

# DRIVE

Resisting Radicalisation Through Inclusion

## Project Website Deliverable 9.1

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## Project information

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### DRIVE project information

<b>Grant agreement number</b>	959200
<b>Project full title</b>	Determining multi-level led causes and testing intervention design to reduce radicalization, extremism and political violence in north-western Europe through social inclusion.
<b>Project acronym</b>	DRIVE
<b>Funding scheme</b>	H2020 Research and Innovations Actions (RIA)
<b>Start date of the project</b>	1 January 2021
<b>Duration</b>	36 months: 1 January 2021 - 31 December 2023
<b>Project website</b>	<a href="https://www.driveproject.eu/">https://www.driveproject.eu/</a>

### History of changes

Version	Publication date	Author	Description of change
1.0	25.06.2021	Hannah Bieber	<ul style="list-style-type: none"><li>Initial version</li></ul>
1.0	28.06.2021	Tahir Abbas, Tobias Muller	<ul style="list-style-type: none"><li>review</li></ul>
1.1	28.06.2021	Astrid de Vries	<ul style="list-style-type: none"><li>Final version</li></ul>



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## Glossary of acronyms

Acronym	Definition
EU	European Union
LU	Leiden University



## 1. Executive summary

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The **project website** is a key component of the **DRIVE dissemination and communication strategy**. It aims to produce understandable content for broad audiences (researchers, practitioners, civil society actors, the general public, etc.). It will contribute to making information related to DRIVE public and sharing the project's progress and outcomes. The website will also be a platform for advertising DRIVE events.

This report, pertaining to **Deliverable 9.1**, explains the project's dissemination and communication strategy via its website and demonstrates how the DRIVE project is developing and maintaining its online presence.

## 2. Introduction

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**D9.1, Project Website** is the first deliverable within Work Package 9 (**WP9**) – *Communication and Dissemination*. It will describe the role of the project website in the **DRIVE dissemination and communication strategy**. It will outline the plan and actions that have been and will be implemented to **expand the project** and **reach its target audience**.

This report will firstly give an overview of the DRIVE website, before addressing the challenges and ethical concerns prompted by this medium.

The University of Leiden (LU) is in charge of WP9 – *Communication and Dissemination* and will thus be responsible for the website

## 3. Overview of the DRIVE website

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This section will describe the project website and its role in the DRIVE communication and dissemination strategy (WP9). It will provide an overview of the website's sections and their specific goals. The main objectives of the website are:

- Making **information** about the project **public**;
- **Sharing** the outcomes of the research and **publications**;
- **Advertising** events;
- **Produce** content addressed to a large audience;
- Making this content **accessible** to **various audiences** (academics and researchers, the general public, civil society organization, respondents, etc.).



### 3.1 Homepage

The [Homepage](#) of the DRIVE website provides an overview of the project and its intended aims. It centralizes all the sections and displays the visual identity of DRIVE, which will be featured in the whole communication and dissemination strategy of the project (logo and colour scheme).



Figure 1. Homepage of the DRIVE Website (extract)

### 3.2 Blog

The [Blog](#) section features contributions from members of the consortium as well as from third parties. Through this blog, DRIVE hopes to contribute to debates related to the project, such as security, social inclusion, identity politics, political violence, extremism, and terrorism. Contrary to regular academic publications in journals, the blog is aimed at a broader audience. The aim is to provide an accessible



presentation of the expertise available within the consortium as well as collaborators, scholars and practitioners. The blog has an academic approach but with a more popular science-like mindset.

The blog will serve several purposes:

- **Reflecting on current events** and use the knowledge and expertise available at DRIVE to provide new insights into what is happening in the world from an academic perspective.
- **Announcing new publications** and generate interest in contributors' latest articles.
- **Advertise the project's next phases** and reflect on DRIVE's past and upcoming activities.

To maintain consistency within the section, the consortium agreed on **guidelines**. The aim is to post at least **one blog** per month. On a rotating basis, different members of the consortium will write blogs – each member is asked to write at least two blogs during the length of the project. An example of a blogpost following these guidelines can be found below.



Figure 2. Blog section of the DRIVE website



Can being violent extremist (VE) ever be a rational decision? The global issue is... (VE), however, there remain two categories of the perspective of the programme: to create the... (understandings of why terrorism, radicalisation and terrorism, including what to do about the... (many readers that their primary focus is on... (conceptually, these are important... (concerns, as they raise an array of implications for society, including... (evaluating what levels... (of polarisation and disengagement. Yet, there are limited discussions of the implications of... (selecting both counter-terrorism and counter-extremism actions under the rubric of CVE, which... (is presented as a focus on building resilience from within but, ultimately, at the cost of... (communities who are made to not only witness the consequences of radicalisation from within... (but are then also expected to contribute to solutions from within but without on the terms set... (by others.

