



INDEED

Evidence – Based Model for Evaluation of
Radicalisation Prevention and Mitigation

Deliverable No. 7.5

D7.5 Intermediate Dissemination Report

February 2023 (M18)

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Abstract:

This deliverable reports the INDEED Communication and Dissemination (C&D) activities and results delivered in the first half of the project (September 2021-February 2023), outlining the specific channels, tools, and techniques used to maximise impact and engagement with INDEED's stakeholders.





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Table of Contents

| | |
|--|-----------|
| 1. INDEED Project Overview | 7 |
| 2. Overview of WP7 | 7 |
| 3. Executive Summary | 8 |
| 4. Branding | 9 |
| 5. Dissemination Materials | 10 |
| 5.1. QR CODE | 11 |
| 5.2. DELIVERABLE TEMPLATE | 12 |
| 5.3. AGENDA TEMPLATE | 13 |
| 5.4. MOM TEMPLATE | 14 |
| 5.5. POWERPOINT TEMPLATE | 14 |
| 5.6. LETTERHEAD PAPER | 15 |
| 5.7. ROLL-UP | 16 |
| 5.8. LEAFLETS | 17 |
| 5.9. GADGETS | 19 |
| 5.10. INDEED GENERAL PRESENTATION | 20 |
| 5.11. SOCIAL MEDIA AND EMAIL BANNERS | 21 |
| 5.12. SOCIAL MEDIA CARDS | 22 |
| 5.13. PROMOTIONAL VIDEOS | 23 |
| 6. Dissemination channels | 24 |
| 6.1 SOCIAL MEDIA | 24 |
| 6.1.1 Twitter | 25 |
| 6.1.1.1 Twitter channel name | 25 |
| 6.1.1.2 Goal | 25 |
| 6.1.1.3 Statistics | 26 |
| 6.1.1.4 Example of Social Media Posts | 27 |
| 6.1.2 LinkedIn | 28 |
| 6.1.2.1 LinkedIn channel name | 28 |
| 6.1.2.2 Goal | 29 |
| 6.1.2.3 Statistics | 29 |
| 6.1.2.4 Example of Social Media Posts | 31 |
| 6.1.3 YouTube | 31 |
| 6.1.3.1 YouTube channel name | 31 |
| 6.1.3.2 Goal | 32 |
| 6.1.3.3 Statistics | 32 |
| 6.1.3.4 Example of Social Media Posts | 33 |
| 6.1.4 Social media best practices | 34 |
| 6.1.4.1 Live tweeting | 34 |
| 6.1.4.2 Social media campaigns | 35 |
| 6.1.5 Strategy | 36 |
| 6.2 WEBSITE | 39 |
| 6.2.1 Website Analytics | 40 |
| 6.3 NEWSLETTERS | 41 |
| 6.3.1 1 st newsletter | 42 |
| 6.3.2 2 nd newsletter | 43 |
| 6.3.3 3 rd newsletter | 44 |
| 6.3.4 4 th newsletter | 44 |
| 6.4 PRESS RELEASES | 45 |
| 7. INDEED EVENTS | 45 |



| | | |
|------------|--|-----------|
| 7.1 | INTERNAL EVENTS | 46 |
| 7.1.1 | INDEED practitioner's workshop | 46 |
| 7.1.2 | INDEED Research Forum | 47 |
| 7.2 | STRATEGIC DISSEMINATION EVENT | 47 |
| 7.2.1 | INDEED MINI-BRIEFING..... | 47 |
| 7.3 | WEBINARS | 48 |
| 7.3.1 | INDEED Designing Evidence-based Practice webinar | 48 |
| 7.3.2 | INDEED Evaluation-Tool and Training Requirements workshop..... | 49 |
| 7.3.3 | INDEED Hands-on webinar on formulating standardised assumptions of preventive programme..... | 49 |
| 7.3.4 | INDEED Webinar Evaluating Evidence-based preventive programme..... | 50 |
| 7.4 | NATIONAL LEVEL WORKSHOPS..... | 50 |
| 7.5 | PARTICIPATION IN EXTERNAL EVENTS AND MEETINGS | 51 |
| 7.6 | PROMOTION OF EXTERNAL EVENTS | 54 |
| 7.7 | INDEED DISSEMINATION ACTIVITIES BY EXTERNALS | 54 |
| 8. | SCIENTIFIC OUTREACH | 57 |
| 8.1 | SYNERGIES | 57 |
| 8.2 | SCIENTIFIC PUBLICATIONS | 58 |
| 9. | MONITORING AND KPIs | 60 |
| 10. | CONCLUSIONS..... | 60 |



List of Acronyms

| Acronym | Definition |
|-------------------|--|
| C&D | Communication & Dissemination |
| CVE | Countering Violent Radicalisation |
| EBEM | Evidence-Based Evaluation Model |
| EC | European Commission |
| EU | European Union |
| KPI | Key Performance Indicators |
| GDPR | General Data Protection Regulation |
| GELS | Gender, Ethical, Legal and Societal Aspects |
| INDEED | Strengthening a comprehensive approach to preventing and counteracting radicalisation based on a universal evidence-based model for evaluation of radicalisation prevention and mitigation |
| PC | Project Coordinator |
| PM | Project Manager |
| PPHS | Polish Platform for Homeland Security |
| PSO | Project Security Officer |
| PU | Public |
| PVE | Prevention of Violent Radicalisation |
| R | Report |
| SMART Hubs | Stakeholder Multisectoral Anti-Radicalisation Teams |
| WP | Work Package |



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, implementing and 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 training (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 EU values and principles; heeding multi-agency and cross-sectoral methods, including gender mainstreaming, societal dimensions and fundamental rights.

2. Overview of WP7

Work Package 7 - Dissemination, Communication & Exploitation - aims to ensure visibility of the project and awareness about its outcomes at local, regional, national and European level 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 particular attention to the area of PVE / CVE / De-radicalisation, thus stimulating practitioners' community participation at all levels.

Important would be to link the project and to interact with other related EU funded research projects, international and national initiatives implemented by MS (including these supported or





recommended by the Radicalisation Awareness Network (RAN), the European Crime Prevention Network (EUCPN) and the European Forum for Urban Security (EFUS)), to support the exploitation of the project's results and thus to contribute to sustainable progress in the domain of PVE / CVE / De-radicalisation, and potentially in the prevention of other security threats other than radicalisation.

3. Executive Summary

This deliverable aims to present the communication and dissemination activities that were carried out during the first 18 months of the INDEED project (M1-M18) i.e., from September 2021 to February 2023.

The leader of WP7 - INDEED Dissemination, Communication and Exploitation - Deep Blue (DBL) is responsible for the overall management and support of the communication and dissemination activities of the INDEED project as well as for the development of the tools and materials to be used during the project.

All partners were encouraged to be actively involved in the implementation of the dissemination and communication actions and were highly committed to ensure a satisfactory dissemination of the project's results.

The first 18 months of the INDEED Project communication & Dissemination activities were characterised by the following main actions which this document will outline:

- Branding;
- Dissemination materials;
- Dissemination channels;
- Social Media channels;
- Social Media Best Practices;
- Official website;
- Newsletters;
- Press releases;
- INDEED events, workshops, and webinars;
- Participation in external events and meetings;
- INDEED Dissemination activities by externals;
- Synergies;
- Scientific Publications and conference papers.



4. Branding

The **brand and visual identity** were designed and developed in order to ensure a consistent presentation and to strengthen the visibility of the project and its activities.

It includes:

- Colour palette;
- Fonts;
- INDEED logo;
- Alternative logo layouts;
- Graphical elements;
- Photographs.



Figure 1 INDEED colour palette



Figure 2 INDEED font

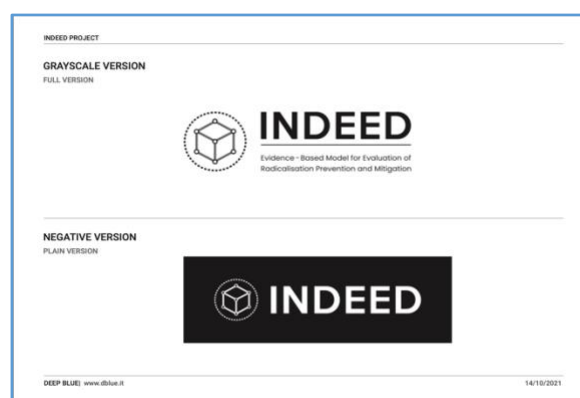


Figure 3 INDEED alternative logo layouts

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



Figure 4 INDEED project full and plain versions

A version adapted for the social media channels was also designed.

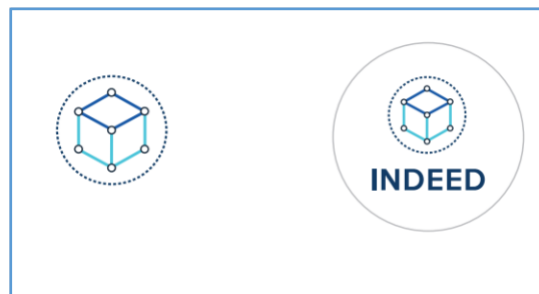


Figure 5 INDEED project Icon & Social logo

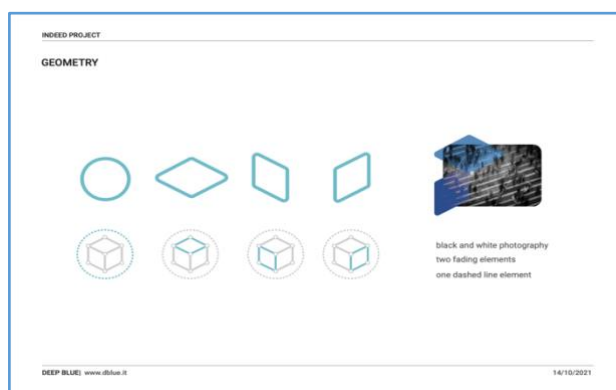


Figure 6 INDEED graphical elements

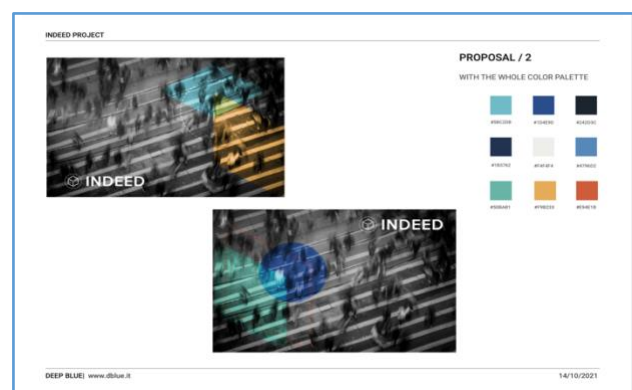


Figure 7 INDEED photographs

5. Dissemination Materials

Promotional materials were designed to better reflect the tangible assets and outputs of the project. The first set of dissemination material has been designed and produced between M3 and



M4 (November-December 2021) by DBL. Then, it has been updated and includes the following elements:

- QR Code;
- Deliverable template;
- Agenda template;
- MoM template;
- PowerPoint template;
- Letterhead paper;
- Roll-up;
- Leaflet;
- Gadgets;
- Indeed general presentation;
- Social media banners;
- Promotional videos.

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 creation of the materials has seen a participative decisional process: in fact, all partners have been asked to choose between two options created by DBL for each material, so as to select the most suitable one for the project. The material (excluding the logos and the icon) is provided **with the European emblem (flag) to acknowledge the support received by the European Union**. The emblem is associated with 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 developed or under development to be used for the project dissemination.

5.1. QR CODE

Customised QR (Quick Response) codes have been created to be included in the INDEED D&C materials, such as leaflets, roll-ups, agendas, and even social media cards. QR codes are scannable using smartphone 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, and has been implemented in other dissemination material, such as the leaflet and the gadgets. Two different versions of the QR code have been created, one with the logo and one without.



Figure 8 INDEED QR Code

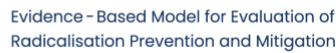


Figure 9 INDEED QR Code with logo

5.2. DELIVERABLE TEMPLATE

This **template** is 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. A section for the official document title;
 - b. The document identifier (i.e., number of deliverable);
 - c. The due date and delivery date of the deliverable;
 - d. The dissemination level (i.e., public or confidential);
 - e. Authors;
 - f. 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.





5.4. MOM TEMPLATE

This **template** is used **to take notes** during project meetings and official events.

**INDEED XXX Meeting
Minutes of the Meeting**

Location: xxxx
Date: dd/mm/yyyy hh:mm - dd/mm/yyyy hh:mm
Author: Name and Surname; Short name of the organisation

List of participants

| No. | Organisation | Name and Surname |
|-----|--------------|------------------|
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

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

Figure 12 MoM template

5.5. POWERPOINT TEMPLATE

The **PowerPoint template** is 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 13 INDEED PPT cover



As shown in the figures below, two different layouts were created for the central slides of the presentation.

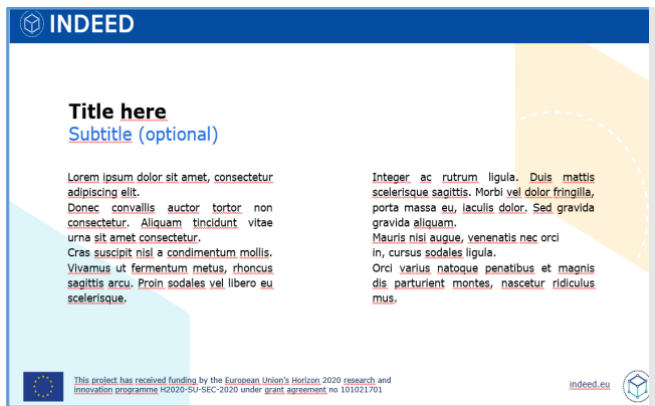


Figure 14 INDEED PPT first layout

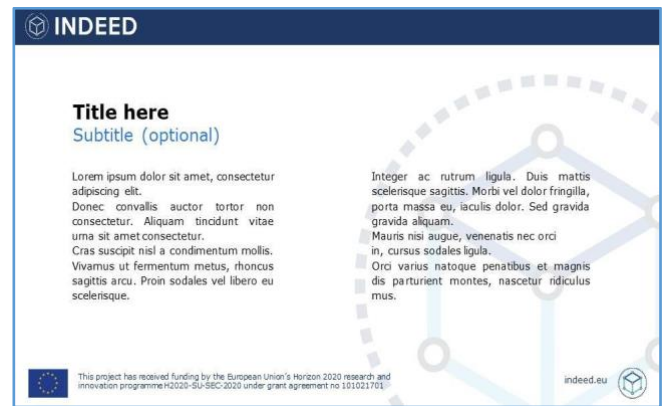


Figure 15 INDEED PPT second layout

5.6. 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.).

