



INTRODUCTION

DeSIRA-LIFT support to pillar 1 projects on Communication

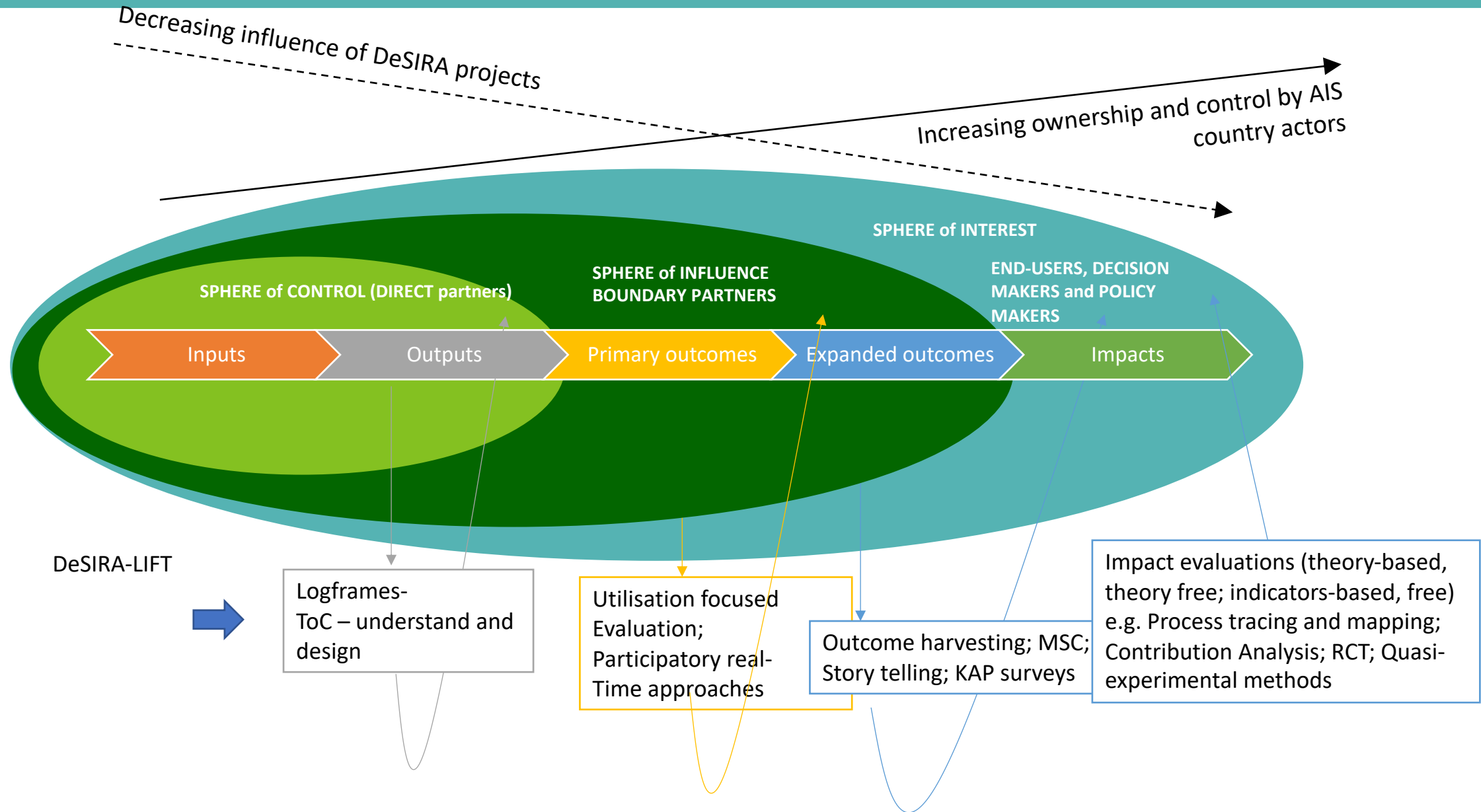
Why « Communicating Research » is important?

