



INDEED

Evidence – Based Model for Evaluation of
Radicalisation Prevention and Mitigation

Deliverable No. 7.3

D7.3 INDEED Website and Social Media presence

November 2021 (M3)

Authors: *Micol Biscotto (DBL), Michela Cohen (DBL)*

Abstract:

This document describes the INDEED website and social media channels' content architecture, and their development and technical implementation processes. The deliverable also highlights the responsibilities of the different partners regarding the contribution to the website and social media channels maintenance.





Information table

Project Acronym	INDEED
Deliverable Number	7.3
Deliverable Title	INDEED Website (www.indeedproject.eu) and Social Media presence
Version	1.0
Status	Version Submitted to EC
Responsible Partner	DBL
Main authors	Micol Biscotto (DBL), Michela Cohen (DBL)
Contractual Date of Delivery	30.11.2021
Type	DEC
Actual Date of Delivery	30.11.2021
Dissemination Level	PU – public

This document reflects only the author's views and not that of the Research Executive Agency. The Research Executive Agency is equally not responsible for any use that may be made of the information contained in this document. This document may not be reproduced or copied without permission. © Copyright in this document remains vested in the Project Partners.





Document history

Version	Date	Status	Author	Description
0.1	8/11/2021	Draft	Michela Cohen (DBL)	Initial draft
0.2	19-22/11/2021	Draft	Michela Cohen (DBL)	Finalisation of the first version
0.3	23/11/2021	Draft	Micol Biscotto (DBL)	Review and inputs
0.4	29/11/2021	Draft	Natalia Jarmuzek-Troczynska (PPHS); Martyna Kakalec (PPHS)	Review and inputs
0.5	29/11/2021	Draft	Michela Cohen	Integration of inputs
0.6	29/11/2021	PC and PMO accepted	Marzena Kordaczuk-Was (PPHS); Natalia Jarmuzek-Troczynska (PPHS);	Final review
1.0	30/11/2021	Submitted to EC	Marzena Kordaczuk-Was (PPHS); Natalia Jarmuzek-Troczynska (PPHS);	Final approval and submission





Table of Contents

1 INTRODUCTION	6
1.1 INDEED PROJECT OVERVIEW	6
1.2 WP7 OVERVIEW	6
1.3 EXECUTIVE SUMMARY	7
2. COMMUNICATION AND DISSEMINATION CHANNELS	8
2.1 WEBSITE	8
2.1.1 WEBSITE DEVELOPMENT	8
2.1.2 TECHNICAL IMPLEMENTATION	8
2.1.3 WEBSITE STRUCTURE	9
HOME	10
ABOUT	11
SMART HUBS	13
RESULTS	14
NEWS & EVENTS	15
CONTACT US	16
DIFFERENT CALLS TO ACTION	16
2.2 SOCIAL MEDIA	18
2.2.1 TWITTER	18
2.2.2 LINKEDIN	19
2.2.3 YOUTUBE	19
3. CONCLUSION	20

List of Figures

Figure 1 INDEED sitemap	9
Figure 2 INDEED website bottom of the page	9
Figure 3 INDEED project description	10
Figure 4 INDEED project's objectives	10
Figure 5 INDEED project timeline	11
Figure 6 INDEED project in numbers	11
Figure 7 INDEED project partner map	12
Figure 8 INDEED project AB members	13
Figure 9 Smart Hubs page	14
Figure 10 Number of members in the INDEED network	14
Figure 11 INDEED result repository	15
Figure 12 INDEED News & Events page	15
Figure 13 INDEED contact page	16
Figure 14 Newsletter call to action n. 1	16
Figure 15 Newsletter call to action n. 2	17
Figure 16 Newsletter call to action n. 3	17
Figure 17 Similar projects call to action	17
Figure 18 INDEED Twitter interface	18
Figure 19 INDEED LinkedIn interface	19
Figure 20 INDEED YouTube interface	19



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 Extremism
CVE	Countering Violent Radicalisation
PU	Public
DBL	Deep Blue
RAN	Radicalisation Awareness Network
EUCPN	European Crime Prevention Network
EFUS	European Forum for Urban Security
CMS	Content Management System
ICT	Information and Communication Technology



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 Member States (including these supported or recommended by RAN, EUCPN and 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 website and social media profiles, designed and maintained within WP7 in order to foster the project's communication and dissemination activities. The primary result of this deliverable is the presentation of the INDEED website, designed and developed as the main mean of dissemination, that thanks to the support of social media channels will ensure visibility of the project and awareness about its outcomes at local, regional, national and European levels and across all groups of relevant practitioners and stakeholders and will make project results available to the interested practitioners, policy makers and key decision makers involved in security threat prevention, stimulates practitioners' community participation at all levels.





