**INDEED**

Evidence – Based Model for Evaluation of
Radicalisation Prevention and Mitigation

# Deliverable No. 7.4

# D7.4 INDEED Initial Set of Dissemination Material

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## Abstract:

This document describes the INDEED Initial Set of Dissemination Material created, for the communication and dissemination of the project results and for its promotion, following the INDEED customised visual identity.

# Information table

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|---|---|
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| 1.0 | 31.12.2021 | Submitted to EC | Marzena Kordaczuk- Was (PPHS); Natalia Jarmuzek-Troczynska (PPHS). | Final approval and submission |

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## List of Acronyms

| Acronym | Definition |
| --- | --- |
| INDEED | Strengthening a comprehensive approach to preventing and counteracting radicalisation based on a universal evidence-based model for evaluation of radicalisation prevention and mitigation |
| PVE | Preventing Violent Radicalisation |
| CVE | Countering Violent Radicalisation |
| EBEM | Evidence-Based Evaluation Model |
| PU | Public |
| MS | Member States |
| RAN | Radicalisation Awareness Network |
| EUCPN | European Crime Prevention Network |
| EFUS | European Forum for Urban Security |
| CO | Confidential |
| DBL | Deep Blue |
| D&C | Dissemination and Communication |
| QR Code | Quick Response Code |

# 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 objective of this document is to describe the INDEED Initial Set of Dissemination Material, designed and created within WP7 in order to foster the project's communication and dissemination activities.

# 2.    SET OF DISSEMINATION MATERIAL

The set of Dissemination material has been designed and produced between M3 and M4 by Deep Blue (DBL) and includes the following elements:

- Logos;
- QR Code;
- Deliverable template;
- Template agenda;
- Mom template;
- PowerPoint template;
- Letterhead paper;
- Roll-up;
- Leaflet;
- Social media banners.

The materials have been created for both online and live promotional distribution, as well as for the preparation of official documents and for internal meetings. The material (excluding the logos and the icon) is provided with the European emblem (flag) to acknowledge the support received under the European Union. The emblem is associated to the sentence "This project has received funding from the European Union's Horizon 2020 Research and Innovation Program under grant agreement No. 101021701".

Below are presented the dissemination materials available developed or under development during the first months of the project.

## 2.1 LOGOS

The logos are part of the recognisable project identity that will help increase awareness about the project. The use of the logo will be applied to all the dissemination & communication materials to be distributed and exposed at project events and circulated among partners and relevant stakeholders.

*Figure 1 INDEED project full and plain versions*



A version adapted for the social media channels was also designed (fig. 2).

*Figure 2 INDEED project Icon & Social logo*
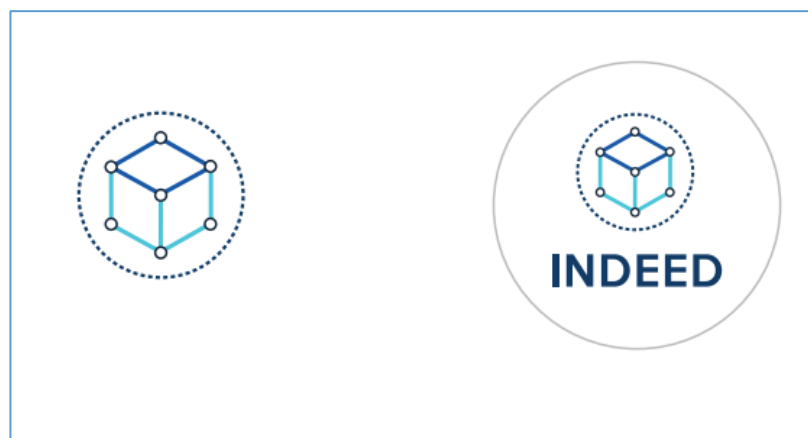
## 2.2 QR CODE

Customised QR (Quick Response) codes have been created to be included in the INDEED D&C materials, such as brochures, roll-up, agendas, and even social media cards. QR codes are scan-able using smartphones devices, thus allowing interested stakeholders to reach the INDEED website faster.

