

# DRIVE

Resisting Radicalisation Through Inclusion

## Online dissemination

Deliverable 9.3

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## Project information

### 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	30..06.2021	Astrid de Vries	<ul style="list-style-type: none"> <li>Initial version</li> </ul>
1.1	01.07.2021	Tahir Abbas, Hannah Bieber, Tobias Muller	<ul style="list-style-type: none"> <li>Review of document</li> </ul>
1.2	01.07.2021	Astrid de Vries	<ul style="list-style-type: none"> <li>Final version</li> </ul>



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## Glossary of acronyms

Acronym	Definition



## 1. Executive summary

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This deliverable introduces the Drive project's online dissemination and implementation plan to be used by the consortium to ensure high visibility, accessibility and promotion of the project and its results.

The dissemination plan has been designed to fulfil two principal objectives: 1) to invite and encourage broad participation throughout the research from academics, policymakers, practitioners, civil society and members of local communities and 2) to ensure that the findings and products of the research reach their intended audiences.

Dissemination activities of the DRIVE project will be implemented through well-targeted online and other platforms. Three main dissemination lines will be applied: (1) Internet communication – website ([www.driveproject.eu](http://www.driveproject.eu)), Twitter, LinkedIn, and a quarterly newsletter; (2) Publications – open access articles in leading peer-reviewed academic journals, press releases, features in printed press (and online media); and (3) Events and webinars and practice-oriented workshops. All three lines will address the targeted audience. The effectiveness and success of DRIVE online dissemination will be measured during the entire lifetime of the project using Google Analytics.

This document will be a living document and can be updated throughout the project. An overview of all the dissemination activities of the consortium during project DRIVE will be published in D9.4 (month 36).



## 2. Dissemination

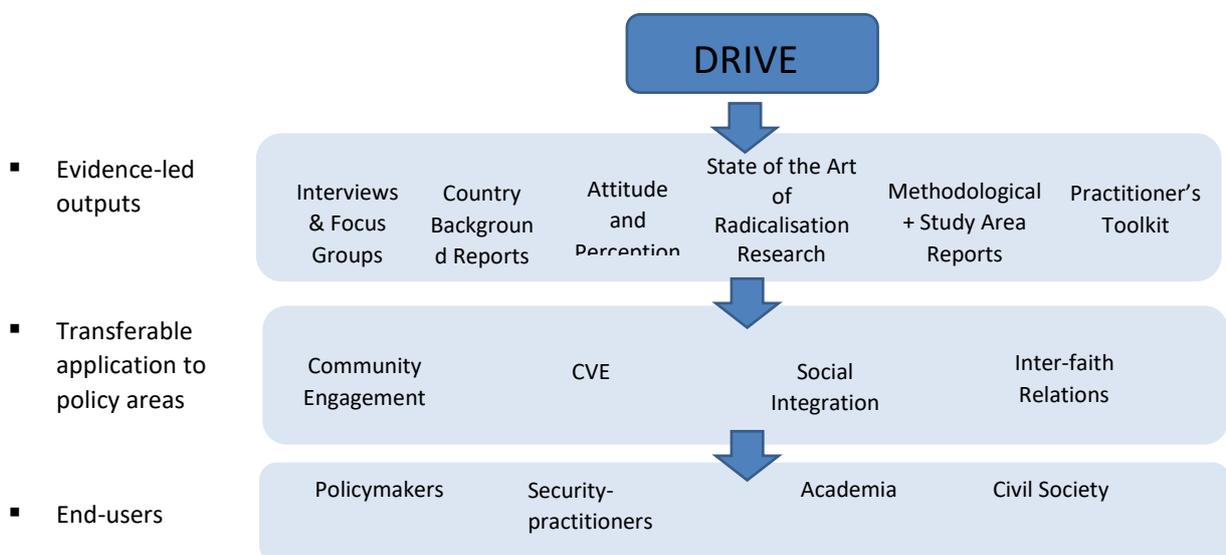
### 2.1 Targeted audience

- 1) Academics working in the area of social policy, sociology, terrorism studies, political science, criminology, health studies and psychology. DRIVE outputs will contribute to academic debates on the study of radicalization, extremism, and political violence – and how this is characterized by social exclusion, exploring factors such as ethnicity, gender, class as well as public mental health where required.
- 2) Policymakers working in the area of public mental health promotion, CVE, social inclusion and youth justice. DRIVE outputs will support and enhance strategic response to the question of tackling extremism by exploring issues of inclusion and integration.
- 3) Practitioners in the area of security, law enforcement, and related areas;
- 4) Civil society organisations operating across north-western Europe.
- 5) General public DRIVE outputs will inform the public debate on extremism and radicalisation in society, to facilitate community participation in multi-sector responses.

### 2.2 Measures to maximise impact

Project DRIVE will produce evidence-led outputs that have relevance and transferrable applications to several policy areas including P/CVE, public mental health promotion, community engagement, social integration and interfaith relations. The Drive project will target different end-users, such as policymakers, security practitioners, mental health practitioners, and a range of settings, academics and, civil society. Figure 1 below highlights the knowledge transfer mechanisms in DRIVE.

Figure 1 knowledge transfer



## 2.3 Online dissemination and interactions

The online presence will give the Drive project wide exposure on the internet. Along with the established social media channels (Twitter and LinkedIn), all of this will help disseminate the essential output to enhance the project's main objectives, reaching the attention and engagement of the main targeted audience and public groups.

### 2.3.1 Dedicated website

A dedicated website was created [www.driveproject.eu](http://www.driveproject.eu) (D9.1) for Drive, containing information about the research, consortium, publications and a webpage for blog posts. Results will be presented with links to open-access scientific papers, conference presentations, and videos.

### 2.3.2 Social Media

Twitter and LinkedIn accounts are set up to facilitate continued public engagement (D9.2).

### 2.3.3 Newsletters

An electronic newsletter will be produced on a quarterly basis to not only provide updates on research progress and publications of DRIVE but to also create a community platform to share news and developments from the academic and professional areas related to the DRIVE project.

### 2.3.4 Workshops and webinars

Workshops will serve for both knowledge development and dissemination for the Drive partners and user groups. Webinars are an effective tool to share informed discussions and get in contact with your target audiences.



### 3. Measurements of dissemination success

To ensure effective dissemination it is essential to make sure that research outputs are well-tailored for target audiences. The effectiveness and success of the chosen dissemination mechanisms and tools will be measured in the following way

Mechanism/ tools	Target groups	Measurements of success
Website	All target audiences	Number of visitors and downloads of the materials provided per month
Social media	All target audiences	Number of followers, audience engagements
Newsletter	All target audiences	Number of subscribers
Press releases	General public	Number of press releases published and number of media outlets to which it is distributed
Features in the printed press and online media	General public	Number of features
Practice workshops and final conference	Consortium Academics, policymakers, civil society and practitioners	Number of events and number of participants
Webinars	Consortium Academics, policymakers, civil society and practitioners	Number of webinars and participants
Podcast	All target audiences	Number of podcasts and number of streams

