



DANDELION

PROMOTING EU-FUNDED PROJECTS OF INCLUSIVE,
INNOVATIVE AND REFLECTIVE SOCIETIES

**NEED TO DISSEMINATE SSH/IIRS
RESEARCH RESULTS?
LEARN HOW TO REACH YOUR
TARGET GROUPS.**

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INTRODUCTION

This guideline for good dissemination practices towards different target groups aims to facilitate and streamline communication between social sciences and humanities (SSH) projects/researchers and various target groups, such as the general public, policymakers, academia and media.

Although SSH research has produced important results and developments tackling current societal issues, its findings do not always reach its targets in society, policy, academia or the market. This guide aims to bridge this communication gap, and ensure that research results (SSH as well as Inclusive, Innovative and Reflective Societies - IIRS) projects are satisfactorily communicated to relevant target groups.

When targeting different groups, it is important to use dissemination and communication strategies best suited to each group.

This guide will focus on providing practical and useful tool for researchers on the best way to communicate their achievements towards different target groups.

DISSEMINATION AND COMMUNICATION - WHAT'S THE DIFFERENCE?

Dissemination

The release of information about the project and its results to a public audience. Dissemination makes information available to all, on a website, for example, where anyone can find it. The dissemination of information can be targeted by being produced in a way that will be more appealing to those the project hopes to reach by making it attractive to different relevant stakeholders, like researchers, policy makers or the general public.

Communication

Strategic activities designed to promote a project and its results to a specific audience. Communication will allow a two-way exchange (dialogue) and through this exchange, information will flow and understanding be developed. An example of project communication is the project newsletter. This is a "tool" that contains information about the project and is sent directly to people who have a stated interest in the project's work (subscribers). The newsletter will contain calls to action, meaning recipients are able to engage further with the project and with project partners about the work.

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GENERAL PUBLIC

RESEARCH-TO-SOCIETY (R-t-S) IMPLIES WINNING THE ATTENTION OF THE PUBLIC AT LARGE

The general public represents a diverse audience where that we are all a part of. Before being a teacher, a researcher, a consultant, an entrepreneur, a freelancer or a politician, we are all citizens. A citizen is not interested in specific scientific knowledge. Instead, they want to hear about tangible results, facts and benefits. SSH and IIRS research affects everyone by default, so researchers within these fields have a responsibility to let the wider public know about their work.

In summary, the general public needs to be told about the real benefits that research brings to them and those around them.

ALL AGE CATEGORIES

What do they want?

To understand and feel involved in the research.

Biggest challenge in communicating with the group:

Attract their attention in the world of virtually infinite (and not always credible or objective) information sources and short attention span.

What they need to know about SSH research:

Better awareness and understanding about the world around them and new ideas to address key challenges that society is facing.

Motivation to learn more and follow up:

People want to be listened to and get involved and engage in contributing to advance knowledge that addresses broad socioeconomic challenges.

Social approval, social visibility.

Belief that their contribution is important.

How to communicate with this target group:

Simple efficient language, using real life examples, testimonials and facts.

Introduce the topic from a broader perspective and then work towards specific results.

Pre-result communication:

Establish a contact with the public by presenting the problem, the goals of your research and your progress, and highlight how and why they can get involved. In this phase, social media is the best gateway to reach the general public. Make a strong and clear statement about the major challenge and the key contribution of your project and create a strong brand, teasers and memorable phrases that are appealing to this group (i.e. straightforward and clear). Organise awareness events, organize focus groups to obtain insights from this target group.

Post-result communication:

General public will be engaged via media communication. More direct approach can be chosen for selected communities or social groups (participating in the research or affected by the results) while the research results should be translated and mapped to the reality of their daily life. Demonstration events and focus groups can be used to show the results.

What channels, activities and tools should be used to reach this target group:

General media presence, dissemination materials (website, interactive tools, reports), active communication with various communities.

Massive use of social media.

Whenever possible, consider the use of endorsements or ambassadors. Having well-known people associated with the research will attract the interest of the general public.

What should be the expected impact when using these channels/tools:

Getting feedback from the general population is difficult, but directly affected communities should show some acknowledgement of the results.

