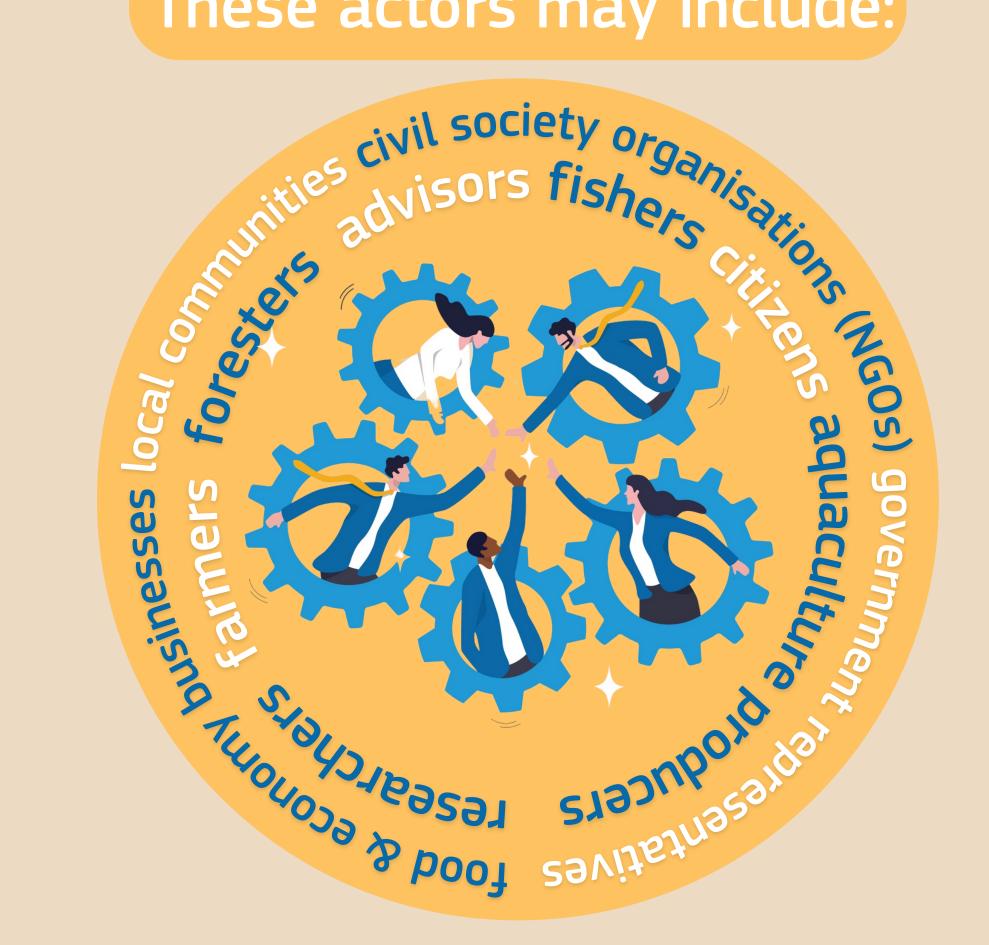


## Target real-life needs of end users

Choose key actors with complementary knowledge and skills relevant to achieve objectives of the project



## These actors may include:



Set up a plan with a clear role for each of the different actors



Organise knowledge exchange activities between the actors and ensure active role of all actors



## **Ensure EU-wide communication**

If possible, involve interactive innovation groups

All actors must co-create and co-decide throughout the project





Produce practical information which feeds into the most common existing dissemination channels



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