



DE-CONSPIRATOR

DETECTING AND COUNTERING INFORMATION SUPPRESSION FROM A TRANSNATIONAL PERSPECTIVE

D8.2

Dissemination and Communication Plan

Second version

White Research

23/12/2024



Funded by
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Project Information

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COORDINATOR	Ozyegin University from Türkiye
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RE	Restricted to a group specified by the consortium (including the EC Services)	
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Abbreviations

CA	Consortium Agreement
D&C	Dissemination & Communication
DCP	Dissemination and Communication Plan
EC	European Commission
EU	European Union
FIMI	Foreign Information Manipulation and Interference
GA	Grant Agreement
GDPR	General Data Protection Regulation
HEU	Horizon Europe
KPI	Key Performance Indicator
M#	Month #
NGO	Non-Governmental Organisation
SMAs	Social Media Accounts
SMEs	Small and Medium-sized Enterprises
WP	Work Package
WR	White Research

Executive Summary

The **Dissemination and Communication Plan** (DCP) of the Horizon Europe research project DE-CONSPIRATOR, “Detecting and Countering Information Suppression from A Transnational Perspective”, is a strategic framework that aims to increase the visibility of the project, disseminate its outcomes effectively, and engage with diverse stakeholders. The plan is based on the principles outlined by the European Commission and emphasises the commitment to share research results with the scientific community, policymakers, and civil society, as well as leverage these outcomes to address societal challenges and inform policymaking.

This document presents the **second and updated version** of DE-CONSPIRATOR's DCP. Building on the first DCP of the project (D8.1, M3), it introduces the updated plan and provides an analytical overview of the dissemination and communication actions at an EU level. It outlines the efforts of the consortium to reach the most relevant targeted stakeholder groups, as well as the relevant results. It also outlines the updated and final stakeholder engagement methodology, as the latter was designed in the first DCP and validated during the DE-CONSPIRATOR project meeting in Rome that took place in December 2024.

As the leader of WP8, White Research (WR) is responsible for the continuous monitoring, assessment and implementation of the dissemination and communication strategy, as well as mitigating any risks that may prevent the sufficient performance of the DCP. Furthermore, it is expected that every partner of the project consortium will keep contributing to communicating and disseminating the project and its output under the guidance and close consultation with WR. To date, DE-CONSPIRATOR partners have deployed a wide range of actions such as the organisation of research workshops, informal meetings, participation in external events (IAPPS World Congress 2024 in Athens, EU DisinfoLab Annual Conference in Latvia) and other activities.

As this document serves as the updated version of the initial Dissemination and Communication Plan (DCP), its overall structure remains unchanged. Sections that have not required any modifications remain unaltered. However, areas where significant progress or important changes have occurred since the last DCP are clearly marked as "updated." Additionally, entirely "new" sections have been added to reflect recent developments. Lastly, blue-coloured boxes, as shown below, have been incorporated to provide an overall evaluation of the DCP actions, highlighting key quantitative data for better insights.

Overall, in the first half of the project, 23,000 stakeholders were approximately reached through the DE-CONSPIRATOR dissemination, communication, and engagement actions. This number is calculated by adding the number of people reached out by partners through individual dissemination activities (see Annex 2), the number of website unique visitors, and the number of people reached through the social media account of the project (mainly LinkedIn).

Overall, the analysis of the metrics suggests that certain dissemination channels have been so far more effective: (i) social media accounts, (ii) participation in external events, and (iii) synergies with relevant initiatives. It is therefore advisable that DE-CONSPIRATOR partners continue investing in these channels to enhance the visibility of the project.

The evaluation of the engagement activities presented in this report clearly indicates that the DE-CONSPIRATOR consortium has been successful in raising awareness about the project within the first 12 months of the grant. Continuous efforts and monitoring of the performed activities are needed to achieve the aims of the DCP for the following 2 years of the project.

1. Introduction *(Updated)*

This deliverable represents the updated version of the Dissemination and Communication Plan (DCP). The purpose of the updated version is to provide an updated account of the tools, channels and methods that have been deployed to maximise the project's impacts and reach out to the highest feasible number and a wider range of stakeholders. Furthermore, it defines the operational framework for the DE-CONSPIRATOR partners to promote the project effectively, communicate its activities, and disseminate its outcomes. This will further help to achieve the successful unfolding of the project for the next 24 months, in line with the contractual obligations that the consortium has undertaken with the European Commission.