Develop 15/20 second messages that can be shared on TV, radio or digital channels.

Do's:

Communication has to be 'digestible' and easy to follow, avoiding specialised scientific terms and explanations.

Anyone with deeper interest should be able to find information about the research easily.

Have up-to-date information on the web portal, which should be easy to navigate and find information.

Keep active on social media. Use share optimisations by investing in sharing useful information and getting the users engaged.

Give practical information that is relevant to the daily lives of ordinary people.

Don't's:

Don't overcomplicate or oversimplify your results

Disseminating your results and getting as much attention as possible are related, but not the same.

YOUNG PEOPLE

What do they want?

A tangible vision of how things can change.

Biggest challenge in communicating with the group:

Persuading them about the importance of the information both for themselves and for the world as a whole.

Getting their attention, especially due to their visionary nature and lack of experience of seeing the impact of key challenges in society.

The naïve nature of young people with “perfect world” conception can be used for your benefit since they are, more open to causes.

What they need to know about SSH research:

Information which will influence their future and will enable them to actively shape the future.

Motivation to learn more and follow up:

Young people will “follow up” if they feel they can include the information in their life and work with it actively.

How to communicate with this target group:

Lot of visualisation and interactive content. Engaging (but not too simplistic) language. Communication has to be concise and easily accessible.

Connect the information with real life, showing that is something that happening in the present with impact in the future.

Pre-result communication:

Engagement is more important than cadence. Researchers should communicate their goal in the context of creating a better society.

Post-result communication:

Post-results communication with this group should be a part of a bigger, long-term engagement. Young people should be given hints on how to work with these results and how to connect them with other research.

What channels, activities and tools should be used to reach this target group:

Broad use of social media and, if possible, edutainment solutions (apps, games).

Presenting the team in a more personal way will help to gain the trust of your audience.

Reaching young people through opinion leaders (famous bloggers, YouTubers) can help your activities get noticed.

Establish contacts with relevant youth groups and help them in creating discussion about the topics (a speech or workshop at a university).

Organise a European event with live streaming and video recording to create online videos and make them viral.

Create a sense of community where people can invite their peers to join the community to make the connection stronger

What should be the expected impact when using these channels/tools:

Active discussion about the research and its results is the most desired impact.

Do's:

Present yourself and the research in a more casual way.

Engage in controversial topics.

Actively work with universities, NGOs and public authorities and youth groups.

Don'ts:

Do not expect mere presence in social networks will give you attention from young people. Everybody has a Twitter account and Instagram these days.



POLICYMAKERS

RESEARCH-TO-POLICY (R-t-P) IMPLIES ESTABLISHING CLEARLY DEFINED MESSAGES FOR EVIDENCE BASED POLICY MAKING

For policymakers it is important to understand how science, innovation and quality of life are linked. They also need to understand the political implications of research results. In addition to the need of having a political dimension impact resulting from the research results achieved.

Communication with policymakers should focus on the way that results of research can influence political decisions. Any communications should supply background information that justifies decisions in any potential political debate.

Key message when communicating to policy makers should include information on how they can contribute at political level and what acts and policies could be constructed to ensure political stability.

POLICYMAKERS AT EUROPEAN LEVEL

What do they want?

Efficient and effective policies based on informed decisions (scientific evidence based policy making).

Biggest challenge in communicating with the group:

Establishing clearly defined positive impacts of the research for the well-being of European citizens.

Provide the exact knowledge needed to address specific challenges and problems.

What they need to know about SSH research:

Ways that top-level policymakers can positively influence the life of European citizens.

Motivation to learn more and follow up:

Noticing the potential of the information and clear connection their own policy making areas.

How to communicate with this target group:

Communication has to be stripped down to actionable knowledge with reliable cause-effect pattern and mechanisms, and has to introduce the broader perspective to offer a clear picture.

Pre-result communication:

Research which policymakers might be interested in your work and communicate your goals which are relevant to the.

Post-result communication:

The most important findings should be communicated intensively, with clear connection to the positive impacts on European issues, ideally with suggestions of policy actions based on these results.

What channels, activities and tools should be used to reach this target group:

Direct communication (especially personal meetings) is the most effective method.

