. As part of its dissemination strategy, EUPopLink will host

open events, town hall discussions, and thematic roundtables to facilitate inclusive knowledge exchange and dialogue across sectors and regions.

To sustain long-term visibility and impact, the Action also reaches out to networks such as university alliances, national research councils, higher education associations, and European student organizations like the European Students Union (ESU) and media representatives, such as political journalists, editors, writers covering European affairs. Their participation will not only promote co-creation of knowledge but will also ensure institutional buy-in to the Action's vision.

From the outset, the main proposers of the EUPopLink recognized the value of fostering opportunities for Early Career Researchers (ECRs) and structured the network with this goal in mind. Many participants are in the early stages of their academic journey and many roles within the Management Committee (MC) are held by emerging scholars. By encouraging collaboration across different career levels, the network creates an environment where experienced academics in higher education engage with a new generation of researchers promoting mutual learning, support, and the development of fresh insights and innovative knowledge. With regard to this, an interdisciplinary research network of scientists, such as PhD students, postdocs, junior faculty, especially from ITCs, with a focus on social innovations and social enterprise, from various discipline fields, strengthens and prioritises the support and the development of the Action. In fact, the Action intends to particularly involve young researchers, while PhD students are fully integrated in the activities of the Action, also benefiting from conferences, workshops and training schools. The benefit of the Action will be an increased number of scientists in different disciplines, active in the field of social innovation, working in a design-led approach to social problems, adding cognitive, economic, and social value to European societies. As a matter of fact, the activation of young scientists, the productive use of the potential, and the dynamics that cooperation and reconciliation between them offer, through the provision of opportunities, contribute to ensuring the future strength, renewal and sustainability of the European scientific community and Europe in general. Also, the general public, such as citizens, especially those from countries affected by populism or Eurosceptic governance is also an important audience that the Action will involve.

Finally, EUPopLink is focused on gender balance and makes sure that many of the leading positions in the Action are taken by women researchers. The Action ensures that the selection processes of the participants are gender-neutral, avoiding biases and stereotypes when evaluating applicants' qualifications and potential contributions to the project. The systematic effort to achieve equal representation across genders researchers in all project activities is a priority, by monitoring the gender-related aspect of all the activities during the lifetime of the project and taking actions to intervene when equal representation is not achieved.

The scientific developments and results will be communicated to the research communities through training schools, annual conferences, workshops, meetings, joint publications and articles. EUPopLink includes activities geared towards the transfer of knowledge to public, academic and policy actors. This will be achieved through:

- Publishing articles and joint publications submitted in Open Access format (e.g. Open Research Europe) throughout the Action lifetime.
- Organising Training Schools and annual conferences with the participation of stakeholders.
- Promoting fairness and equality in career assessment and research organisation by organising workshops and meetings.
- Producing position papers on populism, Euroscepticism, their link and the ways to mitigate their negative effects.

- Increasing visibility and dissemination and creating possible conditions by reaching out to local authorities and all levels of policy-making institutions.

By implementing these communication and dissemination activities, EUPopLink aims to increase the visibility and impact of its results among various target audiences, fostering collaboration and knowledge exchange and transfer.

3. PLAN FOR THE COMMUNICATION OF ACTION RESULTS

The dissemination of the Action's objectives, activities, and deliverables is embedded in all phases of the network's operation and is primarily coordinated through WG4. Nevertheless, all Working Groups actively contribute to dissemination through outputs such as webinars, scientific articles, joint publications, and stakeholder engagement activities. The dissemination and exploitation strategies are designed to address a broad audience, including the academic community (and potential new members), the general public, civil society, and the policy-making sector (e.g., EU officials, education policymakers, and institutional stakeholders).

Effective communication is essential for maximizing the visibility and societal relevance of EUPopLink. The Action's communication approach prioritizes clarity, inclusivity, and impact, using accessible language tailored to specific audiences and structured around key messages that reflect the project's overarching goals, methodological framework, expected outcomes, and broader influence.