2. COMMUNICATION AND DISSEMINATION CHANNELS

2.1 WEBSITE

The first version of the official website was launched in November 2021 (M3) at www.indeedproject.eu. The INDEED website will be an ongoing task and its structure will be developed during the lifespan of the project (36-months), when needed.

The INDEED website has an essential role in the project dissemination. It is the main point of reference where people can find information about project objectives, activities and results. Furthermore, the website will offer a wide range of functionalities, including document download, information on events and links to other relevant websites.

Deep Blue (DBL) will regularly update it with public information about INDEED progress, news and any other relevant information. The website supported by the social media profiles will create a network that connects the broader possible group of stakeholders.

Deep Blue will also pay attention to the usability and simplicity of the website, to facilitate the navigation of the website and the contents' comprehension. The information categorisation on the website will follow a logical and significant criterion. Pages will employ a simple layout with clear sections and texts. Moreover, to maximise INDEED impact, the website will also include social networks and partners' websites.

The website is compatible with mobiles and tablets devices, thanks to the different versions of the website we have the advantage of reaching the instant consumer, maximising the searchability of the project.

2.1.1 WEBSITE DEVELOPMENT

DBL proposed a first website information architecture, graphical style and layout, and contents draft in mid-November 2021, which the partners then reviewed and discussed. Following the first technical implementation, content management, graphical layout and technical implementation have proceeded in parallel, continuously testing and refining the solutions proposed through an iterative process that was repeated until the whole Consortium agreed upon the final website.

The final layout includes the structure described below and the graphical elements of the website: font type and size, colours, interaction models and wireframes of the web pages, and images.

2.1.2 TECHNICAL IMPLEMENTATION

The INDEED website is designed on a Content Management System (CMS) technical platform, specifically the Wordpress CMS. This platform was chosen for its ease of use and because it allows the integration of different functionalities and tools and guarantees that future modifications and add-ons to the structure and properties of the website will be seamlessly implemented.



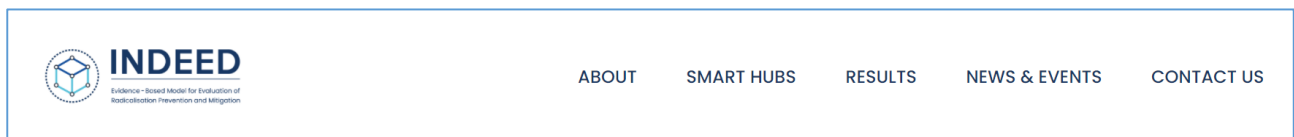
Specific attention is given to the Information and Communication Technology (ICT) security for the website. Regular checks and repeated updates of technical software and associated plugins should limit likelihood of malicious and unwanted access.

2.1.3 WEBSITE STRUCTURE

The INDEED website is structured by the following structure (sitemap) 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 Teams.
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.

Figure 1 INDEED sitemap



Finally, the website will show on the bottom of each page direct links to the social media profiles, acknowledgement and contact details. These links to the social media profiles will create a bridge between the website and the social media channels.

Figure 2 INDEED website bottom of the page



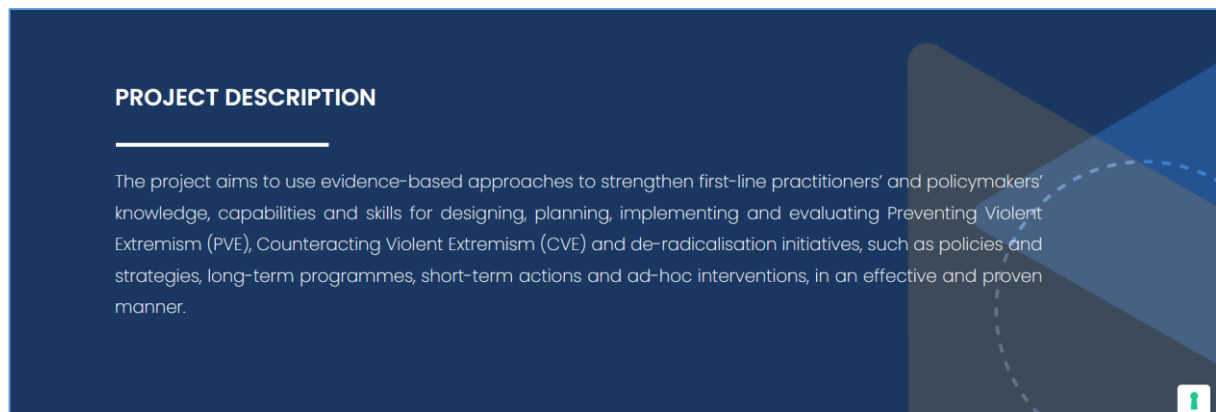


HOME

The home shows general information about the project, including:

a) Project description

Figure 3 INDEED project description



b) Objectives

Figure 4 INDEED project's objectives







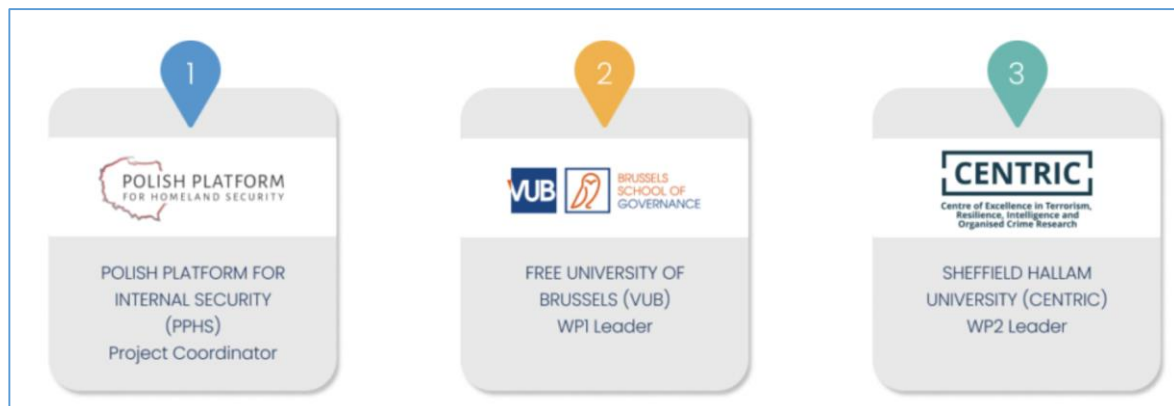
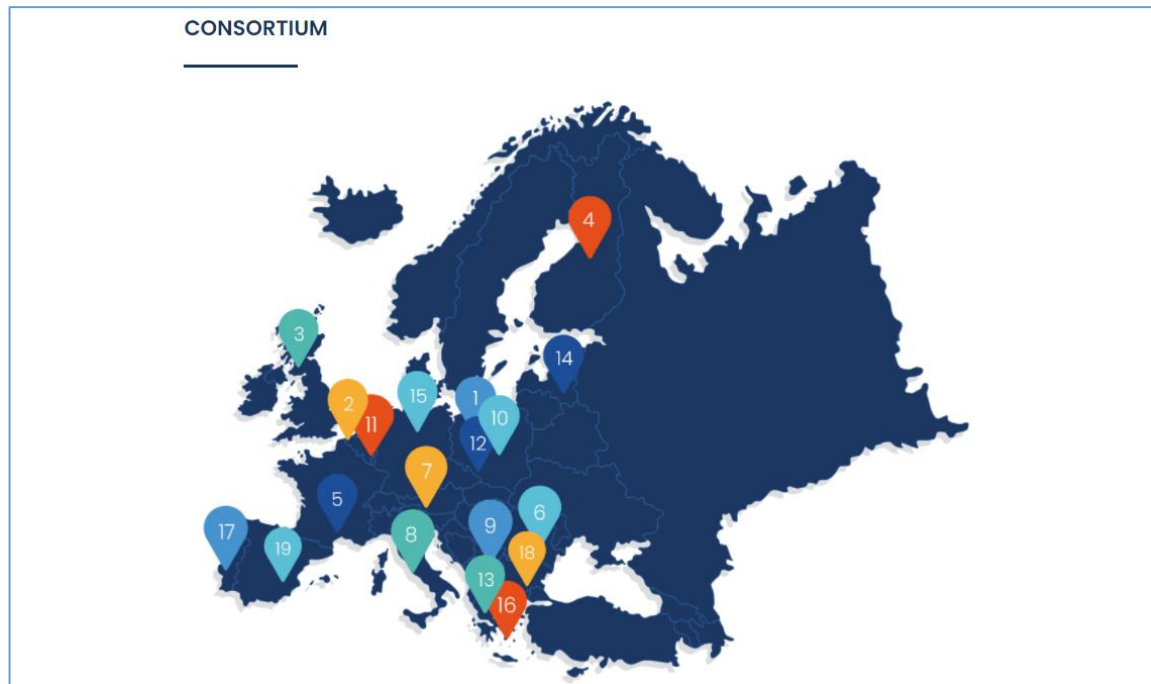
INDEED