Try to involve the key stakeholders in your activities (guest speaker invitation, workshop).

Participation in events organised by the EC and promote your research.

What should be the expected impact when using these channels/tools:

Create discussion about the results, preferably at a policy making level (hearings, consultation procedures etc.)

Do's:

The communication has to address specific topics of interest offering clear solutions (information, recommendations for specific policy actions, tools, methodologies, etc.) detailing all implications (positive/ negative impacts).

Dont's:

Do not expect to get any reception just from a formal dissemination campaign emails, newsletters, printed report sent by post, etc.). . Even the most interesting results will not catch on without concerted effort.

POLICYMAKERS AT NATIONAL LEVEL

What do they want?

Efficient and effective policies based on informed decisions (scientific evidence-based policy making).

Biggest challenge in communicating with the group:

Making the results digestible and suggesting how they can be used in policy making.

Providing clear evidence of how your results relate to a specific country.

What they need to know about SSH research: Broader picture of phenomena, which are often believed to be national.

Motivation to learn more and follow up:

Ability to pair the information with national policy issues.

How to communicate with this target group:

The communication has to effectively show the potential positive national impacts of the information. The problem has to be introduced properly, but should not underestimate the interest of national politicians and flood them with trivial points.

Pre-result communication:

Research which policymakers might be interested in your work and communicate your goals which are relevant to them.

Post-result communication:

Communication with national policymakers should focus on the national and nation-connecting aspects of the results. Highlight the national impact of suggested European policies (if there are any).

What channels, activities and tools should be used to reach this target group:

Direct communication (especially personal meetings) is necessary.

Find a local champion who will adapt the goals of your efforts and will help you with dissemination. Use local NCP and networks.

Use of online videos with interviews, testimonials, etc.

Human participation in any of these activities is important.

What should be the expected impact when using these channels/tools:

Have the results discussed and considered when in national policy making processes.

Do's:

Always find a national angle for your research and the results.

Don't's:

Do not waste your effort without careful mapping of the national priorities and challenges.

POLICYMAKERS AT THE LOCAL LEVEL

What do they want?

Community well-being.

Biggest challenge in communicating with the group:

Showing the way in which your results can clearly bring about positive impacts to the community.

What they need to know about SSH research:

Information about community building which can be used at a local level.

Motivation to learn more and follow up:

Ability to pair the information with local policy issues, feedback from the community.

How to communicate with this target group:

Communication with local policymakers has to overcome the barrier of resentment towards anything "from the top" and show the community perspective.
Real life examples or scenarios will help.

Pre-result communication:

Communities relevant to the research should be identified not only as research subjects, but also as subjects of follow-up communication.

Post-result communication:

The majority of communities will be reached via media and social media, but, the communities directly affected by the research should be contacted directly (community fora, public talks, working with local media).

What channels, activities and tools should be used to reach this target group:

Existing ties from field research offer great ways to disseminate results to the community. Where possible, try to map and contact local adopters (community NGOs)

What should be the expected impact when using these channels/tools:

Results adopted by affected communities and developed into actions.

Do's:

Identify and engage with local groups that conduct educational activities early on. Involve them in the trials (if possible).

Dont's:

Do not consider communities and social groups only as research subjects. They are also targets for research dissemination.



ACADEMIA

RESEARCH-TO-RESEARCH (R-t-R) IMPLIES OFFERING ROBUST KNOWLEDGE TO FELLOW RESEARCHERS FROM ANY FIELD

Of all the target groups, academia is the most knowledgeable about SSH and IIRS.

Those working in academia want to know about results that can contribute to the subsequent progress of knowledge, the formation of disciplines and curricula, training, and capacity building.

UNIVERSITIES - EDUCATIONAL INSTITUTES

What do they want?

Continuous improvement of educational processes.

Biggest challenge in communicating with the group:

Intellectually engaging information, which can be incorporated into the educational process.

What they need to know about SSH research:

Well interconnected knowledge from a broad spectrum of sciences.

Motivation to learn more and follow up:

Connection with the syllabus and curricula, positive feedback from academics and students.

How to communicate with this target group:

Communication should focus on both professors and students. It should clearly show the connection between existing knowledge and research findings. Rich data sources (especially quantitative) are valued by both groups and should be made visible.

