INDEED

Evidence - Based Model for Evaluation of Radicalisation Prevention and Mitigation

Deliverable No. 7.1

D7.1 The Initial Communication and Dissemination Plan

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Abstract:

This document describes the INDEED Communication and Dissemination (C&D) plan's design, development and roadmap. This document outlines the specific channels, tools, and techniques to be used to maximise impact and engagement with INDEED's stakeholders. The deliverable also highlights the responsibilities of the different partners regarding the contribution to Communication and Dissemination Plan's implementation.

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List of Acronyms

Acronym	Definition
INDEED	Strengthening a comprehensive approach to prevent and counteract radicalisation based on a universal evidence-based model for evaluation of radicalisation prevention and mitigation
PVE	Preventing Violent Radicalisation
CVE	Countering Violent Radicalisation
PU	Public
R	Report
DBL	Deep Blue
CDL	Communication and Dissemination Leader
PM	Project Manager
D&C	Dissemination and Communication
KPI	Key Performance Indicators
EBEM	Evidence-Based Evaluation Model
GPDR	General Data Protection Regulation

1. INTRODUCTION

1.1 INDEED PROJECT OVERVIEW

INDEED aims to strengthen the knowledge, capabilities and skills of PVE/CVE and De-radicalisation first-line practitioners and policy makers in designing, planning, implementation and in evaluating initiatives in the field, based on evidence-based approach. INDEED, builds from the state-of-the-art, utilising the scientific and practical strengths of recent activities – enhancing them with complementary features to drive advancements and curb a growing rise of radical views and violent behaviour threatening security.

The INDEED methodological framework is based on the '5I' approach i.e., 5 project phases: Identify; Involve; Innovate; Implement; Impact. At the core of INDEED's work methodology is an interdisciplinary and participatory approach, which includes the co-creation of individual project phases and implementing them with the close engagement of multi-sectoral stakeholders. The creation of SMART Hubs (Stakeholder Multisectoral Anti-Radicalisation Teams) as part of INDEED is intended to facilitate this process.

The selected results of the project are:

1. The Universal Evidence-Based Model (EBEM) for evaluation of radicalisation prevention and mitigation.
2. A practical EBEM-based Evaluation Tool.
3. A collection of user-friendly repositories (repositories of radicalisation factors and pathways into radicalisation; factors strengthening resilience to radicalisation. repositories of evidence-based practices) for practical use by practitioners and policy makers.
4. Targeted curricula and trainings (offline/online).
5. Lessons Learnt and Policy recommendations.

All results will be integrated and openly accessible in the INDEED multilingual Toolkit for practitioners and policy makers in the field for the entire lifecycle of PVE/CVE and De-radicalisation initiatives, from design to evaluation.

INDEED promotes the EU's values and principles; heeding multi-agency and cross-sectoral methods, including gender mainstreaming, societal dimensions and fundamental rights.

1.2 WP7 OVERVIEW

The Work Package 7 - Dissemination, Communication & Exploitation aims to ensure visibility of the project and awareness about its outcomes at local, regional, national and European levels and across all groups of relevant practitioners, policy makers and stakeholders.

To do this, WP7 will have to make project results available to the interested practitioners, policy makers and key decision makers involved in security threat prevention, with the particular attention to the area of PVE / CVE / De-radicalisation, thus stimulating practitioners' community participation at all levels.

Important would be link the project and interact with other related EU funded research projects, international and national initiatives implemented by MS (including these supported or recommended by Radicalisation Awareness Network (RAN), European Crime Prevention Network (EUCPN) and European Forum for Urban Security (EFUS)) and support the exploitation of the project's results and thus contribute to sustainable progress in the domain of PVE / CVE / De-radicalisation, and potentially in the prevention of other security threats other than radicalisation.

1.3 EXECUTIVE SUMMARY

The primary result of this deliverable is the presentation of an effective and efficient Communication and Dissemination (C&D) plan, designed and developed within WP7 and the associated actions that will be implemented during the INDEED project.

The present document outlines:
- Objectives of the communication & dissemination plan;
- The strategy for the stakeholder identification and engagement;
- The main communication channels and tools to reach the audiences;
- The main activities to enhance and increase the impact and visibility of the project;
- Evaluation criteria, including a set of Key Performance Indicators (KPI);
- Timeline.

The Communication and Dissemination Plan defined the specific channels, tools, and techniques to be used to maximise impact and engagement with stakeholders.
In addition, the C&D plan also covers an overall strategy for the publications of project results in conference proceedings and peer-reviewed scientific journals throughout the various phases of the project. The plan presents related workshops, events, conferences and linking activities that are suitable dissemination opportunities for INDEED. The C&D plan includes clear commitment to be undertaken by all partners towards contributing to its dissemination actions.

Important note: This document is conceived as a "working" strategy and therefore its contents will be regularly updated and properly adjusted during the project.

2. OBJECTIVES OF THE COMMUNICATION & DISSEMINATION PLAN

The main objective of the dissemination and communication plan of the INDEED project is to offer partners a set of guidelines, responsibilities and timelines on how/when/where disseminate the project, as well as to encourage them to use their channels (institution's websites, social media channels, their networks, etc.) to support the dissemination, with the main goal of gathering the ideal conditions to:

- Raise awareness of the project activities and events;
- Communicate and disseminate the findings and results across all groups of relevant practitioners, policy makers and stakeholders;
- Identify and use the right channels to efficiently communicate with the target groups and stakeholders (including the identification of events, social media networks, press, multiplier organisations, etc.);
- Produce the necessary supporting material to ensure an effective dissemination, including printed material (i.e., brochure, poster, roll-up, goodies…) and digital material (videos, infographics, etc.);
- Create a link to other existing projects and initiatives;
- Facilitate regular communication, through press releases and newsletters, to inform about the latest news and developments of the project to the media.

The achievement of the Communication and Dissemination Plan objectives will be ensured by the complementarity of its component activities. These will ensure both project dissemination and constant and/or specific feedback from stakeholders. Feedback collection will be developed on an ongoing basis (through website and social media as well as events) and may concern a specific issue or a particular project stage (through communication activities).

3. STRATEGY

The strategy focuses on establishing and executing a realistic dissemination and communication plan in line with the progress of the project and the utilisation of appropriate tools, channels and actions to communicate with the relevant target audiences in a defined timeline.

