



INDEED

Evidence – Based Model for Evaluation of
Radicalisation Prevention and Mitigation

Deliverable No. 7.2

D7.2 The Final Communication and Dissemination Plan

September 2024 (M37)

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Abstract:

This document describes the INDEED Communication and Dissemination (C&D) plan's design, development and roadmap. This document, which is the update of the Initial Communication and Dissemination Plan (M4), outlines the specific channels, tools, and techniques used to maximise impact and engagement with INDEED's stakeholders. The deliverable also highlights the responsibilities of the different partners regarding the contribution to the Communication and Dissemination Plan's implementation.





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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 (repository of risk and protective factors, repository of evaluations and evidence-based practices) for practical use by practitioners and policy makers.
4. Targeted curricula and trainings (onsite /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.

Overview of WP7

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.

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 was implemented during the INDEED project implementation.

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 publication 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 were presented as opportunities for INDEED. The C&D plan includes a clear commitment to be undertaken by all partners towards contributing to its dissemination actions.

This deliverable builds upon the Initial Communication and Dissemination Plan presented at M4. It details all the strategies developed and implemented to reach the initially identified target audiences, addressing any challenges encountered throughout the project. Additionally, it aims to further promote each project result and those of the partners. Updates reflecting any actual modifications and improvements made to the initial plan will be provided at the end of each paragraph.

Important note: This document is conceived as a “working” strategy and therefore its contents were regularly updated and properly adjusted during the project.





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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	Prevention of Violent Extremism
CVE	Countering Violent Extremism
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	Universal Evidence-Based Model
GDPR	General Data Protection Regulation





1. 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 the media about the latest news and developments of the project.

Additional results

- Create opportunities and channels for stakeholders and the public to engage (inter)actively with the project, such as through webinars, online forums, or interactive tools that encourage active participation and dialogue (in collaboration with T5.2).
- Build strategic partnerships (e.g. Forum, in which many external organizations partnered up, endorsed and actively promoted it) and relationships with key experts, influencers, media outlets, and organizations that can amplify the project's message and increase its reach to broader audiences (in collaboration with T5.2)
- Develop strategies to maintain stakeholder engagement beyond the project's lifecycle, ensuring continued interest and application of the project's findings and results (linked to T5.2 and the Knowledge Series Products, especially the podcasts, which are visible on so many platforms, besides INDEED website/Toolkit).

The achievement of the Communication and Dissemination Plan objectives was ensured by the complementarity of its component activities. These ensured both project dissemination and constant and/or specific feedback from stakeholders.

Feedback collection was developed on an ongoing basis (through website and social media as well as events) and concerned a specific issue or a particular project stage (through communication activities).





2. 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 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 analysed their motivations (i.e., their interests, needs and drivers) to efficiently engage them to participate in the project activities. Task 2.1 contributed from the basis of engaging stakeholders through specific activities and various events during the project and ensured that the consortium's analysis, findings and recommendations were based on realistic stakeholders' contexts, interests and drivers.

An analysis was also conducted to involve the most appropriate networks and channels suitable to engage the relevant stakeholders and about what messaging mediums could best transfer the meaning and achieve adequate impact. Although DBL led the communication activities, the entire consortium was responsible for championing the project and its efforts. Hence, DBL - supported by Polish Platform for Homeland Security (PPHS) and PATRIR - guided other partners to deliver the most suitable communication messages through their networks. Additionally, SMART Hubs were used to bring communications more directly to a wider reach of practitioners, policy makers and experts through participating stakeholders.

Tailored communication plans and messaging for different stakeholder groups and different project deliverables were developed, having in mind that different audiences may require different approaches, channels, and messaging to be effectively engaged.

Strategic content included a variety of content types (podcasts, webinars, infographics, and others) to keep stakeholders informed and engaged throughout the project, ensuring that content is informative and shareable to extend the project's outreach.

Finally, INDEED partners encouraged a lot of collaborations and synergies with other projects and initiatives to share knowledge, leverage resources, to amplify the event's promotion, using their networks to reach a broader audience and amplify the impact of the communication and dissemination efforts.

2.1. STRATEGY FOR THE ORGANIZATION AND PROMOTION OF INDEED EVENTS

Pre-Event Coordination: Prior to the event, comprehensive coordination meetings were convened with all involved partners. During these sessions, specific roles and responsibilities were delineated, strategic decisions regarding event format (online, in-person, or hybrid), participant capacity, and event schedule were made, and necessary materials for production were prepared.

Event Execution: During the event, a robust digital engagement strategy was implemented, including live tweeting, photo and video documentation, interviews, and the strategic promotion of project outcomes. Networking opportunities were facilitated both in-person and through online chat platforms.





Post-Event Follow-Up: A comprehensive post-event follow-up plan was executed, encompassing the distribution of email updates, newsletters, and detailed event reports. Additionally, the content generated during the event was leveraged to create webinars, podcasts, and other relevant materials.

Stakeholder Feedback: To ensure continuous improvement, post-event surveys and debrief sessions were conducted with key stakeholders. Feedback gathered from these sessions was meticulously analyzed and incorporated into future event planning.

Long-Term Impact: The INDEED events aimed at facilitating networking opportunities through the use of a dedicated online platform (selected time by time) and the organization of dedicated follow ups to continue discussion, resource sharing, and collaboration.

Partner Collaboration: To amplify the event's reach and impact, collaborative partnerships with external organizations were established. Jointly organized events, co-hosted webinars, and podcasts were implemented to leverage the networks of partners and broaden the event's audience.

2.2. ANALYZING DETAILED ANALYTICS OF PARTICIPANT ENGAGEMENT, SOCIAL MEDIA REACH, AND FEEDBACK RECEIVED DURING THE EVENT HELPED TO REFINE FOLLOWING DAYS SESSIONS, FUTURE EVENTS & WEBINARS. STRATEGY FOR THE PROMOTION OF EXTERNAL EVENTS AND SIMILAR PROJECTS AND INITIATIVES' RESULTS

Regarding the promotion of external events, the strategy focuses on **three distinct phases**. **Before the event**, it was crucial to gather information about the project's involvement in the event and the type of contribution provided. With this information, each event was added to the calendar on the project's website, with corresponding promotion on social media.

During the event, partners were encouraged to share photos and details about technical sessions and presentations related to the project, if any, so that they could be shared in real-time on social media, tagging partners and organizers to increase the project's engagement and reach.

After the event, if necessary, a news post with the most important takeaways was published on the website and reshared on social media to facilitate knowledge sharing in the field. Regarding the promotion of similar projects and initiatives results, this was primarily done through social media and newsletters by sharing news, articles, videos, and similar content related to updates and useful information in the field of PVE/CVE and De-radicalisation. The resharing allowed us to build relationships with initiatives related to the project and foster information sharing.

2.3. STRATEGY FOR THE PROMOTION OF PROJECT'S RESULTS

This strategy involves various approaches that were agreed upon depending on the type of result and the most suitable promotional channel (e.g., social media campaign, article, video, etc.). Each result was pre-arranged with the partners responsible, with whom regular meetings were held to coordinate activities. All materials produced were reviewed by the partners involved to ensure clear and effective communication of the result. The materials were then shared across different platforms depending on the medium (website, social media, at events in printed





format). Project results were communicated under various content formats, especially Interactive Content - such as webinars (see T5.2 webinars on the INDEED evaluation package, Repository, GELSA), podcasts, video interviews, live Q&A sessions, Toolkit etc., to engage the audience more deeply and allow them to explore the results.

A strategy to promote project results was national adaptation: ensuring that materials were adapted to different languages and cultural contexts, making the results accessible and relevant to a broader, more diverse audience. Communication about important project results and press releases were translated into national languages.