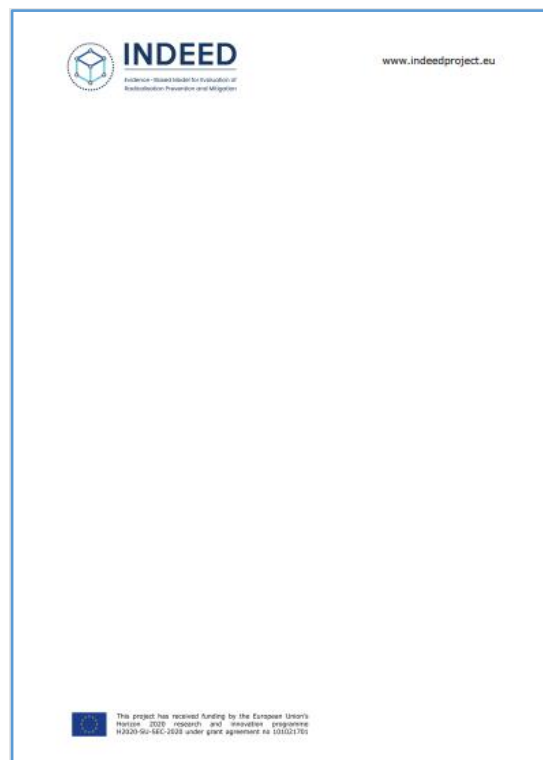


Figure 16 Letterhead paper



5.7. EVENT REPORT

INDEED Event Report (Figures 17) was designed and developed by PPHS to be used after events and meetings in order to collect all the relevant information to be disseminated.



Figure 17 INDEED event report

5.8. ROLL-UP

INDEED branded roll-up (Figure 18) was designed and developed to be used during events and meetings. The roll-up contains key information about the project and contacts.

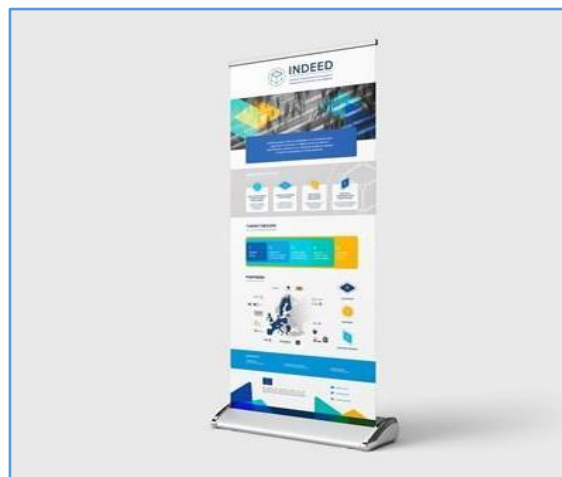


Figure 18 INDEED Roll-up + Mock-up



5.9. LEAFLETS

A leaflet was designed in order to promote the INDEED project (Figures 19-20). 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 19 INDEED brochure side 1

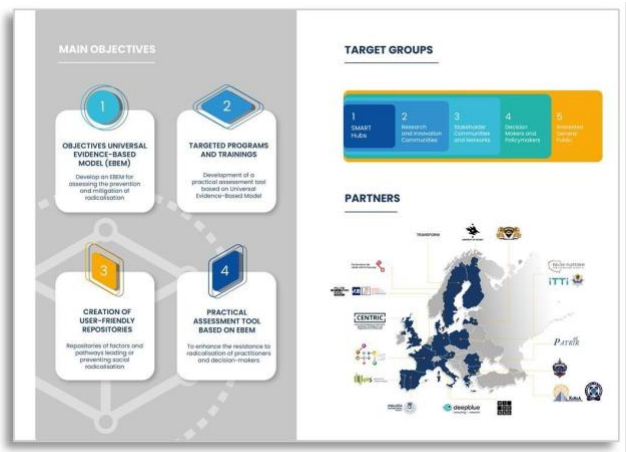


Figure 20 INDEED brochure side 2

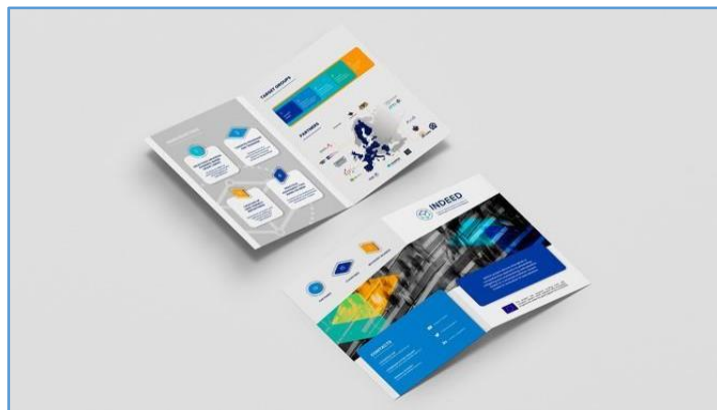


Figure 21 INDEED brochure mock-up

In addition, two **other leaflets** were designed: one to present INDEED's SMART (Stakeholder Multisectoral Anti- Radicalisation Teams) Hubs (Figure 22) and one to explain what exploitation is, and how it differentiates from communication and dissemination within the INDEED project (Figures 24-25-26).

The **INDEED Exploitation Guide leaflet** was also created in order to explain what exploitation is, and how it differentiates from communication and dissemination within the INDEED project. The leaflet was distributed to all partners during the 5th General Assembly in Cluj-Napoca, Romania in October 2022 and also, it is available on the project website under Result tab and Dissemination Materials sub-tab [HERE](#) and below.



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Radicalisation Prevention and Mitigation



Figure 22 SMART Hubs brochure side 1

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Figure 23 SMART Hubs brochure side 2

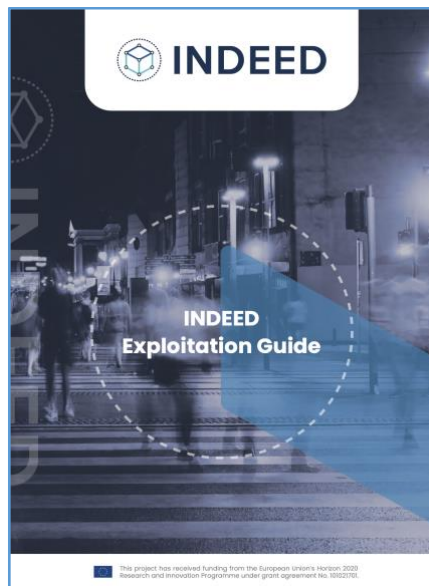


Figure 24 Exploitation guide frontpage

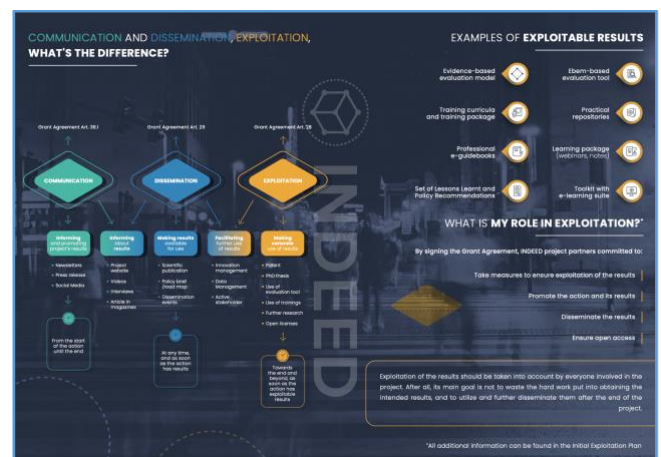


Figure 25 Exploitation guide internal pages.





Figure 26 Exploitation guide backpage

5.10. GADGETS

Branded gadgets have been designed and produced for the project promotion to be used and distributed to the participants at INDEED events. These include a notebook, a pen, and a badge with lace (see Figures 27, 28 and 29). The elements present on the gadgets are:

- INDEED logo;
- QR Code;
- Extended acronym of the project;
- Project website;
- Funding acknowledgement;
- Contacts.

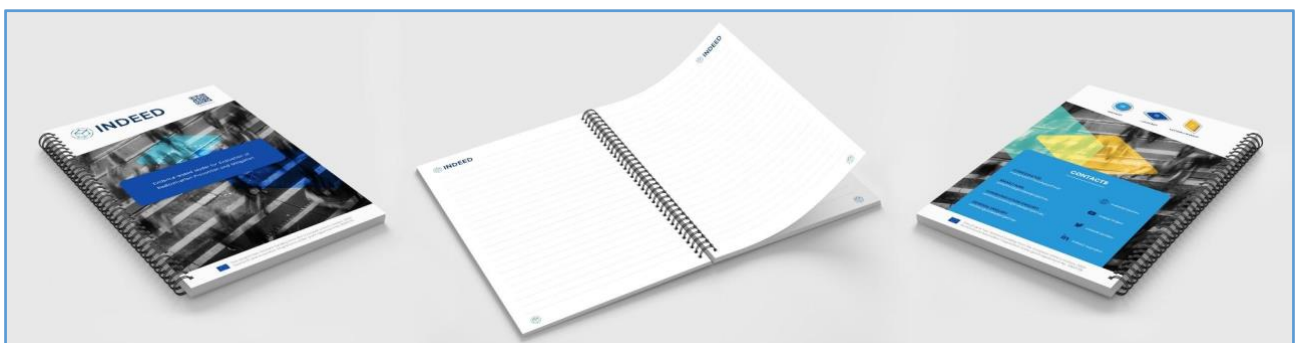


Figure 27 INDEED notebook



Figure 28 INDEED pen

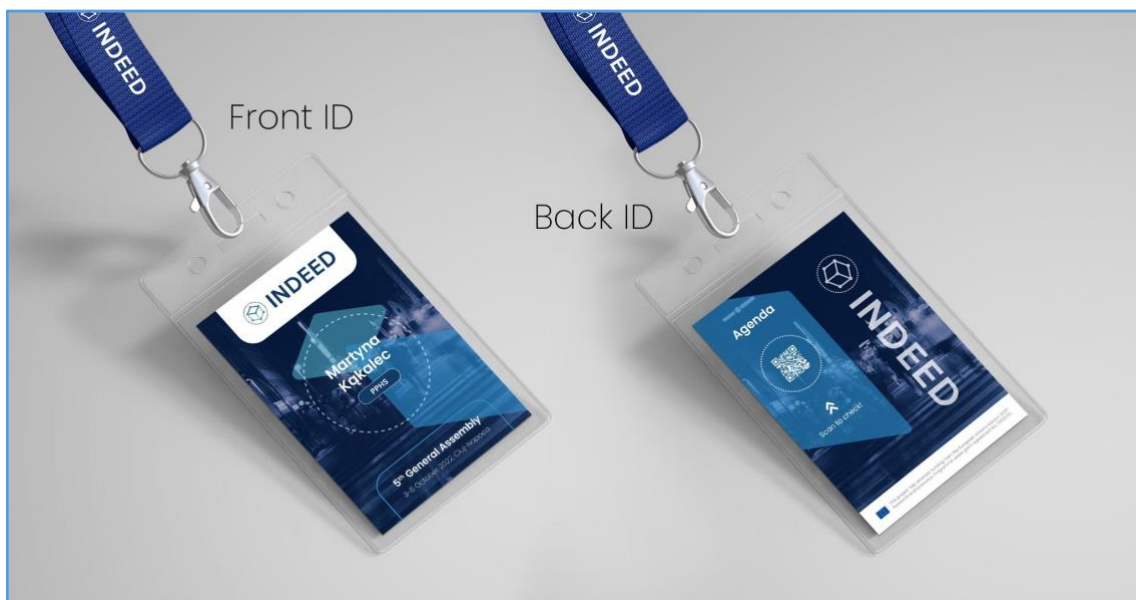


Figure 29 INDEED badge

5.11. INDEED GENERAL PRESENTATION

The **INDEED general presentation** was produced in order to give a general overview of the project. The aim of this presentation is to support the partners when attending events, and also to have a consistent and harmonised communication of the project. The presentation includes the highlights, the consortium, the main results, the target groups, the Smart Hubs, the Work Package structure, the timeline, the toolkit, and the contacts.



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Evidence-Based Model for Evaluation of
Radicalisation Prevention and Mitigation



Figure 30 INDEED general presentation cover

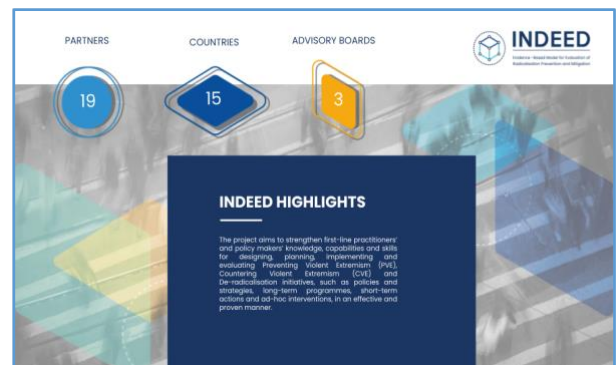


Figure 31 INDEED general presentation highlights



Figure 32 INDEED general presentation consortium

5.12. SOCIAL MEDIA AND EMAIL BANNERS

Ad hoc social media banners were created by DBL to be posted on social media channels to promote various activities, such as events, workshops, newsletters, and so on, with the aim to have customised social media channels with a recognisable project identity. Each of the designed banners was produced in different formats and sizes to maximise the visualisation quality (each social media has recommended formats and sizes for images' visualisation). The banners were created in 4 dimensions optimised for email signature, Twitter, LinkedIn and YouTube.



Figure 33 INDEED LinkedIn banner





Figure 34 INDEED Twitter banner



Figure 35 INDEED YouTube banner



Figure 36 INDEED Email banner

5.13. SOCIAL MEDIA CARDS

Ad hoc **social media cards** were created in order to communicate and promote project activities, events, workshops, newsletters and more, on the INDEED social media channels. As shown in the following figures, the social media cards have been developed by DBL with different images and in editable formats so as to be modified according to the activity to be communicated.