Evidence-Based Model for Evaluation of
Radicalisation Prevention and Mitigation

D7.3 INDEED Website and Social Media presence
Version: 1.0

b) Consortium

Figure 7 INDEED project partner map

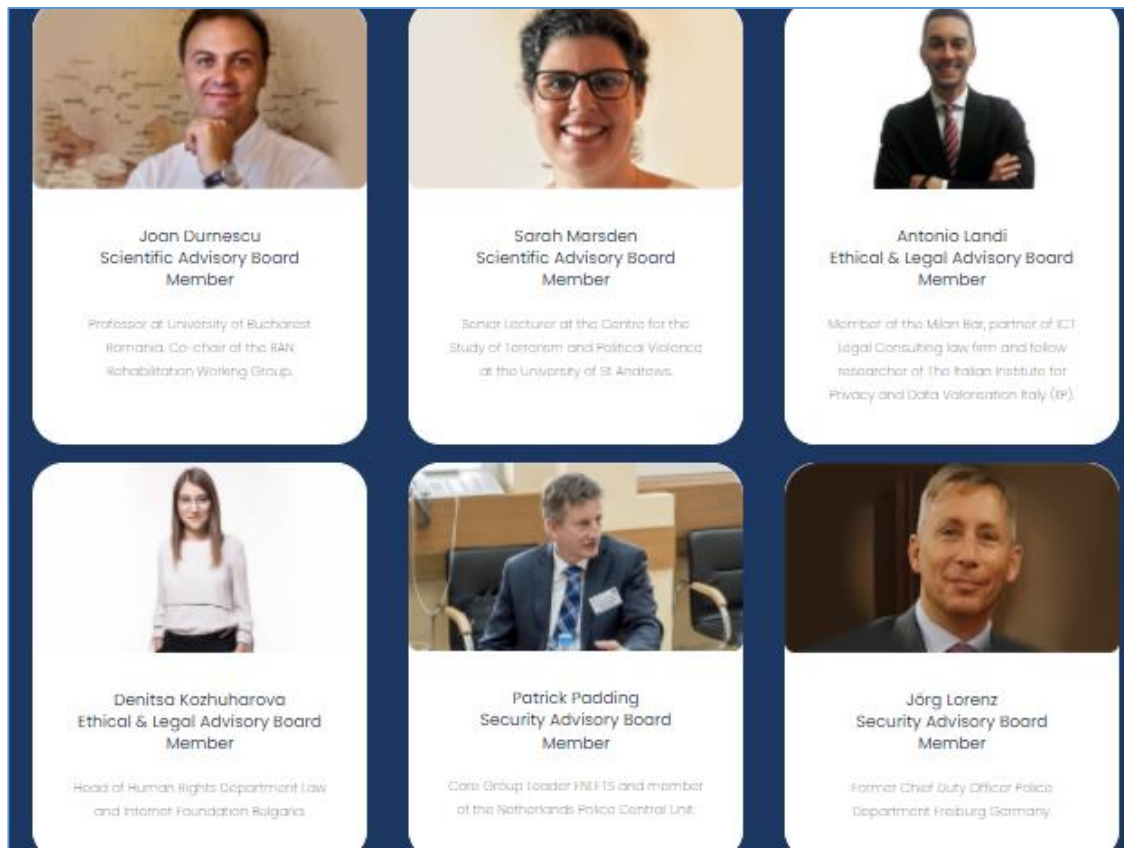


This project has received funding by the European Union's Horizon 2020 research and innovation programme H2020-SU-SEC-2020 under grant agreement no 101021701



c) Advisory board

Figure 8 INDEED project AB members



SMART HUBS

A dedicated space for the creation of Stakeholder Multisectoral Anti-Radicalisation Teams - SMART HUBS. The aim of the Smart Hubs will be to engage with key stakeholders and practitioners and gather their needs and requirements and understand gaps in current approaches to evaluation.

The section describes the procedures and rules for joining and the numbers of participating members.

a) Joining the network

- Who can apply?
- Eligibility criteria;
- Member acceptance process;
- Benefits.