Stakeholder engagement is a key to the success of any initiative. As part of this work, the consortium has created a stakeholders' classification (T2.1) in order to set up a simple way to identify the thematic group relevant for mobilisation and mutual learning activities and will analyse their motivations (i.e., their interests, needs and drivers) to efficiently engage them to participate in the project activities. Task 2.1 will contribute form the basis of engaging stakeholders through specific activities and various events during the project and will ensure that the consortium's analysis, findings and recommendations are based on realistic stakeholders' contexts, interests and drivers.

An analysis will also be conducted to involve the most appropriate networks and channels suitable to engage the relevant stakeholders and about what messaging mediums will best transfer the meaning and achieve adequate impact. Although DBL will lead the communication activities, the entire consortium is responsible for championing the project and its efforts. Hence, DBL - supported by Polish Platform for Homeland Security (PPHS) and PATRIR - will guide other partners to deliver the most suitable communication messages through their networks.

4. IDENTIFICATION OF TARGET GROUPS

The objectives of INDEED's communication and dissemination are to promote the project and its results to the applicable audiences and to achieve the largest possible impact of the project. Due to the broad scope of the action, it is essential to engage a wide variety of policy makers, practitioners and relevant stakeholders involved in work connected with the project, specifically the actors directly involved in designing, planning, implementing and evaluating of PVE / CVE and De-radicalisation initiatives and the teams responsible for analysing and measuring their success.

The target groups and their main interests associated with the project will be carefully defined starting from the following categories:

1. **First-line practitioners**: this category includes first-line practitioners working in the field of PVE/CVE and De-radicalisation (Law Enforcement Agencies, prison and probation services, non-governmental organisations (NGOs), civil society organisations (CSOs), social and health services, youth organisations) working in the field of PVE/CVE and De-radicalisation;
2. **Policy Makers**: European Commission, Policy makers, including local, regional, and national authorities, and governmental organisations;
3. **Education and Research communities**: universities, think-tanks, academic intuitions, research organisations, educational institutions, training institutions, staff college, etc.
4. **Other -** This group includes all other relevant stakeholders that fall outside the above three groups; people and groups interested in the topics of the project such as citizens and youngsters' organisations, media, social groups, and schools.

   SMART Hubs: all these 4 groups make up INDEED SMART Hubs.

5. ENGAGEMENT OF TARGET GROUPS

There are numerous channels of communication that INDEED will utilise - targeting specific people and organisations through individual efforts.

The goal is to utilise platforms and communication channels best suited to the target stakeholders. For example, policy makers will be engaged through existing networks and direct contact via letter, phone and where possible, e-mail (abiding with GDPR). Moreover, more broad measures such as social media and the website will support the messaging. Here the goal is to establish a credible position in the domain and attract interested parties via strategic content that is relevant, engaging and informative. Therefore, the team will release articles, newsletters and reports that can be found by those searching for materials related to PVE / CVE and De-radicalisation. As well as producing content, the team shall also harness materials produced by others respected in the domain. Doing so will provide followers of INDEED with additional value and more reason to be engaged. Of course, the tangible actions of the project will also provide fantastic opportunities to attract the right audience members. Consequently, it is imperative that all partners are active and consistent with the communication efforts, especially attracting and encouraging the relevant stakeholders to join/follow the project.

In line with this, for each targeted group, a specific strategy using appropriate means and language will be planned. In the table below, we present the reasons for targeting these stakeholders in the dissemination activities:

Table 1 INDEED identified target group and Measures to maximise the impact

	Activity	Aim	Target groups	Description
1	Communication	Awareness;	Policy makers; Education and Research communities; First-line practitioners; Interested general public (other)	Inform the public and stakeholders about the project and its relevance, the progress from the beginning of the project onwards and to make stakeholders participate in the project activities.
2	Dissemination	Understanding	Education and Research communities; First line practitioners; policy makers	Distribution of key information (approach, technologies, results, etc.) generated during the project's lifetime. The objective the dissemination is to make public aggregated data and subsequent analysis to key target groups available on relevant platforms.
3		Engagement	First-line practitioners; policy makers; External	Foster interaction and active participation of the

			Practitioner's Group - SMART Hubs	first-line practitioners, policy makers and External Practitioner's Group - SMART Hubs (e.g. through three stakeholder awareness workshops, interviews, trainings).
4	Exploitation	Ensure impact	First-line practitioners; policy makers, External Practitioner's Group - SMART Hubs	Uptake of results by first-line practitioners representing LEA, local authorities, prison and probation, social and health services, education; civil society organisations, and other relevant actors in the field of PVE / CVE and De-radicalisation including SMART Hubs professionals, policy makers.

5. TIMELINE

This section comprises a guidance timeline for the launching of the main tools for INDEED' dissemination and communication strategy. The timeline will be updated during the project. Only the tools that will be produced in the first year are included.

Table 2 Online and electronic dissemination tools

Online & electronic dissemination tools	Indicative Timeline											
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Website			X									
Social Media			X									
Press Release				X								
Newsletters					X							

Table 3 Personal interaction activities

Personal interaction activities	Indicative Timeline											
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Flyers				X								
Roll-up				X								

6. SYNERGIES BETWEEN WP7 AND THE OTHER WPS

The communication & Dissemination strategies will serve the needs of different WPs:

- Providing assistance during event promotion, organization and management;
- Sharing of project results and products;
- Supporting the networking with relevant stakeholders;
- Launching call for action (e.g., for SMART Hubs and Advisory Board members).

The D&C plan will take into consideration all the work packages, i.e., publishing articles and social media posts with the main results and take aways of each WP. This will be done in collaboration with the WP leaders, who will be in charge of selecting and supplying the publishable material to the WP7 leaders.

In particular, results from selected deliverable will be extracted to create communication materials.

7. TOOLS AND CHANNELS

DBL will manage and ensure the ongoing synergy between the activities to make the most out of the content produced within the project, by communicating the knowledge in different styles (infographics, videos, GIFs, images, etc.) for different platforms (website, social networks, etc.). Therefore, several tools and channels will be used to support the communication of the right messages to the targeted audiences as presented below.

7.1 WEBSITE

The first version of the official website was launched in November 2021 (M3) at www.indeedproject.eu. The INDEED website has an essential role in the project dissemination. It is the main point of reference where people can find information about project objectives, activities and results. Furthermore, the website will offer a wide range of functionalities, including document download, information on events and links to other relevant websites.