The QR code is present in the project roll-up and in the brochure, but in the future, it can be inserted in other D&C materials when necessary. Two different versions of the QR code have been created, one with the logo and one without.

*Figure 3 INDEED QR Code*



*Figure 4 INDEED QR Code with logo*

## 2.3 DELIVERABLE TEMPLATE

This template shall be used only for submitting official deliverables. The document includes specific formatting and instructions that shall be followed. The template presents the following structure:

1. The front page of the deliverable includes:
   - A section for the official document title;
   - The document identifier (i.e., number of deliverable);
   - The due date and delivery date of the deliverable;
   - The dissemination level (i.e., public, restricted or confidential);
   - Authors;
   - Information about the project.
2. A section for tracking contributions and revisions which includes the revision history (including a reference to the document´s version, date, author/organisation and modification).
3. A section for the table of contents page developed with an automatic index.
4. The rest of the sections of the document include the respective title and subtitles, bullet points, tables and figures.

*Figure 5 Deliverable template*



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## 2.4. AGENDA TEMPLATE

This template shall be used to circulate the agenda in the context of internal and external events and project meetings. The document includes specific formatting and instructions that shall be followed.

*Figure 6 Agenda Template*

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## 2.5. MoM TEMPLATE

This template shall be used to take notes during project meeting and official events.

*Figure 7 MoM template*



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## 2.6 POWER POINT TEMPLATE

The PowerPoint template shall be used for internal purposes such as consortium meetings and for external purposes such as workshops and events. The template follows the visual identity of the project and includes different slides to be used for different types of content (i.e., free text, bullet points, table, figures/images, etc.).

