

# DIACOMET

„Fostering capacity building for civic resilience and participation: Dialogic communication ethics and accountability“

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Deliverable D5.1 | Dissemination,  
Exploitation and Communication Plan.  
Version 1



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## Executive Summary

The Dissemination, Exploitation and Communication Plan – Version 1 provides an insight into WP5 related activities within the DIACOMET project. It highlights main objectives, purpose and components of DIACOMET dissemination, communication and exploitation activities by identifying key target audiences, most beneficial communication channels and the main project outcomes, considered as candidates for key exploitable results. Those are namely the 'dilemma game', policy recommendations for implementation and sustainability of civic accountability mechanisms, e-book, targeted to broader audiences, and the Principles of Good Communication Conduct as the main tool to increase and foster accountability within the European dialogic communication.

This deliverable D5.1 therefore presents an overall strategy for ensuring dissemination, outreach and exploitation of DIACOMET project results and highlights key dissemination results already achieved so far. This is a living document that will be updated regularly over the course of the project with additional dissemination, communication and exploitations activities.





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## Abbreviations

APC – Active Project Coordinator  
PGC – Principles of Good Communication Conduct  
DCE – Dialogic Communication Ethics  
D – Deliverable  
DMP – Data Management Plan  
DoA – Description of Action  
EC – European Commission  
EU – European Union  
GA – Grant Agreement  
GEP – Gender Equality Plan  
HE – Horizon Europe  
PC – Project Coordinator  
PCC – Project Coordination Committee  
SC – Scientific Coordinator  
WP – Work Package  
WPL – Work Package Leader  
VMU – Vytautas Magnus University  
UTARTU – University of Tartu  
TAU – Tampere University  
OeAW – Austrian Academy of Sciences  
HU – University of Applied Sciences Utrecht  
UL – University of Ljubljana  
HES – Hungarian Europe Society  
Praxis – Praxis Centre for Policy Studies  
Delfi – UAB Delfi  
USI – Università della Svizzera italiana

# 1. Introduction

An overall dissemination, outreach and exploitation strategy are presented in this document. Firstly, we present the main objectives of DIACOMET dissemination, communication and exploitation activities and their overall timing. After the introduction, this deliverable starts by identifying the target audiences. Next, we present the planned DIACOMET dissemination activities and the current dissemination achievements, followed by an outline of communication activities. Next, an exploitation strategy is presented as well as the accomplished and planned exploitation activities. We conclude with introducing next steps, including the upcoming deliverables.

## 1.1. Main Purpose of DIACOMET

DIACOMET contributes to the advancement of ethical and accountable communication by fostering capacity building for civic resilience against information distortions and promoting civic accountability. Therefore, DIACOMET aims to generate a concept of dialogic communication ethics (DCE), which would provide a framework for an inclusive model of accountability mechanisms that combine media accountability (on the level of organizations) with civic accountability (on the level of citizens) and is guided by the Principles of Good Communication Conduct (PGC).

The DIACOMET proposal explicitly addresses the aims of the Horizon Europe Culture, creativity and inclusive society Work Programme, the Topic, the Call and the European Democracy Action Plan through:

- Analysis of the role of dialogic communication in existing ethics codes and guidelines and formulation of the PGC.
- A novel concept of inclusive civic accountability bodies and a tested accountability mechanism.
- An interactive 'dilemma game' and a forum for learning and discussion.

## 1.2. The Dissemination, Communication and Exploitation Process

The overall objective of dissemination, communication and exploitation activities is to maximize the impact of the DIACOMET project. These activities have the following major sub-goals: to build awareness of the project in the targeted user groups, get feedback from these



groups during the project duration and transfer knowledge effectively to the targeted groups, in order to facilitate the exploitation of the results and foster further research. Additionally, a related sub-goal is to ensure that the results are made available for reuse by the targeted groups.

In order to achieve the set goals, we have established a Communication group within the consortium, which is ensuring communication management and has already carried out many DIACOMET communication activities. The group will keep up regular contact with the DIACOMET consortium members bearing the project responsibilities for dissemination, communication and exploitation-related actions and process.

The NGO partners that are involved in the project (Praxis Centre for Policy Studies and Hungarian Europe Society) in particular will play an important role in ensuring exploitation and sustainability of project results, as they will build an NGO network, which will participate in key steps of creating and testing project outcomes.

The overall timing of dissemination, communication and exploitation activities is as follows:

**Year 1:** In year 1, we are focusing on creating general awareness of the project, on identification of main strategic contacts for one-to-one contacts with target groups, and dissemination of first results through the relevant means, including the project website, social media, and conference presentations, work with the mass media and supporting material like leaflets and press releases.

**Year 2:** In year 2, we will continue with awareness building and start promoting the interim results; in addition to the methods above, the promotion channels include the project's podcast, newsletters, scientific publications, and conference presentations.

**Year 3:** In year 3, we will continue building awareness and promoting results (same methods as above), plus increased effort regarding results exploitation, presentations of the DIACOMET 'dilemma game', dissemination to the public through social media and the press, as well as the participation in outreach events.

### 1.3. Expected Results and Deliverable Outline

The main goal of the planned activities is to maximize the impact of the project. The main objectives of dissemination, communication and exploitation of the DIACOMET project are

to spread and share the research and development results with different user groups and facilitate their uptake. The specific objectives include setting up and maintaining the online communication (project website, social networks, etc.), conducting specific activities targeting key players and other interested parties to raise awareness and increase the number of users and their engagement with the outcomes of our project.