Figure 1 INDEED website sitemap
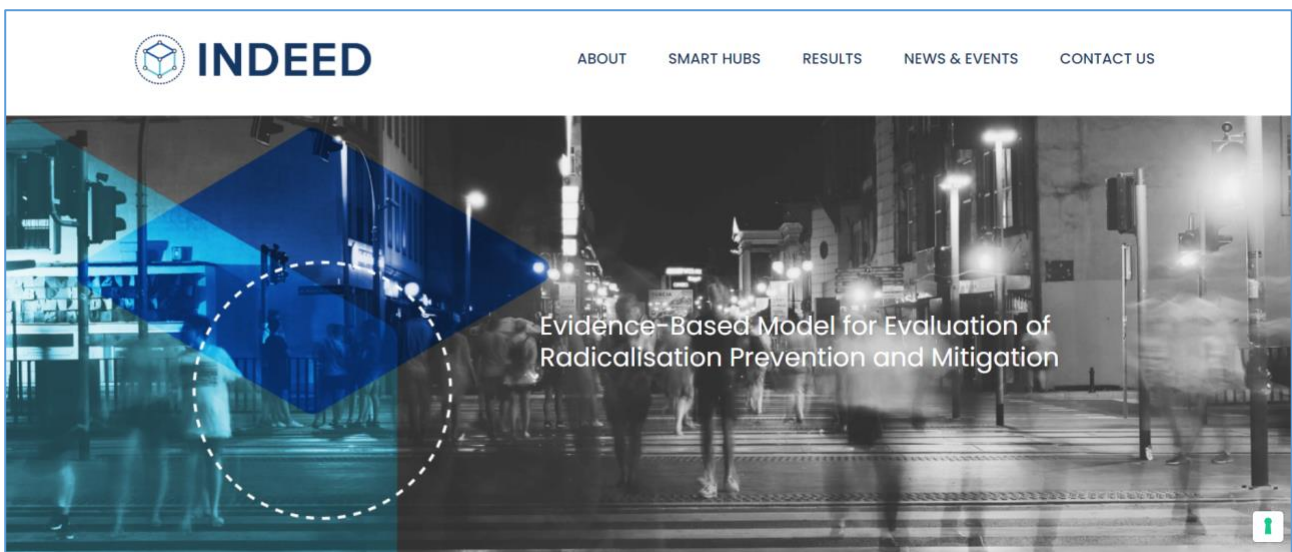
The INDEED website is structured by the following structure (Figure 1) and interfaces:
1. **Home** shows general information about the project.
2. **About** presents numbers, consortium composition and the advisory board members involved in the project.
3. **Smart Hubs** dedicated space for the creation of Stakeholder Multisectoral Anti-Radicalisation Team.
4. **Results** contains the public deliverables, the scientific publication and the dissemination products (from the annual reports to the brochures), ready for download.
5. **News & Events** includes all the relevant news about the project and meaningful dissemination events.
6. **Contact us** provides the contacts to be used in case of need and a box for direct contacts.

Further information can be found in D7.3 - INDEED Website and Social Media presence submitted at M3.

7.2 SOCIAL MEDIA CHANNELS

INDEED will use the social media channels to increase the impact of the project results and outcomes by:

- Share content from the website, brochures, events, project results and relevant insights from public deliverables;
- Promote the SMART Hubs;
- Publish information about ongoing activities and live events the project is organising;
- Involve stakeholders in the project's activities;
- Boost the collaboration with other projects/initiatives;
- Promoting other projects' events/initiatives/contents.

The official social network pages of the project (LinkedIn, Twitter and YouTube) have been launched parallel to the website launch, in November 2021. The different types of social networks used will be appropriate to reach specific target groups, and likewise the content disseminated will also depend on these groups.

Twitter (https://twitter.com/IndeedEUproject): The INDEED Twitter account will be used with more frequency than other pages to post comments and news about the achievements and progress of the project and to promote project reports and participation in events. The project intervention in discussions will be encouraged through the partners' involvement within their networks or personal pages.

Figure 2 INDEED Twitter interface

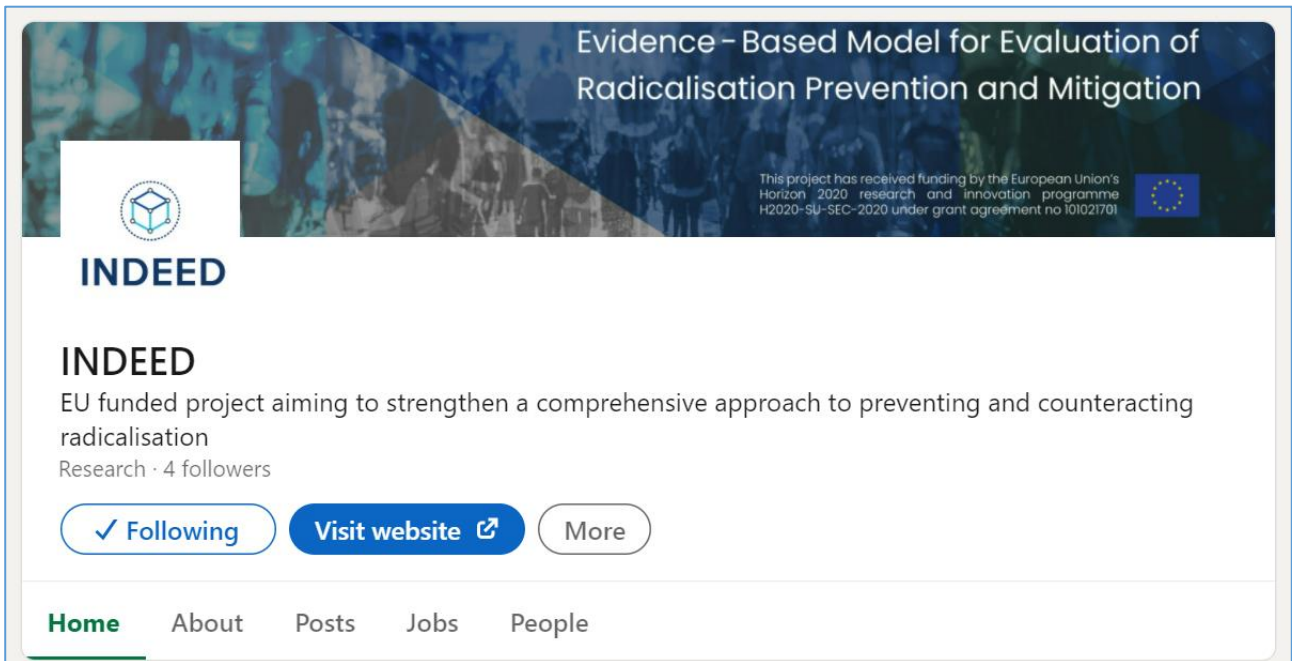This project has received funding by the European Union's Horizon 2020 research and innovation programme H2020-SU-SEC-2020 under grant agreement no 101021701

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LinkedIn (https://www.linkedin.com/company/indeed-euproject/):
A LinkedIn page was created in order to increase the visibility of the project at a professional level.

