

# DIACOMET

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

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Exploitation and Communication Plan.  
Version 2

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## Executive Summary

The Dissemination, Exploitation and Communication Plan – Version 2 provides an upgrade to the Dissemination, Exploitation and Communication Plan – Version 1, which was submitted by M6.

This deliverable offers an insight into WP5 related activities within the DIACOMET project. It highlights the purpose, objectives and goals of the DIACOMET project and its dissemination, communication and exploitation activities with an overall timing schedule. The document outlines expected results and identifies key target groups with associated communication channels to reach them. These groups are further divided into primary and secondary target groups. The document presents and describes six key components of dissemination, namely scientific publications, 'dilemma game', education and teaching materials, online forum, policy recommendations and e-book. All communication and outreach channels used are presented and described. A structured set of Key Performance Indicators (KPIs), which will allow us to easily monitor achieved metrics of our dissemination and communication activities, follows.

Finally, we present the methods for engaging key stakeholders and the project's exploitation activities and goals. The main project outcomes, considered as candidates for Key Exploitable Results (KERs), are presented. 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. Finally, guidelines for managing project data are described and defined.

This deliverable therefore presents an updated strategy for ensuring dissemination, outreach and exploitation of DIACOMET project results, based on an assessment of the work done so far within WP5. This is a living document that will be updated regularly over the course of the project with additional dissemination, communication and exploitation activities.

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## Abbreviations

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

# 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 identifies and determines key target groups (divided into primary and secondary) with associated communication channels and activities. Next, we present the planned DIACOMET dissemination and communication activities, including six key components of dissemination. We continue by presenting key communication and outreach activities, channels and plans. A structured set of Key Performance Indicators (KPIs) is presented, and a clear strategy for engaging with our main stakeholders. In the last chapters, we present a detailed exploitation strategy with planned exploitation activities and Key Exploitable Results (KERs). We also outline the management of project data, open science practices and data security. We conclude by introducing next steps, including 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 online 'dilemma game' and a forum for learning and discussion.

The DIACOMET project consortium follows six specific objectives:

- Developing and operationalizing the concepts of DCE and civic accountability as theoretical and methodological foundations for developing inclusive accountability mechanisms focused on interaction, openness and equal participation.
- Developing accountability mechanisms adapted to the current digital communication environment.
- Developing didactical and methodological guidelines and instructions for producing various teaching and self-learning materials and devices for bolstering civic resilience by advancing citizens' moral awareness and sensitivity.
- Identifying principles of an inclusive ethics of dialogic communication and summarizing them in the PGC, compiling a European database of existing ethics codes and guidelines for public communication, and devising and testing a prototype of a novel civic accountability mechanism informed by the PGC.
- Gathering empirical data on the moral awareness and moral sensitivity of diverse actors
- Creating easily accessible interactive learning and practicing environments (forums, educational modules, online games) in the participating countries.

## 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 shortly after the project start, which is ensuring communication management and has carried out many DIACOMET communication activities. The group is keeping 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) are in particular playing an important role in ensuring

exploitation and sustainability of project results, as they have started building an NGO network in collaboration with project partners with the goal of involving the network 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 have focused on creating general awareness of the project, identification of main strategic contacts for one-to-one contacts with target groups, and dissemination of first results through the relevant means. Those included 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 are continuing with awareness building and have started 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 (specifically results, defined as Key Exploitable Results), presentations of the DIACOMET 'dilemma game', dissemination to the public through social media and the press, as well as participation in outreach events.

### 1.3. Expected Results and Deliverable Outline

The main goal of the planned and carried out dissemination, communication and exploitation activities is to maximize the impact of the project. The main objectives of these activities are to spread and share the research and development results with different user groups and facilitate their uptake.

The specific objectives, which were achieved in the first months of the project duration, included setting up the online communication (project website, social networks, etc.), which is regularly maintained, 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 the DIACOMET project.

This deliverable provides an overview of 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 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 are in addition defining 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. Unlike the Dissemination, Communication and Exploitation Plan – Version 1, this version of the plan offers a more detailed classification of methods connected to specific target groups, which are in correlation with the project's KPI goals, presented in Table 3.