In order to implement this strategy, the following tools and channels will be established:

- A logo and visual identity to ensure a recognizable and professional public profile for the EUPopLink COST Action.

Figure 1 – Cost Action EUPopLink logotypes and logomark

- A comprehensive, interactive, and user-friendly website (www.eupoplink.eu) and social media accounts, regularly updated with information on the Action's objectives, conceptual framework, ongoing activities, deliverables, events and news.

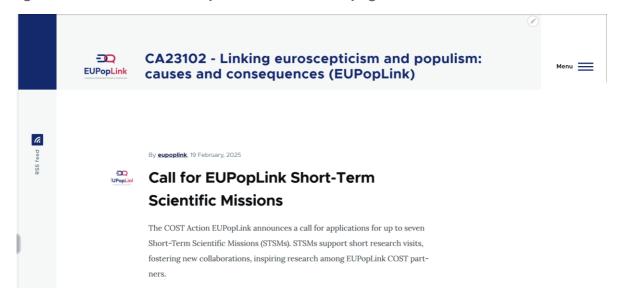**Figure 2 – Cost Action EUPopLink Website main page**

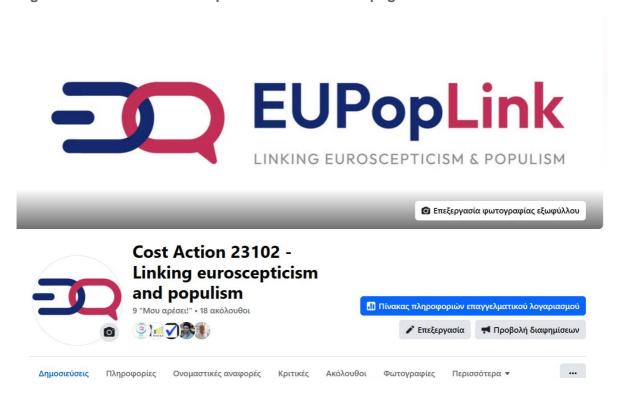**Figure 3 – Cost Action EUPopLink Facebook main page**

Figure 4 – Cost Action EUPopLink BlueSky main page

Figure 5 – Cost Action EUPopLink Instagram main page

Figure 6 – Cost Action EUPopLink LinkedIn main page

Cost Action 23102 - Linking euroscepticism and populism: causes and consequences

EUPopLink analyzes the linkage between Euroscepticism and populism in a comparative and longitudinal perspectives.

Research Services · 5 followers · 2-10 employees

Theodora works here

🖅 Message   ✓ Following   (···)

Home   About   Posts   Jobs   People

Overview

The main objective of the COST Action entitled Linking Euroscepticism and Populism: Causes and Consequences (EUPopLink) is to increase the scholarly competence by analyzing the linkage between Euroscepticism and populism in a comparative, innovative (conceptually, methodologically, and ... see more

Show all details →

- The Science Communication Coordinator (SCC), working closely with Core Group members, is tasked with maintaining and enriching the website with news updates, announcements, and reports on activities including Short-Term Scientific Missions (STSMs), ITC Conference Grants, mentorship programs, training schools, publications, and other initiatives.
- The website functions as both a public-facing dissemination tool and an internal coordination platform, offering members easy access to application forms, event documentation, and collaborative resources. It is designed to be accessible and to support engagement from a broad spectrum of stakeholders.
- A dedicated mailing list operates alongside the website to distribute important updates, event invitations, and calls for participation directly to Action members and interested parties.
- In full compliance with COST communication guidelines, the website includes all required acknowledgements, including the e-COST integration, COST logo, EU emblem, and relevant disclaimers.