Links were also made within the project across different Work Package and Task lines to enhance promotion of project results. For example, INDEED Trainings in 5.5 were important tools for promoting the INDEED Repository of Risk and Protective Factors (D1.3), Evidence-Based Evaluation Model, Evidence-Based Evaluation Tool and E-Guidebooks (WP3) and the report on Report outlining identified, analysed and recommended research approaches, methods and tools for evidence-based evaluation coming from the area of PVE / CVE / De-radicalisation and other selected disciplines (D1.2). The INDEED Knowledge Product Series (KPS, D5.2) was also used both to communicate and engage with a wide range of target stakeholders the INDEED Project overall, all project deliverables, to promote innovations and results from other EC-supported initiatives and major work in the field.

3. IDENTIFICATION OF TARGET GROUPS

The objectives of INDEED's communication and dissemination were 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 was 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 were carefully defined starting from the following categories:

1. **First-line practitioners:** composed of European private and public actors, representing LEA, local authorities, prison and probation, social and health services, education, non-governmental organisations, civil society organisations, and other relevant actors in the field of PVE / CVE and De-radicalisation;
2. **Decision Makers and Policy Makers:** European Commission, Policy makers, Ministries of Interior, other (governmental) organisations;
3. **Research and Innovation communities:** Universities, EU RTD projects, academia and research organisations, educational institutions, training institutions, staff colleges etc;
4. **External Practitioners' Group - SMART Hubs:** including public or private practitioners' organisations and policy makers that will strongly contribute or benefit from INDEED results and future outcomes. Their contribution will be complementary to the project partners' work.
5. **Interested general public:** people and groups interested in the topics of the project in general, such as: citizens, youngster generation.

4. ENGAGEMENT OF TARGET GROUPS

There were numerous channels of communication that INDEED utilised - targeting specific people and organisations through individual efforts.





The goal was to utilise platforms and communication channels best suited to the target stakeholders. For example, policy makers were 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 websites supported the messaging. Here the goal was to establish a credible position in the domain and attract interested parties via strategic content that is relevant, engaging and informative. Therefore, the team released 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 also harnessed materials produced by others respected in the domain. Doing so provided followers of INDEED with additional value and more reason to be engaged. Of course, the tangible actions of the project also provided fantastic opportunities to attract the right audience members. Consequently, it was imperative that all partners were 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 was 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	Decision makers and policy makers; Research and Innovation communities; Stakeholders communities and networks; Interested general public	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	Research and Innovation communities; Stakeholders communities and networks	Distribution of key information (approach, technologies, results, etc.) generated during the project's lifetime. The objective of the dissemination is to make public aggregated data and subsequent analysis to key target groups available on relevant platforms.
3		Engagement	Stakeholders' communities and networks; External Practitioner's Group - SMART Hubs	Foster interaction and active participation of the stakeholder communities and External Practitioner's Group - SMART Hubs (e.g. through three stakeholder awareness workshops, interviews, trainings).
4	Exploitation	Ensure impact	Stakeholders' communities and	Uptake of results by first-line practitioners



			networks; Decision makers and policy makers External Practitioner's Group - SMART Hubs	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, decision makers, policy makers.
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Plan update

To effectively reach our target audiences on each platform, we tailored our LinkedIn and Twitter content strategies accordingly. Recognising the higher concentration of stakeholders involved in the field on LinkedIn and the resulting greater potential for engagement, we crafted more informative and in-depth content specifically for this platform, such as carousel posts.

We employed a differentiated channel approach to reach our diverse stakeholder groups. For instance, we identified that personalised emails were most effective for engaging with SMART Hub groups.

In addition, we observed that promoting content that mentioned and tagged field experts resulted in significantly higher engagement and sharing rates. Consequently, we adopted this strategy for all events, creating dedicated cards and incorporating expert interviews.

Linking INDEED Dissemination and Communication tools with interactive events including the INDEED Forums, Final Event, Webinars and Trainings, also helped to strengthen direct interaction and engagement with many of the stakeholders reached through INDEED's communication outreach.

4.1. TIMELINE

This section comprises a guidance timeline initially planned for the launching of the main tools for INDEED's dissemination and communication strategy. The timeline has been updated during the project. Only the tools that were planned 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	X	X	X	X	X	X	X	X	X	X	X
Social Media	X	X	X	X	X	X	X	X	X	X	X	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									

Plan update

The tables below include the timeline of the actual implementation of the main tools and activities of the INDEED' dissemination and communication strategy during the whole duration of the project.

Table 4 Online and electronic dissemination tools update

Online & electronic dissemination tools	Actual Timeline												
	M1-3	M4-6	M7-9	M10-12	M13-15	M16-18	M19-21	M22-24	M25-27	M28-30	M31-33	M34-36	M37
Website	X	X	X	X	X	X	X	X	X	X	X	X	X
Social Media	X	X	X	X	X	X	X	X	X	X	X	X	X
Press Release		X					X						
Newsletter			X	X	X	X	X	X	X-X	X	X-X	X	

Table 5 Personal interaction activities update

Personal interaction activities	Actual Timeline												
	M1-3	M4-6	M7-9	M10-12	M13-15	M16-18	M19-21	M22-24	M25-27	M28-30	M31-33	M34-36	M37
Flyers		X	X		X								
Roll-up		X											
Poster											X		
Booklet											X		
Gadgets			X										

The timeline has been respected according to the initial plan and additional materials have been developed in response to the specific needs of the project. For example: on the website new subpages were created to give prominence to project events and results; special newsletters were released close to relevant events in order to boost participation; and ad-hoc graphic materials were created to disseminate project results.

4.2. SYNERGIES BETWEEN WP7 AND THE OTHER WPs

The communication & Dissemination strategies served 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).
- Campaigns specifically designed to recruit participants for capacity-building activities.

The D&C plan took into consideration all the work packages, i.e., publishing articles and social media posts with the main results and taking aways of each WP.

In particular, results from selected deliverables and outcomes of WPs and project activities were extracted to create communication materials. **These communication materials resulted in**





6 social media campaigns consisting of a total of 42 cards published on the project's social network and made available for download on the website. The social media campaign was released in two formats, one consisting of classic social media banners and one consisting of a new format, namely the "carousel", which has been chosen to freshen the strategy and be aligned with social media trends and tendencies. In addition, the carousel allows us to deliver much more information with one single post, since it is composed of several swipeable cards. This type of format has also been used for specific promotions, such as the Policy Recommendation Cards. Each campaign was done in collaboration with the WP leaders, who were in charge of selecting and supplying the publishable material to the WP7 leaders.

D&C played a crucial role in promoting and recruiting participation to important INDEED events, including INDEED Trainings, Webinars, Forums and more, and provided communication from these events to stakeholders more widely to enhance visibility of INDEED activities in the field.

5. TOOLS AND CHANNELS

DBL managed and ensured 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 were used to support the communication of the right messages to the targeted audiences as presented below.

5.1. 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 offered a wide range of functionalities, including document download, information on events and links to other relevant websites.