Figure 3 INDEED LinkedIn interface

YouTube (www.youtube.com/channel/UCLJcU4x37D2rD8X_aV-0fvg):
As the main video-sharing web platform worldwide, YouTube is considered an essential promotional tool for INDEED. Assuming the possibility to upload videos up to 20GB and 15 minutes' length, we have good reasons to consider that INDEED may find in this web platform a perfect source of dissemination.

Figure 4 INDEED YouTube interface
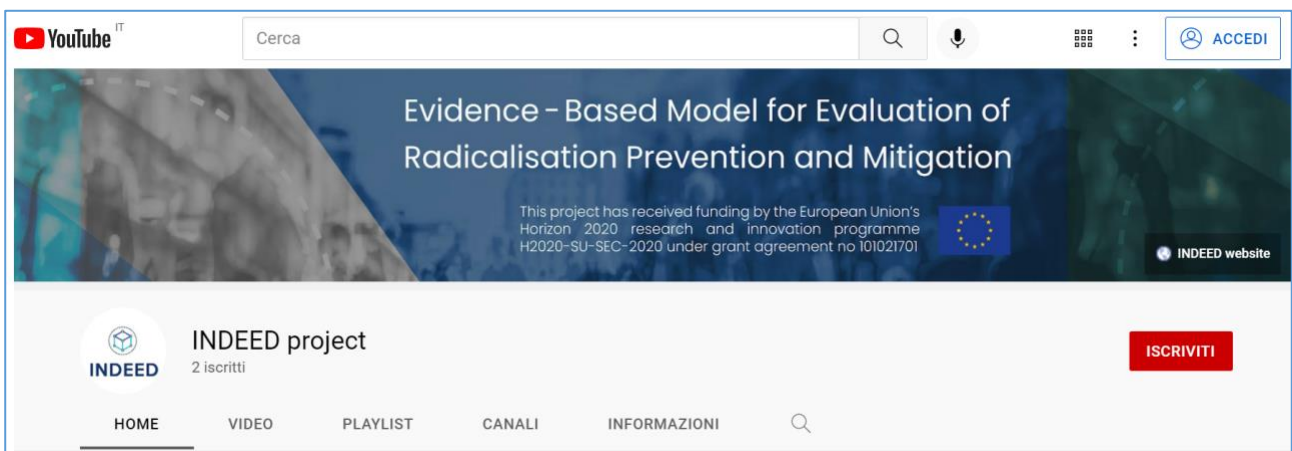
We will use the partner's existing social media pages to boost INDEED' action. Partners will select the most suitable channels operated by them to share content from INDEED' website

and social media pages such as events, project results, relevant insights from public deliverables, fact sheets/ brochures, etc.

Further information can be found in D7.3 INDEED Website and Social Media presence submitted at M3.

7.3 STATIONARY AND PROMOTIONAL SUPPORTS

The stationary and promotional supports aim to support partners in their formal and informal communications, such as in the reporting process (i.e., deliverables template), presentations in meetings and events (i.e., PowerPoint template), participation in events (i.e., brochure and letter head paper).

More information on this can be found in deliverable D7.4 INDEED Initial Set of Dissemination Material.

7.4 PROMOTIONAL VIDEOS

Promotional videos will play an important role in the INDEED dissemination strategy. They will provide high engaging and added-value contents that will be published on INDEED communication channels. The videos will introduce the challenges at hand and how INDEED is addressing them.
A final video will be created where all the results achieved by the project will be presented.

Where possible (in the presence of staff available and directives from GPDR), videos during events will be recorded to be used for dissemination activities (social media, news, etc.).

Finally, we want to organise very short video interviews with the partners / Advisory Board members / SMART hubs members / relevant stakeholders to be disseminated on the social channels of the project.

The steps for maximising visualisations are listed below:

- If relevant, the creation of subtitles;
- Post on social media the relevant videos published on partners' platforms, define the segments of the addressees and promote the publications for the identified targets;
- The use of relevant hashtag and tags that might interest INDEED' targets, in order to appear in suggested search results.

The videos will be shared by partners and through all the INDEED´ channels, allowing the monitoring of views and the number of sharing of each video.

7.5 PRESS RELEASES

The project will release periodic press releases, relevant for the scope of the project, for the general press (M6, M18 and M36 of the project). Stakeholders will be informed as well. The journalists/editors/bloggers selected write in English for a wider dissemination of the project.

7.6 ARTICLES

Articles will be written and disseminated in relevant media outlets (CORDIS, magazines, journals) at national and EU level, as well as on the INDEED project website.
Thematic articles will be produced as "actionable knowledge" extracted from the various deliverables to promote the project's knowledge and outcomes.

7.7 PUBLICATIONS

Publications will provide project information and will raising awareness about the project results. A list of relevant scientific journals where the planned scientific publications will be published is available in the table 4.

7.8 NEWSLETTERS

The consortium foresees the production of several e-mail newsletters during the project, whose purpose is to raise awareness about the project and announce its latest news. These newsletters will be sent proactively to the identified target audience, but it will also be possible for interested parties to subscribe. The project foresees the production of nine newsletters, one every four months. This number is not static since, if needed, more newsletters will be sent.

7.9 RELEVANT HASHTAGS AND TAGS

During the dissemination and communication activities, specific Hashtags and Tags will be used to attract the attention of stakeholders interested in the topics covered by INDEED.