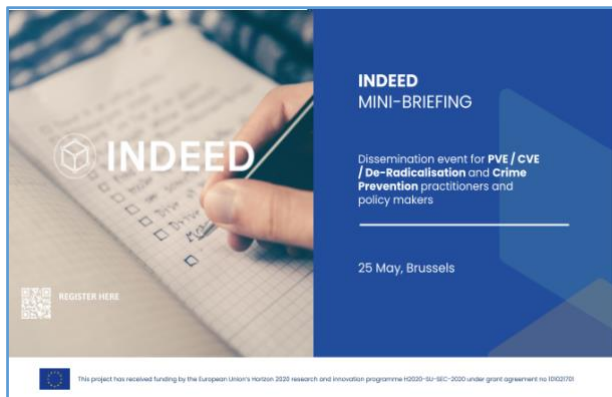


Figure 37 INDEED Social media card layout

1

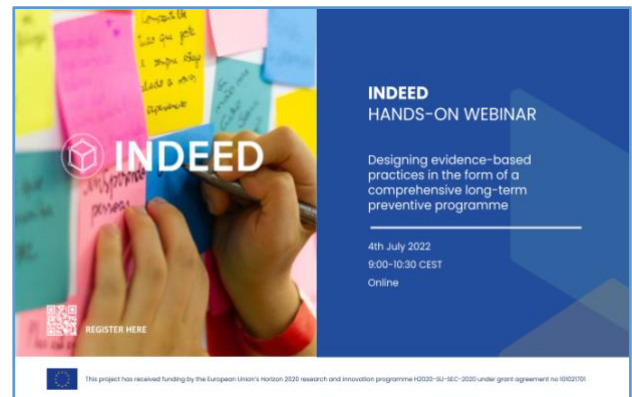


Figure 38 INDEED Social media card layout

2

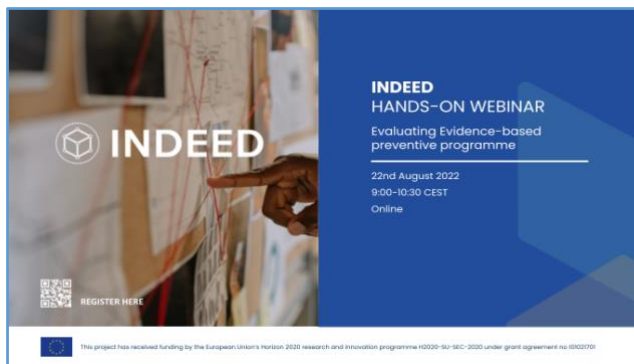


Figure 39 INDEED Social media card layout

3

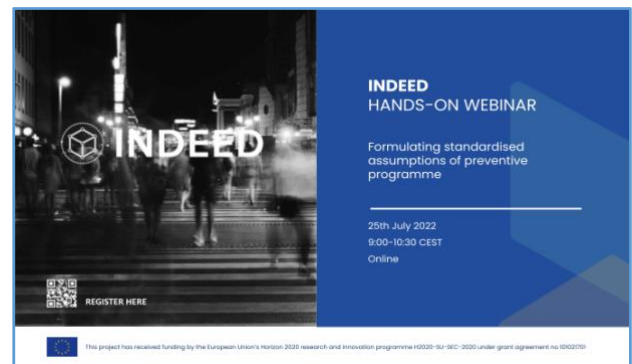


Figure 40 INDEED Social media card layout

4

5.14. PROMOTIONAL VIDEOS

A video was produced in order to promote the INDEED network of geographical SMART Hubs (Stakeholder Multisectoral Anti-Radicalisation Teams), which brings together first-line practitioners, policy makers and representatives of education and academia actively involved in designing, planning, implementation and evaluation of PVE/CVE and De-radicalisation initiatives such as policies and strategies, long term programmes, short term actions, ad hoc interventions. **The video is available in the INDEED YouTube channel [HERE](#).**

Geographical SMART Hubs were established in all 15 countries represented in the consortium; each Hub has a Focal Point who is the first point of contact for stakeholders. The network of SMART Hubs enables INDEED's stakeholders to proactively be involved from the early phase of INDEED to ensure a user-centred co-design of the project outcomes that will be of direct use and applicability by the various groups.



Figure 41 INDEED SMART Hubs promotional video

Moreover, a dissemination video is under development and will be published soon to disseminate the project outcomes, while also giving an overview of the current state of the project. The video will include infographics, key messages, and will be available in ten languages to make it accessible to the largest audience possible.

Finally, as shown in Figure 42, **a number of videos** was created to promote various activities of the project, such as webinars, workshops, and the INDEED Digital repository of studies on risk and protective factors.

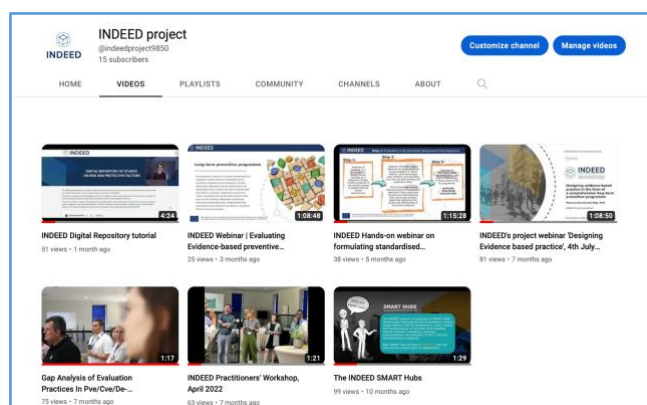


Figure 42 INDEED promotional videos on YouTube channel

6. Dissemination channels

6.1 SOCIAL MEDIA

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

The social media channels (**Twitter, LinkedIn and YouTube**) were chosen with the aim of reinforcing the visibility and the dissemination of results of the INDEED project. The different types of social networks used are appropriate to reach specific target groups, and likewise the content disseminated also depends on these groups.

A table to monitor the social media performance has been created (Figure 43), in order to choose the best suited strategy to monitor engagement through impressions and link them to successful actions allowing us to replicate best practices. Specifically, the table shows that monthly





impressions have been consistently well-performing and were particularly high during the months from April to August 2022, when a great number of posts was published as many events took place during those times, as well as results, newsletters and activities to be promoted.

| Month | Total impressions |
|--------|-------------------|
| Nov-21 | 0 |
| Dec-21 | 3383 |
| Jan-22 | 10310 |
| Feb-22 | 8,251 |
| Mar-22 | 9232 |
| Apr-22 | 10598 |
| May-22 | 17962 |
| Jun-22 | 19614 |
| Jul-22 | 11,767 |
| Aug-22 | 10943 |
| Sep-22 | 8974 |
| Oct-22 | 12472 |
| Nov-22 | 6572 |
| Dec-22 | 2738 |
| Jan-23 | 2967 |

Figure 43 INDEED social media monitoring

6.1.1 Twitter

6.1.1.1 Twitter channel name

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



Figure 44 INDEED Twitter interface

6.1.1.2 Goal

The INDEED Twitter account aims at posting comments and news about the achievements and progress of the project and to promote project reports and participation in events.





6.1.1.3 Statistics

Overall, the monitoring table in Figure 45, showing the Twitter monthly performance, reveals that followers have been consistently increasing. At the same time, impressions have been well-performing during specific periods of time such as in May and June 2022, when INDEED conducted 2 high level events in Brussel accompanied by a strong engagement on the social media channels thanks to the Live Tweeting. Nonetheless, they show a more or less constant good audience engagement.

| Month | Followers on Twitter | Twitter impressions |
|--------|----------------------|---------------------|
| Nov-21 | 5 | 0 |
| Dec-21 | 20 | 783 |
| Jan-22 | 50 | 5110 |
| Feb-22 | 54 | 851 |
| Mar-22 | 58 | 632 |
| Apr-22 | 69 | 898 |
| May-22 | 90 | 4262 |
| Jun-22 | 106 | 8014 |
| Jul-22 | 112 | 1767 |
| Aug-22 | 116 | 1943 |
| Sep-22 | 121 | 1274 |
| Oct-22 | 125 | 1798 |
| Nov-22 | 136 | 1336 |
| Dec-22 | 139 | 238 |
| Jan-23 | 139 | 667 |

Figure 45 INDEED Twitter monitoring

The statistics of the INDEED Twitter account are available through **Twitter Analytics**, which shows a monthly summary of the account, including number of tweets, tweets impressions, profile visits, mentions, and followers. As shown in Figure 46, over the month of January 2 Twitter posts were published, 660 impressions earned, the profile has been visited 432 times, the account received one mentions and has a total of 139 followers. Over the last three months (October, November, and December 2022), the INDEED Twitter account earned a total of 3.700 impressions (as shown in Figure 47).





Figure 46 INDEED Twitter January statistics

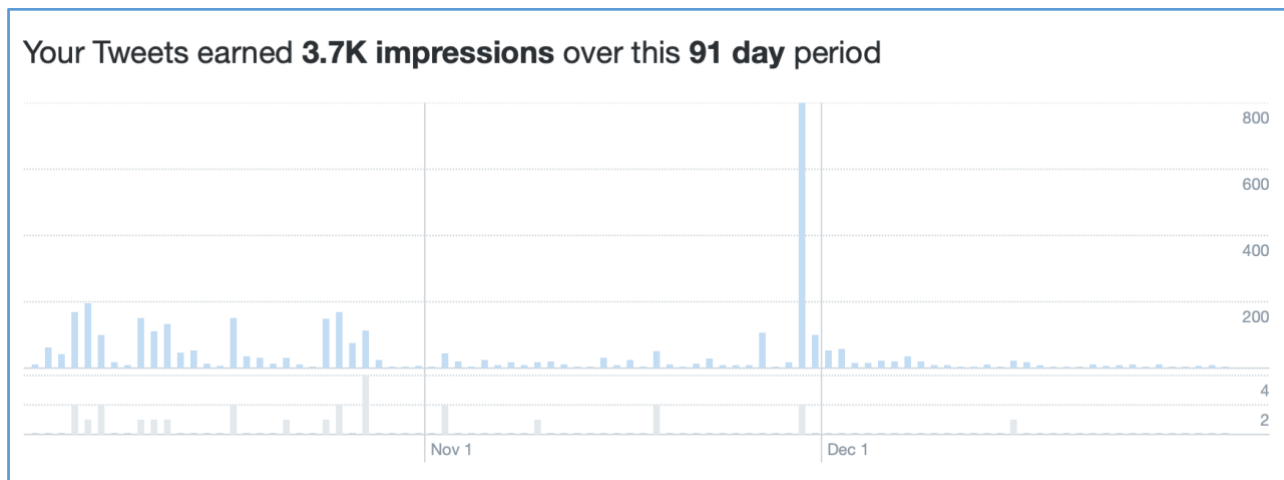


Figure 47 INDEED impressions

The peak in Figure 47 shows the day in which, over this period, the account earned **the most impressions**. In particular, the day is the 29th of November 2022, when the INDEED partners attended the “**CERIS CFT Workshop: EU-funded projects on preventing radicalisation - Synergies and Insights**” in Brussels, Belgium. The event has been promoted through two posts (Figure 48) that earned, respectively, 649 and 486 impressions. We believe that this promotion gained more impressions than others because the posts include photographs showing the partners at the event or giving a presentation. This experience will be taken into account as a future practice for the engagement of our followers.




| Tweets | | Impressions | Engagements | Engagement rate |
|---|---|-------------|-------------|-----------------|
| Top Tweets | | | | |
|  | INDEED project @IndeedEUproject · Nov 29 📍 Today at the #CERISFCTworkshop , INDEED participated to the "Resilience tools and Prevention Methods" session, highlighting the need to promote #evaluation culture. | 649 | 25 | 3.9% |
| | 🗣️ The panel was moderated by Rut Bermejo from Rey Juan Carlos University pic.twitter.com/nz0mkokyqw View Tweet activity | | | |
|  | INDEED project @IndeedEUproject · Nov 29 Our partners representing INDEED project at the #CERISFCTworkshop  pic.twitter.com/NDnHfe0XUA | 486 | 23 | 4.7% |
| | View Tweet activity | | | |

Figure 48 INDEED event promotion tweets

6.1.1.4 Example of Social Media Posts

The following are examples of posts published through the **INDEED Twitter** account for the promotion of various activities and events, including the participation at webinars, conferences, and the publication of deliverables.





INDEED

Evidence – Based Model for Evaluation of
Radicalisation Prevention and Mitigation



Figure 49 INDEED Twitter webinar promotion example



Figure 50 INDEED Twitter conference promotion example



Figure 51 INDEED Twitter workshop promotion example

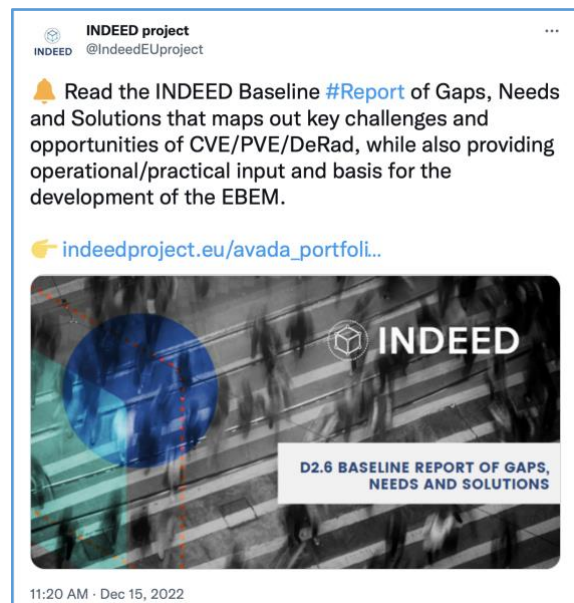


Figure 52 INDEED Twitter deliverable promotion example

6.1.2 LinkedIn

6.1.2.1 LinkedIn channel name

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



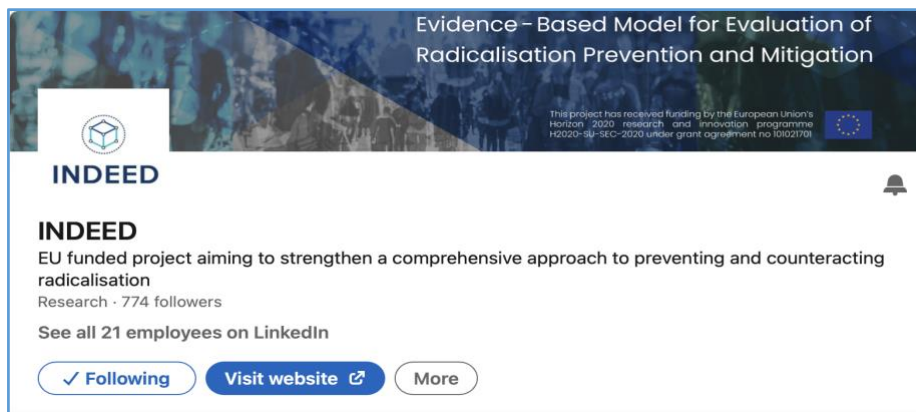


Figure 53 INDEED LinkedIn interface

6.1.2.2 Goal

The INDEED LinkedIn account aims at increasing the visibility of the project at a professional level.

