



Dissemination and Exploitation Plan

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MeDeMAP – Mapping Media for Future Democracies

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1 - Introduction

This is the Dissemination, exploitation, and communication plan (D&E&C) for the MeDeMAP project, outlining the contents to be communicated and the strategies, media, and tools to support the distribution of project information and updates. The plan aims to effectively disseminate the project's results and outcomes within the target audiences and stakeholders, ensuring they are put to practical use. By providing a well-structured strategy, the document ensures that the project's innovations and findings have a tangible and enduring impact on society, industry, and policy.

Lusófona University (ULHT) leads this work package, but all consortium partners will actively participate in the dissemination and exploitation efforts as they play a crucial role in identifying, collecting, and producing contents. Collaboration is essential to ensure that the communication represents the collective voice of the project.

The document comprises three sections. The first part introduces the project's essential elements, highlighting the partners' roles, common objectives, and the target audience for the communication. The subsequent section details the dissemination plan, activities and expected results. Then, we focus on the exploitation strategy and activities. Finally, we dive into the communication plan, which serves the previous two components. Further information about the project's visual identity, encompassing brand design, communication artefacts and tools is provided.

Given the dynamic nature of ongoing activities and the potential updates as research progresses, this document will undergo constant revision throughout the project's duration.

The present plan is prepared based on the general description of the dissemination & exploitation strategy provided in the project proposal (Section 2.2 - Measures to maximise impact - Dissemination, exploitation and communication, p. 20-23). The specific tasks are described in detail in the following pages.

1.1 - Goals and general activities

MeDeMAP is based on ambitious objectives that spread across different domains and call for an D&E&C plan that can address a multiplicity of audiences that are present across the relationships between media, politics, and the public we will study. Complementarily, considering our focus on participatory democracy, this plan should include measures to empower people to voice their own concerns and opinions within an open, pluralistic and, if necessary, even emotionally loaded discourse. Additionally, it should allow individuals to share their point of view with others and connect with them about issues that are important to all involved and get active. Finally, the plan should focus on our map of the European media landscape and related outputs as the key dissemination elements.



In order to disseminate its results, MeDeMAP plans three main sets of complementary activities: 2) **Dissemination**: make MeDeMAP results available to each target group; 2) **Exploitation**: enhance the possibilities for uptaking and implementing results (i.e., the map of European political information environments) in other activities developed by target groups; 3) **Communication**: a prerequisite for dissemination and exploitation, to enhance engagement with key stakeholders in a reciprocal exchange of knowledge. To maximize impacts, the MeDeMAP communication strategy will be built on the open science approach providing not only timely dissemination of results during the project but also continuous communication of project activities, the messages we want to bring across, the topics and the arguments we will discuss.

1.2 - Overall strategy

MeDeMAP's D&E&C strategy encompasses a range of activities that work together to achieve the project's ultimate goals. The initial phase demands significant effort, as it entails defining the overall strategy, selecting appropriate channels, establishing a consistent identity, and providing clear guidelines for all partners to follow. Once the core components of the strategy and the project's brand identity are set, subsequent activities will prioritize updating the platforms with regular updates (including social media channels, website, and blogs), reaching out to pre-identified target groups, and engaging potential project multipliers.

Due to the project's complexity, the involvement of multiple partners, and the diverse dissemination, exploitation, and communication targets, the D&E&C strategy establishes a centralized coordination activity – a set of guidelines that should work as a compass throughout the project, being improved according to a regular needs analysis.

1.3 - Partners

Lusófona University (ULHT) is entrusted with designing and implementing a dissemination and exploitation strategy aligned with the project's objectives. ULHT will continuously update the strategy to seize new opportunities and coordinate all communication efforts towards stakeholders, communities, and other target audiences. Achieving this objective requires a meticulous analysis of the target audience and selected channels, as well as the establishment of a recognizable project identity.

Collaboration from all partners is essential. Effective and robust communication plays a fundamental role in disseminating project results and reaching interested parties. For this reason, each partner's unique contribution is valuable, ensuring their voices are heard in creating and sharing the project's contents.

In Horizon Europe projects, effective collaboration among partners extends to communication and dissemination responsibilities. Each partner bears, first, the responsibility of actively participating in the joint efforts to communicate and disseminate the deliverables they are



accountable for – as stated in the Grant Agreement - List of Deliverables (p. 5)¹. Then, partners are to contribute to the dissemination of other project activities and deliverables – even those they are not directly involved in –, as this engagement will boost the project's impact. Partners are, therefore, expected to share and reach out to other contacts to expand the database of individuals to engage with and promote the project's common contents through their respective communication channels. This involves transparent sharing of project outcomes, research findings, and relevant information to a wider audience. Partners should collaborate to ensure that communication materials accurately reflect the project's goals and impacts, adhering to the guidelines set forth by the program and by this D&E&C plan.

By synchronizing their efforts and aligning their messaging, partners enhance the project's visibility, maximize its outreach, and collectively contribute to the overarching objectives of knowledge dissemination, societal engagement, and sustainable impact.

1.4 - Target audiences

The D&E&C plan is aimed at three main audiences:

- Consortium partners.
- European Commission's services and independent reviewers of the project.
- Other external entities and projects, particularly those with a special interest in democracy, regulatory frameworks, media accountability, media supply and demand, political participation, audiences, and media production.

1.5 - Benefits of reading this document

Depending on the target audience, this deliverable can present a different set of contributions:

- **All audiences:** Provides an overview of the communication, dissemination and exploitation activities accomplished so far as well as those planned for the upcoming future.
- **Consortium partners:** Provides an outline of the designed dissemination and exploitation strategy, including the tools, mechanisms, and actions. By presenting this detail, the document will serve as a guide for all consortium partners.
- **European Commission's services and independent reviewers of the project:** Provides a structure report on the status of communication, dissemination, and exploitation activities, as well as presents evidence of concrete plans for long-term exploitation of project results.
- **Other external entities and projects:** Provides a good practices example, as well as helps to identify potential cooperation with MeDeMAP's partners, whether during or after the project.

¹ This document is restricted access.

1.6 - Related documents

This deliverable should be considered together with the other project documents listed below:

- **D1.1 - Coordination plan:** Document that details all work packages and that ensures that all necessary steps will be planned and synchronized to achieve the goals of the project within the different phases.
- **D1.2 - Data management plan (DMP):** Key deliverable that will ensure good data management. The DMP will describe the data management life cycle of all data to be collected, processed, and generated within MeDeMAP. It will evolve during the lifetime of the project to present the status of the project's reflections on data management and newly identified needs.

1.7 - Intellectual property management strategy

The strategy for managing Intellectual Property (IP) in the context of MeDeMAP adheres to the principles outlined in the Grant Agreement (GA) and the Consortium Agreement (CA). The primary focus of MeDeMAP's IP management strategy is centred around an Open Access policy, particularly for publications and the proposed map of European political information environments. It also emphasizes early and transparent sharing of research through the use of registries and guidance provided by the Center for Open Science.

To effectively address different target audiences and maximize the exploitation of results, varying levels of content openness will be carefully planned based on specific outputs. Given the project's nature and structure, a Joint Ownership Agreement encompasses all collaborative datasets, publications, models, and final outputs. Special attention is dedicated to the production of documentaries, podcasts, and stories, which may involve local examples of participation containing confidential business information, patents, or other distinctive signs.



2 - Dissemination, exploitation, and communication

According to the Horizon Europe programme, **dissemination** refers to the act of making project results accessible to potential users, including peers in the research field, industry professionals, other commercial entities, and policymakers. On the other hand, **exploitation** involves the use of project results, which can encompass various purposes, such as commercial use, but not limited to it - further research endeavours, public policymaking, and other similar avenues.