The purpose of this document is to update and consolidate the strategic plan to promote the project's vision by ensuring a dynamic implementation process throughout the project's lifespan. Over the next pages, this document explores and elaborates on the actions, methods, and tools to effectively disseminate and communicate the project's research findings to multiple audiences. Specifically, this plan provides an updated outline of the dissemination and communication strategy by consolidating the **objectives** (what do we aim to achieve), the **target audiences** (whom we are addressing), the **key messages** (why is it important), the **promotional material** (what to disseminate), the **channels** (how we will plan to reach out). Additionally, it provides updates regarding progress against measurable **goals** (KPIs) and an indicative **timeline** (when to disseminate) while allowing room for ad-hoc and on-demand actions.

Moreover, this deliverable acts as a yarding stick for all consortium partners, providing them with specific guidelines to spread the project's vision and capture valuable information and insight from engaged stakeholders. As part of a horizontal working package (WP8 – Dissemination and communication), this deliverable is interconnected to all parts of the work plan. As such, dissemination and communication activities have been carried out from the first DCP (M3) and will continue until M36, aiming at both raising awareness of the project activities and functioning as an additional feedback mechanism that will lead to further refinements of the consortium's work. To that end, it should be underlined that a well-developed and effective dissemination and communication strategy requires the active involvement of all partners, who should devote time and resources with the intention of spreading awareness about the project and successfully interacting with the intended audiences. In each following section, the roles and responsibilities of the partners are elaborated on a separate box, indicating clear-cut instructions and tips.

Finally, it should be noted that this deliverable remains a dynamic framework, as further modifications and updates in line with the project's overall progress and ongoing developments may be needed. The final report on the outcomes and achieved impact of the DCP will be delivered in M36, coinciding with the end of the project. In the final report, the full list of outcomes of dissemination and communication actions will be reported, as well as the final list of achieved KPIs.

2. About DE-CONSPIRATOR

The world’s political scene is changing quickly, and with it, the kinds of threats and challenges. One such challenge is the intentional spread of false information and manipulation by foreign actors, known as Foreign Information Manipulation and Interference (FIMI). FIMI represent the ever-evolving strategic and coordinated efforts by foreign actors to twist the truth and sow fear, confusion, and division, ultimately aiming to achieve their own political and economic goals by undermining the credibility of democratic institutions. Among these foreign actors, two key perpetrators are mentioned most often: Russia and China. Both countries use FIMI as a modern warfare tool to engage in the intentional manipulation of public conversations to promote their agenda, encouraging division and polarisation within European societies and beyond. With 2024 marking a pivotal year for democratic processes – where nearly two billion people worldwide will participate in various elections, including the European Parliament elections in June – FIMI poses a major threat to liberal democracies that rely on the free and open flow of information.

DE-CONSPIRATOR aims to shed light on FIMI across Europe by analysing and examining the sophisticated information suppression tactics employed by foreign actors, notably Russia and China. Through its research outcomes, DE-CONSPIRATOR is expected to improve the understanding of how to safeguard fundamental rights against the misuse of information and disinformation, further examine how authoritarian regimes use information suppression, and evaluate the societal impacts of such actions. Additionally, the project intends to develop policy guidelines, tools, and strategies to identify and counteract information suppression attempts in the EU and beyond.

In detail, the project’s objectives include:

- Analysing the tactics of those who initiate FIMI.
- Mapping out how FIMI spreads within the EU and Partner Countries (PC) through local networks.
- Developing a comprehensive, multilingual database of FIMI incidents.
- Investigating the social and psychological mechanisms leading to the success of FIMI campaigns.
- Assessing the effectiveness of existing legal and regulatory frameworks in the EU and nationally against FIMI.