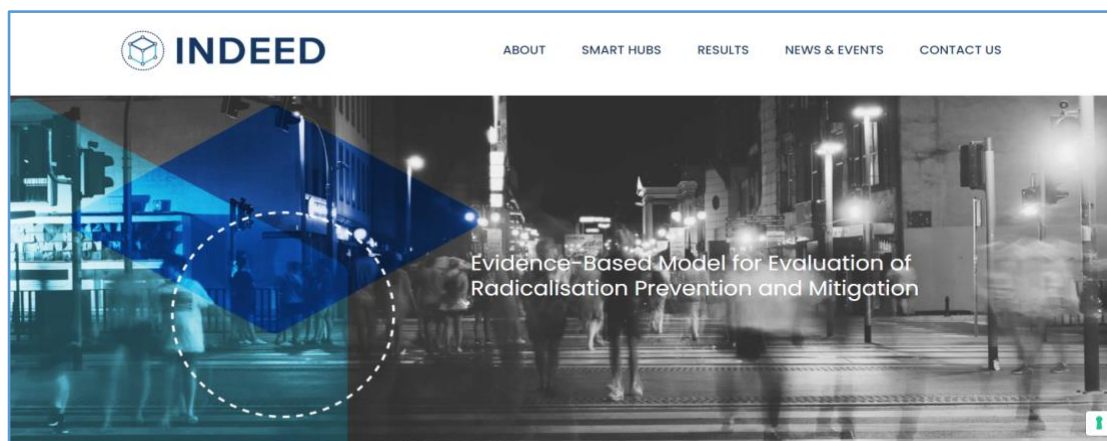


Figure 1 INDEED website sitemap

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.

Update

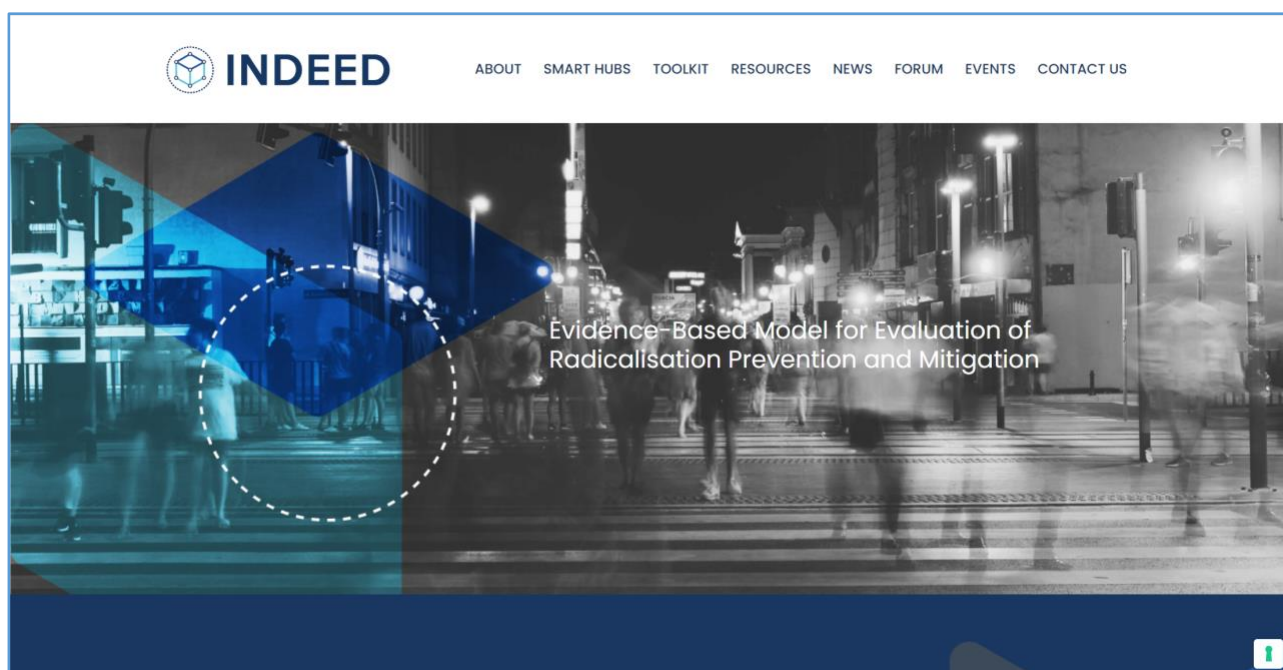


Figure 2 INDEED website sitemap update

The website was updated to ensure that all project results were included. It was decided to differentiate news from events by creating two separate pages, as it was deemed important to have an overview of not only internal project events but also external ones, thus creating a centralized hub for all events in the P/CVE/Derad sector. Additionally, the website was enhanced and updated whenever necessary to improve usability and efficacy.

The INDEED website final structure is as follows:

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. Toolkit space that serves as a repository for all the project results. It is divided into further pages and subpages:
 - a. Evaluation package (Evaluation model, Evaluation Tool, E-guides)





- b. Training package (On-site course on designing, On-site course on evaluation, On-line course on designing, On-line course on evaluation, Train the trainers course, Our trainers)
 - c. Repositories (Risk & protective factors, Evidence-based initiatives)
 - d. Learning resources (Webinars, Podcasts, Video interviews, Learning notes)
 - e. Policy corner (Policy recommendations, Lessons learnt)
5. Resources contains the public deliverables, the scientific publication and the dissemination products (from the annual reports to the brochures), ready for download;
6. News includes all the relevant news about the project;
7. Forum two paged dedicated to the two International Policy and Practitioners Forums organised by the project (2023 in online format and 2024 F2F combined with the INDEED Final Event). Each contains information such as speakers, sessions, registration links, partner organisations, and useful materials);
8. Events includes all meaningful dissemination events;
9. Contact us provides the contacts to be used in case of need and a box for direct contacts.

The footer has also been updated by adding a dedicated contact email for toolkit assistance, as well as a section dedicated to recent tweets published by the project's account.

Other features used concerns pop-ups, which were extensively used to direct users to specific pages during a given period.

5.2. SOCIAL MEDIA CHANNELS

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

- Shared content from the website, brochures, events, project results, and relevant insights from public deliverables;
- Promoted the SMART Hubs;
- Published information about ongoing activities and live events the project organized;
- Involved stakeholders in the project's activities;
- Boosted the collaboration with other projects/initiatives;
- Promoted other projects' events/initiatives/contents.

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

- Twitter (<https://twitter.com/IndeedEUproject>): The INDEED Twitter account was 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 was encouraged through the partners' involvement within their networks or personal pages.





Figure 3 INDEED Twitter interface

- 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.

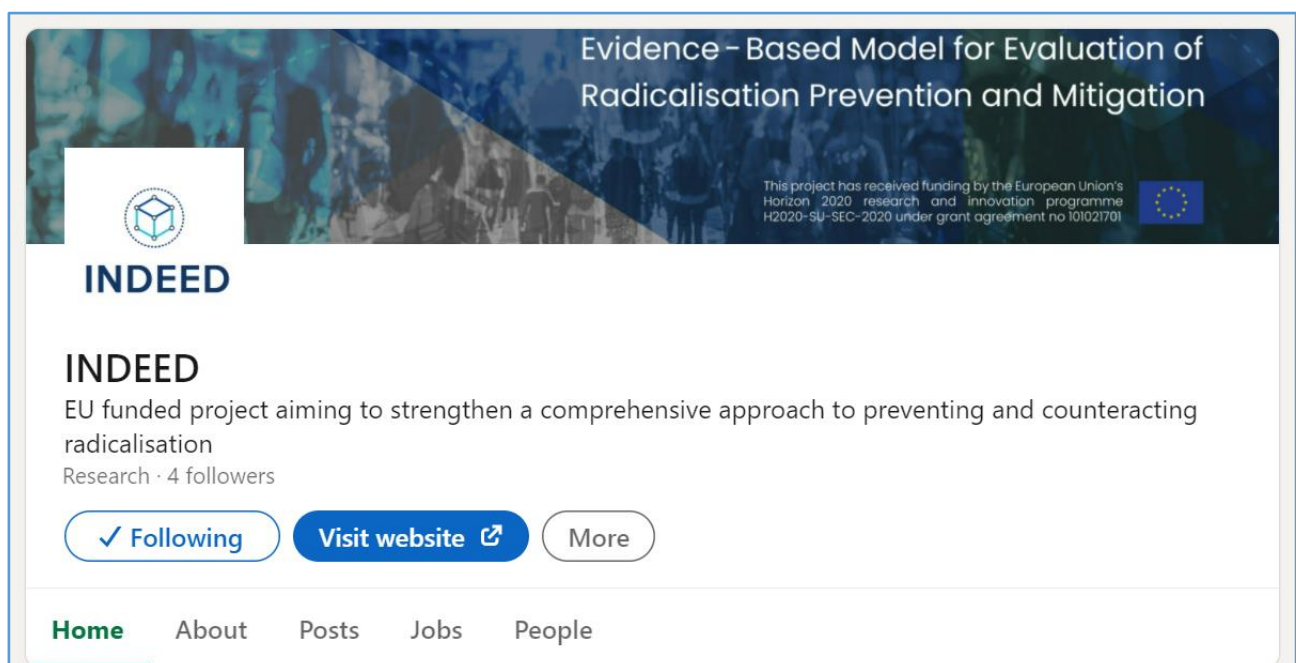


Figure 4 INDEED LinkedIn interface

- YouTube (www.youtube.com/channel/UCLJcU4x37D2rD8X_aV-0fvq):





