

# Dissemination Strategy

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## Goals

- General goals DK:
  - The preferred source of facts about society
  - Enforce our role in the social debate
  - Engage strongly with users
- The strategy should show the way how to reach these goals

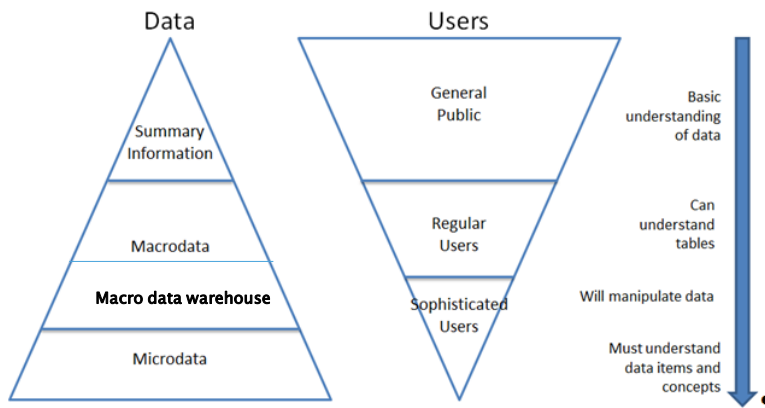


## Strategy

- The strategy should show the way how to reach these goals
- In dissemination fx
  - Understanding the users and interaction with users
  - Accessible and efficiency for the users
  - The right contents, product and services



## Publication structure and users



## Initiatives

- Each part of the structure to be
  - defined
  - improvements suggested
  - what and how
  - for whom
- Prioritizing users?