This deliverable provides an overview of the accomplished and ongoing dissemination, communication and exploitation activities of the DIACOMET project. Furthermore, it sets out the updated strategies for dissemination, communication and exploitation, targeting its main audiences through the relevant channels.

We use the notions of dissemination, communication and exploitation as follows:

- Dissemination denotes the means for public disclosure of the results by targeting relevant audiences.
- Communication aims at results outreach and ensures that the results of the research and their broader impacts are communicated to a larger audience involving the public and the society.
- Exploitation considers the use of project results.

## 2. Target Groups

DIACOMET dissemination and communication activities aim at reaching out to and engaging several target groups, including stakeholders in several fields. They include policymakers, media educators, researchers, media related bodies and institutions, media owners, experts and journalists, advertisers, public relation professionals, European authorities, international organizations, institutions and bodies, European regulatory networks of bodies, European associations, media and journalism students and learners.

The partner countries will in addition define their own target groups based on the socio-cultural differences in the consortium. The main envisioned target groups and dissemination methods are summarized in Table 1.

*Table 1 – Dissemination activities tailored to different target groups*

Target Group	Communication Channels
--------------	------------------------

Public	Project website, social media, YouTube, podcasts, events, media relations, flyers/leaflets
Journalists and other media professionals	All communication channels
Teachers, teaching professionals, education stakeholders, students and learners	All communication channels
Non-professional media actors (including, but not limited to influencers, citizen journalists, political activists, media personas, journalism students)	All communication channels
Research participants	All communication channels
Vulnerable groups	Project website, social media, YouTube, podcasts, events, media relations, flyers/leaflets, using specific carefully tailored messages and approaches
NGO's and other relevant civic organizations	Project website, social media, YouTube, podcasts, events, media relations, newsletter, flyers/leaflets
National media policymakers and regulators, European stakeholders, policymakers, regulatory networks of bodies and other organizations	All communication channels and through established personal and institutional contacts
Scientific community	All communication channels

Communication activities are targeting these groups at local, national and international levels to promote civic accountability, resilience and participation during all stages of the project.

We are also using and will continue to use one-to-one communication to identify important policymakers (e.g., representatives of journalist associations), relevant media educators, media related bodies and institutions and the public. Media partner Delfi, which is involved in the project, is using its networks to assure strong media coverage (at least on the territory

it covers) during the entire duration of the project (and beyond), and helps in preparation of press releases for other media. NGO partners (Praxis Centre for Policy Studies and Hungarian Europe Society MET) will also promote the project within their network of other organizations throughout Europe.

DIACOMET partners have a strong track-record of reaching publicity in the popular media (TV, radio, press, and online news outlets). During the project duration, we plan to participate in many public outreach events, TV shows and other media outputs.

### 3. Dissemination

The dissemination team will be communicating the project messages and desired goal of DIACOMET, described in chapter 1.1, throughout the project. Specific focus will be given to popularization and communication of essential project outcomes, such as the interactive 'dilemma game', policy recommendations on civic accountability measures and e-book, which will explain the principles of an inclusive ethics of dialogic communication.

The five key components of dissemination therefore are (1) scientific publications (to disseminate scientific results), (2) 'dilemma game', (3) education and online forum, (4) policy recommendations, and (5) e-book. Within these five components, we will define accomplished dissemination activities and planned dissemination activities.

#### 3.1. Scientific Publications

The DIACOMET consortium will strive to publish scientific publications demonstrating the theoretical and applied results of the research. Scientific publications will target journalists and other media professionals, education professionals and learners, research participants, national and international media policymakers and regulators and the scientific community at broad.

Members of consortium will collectively or in parts collaborate and publish 9 articles in international peer reviewed journals during and immediately after the project. In addition, the target and the aim of the project is to publish at least 3 (up to 7) articles in national languages, yet due to language and journal limitations, these might include also other ways of publishing (in other European languages, other formats such as chapters, essays in domestic languages).

Journals considered for publication of DIACOMET's results include, but are not limited to, New Media and Society, European Journal of Communication, Journal of Communication, Social Media and Society, Media, Culture and Society, Media and Communication (OA), Journalism Studies, Communication Research and Practice, Journal of Information, Communication and Ethics in Society, Communication Studies (OA), Journal of Media Ethics (OA), Communication Today.

### 3.2. The 'Dilemma Game'

The so-called 'dilemma game' is an interactive instrument for training moral awareness and moral thinking within different citizen groups to cope with various moral dilemmas. The aim of the game is to allow stakeholders and relevant target groups, members of the public and different professionals to practice ethical decision-making in a risk-free and playful environment.

DIACOMET is going to use the 'dilemma game' method, involving two ideas from the project: (1) the players are introduced to various viewpoints of actors about the same case; (2) each case narrative will provide four possible solutions. After choosing one of them, the player will get feedback (explaining the ways of moral reasoning and the consequences of the choice). The game can be played individually as self-learning (with self-control tests), as well as in the group.

The online 'dilemma game' will be developed and made available on the official DIACOMET website. It will be disseminated to the target audiences through all relevant channels. Moreover, the DIACOMET consortium will make sure the 'dilemma game' reaches its audiences by engaging key stakeholders in project activities throughout the duration of the project, through involvement in our research activities, the online forum and NGO network and organization of tailored events.

### 3.3. Education and Online Forum

An online discussion forum will be developed and made available on the official DIACOMET website. The aim for the forum is to function as a form of dialogue for discussing problematic ethical issues and cases that include moral choices (dilemmas) that different actors are facing in various situations.