Pre-result communication:

Relevant stakeholders should be identified and regularly informed (newsletters, direct communication, consultations).

Post-result communication:

Universities are the ideal place to disseminate the results in full depth. Guest lectures and workshops should be considered as well as articles spread via official university channels. Teams should not forget their alma maters, which should be the key institutions for dissemination of results in academia.

What channels, activities and tools should be used to reach this target group:

Universities offer a unique opportunity to disseminate the results via guest speaking, workshops and journals. Student groups and societies are the key stakeholders in achieving this. As always, start mapping them in advance and keep them informed throughout the research.

What should be the expected impact when using these channels/tools:

The final results, research methods, tools, etc. to be actively used within academia.

Do's:

Have guest speeches and workshop content ready for potential use at universities.
Investigate the possibility of using universities and students as first end users during trial.

Don't's:

Do not only rely on your alma-maters. Universities are the best places to disseminate your results in full depth.

RESEARCH INSTITUTES

What do they want?

Knowledge generation.

Biggest challenge in communicating with the group:

Offering robust knowledge, which can be used for further research.

What they need to know about SSH research:

New, well reviewed knowledge. Possible future collaborations (if common research interests are identified)

Motivation to learn more and follow up:

High quality research with potential to be used to generate new knowledge.

How to communicate with this target group:

Communication should show both the rigorousness of the research and the new knowledge.

Pre-result communication:

Researchers should work on identifying potential synergies in the scientific field (also with similar co-funded projects). Both formal and informal networking is an important part of establishing knowledge about the research in the scientific community.

Post-result communication:

Besides publication in scientific journals, the researchers should participate in relevant events. Existing lists and network of contacts in the research area should be utilised.

What channels, activities and tools should be used to reach this target group:

Co-organising conferences or smaller events with research institutions has the biggest chances of making impact. B2Match events are a good opportunity to talk with peers. Invite media to cover the events and create videos of the events.

What should be the expected impact when using these channels/tools:

Research results included in consequent studies. New research proposals.

Do's:

Map similar research activities and try to create joint activities.

Establish contacts with similar co-funded projects and other types of research projects.

Dont's:

Do not neglect personal and direct communication.

Traditional channels (media, social networks) may have trouble reaching this community with broader information.



MEDIA

RESEARCH-TO-MEDIA (R-t-M) IMPLIES PROVIDING INFORMATION WHICH CAN BE TURNED INTO STORIES.

The role of the media in the context of research is to act as an intermediary in communicating results. When approached correctly, the wider world of media is a powerful tool for disseminating knowledge and results to other target groups. They should be considered to cover all the dimensions depending on their field of speciality, namely:

- Scientific;
- Technological;
- Economic;
- Social;
- Political;
- Environmental;
- Health;
- Cultural;
- Training.

Reaching the media is not restricted to sending press releases or other kinds of information. It is important to engage them in other project activities by, for instance, inviting them to the project's events, pilots, demonstrations or any other activity that will let them see "inside" the project.

NEWS AGENCIES

What do they want?

Structured information.

Biggest challenge in communicating with the group:

Providing information which can be used to create engaging content.

What they need to know about SSH research:

Information which offers an important message.

Motivation to learn more and follow up:

Indication of more related and easily usable information.

How to communicate with this target group:

Communication has to be very structured (who, where, what) and the main novelty of the research should be clearly highlighted. Information should be pre-digested for further repackaging for media use.

Pre-result communication:

Inform the media regularly about interesting milestones. Creating press releases will help to create rapport with news agencies, which will play a key role in disseminating the final results in the general media.

Post-result communication:

The most important findings (well explained in simple language) should be communicated via a press releases immediately. If possible, press conference will enhance chances for publication.

What channels, activities and tools should be used to reach this target group:

Regular press releases will help to increase your “branding” within the news agencies. Getting their journalist to your press conference is important.

What should be the expected impact when using these channels/tools:

Your press releases used by relevant news agencies.

Do's:

Be patient, systematic and punctual. Getting your news in media agency reports is difficult, but can bring huge returns. Identify a journalist that could be interested in publishing your results and treat them as a “prior journalist” by offering exclusivity until a certain embargo date.