The website and social media accounts will be used as a guide and advertisement for the Action. The website will contain public and private material for the Action's members, for data

protection reasons. In the public part, detailed descriptions of the Action and its activities will be continuously updated (including meetings, seminars, workshops, courses, calls for participation and funding opportunities). Additionally, a repository with accurate information about the deliverables of the Action will be available. The presentations of the Action members, reports, preprints, and any other material will be accessible through the members' area. Content dissemination will also be done through social media (Facebook, LinkedIn, BlueSky Instagram) to disseminate the Action activities and results and engage more stakeholders. In this direction, each time a post will be published on the aforementioned social media, a newsletter containing a corresponding link will be sent to the EUPopLink members, encouraging them to promote and share the post through their own network, thereby amplifying the Action's visibility and outreach.

As the promotion and dissemination of excellence is a key pillar of the action, the Action will attempt to expand existing contacts, with the aim of highlighting new cooperation channels (through Pan-European conferences), in order to share the best practices the Action will have developed and to be able to integrate them into other research projects. The development of knowledge in key and important research topics and gaps can be a useful guide for European projects which are in progress, as well as promote cooperation between them and the Action. This interaction can contribute to creating the conditions for future joint research proposals.

In order to disseminate information through as many channels as possible, the Action plans to cooperate with businesses active in the mass media industry, consulting firms, organisations active in the formulation of policy proposals, organisations active in informing and mobilising citizens. These firms will be encouraged to incorporate the output of the Action and actively participate in promoting the implementation of appropriate solutions to problems. Useful tools for achieving the above goal are press releases, the organisation of seminars, working groups, meetings with agencies with the aim of actively informing them, the active exchange of expertise through face-to-face and virtual meetings, including collaborative workspaces, with professionals from sectors such as media, consultancy, marketing, or citizen engagement.

EUPopLink further means of promotion and dissemination will be:

- At least two articles per year will be published on a large public magazine reaching a broad, but relevant audience.
- At least 10 scientific joint publications will be submitted in Open Access format (e.g. Open Research Europe - https://open-research-europe.ec.europa.eu throughout the Action lifetime. Publications will be co-authored by Action participants resulting directly from work carried out in the Action.
- Training schools organised with the research output of the first three WGs (at least three training schools during the Action lifetime).
- Annual Action conferences with the participation of stakeholders (3 conferences, in the second, third and fourth year).
- Workshops and meetings to introduce the Action to relevant European-wide organisations promoting fairness and equality in career assessment and research organisation, with the aim to raise awareness and dialogue between early career researchers and decision makers.
- Through knowledge transfer activities with policy actors, the network will also produce position papers on populism, euroscepticism, their link and ways to mitigate their negative effects, which will be shared with European Commission officials. In this effort the Action will seek the cooperation of the European Parliamentary Research (EPRS)

https://epthinktank.eu/about/ to help us promote the output of our research to the Members of the European Parliament, Service

- The Action will also reach out to local authorities to get support from all levels of policy-making institutions and to create possible conditions for the joint organisation and participation in actions related to this Action, which would increase its visibility and dissemination.

4. PLAN FOR THE DISSEMINATION OF ACTION RESULTS

Dissemination in the EUPopLink COST Action focuses on ensuring that the network's knowledge, insights and research outputs are publicly available and accessible to well-defined target audiences who can benefit from and apply these findings. Information is tailored to meet the specific needs and communication preferences of different stakeholder groups, for instance, through peer-reviewed publications for academics, policy briefs for decision-makers, and accessible content for civil society and the general public. The EUPopLink COST Action is committed to openness, transparency, and compliance with the FAIR principles (Findable, Accessible, Interoperable, Reusable), while also adhering to regulations concerning Intellectual Property Rights (IPR), data protection and ethical standards.

WG4 leads dissemination efforts, while working in synergy with all other Working Groups to ensure broader coverage and impact. Outputs will be strategically released through a variety of channels, such as the website and social media accounts, according to a planned timeline, with designated responsibilities for Action participants. Key dissemination activities include contributions to high-profile scientific journals, presentations at international conferences, and participation in stakeholder forums and thematic platforms.