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

Target Group	Communication Channels
Public	Project website, social media, YouTube, media coverage, participation at events, organization of events
Journalists and other media	Project website, social media, participation at events,

professionals	organization of events, scientific articles
Teachers, teaching professionals, education stakeholders, students and learners	Participation at events, organization of events, scientific articles, teaching materials, 'dilemma game', e-book
Non-professional media actors (including, but not limited to influencers, citizen journalists, political activists, media personas, journalism students)	Project website, social media, YouTube, media coverage, participation at events, organization of events
Research participants (including experts)	Project website, participation at events, organization of events, scientific articles
Vulnerable groups	Participation at events, organization of events and through established personal and institutional contacts
NGOs and other relevant civic organizations	Project website, social media, participation at events, organization of events, 'dilemma game', online forum, training materials, e-book
National media policymakers and regulators, European stakeholders, policymakers, regulatory networks of bodies and other organizations	Participation at events, organization of events, social media, scientific articles, policy recommendations, e-book, and through established personal and institutional contacts
Scientific community (including researchers and students)	Scientific articles, participation at events, organization of events

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 one-to-one communication to identify and engage with 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) are also promoting the project within their network of other organizations throughout Europe.

## 2.1. Primary and Secondary Target Groups

To further define the groups and audiences we are engaging with and plan to engage with in further stages of the project, we have categorized these target groups based on their roles, interests and involvement in the project into primary and secondary target groups.

**Primary target groups** are individuals, groups, or organizations directly involved in the project. They have a vested interest in the project's success, because its outcomes will impact them the most, and their active participation is essential for the project's success. These are the groups we consider to be DIACOMET stakeholders and the strategy for their engagement is further developed in chapter 6.

**Secondary target groups** are on the other hand individuals, groups, or organizations indirectly involved in the project. While the project results will also impact them and they can influence the project's outcomes or help in disseminating its results, their active participation throughout the project is not crucial for the project's success.

*Table 2 – Primary and secondary target groups*

Primary Target Groups / Stakeholders	Secondary Target Groups
Teachers, teaching professionals, education stakeholders, students and learners	Public
Research participants (including experts)	Journalists and other media professionals
NGOs and other relevant civic organizations	Non-professional media actors (including, but not limited to influencers, citizen journalists, political activists, media personas, journalism students)
National media policymakers and regulators, European stakeholders,	Vulnerable groups

<p>             policymakers, regulatory networks of              bodies and other organizations           </p>	
<p>             Scientific community (including              researchers and students)           </p>	

### 3. Dissemination

The dissemination team is communicating the project messages and desired goal of DIACOMET, described in chapter 1.1, throughout the project. In year 3 of the project duration, specific focus will be given to popularization and communication of essential project outcomes, such as the online 'dilemma game', policy recommendations on civic accountability measures and e-book, which will explain the principles of an inclusive ethics of dialogic communication.

The six key components of dissemination therefore are (1) scientific publications (to disseminate scientific results), (2) 'dilemma game', (3) education and teaching materials, (4) online forum, (5) policy recommendations, and (6) e-book. Within these six components, we will define accomplished and planned dissemination activities.

### 3.1. Scientific Publications

The DIACOMET consortium is publishing scientific publications demonstrating the theoretical and applied results of the research. Scientific publications are targeting journalists and other media professionals, education professionals and learners, research participants, national and international media policymakers and regulators and the scientific community at broad.

As determined in the DoA, the goal is for members of the consortium to 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 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.

Consortium members have already published several scientific articles in both international peer-reviewed journals and in national languages. In addition, we are also acknowledging DIACOMET and the project's main ideas in relevant chapters, books and similar publications. A special issue with the Communications journal, describing broad actions of the project, is also in preparation as a joined effort to be published in 2026.

### 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 and support their ability to develop moral imagination on situations that include communication ethics dimensions.

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 three possible solutions. After choosing one of them, the player will get feedback (explaining the ways of moral reasoning and the consequences of the choice).

Work on the 'dilemma game' is following the workflow envisioned in the GA. The Delfi team, as leader of WP4, and UTARTU team as the main contributor are preparing and finalizing the narratives, that will be included and used in the 'dilemma game'. According to the timeline, the 'dilemma game' will be ready for testing by M26 and finalized by M34, that is March 2026, when it will be made available on the official DIACOMET website.