The project university partners will seek to include 4-5 doctoral and masters' students in the project activities at their universities and engage them to participate in carrying out pilot studies. We will also approach teachers and students in formal education (20-40 formal education teachers and professionals in each country, where possible) in testing and using the teaching materials, forum and 'dilemma game'.

Practical results of the media users'/actors' research will include educational material/didactics for developing cognitive and ethical capabilities of media users, an interactive online 'dilemma game' (with tests) for both teaching and self-learning, an interactive forum for discussing ethically challenging communication practices and advising media users, managed by civic accountability bodies, and an e-book. Dissemination and communication activities to the education professionals and learners will include engaging advanced students in the research process and organizing teaching and training events for universities, schools and kindergartens.

The teaching professionals will also be provided with a manual (also in print version) on how to use the 'dilemma game' and forum in teaching. Each country will print 100 copies of the teachers' manual in the national language and the Principles of Good Communication Conduct.

### 3.4. Policy Recommendations

Depending on the results of the focus group research and the needs of particular target groups, DIACOMET will provide tailored policy recommendations for local, national and European authorities, politicians, media organizations, journalists' organizations, and state officials.

Each participating country will organize 2 policy consultations (events) on national and, when possible, European levels. These events will allow us to engage key policy stakeholders, which will be targeted by our policy recommendations. We will ensure the recommendations reach their target audiences also through participation in various bodies, professional and non-governmental organizations (such as the Council of Europe, strategic councils of individual governments), cooperation in relevant policy-oriented events, discussions with key representatives, ministers, regulators and policymakers and advocacy through other dissemination and communication channels.

In July 2023, the Slovenian government has published [official recommendations on the prevention of hate speech](#), prepared by its official Strategic Council for this purpose. A member of consortium from University of Ljubljana was a member of this Council, and he participated in preparing the recommendations for media and digital area, as well as a few general ones. Recommendation number 3 also takes the principles of dialogic communication into account, which is a direct consequence of the dissemination of DIACOMET aims and principles, already leading to changes in the field of politics, public communication and within codes.

Similarly, we have already achieved certain results regarding policy recommendations on the international level. A member of consortium from University of Ljubljana and a member of the Experts Group on media resilience, sustainability and AI at the Council of Europe, introduced the notion of public engagement and civic participation as the basis of dialogic communication also in the new guidelines and recommendations of this European institution.

### 3.5. E-book

The consortium will also compose and publish an open access e-book as a collective effort, targeted to broader audiences. The preliminary title is: "The ideals and reality: values of ethical communication in real life experiences".

The book will be based on the results of focus group and Delphi research, and it will explain the idea of DCE and civic accountability. The style of the book will be non-academic, although it will be written by academics and based on research.

According to the project proposal, a concept of e-book will be prepared by M30. However, based on consortium internal discussions and plans the goal is to develop the concept of e-book earlier, with temporary deadline of M25, June 2025, and then properly develop and prepare the e-book fully by M30.

## 4. Communication and Outreach

In this section, we present outreach activities and results. As mentioned, DIACOMET activities, results, messages and goals will be disseminated through various channels, incorporating the needs of the target groups to reach the desired objectives of

communication, foster capacity building for civic resilience, promote civic accountability and participation and disseminate the ideas of DCE and PGC.

While several communication channels are used to communicate with all target groups, the content is still tailored for their specific needs.

The tools used and activities mentioned include brand establishment, official website, social media (platform X – formerly Twitter, Facebook and LinkedIn), YouTube, podcasts, e-mail and newsletters, press releases and cooperation with the media, and events participation and organization.

### 4.1. Brand Establishment

Branding efforts like a project logo and a project corporate design, social media hashtags etc., were established immediately (M1) and will increase the recognition effect. Official DIACOMET templates for presentations and deliverables were already designed and are available to all DIACOMET partners.

*Figure 1 – DIACOMET logo*



*Figure 2 – DIACOMET documents heading*

DIACOMET

Horizon Europe | 101094816  
D 6.1 | Project Management Handbook

*Figure 3 – DIACOMET project presentation template*



The initial project brochure with general information about the project and its messages was designed and used at first events and will be updated accordingly to the achieved results of DIACOMET in future years of the project. The brochure can also be digitally used for promotion on project social media accounts or printed out for promotion on public events. The initial project roll up was also designed and used.

Figure 4 – DIACOMET brochure

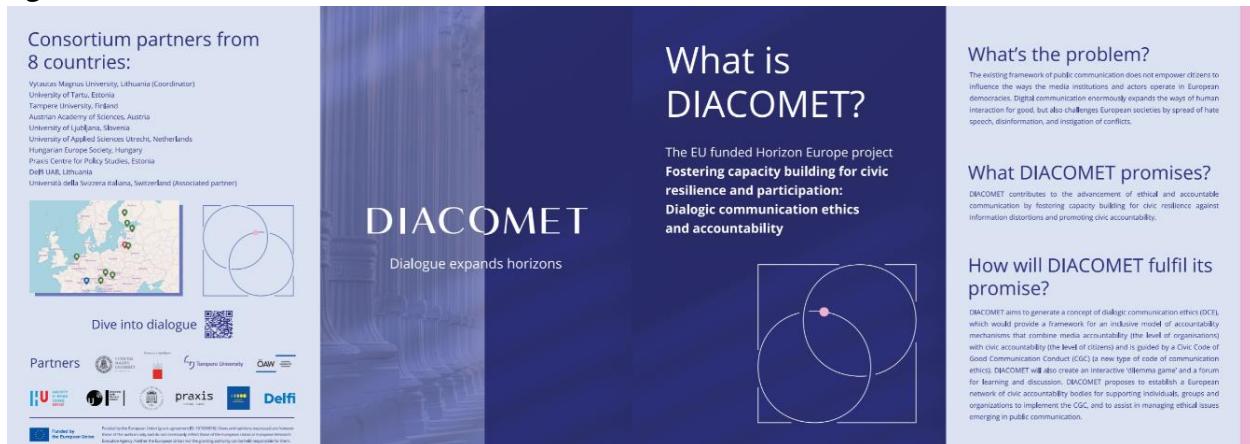


Figure 5 – DIACOMET roll up



## 4.2. Website

The official project website (<https://diacommet.eu/>), set up in M2, provides core project information from the beginning of the project. This website functions as a project dissemination tool and for providing access to the outcomes produced by the project (described in chapters 3 and 5).