To fulfil these objectives, DE-CONSPIRATOR brings together **thirteen (13)** leading research institutions and organisations from across Europe. The list of consortium partners includes:

Organisation/ Partner Name	Short Name
Ozyegin University	OzU
AdCogito – Institute for Advanced Behavioural Research	AdC
Centre for the Study of Democracy	CSD
Barcelona Centre for International Affairs	CIDOB
Centre for Economics and Foreign Policy Studies	EDAM
University of Georgia	UG

Heidelberg University	UHEI
Instituto Affari Internazionali	IAI
Rīga Stradiņš University	RSU
University of Amsterdam	UvA
University of Groningen	RUG
Vrije Universiteit Brussel	VUB
White Research	WR

3. Risk management

Due to the project's thematic scope and the challenges posed by Foreign Information Manipulation and Interference (FIMI), the DE-CONSPIRATOR initiative has included a strong risk management plan in the first DCP, specifically regarding its dissemination and communication activities. To that end, the project's dissemination and communication plan has proactively identified, evaluated, and mitigated potential risks that may endanger the credibility and efficiency of the project's dissemination and communication efforts.

Recognising the risks evolve, DE-CONSPIRATOR commits to ongoing risk assessment and management throughout the project's lifespan. This will involve regular risk evaluation meetings, updating risk mitigation strategies as needed, and maintaining open lines of communication among consortium partners to share insights and strategies effectively.

By acknowledging and preparing for these risks, DE-CONSPIRATOR aims to safeguard its dissemination and communication efforts, ensuring that its critical work in countering FIMI is communicated clearly, accurately, and securely to all relevant stakeholders.

#1 Harassment in the social media community

Potential risk: The risk of "bad actors" flooding the project's social media channels with negative comments or misleading information could undermine engagement with the project.

Mitigation strategy: DE-CONSPIRATOR will employ advanced monitoring tools to oversee social media activity and identify any coordinated inauthentic behaviour. WR will manage these platforms, equipped to engage with genuine inquiries and concerns while swiftly addressing any manipulative content. Establishing clear community guidelines and employing automated moderation tools will also help maintain constructive discourse.

#2 Fake dissemination campaigns

Potential risk: The risk of "bad actors" disseminating misleading or malevolent information while pretending that they act on behalf of DE-CONSPIRATOR (e.g., fake/ "troll" accounts) that could undermine public trust in the project and damage credibility.

Mitigation strategy: DE-CONSPIRATOR will consistently employ protection mechanisms to distinguish itself from potential fake or "troll" accounts, therefore ensuring that any information disseminated or spread by the latter is recognised as inauthentic and thus invalid. Such protection mechanisms include the consistent use of the project's brand identity, relevant disclaimers and EU funding acknowledgement, as well as authentication channels (e.g., original mail accounts in social media profiles).

As the project operationalises the overall dissemination and communication strategy, new risks might emerge, which have not been anticipated. Such risks will be promptly captured, evaluated and mitigated and, as such, be reported in the final version of DCP (M36).

4. Methodology

To develop an effective strategy, the Dissemination and Communication Plan (DCP) suggests the use of a practical action plan that combines various methods and insights. Specifically, the approach involves five important steps:

- Analysing comprehensive materials from the European Commission (EC) to grasp the essential elements of the Horizon Europe (HEU) framework. This analysis includes key documents^{1,2} and a variety of resources, including informative videos³ and dedicated websites⁴ that summarise Horizon Europe guiding notions and objectives.
- Conducting an extensive search of communication and marketing literature to gain insights into current communication strategies, marketing theories, stakeholder management, and the use of communication tools in research projects.
- Incorporating proven strategies from past EU-funded projects, particularly in communication, dissemination, and exploitation. This step focuses on meeting EC's standards, understanding the target audiences, employing various communication channels, and implementing an evaluation process for continuous improvement based on extensive experience in implementing dissemination and communication management.
- Engaging with the project's consortium to ensure all essential points and ideas are considered in the DCP. Through consultation, a thorough analysis of the project's target audiences, key stakeholders, and effective national and international dissemination channels was conducted.
- Establishing a dynamic monitoring process to evaluate the overall effectiveness of the communication and dissemination strategy and its ability to achieve its tailored to the project objectives.

To manage dissemination and communication in a Horizon research project effectively, the approach should be flexible and open to ongoing feedback. This means setting up a system where feedback from each communication effort is used to make improvements. Regular meetings with consortium partners will help keep the communication strategies in line with the project's goals and stakeholder interests. Using digital tools to track how well different communication methods are working will provide clear information for making these adjustments. This way, the project's communication efforts will be both well-planned and able to adapt to new information and audience responses, ensuring better reach and impact.