The 'dilemma game' will be disseminated to the target audiences through all relevant channels. Until then we will use all our communication channels, particularly our social media channels and website, to promote this future project outcome. In addition, the

'dilemma game' will also be promoted at our events, conference presentations, in media reports and articles, thus, providing a wide framework and network of communication and dissemination channels for this outcome. Moreover, the DIACOMET consortium is making 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, NGO network and organization of tailored events.

### 3.3. Education and Teaching Materials

The project university partners are seeking 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 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. Online Forum

The Delfi team, as leader of WP4, and UTARTU team as a main contributor are working on developing a discussion forum, which will be made available on the official DIACOMET website. The aim of 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 work is proceeding according to the timeline and schedule, while certain details and decisions regarding formal and substantive aspects are still being edited and decided in accordance with the interim results of the project research, such as the analysis of focus groups and gathered ethical codes.

### 3.5. Policy Recommendations

Depending on the insights of the document analysis and the Delphi study carried out in WP2 as well as 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.

Policy recommendations will be defined and developed as one of the main objectives of WP2, concretely within Task 2.6: Drafting policy recommendations for implementation and sustainability of civic accountability mechanisms, starting at M27. DIACOMET will test its suggested innovative tools via the online game and by setting up the online forum, as well as the prototype(s) of the novel accountability bodies. The policy recommendations in the form of 'policy manuals' will be based on the positive test results. They will address European and national policy makers, digital platforms, media organizations, higher education institutions and educators, and also civic organizations for establishing civic accountability mechanisms in their countries. Specific attention will be given to due diligence measures and procedural safeguards in relation to the effective implementation of the proposed accountability schemes.

Policy recommendations for stakeholders will also be defined and developed in WP3, concretely within Task 3.6: Based on the empirical findings recommendations for empowering vulnerable groups, starting at M33. As described in the GA, this task will aim at creating recommendations for stakeholders about how dialogic ethics and accountability mechanisms could empower vulnerable groups, such as cultural minorities, political activists and young people.

To involve policymakers as key stakeholders of the DIACOMET project, each participating country will organize 2 policy consultations (events) on national and, when possible, European levels. These events will allow us to engage with 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.

The objectives of the project and its key ideas were already not just presented but also implemented in a number of relevant documents (at different levels, including self-regulation, co-regulation, and guidelines at international level), thus strengthening the impact of the project even further.

### 3.6. 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 e-book will be based on the research results and will introduce the main concepts of the DIACOMET project, including DCE, inclusive accountability and civic resilience, to the wider public in a popular form. The style of the e-book will be non-academic, although it will be written by academics and based on research.

The e-book will be prepared in English with contributions from all teams. Chapters of the e-book will reflect the work on WPs, project results and goals with the aim of introducing the main concepts and results of the DIACOMET project to the wider public in a popular form. The e-book will be circulated online through all established project dissemination channels, it will receive a DOI number and will be stored in the VMU library's repository.

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 communication and outreach activities. As mentioned, the DIACOMET consortium is disseminating DIACOMET activities, results, messages and goals 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.

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 are increasing the recognition effect. Official DIACOMET templates for presentations and deliverables were also designed. They are available on the project SharePoint and used by all partners.

The initial project brochure with general information about the project and its messages was also designed and used and will be updated according to the achieved results of DIACOMET throughout project. The brochure allows both digital (for promotion on project social media accounts) and physical use (for promotion on public events). The initial project roll up was also designed and used.

## 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 7).

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

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 host the DIACOMET online forum and 'dilemma game'.

Since M16, the searchable online database of existing codes of ethics and guidelines for public communication, which were systematically collected within WP2, is also available on the project website for all interested parties. The database currently includes 408 documents from all partner countries involved in the project and the collection will be updated on a regular basis. The contents of the database can be filtered with the help of systematic keywords and full-text searches. The database is already serving as a valuable point of reference, being viewed more than 1.600 times until M20.

In the next phase of the project, we will update the landing page to make it clearer what the DIACOMET project is proposing to do about the problems it tackles and to ensure project goals and invitation to join the NGO network are made more prominent.