The Action has outlined a series of key dissemination deliverables in accordance with its Memorandum of Understanding (MoU). These include:

D1.1 Report about the identification of different typologies and manifestations of populism and Euroscepticism in different countries (Month 12)

D1.2 Report about the causes and consequences of populism and Euroscepticism in each country and the measures that might have been used to mitigate their negative consequences. (Month 20)

D1.3 Joint edited volume on the comprehensive theoretical framework of populism and Euroscepticism (Month 32)

D1.4 Report about one edited volume and at least 3 submitted scientific co-authored joint articles. (Month 42)

D2.1 Report about data processing, cleaning and harmonisation (Month 38)

D2.2 Database and documentation (Month 36)

D2.3 Report about at least 3 submitted scientific co-authored articles (Month 45)

D3.1 Report on the development of a comprehensive mapping of the relationship between populism and Euroscepticism and analysis of the mechanism of the relation between the two phenomena and the way it has changed over time. (Month 32)

D3.2 Report on the investigation of the similarities of the results that populist and eurosceptic attitudes will bring regarding the preferences for the future path of European integration. (Month 38)

D3.3 Report about one edited volume and at least 4 submitted scientific co-authored joint articles (Month 47)

D4.1: Stakeholder Mapping Outline and Involvement Strategy (Month 7)

D4.2: Science Communication Plan (Month 6)

D4.3: Report on Policy Briefs to EU and National Parliaments (Month 48)

5. PLAN FOR THE VALORISATION OF ACTION RESULTS

The EUPopLink Action is a Europe-wide research network focused on enhancing academic expertise in exploring origins, development, and impacts of the linking between populism and Euroscepticism. The valorisation of Action results is a key pillar of the EUPopLink initiative, ensuring that the knowledge and insights generated by the network have a meaningful and lasting impact beyond the academic sphere. This plan outlines strategies to promote the visibility, relevance, and practical application of research findings related to the evolving dynamics between populism and Euroscepticism across Europe. By fostering engagement with policymakers, civil society, academics and the general public, EUPopLink aims to translate scholarly work into actionable knowledge, support evidence-based decision-making, and contribute to a deeper and more nuanced understanding of these critical phenomena.

In this way, the EUPopLink Action will address a critical gap in current research by offering timely and relevant insights into the persistent and evolving relationship between populism and Euroscepticism. To strengthen its impact and foster synergy, the Action will actively engage with ongoing research projects and initiatives that examine related or complementary themes. Through collaboration and knowledge exchange, the EUPopLink will position itself as a vital contribution to the broader European research landscape on these pressing political issues.

Within the European Consortium for Political Research (ECPR), there is an established Standing Group (SG) titled Public Opinion and Voting Behaviour in a Comparative Perspective, which maintains a strong thematic alignment with the broader research priorities of our COST Action. These include higher education and research policy, as well as in-depth investigations into the dynamics of European integration. Notably, the Chair of our Action also serves as the Chair of the Steering Committee for this ECPR Standing Group, further reinforcing the strategic link between our network and the ECPR scholarly community.

As part of our ongoing efforts to strengthen this collaboration and disseminate findings related to our project, some members of our COST, Action Chair Prof. Ioannis Andreadis, WG1 Vice-Leader Dr Juan Roch, WG2 Leader Dr Eftichia Teperoglou, WG3 Leader Prof. Alexia Katsanidou and WG4 Leader Dr. Angelos Chryssogelos has already presented the EUPopLink COST Action at the Helsinki Conference on Emotions, Populism and Polarisation (HEPP5), which was held at University of Helsinki on 5-7 March 2025.

Additionally, we are planning to participate in the ECPR Extremism and Democracy conference, which will take place at Queen Mary University of London on 9-10 June 2025.

This event will be chaired by WG4 Leader, Dr. Angelos Chryssogelos and co-chaired by WG1 Leader, Prof. Stijn van Kessel.