The DIACOMET project website is regularly monitored, and its contents are regularly updated. It contains information about the project goals and consortium members, updates, activities and outcomes, events, publications, public deliverables and conference presentations, reports, news stories and other results.

*Figure 6 – DIACOMET website structure*

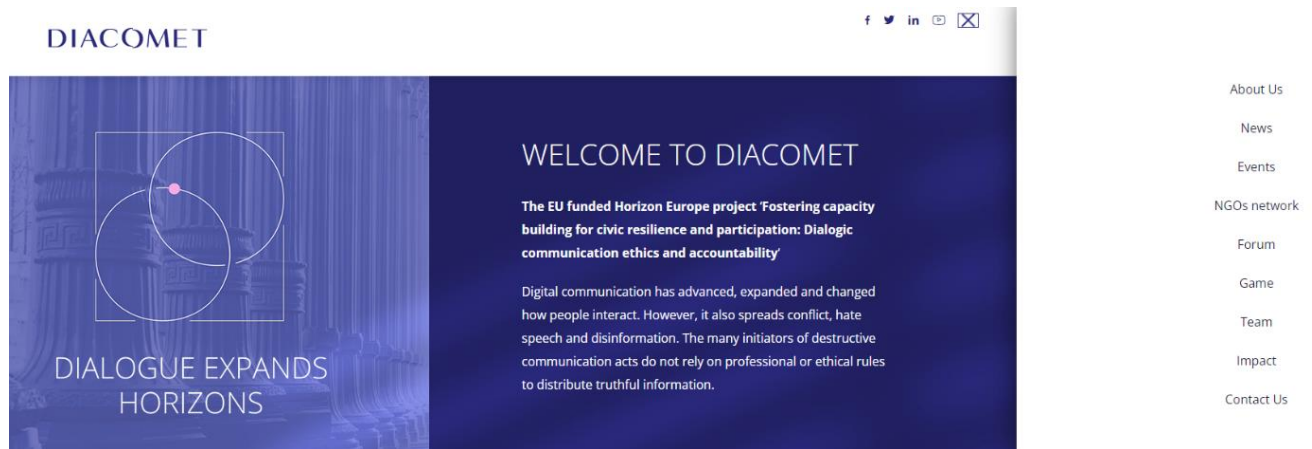


Figure 7 – News post on DIACOMET website



The website is linked with the project’s social media channels and YouTube account, it will also host project podcasts and offer the option to sign-up for the project newsletter.

The project website will also serve as a meeting point and forum for communication between researchers and participants in project activities, as it will be the home of our online forum and ‘dilemma game’.

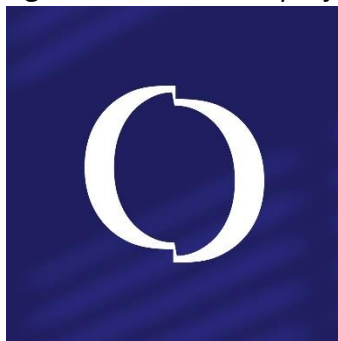
### 4.3. Social Media

Project social media accounts on Facebook, X and LinkedIn were launched by M1 and are used regularly for sharing project information, outcomes, results and general information about topics and activities, connected to the wider project topic. All social media accounts are linked to the project website and YouTube channel and vice versa, and they are using the same account name for brand establishment. All social media accounts are using the project hashtag #DialogueExpandsHorizons and were equipped with project cover and profile photos and a simplified description, aimed at the wider audience. We are also using post templates with DIACOMET design on all social media accounts.

*Figure 8 – DIACOMET cover photo*



*Figure 9 – DIACOMET profile photo*



The dissemination team is using the channels to connect with all target groups by posting updates about the project, links to the project website, as well as connect and engage with similar EU projects or individuals working on the field (following, liking, sharing, tagging and commenting on posts).

The DIACOMET X account ([@diacometproject](https://twitter.com/diacometproject)) is active and drawing attention to the project. We connected with approximately 200 content-related profiles (organizations, associations, related Horizon Europe projects, journalists, individuals) to broaden the audience and gain more followers.

Figure 10 – DIACOMET page on X



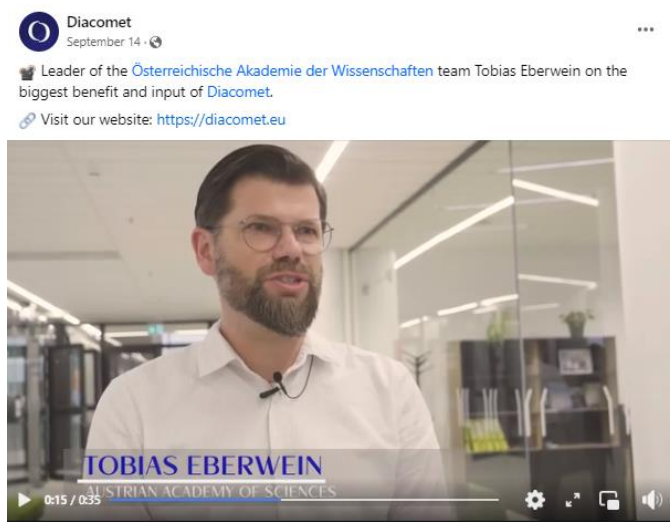
Figure 11 – DIACOMET post on X



The DIACOMET Facebook page ([@diacomoproject](https://www.facebook.com/diacometproject)) is also active. Similar to the DIACOMET X page, we are focusing on connecting with similar Horizon Europe projects, using the mentioned hashtag and publishing media articles, related to the project's topic to gain a wider audience.