Communication entails the act of informing others about the project itself and its outcomes, as well as potentially receiving feedback from them, supporting the two previous components.

The diagram (Figure 1) below depicts the interdependence and overlaps between dissemination and communication activities. The communication strategy is designed to raise awareness among targeted stakeholders about the MeDeMAP project, its results, benefits, and impact. Meanwhile, the dissemination strategy aims to make the project results and associated knowledge accessible to the relevant stakeholders. These two strategies, along with their respective activities, enable project partners to formulate plans for promoting the use of the project results. The anticipated impact of MeDeMAP will be realized through the successful exploitation of the project outcomes.

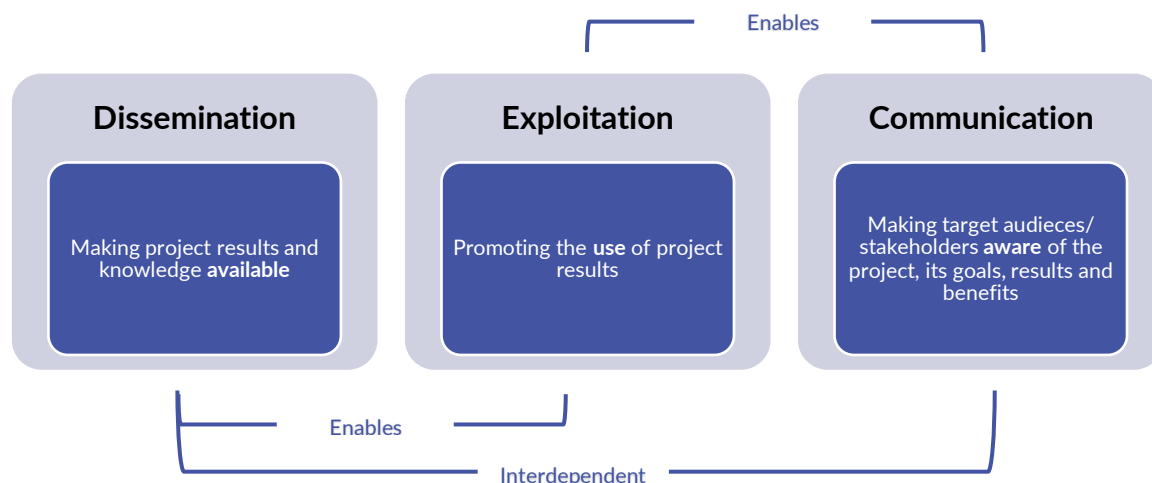


FIGURE 1 - DISSEMINATION, EXPLOITATION AND COMMUNICATION APPROACH

All in all, dissemination, exploitation, and communication activities share the overarching aim of increasing the influence and significance of the research. Effective communication strengthens exploitation by involving collaborators, stakeholders, and end-users, while feedback loops improve strategies. Knowledge gained from exploitation informs stakeholders and highlights real-world outcomes. Dissemination and communication boost the project's visibility, attracting a

variety of stakeholders. Unified messaging is therefore crucial for ensuring that project goals, achievements, and impacts are consistently communicated to a variety of stakeholders. For the design of this plan, the identification of appropriate exploitation, dissemination and communication mechanisms was guided by the previous identification of target groups and adequate engagement strategies.



2.1 - Dissemination

MeDeMAP's dissemination plan was designed to ensure the widespread sharing and use of project findings, insights, and resources. The goal is to reach diverse stakeholders and promote knowledge exchange, fostering a greater understanding of the challenges and opportunities in these critical areas.

The plan is designed to achieve the following primary objectives:

- **Ensure Visibility:** Ensuring the visibility of the project's actions, activities, and results is fundamental to establish connections with relevant EU initiatives (e.g., the Media Pluralism Monitor developed by the Centre for Media Pluralism and Media Freedom at the European University Institute), and the new European Media Ownership Monitor developed by the Euromedia Group. Furthermore, project partners will engage with European and international organizations and non-profit entities such as the European Centre for Press and Media Freedom (ECPMF), European Regulators Group for Audiovisual Media Services (ERGA), Alliance of Independent Press Councils of Europe (AIPCE), European Federation of Journalists (EFJ), Reporters sans frontières – Reporters Without Borders (RSF), European Broadcasting Union (EBU), Community Media Forum Europe (CMFE) among others, to maximize the project's exposure and impact.
- **Promote Ownership:** MeDeMAP seeks to promote ownership of the results among primary target groups. By relying on co-creation and direct engagement with citizens, the team will encourage active participation and ensure that the outcomes resonate with their pressing needs and perspectives.
- **Contribute to the European and Scientific Dialogue:** As an ultimate goal, we aspire to contribute to shaping the European and scientific dialogue on news media by becoming a recognized point of reference. Through its research, insights, and outputs, MeDeMAP aims to positively influence the broader discourse and foster meaningful discussions within the field.

Throughout the project, the plan will be continuously improved to align with key stages, such as data collection and analysis, collective innovation challenges, and the development of the map of European political information environments. Additionally, the team will seize key moments of public interest to maximize engagement and impact. Overlapping with communication activities, we will also seek feedback from high-level international experts to ensure rigorous project development and enhance the quality of our outputs.

Lastly, the consortium possesses a robust capacity to effectively reach stakeholders across the EU, both in targeted countries and on a wider scale. All partner's dissemination potential will be leveraged to ensure impactful dissemination and maximize the project's reach and influence.

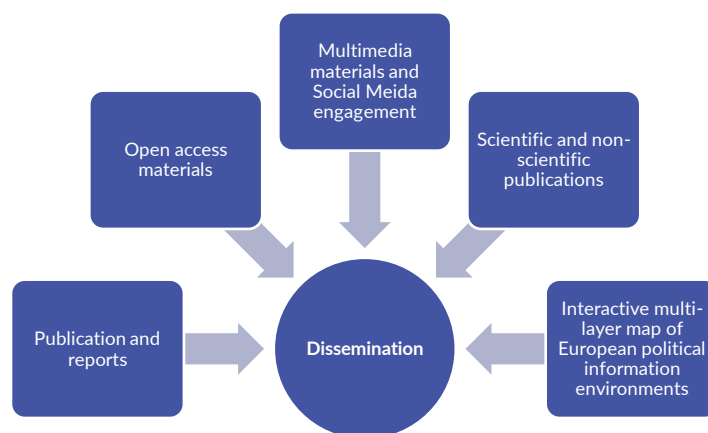


FIGURE 2 - KEY COMPONENTS OF THE DISSEMINATION STRATEGY

Planned dissemination activities

Key components of MeDeMAP's dissemination strategy (as summarized in Figure 2) include:

- **Publications and Reports:** The team will produce high-quality publications and reports that summarize the project's research findings, methodologies, and recommendations. These documents will provide comprehensive insights into democracy, media pluralism, and media accountability, contributing to the existing knowledge base and informing evidence-based decision-making.
- **Open Access materials:** Emphasizing the principles of open access, project outputs will be readily accessible to the public. This includes ensuring that publications, reports, and relevant resources are freely available on digital platforms and repositories. By removing barriers to access, MeDeMAP aims to facilitate the broad dissemination of the work conducted.
- **Multimedia and Social Media Engagement:** To reach a broader audience, we will employ multimedia platforms and social media channels to disseminate project updates, key findings, and relevant resources. This will include the production of engaging visual content, such as infographics, videos, and podcasts, to effectively communicate complex concepts and engage diverse stakeholders.
- **Scientific and non-scientific publications:** MeDeMAP's partners will produce scientific and non-scientific publications. The project coordinator will ensure and encourage opportunities for publication. Particularly, publishing in peer-reviewed journals with an Open Access focus will be a priority, to provide widespread access to academic partners' research outputs. Furthermore, by pursuing publishing opportunities in diverse outlets (e.g., newsletter articles, newspaper and magazine articles, blog posts), we can reach a broader audience, including practitioners, policymakers, and the public in general, ensuring the wider impact and relevance of our project. Some specific strategies to be employed will be:
 - Scientific publications: Besides General Reports, we will also publish Country Reports developed within the empirical WPs (WP3, 4 and 5). These Country Reports should be short and concise (with the maximum length of 5 pages) and

should form the basis for articles in high-ranked research journals to be perceived in the scientific community. This way, it will be possible to reach the widest possible audience. Also, at least one contribution in scientific journals is expected for all partners.