*Figure 8 INDEED PPT cover*

Two different layouts were created for the central slides of the presentation (Figure 7 and 8).
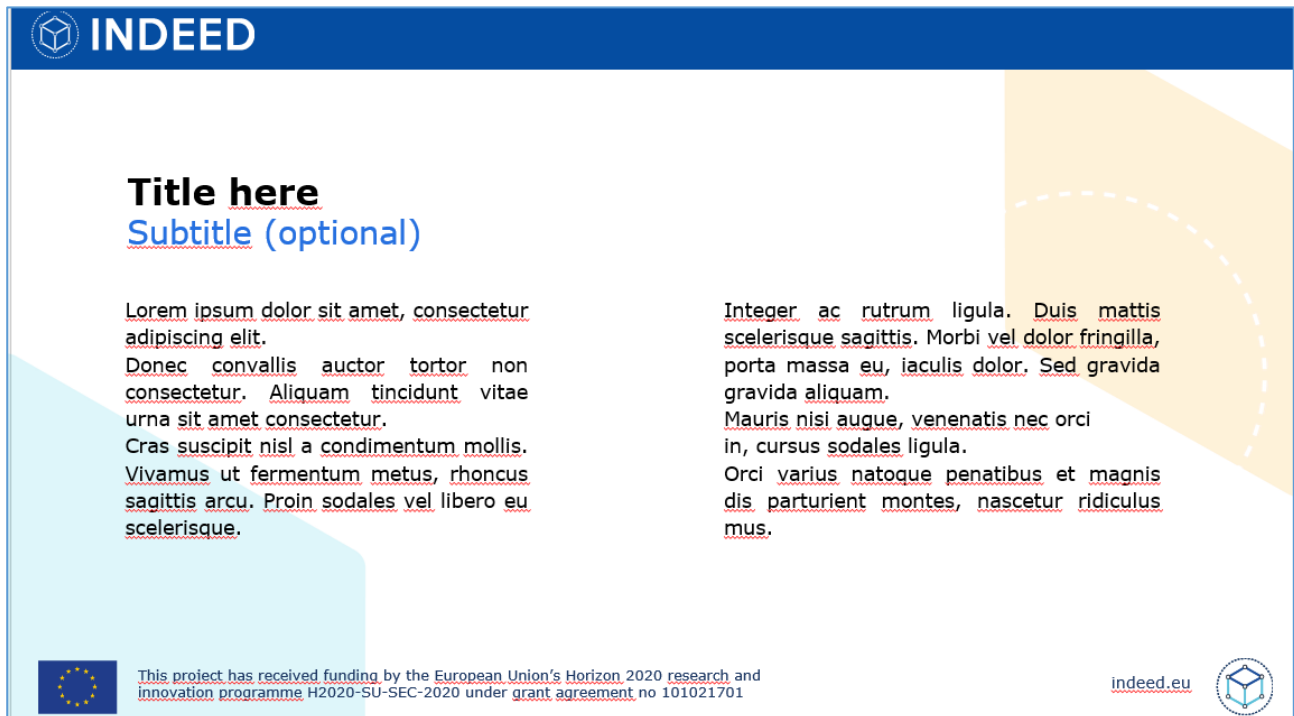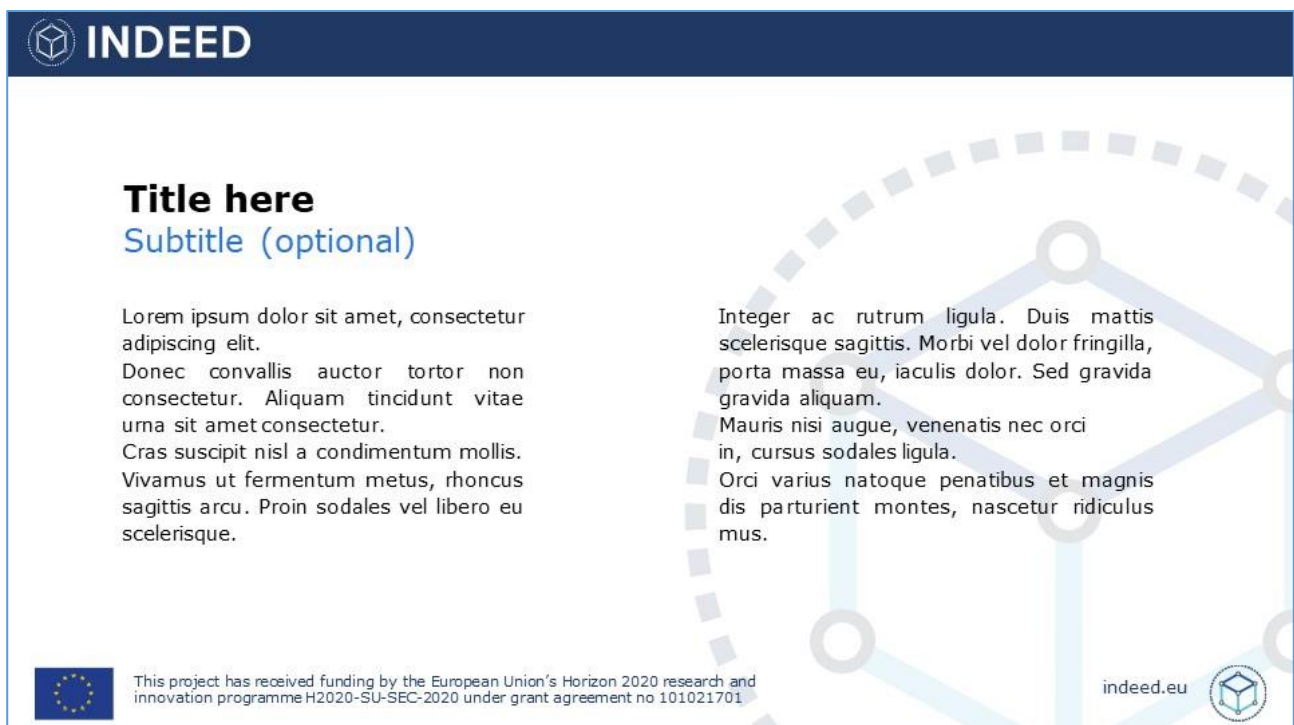
*Figure 9  INDEED PPT first layout*



*Figure 10 INDEED PPT second layout*

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## 2.7 LETTERHEAD PAPER

A letterhead paper has been produced for taking notes in live meetings and events, as well as for printing documents relevant to the project (e.g., certificates of participation, official requests, invitations, etc.).