Dont's:

Do not consider success with a news agency as job done with media. Successful dissemination needs intensive work with journalists on all levels.

PRINT

What do they want?

Stories with depth.

Biggest challenge in communicating with the group:

Information, which can be given a specific narrative and which can be explored in depth and breadth.

What they need to know about SSH research:

New information, which can be translated into the everyday life of general population.

Motivation to learn more and follow up:

Ability to build pieces of information into a more complex storytelling structure. Consider the use of a personal element and graphics.

How to communicate with this target group:

The new knowledge should be a prominent part of communication, but with a clear connection to daily life. National aspects have to be considered (what are the research results for the particular country?). Relevant journalists (geographically, or topically) should be identified and if possible, communication established (email, call). Identify a group of people available for recording interviews.

Pre-result communication:

Establish ties with selected journalists (informing them about the goals and processes of the research and important milestones).

Post-result communication:

Results should be packaged into story, translating the results to the daily experience of people. Researchers should be ready to answer various questions from journalists.

What channels, activities and tools should be used to reach this target group:

Journalists prefer more direct communication (less formal than news agencies), which will give them opportunities to get additional information alongside the standard info they can pull from a news agency. Create special items of information that can be displayed in specialised press.

What should be the expected impact when using these channels/tools:

A wide range of articles about your research (news, commentaries) printed in media not only immediately after results publication, but reappearing when relevant topics arises.

Do's:

Do intensive mapping and communication with journalists. Make them a part of the story, involve them in research and offer exclusive info.

Develop an interesting media kit by including real facts, street interviews (can also be used in other channels) to increase interest.

Don't's:

Do not expect journalists to spend lot of time going through your activities on their own.

Have a compelling story ready for them, to get them interested.

What do they want?:

Stories with emotions.

Biggest challenge in communicating with the group:

Information, which can be turned into emotive audiovisual stories.

What they need to know about SSH research:

New information, which can be put into context of the everyday life of the general population.

Motivation to learn more and follow up:

Finding novelty in all components of the information.

How to communicate with this target group:

Information has to be more straightforward than for print, since shorter messages more easily reach general broadcasting. Making the message emotive will increase reception.

Pre-result communication:

Interesting findings or interesting personal stories can be communicated.

Post-result communication:

Research results should be communicated with consideration of the opportunities both for visual and audio mediums. It is crucial to make the communication of results as compact as possible, without neglecting any important information.

What channels, activities and tools should be used to reach this target group:

The same channels apply as with news agencies and print. However, you can help to prove your audiovisual value by regularly communicating via videos and communicating TV journalists.

What should be the expected impact when using these channels/tools:

Results (correctly interpreted and giving a clear message!) appearing in major media.

Do's:

Be ready to connect your research with "street" stories. TV loves combining facts with lively illustrations or interviews with people. Help them.

Dont's:

Your time (if any) will be very limited. Have your main message ready and do not waste space with anything else.

BLOGGERS

What do they want?

Participating in discussion and bringing their own angle.

Biggest challenge in communicating with the group:

Information, which engages discussion and further exploration.

What they need to know about SSH research: Information, which will spark interest in the field and enhance dissemination.

Motivation to learn more and follow up:

Potential to bring new information about the topic into the wider discussion.

How to communicate with this target group:

Communication has to be user friendly (well-structured website, interactive, ability to post comments) and the team has to be active in social media. An active approach will fuel bloggers' interest.

Pre-result communication:

The goals and progress of research should be communicated on a regular basis in social media, through various channels (blogs, videos, pictures...).

Post-result communication:

Access to broader results should be open. Unlike traditional media (which rarely has the time and capacity to go deeper), bloggers may try to look at the results from various angles. Be ready to collect feedback (blogs, comments) and actively engage in conversation with authors.

What channels, activities and tools should be used to reach this target group:

Strong online presence is the most important channel of communication. "Online presence" in terms of Web 2.0, which means two-way communication with the audience. Send direct emails to the authors of the blogs and invite them for interviews.

What should be the expected impact when using these channels/tools:

Ongoing multidimensional discussion (blogs, comments, retweets...) about the research and its results.