¹ Scherer, J. et al., (2022) Successful valorisation of knowledge and research results in Horizon Europe. *Boosting the impact of your project through effective communication, dissemination and exploitation*, European IP Helpdesk. Available [here](#) (Accessed: 27 February 2024).

² Joint Research Centre. (2020). *Science for policy handbook*. European Commission. Retrieved March 13, 2024, available [here](#).

³ EU Science & Innovation, (2021, June 9). Dissemination & Exploitation in Horizon Europe [Video]. [YouTube](#).

⁴ European Research Executive Agency. (n.d.). Dissemination and exploitation. European Commission. Retrieved March 13, 2024, available [here](#).

5. Dissemination and Communication Strategy

5.1 Overview *(Updated)*

The DE-CONSPIRATOR dissemination and communication plan is based on a clear strategy for effectively disseminating and communicating the project’s activities and milestones. This strategy is translated into an actionable plan by considering multiple key elements, as illustrated in Figure 1 and described in more detail in the following chapters⁵.



Figure 1: Overview of the DE-CONSPIRATOR dissemination and communication strategy

Overall, DE-CONSPIRATOR has employed a **hybrid dissemination and communication strategy** that integrates both digital and traditional activities, through which tailored promotional material has been and will be disseminated to achieve optimal results. Specifically, the strategy outlines the project’s **dissemination and communication objectives, target audiences, key messages, and tools** and further elaborates on each partner’s **roles and responsibilities**. Furthermore, it demonstrates the project’s unique **visual identity**, including the project’s logo (different versions), templates for presentations and deliverables, project poster, project leaflet, and colour schemes. This visual identity serves as a paradigm for all printed and digital **promotional materials**, ensuring a clear and cohesive message. The **promotional package** includes the project leaflet, the project poster, two bi-annual newsletters, news items, and a project video communicating the project’s results through digital and traditional channels. **Additional items** have been foreseen and are reported in the updated DCP. **Digital channels**, such as social media platforms like LinkedIn, X, and YouTube, are used to reach different segments of the audience effectively, while the creation of a dynamic and informative **website** has acted as the focal point of the project’s dissemination and communication activities. Lastly, regarding **traditional channels**, consortium partners have participated in various external events, both

⁵ Inspired by Figure 1 of M. Gaillard & N. Germain (2018), ‘Deliverable 9.2 – Dissemination and communication plan’, DTOceanPlus, France Energies Marines, p. 10.

European and international, as well as various conferences to stay updated on the latest research and innovation activities. In these events, project partners communicated the project’s updates and outcomes, and established valuable synergies with other similar projects and initiatives. Lastly, a dedicated **Network of Interest (NoI)** was created – in conjunction with stakeholder engagement activities led by WR – the members of which will support the dissemination of project’s results. All the above-mentioned are elaborated and presented respectively in more detail over the next pages.

5.2 Objectives

What do we aim to achieve?

5.2.1 Horizon Research Objectives

The first step in developing a successful dissemination and communication strategy for a Horizon research project is to understand the key concepts behind dissemination and communication as defined by the European Commission guidelines⁶. Specifically, it is important to explain and outline the rationale between those interconnected concepts as they usually tend to overlap each other. By doing this, the objectives related to the dissemination and communication activities are clear to everyone.

Communication in a Horizon project is a continuous process aimed at engaging the broader community by emphasizing the project's significance and advantages and the role of EU funding in addressing societal issues.

Dissemination, on the other hand, involves sharing project outcomes and technical findings via appropriate channels, such as scientific publications or similar mediums. More specifically, dissemination aims to transfer and circulate knowledge to potential stakeholders and enhance the impact of the research⁷.

As such, effective dissemination and communication of research findings are crucial for reaching out to diverse groups, such as the scientific community, policymakers, media representatives, and the general public. Integrating these activities throughout the project’s implementation phase and beyond can help to amplify the impact of the project’s outcomes. Furthermore, communication and dissemination activities take place at different stages of a project’s lifespan, as communication starts early while dissemination kicks off when the first scientific results are available. For better clarity, Table 1 provides an overview of the communication and dissemination objectives.