- **Non-scientific publications:** Each partner will produce a blog post and a short-documentary film, in cooperation with WP7 leader (ULHT) or a podcast, in cooperation with a local community media. Producing these outputs will allow to reach audiences in local languages and to focus on specific country-related pressing themes. Guidelines to produce both short-documentaries and podcasts will be designed by WP7 coordinator and agreed with all participating members between M12 and M15.
- **Interactive multi-layer map of European political information environments:** This dynamic and multi-layered map of European political information ecosystems will be one of the most prominent outputs of the project. It will mirror the legal and regulatory framework, alongside media supply and demand factors relevant to democracy. Additionally, the map will be juxtaposed with a projection of how European citizens envision future media landscapes. By comparing these two maps, insights can be garnered from their similarities and differences. This comparison will highlight exemplars of effective practice and offer directives to foster democratic advancement while addressing potential threats. The resulting guidelines will target policymakers, regulatory bodies, media entities, journalists, NGOs, and citizens, contributing to a robust democratic media landscape. The map will be made available online on the project website. The development of this tool will start on M10 and will be developed in cooperation with partners engaged in Task 1.3 - Creation and maintenance of a multi-layer map of European political information environments, as explained in the Grant Agreement Work package WP1 – Coordination section (p.8). Technical decisions regarding the tool, privacy requirements and the content to be displayed will be discussed from M10 onwards.

By implementing this dissemination strategy, we aim to ensure that the knowledge generated through our Horizon Europe project has a lasting impact by reaching the right target groups through the right activity. By reaching stakeholders at various levels, promoting open access, and fostering collaboration, we seek to contribute to the advancement of democracy, media pluralism, and media accountability throughout Europe and beyond. For this purpose, specific European Commission's platforms and hubs will be important resources.

European Commission's dissemination platforms and hubs

The European Commission employs a variety of dissemination platforms that play a pivotal role in information sharing, stakeholder engagement, ensuring broad accessibility and visibility of EU-funded initiatives. These platforms serve as centralized hubs, facilitating easy access to key information pertaining to EU policies, programs, projects, and research. The [Funding and Tenders Portal](#) stands out as a prominent platform where project information is readily accessible to potential applicants, project partners, and the general public. This comprehensive repository

serves as a hub for funding opportunities, project calls, and project-related news. Additionally, the [CORDIS \(Community Research and Development Information Service\)](#) platform plays an important role by showcasing the results and impacts of EU-funded research and innovation projects. Researchers, policymakers, and the public can explore project outcomes through this platform, promoting transparency and knowledge dissemination. Also, the [Innovation Radar](#) identifies and showcases innovative technologies and projects funded by the EU. It provides a comprehensive overview of cutting-edge innovations and their potential for societal and economic impact. Through this platform, the Commission highlights promising projects across various sectors and domains, promoting their visibility and connecting them with potential investors, partners, and users.

Taking this into consideration, MeDeMAP will also rely on the potential of these platforms to disseminate project results.

Dissemination of results: transparency and collaborative engagement

Beneficiaries are required to share their outcomes timely, in a publicly accessible manner, with the [project reference](#), balancing the need for openness with considerations for IP protection, security regulations, and legitimate interests.

In the case a beneficiary intends to disseminate its findings, a minimum notice of 15 days must be given to other beneficiaries, unless an alternative arrangement has been established, incorporating comprehensive details about the designated findings for dissemination. Concurrently, within the same 15-day window, other beneficiaries reserve the right to raise objections upon receiving the notification. Such objections are permissible if they can substantiate if they can substantiate that their legitimate interests concerning the results or underlying basis would be materially compromised. To facilitate this process, the template offered by ULHT for internal documents on the communication platform (MS Teams) shall be employed.

In instances where legitimate objections are lodged, the dissemination of results may be postponed with a pre-accorded date among beneficiaries. However, the suspension can be lifted if appropriate measures are adopted to safeguard the interests that have been raised. This mechanism fosters collaboration and transparency, ensuring that the wider dissemination aligns harmoniously with the collective interests of all beneficiaries.

2.2 - Exploitation

Exploitation activities encompass leveraging outcomes, knowledge, and findings from research and innovation projects to generate value, advance societal welfare, and stimulate economic progress. These undertakings entail converting research results into concrete products, services, processes, or policy suggestions.

Attending to this, MeDeMAP's exploitation strategy consists of a multifaceted framework designed to:

- **Promote adoption:** The plan includes exploiting and promoting the adoption of the model for quali-quantitative data collection and analysis, which presents a novel approach to understanding news media and their affordances. By highlighting the benefits and opportunities of this model, the project team aims to encourage its widespread adoption and integration within the field.
- **Engage stakeholders:** MeDeMAP will actively engage stakeholders through various means, including targeted outreach, workshops, conferences, and consultations. These engagements will create opportunities for dialogue, feedback, and collaboration, ensuring that diverse perspectives are considered and integrated into the project's activities and outcomes.
- **Enhance collaboration and partnerships:** We recognize the importance of collaboration and partnerships in achieving our objectives. We will actively seek collaborations with relevant organizations, networks, and initiatives working in the field of democracy, media pluralism, and media accountability. By joining forces, we can amplify our collective impact, leverage shared resources, and foster cross-sectoral future collaboration.

As Figure 1 depicts, communication activities will contribute to the successful exploitation of research outcomes. Effective communication helps spread awareness about the research, a clear and transparent communication established the project's credibility, and well-communicated research findings can generate interest, questions and anticipation among target audiences and key stakeholders. Consequently, MeDeMAP's website and blogs will serve as a repository for project outputs and deliverables, including reports, articles, policy recommendations, and innovative tools. By providing open access to these resources, the team aims to facilitate widespread adoption and implementation of effective strategies for promoting democracy, media pluralism, and media accountability. More information about the [Open Access practices](#) is available in a dedicated section of this document. These platforms will also be essential to share knowledge and skills developed throughout the research project.

Furthermore, project events will also play a fundamental role as these are central to establishing and nurturing partnerships and collaborations that can boost exploitation goals, leverage existing networks and expertise, amplify MeDeMAP's reach, and encourage further innovation and knowledge exchange in this field of research. Therefore, collaboration opportunities with relevant national and local organizations and initiatives will be actively sought and established.

More detail about the planned exploitation activities is presented in the next section of this document.