As the main video-sharing web platform worldwide, YouTube is considered an essential promotional tool for INDEED. Having the possibility to upload videos up to 20GB and 15 minutes' length, INDEED found this web platform a perfect source of dissemination.

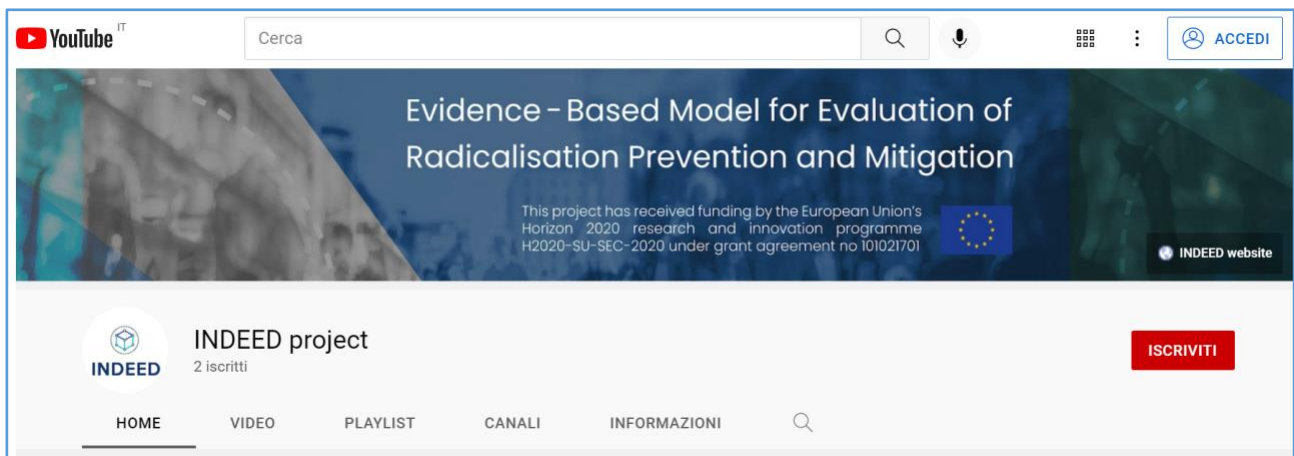


Figure 5 INDEED YouTube interface

We used the partner's existing social media pages to boost INDEED's action. Partners selected the most suitable channels operated by them to share content from INDEED's 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.

Update

We observed that we have more followers on LinkedIn, and many organizations and partners that we tagged on X do not have an account.