Some examples of hashtags are listed below:
#Radicalisation, #evidencebasedapproach, #evaluation, #violentextremism, #deradicalisation, #crimeprevention, #preventivemeasures, #prevention #evaluationmodel

Some relevant tags of entities and organisations dealing with issues similar to those of INDEE are listed below:

- EU Research Results @CORDIS_EU
- European Commission @EU_Commission
- EU Home Affairs @EUHomeAffairs
- Radicalisation Awareness Network – RAN @RANEurope
- EUCPN @EUCPN
- Europol @Europol
- CEPOL @EU_CEPOL
- International Centre for Counter-Terrorism @ICCT_TheHague
- Counter-Terrorism Strategic Communications @CTSC_Project
- RadRes @Radicalisation
- Hedayah @Hedayah_CVE

8. ENHANCING AND INCREASING THE IMPACT AND VISIBILITY OF THE PROJECT

To enhance and increase INDEED's visibility and impact across the target practitioners' and policy makers' networks and communities, the following dissemination, communication and networking actions and activities are planned:

- Communication toolkit for partners;
- SMART Hubs;
- Justice Trends Magazine;
- Project events;
- Scientific publications;
- Networking with other external initiatives.

9.1 COMMUNICATION TOOLKIT FOR PARTNERS

To ensure consistent presentation and to strengthen the visibility of the project and its activities, the project's branding and design framework was shared with the consortium at the start of the project. Leaflets, brochures and roll-up that outline the main goals, present consortium and later achievements of the project, will be completed throughout the project and distributed amongst stakeholders and partners accordingly. All the project partners commit to spreading the dissemination materials at the national level, including customising and translating materials when appropriate.

The first set of the tools for partners was designed and developed and is reported in D7.4 INDEED Initial Set of Dissemination Material.

The toolkit is composed by the following elements:
- Brand Identity and Graphical elements:
    - o INDEED Logo;
    - o Colour palette;
    - o Alternative Logo Layouts;
    - o Fonts.
- Stationary:
    - o Deliverable Template;
    - o Agenda template;
    - o MoM template;
    - o PowerPoint Template;
    - o Roll-Up;
    - o Leaflet.

9.2 SMART HUBS

The INDEED project encourages a wide range of stakeholders to join the network of SMART Hubs, an influential body for the dissemination activities is the Stakeholder Multisector Anti-Radicalisation Teams (SMART) Hubs created in WP2 and described in D2.1 SMART Hub Roadmap. They include first-line practitioners representing Law Enforcement Agencies (LEAs), local authorities, prison and probation, social and health services, education, civil society organisations, policy makers and other relevant actors dealing with Preventing Violent

Extremism (PVE), CVE (Preventing and Countering Violent Extremism) and De-radicalisation from various sectors and geographical areas of Europe. The development of a network of SMART Hubs and the participation of SMART Hubs into the INDEED project's activities will lead to mutual benefits. This relationship will help both parties (the project and stakeholders) to gain something from it and this mutual benefit will make for the relationship to be worthwhile. The relationship between the INDEED project and the SMART Hubs will be monitored constantly to ensure that the relationship and interaction will remain mutually beneficial and productive.

9.3 JUSTICE TRENDS MAGAZINE[1]

One issue will be entirely dedicated to INDEED within both its printed and online versions. This issue will be a 120-page bilingual (English and Spanish) premium publication with 2000 printouts that will be sent to Ministries of Justice (approx. 80) and prison and probation administrations, law enforcement agencies (e.g., police forces and intelligence services), besides relevant research centres (including universities) and judicial bodies. An online version will also be available to a database of around 30 000 professionals, directly targeting policy and decision-makers, general directors of prison and probation administrations, law enforcement and justice professionals. Articles about INDEED will appear regularly on JTM (Letter of Support received).

9.4 SCIENTIFIC PUBLICATIONS

It is planned to publish 12 scientific publications in peer-reviewed journals as well as conference papers. Below a list of relevant for INDEED scientific journals is presented.

Table 4 Relevant Scientific Journals for INDEED

SCIENTIFIC JOURNALS			
No.	Journal name	Periodicity	Short description
1.	Counter Terrorist Trends and Analyses	bimonthly	The Counter Terrorist Trends and Analyses (CTTA) carries articles with in-depth analysis of topical issues on terrorism and counter-terrorism, broadly structured around a common theme. CTTA brings perspectives from counter-terrorism researchers and practitioners with a view to produce policy relevant analysis.
2.	European Journal of Criminology	quarterly	The European Journal of Criminology is a refereed journal published by SAGE publications and the European Society of Criminology. It provides a forum for research and scholarship on crime and criminal justice institutions. The

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[1] https://justice-trends.press;

			journal published high quality articles using varied approaches, including discussion of theory, analysis of quantitative data, comparative studies
3.	Evaluation: The International Journal of Theory, Research and Practice	quarterly	Evaluation addresses common theoretical, methodological and practice concerns alongside personal experiences, to encourage mutual learning and convergence. However, as evaluation is inseparable from issues of implementation, policy and practice, the journal aims to advance theoretical and methodological understandings of evaluation in the context of evaluation policy and practice. Priority will always be given to articles that promote dialogue across these domains, addressing wider contexts and debates.
4.	Journal for Deradicalization	quarterly	The Journal for Deradicalization (JD) is the only independent and peer reviewed online journal about the theory and practice of deradicalization and processes of radicalization worldwide. The JD seeks to provide a unique platform for established scholars as well as academics, policy makers and professionals entering the field of Terrorism, Political Violence, Conflict Studies, and (De-) Radicalization research. The Journal for Deradicalization (JD) is based on the independence and transparency of academic standards. All articles are openly accessible free of charge and peer reviewed by experts in the field – practitioners and academics – to ensure the policy relevance w
5.	Journal of Policing, Intelligence and Counter Terrorism	3 issues per year	The Journal of Policing, Intelligence and Counter Terrorism (JPICT) is an international peer reviewed scholarly journal that acts as a forum for those around the world undertaking high quality research and practice in the areas of: Policing studies, Intelligence studies, Terrorism and counter terrorism studies; Cyber-policing, intelligence and terrorism. The Journal offers national, regional and international perspectives on current areas of scholarly and applied debate within these fields, while addressing the practical and theoretical issues and considerations that surround them. It aims to balance the discussion of practical realities with debates and research on