*Figure 11 Letterhead paper*

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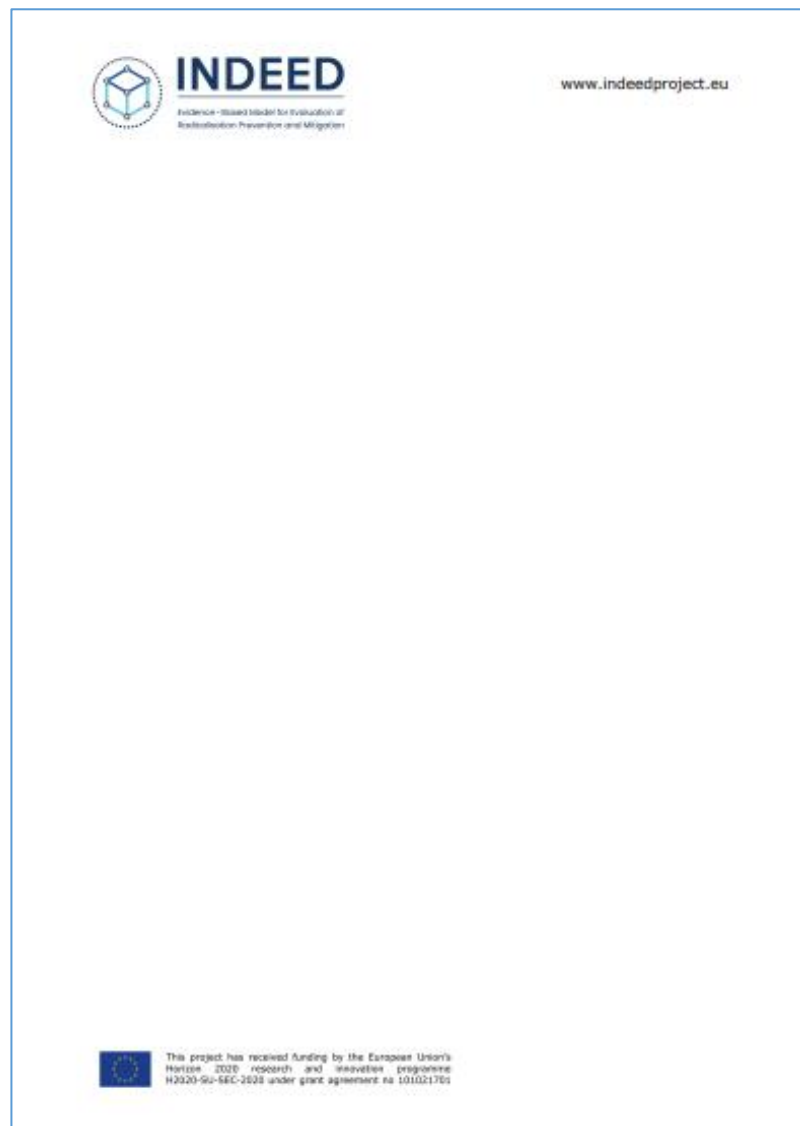
## 2.8 ROLL-UP