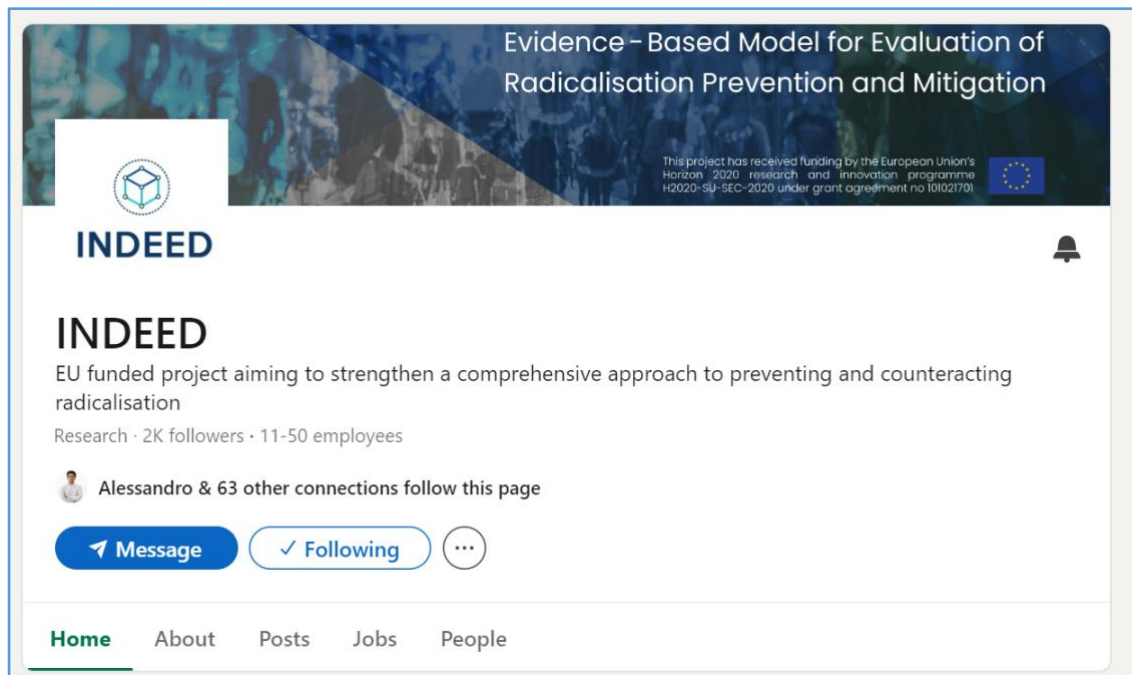


Figure 6 INDEED LinkedIn interface update

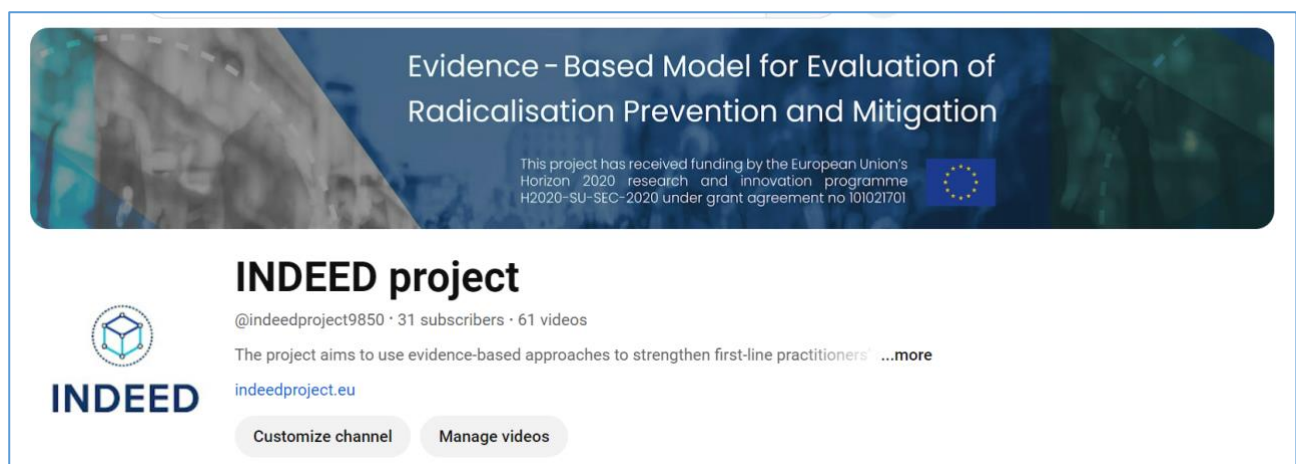


Figure 7 INDEED YouTube interface update

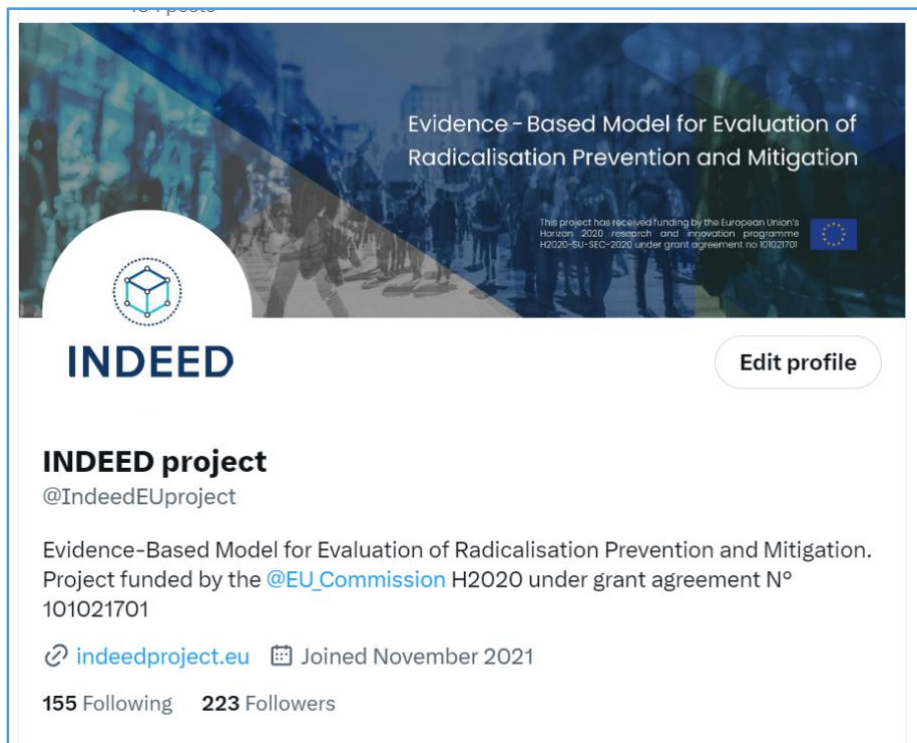


Figure 8 INDEED X interface update

We analyzed the stakeholders on different social media platforms and decided to customize specific content according to the type of social media

- **LinkedIn** was used primarily to convey more detailed and sector-specific information, ensuring that we reached the target stakeholders.
- **X** (formerly Twitter) was more suited for sharing content from European institutions (RAN and EU Home Affairs).
- For **YouTube**, we decided to record all webinar videos to maintain a project repository, and videos on the website were also uploaded here to allow navigation of the channel. We also used playlists to better guide users through the content on the channel. As a strategy, even content not posted on LinkedIn was reshared, although some organizations were not present, to further disseminate the work and raise awareness by providing a general overview of what was happening in the feed.

Social media was always linked to the website to ensure traffic to the main channel that gathers all the information.

Additionally, project partners helped to increase INDEED reach and dissemination through sharing INDEED D&C materials and posts across their own social media channels. Partners also promoted INDEED posts on LinkedIn and Facebook. **For major events, this included posting in groups with cumulative reach of over 500.000 members.** Posts were made to groups with specific focus on evaluation and P/CVE and De-radicalisation. This wider practice of posting and promoting INDEED D&C materials positively supported increasing reach of deliverables and events and the number of subscribers to INDEED channels.





5.3. STATIONARY AND PROMOTIONAL SUPPORTS

The stationary and promotional supports aimed 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 letterhead paper).

More information on this can be found in deliverable D7.4 INDEED Initial Set of Dissemination Material and in chapter 6.

5.4. PROMOTIONAL VIDEOS

Promotional videos played an important role in the INDEED dissemination strategy. They provided highly engaging and added-value content that was published on INDEED communication channels. The videos introduced the challenges at hand and how INDEED is addressing them. A final video was to 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 were recorded to be used for dissemination activities (social media, news, etc.).

Finally, we organised short video interviews with the partners / Advisory Board members / SMART hubs members / relevant stakeholders that were disseminated on the social channels of the project.

The steps for maximising visualisations are listed below:

- If relevant, the creation of subtitles.
- Posted on social media the relevant videos published on partners' platforms, defined the segments of the addresses and promoted the publications for the identified targets.
- Used relevant hashtags and tags that interested INDEED' targets, in order to appear in suggested search results.

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

Update

We created specific videos to highlight events and specific activities that needed support for dissemination to further amplify participation and dissemination of results, as well as to add value and prominence to the activities. In-person meetings with partners and stakeholders were used to create invitation videos as a strategy to invite people to upcoming events and activities organized by the project.

In addition, since many more videos were produced – including as part of the Video Interview Series in Task 5.2 - and the results were presented in various different ways, for the final video dedicated to the results we will use the interview method.

5.5. PRESS RELEASES

The project released periodic press releases, relevant for the scope of the project, for the general press (M6, M18 and M37 of the project). Stakeholders were informed as well. The journalists/editors/bloggers selected wrote in English for a wider dissemination of the project. A





final press release will be released after the final event including all the results produced by the project (M37). Partners also translated materials into their national languages to support a wider reach.

5.6. ARTICLES

Articles were 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 were produced as “actionable knowledge” extracted from the various deliverables to promote the project’s knowledge and outcomes.

5.7. PUBLICATIONS

Publications provided project information and raised awareness about the project results. A list of relevant scientific journals where the planned scientific publications were published is available in Table 6.

5.8 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.

Update

A series of special [newsletters](#) were released in addition to the planned ones, which were focused on specific topics relevant to the project, such as events, results, training etc.

5.9 RELEVANT HASHTAGS AND TAGS

During the dissemination and communication activities, specific Hashtags and Tags were 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 #INDEEDProject

Some relevant tags of entities and organisations dealing with issues similar to those of INDEED 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

With permission, we also tagged internal and external experts and speakers who contributed to INDEED deliverables and events.

Update

Over time, the list was modified to give prominence to organizations with which we had collaborated the most. We constantly monitored these organizations and reshared their materials as an engagement strategy. We used partner tags and their organizations extensively, which were a fundamental tool for amplifying the project's outreach.

6 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 were planned:

- 1) Communication toolkit for partners
- 2) SMART Hubs
- 3) Knowledge Product Series (KPS)
- 4) INDEED Forums and Final Events
- 5) Justice Trends Magazine
- 6) Project events
- 7) Scientific publications, including the book "Preventing and Countering Violent Extremism and Radicalisation. Evidence-Based Policy and Practice" Edited by Teresa C. Silva and Marzena Kordaczuk-Wąs and mention that the book will be open access and available in November 2024.
- 8) Networking with other external initiatives

6.1 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 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
 - INDEED Logo
 - Colour palette
 - Alternative Logo Layouts





- Fonts
- Stationary
 - Deliverable Template
 - Agenda template
 - MoM template
 - PowerPoint Template
 - Roll-Up
 - Leaflet

Update

Custom materials were needed, so for specific conferences, we adapted the leaflets: one was created for the SMART Hubs and another for the exploitation guide. Customization was also done for events (e.g., cards with specific colors depending on the target). For the final event, all the materials in the event kit were recreated with customized colors and design to identify the event.