			relevant and significant theoretical issues.
6.	Kriminologisches Journal	quarterly	The "Kriminologisches Journal" (KrimJ) is a quarterly scientific journal which is published by Beltz-Juventa. The journal features original scientific articles, discussion papers, practice and research reports on criminological theory and practice in German and English language. The thematic focus is on critical approaches to the structures and measures of social control bodies. All manuscripts undergo selective editorial and peer-review assessment prior to acceptance for publication.
7.	Neue Kriminalpolitik	quarterly	The journal „Neue Kriminalpolitik" (NK) brings together all disciplines of criminal science on the highest level. The journal aims at providing new impetus and a platform for interdisciplinary discussion, looking beyond the horizon by considering international experiences. The objectives pursued are inter alia a rational way of dealing with delinquency, maintaining the rule of law and protection of fundamental rights, reduction of public social control and giving priority to social and informal means of conflict management
8.	Police Practice and Research	bimonthly	Police Practice and Research presents current and innovative police research as well as operational and administrative practices from around the world. Articles and reports are sought from practitioners, researchers and others interested in developments in policing, analysis of public order, and the state of safety as it affects the quality of life everywhere. The journal seeks to bridge the gap in knowledge that exists regarding who the police are, what they do, and how they maintain order, administer laws, and serve their communities. Attention will also be focused on specific organizational information about the police in different countries or regions
9.	Policing & Society	quarterly	Policing & Society is widely acknowledged as the leading international academic journal specialising in the study of policing institutions and their practices. It is concerned with all aspects of how policing articulates and animates the social contexts in which it is located. This

			includes: • Social scientific investigations of police policy and activity • Legal and political analyses of police powers and governance • Management oriented research on aspects of police organization. Space is also devoted to the relationship between what the police do and the policing decisions and functions of communities, private sector organisations and other state agencies. As such, the journal is of vital interest to academics involved in the scholarly study of all of the varied facets of contemporary policing, as well as police and other practitioners involved in social regulation and control.
10.	Studies in Conflict and Terrorism	monthly	Studies in Conflict & Terrorism is a peer-reviewed academic journal covering research on terrorism and insurgency.
11.	Terrorism and political violence	bimonthly	Terrorism and Political Violence advances scholarship on a broad range of issues associated with terrorism and political violence, including subjects such as: the political meaning of terrorist activity, violence by rebels and by states, the links between political violence and organized crime, protest, rebellion, revolution, the influence of social networks, and the impact on human rights. The journal draws upon many disciplines and theoretical perspectives as well as comparative approaches to provide some of the most groundbreaking work in a field that has hitherto lacked rigour. Terrorism and Political Violence features symposia and edited volumes to cover an important topic in depth. Subjects have included: terrorism and public policy; religion and violence; political parties and terrorism; technology and terrorism; and right-wing terrorism. The journal is essential reading for all academics, decision-makers, and security specialists concerned with understanding political violence.
12.	Urban Crime. An international Journal	TBC	Urban Crime presents a composite of analyses and syntheses of research on the intersections between crime and the urban environment, drawn from a variety of sources. It publishes peer-reviewed, original research articles in English, French and Greek.

13.	Perspectives on Terrorism	bimonthly	Perspectives on Terrorism (PT), the peer-reviewed online journal of the Terrorism Research Initiative (TRI) and the Institute of Security and Global Affairs (ISGA), is published six times per year by the Editorial Team with the help of members of the Editorial Board and the journal's network of peer-reviewers.

9.5 NETWORKING WITH OTHER EXTERNAL PROJECTS AND INITIATIVES

All the activities aimed at creating synergies between the INDEED project and other relevant R&D initiatives - ongoing EU research projects similar to INDEED relevant networks. The liaison activities might possibly lead to the organisation of joint events between different projects, significantly improving the effectiveness of the dissemination and communication efforts spent by the involved consortia.

This strategy will also consider the liaison with existing networks and initiatives to identify synergies and opportunities for collaboration.

Another important pillar of INDEED communication and dissemination will be the interaction and partnership with ongoing projects and initiatives focusing on relevant topics for INDEED The aim is to:

- To identify the current state of the art, including gaps, difficulties, etc. (this would be a checkpoint useful to identify what has been done and so, what we could improve and do in the future);
- Join forces and exchange ideas, methodologies and good practices;
- Collect valuable insights;
- Share communication channels and tools to reach the widest possible audience and maximise the efficacy or the promotional campaign and activities of INDEED.

A strong collaboration will be created and maintained with the other projects and initiatives, in order to create synergies on communication and dissemination aspects.

The project will establish and maintain relations with numerous parties which are suitable to INDEED and the activities of the project. Through the proactive inbound strategy, the ideal scenario is that interested parties follow the project and that the network grows and expands organically and exponentially through a compound effect occurring due to the inbound marketing tactics that should grow the network of INDEED. This will be further supported by the actions and activities of the team as already mentioned.

10. PROJECT EVENTS

The main project results will be presented and disseminated through INDEED dedicated events. The type of events will vary in style, depending on the aim and the target group. The partners will disseminate the project results within:

10.1 Planned events

Events organised by INDEED will primarily target specialised stakeholders in order to disseminate results and to elicit information, opinion and feedback from relevant communities. The following table depicts INDEED internal events:

Table 5 INDEED Internal events

Event	WP / Task	Location	Month
Kick-off meeting	WP8	Poland	M1
Annual Dissemination Workshops for stakeholders	WP7	Romania, Belgium, Rome	M12, M24, M36
General Assembly	WP8	Romania, Belgium, Rome	M12, M24, M36
WP5 Forum	WP5	Belgium, Rome	M24, M36
Mid-term review meeting	WP8	Belgium	M18
Research Forum	WP1	Belgium	M8/M10
Practitioners' and Policy Makers' Workshop	WP2	Greece	M8
WP3 meeting	WP3	Finland	M20
Policy recommendations workshop	WP4	Latvia	M32/M33
Training	WP5	Germany, Spain, Romania	M29, M30
Policy Seminar	WP5	Belgium	M30

External events

Partners will participate to conference, fairs, workshops to provide information, and interact with relevant stakeholders to promote and disseminate INDEED project, including its activities

and results. Due to the pandemic situation of COVID-19 participation to such conferences could be virtual.