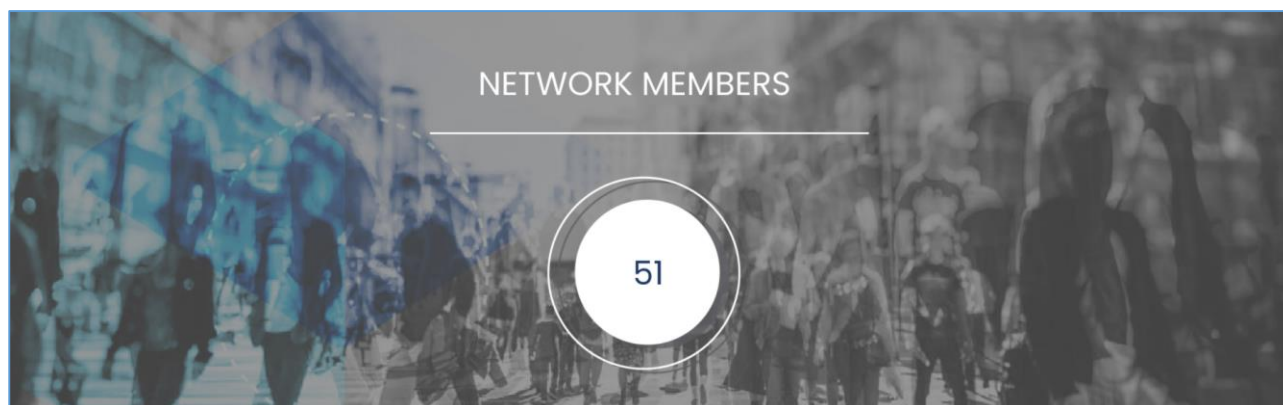


Figure 9 Smart Hubs page

WHO CAN APPLY	ELIGIBILITY CRITERIA	ACCEPTANCE PROCESS	BENEFITS
<h3>WHO CAN APPLY</h3> <p>The INDEED project encourages a wide range of stakeholders to join the network of SMART Hubs. 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.</p> <p>APPLY</p>			

b) Network members

Figure 10 Number of members in the INDEED network



RESULTS

This section collects the most relevant results of the project, ready for download. Currently, these are the following items:

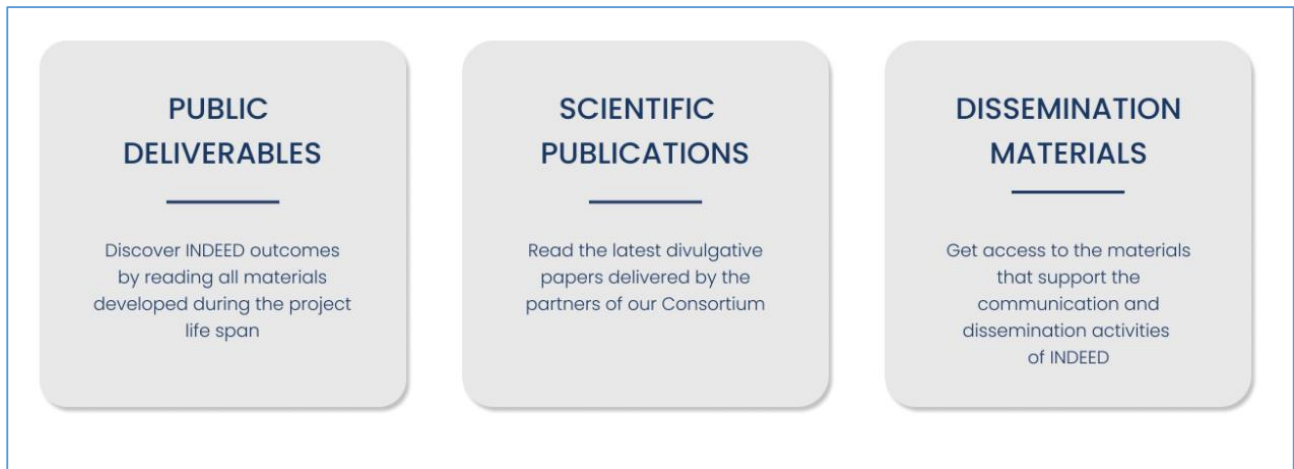
- a) Public deliverables;
- b) Scientific publications;





c) Dissemination materials;

Figure 11 INDEED result repository



NEWS & EVENTS

This section includes all the relevant news & events about the project and meaningful dissemination events, divided by post topic. The archive function will allow to access the contents more quickly.

Figure 12 INDEED News & Events page

INDEED: A Major Step Forward for Preventing and Countering Violent Extremism
29 November 2021 | Categories: Event, News | Tags: countering violent extremism, evidence-based evaluation, preventing violent extremism, radicalisation, violent extremism

INDEED – a project strengthening a comprehensive approach to preventing, mitigating and counteracting radicalisation, based on a universal evidence-based model for evaluation of radicalisation – [..]

Post categories
> Event (1)
> News (1)

Post topics
countering violent extremism
evidence-based evaluation
preventing violent extremism
radicalisation
violent extremism

Archives
> November 2021 (1)





CONTACT US


This section provides the contacts to be used in case of need and a box for direct contacts.

