1. Questions to answer when planning your communications

- Why are you planning to reach different audiences?
- What values do you want to communicate, in addition to the story?
- How and when will you reach them?
- Why do you want to reach them? (The impact you hope to make)
- Who do you plan to reach them? (The best communication strategy depending on the information you have)
- What do you want to achieve? (The outcome you want to achieve)

2. Information flow

- Why do you want to reach different audiences?
- What values do you want to communicate, in addition to the story?
- How and when will you reach them?
- Why do you want to reach them? (The impact you hope to make)
- Who do you plan to reach them? (The best communication strategy depending on the information you have)
- What do you want to achieve? (The outcome you want to achieve)

3. Some communication tools

- Research-to-Market (RtM)
  - Media, press release, newsletters, brochures

- Research-to-Policy (RtP)
  - Policy briefs, fact sheets, research results

- Research-to-Research (RtR)
  - Technical reports, research results

- Research-to-Society (RtS)
  - Fact sheets, peer interviews

- SEED Research Library

4. Approaches

- Mentoring and coaching
- packaging information
- community building and sharing knowledge
- finding knowledge and competencies, collaboration

- Events – different types
  - Research-to-Market (RtM)
  - Research-to-Policy (RtP)
  - Research-to-Research (RtR)
  - Research-to-Society (RtS)

- Video

- Games
  - Learning through games
  - e.g. quizzes, flash cards, games and puzzle solving