### 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.

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 ([@diacommetproject](#)), Facebook ([@diacommetproject](#)) and LinkedIn page ([@diacommetproject](#)) are all active and drawing attention to the project. We are connecting with content-related profiles (organizations, associations, related Horizon Europe projects, journalists, individuals), using the mentioned hashtag, publishing media articles, related to the project's topic, project information, activities and interim results on all mentioned social media channels to gain a wider audience and familiarize the social media audience with the work of our project.

## 4.4. YouTube

The project YouTube account ([@diacometproject](#)) was also launched by M1. It hosts and will host videos of lectures, conference presentations, tutorials and promotional material, such as the [promotional project video](#) with statements by individual consortium members, 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.

## 4.5. Podcasts

We have started preparations to produce a series of project podcasts, with production to start in the beginning of 2025. The series will have between 5 and 10 podcasts, depending on personnel opportunities. Because of the European nature of the project, the podcasts will be recorded in English, as recording them in smaller languages, represented by our project partners, would reduce their reach and consequently their impact potential. The podcasts in English on the other hand will enable all partners to cooperate and the recorded conversations will have a wider reach. This will also enable us to include a wide range of important international stakeholders.

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 key project ideas and messages. The podcasts will be made available on the project website and disseminated through all appropriate channels, especially our social media accounts.

We will use all relevant occasions to approach important stakeholders and invite them to participate in our podcasts as guests. These occasions include, but are not limited to, events, such as: Voices – European Festival of Journalism and Media Literacy, Media Pluralism Monitor final conference (organized by the Centre for Media Pluralism and Freedom), Euromedia Ownership Monitor (EurOMo) related events (UL partners are members of the consortium) and the DIACOMET final conference.

## 4.6. Email and Newsletter

All stakeholders and members of general public, who are interested in DIACOMET, can communicate with members of our consortium 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.

We have also started preparing all necessary means to distribute the project newsletter, with the first newsletter to be sent out in the beginning of 2025. The newsletters 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.

The key target audiences for the DIACOMET project newsletter will be international and national policymakers, NGOs in the broadest sense (including international organizations, such as OSCE), educators and professionals (including journalists, editors, advertisers, PR professionals, political communicators, corporate communicators).

## 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.

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.

DIACOMET partners have a strong track-record of reaching publicity in the popular media (TV, radio, press, and online news outlets). As announced in D5.1, we are participating and will continue to participate in many public outreach events, TV shows and other media outputs throughout the duration of the project.



By M20, there has been extensive and successful coverage of the project in public media. 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 (for instance, largest Slovenian daily newspaper Delo, largest Slovenian weekly newspaper Nedeljski dnevnik, Slovene public broadcaster RTV Slovenia and public press agency Slovenian Press Agency (STA), one of the largest Lithuanian news portals Delfi, Hungarian fact-checking portal Lakmusz), thus reaching also important segments of decision-makers and involved stakeholders, increasing the impact of the whole project and its potential to raise awareness, increase accountability of the digital environment and enhance the ability of different stakeholders to develop, sustain or increase their resilience.

At the same time, we are communicating 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 is 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 achieve the promotion of our project also in these other countries and in media outlets with a wider European reach.

In the past, members of the consortium 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 are attempting to reach the audiences of some of these media outlets throughout the project as well.

## 4.8. Events

The DIACOMET consortium has and will continue to organize and participate in a series of events, which are targeting all audience groups, fostering the exploitation of key project outcomes and achieving relevant impacts.

### 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 foster the use and exploitation of project results.

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

As described in chapter 3.5., each participating country will also 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.

As announced in the DoA, the consortium will also organize 4 project workshops and a final conference. We will also organize and attend joint events with other EU projects for enabling cross-pollination. The consortium is in contact with two relevant Horizon Europe projects (ReMed – Resilient Media in Europe and MeDeMAP – Mapping Media for Future Democracies). DIACOMET will be represented at the upcoming ReMed conference titled: "Regulation and Accountability in a Hybrid Media System: Content Creators, Algorithmic Plurality, and Online Platforms," to be held in Prague, Czech Republic, on February 10-11<sup>th</sup> 2025. DIACOMET partners will present a collective work between HES and OeAW titled: "Beacons in unknown territory? How codes of ethics can (and cannot) safeguard free and responsible media".