Other strategies used included the report template to better promote events, and the QR code, a modern tool that easily leads users to visit websites, project subpages, or event registration forms. Among the materials produced were the booklet, which gathered the main project results in an organized and concise manner, and the results poster, created with the support of PPHS.

6.2 SMART HUBS

The INDEED project encouraged 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 and other relevant actors dealing with Preventing Violent Extremism (PVE), CVE (Preventing and Countering Violent Extremism) and De-radicalization 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 led to mutual benefits. This relationship will help both parties (the project and stakeholders) to gain something from it and mutual benefit made for the relationship to be worthwhile. The relationship between the INDEED project and the SMART Hubs was monitored constantly to ensure that the relationship and interaction remained mutually beneficial and productive.

For the promotion of SMART Hubs various activities were carried out, such as the creation of a dedicated page on the website, a dedicated leaflet, a customised email through which updates were provided, and the identification of focal points for each country involved in the project. Strategies and planning to invite them to relevant events were adopted.

Throughout the project first-line practitioners have had the ability to join the SMART Hubs to contribute to the project. SMART Hub members have been invited to participate in activities and events such as the INDEED Knowledge Series webinars. Focal points were provided email updates to forward onto their relevant SMART Hub members and had the opportunity to host meetings with SMART Hub members if required. SMART Hub members have also surveys have been sent to provide feedback on the INDEED Project.



Additionally, some Smart Hub coordinators were featured in the INDEED KPS in T5.2, and dedicated C&D has been adapted for Smart Hubs members for following the launch of the Knowledge Products in T5.2.

6.3 JUSTICE TRENDS MAGAZINE¹

The INDEED project has been featured on the JUSTICE TRENDS Magazine 8th edition (<https://justice-trends.press/project-indeed/>) and 9th Edition (see page 75: <https://justice-trends.press/justice-trends-magazine-9/>). Accordingly, INDEED is being promoted in JUSTICE TRENDS website in the three languages: [English](#), [Spanish](#) and [Brazilian Portuguese](#).

INDEED was also featured in the JUSTICE TRENDS 11th issue, dedicated to preventing radicalisation and countering violent extremism, the topic within criminal justice and security that the project falls into. Each edition of the magazine explores a key international theme that is weaved into interviews with policy and decision-makers around the world, as well as contributions by international experts branching the issue, and providing positive examples and practices across different jurisdictions.

INDEED was highlighted in the 11th edition through [an article by project coordinator Dr Marzena Kordaczuk-Was](#), presenting the project's work and tools. Additionally, the project's focus on the need for enhancing evaluation procedures in P/CVE was part of the conclusion of the [edition's Expert's Panel background article](#) by partner Pedro Liberado, from IPS_Innovative Prison Systems. In addition, a page dedicated to presenting the project goals and the partnership was published in editions number 8, 9, 11 and 12. This page has [an online version](#) on the magazine website, in the featured projects section.

This 120-page premium publication has a bilingual (English and Spanish) print run of 2000 magazines, distributed to Ministries of Justice and prison and probation administrations around the globe, and many other international stakeholders, including law enforcement agencies, judicial bodies and research organisations. Beyond the mailing distribution list, the 11th edition was included in the Conference bags of the participants at the International Corrections and Prisons Association's Annual General Meeting and Conference 2023, organised in October 2023, in Antwerp, Belgium. The magazine has a free online version (in English, Spanish, and Portuguese) available to everyone interested in the criminal justice field with an average of around 3500 monthly visitors.



Figure 9 INDEED on Justice Trends magazine

¹ <https://justice-trends.press;>



6.4 SCIENTIFIC PUBLICATIONS

Table 6 INDEED Scientific Publications

#	Organisation	Article title/ Journals / month of publishing	Author/s
1	VUB	Article title: Re-defining evidence-based policing Journal: Policing: A Journal of Policy and Practice Link to the article: https://academic.oup.com/policing/article/doi/10.1093/police/paad095/7513362?searchresult=1 Month of publishing: January 2024	Stephan Klose (VUB)
2	PPHS and UoH	Book: Preventing and Countering Violent Extremism and Radicalisation. Evidence-Based Policy and Practice Edited by Teresa C. Silva and Marzena Kordaczuk-Wąs Month of publishing: November 2024 Will be available open access at ZENODO https://www.indeedproject.eu/preorder-now-preventing-and-countering-violent-extremism-and-radicalisation/	Teresa C. Silva (Mid-Sweden University, INDEED Scientific Advisory Board Member) Marzena Kordaczuk-Wąs (PPHS)
3	PPHS	Article title: A step- by- step logic model of evidence- based practice design. Publication in: Preventing and Countering Violent Extremism and Radicalisation. Evidence-Based Policy and Practice. Month of publishing: November 2024 Will be available open access at ZENODO https://www.indeedproject.eu/preorder-now-preventing-and-countering-violent-extremism-and-radicalisation/	Marzena Kordaczuk- Wąs (PPHS)
4	PPHS	Article title: Evaluation as a standard component of the evidence- based practice assumptions. Publication in: Preventing and Countering Violent Extremism and Radicalisation. Evidence-Based Policy and Practice. Month of publishing: November 2024 Will be available open access at ZENODO https://www.indeedproject.eu/preorder-now-preventing-and-countering-violent-extremism-and-radicalisation/	Marzena Kordaczuk-Wąs (PPHS)





5	UoH	<p>Article title: Role of academic researchers in preventing and countering violent extremism policy and practice</p> <p>Publication in: Preventing and Countering Violent Extremism and Radicalisation. Evidence-Based Policy and Practice.</p> <p>Month of publishing: November 2024 Will be available open access at ZENODO</p> <p>https://www.indeedproject.eu/preorder-now-preventing-and-countering-violent-extremism-and-radicalisation/</p>	Leena Malkki (UoH) Irina van der Vet (UoH)
6	VUB and UH	<p>Article title: Evidence-based Evaluation: Introducing the INDEED Tool.</p> <p>Journal: Evaluation</p> <p>Planned submission month: October 2024</p>	Stephan Klose (VUB) Leena Malkki (UH) Irina van der Vet (UH)
7	VUB, HP and PPHS	<p>Article title: Strengthening Evidence-based Practice in P/CVE with the INDEED Repository of Studies on Risk and Protective Factors.</p> <p>Journal: under confirmation</p> <p>Planned submission month: October 2024</p>	Stephan Klose (VUB), Vasileios Theofilopoulos (HP), Marzena Kordaczuk-Was (PPHS)
8	CENTRIC	<p>Article title: The complexity of policy response to radicalisation in the EU: a practitioners' perspective.</p> <p>Journal: Policy/ evaluation</p> <p>Planned submission month: Autumn 2024</p>	Arif Sahar (CENTRIC)
9	UoH	<p>Topic: Evaluation of PVE/CVE/deradicalisation initiatives: State of art and ways forward</p> <p>Journal: Perspectives on Terrorism</p> <p>Planned submission month: end of 2024</p>	Leena Malkki (UoH) Irina van der Vet (UoH)

In addition, below a table collecting conference papers and posters accepted at scientific conferences:





Table 7 INDEED papers/posters at scientific conferences

#	Organisation	Topic / name of the conference/date/place, target audience/link to the event	Speaker
1	CENTRIC	Topic: INDEED: building meaningful and sustainable relationships between the research, policy and first-line practitioner communities. Name of the event: Society for Terrorism Research 14th Annual International Conference. The Future of Terrorism and Terrorism Research Date of the event: 8-9 September 2022 Place of the event: Coventry University, Coventry, UK Link to the event: here	Arif Sahar (CENTRIC)
2	UoH	Topic: Towards better evaluation practices of the P/CVE and De-radicalisation initiatives. Name of the event: 5th Nordic Conference on Violent Extremism 2022 Date of the event: 19-21 September 2022 Place of the event: University of Gothenburg, Gothenburg, Sweden Link to the event: here	Leena Malkki (UoH)
3	CENTRIC	Topic: The complexity of policy response to radicalisation in the EU: a practitioners' perspective Name of the event: Society for Terrorism Research 15th Annual International Conference. The Future of Terrorism and Terrorism Research Date of the event: 20-21 July 2023 Place of the event: University Institute of Lisbon, Lisbon, Portugal Link to the event: here	Arif Sahar (CENTRIC)
4	UoH	Topic: Podium discussion: Evaluation of P/CVE and De-radicalisation initiatives: State of art and ways forward Name of the event: European Expert Network on Terrorism Issues annual conference Date of the event: 18-20 September, 2023 Place of the event: Prague, Czech Republic Link to the event: here	Moderator: Leena Malkki (UoH) Panelists: Teresa Silva (INDEED Scientific Advisory Board), Natalia Jarmuzek-Troczynska (PPHS) Tarja Mankinen (European Commission)
5	UoH/VUB	Topic: The INDEED Tool: Towards an evidence-based evaluation of P/CVE initiatives.	Stephan Klose (VU) Irina van der Vet (UoH)





	Name of the event: 6th Nordic Conference on Violent Extremism 2024 Date of the event: 17-19 June 2024 Place of the Event: University of Oslo, Oslo, Norway Link to the event: here	Leena Malkki (UoH)
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6.5 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 and activities between different projects, significantly improving the effectiveness of the dissemination and communication efforts spent by the consortia involved.

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

Another important pillar of INDEED communication and dissemination was the interaction and partnership with ongoing projects and initiatives focusing on relevant topics for INDEED. The aim was 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 of the promotional campaign and activities of INDEED.
- Co-create Content: we collaborated with external partners, projects and networks to co-create content for webinars, video interviews and podcasts - this not only amplifies the reach of the communication efforts but also positions INDEED as a leading initiative in its field.

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

For the production of the learning products, such as video interviews podcasts and webinars, as well as the Policy Forum, we engaged in a strategic mapping of potential external experts, initiatives, and networks that align with INDEED's goals to target partnerships, collaboration and synergies more effectively.

The project established and maintained relations with numerous parties which were suitable to INDEED and the activities of the project. Through the proactive inbound strategy, interested parties followed the project and the network grew and expanded organically and exponentially





through a compound effect occurring due to the inbound marketing tactics that grew the network of INDEED. This was further supported by the actions and activities of the team as already mentioned.





6.6 PROJECT EVENTS

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

Planned events

Events organised by INDEED primarily targeted 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 8 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

Update

The event plan was adapted to the needs as, in some cases, it was more effective to conduct events online to reach more participants, while in other cases, it was useful to combine events with other activities, thereby changing the location.





Table 9 INDEED events update

Event	WP / Task	Location	Month
Kick-off meeting	WP7	Poland	M1
General Assembly	WP8	Romania, Bulgaria	M14, M25
WP5 Forum	WP5	Online, Poland	M27, M36
Mid-term review meeting	WP8	Belgium	M18
Research Forum	WP1	Belgium	M9
Practitioners' and Policy Makers' Workshop	WP2	Greece	M8
WP3 meeting	WP3	Finland	M20
Policy recommendations workshop	WP4	Latvia	M35
Training	WP5	Germany, Spain, Romania	M30, M31, M32
Policy Seminar	WP5	Online	M34

External events

Partners participated in conferences, fairs, workshops to provide information, and interact with relevant stakeholders to promote and disseminate INDEED project, including its activities and results. In some cases, due to the pandemic situation of COVID-19 participation in such conferences was virtual.

Furthermore, all consortium members agreed to contribute to project dissemination when participating in public events like conferences or seminars. Special attention was 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 participated in were added to the [event calendar](#) on the project website. Below is the initial list of conferences relevant to INDEED's partners.





Table 10 Conferences relevant for INDEED

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 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 helps 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 conferences 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 an unprecedented 2-day summit 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	TBC	ICT holds a World Summit for Counter-Terrorism which is one of the most influential events in the field of counter-



	CounterTerrorism (ICT) World Summit		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 April 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.
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Update

In addition to the initial plan, additional significant events for the project were identified, and the project itself became a network for sector initiatives. In D7.6, there will be an overview of all the events the project participated in.

7 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 were reported and monitored, with the aim of reaching the established key measurable success indicators.

7.1 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 set:

Table 11 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

7.2 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 was 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 was 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.


PARTNERS C&D ACTIVITIES RELATED TO INDEED						
 INDEED Evidence-Based Model for Evaluation of Radicalisation Prevention and Mitigation		Project Reference	OTHER PARTNER'S C&D ACTIVITIES			
		Last update	26/11/2021			
Partner who inserted	Activity (press release, publication, website reference, post on social media, ecc)	Author / Partner responsible	Description	Date	Links / References	Notes
DBL	Website reference	IPS Innovative Prison Systems	Website page about the INDEED project	September 1, 2021	https://prisonsystems.eu/nl/indeed/	
DBL	Website reference	IPS Innovative Prison Systems	News about the KOM	September 22, 2021	http://prisonsystems.eu/indeed-working-on-a-more-efficient-evaluation-of-p-cve-strategies/	
DBL	Website reference	PPHS	Website page about the INDEED project	September 1, 2021	https://ppbw.pl/en/indeed-project/	
DBL	Website reference	PATRIR	News about the KOM	September 22, 2021	https://patrir.ro/	

Figure 10 C&D Reporting sheet

7.3 MONITORING

Monitoring actions have been planned since the M1 of the project to track achievements within the Social Media channels ([YouTube](#), [X](#) (ex-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 was useful to identify content to be disseminated and integrated in the interaction plan.

Month	Users	Sessions	62,17	Session Duration	Pageviews	Download
Jan-23	443	550	71.09%	2 min 03 sec	581	1262
Feb-23	464	700	63.86%	2 min 29 sec	651	1401
Mar-23	433	666	65.47%	2 min 31 sec	635	1.673
Apr-23	216	370	52.16%	2 min 46 sec	351	1847
May-23	259	411	53.53%	1 min 44 sec	384	2202
Jun-23	267	504	48.20%	2 min 02 sec	1356	2411
Jul-23	121	257	45.10%	1 min 19 sec	563	2567
Aug-23	270	546	41%	1 min 41 sec	276	2828
Sep-23	343	726	42.10%	4 min 53 sec	1589	3184
Oct-23	438	825	48%	59 sec	1551	4479
Nov-23	588	1100	45.90%	3 min 33 sec	1900	4905
Dec-23	512	856	48.80%	3 min 31 sec	1335	5418
Jan-24	408	764	44,5%	4 min 08 sec	1669	5731
Feb-24	436	742	45,8%	3 min 43 sec	1403	6040
Mar-24	470	768	43,40%	3 min 31 sec	1326	6304
Apr-24	441	711	46,1%	38 sec	1406	6569
May-24	604	1027	44%	36 sec	2051	6928
Jun-24	1013	934	51%	40 sec	3622	7205
Jul-24	509	1500	48%	3 min 33 sec	2508	7200+
Aug-24	411	1100	50.50%	2 min 43 sec	1500	7500+