The primary object of the book is to provide a detailed critique of the concept of countering... (Violent extremism, formalised by the UK late in 2014 and then followed as a worldwide effort to... (fight against radicalisation and terrorism that might (or might not) lead to terrorism. The idea... (is both general and focuses the focus of violent extremism writing groups. It focuses the... (world over is critical, but the project has mainly (2014-2018) and mostly focused on... (knowledge. As a result, it continues to take attention away from the wider structural factors that... (are consistently in play when thinking through radicalisation.

There are no simple solutions to violent extremism but the focus on building can do more... (harm than good. Certainly, while it is easier to focus on ideology, we should not do it at the... (expense or even risk of overlooking and then exacerbating structural concerns to such an... (extent that the intended policy has the unintended outcome of helping terrorism rather than... (preventing it. As scholars, practitioners, and community organisations, we should ensure that... (we explore radicalisation and terrorism on wider justice issues, including terrorism and... (being specific solutions for it in isolation (or, for example, within the broader... (discourse surrounding violence or that suggest, simply that they have the potential to exacerbate existing... (issues of discrimination or other issues of intractability.

Readers should take away the idea that the solutions necessarily found in a significant body... (of research and writing on terrorism (or that help in allowing them to think through the bigger... (and wider picture that often create the conditions for the outcomes we are interested in. If... (thinking about terrorism, there is a vast body of knowledge concerning the study of human and... (social and that is often missing. Some of the signatures of learning about, such as because... (as well as the counter-terror state, this book will help to bridge these subjects with contemporary... (terrorism studies thinking. I believe.

I was inspired to write this book in the hope it gives readers a written overview of the subject of... (terrorism. The book is intended for scholars, researchers, activists, and students but also... (those working in policy. I have written it in an accessible way so as to reach a wide audience... (and I hope that those who read it that can take the important message away that terrorism... (radicalisation and terrorism are not an isolated or the rest of us. They are not a broad issue. The... (more we can appreciate from society (terrorism, radicalisation and terrorism, in it, the more we... (can spend on the subject in a robust, honest and deliberate way without repeating the mistakes... (of old. I hope this book starts a debate to help critically reflect on the concept of CVE.

Terracina is created in context, if we take the context away there is no terrorism. We need to... (talk context for more often.

Written by:  
 Dr. Sarah Wilson

Figure 3. DRIVE website blog example

### 3.3 Events

The [Events](#) section will show the **record of past events** and **advertise upcoming events**. This section will also allow users to **register** for these events.

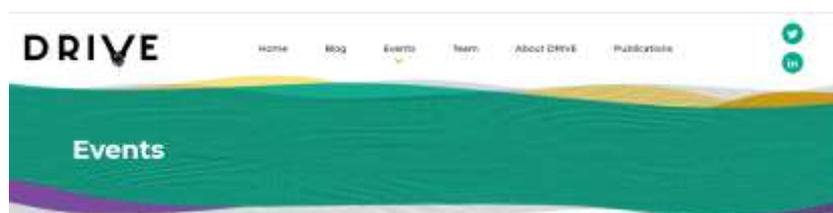




Figure 5. DRIVE website event page example

### 3.4 Team

The [Team](#) section of the DRIVE website features **all partners** of the consortium as well as the **advisory board** members and the **ethics committee members**. Each partner will also have a dedicated page describing their academic background, publications and the blogs they have written for the DRIVE website

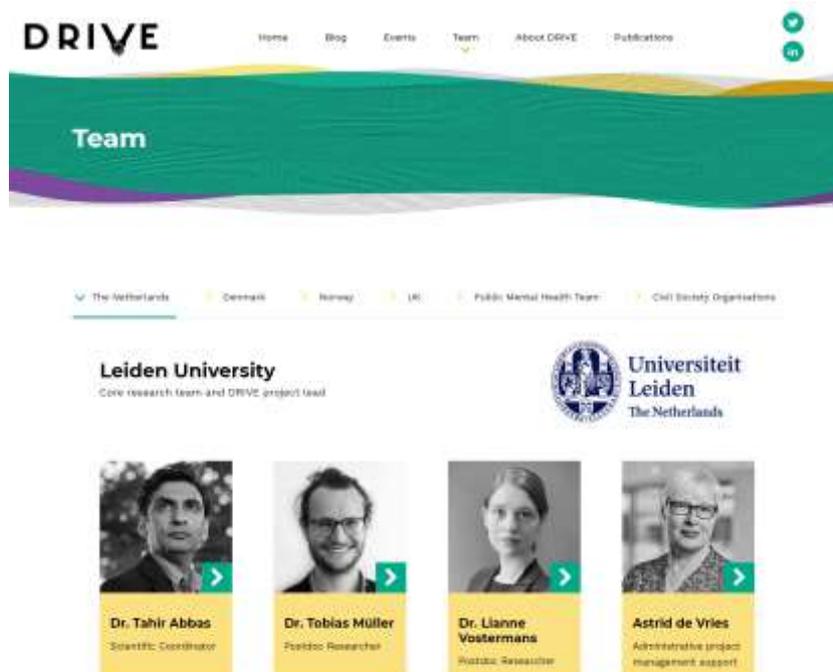


Figure 6. Team section of the DRIVE website (extract)





Figure 7. DRIVE website partner page example

## 3.5 About DRIVE

The [About DRIVE](#) section of the website provides a **more detailed overview** of the project’s scope and objectives. It also redirects users to the websites of the consortium members.

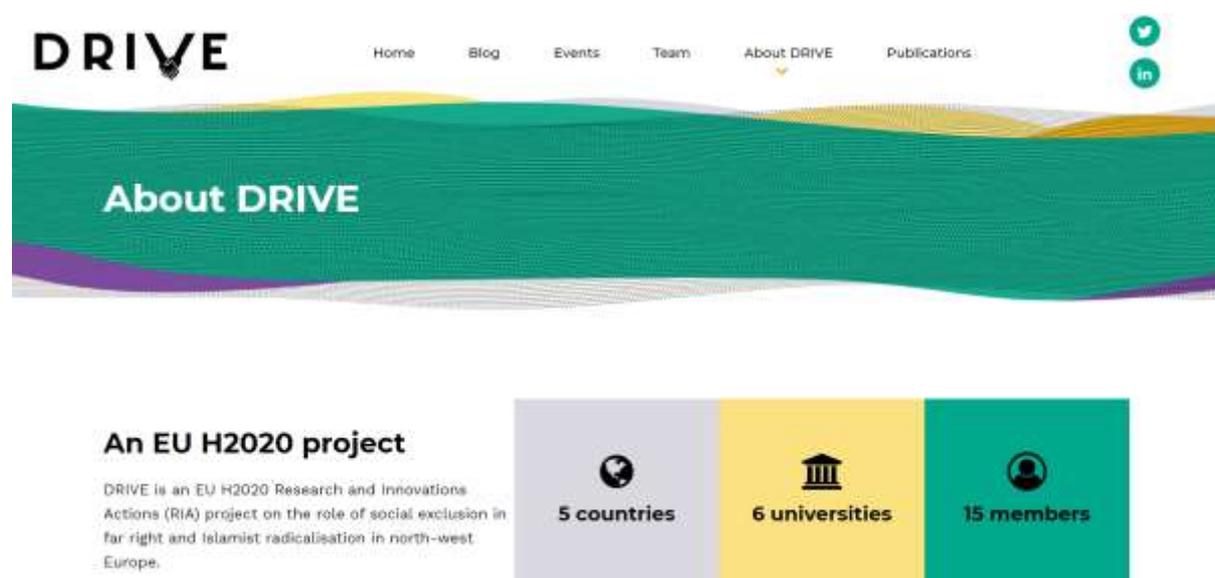


Figure 8. About DRIVE section of the DRIVE website (extract)



## 3.6 Publications

The [Publications](#) page of the website features the key publications from the DRIVE partners. At a later stage, it will also display the DRIVE publications and reports.

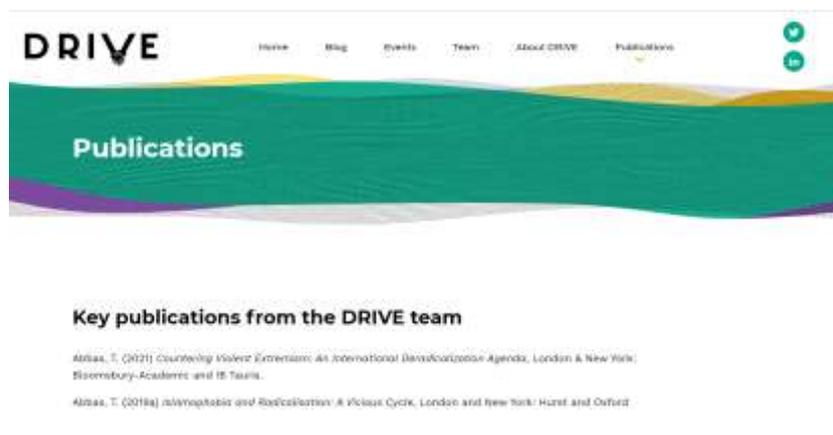


Figure 9. Publication section of the DRIVE website (extract)

## 4. Challenges and Ethical Concerns

### 4.1 Attractivity and growth

One of the main challenges for the DRIVE website will be to **attract** and **retain** its audience. To do so, the following strategies will be implemented:

- **Creating** engaging content;
- **Sharing** blogs and news on social media;
- **Keeping** the audience updated on new posts thanks to a newsletter;
- Regularly **advertise** the website on social media.

### 4.3 Ethical Concerns

DRIVE's website aims to build bridges and inform the public. Due to the sensitive nature of the project, DRIVE's website takes into account ethical and security concerns. These concerns are twofold: the **protection of researchers** and the **prevention of stigmatization**. Each post will be carefully constructed to avoid the stigmatization of certain communities or groups of people in society. This awareness is reflected in the neutral design of DRIVE's visual identity and will shine through the tone of the project's online content. Additionally, polarizing images as blog illustrations will be avoided.