Lastly, preparations are underway for our participation in the 2025 ECPR General Conference, scheduled to be held in Thessaloniki from 26-29 August 2025. Our panel will be featured in the section on Public Opinion, Representation, and Electoral Behaviour, with our Action Chair Prof. Ioannis Andreadis also serving as the Section Chair. This high-profile academic setting provides an excellent opportunity to showcase our research findings and engage with a wide network of political scientists focused on electoral dynamics and democratic representation during a landmark year for elections globally.

1. ANNEX 1

The tables below are meant to provide an overview to the Action of relevant dimensions to be considered while structuring the Science Communication Plan. Table 1 highlights the different scope of Dissemination and Communication activities, while Table 2 underlines key questions to be addressed in each plan.

TABLE 1. COMMUNICATION – DISSEMINATION – VALORISATION

	COMMUNICATION	DISSEMINATION	VALORIZATION
Objectives	Promotion of the Action and its results. Raise awareness about the topic. Inform, promote and communicate – Visibility	Public disclosure about the Action results only.	Make concrete use of results for research, knowledge transfer or commercial use.
Expected Impact	Show the success of research collaboration. Engaging with society to show how it can benefit from the Action results.	Maximise result's impact. Allow researchers to go a step forward. Make Action results a common good.	For socio-economic purposes, further research, market validation, licencing, norms setting, standardisation. Represents society's direct & indirect return on the public sector's investment in research.
Audiences	Reaching multiple audiences from general public, citizens, civil society, and mass media	Groups that may use the results in their own work including peers, industry, stakeholders. Regarding policymakers, engage and share evidence-based results during the legislative process.	Not only researchers: incubators, venture capital, local, national or EU-related innovation ecosystems including policy-makers, industry, SMEs, sector of interest, civil society.
Languages	Non specialist language, layman – avoid jargon Be understandable.	Scientific and specialist language/jargon.	Combines both general and technical language to present reports, results, prototypes, software, data, etc.

Channels & Tools	Public debate, TV channels, radio, newspapers, websites, social media targeting general public. Leaflet/brochure, infographics, multimedia (podcast, webinars, videos)	Peer-review journals, scientific or stakeholder conferences, online repository of results, etc. Leaflet/brochure, infographics, multimedia (podcast, webinars, videos) EU related platforms and services such as Open Research Europe, European Open Science Cloud.	Stakeholder groups and events, industry publications/reports, competitions/awards. EU related platforms and services such as CORDIS, Horizon Results Booster, Innovation Radar, Horizon Results platform, European Patent Office.

TABLE 2. THE 5 W TO STRUCTURE YOUR PLAN

WHY It is relevant to communicate about the Action?	A few examples: ● Research has been scattered across Europe; ● Urgent need for a coordinated and joint effort to build a collaborative platform linking science, industry, and management; ● Raise awareness; ● Bring added value of belonging to a multidisciplinary network involving numerous countries; ● To spark new collaborations.
WHAT is the key message?	Consider the Action MoU to set the objectives and develop the main key message. A few examples: ● Improve the quality of the air, water, health, roads, buildings; ● Change the current legislation; ● Explore new techniques in treating cancer.
WHO is the target audience?	A few examples ● Scientific community, Scientists, Academia; ● Businesses, industry, SMEs: ● NGOs, Citizen organisations, patient groups; ● Authorities, Policymakers and specify at what level: local; regional; national; European or international…
WHERE and how to communicate & disseminate?	Use the tools and channels to convey the key message of your network ● Public debate; ● TV channels, radio, newspapers, websites, social media; ● Workshops, training schools, conference, fairs, festivals, campaign…
WHEN it is appropriate to start communicating & disseminating?	A general recommendation - From the start to the end Think of timeliness – key moments during the lifetime of the Action when there is something new to release. ● When setting the network to introduce the Action; ● When the website & social media are set; ● When there are some results to release; ● When participating to an activity that has a wider scope with key stakeholders; ● When a joint scientific publication is published; ● When other evidence-based results and output are available.

	In short: not only at the end of the Action but during the lifetime. Planning is key: a dissemination calendar based on the Action planned activities and milestones is helpful to identify key moments.