6.1.2.3 Statistics

Overall, the monitoring table in Figure 54, showing the LinkedIn monthly performance, reveals that followers have been consistently increasing. At the same time, impressions have been well-performing during specific periods of time (e.g., May, June and July), nonetheless they show a more or less constant good audience engagement.

| Month | Followers on LinkedIn | LinkedIn impressions |
|--------|-----------------------|----------------------|
| Nov-21 | 5 | 0 |
| Dec-21 | 82 | 2600 |
| Jan-22 | 114 | 5200 |
| Feb-22 | 150 | 7,400 |
| Mar-22 | 172 | 8600 |
| Apr-22 | 229 | 9700 |
| May-22 | 350 | 13700 |
| Jun-22 | 402 | 11600 |
| Jul-22 | 463 | 10,000 |
| Aug-22 | 516 | 9000 |
| Sep-22 | 604 | 7700 |
| Oct-22 | 683 | 10674 |
| Nov-22 | 730 | 5236 |
| Dec-22 | 756 | 2500 |
| Jan-23 | 784 | 2300 |

Figure 54 INDEED LinkedIn monitoring

The statistics of the INDEED LinkedIn account are available through **LinkedIn Analytics**, which shows a summary of the account, including analytics about visitors, followers, and content. Over the last year the INDEED LinkedIn account earned a total of 3.298 page views and 1.227 unique visitors, with 149 clicks on the custom button that links to the INDEED website (Figure 55).



Moreover, the metrics in Figure 55 show that visitors land on the account mainly through their mobile, this information is relevant because it allows us to conceive and create visual material and images that better suit this kind of support. Of interest are the peaks depicted in Figure 55. Specifically, the high visits registered during the month of May 2022 are due to a communication strategy, which is “Live Tweeting”, adopted to engage and promote the Research Forum event, and that has produced a total of 54 posts on 24-25 May 2022 (view section 6.1.4.1 for more details on the strategy). Whereas, the peak registered in October 2022, reflects the high number of posts that were published during that month, second highest during the year of 2022: 13 posts in total.

Figure 56 shows that the reached targets include individuals in the fields of research, media and communication, engineering, operations and military and protective services, thus in line with the above-mentioned goal.

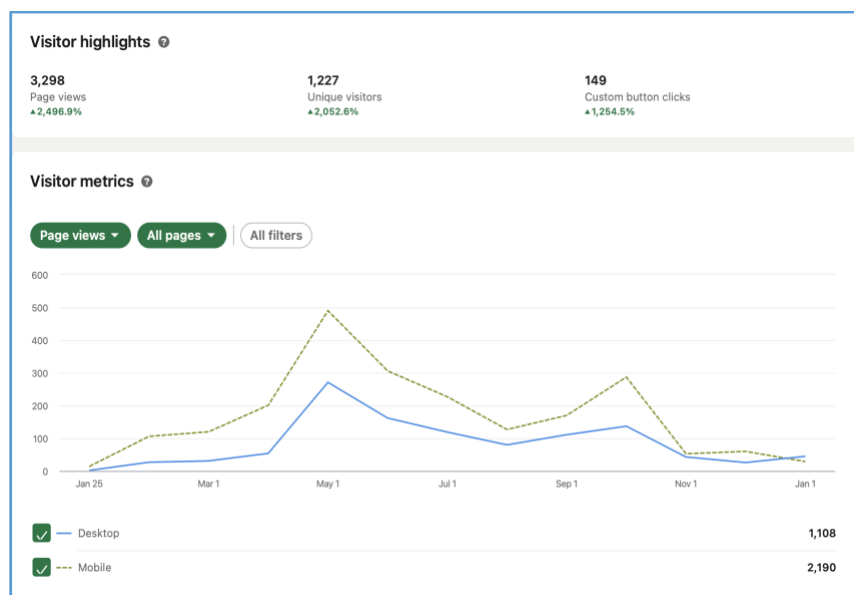


Figure 55 INDEED LinkedIn visitor metrics

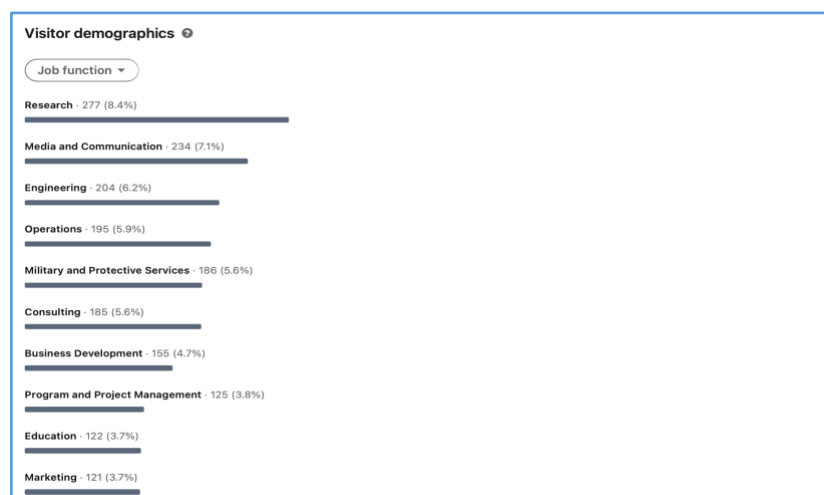


Figure 56 INDEED LinkedIn visitor demographics



6.1.2.4 Example of Social Media Posts

The following are examples of posts published through the **INDEED LinkedIn** account for the promotion of various activities and events, including the participation at webinars, conferences, and the promotion of results.

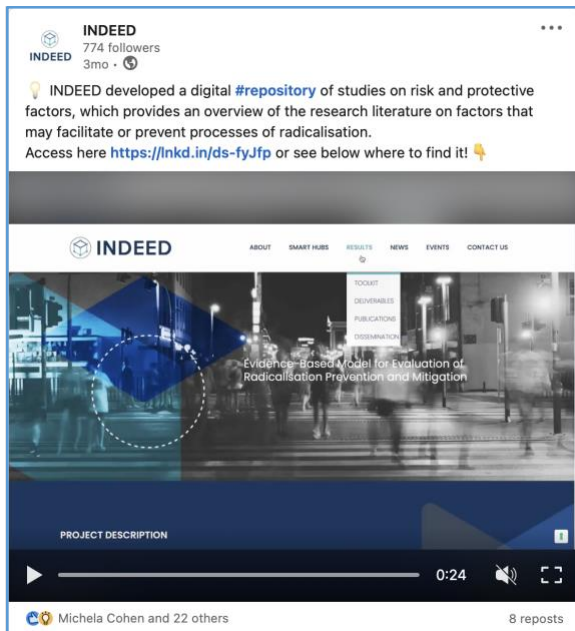


Figure 57 INDEED LinkedIn promotion of result example



Figure 58 INDEED LinkedIn promotion of INDEED event example

6.1.3 YouTube

6.1.3.1 YouTube channel name

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

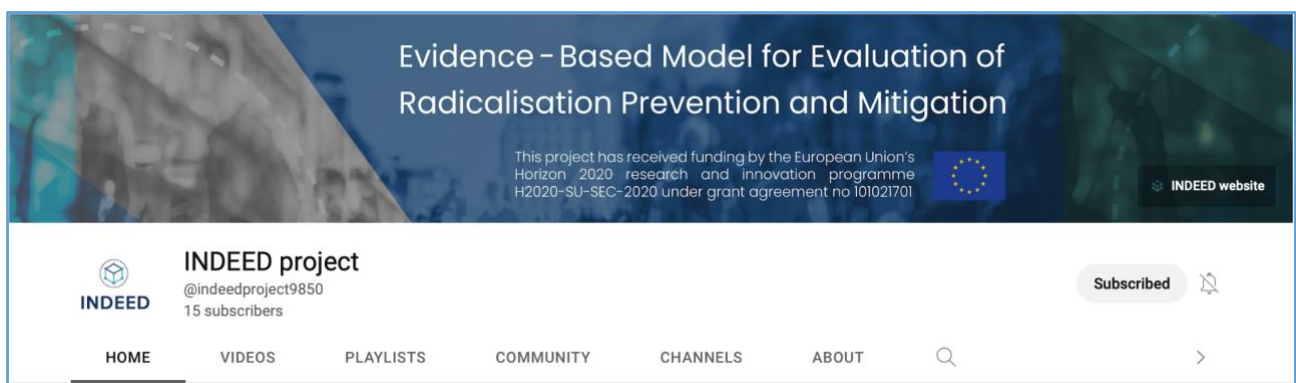


Figure 59 INDEED YouTube interface





6.1.3.2 Goal

YouTube is considered an essential promotional tool for INDEED. Assuming the possibility to upload videos up to 20GB and 15 minutes' length, we consider this web platform a perfect channel of dissemination that aims at reaching wider audiences.

6.1.3.3 Statistics

The statistics of the INDEED YouTube channel are available through **YouTube Analytics**, which shows a summary of the account, including analytics about the content and the audience. Over the last year the INDEED YouTube channel earned a total of 416 views with a watch time of 16,2 hours (as shown in Figure 60). The video published reached 2.400 impressions with an average view duration of 2:19 minutes.

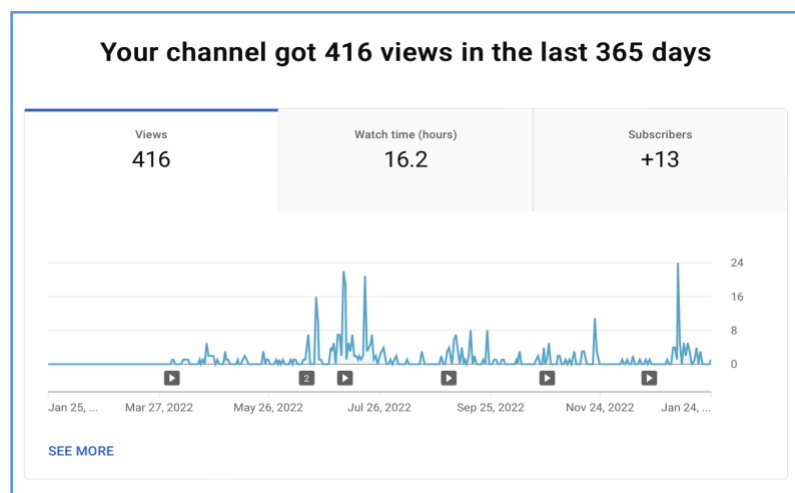


Figure 60 INDEED YouTube analytics overview

The analytics in Figure 60 show that the highest view count on one day was reached on 7th July 2022 and 6 January, 2023, respectively for the "INDEED's project webinar 'Designing Evidence based practice'" video and the "INDEED Digital repository tutorial" video.

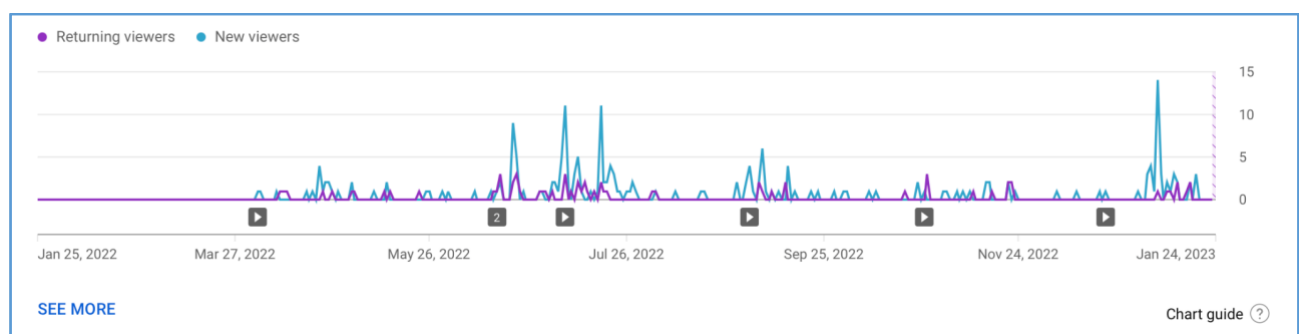


Figure 61 INDEED YouTube audience metrics

As shown in the above Figure 61, the audience metrics show that when new videos are published, new viewers land on the channel. This demonstrates a good engagement, particularly because



of the cross-promotion through all our social media channels. At the same time, some viewers return to the channel when new videos are published, thus displaying audience affection. The content analytics (Figure 62) fall in line with the other metrics, as peaks are registered in the same periods, with a total of 416 views, 2.400 impressions, an impressions click-through rate of 4.3% and an average view duration of 2:19 minutes.

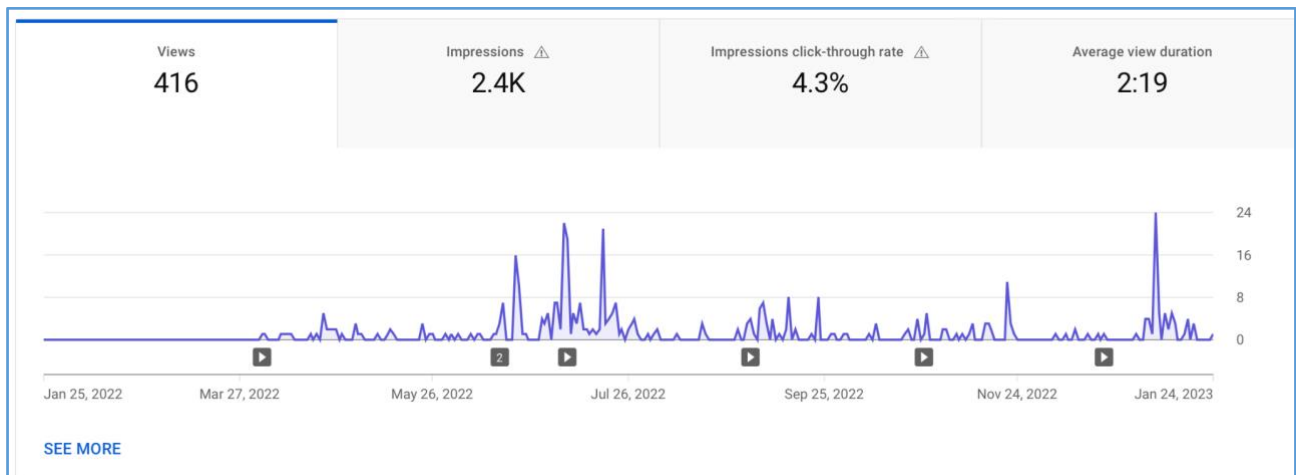


Figure 62 INDEED YouTube content analytics

6.1.3.4 Example of Social Media Posts

The following are examples of posts published through the **INDEED YouTube channel** for the promotion of various activities and events, including the participation at webinars, conferences, the promotion of results as well as tutorials.