Planned exploitation activities

MeDeMAP's exploitation strategy covers a range of activities (as demonstrated in Figure 3) aimed at maximizing the impact and use of project outcomes. These activities include:

- **Policy Papers:** We will develop policy papers tailored to different stakeholders, including policymakers, media organizations, and civil society groups. These papers will provide comprehensive insights and recommendations for enhancing democracy, media pluralism, and media accountability.
- **Leaflets and Online Guidance:** We will create informative leaflets and online guidance materials that highlight strategies for improving media and information literacy. These resources will also focus on empowering communities and citizens to engage in media content creation. By providing practical advice and resources, we aim to foster a more active and informed media landscape.
- **Workshops:** We will organize workshops to demonstrate and promote the use of the map of European political information environments as a decision-making tool. These workshops will provide participants with hands-on experience and practical insights into utilizing the map effectively for informed decision-making in the realm of media and democracy.
- **Roadshows:** We will conduct roadshows to showcase the map of European political information environments and highlight key stories and case studies related to democracy, media pluralism, and media accountability. These roadshows will involve engaging presentations and discussions aimed at raising awareness and facilitating dialogue among various stakeholders.
- **Podcasts and Filmic Stories:** We recognize the importance of reaching out to a young audience and will produce podcasts and filmic stories that emphasize participation and engagement. These multimedia outputs will offer short, captivating videos that communicate key messages and insights in an accessible and engaging format.
- **Best practices:** These guidelines offer a roadmap for effectively harnessing project outcomes and maximizing their value. Best practices ensure that lessons learned from successful endeavours are applied, mitigating potential pitfalls and increasing the likelihood of achieving project goals and for other entities to use them in the future. The guidelines also empower teams to identify the most promising pathways for exploitation, commercialization, and sustainable impact.

In the long term, MeDeMAP's exploitation strategy will involve the continuous employment of the project's dedicated platforms – the website and the blogs. These will serve as a central hub for accessing project results, including the map of European political information environments, collected data, and other outputs. By maintaining the platform's availability, we aim to ensure sustained access to valuable resources and foster ongoing engagement with project outcome. Through these detailed exploitation activities, the MeDeMAP project intends to create lasting impacts by providing valuable resources, engaging stakeholders, and fostering a more informed, participatory, and accountable media landscape across Europe.



FIGURE 3 - KEY EXPLOITATION ACTIVITIES

Ultimately, MeDeMAP's exploitation strategy aspires to create sustainable and lasting impacts by fostering the adoption of evidence-based policies, supporting media literacy initiatives, holding the media and the various centres of power to account, and empowering citizens to actively engage in democratic processes. By combining rigorous research, comprehensive dissemination, strategic exploitation, and effective communication, MeDeMAP will – ultimately - contribute to strengthening democratic values, enhancing media pluralism, and fostering greater accountability in the media landscape.

2.3 - Communication

MeDeMAP's communication strategy aims to facilitate the dissemination of project findings, promote collaboration, and encourage active participation from diverse stakeholders. Through tailored and targeted communication efforts, we will raise awareness of the project's findings and outputs, ensuring target groups are well-informed about the importance and potential applications of our research. Key components of the communication strategy (as illustrated in Figure 4) include:

- **Targeted Messaging:** Messages will be tailored to effectively communicate the importance of democracy, media pluralism, and media accountability to different target audiences. By highlighting the relevance and impact of the project, we aim to capture the attention and interest of policymakers, media organizations, civil society groups, and the general public.
- **Multi-channel Approach:** To maximize the reach and impact of our communication efforts, MeDeMAP will explore a multi-channel approach. This includes leveraging traditional communication channels such as press releases, media engagements, and publications, as well as utilizing digital platforms, social media, and online communities to engage a broader audience and facilitate interactive discussions.
- **Public Awareness and Education:** Our communication strategy will emphasize public awareness and education. We will develop educational materials, public campaigns, and media literacy initiatives to empower individuals and communities with the knowledge and skills necessary to critically engage with media, understand the importance of democratic values, and advocate for media accountability.

Through the implementation of this comprehensive communication strategy, we aim to raise awareness, foster engagement, and promote active participation in the project. By effectively communicating our objectives, outcomes, and opportunities for collaboration, we seek to mobilize a collective effort towards strengthening democracy, promoting media pluralism, and ensuring greater media accountability. All activities that are expected to have major media impact



and potential of (inter)national outreach will be informed to the granting authority with a maximum timeframe of two weeks before implementation.

FIGURE 4 - KEY COMPONENTS OF THE COMMUNICATION STRATEGY

Graphic image

Graphic imagery plays a critical role in Horizon Europe projects as it holds significant importance in effectively conveying complex information, engaging stakeholders, and enhancing the overall visual appeal of project materials. A well-designed graphic image can communicate key concepts, research findings, and project objectives in a visually engaging and accessible manner. For this reason, the development of the project image was defined as a priority task. During the project kick-off meeting, the partners jointly analysed the first proposals for the graphic image of the project - developed by the Lusófona University team. From this first analysis, adjustments were made, and the final graphic image of the project was approved in April, prior to the launch of the website. All templates (Word, PowerPoint) were developed based on this image.

The logo – whose various versions are portrayed in Figure 5 - seeks to effectively captivate the attention of stakeholders, by conveying the ideas of connectivity, innovation, with the 'media' element being emphasised. The colours chosen aim to convey harmony and innovation and to be versatile to adapt to different formats, environments and contexts. Alongside the original colour, the logo has been adapted to several colour variations to serve different communication purposes.

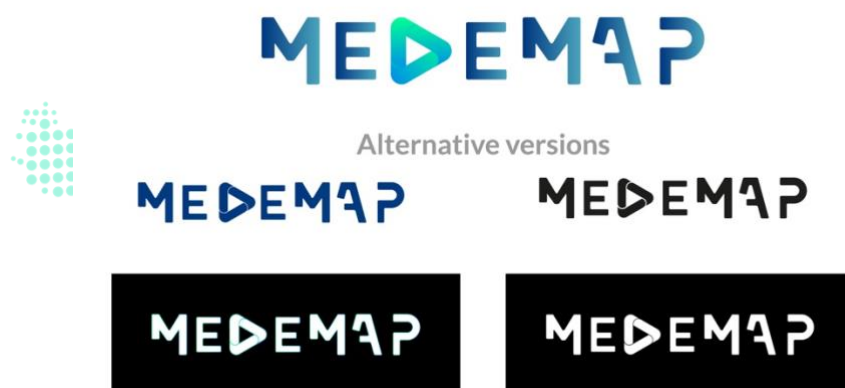


FIGURE 5 - OFFICIAL LOGO AND ALTERNATIVE VERSIONS

Communication & dissemination tools

MeDeMAP's overarching goal is to effectively engage and connect with various generations, including the younger one. For this purpose, it will be crucial to explore different channels and multimedia formats (video, image, sound, infographics, animations, podcasts, interactive content, stories, among other) to explore the project's concepts, encourage active participation, and cultivate a broader understanding of democracy, media pluralism, and media accountability. By embracing a multichannel strategy – as portrayed in Figure 6 - we strive to create impactful communication that resonates with our target audiences and generates meaningful and contextualized dialogue around these critical topics.



FIGURE 6 - OVERVIEW OF COMMUNICATION & DISSEMINATION TOOLS

Through the abovementioned communication efforts, we aim to keep our target audiences informed, engaged, and connected throughout the project's lifecycle, establishing effective channels for communicating project updates, sharing resources, and fostering meaningful collaborations across Europe.

Website

The purpose of the website is to gather all information and news about the project. In this platform external stakeholders can obtain information on the MeDeMAP project and connect with project management. The first version of the website was launched in April 2023 and can be accessed through the URL www.medemap.eu. All promotional materials include a link to the website. The website was developed as a one-page website (as Figure 7 depicts), providing simple and pleasant navigation, and essential information about the project.

An update to the website is planned for September 2023 (M8) to provide more information about the team and ongoing research.



FIGURE 7 - WEBSITE HOMEPAGE (VERSION 1.0)

Blogs

The project foresees the creation of two blogs. The first - the [Media mapping blog](#) (Figure 8) - offers short posts and texts concerning current problems and developments with regard to media and democracy issues in the EU. It was made available in April 2023. The second, the blog on citizens' parliaments will be launched on M25 and will focus primarily on the process of implementing citizens' parliaments. It will comprise blog posts and online debates on the [EPALE platform](#) to enable further participation from the educational sector. We foresee to update the design of the Media mapping blog from September 2023 (M8) onwards.



