COMMON
DISSEMINATION
BOOSTER

The Essential Hands-on Service for R&I Projects
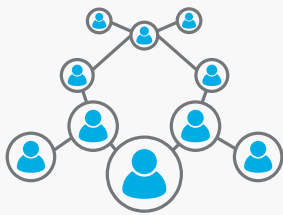
Service 2
Stakeholder/End-User Mapping

Identify and prioritise your stakeholders and build the networks you need to reach them

Want to maximise the impact of your coordinated dissemination effort? Find out who are the principal players and movers you need to address: the CDB will help you figure out the main dissemination channels, multipliers and networks most appropriate for your Project Group.

Pre-requisites:

Portfolio of research results of CDB Project Group (or output from CDB Service 1).

STEP 1

Data Collection:

Follow a 2-hour on-line course to identify/categorise your stakeholders, understand different levels of engagement and dissemination channels. Learn how to map your research outputs to stakeholder groups and dissemination networks.

STEP 2

Analysis:

Let the CDB experts analyse your Project Group's stakeholder landscape and prioritise your engagement effort depending on stakeholders' level of interest and capacity to influence the scene.

STEP 3

Convergence:

Join the CDB for a stimulating half-day virtual meeting to understand and agree on the stakeholders and dissemination networks mapping for your CDB Project Group.

STEP 4

Stakeholder & Dissemination Network Mapping

Obtain your take-away: a tailored list of contacts and multipliers for dissemination of results. A report on the methodology and strategies to overcome possible barriers to successful dissemination.

Step - 1 **DATA COLLECTION**	Step - 2 **ANALYSIS**	Step - 3 **CONVERGENCE**	Step - 4 **STAKEHOLDER & DISS. NETWORK MAPPING**
METHODOLOGY 2 hour Online Training Research Outputs vs Stakeholders online template	**METHODOLOGY** Offline analysis	**METHODOLOGY** Virtual discussions	**METHODOLOGY** Offline analysis
OUTPUTS ✎ 2 hour training ✎ Stakeholder online template completed ✎ Dissemination network online template completed	**OUTPUTS** ✎ Project Group stakeholder/dissemination network mapping ✎ Project Group power vs interest grid ✎ Date for the validation meeting	**OUTPUTS** ✎ Virtual meeting ✎ Validated stakeholder / dissemination network mapping	**OUTPUTS** ✎ Final stakeholder & diss. Network mapping report ✎ Lists of relevant contacts ✎ Synthesis report for the EC
5 days	4 days	2 days	4 days
0	5 — 9	11	15

CALENDAR DAYS