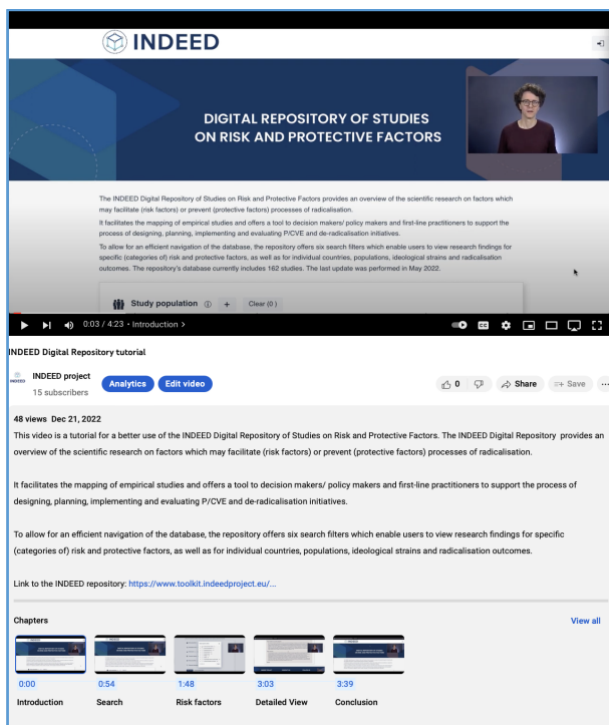


Figure 63 INDEED YouTube tutorial example

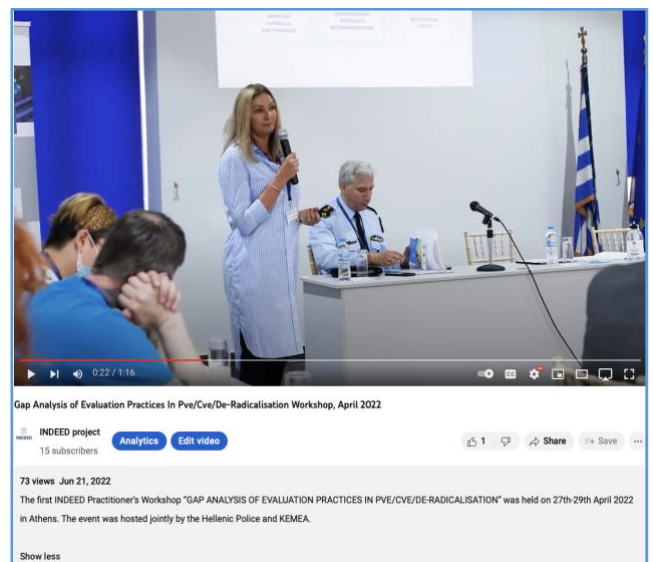


Figure 64 INDEED YouTube workshop promotion example



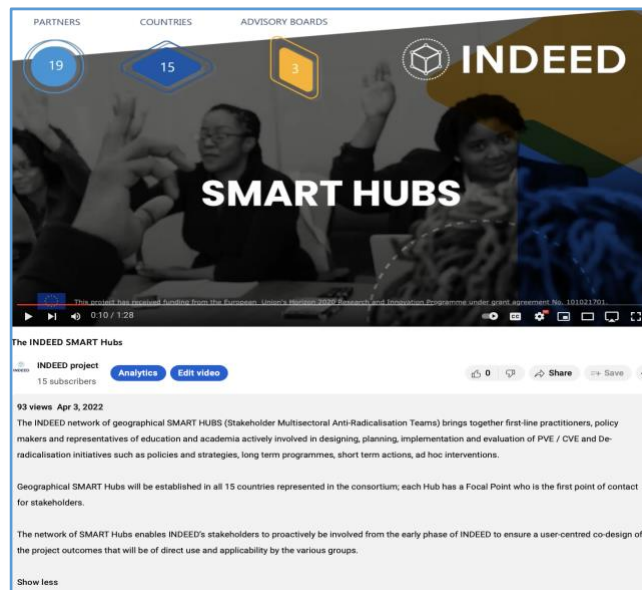


Figure 65 INDEED YouTube SMART Hubs promotion

6.1.4 Social media best practices

6.1.4.1 Live tweeting

On 24-25 May 2022 the [INDEED Research Forum](#) and [Mini-Briefing](#) for strategic stakeholders took place. During this occasion, the specific practice of live tweeting was used with the aim of telling in detail what was happening during the events, but also as a means of audience engagement. Specifically, the strategy produced a total of 54 posts (on Twitter and LinkedIn): 38 on the first day and 16 on the second. As shown in the Twitter and LinkedIn metrics in the above paragraphs, this strategy generated a great turnout of visitors and a high number of impressions.

Some examples of posts are shown below:



Figure 66 INDEED Live tweeting first example



Figure 67 INDEED Live tweeting second example



Figure 68 INDEED Live tweeting third example

It was very interesting to notice how external users and organisations who were not participating, thanks to the **INDEED Live Tweeting**, managed to grasp the salient points of the event. In the image below we can see a Tweet from a European project ([CONNEKT](#)) that followed the event remotely through real-time Tweets made by the INDEED project.



Figure 69 INDEED Live tweeting external participation

6.1.4.2 Social media campaigns

DBL is working together with the other consortium partners to create **ad hoc social media campaigns for each WP**, in order to disseminate relevant results, achievements, and [activities](#). The first social media campaign is currently ongoing, and it stems from [Deliverable 1.2](#), submitted by WP1. It is composed of six social media cards that are being posted every Monday. The visuals were produced by DBL, whereas the text by VUB. The cards, using a simple but appealing format, answer some questions and give definitions to key concepts of INDEED.



Below, the produced cards:

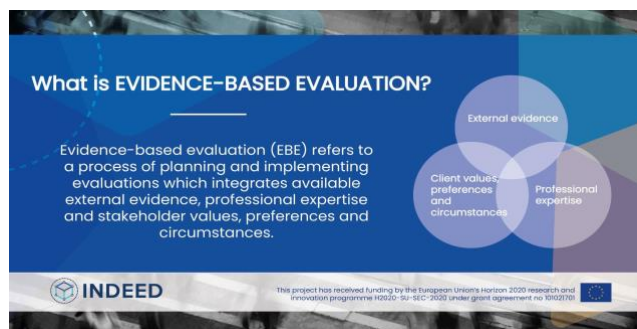


Figure 70 INDEED social media card 1

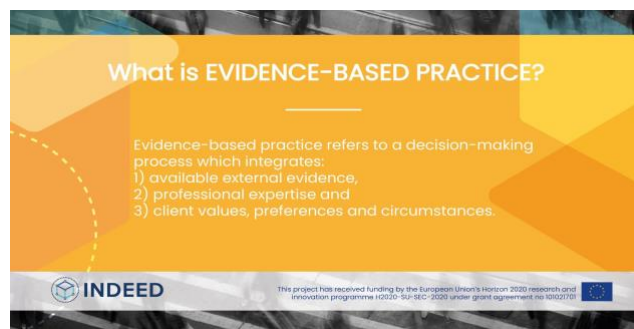


Figure 71 INDEED social media card 2



Figure 72 INDEED social media card 3



Figure 73 INDEED social media card 4

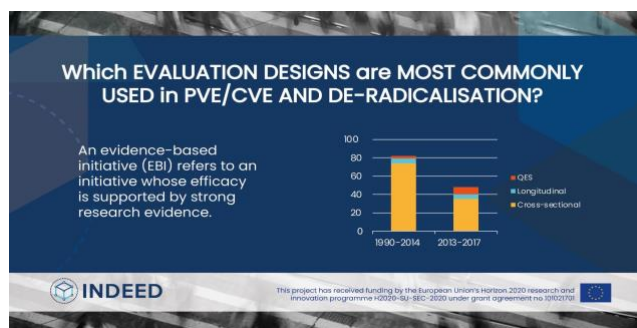


Figure 74 INDEED social media card 5

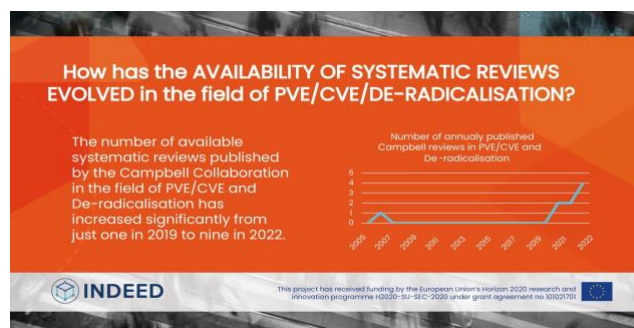


Figure 75 INDEED social media card 6

A timeline for the upcoming months has been created and includes the implementation of additional social media campaigns. The next one, scheduled for April 2023, will be focused on WP5 (training package).

6.1.5 Strategy

With regard to social media, DBL is adopting some strategies that have turned out to be effective for audience involvement. The targets of these strategies are identified in a wide variety of policy makers, practitioners, researchers and relevant stakeholders involved in work connected with the project, specifically the actors directly involved in designing, planning, implementing and evaluating PVE/CVE and De-radicalisation initiatives and the teams responsible for analysing and measuring their success.



One of the strategies adopted is, for example, **to prefer posting videos rather than pictures**, as videos reveal themselves to be more engaging, and obtain more clicks and likes. One example are the videos published during the “[INDEED Evidence Based Evaluation Model \(EBEM\) Co-Design workshop](#)”. For reference, below one of the videos is shown (Figure 76) with its respective statistics (Figure 77). The analytics show that the video collected 474 total views, 937 impressions, 46 reactions, 3 reposts and 17 clicks. Overall, the video rated 7.04% of engagement.

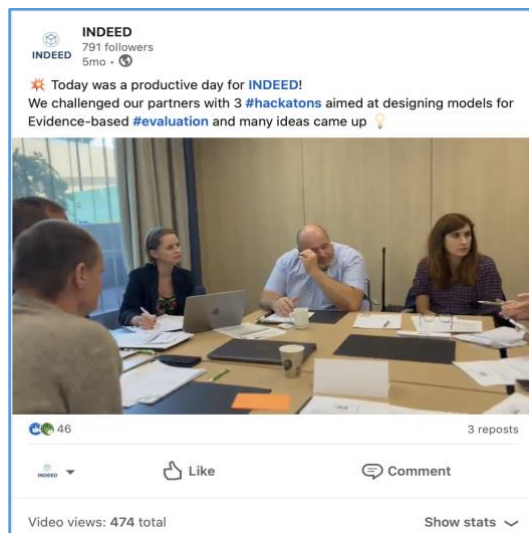


Figure 76 INDEED video post

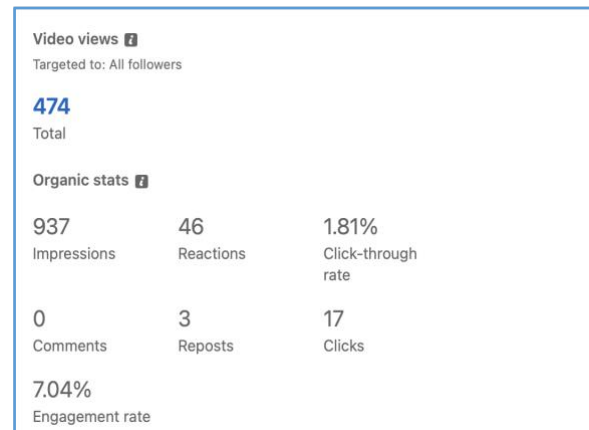


Figure 77 INDEED post statistics

Another example of strategy is **to adopt a partner-centric approach**. This means to involve their work in the project’s social media publications, giving visibility to them and to relevant sources for the project. This strategy has been adopted when in an inspiring talk by one of the INDEED project partners from TRANSFORM, he shared his experience in helping people to get out of violent extremism groups and start a new life. The video has been shared through the social media platforms, as well as through the project newsletter (Figure 78).

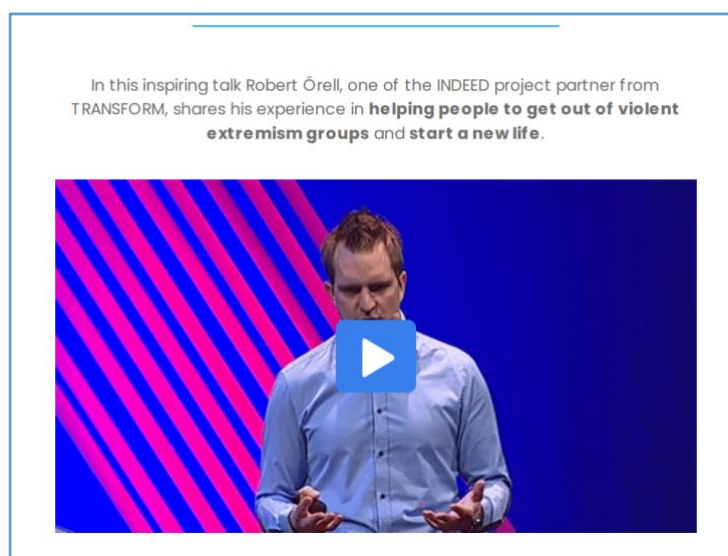


Figure 78 INDEED partner activity promotion



Furthermore, as it may be seen in the image below, the engagement in the LinkedIn post was very successful both in terms of likes and comments. For this reason, INDEED will facilitate as much as possible this type of actions which help to better understand how the people involved in the INDEED project have an impact in the field.