FIGURE 8 - MEDIA MAPPING BLOG HOMEPAGE

Newsletter

MeDeMAP will develop and share a semi-annual e-newsletter coordinated by Lusófona University and authored by different project partners on a rotating basis. This newsletter will serve as a primary channel for sharing project news, updates, and resources with our stakeholders.

The e-newsletter will have a special emphasis on illustrating real-life examples and case studies that demonstrate the intricate relationships between media, politics, and the public across Europe. By showcasing these examples, we aim to provide valuable insights and foster a deeper understanding of the dynamics and challenges within the media landscape.

In addition to the newsletter, targeted e-mailings will be conducted as necessary. These mailings will be tailored to specific audiences, particularly focusing on local representatives who fall within the identified [target audiences](#). The aim is to ensure that relevant information reaches key stakeholders at the local level, facilitating their engagement and participation in project activities. Mailchimp will be the platform of choice, due to its ease of use, editing and mailing list capacity.

Social media channels

As part of the MeDeMAP project, we have strategically chosen several social media channels to facilitate effective communication and engagement. These channels, including Mastodon, LinkedIn, Telegram, and YouTube, will be specifically dedicated to the project and seamlessly integrated into the project website, ensuring a cohesive and unified online presence.

Our social media tools will serve as dynamic platforms to share timely project updates, including short news items, announcements of new project publications, and highlights of related activities and noteworthy results. Through these channels, we aim not only to disseminate information and project outcomes but also to foster a vibrant network and facilitate an active and continuous exchange with our stakeholders.

To ensure a localized and diverse perspective, our partners, particularly the regional coordinators, will collaborate closely with local stakeholders. This collaborative effort will involve working together to generate engaging content for social media platforms, empowering local stakeholders to share their unique stories, experiences, and insights. By amplifying their voices, we can enrich the project's narrative and create a sense of ownership among stakeholders.

Exploring these social media channels will have a positive contribution to building a strong network of stakeholders, enabling productive dialogue, and fostering ongoing engagement. By harnessing the power of these platforms, we will create valuable opportunities for knowledge sharing, collaboration, and building meaningful connections within the MeDeMAP community and beyond.

The social media channels' names and URLs have already been secured and will be officially launched in September 2023 (M8) – starting with LinkedIn.

General notes regarding sharing and posting content on social media about MeDeMAP

The WP coordinator will provide timely materials to publicise initiatives and activities directly promoted by the project. For each initiative, a communication plan will be outlined, including copy and images for the various social networks. As far as the copy is concerned, it will include appropriate hashtags and the tags of each partner, in each social network in which it is present. For this purpose, partners will provide in advance (from M8) a document with the official hashtags of their institutions, as well with the links to all social media channels of the project. The document will be shared via MS Teams WP7. The use of the defined hashtags and tags is recommended in all publications, to contribute to the propagation of the message.

The copy should be used as faithfully as possible to the original version, considering the slight changes that may have to be made due to translation into mother tongues.

As for the images, they will be provided in their final format (in .jpg, .png or video format), according to the channel in which they are to be used. At times, and due to the importance of promoting communication in mother tongues, the WP coordinator may provide editable templates (Canva, for use in its free version) directly to partners. The edited versions for mother tongues should ensure proper translation and all graphic issues foreseen in the templates (colours, font sizes, alignments, etc).

Social media addresses

The following addresses/ account names have been secured:

- LinkedIn – <https://www.linkedin.com/company/medemap>
- Mastodon – https://mastodon.social/@medemap_HE
- YouTube – <https://www.youtube.com/@MeDeMAP>

Traditional media

Whenever considered relevant and necessary, press releases will be prepared. ULHT, as coordinator of WP7 - Dissemination, Exploitation and Communication holds the task of drafting the first versions of these materials (in English language). Each partner within the MeDeMAP project will play an active role in issuing national press releases on significant project milestones. These milestones may include key events, noteworthy publications, or other significant achievements that align with the objectives of the project. Press releases serve as a strategic approach to maximize visibility and reach at the national level. By tailoring the content to the specific context of each partner's country, MeDeMAP aims to generate local media coverage and engage relevant stakeholders within their respective regions.

Specific guidelines and instructions on the timing, content, and target audience for these press releases will be shared with partners by Lusófona University in due time. Following these guidelines will allow for a coordinated and cohesive approach across partners, maximizing the impact of the press releases and enhancing the overall dissemination efforts of the project.

Short digital videos, podcasts & other

The project's communication strategy prioritizes effective engagement with a young audience by using compelling multimedia formats such as short digital videos and podcasts. These formats are dynamic and captivating, allowing to capture attention, generate interest, and effectively convey the project's key messages. The short digital videos will be created with a focus on compelling storytelling and personal narratives that illuminate various facets of participation within the context of democracy, media pluralism, and media accountability. By sharing authentic stories, experiences, and diverse perspectives, our aim is to deeply resonate with and inspire the younger generation, encouraging them to actively engage in these crucial topics.

In addition to videos, we will leverage podcasts as a platform to facilitate in-depth discussions and interviews involving experts, stakeholders, and individuals closely involved in the MeDeMAP project. Through this audio format, we can provide a valuable space for meaningful conversations, knowledge sharing, and deeper exploration of the concepts and themes central to our project. The major podcast platforms will be considered - Spotify, Apple Podcasts, Google Podcasts, and Amazon Music.

To further enhance the exploration of our project's concepts and motto, we will produce various other content formats. These will encompass articles, infographics, interactive presentations, and visual illustrations, offering comprehensive insights into the core ideas, methodologies, and findings of the MeDeMAP project. By employing this diverse range of content, we aim to provide engaging and informative materials that foster a deeper understanding among a wide range of audiences.

General notes regarding short digital videos, podcasts & other

If the WP coordinator does not have the possibility to directly film/record testimonies, images or sounds, a brief guide will be made available with generic indications to ensure the quality of the collected materials. This guide concerns, on the one hand, video recording via Zoom, MS Teams, or other computer or smartphone software and covers - in general - issues of framing, sound, light. On the other hand, it also includes indications on audio recording using non-professional tools and software. This guide will be made available from M8 via MS Teams WP7 and updated whenever possible. In these situations, the coordinator monitors the video, image and sound collections and validates the materials received to ensure their quality. Feedback will be given within a maximum of 10 working days.

The collection of videos, images and sounds will always be dependent on the provision of timely consent from the target (partners, target audiences and other stakeholders). To this end, an informed consent template will be made available and adapted to the specific situations in which its use is required. This document will be made available from M8 via MS Teams WP7 and updated whenever possible.

Project events

MeDeMAP events will serve as pivotal moments for achieving multiple dissemination and communication targets. These events will include impact workshops with key stakeholders, organized at the project's inception and conclusion. These workshops will provide an opportunity to engage European experts, particularly from regulators, press councils, media associations, journalists' organizations, and the scientific community. By involving these stakeholders, we aim to foster dialogue, discuss research goals, and share preliminary results, creating momentum and building collective understanding ([see dissemination supporters](#)).

In addition, community involvement will be a key aspect of these events. The organization of "citizens' parliaments" in the studied countries will be central to this approach. These participatory platforms will enable community members to actively contribute to the development of a roadmap for future media and democracy. By engaging citizens, we aim to ensure their perspectives are considered and incorporated into the project's outcomes.

To maximize impact and reach, research partners will collaborate closely with major scientific associations in the field of media and communication studies (e.g., European Communication Research and Education Association (ECREA), International Association for Media and Communication Research (IAMCR), International Communication Association (ICA)). Jointly

organizing conferences on the project's topic will enable us to enhance the dissemination of results on an international scale. By exploring these collaborations, we intend to extend the project's reach, stimulate scholarly discussions, and contribute to the broader academic community.