#### 4.8.2. Participation at Events

The consortium is proposing 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:

- 2025 WJEC – World Journalism Education Congress (abstract submitted),
- 2025 CEECOM – Central and Eastern European Communication Conference,
- 2025 ICA – International Communication Association (annual conference),
- 2026 MM – Megatrends and Media.

The consortium has already shared pilot results of the research on principles and values of communication ethics on several important international conferences, including the 2024 ECREA (European Communication Research and Education Association) conference and the 2024 IAMCR (International Association of Media and Communication Research) conference, where our presentations engaged an international audience and triggered lively discussions.

The DIACOMET consortium is also seeking 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.

In addition to the above-mentioned events, the DIACOMET consortium has also participated and presented the project ideas and interim results on various conferences at national levels and will continue to do so throughout the project duration.

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.

## 5. Key Performance Indicators

To enable successful dissemination and communication of key DIACOMET activities, messages, goals and results, 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 3. 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. The progress in reaching these KPI goals until M20 is listed in the Annex to this document.

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, organization of policy consultations, small-scale symposiums and workshops). A more concrete strategy for stakeholder engagement is presented in chapter 6.

*Table 3 – 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 country and 1 after the end of the project, 2 policy consultations per country, 4 project workshops, 1 final conference.
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## 6. Stakeholder Engagement

In this chapter we define the interaction between the project partners and DIACOMET stakeholders to achieve the project's objectives. The strategy for stakeholder engagement ensures active participation, fosters collaboration, and disseminates project outcomes effectively.

The main element of the DIACOMET engagement strategy is co-creation, which means key stakeholders are involved in the project from early on to ensure their endorsement and consequently the relevance of project outcomes. The main project outcomes will reach their targets by engaging and involving them in the project activities throughout the project duration. The interactive online 'dilemma game', forum and the first European-wide database of communication ethics and guidelines are specifically designed for flexible and iterative use and engagement, and have a high potential for stakeholder acceptance and empowerment.

The purpose of the engagement strategy is in alignment with the goals of the project and specific objectives, which are presented in chapter 1.1. of this document.

As determined in chapter 2, the project's primary target groups are considered as DIACOMET stakeholders, as their active participation is essential for the project's success. The engagement of each stakeholder group is achieved through specific methods in order to ensure their exploitation of key DIACOMET outcomes. While the consortium is engaging policymakers through established personal and institutional contacts and organization of policy consultations, we are engaging with education and teaching stakeholders by including them in more directly. Stakeholders with associated methods of engagement and main DIACOMET outcomes are presented in table 4 below.

*Table 4 – Stakeholders with associated engagement methods and outcomes*

Stakeholders	Engagement Methods	Key Outcomes
National media policymakers and regulators, European stakeholders, policymakers, regulatory networks of bodies and other organizations	Through established personal and institutional contacts, organization of small-scale symposiums/workshops and policy consultations, participation in various bodies, cooperation in relevant policy-oriented events	Policy recommendations
Teachers, teaching professionals, education stakeholders, students and learners	Inclusion in project activities, testing, engaging to participate in carrying out pilot studies, teaching and training events	Teaching materials, 'dilemma game', online forum, e-book, the Principles of Good Communication Conduct
Research participants (including experts)	Participation in focus group discussions, Delphi method, organization of small-scale symposiums/workshops, participation in relevant events	E-book, 'dilemma game', the Principles of Good Communication Conduct

NGOs and other relevant civic organizations	Participation in focus group discussions, NGO network, testing, organization of small-scale symposiums/workshops	Online forum, 'dilemma game', the Principles of Good Communication Conduct, e-book
Scientific community (including researchers and students)	Involvement in research activities, organization and participation in relevant events	Scientific publications, 'dilemma game'

## 7. 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. In this regard, the exploitation practices will help steer DIACOMET's research and development in a direction that can guarantee that Key Exploitable Results (KERs) are usable and can create high social or economic value for the specified target groups in the EU.

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 the project's key outputs. More specifically and as described in the DoA, the main goals of DIACOMET exploitation activities are:

- to make the tools for teaching DCE largely available and actively used,
- to make scientific results exploited by other scholars in their research.