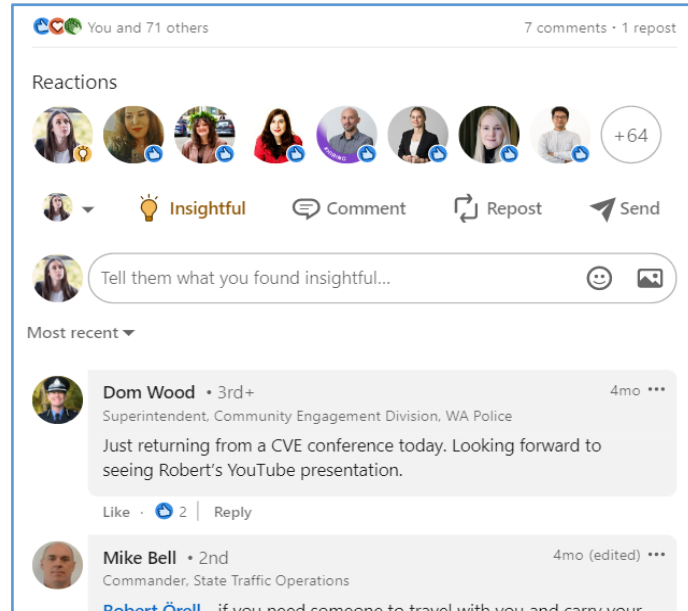


Figure 79 Focus on the post engagement.

Moreover, during the dissemination and communication activities, specific hashtags and tags are being used to attract the attention of stakeholders interested in the topics covered by INDEED.

Some examples of hashtags are listed below:

#Radicalisation, #evidencebasedapproach, #evaluation, #violentextremism, #deradicalisation, #crimeprevention, #preventivemeasures, #prevention #evaluationmodel

Some examples of 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

Tags corresponding to the partner organisations of the project are used to increase the visibility of the posts, as well as when partners are directly involved in specific activities, such as events, deliverables, and workshops.



| Organisation | Twitter | LinkedIn |
|--------------|-----------------|--|
| PPHS | PolishPlatform | Polska Platforma Bezpieczeństwa Wewnętrznego |
| VUB | VUBrussel | Vrije Universiteit Brussel |
| CENTRIC | sheffhallamuni | Sheffield Hallam University |
| UoH | helsinkiuni | University of Helsinki |
| EFUS | Efusnews | European Forum for Urban Security |
| PATRIR | / | PATRIR |
| VICESSE | vicesse | / |
| DBL | dblue_it | Deep Blue |
| TRANSFORM | / | / |
| ITTI | / | ITTI |
| LPR | / | Lokale PolitieZone Rupel |
| KWPG | PomorskaPolicja | / |
| HP | hellenicpolice | / |
| RMP | RigasPP | / |
| MoJ | sjv_hb | / |
| KEMEA | dmyttas_KEMEA | Center for Security Studies (KEMEA) |
| IPS | / | IPS_Innovative Prison Systems |
| GDES | / | / |
| PMM | policiaMadrid | / |

Figure 80 INDEED partners tags

6.2 WEBSITE

The first version of the **official website** was launched in November 2021 (M3) at www.indeedproject.eu. The INDEED website is an ongoing activity, and its structure will be changed 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 offers a wide range of functionalities, including document download, information on events and links to other relevant websites.

DBL regularly updates it with public information about INDEED progress, news and any other relevant information. The website, supported by the social media profiles, creates a network that connects the broader possible group of stakeholders.

DBL paid attention to the usability and simplicity of the website, for this reason changes were made to facilitate the navigation of the website and the contents' comprehension. Specifically, the News & Events page was split into two different pages: News and Events. The information categorization on the website follows a logical and significant criterion. Pages employ a simple layout with clear sections and texts. Moreover, to maximise INDEED impact, the website includes social networks and partners' websites.

The website is also 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.

The INDEED website is structured (sitemap) as follows:

1. **Home** shows general information about the project, including the project description, the main results, the timeline and the button to subscribe to the newsletter.
2. **About** presents numbers, consortium composition and the advisory board members involved in the project.
3. **Smart Hubs** is a 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. **Toolkit** is a page under construction that will include all the results produced within the project, such as the Evidence-Based Evaluation Model, Evaluation Tool, e-guidebooks,





- training package, policy recommendations and the Digital repository of studies on risk and protective factors.
6. **News** includes all the relevant news about the project, with the possibility to navigate the topics and the archive.
 7. **Events** includes a calendar where past and future, internal and external dissemination events can be found.
 8. **Contact us** provides the contacts to be used in case of need and a box for direct contacts.

Finally, on the bottom of each page the website shows direct links to the social media profiles (including a box with recent tweets), acknowledgement and contact details. These links to the social media profiles create a bridge between the website and the social media channels.

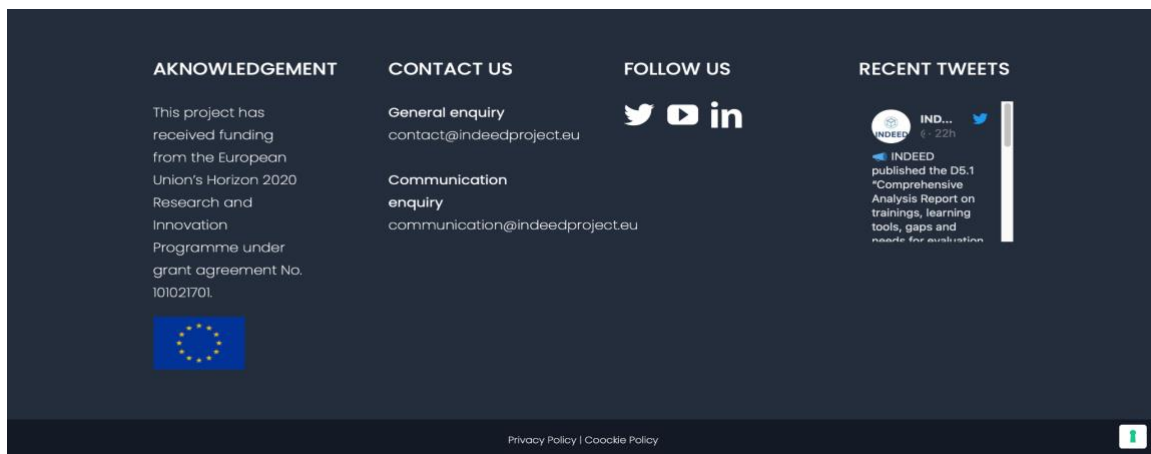


Figure 81 INDEED website footer

6.2.1 Website Analytics

DBL has created the following table (Figure 82) where monthly website analytics are being collected through **Google Analytics**, in order to have a better understanding of how the website is performing. In particular, for every month since the publication of the website, the following data are inserted:

- Number of users;
- Number of sessions;
- Bounce rate;
- Session duration;
- Number of pageviews;
- Number of downloads.

As shown by the numbers, **the different metrics illustrate a significant increase for each type**. For example, the **number of users** has tripled since November 2021, with a notable growth in January 2023, when 119 more users have been registered compared to the previous month. Noteworthy is the growth of the **number of the dissemination material downloads**, which have seen a significant and consistent increase each month. The INDEED [SMART Hub leaflet](#) (Figure 83), the Deliverable 7.1 "[The initial Communication and Dissemination plan](#)" (Figure 84) and the INDEED [first newsletter](#) (Figure 85), appear to be the three most downloaded dissemination material, respectively with 228, 143 and 131 downloads. This demonstrates that the possibility of downloading the material produced within the project is a well-performing strategy, and it will be further used to make the outcomes of the project available to the public. Moreover, the numbers show that the INDEED website gained a total of 5127 pageviews.





Specifically, the Digital repository of studies on risk and protective factors was viewed a total of 23,451 times.

| Month | Users | Sessions | 62,17 | Session Duration | Pageviews | Download |
|--------|-------|----------|---------|------------------|-----------|----------|
| Nov-21 | 140 | 206 | 56.31% | 3 min 15 sec | 564 | 0 |
| Dec-21 | 167 | 292 | 66.44 % | 1 min 43 sec | 261 | 19 |
| Jan-22 | 125 | 214 | 64.02% | 3 min 11 sec | 212 | 22 |
| Feb-22 | 114 | 193 | 57.51% | 2 min 25 sec | 167 | 43 |
| Mar-22 | 179 | 314 | 59.55% | 2 min 33 sec | 293 | 129 |
| Apr-22 | 246 | 340 | 59.12% | 2 min 06 sec | 269 | 242 |
| May-22 | 260 | 400 | 60.50% | 1 min 48 sec | 245 | 374 |
| Jun-22 | 301 | 489 | 62.17% | 2 min 31 sec | 392 | 486 |
| Jul-22 | 247 | 440 | 58.60% | 2 min 25 sec | 224 | 597 |
| Aug-22 | 192 | 251 | 62.55% | 1 min 40 sec | 172 | 715 |
| Sep-22 | 366 | 506 | 63.40% | 3 min 2 sec | 544 | 772 |
| Oct-22 | 281 | 399 | 61.40% | 2 min 15 sec | 336 | 894 |
| Nov-22 | 352 | 476 | 64.29% | 1 min 39 sec | 444 | 1016 |
| Dec-22 | 324 | 401 | 69.33% | 1 min 49 sec | 423 | 1137 |
| Jan-23 | 443 | 550 | 71.09% | 2 min 03 sec | 581 | 1262 |

Figure 82 INDEED website analytics

| | | | | |
|--|------|---|-----|----------------------------------|
| | 4961 | https://www.ind eedproject.eu/w p- content/uploads /2022/03/SH- Leaflet- INDEED-2.pdf | 228 | Published 2022/03/22 at 22:32 |
|--|------|---|-----|----------------------------------|

Figure 83 INDEED first download analytics

| | | | | |
|--|------|--|-----|----------------------------------|
| | 4539 | https://www.ind eedproject.eu/w p- content/uploads /2022/01/INDEE D-D7.1-The- Initial- Communication -and- Dissemination- Plan-v.1.0.pdf | 143 | Published 2021/11/15 at 10:48 |
|--|------|--|-----|----------------------------------|

Figure 84 INDEED second download analytics

| | | | | |
|--|------|---|-----|----------------------------------|
| | 4944 | https://www.ind eedproject.eu/w p- content/uploads /2022/03/INDEE D- NEWSLETTER- N.1.pdf | 131 | Published 2022/03/08 at 10:14 |
|--|------|---|-----|----------------------------------|

Figure 85 INDEED third download analytics

6.3 NEWSLETTERS

The purpose of the INDEED newsletters is to raise awareness about the project and announce its latest news. The development of the INDEED newsletters required input from all consortium members. If needed partners were assigned as leader of specific sections. The four newsletters





were distributed on **7th March 2022, 18th July 2022, 10th October 2022, and 24th February 2023** to **289 recipients**.

| Date | Newsletter # | Recipients | Opened | Clicked | Unsubscribed | Download from website | Topics covered |
|----------|--------------|------------|--------|---------|--------------|-----------------------|----------------|
| March | 1 | 23 | 7 | 4 | 0 | 99 | 6 |
| July | 2 | 66 | 29 | 8 | 0 | 5 | 7 |
| October | 3 | 95 | 54 | 13 | 0 | 9 | 10 |
| February | 4 | 105 | 61 | 14 | 0 | 2 | 9 |

Figure 86 INDEED newsletter monitoring









| | | | | | | |
|--------------------------|--|---|--------------------------|-------------------------|--------------------------|---|
| <input type="checkbox"/> |  | INDEED project 4rd newsletter Regular - 3 days ago View report | 105 recipients | 58.10% opened | 13.33% clicked | Copy  |
| <input type="checkbox"/> |  | INDEED project 3rd newsletter Regular - 2022-10-10 View report | 95 recipients | 58.95% opened | 14.74% clicked | Copy  |
| <input type="checkbox"/> |  | INDEED project 2nd newsletter Regular - 2022-07-18 View report | 66 recipients | 43.94% opened | 12.12% clicked | Copy  |
| <input type="checkbox"/> |  | INDEED project 1st newsletter Regular - 2022-03-07 View report | 23 recipients | 31.82% opened | 18.18% clicked | Copy  |

Figure 87 INDEED newsletter monitoring

As shown by the analytics in Figures 86 and 87, the subscribers have been consistently growing, as well as the opening rate that went from 31,82% to 58,95%.

6.3.1 1st newsletter

The **first newsletter** (Figure 88), sent on the 7th of March 2022 to 23 recipients, presented the most meaningful activities carried out by the INDEED Consortium in the first six months. In this issue, there is information about the project tasks that bring our consortium closer to the preparation of solutions in the field of improving the evidence-based evaluation of initiatives designed, planned and implemented in the area of PVE / CVE and De-radicalisation. The newsletter has been sent by email to the subscribers and promoted on both our social media channels, and website free to download.

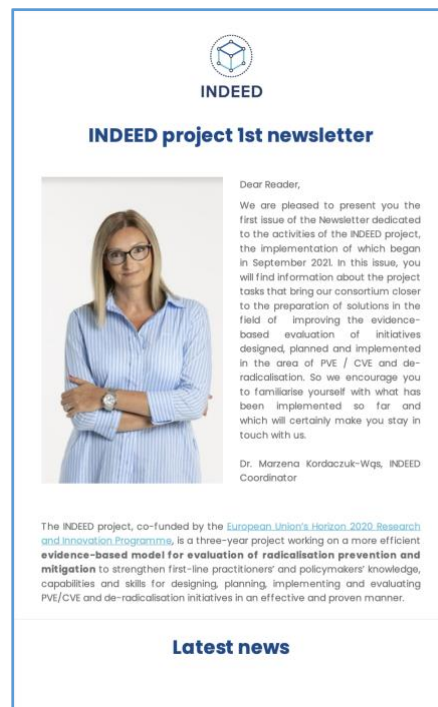


Figure 88 INDEED 1st newsletter

6.3.2 2nd newsletter

The **second newsletter** (Figure 89), sent on the 18th of July 2022 to 66 recipients, provided reports from project activities, announcements on hands-on webinars as well as the information about sister projects in the field of improving the evidence-based evaluation of initiatives designed, planned and implemented in the area of PVE / CVE and De-radicalisation. The newsletter has been sent by email to the subscribers and promoted on both our social media channels, and website free to download.