Figure 11 Website monitoring report



Status	Type of action	Action Date	INTERACTIONS MANAGEMENT	Text	Twitter link	LinkedIn link
✓	Tool promotion	12/6/2024	video irina tool	Have you explored the recently published INDEED tool?	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	video promotion	14/6/2024	Webinar recordings	The recording of the INDEED Webinar "Cyber Monitoring"	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	book promotion	17/6/2024	book promotion	Preorder now!	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	event promotion	17/6/2024	Knowledge hub event	Today the European Commissioner for Home Affairs, Ylva	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	event promotion	17/6/2024	Knowledge hub event	INDEED was invited by the @EU_Commission to participate	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	video promotion	21/6/2024	Webinar recordings	Watch now the recording of the "INDEED Hands-on"	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	event promotion	24/6/2024	policy forum	On 27-28 June will be held the INDEED Policy Forum!	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	event promotion	25/6/2024	policy recommendation workshop	Last few days to register!	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	event promotion	26/6/2024	policy forum	Tomorrow the INDEED Policy Forum starts!	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	event promotion	27/6/2024	policy forum day 1	Live posts: 16 (LinkedIn and X)	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	event promotion	1/7/2024	Nordic Conference on Violent	On 19 June, Stephan Klose (Vrije Universiteit Brussel)	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	event promotion	10/7/2024	Final event and forum	Registrations are now open!	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	event promotion	11/7/2024	policy recommendation workshop	Live posts: 28 (LinkedIn and X)	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	Survey promotion	15/7/2024	GELSA survey	Are you a practitioner or policy maker working in the field	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	event promotion	16/7/2024	Post Irina	On the 11th of July, Irina van der Vet from the University of	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	video promotion	17/7/2024	Video Knowledge Hub Gaza	In this episode of the EU Knowledge Hub on Prevention of	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	book promotion	19/7/2024	book promotion	The book "Preventing and Countering Violent Extremism"	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	video promotion	25/7/2024	Video final event	Exciting News! Join us for the INDEED Final Event and 2nd	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	event promotion	29/7/2024	Agenda final event	The draft Agenda of the INDEED Final Event and 2nd	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	Newsletter promotion	26/7/2024	newsletter 10	Check your inbox! Today the tenth newsletter of the	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	event promotion	1/8/2024	policy forum report	Do you want to know what happened during the INDEED	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	event promotion	2/8/2024	Greek cascade training	INDEED #Greek Cascade Training: A Successful Event in	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	event promotion	5/8/2024	Final event carousel 3 giorni	Swipe to discover the three-day programme of the INDEED	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	article promotion	7/8/2024	Article promotion	Evaluation should be planned in advance, it should be based	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	video promotion	8/8/2024	Webinars	Did you miss any of the #webinars organised by INDEED?	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	video promotion	14/8/2024	Video interviews	The INDEED Video #Interviews series is now available on	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	event promotion	22/8/2024	Final event speakers & agenda	New #speakers are joining the INDEED Final Event and	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	event promotion	23/8/2024	Dutch cascade training	The INDEED #Dutch Cascade Training successfully took place	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	event promotion	29/8/2024	Final event speakers	Have you explored all the #speakers that will join us during	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	event promotion	3/9/2024	Final event video	Last days before the INDEED Final Event and 2nd	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	event promotion	4/9/2024	live streaming	EVENT ONLINE #STREAMING	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	event promotion	11/9/2024	INDEED Final Event day 1	Live posts: 4 (LinkedIn & X)	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	event promotion	12/9/2024	INDEED Final Event day 2	Live posts: 22 (LinkedIn & X)	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	event promotion	13/9/2024	INDEED Final Event day 3	Live posts: 12 (LinkedIn & X)	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	video promotion	19/9/2024	Final event video	The INDEED Final Event and 2nd International Policy &	https://x.com/indeed	https://www.linkedin.com/in/indeed/
✓	training promotion	19/9/2024	Online training	Enrol now for the INDEED Free Online Training for	https://x.com/indeed	https://www.linkedin.com/in/indeed/

Figure 12 Social media plan

Achievements								
Month	Followers on LinkedIn	LinkedIn impressions	Followers on Twitter	Twitter impressions	Subscribers on Youtube	Number of posts	Total followers	Total impressions
Jan-23	784	2300	139	667	15	8	938	2967
Feb-23	805	4709	146	989	15	12	966	5698
Mar-23	843	4788	152	1949	15	22	1010	6737
Apr-23	861	2996	156	1862	15	20	1032	4858
May-23	906	6519	168	1583	15	26	1089	8102
Jun-23	936	4000	173	1748	15	12	1124	5748
Jul-23	987	6326	175	749	15	9	1177	7075
Aug-23	1009	3475	179	377	15	6	1203	3852
Sep-23	1072	6220	181	1972	15	30	1268	8192
Oct-23	1393	7399	191	1836	15	34	1599	9235
Nov-23	1541	12829	200	3,767	16	75	1757	16,596
Dec-23	1616	2412	201	2065	17	16	1834	4477
Jan-24	1639	1766	203	773	19	10	1861	2539
Feb-24	1689	8290	204	552	19	20	1912	8842
Mar-24	1735	10354	209	2998	19	40	1963	13352
Apr-24	1793	10821	213	1488	23	38	2029	12309
May-24	1818	7649	215	971	25	34	2058	8620
Jun-24	1901	13911	217	1400	26	46	2144	15311
Jul-24	1954	14760	221	1947	28	45	2203	16707
Aug-24	1982	5366	230	619	48	18	2260	5985

Figure 13 Social media monitoring report

Finally, Dissemination and Communication KPI were monitored annually.



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	1	1	1	3	3
Number of trainings for practitioners and policy makers (including online and cascade trainings)	0	0	0	3	12	12+	12	15+
Meetings (including remote) with Civil Society Organisations	1	6	1	16	6	5	8	27
Number of synergies/links with other relevant H2020 projects	1	1	1	1	1	5	3	13
Number of scientific publications in peer-review journals	0	0	5	4	5	7	10	14
Number of general press articles published at the local/national level	6	6	5	2	4	7+	15	15+
Number of press releases delivered to traditional media	1	1	1	1	1	1	3	3
Number of Newsletter subscribers	40	87	70	170	40	512	150	524
Number of unique visitors to the Website (based on Google)	600	868	700	6829	700	11500	2000	11940
Social media followers (LinkedIn, Twitter and YouTube)	120	640	250	1757	230	2203	600	2260
Number of references of INDEED in other websites	25	25	30	30	20	20	75	75
Number of multimedia material downloads (website)	10	715	25	4905	15	7200+	50	7500+
Brochures and leaflets produced and distributed	200	250	200	300	200	800+	600	1350+
Newsletter	2	2	3	3	4	8	9	13
Promotional video with project results.	0	2	0	3	1	7	1	12

Figure 14 Dissemination and Communication KPIs



8 CONCLUSIONS

DBL, the INDEED Communication and Dissemination Leader (CDL) was responsible for the production and implementation of the INDEED communication and dissemination plan, with the support of project partners and in particular of the project coordinator (PPHS). The CDL worked closely with the project coordinator and WP leaders to ensure the project was adequately communicated internally and externally. The CDL remained conscious of all opportunities to raise awareness of the project; thus, they engaged 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 Communication and Dissemination Plan, we promoted 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 were actively involved in the dissemination and communication actions implementation and were highly committed to ensure a satisfactory dissemination of the project's results. Specifically, the communication and dissemination Work Package has held a recurring three-monthly meeting where the strategies were being defined together with the partners. In general, the expected contribution from partners was 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 depended on the content, therefore DBL proactively encouraged all partners to contribute and share information about the INDEED project.

The Communication and Dissemination Plan was updated regularly during the project and a first update on the dissemination and exploitation activities and results is delivered on M37 (D7.2).

All the communication and dissemination actions carried out within the project are described in detail in D7.6 Final Dissemination Report, where the plan that was actually implemented is shown.

In the months following the project's completion, we developed a comprehensive social media promotion plan to disseminate our findings. This strategy aims to maximize the reach and impact of our project results and to inform a wider audience about the key outcomes of our work and foster further discussion and collaboration within the field.