Furthermore, all consortium members agree to contribute to project dissemination when participating in public events like conferences or seminars. Special attention will be put to events organised by the most relevant bodies such as Radicalisation Awareness Network (RAN), European Crime Prevention Network (EUCPN), European Organisation of Prison and Correctional Services (EuroPris), Confederation of European Probation (CEP), etc.

All the events that INDEED is participating in will be added to the event calendar on the project website. Below is a list of scientific conferences relevant to INDEED's partners. Some of them have already taken place, but due to the fact that they may be cyclical, they have been included in the table.

Table 6 Relevant for INDEED scientific conferences

SCIENTIFIC CONFERENCES			
No.	Conference Title	Date/Location	Short description
1.	Annual Conference of the European Society of Criminology (EUROCRIM)	08-09 September 2021, Bucharest, Romania	The annual conferences of the Society provide an opportunity for the members to present papers on the results of their own research projects as well as learn about the research being done elsewhere in Europe. The conferences are also an occasion where the members can meet each other and discuss on mutual research interests. The Bucharest Conference, in addition to dealing with the usual topics criminologists are working on, that can be easily defined as crimes perpetrated by individuals, will also focus on offences committed within different organisational frameworks.
2.	International Conference on Deradicalisation Programs	19 - 20 April 2021, Paris, France	ICDP aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of De-radicalisation Programs. It also provides a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions

			adopted in the fields of De-radicalisation Programs.
3.	European Consortium for Political Research (ECPR) Joint Sessions of Workshops	TBC	Held every spring, the Joint Sessions bring together groups of researchers working on key areas of political science through the unique workshop format.
4.	European Policy Centre Joint Conference/Seminar Series	TBC	The EPC organises stimulating and timely policy debates on the issues that matter, with the people who matter. By connecting our research programmes to these multi-stakeholder events, EPC help to raise awareness, ensure policy relevance and foster innovative thinking. EPC events are open only to EPC members, EU officials and the media, unless specified otherwise.
5.	European Union Radicalisation Awareness Network's High-Level Conference	TBC	Each year, the RAN High-Level Conference on radicalisation (RAN HLC) evolves around the unique opportunity of bringing together the European Commission, high-ranking officials of the EU Member States and RAN first line practitioners from all its Working Groups. During the HLC, participants explored different ways forward to effectively tackle emerging and persisting challenges of r
6.	ICPA International Conference	24 – 29 October 2021, Hong Kong, China	ICPA has organised many international conference and events over the years, bringing together thousands of our colleagues for a rich and diverse exchange of ideas, practices and learning opportunities. ICPA flagship Annual Conference attracts attendees from some 70+ countries with some 500 delegates representing a broad geographical area and from a multitude of background and sectors
7.	International Conference of Crime Prevention	7 – 8 November 2021, Dubai	The Crime Prevention International Conference is unprecedented 2- day summit is dedicated to both

			strengthening the future of community policing and exchanging best-practices in crime prevention. The key themes of this conference will include eCrime, Artificial Intelligence in crime reduction, Combatting organised crime, International collaboration in crime prevention, Smart Strategies in Crime Prevention, Best experiences in community policing, Community service, etc.
8.	International Conference on Sociology of Radicalisation and Extremism	08 – 09 July 2021 and 2022, Prague, Czech Republic; 11-12 November 2021 and 2022, Rome, Italy	Sociology of Radicalisation and Extremism Conference aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of Sociology of Radicalisation and Extremism Conference. It also provides a premier interdisciplinary platform for researchers, practitioners, and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of Sociology of Radicalisation and Extremism Conference.
9.	International Correctional Research Symposium, organised by EuroPris, ICPA and CEP	02 – 04 March 2021, Porto, Portugal	The Symposium aims to elaborate on questions about correctional staff in Prison and Community Services, challenges and difficulties of correctional work – in prisons and in the community, environments or types of leadership that can support staff well-being and increase motivation.
10.	International Institute for CounterTerrorism (ICT) World Summit	TBC	ICT holds a World Summit for Counter-Terrorism which is one of the most influential events in the field of counter-terrorism today. The conference is a vital opportunity for high-profile experts from a diverse background of disciplines to establish professional relationships and serves as a platform for the formation of international cooperation. Speakers

			and participants at previous conferences have included current and former ministers, members of parliament, heads of security agencies and police departments, first responders, academics, professional experts in the field of counter-terrorism, jurists, businessmen and students
11.	United Nations Office of Counter Terrorism's Regional High-level Conferences	TBC	The Regional High-level Conferences serve as a platform for Member States to exchange information, expertise and resources, develop partnerships, and collectively address a range of critical counter-terrorism issues. They support a multilateral approach to countering the enduring and evolving transnational threat of terrorism, within the framework of international law and human rights
12.	European Consortium for Political Research (ECPR) General Conference	22-26 August 2022, Innsbruck	The ECPR General Conference brings together scholars from across all regional and national borders and all sub-disciplines of political science, providing a forum for rich discussion and the furtherment of research. The academic programme is split into a number of Sections, each encompassing Panels addressing a common theme.
13.	Nordic Conference on Violent Extremism	19-21 September 2022, Gothenburg	The aim of the Nordic Conference on Violent Extremism is to present such empirical and theoretical research on violent extremism and its prevention that is carried out by researchers based in the Nordic countries and/or addresses violent extremism in one or more Nordic country.The conference has been organized since 2017 and it has drawn together nearly 200 researchers, practitioners and policy-makers to discuss current developments and new research in the field. Besides presenting the latest research on violent extremism, the

			event also seeks to enhance dialogue and interaction between researchers and practitioners working in the field.
14.	Society for Terrorism Research International Conference	TBA	Through its conference organization and publications, the Society for Terrorism Research supports the research and study of terrorism and political violence.
15.	EUCPN's conference	28-29 Apr 2022, Brussels	The European Crime Prevention Conference is a biennial conference and offers a forum to share knowledge and experiences regarding crime prevention across the European Union. It welcomes policymakers, practitioners and academics, but maintains a consistent focus on the frontline.

11. EVALUATION CRITERIA

To ensure an effective assessment of the achievement of the expected results for the communication and dissemination of the project, all the D&C activities will be reported and monitored, with the aim of reaching the established key measurable success indicators.

12. KEY MEASURABLE SUCCESS INDICATORS

Key measurable success indicators were defined to measure impact in community building and engagement, also, the uptake of the project outcomes within and beyond the consortium. Such indicators were defined to be robust, clear and SMART (Specific, Measurable, Attainable, Relevant and Time-bound).

