DRIVE

Resisting Radicalisation Through Inclusion

Project Website

Deliverable 9.1

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Project information

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

History of changes

Version	Publication date	Author	Description of change
1.0	25.06.2021	Hannah Bieber	• Initial version
1.0	28.06.2021	Tahir Abbas, Tobias Muller	• review
1.1	28.06.2021	Astrid de Vries	• Final version

Table of Contents

Glossary of acronyms

Acronym	Definition
EU	European Union
LU	Leiden University

1. Executive summary

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

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

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

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
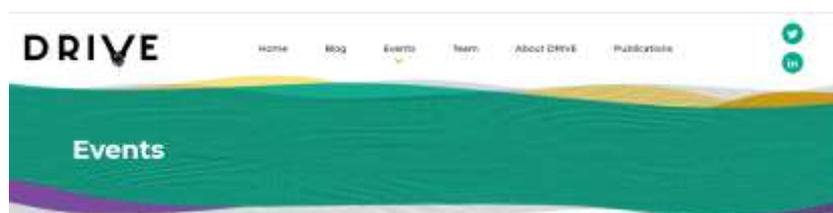
3.4 Team

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

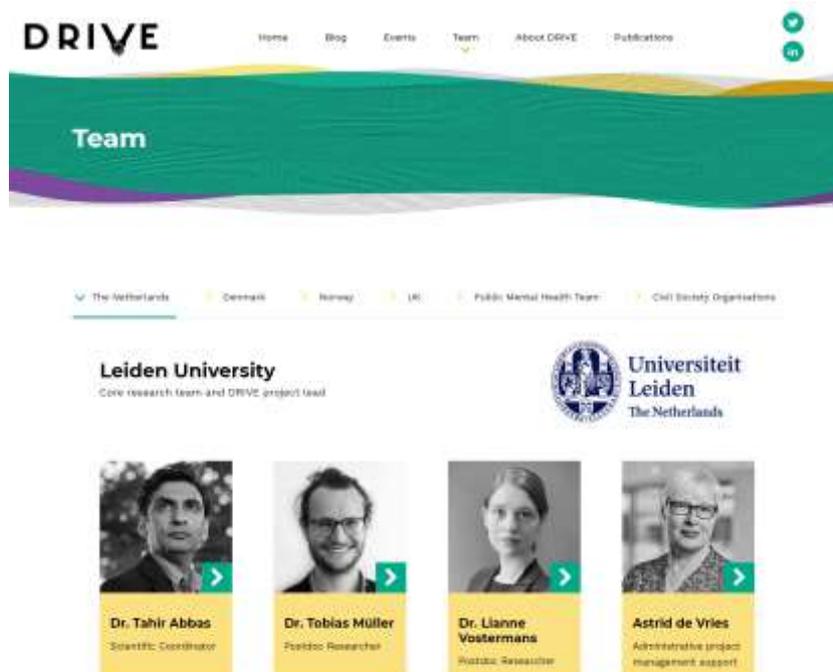*Figure 6.* Team section of the DRIVE website (extract)

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.
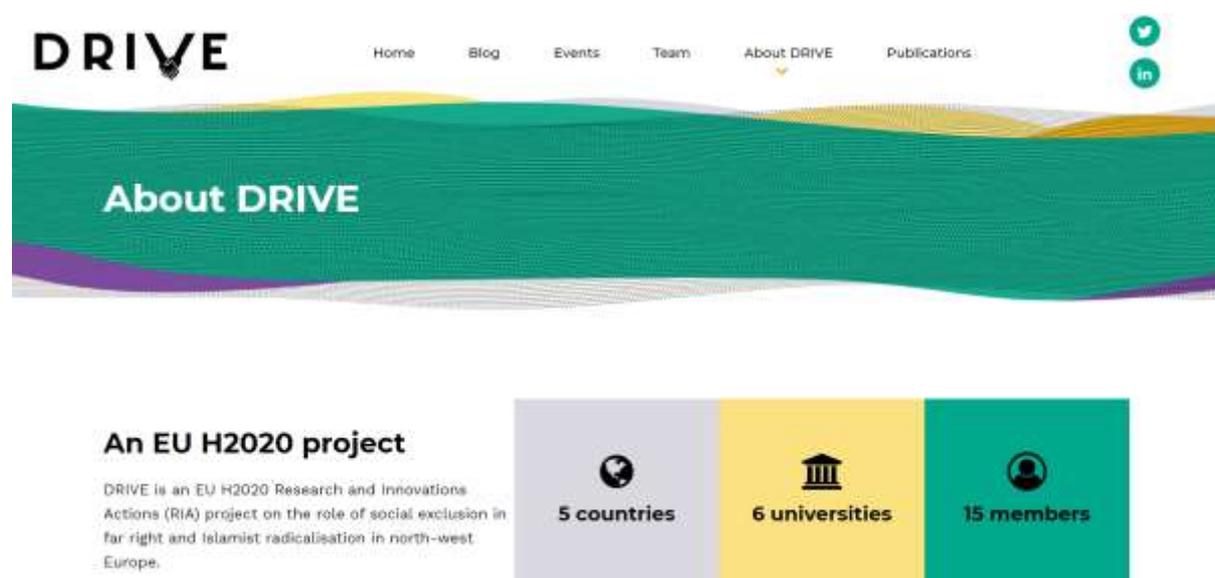

Figure 8. About DRIVE section of the DRIVE website (extract)

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.
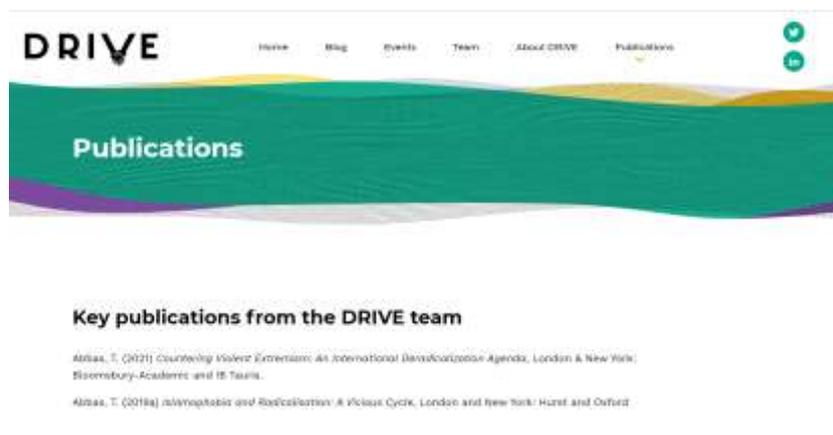

Figure 9. Publication section of the DRIVE website (extract)

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.