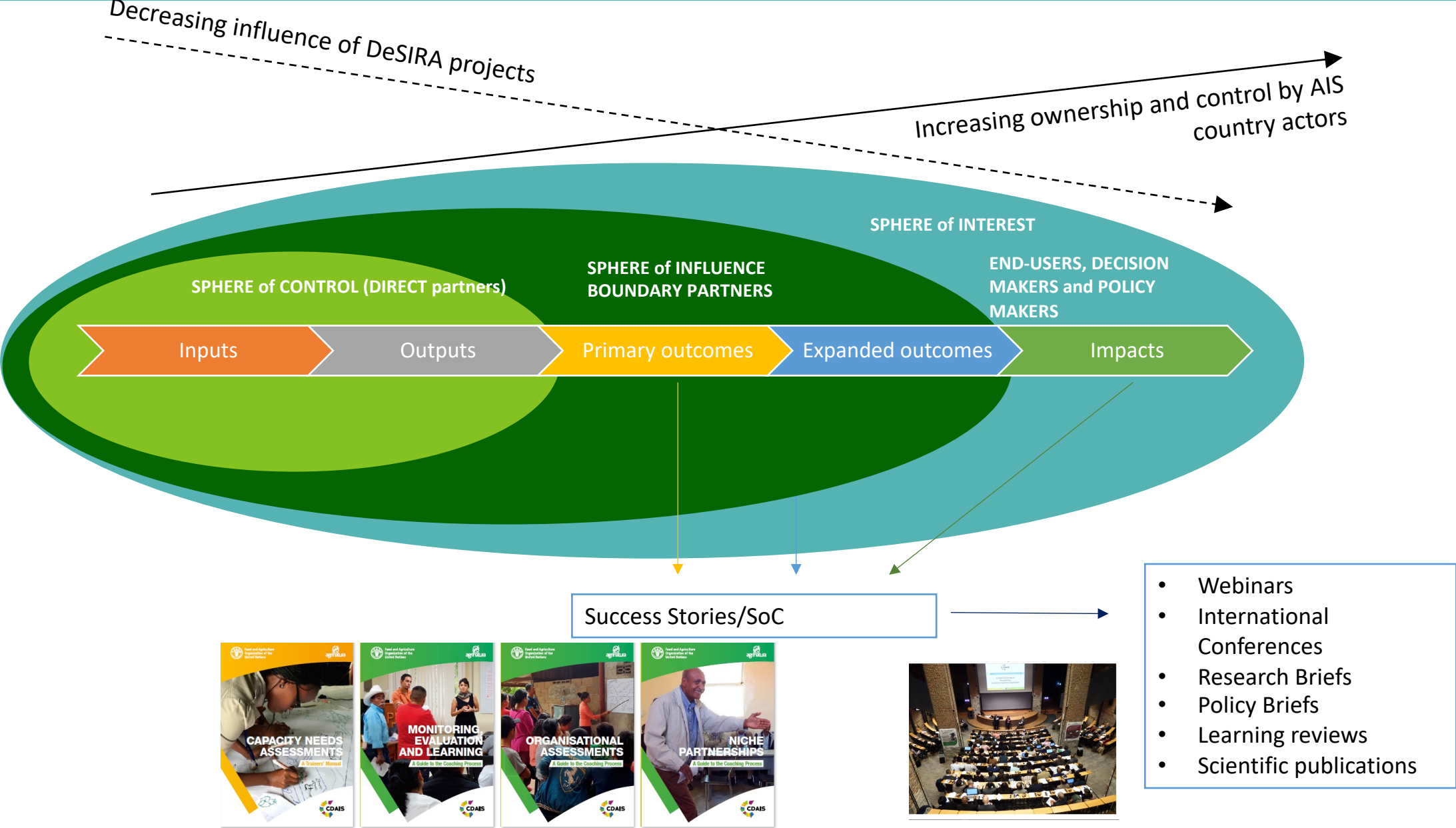
- Research is just one of many competing factors influencing innovation processes, decision makers and changes in practice.
- To be effective, DeSIRA projects must engage with a diversity of stakeholders all along the R&I process, and be able to communicate in a language that they can understand



- **Good communication is fundamental to maximize the impacts of DeSIRA projects**
- **Communication products are key deliverables**

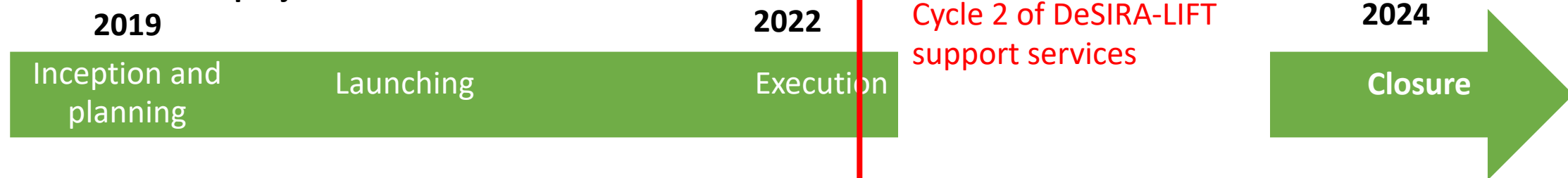
From Evaluation to communication to influence project environment(s) and strengthen national AIS





DeSIRA-LIFT support offer on Communication

Timeline of DeSIRA projects:



DeSIRA LIFT Support to MEL and communication:

