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**Call for Projects on Preventing and Countering Violent
Radicalisation**

Grant Agreement No. 823683

ARMOUR

A radical model of resilience for young minds

**Communication and Dissemination Plan (CDP), Logo and Project
Templates**

Deliverable D6.1

(Executive Summary)

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Executive Summary

Deliverable D6.1 'Communication and Dissemination Plan (CDP), Logo and Project Templates' is developed in accordance with the description of activities under Grant Agreement No 823683, 'ARMOUR - A radical model of resilience for young minds' (ARMOUR). It reflects the overall objectives of the ARMOUR project and outlines the major steps in the implementation of all activities related to dissemination of information and raising the stakeholders' awareness on the psychological and community behavioural and communications strategies aimed at correcting reactions to perceived or real grievances and developing resilience to push and pull factors involved in advancing radicalization and violent extremism. It also aims at disseminating and communicating the products to be developed under the project, namely tools for developing social competence, problem solving, emotional competence and autonomy building.

The Communication and Dissemination Plan is carried out under Work Package 6 'Communication, Dissemination and Leverage' that serves to design and implement the communication and dissemination ARMOUR activities, including building strong relations with stakeholders and disseminating the project results across the widest possible range of audiences. It is closely related to all other activities of the ARMOUR project and is developed as an overall strategy for using and further exploiting the activities and the outputs generated by the project.

The Communication and Dissemination Plan is developed for the purposes of effective communication of the results outside the ARMOUR Consortium. It is intended to be a live folder, which will continuously be enriched with the forthcoming project's achievements and contributions from partners.

The Communication and Dissemination Plan aims to cover all dissemination processes throughout the project by identifying each target audience and outlining the proper communication tools to reach it. It outlines a framework for structured, continuous and productive engagement of stakeholders by presenting a detailed analysis of the target groups and appropriate communication methods/tools, logo usage, project publicity and event management guidelines for all Consortium team members and establishing criteria for measuring the impact of the dissemination processes.

Deriving from the dissemination objectives, the deliverable presents the target audiences identified by the WP6 team, clustered into primary and secondary target audiences. The first



group includes policy makers on EU and national levels, first-line practitioners, and existing or potential community influencers. As secondary audiences, the project have identified representatives of civil society organizations, young people (age 15-29) volunteering in civil society organizations' or government initiatives preventing social polarization, research and academia working in the field of radicalization and related areas, media, project partners, and the ARMOUR Communications Team. A brief description of each target audience and their relationship with the project is presented, as well as considerations on stakeholders' interests and values. Based on the specifics of each target audience, key messages to be implied in the communication with them are outlined in the first part of the strategy.

The second part of the document refers to ARMOUR communication framework, providing details on each tool to be used in the process of informing and engaging ARMOUR audiences. It is complemented by Logo Usage Guidelines, Publicity Guidelines and Event Management Guidelines and a total of 7 project templates (Appendices 1-10).

Furthermore, a brief explanation on ARMOUR website structure and design is presented. The website design is based on the colours of the project logo, while its structure contains two main parts: a publicly available content area, and an Intranet Section. A separate Administrative Panel is developed to serve for the project website maintenance and further development. Extended report on the ARMOUR website is provided in Deliverable D6.2 'Project Website'.

Another element of the ARMOUR online presence included in the communication plan is the project social media activity. The choice of social media platforms follows the needs of the main target audiences and the overall communication framework of the project and falls on Facebook and Twitter as most suitable for the purposes of ARMOUR project. A detailed justification of the use of each medium is presented, including identification of the intended target audiences. Details on ARMOUR online identity and the use of each social medium are provided as well.

Events form a significant part of AMOUR outputs validation and improvement process and training activities and are to take place throughout the project lifetime.

- Focus groups are dedicated to mapping the challenges addressed by the project and further on – for validation of project results.
- Trainings and experimental labs sessions and practices will test and further develop the project key tools while providing first-line practitioners with knowledge and specific skills.

- The final public event and ad hoc events and networking activities target the project stakeholder groups.

Furthermore, Kick-off Meeting and Interim Project Meetings are to be organized in order to support the administration, financial and legal management of the project as well as the management of the scientific results and further practical implementation of social and cognitive discoveries of the project, deliverables' quality and timeframe.

Networking activities are also considered crucial for achievement of ARMOUR strategic goals.

In terms of partners' involvement, the plan outlines the framework of partners' dissemination activities and sets to implement a system in which all partners' Communications Representatives are invited to fill in online questionnaires every time they publish, share or distribute information about the project (or on a weekly/monthly basis).

Finally, Deliverable D6.1 concludes with the envisaged measures for monitoring of the dissemination and communication plan, including monitoring the implementation of the activities, ensuring coordination and exchange of information, and providing regular and accurate updates of the dissemination levels, significance and progress. A set of Key Performance Indicators (KPIs) refers to measurable outputs of the project dissemination activities related to the ARMOUR online presence (website and social media platforms), events' attendance rates and overall partners' dissemination and publication activities. The plan also considers that KPIs would vary in time according to the dates of implementation of the public events or other dissemination activities planned within the project and reflect this in the way the KPIs are formed.