Figure 89 INDEED 2nd newsletter

6.3.3 3rd newsletter

The **third newsletter** (Figure 90), sent on the 10th of October 2022 to 95 recipients, presented the new digital repository of risk and protective factors, the INDEED consortium members' participation in international conferences, the public deliverables on the project's outcomes, as well as events about to happen. Finally, suggestions with further material in the field of PVE/CVE and De-radicalisation can be found. The newsletter has been sent by email to the subscribers and promoted on both our social media channels, and website free to download.

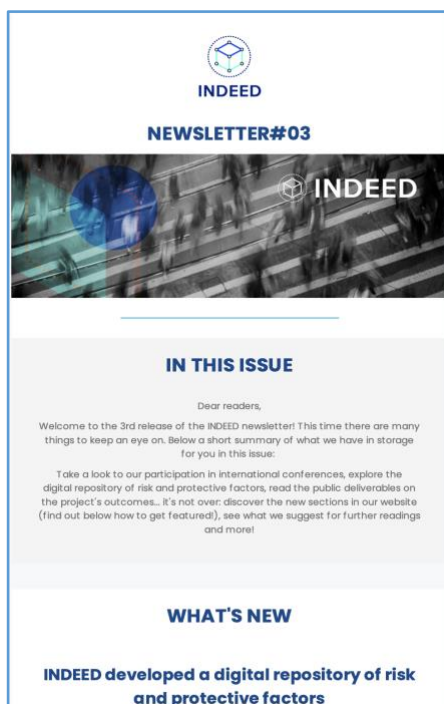


Figure 90 INDEED 3rd newsletter

6.3.4 4th newsletter

The **fourth newsletter** (Figure 91), sent on the 24th of February 2023 to 105 recipients, presented the Evidence-Based Evaluation Model, the INDEED Digital Repository of Studies on Risk and Protective Factors, the WP1 social media cards campaign, the public deliverables on the project's outcomes, the INDEED Hands-on webinars complete series available on YouTube, as well as events happened and about to happen. The newsletter has been sent by email to the subscribers and promoted on both our social media channels, and website free to download.



Figure 91 INDEED 4th newsletter

6.4 PRESS RELEASE

The first INDEED press release was shared with the partners in October 2021. Specifically, the press release described the motivation behind the INDEED project, the aims of the project, and its targets. It was used by the consortium partners to create articles on their websites and, when requested, it was shared with external organisations who mentioned INDEED in their communication activities.

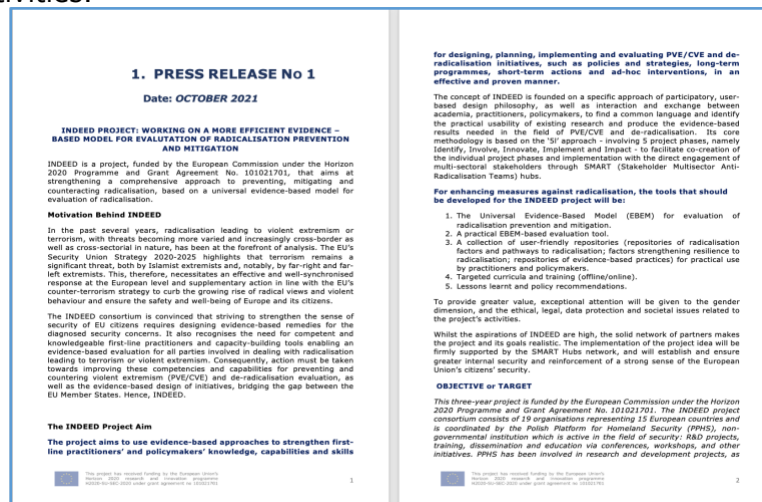


Figure 92 INDEED press release

7. INDEED EVENTS

The Consortium has been involved in **32 events**: 1 practitioner's workshop, 1 Research Forum and 1 Strategic dissemination event "Mini-Briefing", 4 INDEED webinars, 14 national level workshops, in addition to the participation in 11 external events.





7.1 INTERNAL EVENTS

7.1.1 INDEED Practitioner's Workshop



Figure 93 INDEED practitioner's workshop

The first face to face INDEED **Practitioner's Workshop** called "GAP ANALYSIS OF EVALUATION PRACTICES IN PVE/CVE/DE-RADICALISATION" took place on the 27th-29th of April 2022 in Athens, hosted by the Hellenic Police and KEMEA.

The focus of the workshop was on the identification of current initiatives and evaluation frameworks deployed in preventing violent extremism (PVE) and countering violent extremism (CVE) and De-radicalisation initiatives. Examples of initiatives included policies and strategies, programmes, actions, and interventions implemented by the consortium partners and external practitioners and policy makers.

The main aim of the workshop was to understand the advantages and limitations of current approaches to PVE/ CVE/ and De-radicalisation initiatives and how they are evaluated.

The workshop was attended by practitioners and policy makers from various sectors and jurisdictions. The workshop engaged with the experts to understand:

1. Which initiatives are currently implemented and how they are evaluated.
2. What would be the ideal outcomes from their initiatives; and
3. What are the potential barriers and limitations they are experiencing that inhibit the optimal process of evaluation.

Find [HERE](#) the report that outlines the key results of the workshop and highlights the gaps and solutions that were proposed by the participants/ stakeholders.





7.1.2 INDEED Research Forum



Figure 94 INDEED research forum

The INDEED **Research Forum** was organised on the 24th of May 2022 at the University Foundation in Brussels. The primary aim of the research forum was to organise a discussion between INDEED consortium partners and invited academic experts on evaluation and evidence-based practice, particularly in the field of PVE/CVE/De-radicalisation. The results of the forum contributed to the development of a report which reviews the literature surrounding the evidence-based movement and evaluation across academic disciplines.

The Research Forum brought together 10 invited academic experts from the fields of criminology, counter-terrorism, education, public health and political science with 15 members of the INDEED consortium, representing 10 of its partnering institutions. Invited experts were asked to prepare a 10-minute impulse statement on a set of prepared questions to kick off discussions in the forum's four thematic sessions.

An overview of the key finding is presented in the summary report available [HERE](#).

7.2 STRATEGIC DISSEMINATION EVENT

7.2.1 INDEED MINI-BRIEFING



Figure 95 INDEED mini-briefing



The so-called INDEED **Mini-Briefing dissemination event** was organised on the 25th of May 2022 at the University Foundation in Brussels. The aim of the Mini-Briefing was to have practitioners and policy makers dealing with PVE/CVE and De-radicalisation field familiarise with the INDEED project, and to present the objectives and preliminary findings.

The event also focused on showcasing the portfolio of planned results as well as INDEED's Smart Hubs – practitioner networks within several EU member states – which are guided by a user-centred and co-design philosophy.

The event included:

1. 3 keynote speeches of strategic stakeholders.
2. 1 keynote speech of a practitioner in the field.
3. Presentation of the INDEED project – its assumptions and planned results.
4. First findings regarding evidence-based approaches to evaluation coming from the literature and research in PVE/CVE, De-radicalisation and other disciplines.
5. SMART Hubs concept of co-creation of the project by practitioners and policymakers from and outside the consortium.

It was the first INDEED event open to stakeholders, attended by, among others, EU Counter-Terrorism Coordinator, representatives of the European Commission Prevention Radicalisation Unit, European Crime Prevention Network and European Union Agency for Law Enforcement Training CEPOL.

The summary report is available [HERE](#).

7.3 WEBINARS

The webinars were dedicated to INDEED partners, as well as all first-line practitioners and policy makers dealing with the topic.

7.3.1 INDEED Designing Evidence-based Practice webinar

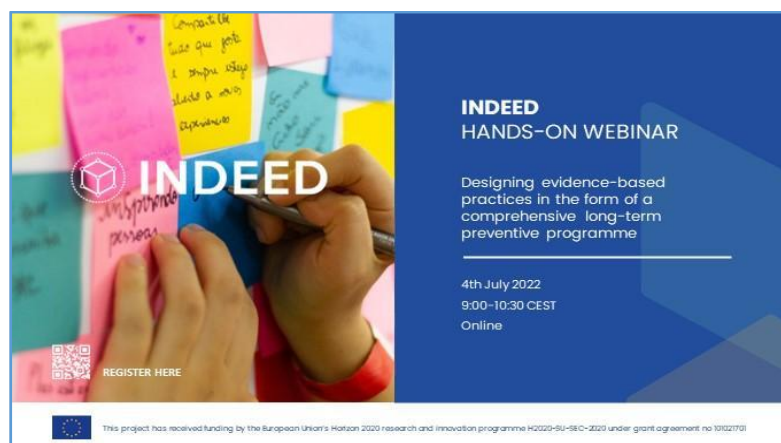


Figure 96 INDEED first hands-on webinar

INDEED invited stakeholders dealing with PVE/CVE/De-radicalisation to attend the hands-on webinar on designing evidence-based practices in the form of a comprehensive long-term



preventive programme, that took place on the 4th of July 2022. The webinar was held in English by Marzena Kordaczuk-Was, INDEED Project Coordinator.

The webinar initiated a series of webinars dedicated to the process of designing a comprehensive long-term preventive programme. Using the example of the educational programme to prevent radicalisation leading to discrimination and hate speech developed and piloted by the Polish Platform for Homeland Security, the step-by-step process of creation showed how, starting from the diagnosis of threat, one can go through the process of designing a programme based on the theory of change. **The webinar is available [HERE](#).**

7.3.2 INDEED Evaluation-Tool and Training Requirements workshop



Figure 97 INDEED workshop

INDEED invited stakeholders dealing with PVE/CVE/De-radicalisation to attend the INDEED Evaluation-Tool and Training Requirements workshop, that took place on the 7th of July 2022 Online. During the workshop needs for practice were discussed and prioritised in order to be able to create and provide practice-oriented content in the next step.

The event was hosted online by the Bremen Ministry for Justice and Constitution.

7.3.3 INDEED Hands-on webinar on formulating standardised assumptions of preventive programme

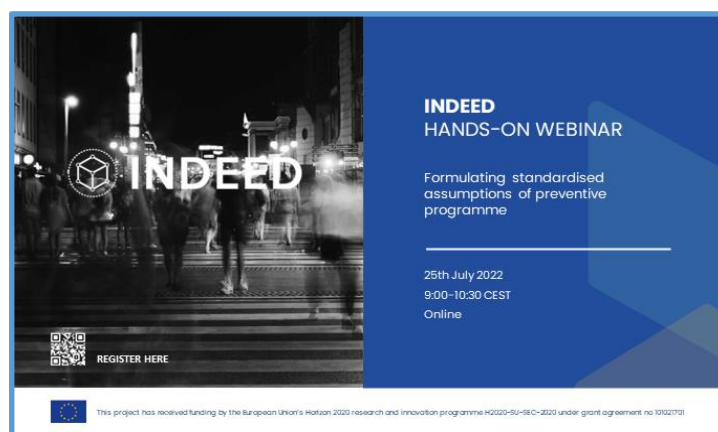


Figure 98 INDEED second hands-on webinar

The hands-on webinar on formulating standardised assumptions of preventive programmes took place on the 25th of July 2022. The webinar was held in English by Marzena Kordaczuk-Was, INDEED Project Coordinator.

The webinar was a follow-up to the 1st webinar on Designing of Evidence-Based Practice that took place on the 4th of July 2022. The second part described in detail the design of standardised elements of a long-term comprehensive prevention programme using material derived from a detailed diagnosis of the specific risk occurring in the local environment. **The webinar is available [HERE](#).**

7.3.4 INDEED Webinar | Evaluating Evidence-based preventive programme



Figure 99 INDEED third hands-on webinar

The webinar took place online on the 5th of September 2022 and was the last of a series of events dedicated to the designing process of evidence-based prevention practice. During this webinar, the process of designing, planning and conducting the evaluation of a long-term comprehensive preventive programme was discussed in detail.

The webinar allowed the participants to learn more about how to take care of formative evaluation in the form of a pilot programme implementation, as well as how to monitor the course of the proper implementation of the initiative (process evaluation). Moreover, complementing the full evaluation process, the event focused on the evaluation of the results of the implemented long-term programme. **The webinar is available [HERE](#).**

7.4 NATIONAL LEVEL WORKSHOPS

INDEED organised national level workshops that aimed at promoting the co-joint discussion and know-how sharing among practitioners from different backgrounds (i.e., policy-makers, first-line practitioners, and trainers) regarding training in the field of designing and evaluating PVE / CVE / De-radicalisation and/or other crime prevention initiatives. Such an approach will allow for a more adequately tailored and adapted training programme that will, consequently, best address the end-users' needs and lacks in designing and evaluating PVE / CVE / De-radicalisation and/or other crime prevention initiatives.