Do's:

Start building your online presence soon, even before the research starts. It will be a long term asset. Create a hashtag of the project.

Dont's:

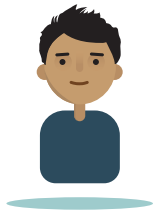
Do not expect anything to be self-propelled. Virality is the desired dream, which is rarely fulfilled without a lot of work. The online world needs active dissemination.

HOW TO PREPARE A ONE-PAGE SUMMARY OF RESEARCH RESULTS

One of the best ways to communicate research results is to produce a one-page summary. This is an essential tool for helping your research create impact.

Depending on the recipient, there are different approaches to developing this summary. The following section describes how to prepare a one-page summary of your research results in order to help you communicate your findings to each of the four target groups: the **general public**, **policymakers**, **academia** and the **media**. Using this guide, you can deliver your research to these target groups in the way that will be of most practical use to them, while maintaining the integrity of the information. Regardless of which group is being targeted, any summary should be written with the **4 Cs** in mind:

1. **C**lear;
2. **C**oncise;
3. **C**omplete;
4. **C**onsistent.



GENERAL PUBLIC

The objective is to write a brief summary addressed to people who do not have knowledge about the subject and are interested in the benefits not only for themselves but for the society general. A summary for the general public should:

- Use the active voice;
- Provide context by using real examples;
- Use person centred language;
- Use clear sentences and avoid the use of technical terms, acronyms and jargon;
- Use simple explanations instead of scientific terms when possible;
- Include authors and contributors;
- Be proofread!
- Be looked over a number of times.

Title: Define a simple sentence with no more than 20/25 words that can be understood by the general public. If you can put it as a question or surprising fact it will raise the interest and curiosity of the reader.

Text: The text should provide answers to the questions: Who, What, Where, When, Why and How?

Graphics: Whenever possible use graphics and photos, that will help the reader understand the research better. The use of infographics is also recommended.



POLICYMAKERS

Policymakers tend to have busy agendas and limited time to read reports. A summary for them should clearly and concisely report the benefits that your research can provide to the wellbeing of citizens.

The message should focus on the impact generated by the research and help the policymaker to evaluate policy options by including feasible recommendations. The type of policymaker that the summary is targeting should be identified: European level, national level or local level. This will influence the way that the results are presented.

Title: Define a simple sentence with not more than 20/25 words that can convince the policymaker about the benefits of adopting the recommendations.

Text: The typical policymaker is not interested in the research performed but in the evidence produced. Normally, the text should be written in two-column form.

Graphics: Whenever possible use images, tables, charts and graphs.



ACADEMIA

A summary aimed at academia should show both the rigorousness of the research and present the new knowledge. It is very important not to talk down to this kind of audience since they are scientifically literate and will expect to receive information that does not omit complexity.

Title: Define a simple sentence with not more than 20/25 words that clearly explains the outcomes and implications of the research.

Text: The text should provide details on aims, objectives, methodology used and results, by including:

- What is the research about?
- What activities were developed?
- What were the findings?
- How can the results can be used?
- Which expected impacts and outcomes.

Review of literature: Literature review is an important part of any research project and therefore a synopsis and some retrievable references should be included, preferably ones that can be accessed via the internet.



MEDIA

The media can reach all kind of stakeholders, including the general public, policymakers, academia, funders, investors and the business community. Therefore, it is necessary to write a summary that can be used and understood by all of these groups. Create a 'pitch' which implies a 1-2 minute presentation which states challenge, innovative approach, and outcomes/impacts/benefits.

Title: Define a simple sentence with not more than 20/25 words that is exciting, uses plain language and makes the reader want to keep reading.

Text: Write as if you are writing to a friend that has no scientific knowledge and whenever possible use positive, direct and active speech by using "you", "your", "we" "ours", etc. The use of analogies and comparisons with life situations is helpful, and will help the media to create a more interesting message about the results that you want to be communicated.

Keywords: Always include the use of keywords (approximately 5) that will be used by the media to spread the summary, especially in online channels.

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Are you a researcher in IIRS field,
a policy maker or other stakeholder?

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