Figure 13 INDEED contact page

DROP US A LINE

 Name*

 Email*



 Subject*

Message*

SEND

OFFICE

Do not hesitate to contact us if you want some information about the project, or have any questions: fill in the form or send us an email! We will get back to us as soon as possible but, meanwhile, consider having a look at our social media profiles

CONTACT

EMAIL

contact@indeedproject.eu

TWITTER

<https://twitter.com/>

LINKEDIN

<https://www.linkedin.com/company/indeed-euproject>

YOUTUBE

https://www.youtube.com/channel/UCLJcU4x37D2rD8X_aV-0fvg

DIFFERENT CALLS TO ACTION

The following Calls to Action aim to ensure visibility of the project and awareness about its outcomes supporting community building and stakeholders' engagement.

a) Newsletter

Figure 14 Newsletter call to action no. 1

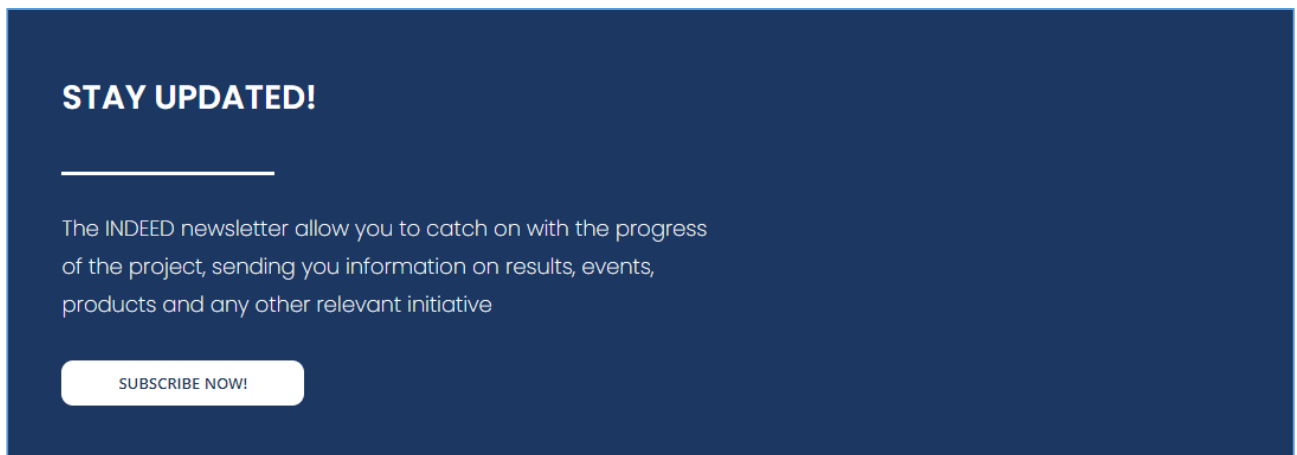




Figure 15 Newsletter call to action no. 2

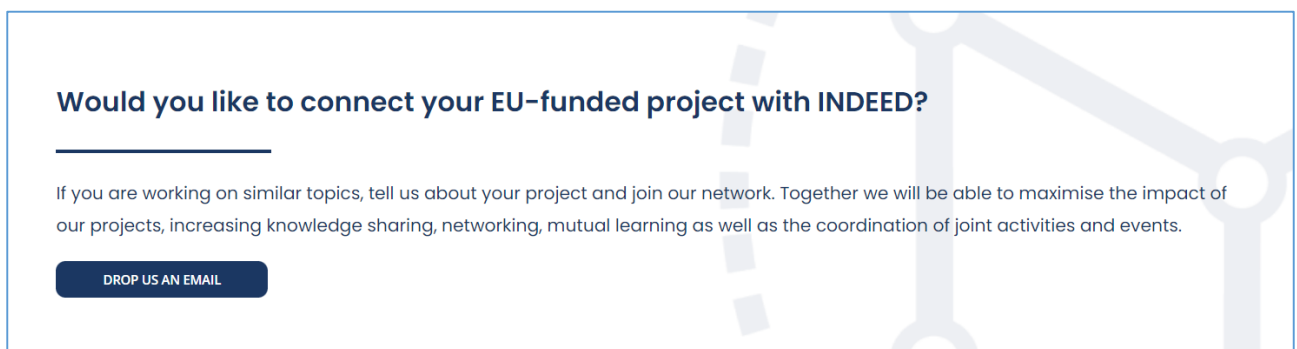


Figure 16 Newsletter call to action n. 3



b) Similar projects

Figure 17 Similar projects call to action





INDEED

Evidence – Based Model for Evaluation of
Radicalisation Prevention and Mitigation

D7.3 INDEED Website and Social Media presence
Version: 1.0

2.2 SOCIAL MEDIA

The official social network pages of the project have been launched in parallel with the website launch, in November 2021 (M3).