INDEED branded roll-up was designed and developed to be used during events and meetings. Contains key information about the project and contacts.
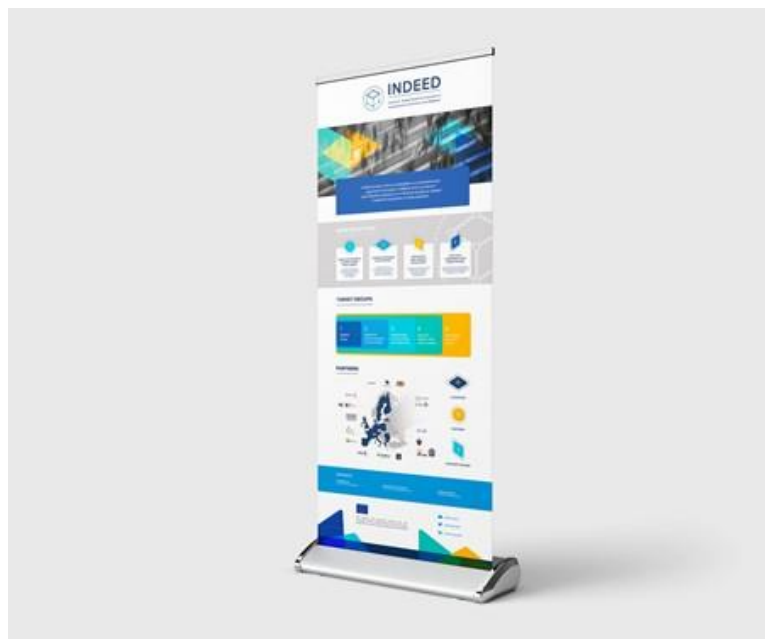
*Figure 12 INDEED Roll-up*



*Figure 13 INDEED Roll-up Mock-up*

## 2.9 LEAFLET

A leaflet was designed in order to promote INDEED project. The design has an attention-grabbing layout using the INDEED identity. The text is informative, clear and written in an easy-to-read font.  The leaflet is an A4 leaflet folded to A5 (using the content of each page).

*Figure 14 INDEED brochure side 1*



*Figure 15 INDEED brochure side 2*
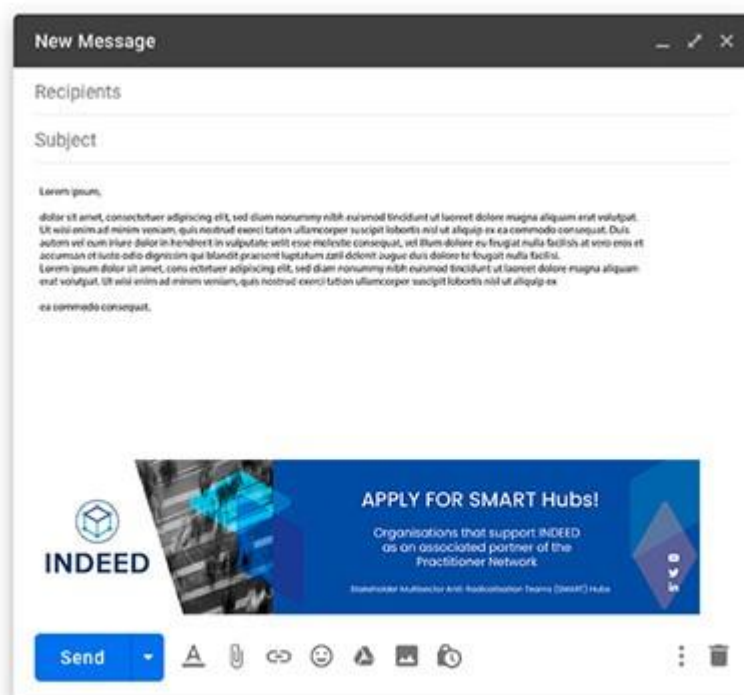
*Figure 16 INDEED brochure mock-up*

## 2.10 PROMOTIONAL BANNERS

Ad hoc promotional banners have been created for SMART hubs to also be used as email signature, as well as editable banners for social media channels.

*Figure 17 SMART hubs email signature*



*Figure 18 SMART hubs email signature*

*Figure 19 social media banner*



*Figure 20 social media banner with logo*

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# 3. CONCLUSIONS

To successfully accomplish the main objectives of WP7 we will need to promote the INDEED outcomes and results, supported by a useful set of dissemination materials. This Set will be updated regularly during the project and new materials will be created ad hoc for events and produced according to specific needs (social media cards, place markers, branded badges, etc.).