It is essential that the public investment in the DIACOMET project is converted into benefits for the society. This idea is reflected in the Horizon Europe Rules for Participation with a clear accent to the beneficiaries' obligations to exploit and disseminate the outcomes of the funded activities. The exploitation strategy defines how research results are to be implemented and how they can achieve relevant impact and outcomes, including:

- extensive use of theoretical and practical outputs of DIACOMET among target groups,
- project's results discussed further in scientific publications and conferences,



- increasing awareness of citizens of ethical communication and how to cope in morally challenging situations.

## 7.1. Key Exploitable Results

As described in D1.1: Concepts, applied outputs of the DIACOMET project are meant to support the development of the communication culture of ten European countries towards dialogic communication ethics.

The consortium considers several project outcomes as candidates for Key Exploitable Results (KERs) to support this development. They are described in chapter 3 and listed below:

- The 'dilemma game' as an 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.

Each Key Exploitable Result is associated with specific target groups, which are presented in the table below.

*Table 5 – KERs with associated target groups*

Key Exploitable Result	Target Group
'Dilemma game'	<ul style="list-style-type: none"> <li>• Teachers, teaching professionals, education stakeholders, students and learners</li> <li>• Journalists and other media professionals</li> <li>• Non-professional media actors (including, but</li> </ul>

	<p>not limited to influencers, citizen journalists, political activists, media personas, journalism students)</p> <ul style="list-style-type: none"> <li>• NGO's and other relevant civic organizations</li> <li>• Scientific community (including researchers and students)</li> <li>• Vulnerable groups</li> <li>• Research participants</li> </ul>
Policy recommendations	<ul style="list-style-type: none"> <li>• National media policymakers and regulators, European stakeholders, policymakers, regulatory networks of bodies and other organizations</li> <li>• Journalists and other media professionals</li> <li>• NGO's and other relevant civic organizations</li> </ul>
E-book	<ul style="list-style-type: none"> <li>• Public</li> <li>• Research participants</li> <li>• Teachers, teaching professionals, education stakeholders, students and learners</li> <li>• NGOs and other relevant civic organizations</li> <li>• Journalists and other media professionals</li> </ul>
The Principles of Good Communication Conduct (PGC)	<ul style="list-style-type: none"> <li>• Journalists and other media professionals</li> <li>• Non-professional media actors (including, but not limited to influencers, citizen journalists, political activists, media personas, journalism students)</li> <li>• NGOs and other relevant civic organizations</li> <li>• Scientific community (including researchers</li> </ul>

	<p>and students)</p> <ul style="list-style-type: none"> <li>• National media policymakers and regulators, European stakeholders, policymakers, regulatory networks of bodies and other organizations</li> <li>• Public</li> <li>• Vulnerable groups</li> <li>• Research participants</li> </ul>
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## 7.2. Exploitation Strategy and Joint Activities

The uptake of the DIACOMET 'dilemma game' and the 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.

As more results become available for exploitation, 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:

### 7.2.1. The 'Dilemma Game'

The '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.

### 7.2.2. 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.

### 7.2.3. 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.

### 7.2.4. 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.

## 7.3. Exploitation Potentials and Impact

This section assesses the exploitation potential and impact in all targeted communities and areas, primary and secondary. It helps position exploitable results towards their target audiences and showcases possible and predicted impacts in these areas.

### 7.3.1. Exploitation Potential and Impact in the Education Community

As announced in the DoA, DIACOMET partners with integrated teaching practices are incorporating the concepts of dialogic communication ethics and accountability into their curricula, providing students with research-driven teaching and learning. DIACOMET partners are engaged in developing innovative teaching materials and adequate instruments, such as the discussion panels and student surveys, to enhance ethical decision-making and moral reasoning among students. Tests measuring the students' advancement will be added to the teaching materials, 'dilemma game' and the forum, which will reflect the outcome of the teaching process. This is one way of ensuring sustainability and exploitation of the project's results and impact.

The project's focus on training and didactical methodologies can empower the next generation with the ethical decision-making skills needed to navigate and improve public communication environment.

In the short run, a measurable outcome of result's sustainability and exploitation will be the inclusion of the cross-curricular theme of dialogic communication skills and respective tests in educational curricula.

A concrete goal of exploitation activities in this area is to make the tools for teaching DCE largely available and actively used, which will be achieved through actively engaging the education community and research participants in the project.