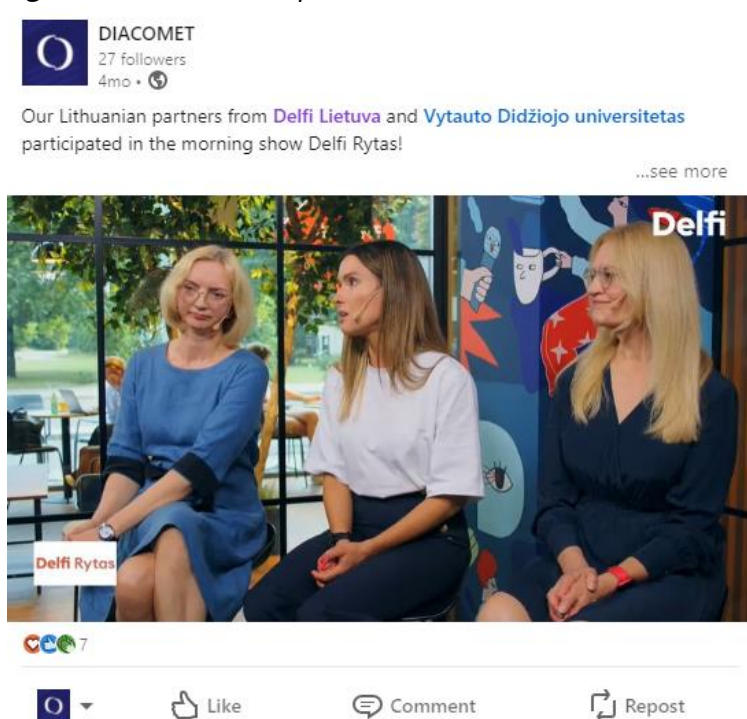


Figure 12 – DIACOMET post on Facebook



The DIACOMET LinkedIn page (@diacometproject) is also active and drawing attention. Similar to the DIACOMET X and Facebook page, we are focusing on connecting with similar Horizon Europe projects and the wider audience, using the mentioned hashtag and publishing media articles, related to the project's topic, project information, activities and results.

Figure 13 – DIACOMET post on LinkedIn



## 4.4. YouTube

The project YouTube account ([@diacometproject](#)) was also launched by M1. By M6, it hosts 3 videos, which have collectively been viewed more than 100 times. We prepared and published a [promotional project video](#) with statements by individual consortium members and two lectures/conferences from the project kick-off meeting: a [keynote address by Aidan White](#), president of the Ethical Journalism Network and DIACOMET Advisory Board member, titled Ethical Journalism: an Inspiration for Free Expression, and [panel discussion with several consortium members and guests](#), titled Towards Inclusive Civic Accountability Framework.

In the following years of the project the official YouTube account will host more videos of conference presentations and also tutorials.

## 4.5. Podcasts

A series of podcasts (at least 5) will be produced in the duration of the project. The podcasts will feature short conversations with consortium members and/or researchers and (event) guests about specific cases, questions and topics, relevant to the project, which will serve as starting points for the presentation of our project activities, developments, and the main project ideas/messages.

## 4.6. Email and Newsletter

All stakeholders and members of general public, who are interested, can communicate with DIACOMET through the projects' official e-mail address [info@diacomet.eu](mailto:info@diacomet.eu), which is published on the DIACOMET official website and all social media channels. They can also fill out the general contact form on the project website.

In the following years, the dissemination team will prepare and send out newsletters at important project milestones. They will be produced and sent via e-mail platform MailChimp, which also offers targeted communication to specific mailing lists (for instance, one for journalists, one for research participants, civil society representatives). The platform can be used as an internal e-mail archive for contacts gathered during the project and a service for communicating specific messages to specific target groups.

## 4.7. Press Releases and Co-operation with the Media

We started with promotion of the name and project awareness-raising media activities already in the months before the official start of the project, using a number of media opportunities to introduce the project and spread key basic information (listed in the Annex to this document).

After the start of the project, we also started with media promotion. The dissemination team prepared a press release, which was sent out at the launch of DIACOMET in M1 to media outlets in all consortium member countries. Press releases will be prepared and sent out at future project milestones as well, such as project anniversaries, important publications and project results, including the online 'dilemma game', e-book.

By M6, there has been extensive and successful coverage of the project in public media (listed in the Annex). All media outlets, which have already reported about DIACOMET, are among the top national media in their field and include television and radio programmes, newspapers and websites with some of the highest possible reach within their countries.

At the same time, we intend to communicate about our project also with largest European media outlets from other countries. All members of consortium originate and work in predominately smaller European countries (Slovenia, Estonia, Lithuania, ...) and it will be thus more difficult to achieve the attention of the media outlets from other, particularly largest countries with most widely spread media, such as Germany or France. Still, we intend to promote our project also in these other countries and in media outlets with wider European reach.