These carefully planned events within the MeDeMAP project will facilitate meaningful engagement, knowledge exchange, and collaboration with stakeholders from various sectors, to amplify the impact of our research, enhance the project's visibility, and foster fruitful international collaborations.

All project events will convey project's branding. To ensure quality of these materials, they will be coordinated by the partner in charge of WP7 - ULHT - and developed together with the other partners.

External workshops, conferences, and events

As part of MeDeMAP's dissemination efforts, each partner within the consortium will actively contribute to knowledge sharing by delivering a minimum of two presentations at external events. These presentations will predominantly take place at international conferences organized by renowned associations such as the European Communication Research and Education Association (ECREA), the International Association for Media and Communication Research (IAMCR), and the International Communication Association (ICA) ([see dissemination supporters](#)).

In addition to conference presentations, the partners recognize the importance of publishing our findings and insights in both scientific and non-scientific publications. The project coordinator will ensure and encourage opportunities for dissemination through publication channels. Particularly, we will prioritize publishing in peer-reviewed journals with an Open Access focus, providing widespread access to academic partners' research outputs.

By actively participating in external events and disseminating our research through presentations, we aim to engage with the academic community, foster scholarly discussions, and promote interdisciplinary collaborations. Through these dissemination activities, we strive to contribute to the collective knowledge in the field of media and communication research, drive advancements in democracy, media pluralism, and media accountability, and establish our project as a valuable source of insights and recommendations.

Presentations will comply with the project's branding, namely with regard to Word and PowerPoint templates that are part of the communication toolbox. These materials were made available in M3 of the project, through the internal communication channel in MS Teams.

Social Media Guidelines

To increase the impact of communications conducted in digital contexts, a set of tags and hashtags have been defined to accompany all posts made on social networks. On the one hand, the tags of the consortium's member partners - which make it possible to associate them with the project's activities and increase the reach of the publications - and on the other, the hashtags

which make it possible to identify and associate the themes of what is being shared on the internet. In addition, these hyperlinks make it possible to direct the search to all the people who have used the same terms to tag their content. Within the consortium, the use of all these tags and hashtags is promoted.

Tags

@Austrian Academy of Sciences @Charles University @IULM University @COMMIT @CICANT - Centre for Research in Applied Communication, Culture, and New Technologies @Mirovni inštitut Metelkova 6, Ljubljana @Mary Immaculate College, Ireland @Tallinn University @IMT Atlantique @Jagiellonian University

Hashtags

#MeDeMAP #MappingMedia #StrengtheningDemocracy #DemocraticMedia #MediaProduction #InclusiveCitizenship #ParticipatoryMedia

General Guidelines

In order to promote organised and structured communication, a set of guidelines was made available (via MS Teams) to all members of the consortium in April 2024.



3 - Requirements for acknowledging EU Support

As a beneficiary of EU-funded actions, MeDeMAP and all produced materials for dissemination and communication purposes will adhere to specific guidelines to ensure transparency and acknowledge the support received from the European Union. These guidelines apply to all activities related to the action, including information materials (brochures, leaflets, posters, presentations, among others), media relations, events, regardless of whether they are in electronic form, traditional media, or social media channels.

By complying with these guidelines, beneficiaries contribute to promoting transparency, accountability, and visibility for EU-funded actions, while also fostering a strong sense of collaboration and acknowledgment between the beneficiaries and the European Union. This acknowledgment serves to recognize the contribution made by EU funds to the successful implementation of the project or initiative. Specific requirements are detailed in the sections below.

Display of the European Flag (Emblem)

As a visual representation of the EU's involvement, the European flag (emblem) must be displayed in all communication materials and activities. The flag should be presented in a visible and manner (as portrayed in Figure 9), in accordance with the specificities described in the Grant Agreement, Art. 17.2 – Visibility – European Flag and funding statement.



FIGURE 9 - REPRESENTATION OF EU FLAG IN PROJECT OUTPUTS

Funding Statement:

Alongside the display of the European flag, and according to the specificities described in the Grant Agreement, Art. 17.2 – Visibility – European Flag and funding statement, beneficiaries must include a funding statement in all communication materials. This statement should highlight the EU's financial contribution to the action. The funding statement should be provided in a clear and legible format and, where appropriate, translated into local languages to ensure wider accessibility and understanding. The funding statement shall be following:

“The MeDeMAP project has received funding from the European Union’s HORIZON Research and Innovation Actions under Grant Agreement No 101094984.”

Dissemination Activities

Any dissemination activities related to the action, such as the publication of reports, research findings, or project outcomes, should also include the acknowledgment of EU support and the display of the European flag, as well as the funding statement.

Infrastructure, Equipment, and Major Results

In cases where EU funding is utilized to support infrastructure, equipment procurement, or the achievement of major results, the acknowledgment and display requirements must extend to these aspects as well. This serves to highlight the EU's contribution to the tangible outcomes and outputs of the funded action.

Agreement with Granting Authority

While these guidelines apply as a standard requirement, it is essential for beneficiaries to confirm any specific communication and dissemination requirements with the granting authority. Particular actions or projects may have additional guidelines or restrictions, and adherence to such conditions is crucial for maintaining compliance and a positive partnership with the European Union.

Disclaimer

Besides these requirements, and as specified in Grant Agreement, Art. 17.3 – Quality of Information – Disclaimer, any dissemination or communication activity related to the action (MeDeMAP project) must provide accurate information, indicating the following disclaimer:

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.”

The disclaimer shall be translated into local languages where and whenever appropriate.

Non-compliance

According to the Grant Agreement, Art. 17.4 – Consequences of non-compliance, in case a beneficiary fails to meet any of its obligations as outlined, repercussions shall be imposed. One such consequence includes the potential reduction of the granted amount, as specified in Article 28 of the grant agreement.

It is crucial for beneficiaries to understand the importance of fulfilling their obligations under the agreement to avoid any adverse impacts on funding received. Failure to comply with the stipulated terms and conditions may lead to financial consequences, affecting the total amount originally allocated for the project or action.

Furthermore, the occurrence of breaches may trigger other measures as described in Chapter 5 – Consequences of Non-compliance of the grant agreement. These measures could encompass various actions, depending on the severity and nature of the breach. The implementation of such measures intends to ensure accountability, safeguard the interests of all parties involved, and maintain the integrity of the project's objectives and outcomes.

To secure the wealthy completion of the funded project and prevent any potential issues stemming from breaches, beneficiaries must conscientiously uphold their responsibilities as delineated in the grant agreement. This encompasses punctual and precise reporting, open handling of financial matters, adherence to pertinent regulations and legal prerequisites, and the timely delivery of outcomes in alignment with the mutually agreed schedule and standards of quality. By upholding their commitments and responsibilities, beneficiaries can foster a positive and constructive partnership with the grantor, paving the way for a successful and impactful implementation of the funded action or project.

4 – Open science practices

Open Science practices and strategies have gained significant prominence in European projects, driven by the pursuit of enhanced collaboration, transparency, and innovation. The European Commission's strong advocacy for Open Science is evident in its Horizon Europe program which emphasize the importance of open access to research results, data, and publications.