### 7.3.2. Exploitation Potential and Impact in the Academic Community

DIACOMET will have an instigating effect on applied research in dialogic communication and DCE, as described in the DoA. DIACOMET's theoretical and empirical approach to agency in communication interrelates agency with moral thinking, moral awareness, and accountability, providing a framework for further applied research directions. The method and categories that DIACOMET develops for the analysis of professional codes of conduct enable researchers to detect and analyze the normative discourse of mediated communication.

By integrating theoretical and methodological approaches, the project has developed a framework for examining agency in communication, moral thinking, moral awareness, and

accountability, setting new standards for research and stimulating new directions for further academic inquiry.

A concrete goal of exploitation activities in this area is to make scientific results exploited by other scholars in their research, which will be achieved through dissemination of DIACOMET results to the scientific community and active engagement of the scientific community (including students and researchers) in the project.

### 7.3.3. Potential Direct and Indirect Impact of Exploitation in Other Areas

Following the research and networking activities conducted by M20, several other significant areas of impact can be defined. These include community, professional and economic, and technological areas.

**Community impact:** the project consortium assumes that dialogic communication and evolving public experience in these practices can contribute to people's capability to cope with the changes that occur in everyday life situations of learning and communicating. Practicing "accountable and inclusive communication" and observing dialogic communication ethics (DCE) can therefore influence how people live, work, and interact with each other, leading to greater attentiveness, inclusivity, and understanding.

**Professional and economic impact:** The DIACOMET consortium has already reached out to journalists and media organizations and introduced the core ideas of dialogic communication ethics and inclusive accountability, which can have an impact on media practices and improve the quality of media products by developing moral awareness and sensitivity of all actors involved. These will provide safeguards for journalists, enabling them to work more ethically and professionally. This DIACOMET initiative can also positively impact media companies economically by fostering sustainable models of user participation and increasing public trust in media.

**Technological impact:** DIACOMET is planning to provide a unique interactive platform for discussing, learning/training and researching moral awareness and public communication values and practices of the target groups and other actors. An online database of codes of ethics and guidelines for all kinds of public communication but also any type of guidelines targeted at media users (e.g., social media guidelines, forms of netiquette, etc.) is already available in a searchable online database, accessible on the project website. A collection of ethically problematic cases of communicative situations/dilemmas will provide researchers and game developers with necessary examples and material.

## 7.4. Management of Project Data

As described in D6.3 Data Management Plan, several types of data will be generated throughout the DIACOMET project and acquired through various methods, including desk research, document analysis, focus group discussions, Delphi method and prototyping through Design Thinking Method.

The types of data generated throughout the DIACOMET project include:

- a database of academic articles,
- a database of documents of ethical codes and guidelines,
- survey data of the Delphi study,
- transcripts of expert meetings of the Delphi study,
- documents such as problem definition, brainstorm documentation, mood boards and other documentation acquired during the design thinking sessions,
- transcripts of focus group interviews (background interviews and group discussions),
- results of the Q-method in text and numerical format acquired during the focus groups.

The data collected during the DIACOMET project research may be instructive and useful to researchers and education communities, decision and policymakers, journalists and the public interested in dialogic communication ethics and how to foster it.

### 7.4.1. Open Science Practices

DIACOMET will adhere to the European approach of making data “as open as possible, as closed as necessary” and follow the FAIR Data Management Guidelines to make data “findable, accessible, interoperable and reusable”.

As described in D6.3: Data Management Plan, open science practices will be cultivated by several measures in all phases of the research process:

- The project website serves as a first contact point for all stakeholders with an interest in dialogic communication ethics and accountability. DIACOMET is ensuring transparency of the research process by providing key information and regular updates about the project's progress on the website.

- DIACOMET prefers submitting articles to open access journals which have no submission and processing fees; second – using the 'green' model (submitting published articles to the publications' repositories of the partner universities); third – using the 'gold' model.
- The planned e-book will be open access.
- DIACOMET involves various relevant actors (experts, civil society, citizens' representatives) in co-creation of a new model of civic accountability mechanism.
- The project's outputs will all be publicly accessible and free for use.