Members of consortium have in the past few years gave interviews or statements or otherwise appeared in a number of relevant media outlets, such as Le Monde (France), Panorama (Italy), Deutsche Welle (Germany), Der Standard (Austria), Swedish public radio and Swedish commercial television, Euronews, Politico, as well as other relevant media outlets, such as Financial Times, Bloomberg, Voice of America, New York Times, and CNN. We will attempt to reach also the audiences of some of these media outlets during the following years of the project.

By M6, there has also been coverage of DIACOMET on our partners' official online channels (also listed in the Annex).

## 4.8. Events

The DIACOMET consortium already has and will continue to organize and participate at a series of events, which will target all audience groups and foster the exploitation of the results.

### 4.8.1. Organization of Events

In order to better define the users' requirements as well as to spread the project's research results, the whole project team is involved in undertaking a set of focused events. The DIACOMET consortium already has and will continue to organize events to connect with the target groups and to foster the use and exploitation of the project results.

In addition to these larger events, several small-scale community workshops for different research communities (news media research as well as computer science and the public) will be held in different participating countries in native languages and with the participation of the relevant work package members.

Each partner will organize at least 2-3 small-scale symposiums and workshops or discussion groups for national media policymakers, experts, industry representatives, journalists and NGOs, as well as the public at large during the project and 1 after the end of the project.

Each participating country will organize 2 policy consultations (events) on national and, when possible, European levels. DIACOMET researchers and the NGO's will organize trainings for using the 'dilemma game' and forum for their target groups and continue doing so also after the end of the project.

The consortium will also organize 4 project workshops and a final conference. Joint events with other EU projects for enabling cross-pollination will also be organized. The consortium has already established connections with two relevant Horizon Europe projects ([ReMed – Resilient Media in Europe](#) and [MeDeMAP – Mapping Media for Future Democracies](#)) for future meetings, discussions and collaboration.

By M6, the DIACOMET consortium has organized several events, some of the public nature while others in the form of partner meetings, which are listed in the Annex to this document.



#### 4.8.2. Participation at Events

The consortium will propose panels and presentations at large international scholarly conferences, which we believe offer the best-informed forum for testing preliminary project results and assessing the validity of the methodology. They include, but are not limited to:

- 2024 ECREA – European Communication Research and Education Association, hosted by Faculty of Social Sciences, University of Ljubljana (one of the members of consortium),
- 2024 IAMCR – International Association of Media and Communication Research,
- 2025 CEECOM – Central and Eastern European Communication Conference,
- 2025 ICA – International Communication Association (annual conference),
- 2026 MM – Megatrends and Media.

The DIACOMET consortium will also seek participation in events organized by international organizations and transnational professional associations and civil society groups, which are working for the pluralistic media environment that contributes to the democratic development and empowered societies. They include, but are not limited to:

- the annual World Press Freedom Day (UNESCO),
- the annual Global Media and Information Literacy Week (UNESCO),
- the European Media Literacy Week (European Commission),
- the annual Perugia International Journalism Festival,
- World Forum for Media Development.

These are just the starting points of our conference dissemination and in the duration of the project we plan to disseminate on many other events throughout Europe. By M6, DIACOMET consortium members have participated and presented the project ideas and messages at several international events (listed in the Annex).

## 5. Key Performance Indicators

To enable successful dissemination and communication of key DIACOMET activities, messages, goals and results (in later stages of the project), we have prepared a structured set of Key Performance Indicators (KPIs), that relate to main dissemination and communication activities directly managed by the project and their respective target audience(s). This set of performance indicators with respective audiences will allow us to

easily monitor achieved metrics of our dissemination and communication activities and evaluate the impact of the project.

The structured set of KPIs is presented in Table 2. The table shows main dissemination and communication activities with respective audience(s) and benchmarks the project aims for in the form of KPI goals to be reached by M36. The consortium may add additional performance indicators, either related to communication channels and activities adopted in later stages of the project or key exploitable results defined in chapter 6.

Several key dissemination and communication activities, included in the set of KPIs, will also be crucial for stakeholder engagement (for instance, inclusion of students and educators, providing teacher’s manual in national languages, organization of policy consultations, small-scale symposiums and workshops). A more concrete strategy for stakeholder engagement will be further developed in subsequent updates of the document.

Table 2 – Dissemination and communication KPI goals

Dissemination and Communication Activity	Main Target Audience(s)	KPI Goal by M36
Publication of scientific articles	Scientific community (including researchers and students)	Measured by the number of publications in top journals. <b>KPI goals:</b> 9 articles in international peer reviewed journals, 3-7 articles in national languages.
Inclusion of students and educators	Teachers, teaching professionals, education stakeholders, researchers and students	Measured by the number of students and educators approached/included in project activities. <b>KPI goals:</b> 4-5 doctoral or masters’ students at each university partner, 20-40 formal education teachers and professionals per country.

