(a) **Activity-led**

(b) **Research-led**

Activity

Research
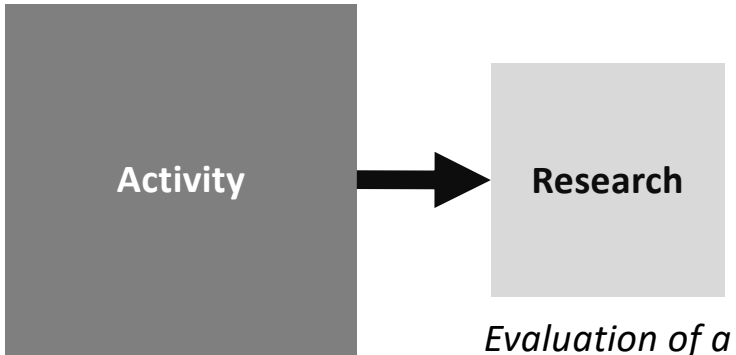
Evaluation of a communication activity

Research

Activity

Communication activity integrated into a research project