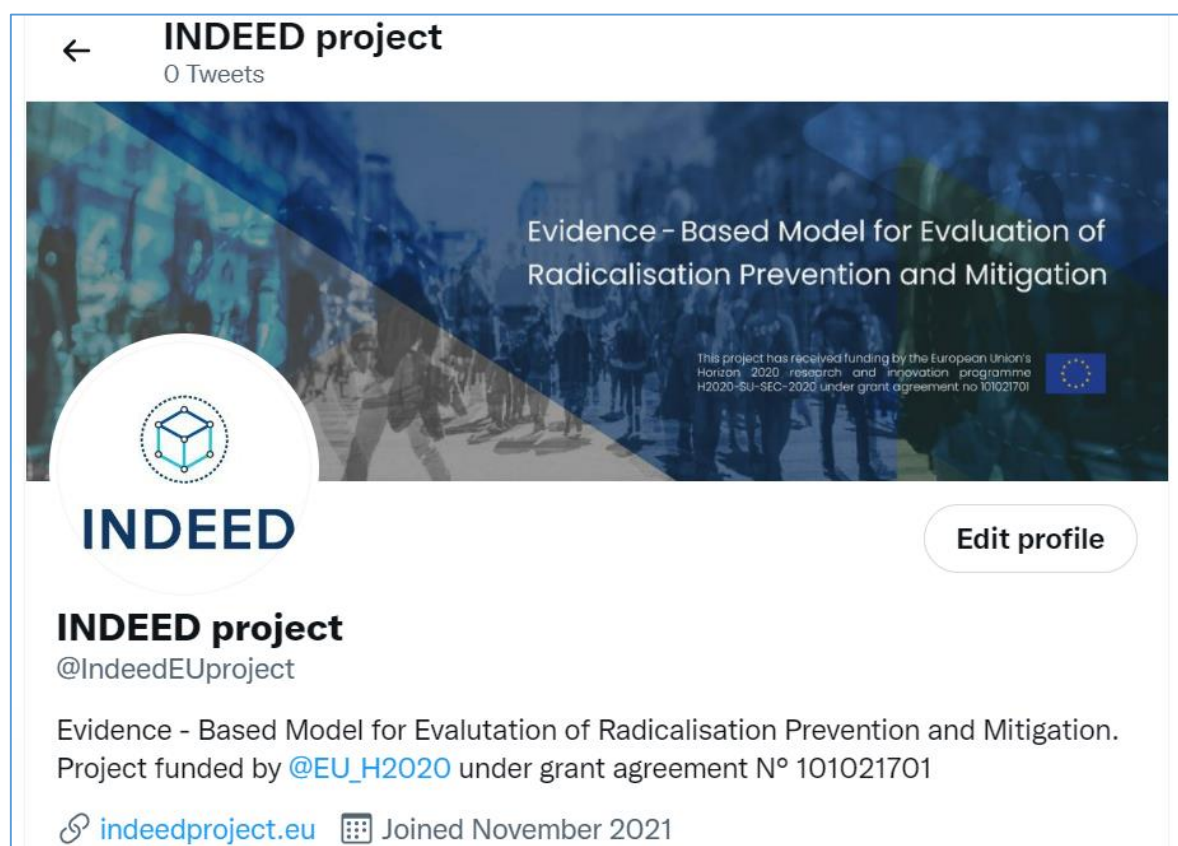
The social media channels that have been chosen with the aim of reinforcing the visibility and the dissemination of results of the INDEED project are Twitter, LinkedIn and YouTube. The different types of social networks used will be appropriate to reach specific target groups, and likewise the content disseminated will also depend on these groups.

The channels were set up and ready to use, even if the activity and the population will start from month 4 onwards and after the submission of D7.1 The Initial Communication and Dissemination Plan.

2.2.1 TWITTER

The project's Twitter profile can be found at www.twitter.com/IndeedEUproject with the tag @IndeedEUproject.