#### 7.4.2. Data Security

As described in D6.3: Data Management Plan, DIACOMET follows the rules of GDPR and country-specific laws on the protection of personal data. The data processing activities are ensuring the safety of personal data following VMU regulations on data management and adhering to the EU data protection rules applicable to other DIACOMET consortium partners.

Every partner is responsible for the protection of the data they produce. DIACOMET collects and exploits data only for this research project. It also takes appropriate technical and organizational measures to protect data against unlawful processing and accidental loss or damage. All data sets produced by the project as well as carefully pseudonymised interview data are stored on the protected SharePoint space owned by the project coordinator VMU. The transcripts are archived according to the rules of archiving and archiving ethics adopted by VMU and in line with the principles of representative national repositories. Personal data registries, consent forms, and pseudonymisation code keys for participants are not stored on the shared SharePoint drive of the project, nor will they be archived by the research repository VDU CRIS, as is the case with other materials produced in the research.

The originals of Informed Consent, original recordings and transcripts are securely stored in a locked facility and protected with passwords by the national research team at partner's institutions. The data will be destroyed in December 2031. The Lithuanian media company Delfi will provide expert assistance in maintaining the interactive game and online forum and in assuring system security.



## 8. Conclusions and Further Work

This deliverable provides an upgrade to the overall dissemination, outreach and exploitation strategy for DIACOMET, which was outlined in the Dissemination, Exploitation and Communication Plan – Version 1.

The document highlights the purpose, objectives and goals of the project's dissemination, communication and exploitation activities with an overall timing schedule. It showcases expected results and identifies key target groups with associated communication channels to reach them. Six key components of dissemination and key communication channels are presented and described. We continue by presenting a structured set of Key Performance Indicators (KPIs) and methods for engaging with DIACOMET's stakeholders. The main project outcomes, considered as candidates for Key Exploitable Results (KERs), and associated exploitation goals are presented. 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. Finally, guidelines for managing project data are described and defined.

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

- Deliverable D5.1: Dissemination, exploitation and communication plan. Version 1 (submitted 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. As mentioned, this is a living document that will be updated regularly over the course of the project depending on the results of our research and concrete needs of the project to enable efficient dissemination, communication and exploitation.

## Annex

*Table 6 – Dissemination and communication KPI goals with progress by M20*

Dissemination and Communication Activity	Main Audience(s)	Target KPI Goal by M36	Progress by M20
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.	Number of articles in international peer reviewed journals: 6  Number of articles in national languages: 4
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.	Number of doctoral or masters' students at each university partner: VMU: 10 UTARTU: / TAU: / OeAW: 5 UL: 6 HU: / USI: 3  Number of formal education teachers and

			professionals per country: Lithuania: 15 Estonia: / Finland: / Austria: / Slovenia: / Netherlands: / Hungary: / Switzerland: /
Providing teachers' manual in national languages	Teachers, teaching professionals and stakeholders	Measured by the number of manual copies in national languages. <b>KPI goal:</b> 100 printed copies per country.	Number of 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.	Number of unique visitors: 2.077 Number of views: 9.707
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.	Number of posts: 520 Number of followers: 286
Communication on YouTube	Public	Measured by the number of views of all published videos	Number of views: 280

		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.	Number of media articles/stories: 25
Participation at events	Public, journalists and other media professionals, NGOs 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.	Number of panels/presentations at international scholarly conferences: 14  Number of other public events: 23
Organization of events	Public, journalists and other media professionals, teachers, teaching professionals, education	Measured by the number of small-scale symposiums, workshops or discussion groups, policy consultations, project workshops and final conferences organized. <b>KPI</b>	Number of small-scale symposiums, workshops or discussion groups per country: Lithuania: 2 Estonia: 6



stakeholders, research participants, NGOs and other relevant civic organizations, (media) policymakers and regulators, scientific community (including researchers and students)	<b>goals:</b> 2-3 small-scale symposiums, workshops or discussion groups per country and 1 after the end of the project, 2 policy consultations per country, 4 project workshops, 1 final conference.	Finland: / Austria: / Slovenia: / Netherlands: / Hungary: 6 Switzerland: /  Number of policy consultations per country: Lithuania: / Estonia: / Finland: / Austria: / Slovenia: 1 Netherlands: / Hungary: / Switzerland: /  Number of project workshops: 3  Number of final conferences: /
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