National workshops in 14 different countries with 129 participants have been organised and carried out as reported in the table below:

| Location | Date | Partner responsible | N. of participants |
|----------------|---------------|-------------------------|--------------------|
| Austria | December 2022 | VICESSE | 4 |
| Belgium | December 2022 | LPR + VUB | 10 |
| Bulgaria | January 2023 | GDES | 4 |
| Finland | December 2022 | UoH | 10 |
| Germany | January 2023 | MoJ | 7 |
| Greece | December 2022 | KEMEA + Hellenic Police | 20 |
| Italy | December 2022 | DBL | 8 |
| Latvia | December 2022 | Riga Municipal Police | 10 |
| Poland | December 2022 | PPHS | 17 |
| Portugal | November 2022 | IPS | 9 |
| Romania | January 2023 | PATRIR | 18 |
| Spain | November 2022 | Madrid Municipal Police | 5 |
| Sweden | January 2023 | Transform | 3 |
| United Kingdom | December 2022 | CENTRIC | 4 |

7.5 PARTICIPATION IN EXTERNAL EVENTS AND MEETINGS

The table below lists all events of the first 18 months of the project in which **partners attended for dissemination purposes**.

| Evet Title | Date | Location | Organisers | Partner involved |
|------------------------------------|---|----------|--------------------------------------|------------------|
| CERIS-FCT Workshop: Radicalisation | 26.11.2021 | Online | European Commission, DG HOME / CERIS | CENTRIC / DBL |
| Brief description | RADICALISATION ANNUAL WORKSHOP. The event was focused | | | |





| | | | | |
|---|---|-----------------------|---|-------------------|
| | on gaming culture and serious games. | | | |
| Projects to Policy Seminar | 30.06- 1.07.2022 | F2F, Brussels | European Commission (DG HOME and REA C2) | PPHS |
| Brief description | PPHS invited as coordinator; Next edition of the Secure Societies Projects | | | |
| Directorate of State Protection and Intelligence: Prevention Summit | 7.07.2022 | Vienna, Austria | Austrian Directorate of State Protection and Intelligence | VICESSE |
| Brief description | Under the auspices of the Directorate of State Protection and Intelligence (DSN), experts discussed topics surrounding "extremist propaganda and hybrid threat scenarios". | | | |
| MOTRA (Monitoring System and Transfer Platform Radicalisation) Annual Conference | 28.02.- 01.03.2023 | Wiesbaden, Germany | Research Centre for Terrorism/Extremism of the Federal Criminal Police Office (Wiesbaden) | VICESSE |
| Brief description | Accepted abstract to the panel (Gender aspects of current radicalisation (gender dimensions of radicalisation; radicalisation ignited by gender issues; gender dimensions of radicalisation; radicalisation ignited by gender issues) at the Annual Conference of MOTRA. | | | |
| CERIS (Community of European Research and Innovation for Security) workshop on radicalisation | 29.11.2022 | Brussels, Belgium | European Commission, DG HOME / CERIS | PPHS, VUB, UoH |
| Brief description | The workshop aimed to discuss the lessons drawn from a number of projects related to radicalisation and that are being currently implemented or have recently come to an end. Projects funded under Horizon 2020, Horizon Europe and ISF-P have been gathering field insights and developing tools to enhance EU counter-actions towards radicalisation. During the workshop, PPHS presented INDEED and took part in the panel. | | | |
| Nordic Conference on Violent Extremism | 19- 21.09.2022 | Goteborg, Sweden | the Segerstedt Institute at the University of Gothenburg | PPHS, UoH |
| Brief description | The conference has gained increased interest and importance for the development of Nordic collaboration projects between researchers, of which the University of Gothenburg has been a proud contributor. In addition to presenting the latest research on | | | |



| | | | | |
|--|---|----------------------|--|-------------------------------|
| | violent extremism, the event also aims to improve the dialogue and interaction between researchers, decision-makers and practitioners working in the field. On this occasion, UoH presented a conference paper. | | | |
| Horizon Europe info day | 12.01.2023 | Warsaw, Poland | Polish National Contact Point (NCP) for EU Research Programmes of the National Centre for Research | PPHS |
| Brief description | The Warsaw meeting organised by the Polish National Contact Point (NCP) for EU Research Programmes of the National Centre for Research and Development took place on January 12th. It was an opportunity not only to get acquainted with the novelties in the Work Programme for 2023-2024, but also to listen to valuable lectures. At the event, there was a stand with promotional materials of the project. | | | |
| RAN REHABILITATION Working Group workshop on "Evaluation of tertiary prevention" | 10- 11.11.2022 | Berlin, Germany | RAN REHABILITATION working group | PPHS, UoH and TRANSFORM |
| Brief description | During the meeting the INDEED Project was presented, as well as the current state of work on Evidence-Based Evaluation Model, the new digital repository of risk and protective factors and the SMART Hubs. | | | |
| EUCPN annual stakeholders meeting | 28- 29.06.2022 | Brussels, Belgium | EUCPN | PPHS |
| Brief description | The EUCPN Multiannual Strategy for 2021-2025 indicates that one of the strategic objectives of the Network is "to support and develop crime prevention within the EU using an evidence-based approach", and one of the areas of action is "increasing the capacity for evaluating crime prevention initiatives". These are common areas with INDEED and this is one of the reasons why EUCPN is a strategic partner for INDEED. During the event, PPHS presented the project. | | | |
| The Future of Terrorism and Terrorism Research 14th Annual Society for Terrorism Research International Conference | 8-9.09.2022 | Coventry, UK | Society for Terrorism Research, Coventry University, UK | CENTRIC |
| Brief description | This was a large international conference bringing practitioners, policy makers, and academics from across the globe to discuss the main trends and changes in the terrorism studies. CENTRIC presented the main findings from the INDEED project's workshop in Athens that went down very well with the audience and | | | |



| | | | | |
|--|---|--------------------------|--|-----|
| | triggered a healthy discussion. The presentation also received critical feedback which was reflected in the sub-sequent WP2 deliverables. | | | |
| ICPA International Corrections and Prisons Association Annual Conference | 23-28. October 2022 | Orlando, Florida, USA | International Corrections and Prisons Association | IPS |
| Brief description | During the event INDEED was mentioned in a broader presentation on the topic of PVE/CVE, as part of the current next steps happening in Europe. | | | |

7.6 PROMOTION OF EXTERNAL EVENTS

On the website, in the **events section**, both internal and external events are promoted. Moreover, similar projects and initiatives in the field of radicalisation, crime prevention and evaluation, have the opportunity to promote their events on the INDEED website. The possibility of promoting external events has also been highlighted in the third newsletter, as shown in the image below:

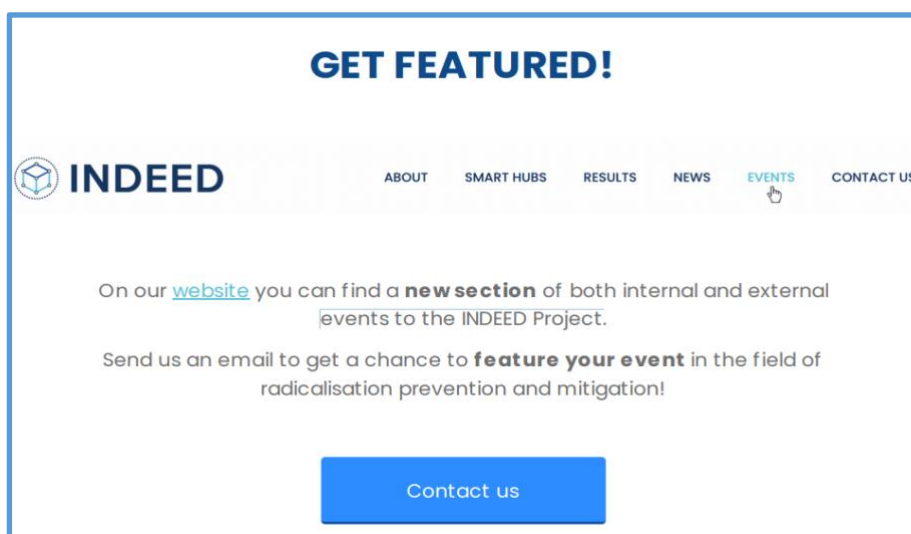


Figure 100 INDEED promotion of external events

7.7 INDEED DISSEMINATION ACTIVITIES BY EXTERNALS

In addition to all the mentions made by the project partners, the INDEED project has been featured in various external channels in the form of news, articles, newsletters, social media posts, etc. Hereinafter are some examples.

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

Evidence-Based Model for Evaluation of
Radicalisation Prevention and Mitigation

D7.5 Intermediate Dissemination Report VERSION: 1.0



Figure 101 INDEED first example of dissemination activity by externals

INDEED was mentioned in the Counter project 3rd newsletter: <https://counter-project.eu/publications/>



Figure 102 INDEED second example of dissemination activity by externals



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



INDEED was mentioned in the **EUCPN (European Crime Prevention Network)** LinkedIn post about the roll out of INDEED training on the evaluation of crime prevention initiatives at our stakeholder meeting, where the INDEED project was invited.



Figure 103 INDEED third example of dissemination activity by externals

INDEED project was promoted by **the EU Home Affairs** (DG Migration & Home Affairs, responsible for EU migration, borders and security policy) in a Twitter post. The channel has 40.8K Followers.



Figure 104 INDEED fourth example of dissemination activity by externals

8. SCIENTIFIC OUTREACH

8.1 SYNERGIES

In order to maximise the impact of the project, create synergies and increase knowledge sharing, networking and mutual learning, INDEED is collaborating with 2 European funded projects: Counter and SERENY projects.

The projects agreed on the implementation of the following activities:

- Cross-referencing of each other's websites and exchange of logos to increase the number of visitors to the websites;
- Mutual visibility of the projects through social pages and Newsletters;
- Best practices sharing;
- Mutual participation, whenever possible and upon agreement, in events and relevant initiatives;
- Involvement in the INDEED SMART Hubs.

A description of the so-called sister projects is provided below.

Counter Project - Countering Radicalisation for a Safer World.

An innovative cross-European 36-month project that supports the fight against radicalisation to prevent future terrorist attacks was launched in May 2021. The ultimate goal of the Counter solution is to provide law enforcement agencies and Internet providers and social media platforms with an Early Warning tool to be used in the detection of potential radical content for the prevention of radicalisation spread and ultimately life-threatening terrorist attacks.

SERENY Project - Strengthening approaches for the prevention of youth radicalisation in prison and probation settings.

SERENY is a project co-funded by the European Union's Justice Programme. The 2-year project, implemented by 7 inter-sectoral Partners from 4 EUMS (Austria, Italy, Slovenia and Spain), and Albania, aims to promote the adoption of effective, reliable interventions related to the prevention of radicalisation processes among young inmates, respectful of their human rights in compliance with International, EU and CoE laws and regulations.

The projects were promoted in the 2nd newsletter, as shown in the image below.



Figure 105 INDEED sister projects promotion

8.2 SCIENTIFIC PUBLICATIONS

One of the dissemination activities of the INDEED project is the **publication of scientific results in peer-reviewed journals**. Partners such as PPHS, VUB, UoH, VICESEE, CENTRIC and KEMEA have expressed their interest to write scientific publications; however other partners may also submit ideas for publications / conference papers or be e.g., co-authors of publications. In total, the INDEED consortium committed to prepare 10 scientific publications by the end of the project (5 in the second year and 5 in the third year). In the first year of the project, a **publication plan** was developed with internal procedures and a list of possible journals (see below) in which they could be published; it also included the possibility to publish conference papers and information on the budget dedicated to this activity.

The following scientific journals relevant to INDEED were identified:

- Counter Terrorist Trends and Analyses;
- European Journal of Criminology;
- Evaluation: The International Journal of Theory, Research and Practice;
- Journal for Deradicalization;
- Journal of Policing, Intelligence and Counter Terrorism;
- Kriminologisches Journal;
- Neue Kriminalpolitik;
- Police Practice and Research;
- Policing & Society;
- Studies in Conflict and Terrorism;
- Terrorism and political violence;
- Urban Crime. An international Journal.

No scientific publications have yet been published in the first half of the project, as they are also dependent on the results obtained. However, two conference papers were presented (Table below), on the basis of which scientific publications will be prepared. In addition, INDEED was invited by a member of the Scientific Advisory Board to co-author a book entitled "Preventing and Countering Violent Extremism and Radicalisation. Moving toward evidence-based policy and



practice." as well as publishing articles in it. The book is currently under review and more details will be known in the coming months.

| # | Organisation | Topic (what will be presented)/ name of the conference/date/place, target audience/link to the event | Speaker/ Author | Status |
|--------------|--------------|--|---|--------------|
| ACCEPTED | | | | |
| 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) | Accepted |
| 2 | UoH | Topic: Towards better evaluation practices of the P/CVE and deradicalisation initiatives Name of the event: 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 Mallki (UoH), Irina van Der Vet (UoH); | Accepted |
| UNDER REVIEW | | | | |
| 3 | PPHS UoH | Proposed working title of the book: Preventing and Countering Violent Extremism and Radicalisation Sub-title: Moving toward evidence-based policy and practice. Editors: Teresa Silva. Mid Sweden University (Sweden); Marzena Kordaczuk-Wąs. Polish Platform for Homeland Security (Poland) Authors of articles: PPHS, UoH | Teresa Silva (Scientific Advisory Board; Mid Sweden University); Marzena Kordaczuk-Was (PPHS); Irina van Der Vet (UoH); Leena Mallki (UoH); Mina Prokic (UoH) | Under review |

9. MONITORING AND KPIS

In the proposal phase, INDEED has set a series of **Key Performance Indicators** (KPI) for dissemination and communication activities. These are monitored on a monthly basis along with all analytics from the social media channels and website. As it is possible to observe from the table below, the KPIs have achieved the set objectives, exceeding them in some cases such as Number of synergies/links with other relevant H2020 projects, Number of scientific publications in peer-review journals, Number of Newsletter subscribers, Number of unique visitors to the Website (based on Google Analytics), Social media followers (LinkedIn, Twitter and YouTube), Number of multimedia material downloads (website) and Promotional video with project results. The table shows the KPIs set for the first and second year in the red column and the achievements for the first and second year in the green table.

| Key Performance Indicators for Dissemination & Communication | | | | |
|--|-----------------|-----------------|-----------------|-----------------|
| KPI | Year 1 foreseen | Year 1 achieved | Year 2 foreseen | Year 2 achieved |
| Number of annual dissemination events | 1 | 1 | 1 | 1 |
| Number of trainings for practitioners and policy makers (including online and cascade trainings) | 0 | 0 | 0 | 0 |
| Meetings (including remote) with Civil Society Organisations | 1 | 1 | 1 | |
| Number of synergies/links with other relevant H2020 projects | 1 | 2 | 1 | |
| Number of scientific publications in peer-review journals | 0 | 0 | 5 | 0 |
| Number of general press articles published at the local/national level | 6 | 6 | 5 | 2 |
| Number of press releases delivered to traditional media | 1 | 1 | 1 | |
| Number of Newsletter subscribers | 40 | 87 | 70 | 95 |
| Number of unique visitors to the Website (based on Google Analytics) | 600 | 868 | 700 | 2618 |
| Social media followers (LinkedIn, Twitter and YouTube) | 120 | 640 | 250 | 877 |
| Number of references of INDEED in other websites | 25 | 12+ | 30 | 15+ |
| Number of multimedia material downloads (website) | 10 | 715 | 25 | 1262 |
| Brochures and leaflets produced and distributed | 200 | 250 | 200 | 300 |
| Newsletter | 2 | 2 | 3 | 3 |
| Promotional video with project results. | 0 | 2 | 0 | 0 |

Figure 106 INDEED KPIS

10. CONCLUSIONS

If the first year of the project, from a dissemination and communication point of view, was mainly characterised by the creation of the brand identity and establishment of the INDEED community (i.e. social media followers, mailing lists, SMART Hub groups, participants in the INDEED webinars), from month 12 (August 2022) to month 18 (February 2023) the project was focused on the efficient valorisation of the efforts and assets developed by the consortium, showcasing our community project insights and engagement tools, thanks also to the organisation of national level workshops and work packages centred social media campaigns.