Figure 18 INDEED Twitter interface

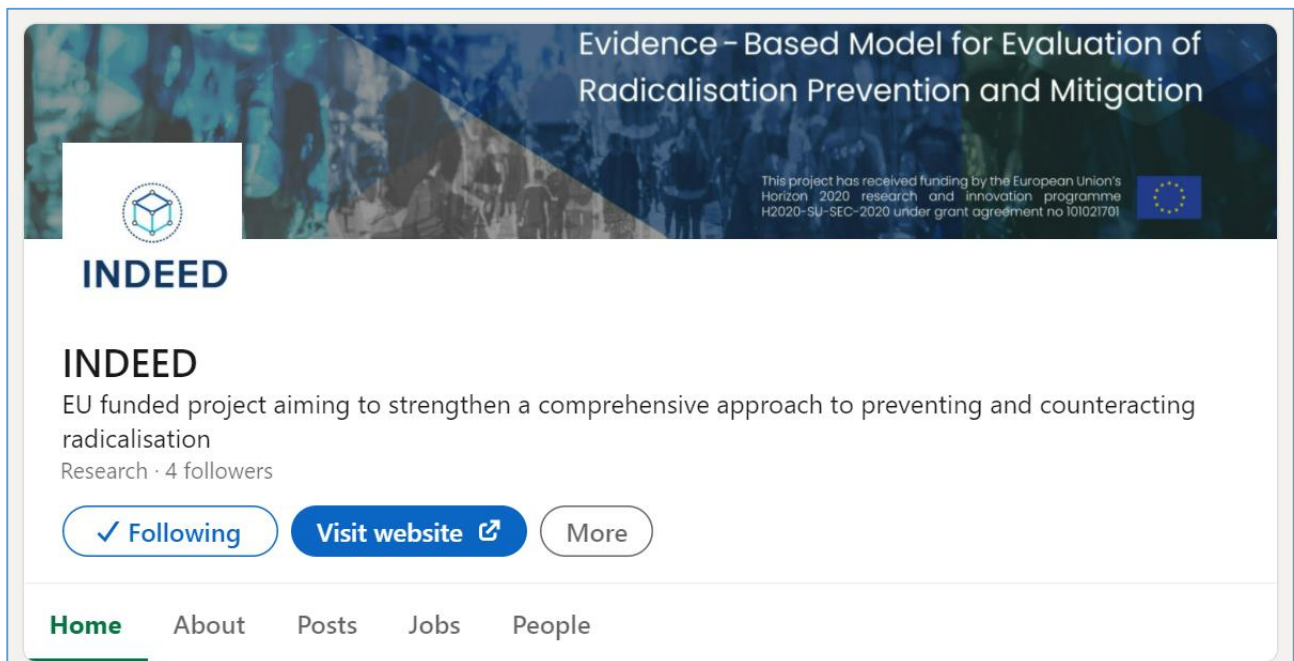




2.2.2 LINKEDIN

The project's LinkedIn profile can be found at www.linkedin.com/company/indeed-euproject/.

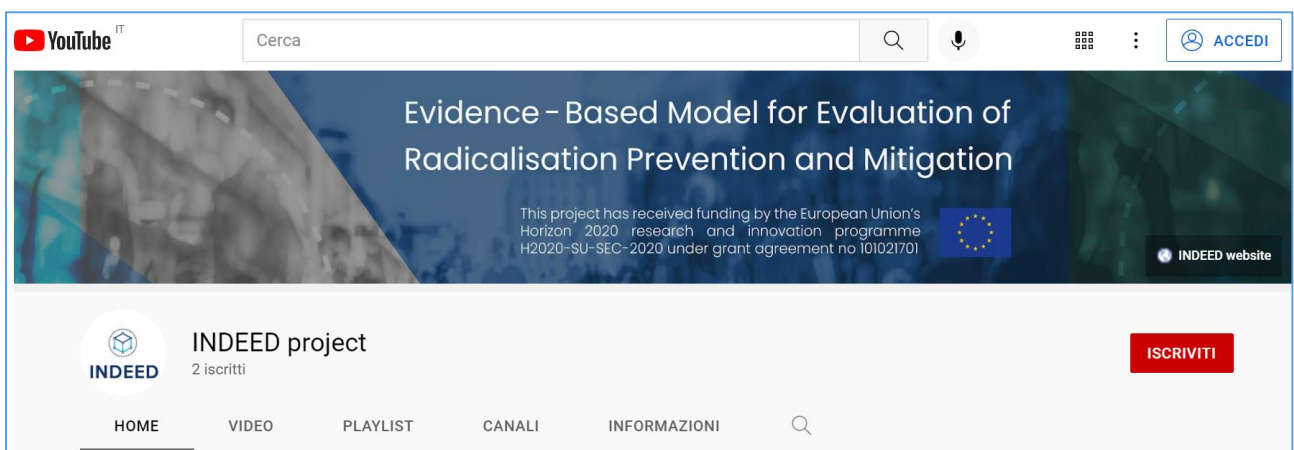
Figure 19 INDEED LinkedIn interface



2.2.3 YOUTUBE

The project's YouTube profile can be found at www.youtube.com/channel/UCLJcU4x37D2rD8X_aV-0fvg.

Figure 20 INDEED YouTube interface





3. CONCLUSION

DBL is responsible of designing, realising, maintaining and updating the website. The contents are managed directly by DBL, as well as for creating, maintaining and updating the social media channels.

However, these activities will be carried out in close cooperation with the whole consortium. All partners are asked to provide feedback, information, documents, news, activities and events organised or any other material they consider useful to disseminate the INDEED progress and results, as well as share posts related to the project on their organisation social media channels and repost relevant social media post from the INDEED channels.