Providing teachers' manual in national languages	Teachers, teaching professionals and education stakeholders	Measured by the number of manual copies in national languages. <b>KPI goal:</b> 100 printed copies per country.
Communication through the project website	Public, journalists and other media professionals	Measured by the number of unique visitors and views of the project website. <b>KPI goals:</b> 3.000 unique visitors and 10.000 views.
Social media communication	Public, journalists and other media professionals	Measured by the number of posts and followers on X, Facebook and LinkedIn. <b>KPI goals:</b> 600 posts and 500 followers combined.
Communication on YouTube	Public	Measured by the number of views of all published videos on YouTube. <b>KPI goal:</b> 400 views combined.
Media coverage	Public	Measured by the number of media articles/stories featuring DIACOMET. <b>KPI goal:</b> 30 media articles/stories featuring DIACOMET.
Participation at events	Public, journalists and other media professionals, NGO's and other relevant civic organizations, scientific community (including researchers and students)	Measured by the number of panels/presentations at international scholarly conferences and the number of other public events (organized by international organizations, transnational professional associations and civil society groups) participated in. <b>KPI goals:</b> 10 panels/presentations at

		international scholarly conferences, 20 other public events.
Organization of events	Public, journalists and other media professionals, teachers, teaching professionals, education stakeholders, research participants, NGO's and other relevant civic organizations, (media) policymakers and regulators, scientific community (including researchers and students)	Measured by the number of small-scale symposiums, workshops or discussion groups, policy consultations, project workshops and final conferences organized. <b>KPI goals:</b> 2-3 small-scale symposiums, workshops or discussion groups per partner and 1 after the end of the project, 2 policy consultations per country, 4 project workshops, 1 final conference.

## 6. Exploitation

Drawing inspiration from the EU Common Exploitation Booster guidelines, the project aims to design an exploitation model that will create value out of the project's research, knowledge and outputs. The mission of the project's exploitation is thus to help the project in the successful transition from research to socio-economic impact.

The DIACOMET exploitation plan amplifies the impact of the project results, transfers knowledge effectively to the targeted groups in order to facilitate and foster exploitation of our key outputs.

### 6.1. Key Exploitable Results

The consortium considers several project outcomes as candidates for key exploitable results. They are described in chapter 3 and listed below:

- The 'dilemma game' as an interactive instrument for training moral awareness and moral thinking, used for training in different citizen groups (for instance, journalists,



advertisers, educators, NGO's, civil society, government and cultural institutions) to cope with various moral dilemmas.

- Policy recommendations for implementation and sustainability of civic accountability mechanisms addressing European and national policymakers, digital platforms, media organizations, higher education institutions and educators, and civic organizations for establishing civic accountability mechanisms.
- E-book, targeted to broader audiences, explaining the idea of DCE and civic accountability.
- The Principles of Good Communication Conduct as the main tool to increase and foster accountability within European dialogic communication.

## 6.2. Exploitation Strategy and Joint Activities

The uptake of the DIACOMET 'dilemma game' and Principles of Good Communication Conduct is the main objective of the project exploitation strategy that envisions direct and indirect exploitation. The exploitation strategy and specific activities are being carried out by the appropriate project partners as well as jointly at the consortium level.

During the second half of the project more results will become available for exploitation and these will first be evaluated by the education community on the DIACOMET online forum (as described in chapter 3.3).

As these stakeholders come in contact with the project's results the consortium will obtain a better understanding of the exploitation potential of the DIACOMET results. This will enable each partner to better define and adapt their exploitation interests and plans for the DIACOMET outcomes and thus contribute to the overall exploitation of the project. The exploitation approaches and plans specified in this section are thus a work in progress and are being updated as the project unfolds.

A number of results will provide a basis for long-term exploitation, application and effects:

### 6.2.1. The 'Dilemma Game'

The interactive 'dilemma game' will be used by interested stakeholders for any future discussions, awareness campaigns and education, including journalists, advertisers,

educators, NGO's, civil society, government and cultural institutions and any other interested stakeholders involved in public communication.

### 6.2.2. Policy Recommendations

The policy recommendations will affect the development of future policies both regarding self-regulation in a number of areas as well as regarding regulation on national level and documents on international level. Any inclusion of policy recommendations in individual documents (such as specific codes of ethics) will most likely have also a long-term / domino effect on other related documents and codes that will need to synchronize their definitions, terminology and solutions. This is particularly relevant at the level of regulation, as such documents also define the scope and parameters of self-regulation, thus affecting also key documents in other areas.

### 6.2.3. E-book

The e-book will be used by different stakeholders, particularly educators, but also all interested and relevant professionals as well as individual citizens and NGO's searching for references, useful theories and useful applications of developed knowledge and results.

### 6.2.4. The Principles of Good Communication Conduct

The principles will be applied in a broad spectrum of different settings of public communication to broaden professional accountability mechanisms to civic accountability mechanisms by embracing citizens' agency. They will strive to be the new media accountability instrument that addresses all relevant stakeholders, including policymakers, media educators, researchers, media related bodies and institutions, media owners, experts and journalists, advertisers, public relation professionals, European authorities, international organizations and bodies, European associations, media and journalism students.

## 7. Conclusions and Further Work

This deliverable defines an overall dissemination, outreach and exploitation strategy for DIACOMET. It outlines the main objectives of our dissemination, outreach and exploitation activities and their overall timing.



We presented the key components of dissemination, the main purpose of the DIACOMET project and named a few of the expected results of our dissemination activities. Dissemination tools and activities used in the first 5 months and plans for the future are presented, as well as the target audiences we are reaching with them.

We listed examples of media coverage of DIACOMET achieved by M6, events where DIACOMET was either presented or discussed with project partners and listed planned scientific publications. The exploitation strategy has also been presented and the key exploitable results specified.

The work on dissemination, communication and exploitation in WP5 will result in three deliverables:

- Deliverable D5.1: Dissemination, exploitation and communication plan. Version 1 (due by M6).
- Deliverable D5.2: Dissemination, exploitation and communication plan. Version 2 (due by M20).
- Deliverable D5.3: Concept of e-book (due by M30).

In further work, we will continue with all the mentioned dissemination, communication and exploitation activities, and strive to further improve the dissemination, communication and exploitation efficiency.