The following table shows a quantitative overview of the dissemination and communication Key Performance Indicators that the project will set:

Table 7 INDEED Key Performance Indicators

Key Performance Indicators for Dissemination & Communication				
KPI	Year 1	Year 2	Year 3	Overall
Number of annual dissemination events	1	1	1	3
Number of trainings for practitioners and policy makers (including online and cascade trainings)	0	0	12	12
Meetings (including remote) with Civil Society Organisations	1	1	6	8
Number of synergies/links with other relevant H2020 projects	1	1	1	3
Number of scientific publications in peer-review journals	0	5	5	10
Number of general press articles published at the local/national level	6	5	4	15
Number of press releases delivered to traditional media	1	1	1	3
Number of Newsletter subscribers	40	70	40	150
Number of unique visitors to the Website (based on Google Analytics)	600	700	700	2000
Social media followers (LinkedIn, Twitter and YouTube)	120	250	230	600
Number of references of INDEED in other websites	25	30	20	75

Number of multimedia material downloads (website)	10	25	15	50
Brochures and leaflets produced and distributed	200	200	200	600
Newsletter	2	3	4	9
Promotional video with project results.	0	0	1	1

13. REPORTING

A reporting sheet for events and D&C activities was created and shared among partners to track and monitor all activities carried out by partners.
The file will be useful for keeping track of all the activities that will be also reported in the final deliverable. The file is available in the Teams Repository following the path hereafter: General > 04_WPs > WP7 > 04_Task T7.3 Enhancing and increasing the impact and visibility of the project > C&D Reporting sheet.

The activities are classified as:
- Events and meetings (both organized by partners and external);
- Other D&C activities (press release, publication, website reference, post on social media, etc.).

The information contained in the reporting sheet is useful for getting an overview of all that the project has achieved in terms of dissemination, to retrieve useful information quickly and to evaluate the success of these activities.

Figure 5 C&D Reporting sheet

14. MONITORING

Monitoring actions have been planned since the M1 of the project to track achievements within the Social Media channels (YouTube, Twitter and LinkedIn) and the website, as well as to manage the interactions and oversee the Key Performance Indicators for Dissemination & Communication.

The presence at the WP meetings would be useful to identify content to be disseminated and integrated in the interaction plan.

Figure 6 Website monitoring report

Achievements						
Month	Users	Sessions	Bounce Rate	Session Duration	Pageviews	Download
nov-21	140	206	56,31%	3 min 15 sec	564	
dic-21						
gen-22						
feb-22						
mar-22						
apr-22						

Figure 7 social media and website plan

INTERACTIONS MANAGEMENT						
Status	Type of action	Action Date	Source: Link/Image/Vídeo	Text	Twitter link	LinkedIn link
✔	News about the KOM	1/12/2021	https://www.indeedproject.eu/kick-off-meeting/	Funded by the European Commission and coordinated by the Polish Platform, the INDEED project officially started with a kick-off meeting on 21st and 22nd September 2021 in Warsaw. Read the news to learn about the motivation behind the project [1]	https://twitter.com/IndeedEUproject/status/1465999802160893954	https://www.linkedin.com/posts/indeed-euproject_indeed-a-major-step-forward-for-preventing-activity-6871766693446742016-2EIn
⏳	News about the Project	13/12/2021		will contribute to improve how evaluation and learning are done in the PVE/CVE field		

Figure 8 Social media monitoring report

Achievements							
Month	Followers on LinkedIn	LinkedIn impressions	Followers on Twitter	Twitter impressions	Subscribers on Youtube	Total followers	Total impressions
nov-21	5	0	5	0	2	12	0
dic-21							
gen-22							
feb-22							
mar-22							
apr-22							

Finally, Dissemination and Communication KPI will be monitored annually.

Figure 9 Dissemination and Communication KPI

Key Performance Indicators for Dissemination & Communication								
KPI	Year 1 foreseen	Year 1 achieved	Year 2 foreseen	Year 2 achieved	Year 3 foreseen	Year 3 achieved	Overall foreseen	Overall achieved
Number of annual dissemination events	1		1		1		3	
Number of trainings for practitioners and policy makers (including online and cascade trainings)	0		0		12		12	
Meetings (including remote) with Civil Society Organisations	1		1		6		8	
Number of synergies/links with other relevant H2020 projects	1		1		1		3	
Number of scientific publications in peer-review journals	0		5		5		10	
Number of general press articles published at the local/national level	6		5		4		15	
Number of press releases delivered to traditional media	1		1		1		3	
Number of Newsletter subscribers	40		70		40		150	
Number of unique visitors to the Website (based on Google Analytics)	600		700		700		2000	
Social media followers (LinkedIn and Twitter)	120		250		230		600	
Number of references of INDEED in other websites	25		30		20		75	
Number of multimedia material downloads (website)	10		25		15		50	
Brochures and leaflets produced and distributed	200		200		200		600	

15. CONCLUSIONS

DBL, the INDEED Communication and Dissemination Leader (CDL) is responsible for the production and implementation of the INDEED communication and dissemination plan. The CDL works closely with the PM to ensure the project is adequately communicated internally and externally. The CDL shall remain conscious of all opportunities to raise awareness of the project; thus, they will engage all WP leaders and the Exploitation and Innovation Manager to uncover additional opportunities for interacting with stakeholders relevant to the project.

To successfully accomplish the main objectives of this Impact, Communication and Dissemination Plan, we will need to promote a consistent brand with a strong mission, supported by a useful set of tools, fed with professional and attractive content messages and driven by fully committed partners.

All partners will be actively involved in the dissemination and communication actions implementation and are highly committed to ensure a satisfactory dissemination of the project's results. In general, the expected contribution from partners is to:

- Implement publicity and dissemination through their channels in their own countries and at European level;
- Exploit their contacts and networks;
- Supply news and updates for the web portal and newsletter;
- Help to keep the project's Social Media Accounts alive and active;
- Participate in relevant events to promote the project and its outcomes.

The successful communication and dissemination of the project highly depends on the content, therefore DBL will proactively encourage all partners to contribute and share information about the INDEED project.

The Communication and Dissemination Plan will be updated regularly during the project and a first report on the dissemination and exploitation activities and results will be delivered on M36 (D7.2).