



DANDELION

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

As part of the Dandelion project, we have compiled a selection of guides that can help you maximise the impact of your SSH project. Follow these step-by-step instructions and follow the links through to the other guides

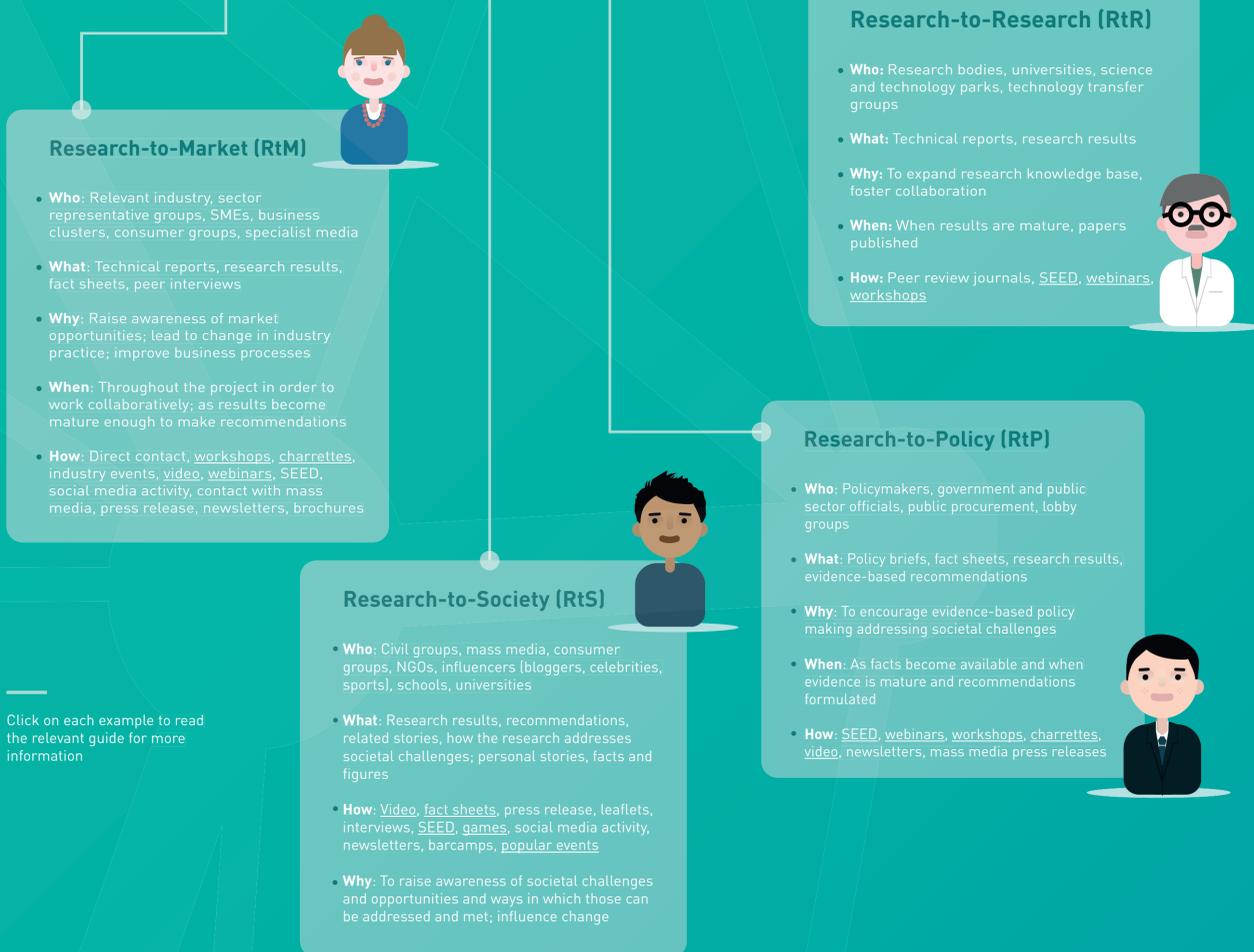


1 Questions to answer when planning your communications



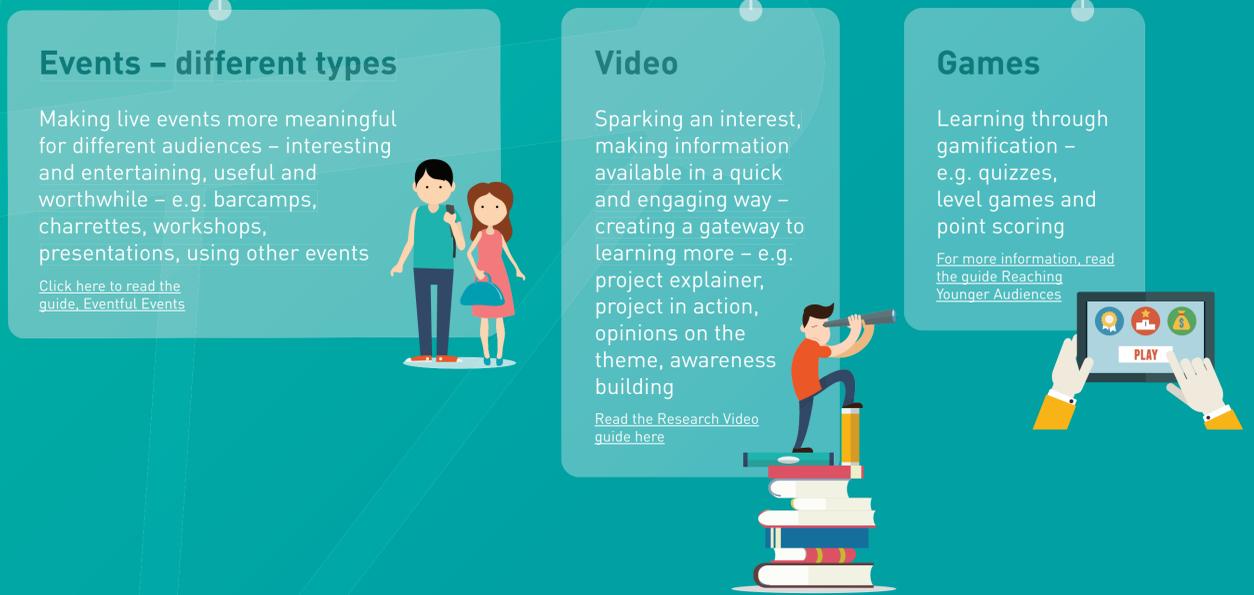
- **Who** do you want to reach? (Your Audience)
- **What** are you going to tell them? (Your Message)
- **Why** do you want to reach them? (The impact you hope to make)
- **When** are you going to do it? (The timing of your activity)
- **How** do you plan to reach them? (The best communication tools/channels to use)

2 Information flow



Click on each example to read the relevant guide for more information

3 Some communication tools



4 Approaches