## Annex

### Promotion of DIACOMET before M1:

- Interview with consortium member prof. Marko Milosavljević on the [website of national broadcaster RTV Slovenija](#) (February 3rd 2023);
- Discussion with consortium member from UL on the [radio programme Ars of the national broadcaster RTV Slovenija](#) (May 12th 2023).

### Coverage of DIACOMET in public media by M6:

- Photo story on the [Slovenian Press Agency](#) (June 21st 2023);
- Presentation of DIACOMET in Slovene [weekly newspaper and online edition of Nedeljski dnevnik](#) (June 25th 2023);
- Presentation of DIACOMET in Slovene [daily newspaper and online edition of Večer](#) (June 26th 2023);
- Presentation of DIACOMET on one of the largest Slovenian [websites and TV news programmes Svet24](#) (June 29th 2023);
- DIACOMET included in the [Times.si](#) online selection (July 1st 2023);
- Interview with DIACOMET Advisory Board member Aidan White for the [website of national broadcaster RTV Slovenija](#) (July 12th 2023);
- Interview with consortium members prof. Kristina Juraitė, prof. Auksė Balčytienė and Ieva Ivanauskaitė for the [morning show Delfi Rytas](#) (July 13th 2023);
- Publication about DIACOMET on news agency ELTA website (July 17th 2023);
- Article about DIACOMET on [Lithuanian media partner Delfi news website](#) (July 17th 2023);
- Article about DIACOMET on [Lithuanian media partner Delfi news website](#) (August 11th 2023);
- Article about DIACOMET on [Lithuanian media partner Delfi news website](#) (August 11th 2023);
- Article about DIACOMET in the [print and online edition of Slovenian daily newspaper Dnevnik](#) (August 15th 2023);
- Interview on [Lakmusz Online](#) (September 12th 2023);
- Article about DIACOMET on the [DIGIRES project website](#) (November 3rd 2023);
- Radio interview and discussion on [Lithuanian National Radio – LRT](#) (November 20th 2023);



- Radio interview and discussion on [Lithuanian National Radio – LRT](#) (November 24th 2023).

Coverage of DIACOMET on our partners' official online channels by M6:

- Announcement of kick-off meeting on [VMU website](#) in English (June 9th 2023);
- Announcement of kick-off meeting on [VMU website](#) in Lithuanian (June 9th 2023);
- Announcement of project start on [Hungarian Europe Society website](#) (June 15th 2023);
- Announcement of project start on [Hungarian Europe Society website](#) in English (June 15th 2023);
- Announcement of project start on [Hungarian Europe Society website](#) in Hungarian (June 15th 2023);
- Announcement of project start on [OeAW website](#) (June 21st 2023);
- Announcement of project start on the [Faculty of Social Sciences \(University of Ljubljana\) website](#) (July 4th 2023);
- Announcement of project start on the [University of Ljubljana website](#) in English (August 10th 2023);
- Blog post about DIACOMET on [JournalismLab \(Hogeschool Utrecht\) website](#) (September 5th 2023);
- Announcement about DIACOMET on the [Centre for Ethics of UTARTU website](#) (November 16th 2023);
- Announcement about DIACOMET on the [Centre for Ethics of UTARTU website](#) (November 22th 2023);
- Announcement about DIACOMET on [Institute of Social Studies of UTARTU website](#) (November 22th 2023).

Organization of events by M6:

- [DIACOMET kick-off meeting](#) (organized by VMU in Kaunas, Lithuania, on June 13-14 2023);
- [The 15th Conference on Baltic Studies in Europe](#) (CBSE): "Turning Points: Values and Conflicting Futures in the Baltics" (organized by VMU in Kaunas, Lithuania, on June 15th 2023);
- Presentation to former CNN executive producer Jennifer Thomas, who currently works at Howard University, and US embassy in Lithuania, alongside the international



Romas Sakadolskis Journalism Forum (by VMU representatives in Vilnius, Lithuania, on September 20th 2023);

- International seminar and media awareness training (organized by VMU in partnership with DIGIRES and BECID on November 16th 2023);
- Workshop titled New EU ideas and legislation to strengthen media freedom – EMFA, DSA, DMA: what do the acronyms mean? (organized by HES representatives in Budapest, Hungary, on November 28th 2023);
- Practical media awareness “Media Walkshop” training workshop to librarians of Lithuania (organized by VMU in partnership with DIGIRES and BECID on November 30th 2023).

Participation at events by M6:

- [European Media Management Association](#) conference (presentation by UL in Pamplona, Spain, on June 9th 2023);
- Masterclass in the framework of the OSCE RFoM project (presentation by OeAW online and in Bishkek, Kyrgyzstan on June 16th and July 6th 2023);
- Conference hosted by the [European University Institute - Center for Media Pluralism and Freedom](#) (presentation by UL in Florence, Italy, on June 29th 2023);
- Roundtable titled The Ambit of Ethical Communication at the [32nd Economic Forum](#) (presentation by Delfi in Karpacz, Poland, on September 5-7 2023);
- European Journal of Communication symposium on Media Property (presentation by UL in Vienna, Austria, on September 29th 2023);
- Meeting of Committee of Experts on Increasing Resilience of the Media (MSI-RES) at the Council of Europe (participation and discussion by UL in Strasbourg, France, on October 5-6 2023);
- [Istria Media Days](#) (presentation by UL in Vrsar, Croatia, on October 15-18 2023);
- lecture at the Faculty of Law, University of Ljubljana (presentation by UL on November 23rd 2023);
- International conference “Populism in National and Global Media” at the Vilnius University (presentation by VMU on November 24th 2023).