At the heart of MeDeMAP's transformative approach lies the integration of practices and tools for transparent knowledge and data sharing. MeDeMAP asserts that to amplify the impact of emerging knowledge and especially the findings from research endeavours in WP2, WP3, WP4, and WP4, prompt and open dissemination of results is imperative. This aligns seamlessly with the EU's open science policy and its associated aspirations. MeDeMAP's strategy encompasses several key elements, including:

- **Open Access Journals and Open Peer review:** We will privilege Open Access journals and those with Open peer review, as to publish research articles that are freely accessible to the public and that follow a transparent review process.
- **Self-Archiving (Green Open Access):** We will make preprints (pre-peer review versions) and post prints (final accepted versions) of research articles available in institutional repositories, subject repositories, project website and partners websites, or online platforms (e.g., Research Gate), which provide free access.
- **Open Data:** In addition to research articles, Open Access also applies to research data. Open Data practices involve sharing datasets openly, allowing others to validate findings, reuse data for new research, and promote transparency.
- **Creative Commons Licenses:** Open Access content is often accompanied by Creative Commons licenses that specify how the content can be used, reused, and shared while respecting copyright. We will use Creative Common Licenses in all project outputs that are adequate for these licenses.
- **Collaborative Platforms:** Various collaborative platforms and networks facilitate the sharing of research outputs, fostering interdisciplinary collaboration and knowledge exchange (e.g., Research Gate).

Besides this, we will 1) instigate early and transparent sharing of research outcomes, commencing at M12 with the delivery of the initial results from WP2's Analytical models for media supply and demand assessment; 2) adopt registered reports and preprints whenever feasible to facilitate timely accessibility; 3) ensure research output reproducibility through meticulous documentation of methodologies, shared ontologies, datasets, collection and analysis criteria, and results; 4) facilitate open access to research outputs, encompassing datasets, publications (reports), and policy briefs, some of which may be eligible for IP protection. All these strategies will adhere to our comprehensive knowledge management strategy outlined in the Consortium Agreement (CA). This comprehensive approach, in alignment with the project's overarching goals, underscores MeDeMAP's commitment to advancing open science and broad knowledge dissemination.

5 - Dissemination supporters

As to amplify the potential impact of the project's objectives related to democracy, media pluralism, and media accountability, we have identified and enlisted the support of key dissemination supporters (as represented in Table 1). These supporters have an important role in multiplying the potential reach and influence of our project, facilitating broader engagement and knowledge exchange. By partnering with these esteemed organizations and individuals, we aim to maximize the dissemination (D), exploitation (E), and communication (C) potential of our project, ultimately contributing to positive societal change and advancing our collective understanding of these critical areas.

Audience	List of supporting networks and target groups
NGOs/NPOs	Representatives of: European Centre for Press and Media Freedom (ECPMF) Alliance of Independent Press Councils of Europe (AIPCE) European Federation of Journalists (EFJ) International Consortium for Investigative Journalists (ICIJ) Reporters sans frontières – Reporters Without Borders (RSF) Community Media Forum Europe (CMFE) AMARC Europe (European branch of World Association of Community Radio Broadcasters) IPI (International Press Institute) Media Literacy for Citizenship (EAVI)
Scientific & Education Community/Network	European Communication Research and Education Association (ECREA) International Association for Media and Communication Research (IAMCR) International Communication Association (ICA)
International organizations, policy makers, regulators	FRA (Fundamental Rights Agency of the EU) OSCE (Representative on Freedom of the Media) UNESCO (Communication and information section) European Regulators Group for Audiovisual Media Services (ERGA) National media authorities Media spokespersons of political parties, commissioners for human rights
Industry representatives and media houses	ACT (Association for Commercial Television and Video on Demand Services in Europe) EBU (European Broadcasting Union) News Media Europe ENPA (European Newspaper Publishers Association) WAN (World Association of Newspapers) National press publishers' chambers, electronic communication chambers, news producers chambers Main national media outlets across all distribution channels, mandates, and sources of financing

TABLE 1 DISSEMINATION SUPPORTERS TO MULTIPLY D&E & C POTENTIAL



6 - Monitoring, improvement, and follow-up

To effectively measure the impact and reach of our dissemination and communication activities, we will rely on various internet-based analytics tools. These tools will provide valuable data that can be used to draw evidence-based conclusions regarding the effectiveness of the project's dissemination and communication efforts upon its completion. Moreover, this data will empower WP7 leader and project management to identify, interpret, and establish meaningful patterns within the data, facilitating improvements in D&E&C activities. It will also enable them to make informed decisions regarding the addition or modification of dissemination and communication channels. By leveraging analytics, we can quantitatively assess the impact of these changes and establish an optimized path that leads to improved results across all fronts. Below is a general description of the analytics tools employed by the WP7 leader. A general overview is presented in Table 2.

Monitoring platforms

Google analytics

Google provides specific analytics tools to give its users better insights in their websites. The four key pillars of Google Analytics are:

- Audience (who visits the website).
- Acquisition (how do they reach the website).
- Behaviour (what do they do once they are on the website).
- Conversions (have they subscribed to a newsletter, filled out a form etc.).

The platform will be used to collect data about these four aspects, from September on – month that marks the launch of the social media platforms.

Website visitors will be informed about this data processing in the website's Privacy Policy (to be made available in M8 and updated as needed) and through the cookie consent banner that appears on the website homepage.

Monster Insights

MonsterInsights is a plugin for WordPress that offers robust analytics and tracking functionalities. It easily integrates with WordPress, providing valuable insights into a website's performance and user behaviour. It allows connection with Google Analytics, unlocking a wealth of data about your visitors, page views, referral sources, and more. This plugin also ensures accurate tracking across devices and platforms, providing a comprehensive view of user interactions regardless of how visitors access a website. Therefore, it will be used as a preferential tool for daily monitor of the website's performance.

As in the Google Analytics case, the website's Privacy Policy as well as the cookie consent banner (to be made available in M8 and updated as needed) will provide information about this data processing.

Mastodon Analytics

Mastodon provides access to and collects basic metrics - such as number of posts, followers, and engagement with publications. Although it doesn't provide a more detailed metrics collection platform compared to other social networks, the metrics collected will be sufficient to evaluate the evolution of the account and communication impact.

LinkedIn insights

LinkedIn Insights is a powerful tool that provides data and analytics to understand the performance and impact of LinkedIn pages. With LinkedIn Insights, it is possible to obtain audience analytics and track comprehensive metrics for content performance. This includes measuring the reach, engagement, and impressions of posts, articles, and updates. These insights enable to evaluate content effectiveness, identify trends, and measure the impact of your LinkedIn campaigns.

Additionally, LinkedIn Insights offers data on follower growth and engagement over time, allowing you to identify effective strategies for audience growth and increased engagement.

YouTube Analytics

YouTube also allows to collect various types of information and track various metrics related to video performance, audience engagement, and channel growth. YouTube Analytics provides comprehensive data on metrics such as views, watch time, likes, dislikes, comments, and shares for each video uploaded to your channel. These metrics can help understand how content resonates with viewers and identify popular videos or areas for improvement. Besides this, YouTube Analytics offers demographic information about our audience, including age, gender, and geographic location - data that enables us to tailor the content to the audience's preferences and interests.

Mailchimp

Mailchimp is a widely used email marketing platform that offers a range of data collection methods to obtain valuable insights. With it, projects, companies, and other entities can effectively gather and analyse data pertaining to email campaigns, audience engagement, and subscriber behaviour. This includes essential metrics like open rates, click-through rates, and conversion rates, as well as information on subscriber activities and growth, and data collected through signup forms. The reporting and analytics dashboard in Mailchimp presents collected data in visual formats, facilitating easy interpretation and actionable decision-making. Considering the capabilities of Mailchimp, we have selected it as our preferred platform for sending newsletters, enabling us to leverage its insights to monitor and enhance the performance of our newsletters and content. Newsletter subscribers will be informed about this data collection in a

disclaimer that will be included in the footnote. A similar notice will be included for newsletter subscribers.

Monitoring reports

In order to monitor the progress of the project's communication and dissemination activities, in the 2nd year of the project there will be carried out:

- Biannual progress reports - Overview of activities completed, milestones achieved, challenges encountered, and plans for the next period. Produced every six months. Results distributed via MS Teams to project partners.
- Feedback surveys - To gather feedback on project communication and dissemination effectiveness, and stakeholder satisfaction. Conducted with project partners via Microsoft forms (every six months) and via Google Forms with external stakeholders (whenever necessary). Results distributed via MS Teams to project partners and via email to external stakeholders.

Tool	Data/ Metrics considered	Start date of data collection
Google Analytics & MonsterInsights	Sessions: The total number of visits to your website within a specific timeframe. Users: The total number of unique individuals who visited your website. Pageviews: The total number of pages viewed by users on your website. Average Session Duration: The average amount of time users spend on your website per session. Bounce Rate: The percentage of single-page visits where users leave your website without further interaction. Traffic Sources: The sources of your website traffic, such as organic search, paid search, social media, or referral websites. Audience Demographics: You can access information about the age, gender, location, and interests of your website visitors.	September 2023
Mastodon Analytics	Posts: The total number of times your tweets have been viewed by users. Follower Growth: The number of new followers gained over a specific period of time. Engagement Rate: The percentage of engagements (likes, comments, and shares) relative to the number of impressions.	May 2024
LinkedIn Insights	Page Views: The total number of views your LinkedIn page has received. Unique Visitors: The number of distinct individuals who have visited your LinkedIn page. Follower Growth: The number of new followers gained over a specific period of time. Post Impressions: The total number of times your posts have been viewed by LinkedIn users. Engagement Rate: The percentage of engagements (likes,	September 2023

	comments, and shares) relative to the number of impressions. Clicks: The number of clicks on links shared in your posts. Demographics: Insights into the demographics of your LinkedIn followers, including their industry, job function, location, and seniority. Content Performance: Metrics related to the performance of individual posts, such as likes, comments, shares, and clicks.	
YouTube Analytics	Views: The total number of views your videos have received. Impressions: The total number of times your videos have been viewed by YouTube users. Watch Time: The total amount of time users have spent watching your videos. Audience Retention: The percentage of your video that viewers typically watch before dropping off. Demographics: Information about the age, gender, and geographic location of your viewers.	May 2024
Mailchimp Analytics	Open rate: The percentage of recipients who opened the newsletter. Click-through rate: The percentage of recipients who clicked one or more links in the newsletter. Clicks: The number of clicks on links shared in your newsletter. Bounce rate: The percentage of emails that weren't delivered. Unsubscribe rate: The percentage of recipients who unsubscribed from the list after receiving the email. Growth rate: The percentage growth of your email over time. Top locations: The top three countries where your newsletters were read.	October 2023

TABLE 2 TOOLS AND METRICS FOR ANALYSIS

Platform	Metric	Measuring method	Monitoring Frequency	Y1 values	Y2 estimate	Y3 estimate
Website	Number of sessions	Google analytics & Monster Insights	Monthly	RV - 1366	TV - 1475 BV - 1430	TV - 1500 BV - 1450
	Number of users		Monthly	RV - 706	TV - 765 BV - 740	TV - 800 BV - 770
	Number of pageviews		Quarterly	RV - 2278	TV - 2460 BV - 2390	TV - 2600 BV - 2460
	Average of Session duration		Quarterly	RV - 3min 15s	TV - 4min BV - 3min30s	TV - 4min30s BV - 4min
	Bounce rate		Quarterly	RV - 51,8%	TV - 48% BV - 50%	TV - 45% BV - 48%
Interactive map of political information environments	Total unique visitors	Platform backoffice	Monthly	/	/	TV - 900 BV - 800
Mastodon	Number of followers	Mastodon analytics	Quarterly	RV - 1	TV - 20 BV - 10	TV - 40 BV - 20
	Engagement rate		Quarterly	RV - ND	TV - 8% BV - 5%	TV - 10% BV - 8%
LinkedIn	Number of impressions	LinkedIn insights	Monthly	RV - 11407	TV - 11900 BV - 11600	TV - 12100 BV - 11900
	Number of interactions		Monthly	RV - 966	TV - 1015 BV - 1000	TV - 1030 BV - 1015
	Number of visitors		Quarterly	RV - 98	TV - 120 BV - 110	TV - 130 BV - 120
	Number of followers		Quarterly	RV - 98	TV - 120 BV - 110	TV - 130 BV - 120
	Engagement rate		Quarterly	RV - 18,23%	TV - 25% BV - 19%	TV - 27% BV - 25%
YouTube	Number of Views	YouTube analytics	Monthly	RV - 263	TV - 300 BV - 290	TV - 320 BV - 300
	Number of impressions		Quarterly	RV - 1744	TV - 1890 BV - 1830	TV - 1990 BV - 1890

	Watch time		Quarterly	RV - 4 hours	TV - 4hours30 min BV - 4h10min	TV - 4hours50 min BV - 4h30min
	Average viewing time		Quarterly	RV - 0:15	TV - 1min BV - 0:50	TV - 1min10s BV - 1min
	Audience retention		Quarterly	-	TV - 5% BV - 3%	TV - 10% BV - 8%
Mailchimp	Number of subscribers	Mailchimp	Quarterly	RV - 53	TV - 65 BV - 60	TV - 80 BV - 70
	Open rate		With every newsletter sent	RV - 22,29%	RV - 24% BV - 22%	RV - 25% BV - 24%
	Click-through rate		With every newsletter sent	RV - 70,62%	TV - 73% BV - 71%	TV - 73% BV - 71%
	Unsubscribe rate		Quarterly	RV - 0,01%	TV - 0,01% BV - 0,5%	TV - 0,01% BV - 0,5%

Target value – TV

Baseline value - BV

Reached Value – RV

TABLE 3 METRICS AND TARGET VALUES

In addition to the online channel metrics tracked in Section 6.1, MeDeMAP's D&E&C strategy encompassed a range of offline and event-based dissemination activities.²

Event	Metric	Measuring method	Monitoring Frequency
Plenary meetings	Number of events	Events organised	Per event
	Number of participants	Registration & attendance monitoring	Per event
	Number of stakeholders engaged	Registration & attendance monitoring	Per event

² While the original D&E&C plan did not set quantitative benchmarks for most of these activities, given that their impact is inherently qualitative and context-dependent, Table 4 below documents the metrics that were taken into consideration to measure the events' impact. Full data about achieved results is available in Deliverable 7.3 (Project meetings and impact workshops report) and the WP7 Final report.

Impact workshops	Number of events	Events organised	Per event
	Number of participants	Registration & attendance monitoring	Per event
	Number of MEPs engaged	Registration & attendance monitoring	Per event
	Number of Citizen Parliament Representatives	Registration & attendance monitoring	Per event
National impact workshops	Number of events	Events organised	Per event
	Number of participants	Registration & attendance monitoring	Per event
	Number of countries engaged	Number of countries	Total
Other dissemination events	Number of events	Events organised	Per event
	Number of participants	Registration & attendance monitoring	Per event
	Number of countries reached	Number of countries	Total

TABLE 4 METRICS USED TO MEASURE OFFLINE EVENTS IMPACT



7 - Future steps

The present dissemination, exploitation, and communication strategy is developed in alignment with the application's workplan. As the project progresses, materials will be developed and outputs will arise, prompting the need for updates to the initial version of this plan. Additionally, as project results mature and external contextual conditions evolve, further updates will be required. The strategy will also be adapted as new insights are acquired and actions undertaken. To ensure a comprehensive update, we will carefully consider various factors, including emerging trends, stakeholder feedback, best practices, and lessons learned from previous phases of the project. This iterative process will enable the team to refine and enhance the exploitation and dissemination strategy, maximizing the impact and effectiveness of the efforts.

The first update to the D&E&C strategy is expected to be made between September and October 2023, following the next project meeting (Milan, September 2023).