Table 1: Horizon Europe Communication and Dissemination activities⁸

	Communication	Dissemination
Objectives	Reach out to society and show the importance and impact of the project	Transfer knowledge and results with the aim to enable others to use or reuse and take up the results, thus maximising the impact of the research

⁶ Scherer, J. et al., (2022) Successful valorisation of knowledge and research results in Horizon Europe. *Boosting the impact of your project through effective communication, dissemination and exploitation*, European IP Helpdesk. Available [here](#) (Accessed: 27 February 2024).

⁷ Ibid.

⁸ Adapted from Scherer, J. et al., (2022) Successful valorisation of knowledge and research results in Horizon Europe. *Boosting the impact of your project through effective communication, dissemination and exploitation*, European IP Helpdesk, p.21. Available [here](#) (Accessed: 27 February 2024).

Focus	Informing and promoting the project’s results/successes in a non-technical manner through strategically planned actions	Describe and ensure results are available for others to use or reuse
Target Audience	Multiple audiences	Audiences that may take an interest in the potential use or reuse of the results

5.2.2 DE-CONSPIRATOR D&C objectives

Based on the aforementioned, the DE-CONSPIRATOR strategy is carefully designed and tailored to the project’s approach, aiming to maximise its impact and transfer knowledge and results to the targeted stakeholders while communicating its concept to wider audiences.

To that end, DECONSPIRATOR’s **communication objective** is to raise awareness among society about the impact and benefits of its transnational research, which can improve the understanding of how to safeguard fundamental rights against FIMI strategies and incidents and encourage engagement in project’s activities. To achieve this goal, the project will launch a pan-European campaign that will span throughout the duration of the project, focusing on communicating its objectives, activities, and events to multiple audiences and translating the scientific and technical results into easy-to-understand messages for public outreach to raise **awareness**, spark **measurable actions** and pave the way for the **sustainability** of the project’s outcomes.

Specifically:

Communication overarching objective: Proactively demonstrate the value and benefits and communicate the project’s aim, vision, activities, and events to a wider audience.	
#1	Generate wide awareness and understanding of the project research agenda.
#2	Demonstrate the added value of the project’s research findings and tools in a non-technical way.
#3	Increase visibility and generate interest towards the project’s topic.
#4	Facilitate engagement with stakeholders by ensuring clear, timely, and transparent communication through digital and traditional activities.
#5	Follow, inform, and influence the debate around the EU legislative and decision-making process.

Building upon this, DECONSPIRATOR’s dissemination objective is to ensure interested stakeholders are informed about the project’s activities and the value propositions and adopt the adoption and reuse of the project’s results and tools. By guaranteeing that insights, lessons learned, and meaningful data are accessible to those interested, it will aim to facilitate the replication and reuse of DE-CONSPIRATOR’s exemplary elements. To do so, the project will engage stakeholders in a meaningful and mutually fruitful way via a series of dissemination activities, such as scientific publications and participation in scientific events and conferences.

Specifically:

Dissemination overarching objective: Share and transfer knowledge and results and promote the project's actions and value propositions.	
#1	Ensure those interested in the project's research agenda have clear and up-to-date information.
#2	Demonstrate the added value of the project's research findings.
#3	Establish synergies and ensure collaboration with similar research initiatives.
#4	Facilitate the uptake of results by targeted stakeholders.

5.3 Roles and Responsibilities

Who?

All partners are expected to actively participate and contribute to the implementation of the dissemination and communication activities according to the dissemination and communication strategy. White Research (WR), leading the communication and dissemination work package as a dissemination and communication manager, closely monitors the dissemination and communications actions described in this document and provides all the necessary support to the consortium partners. Nonetheless, the partners' involvement in both online and traditional activities is crucial for raising awareness and promoting the project.

Partners' contribution is a natural by-product of the project's development as most activities, results, milestones, and progress will either involve engaging with stakeholders or producing content that needs to be shared and promoted widely. In addition, partners must consistently report their dissemination and communication activities to the dissemination manager, WR, prior to any kind of activity.

Over the next pages, the partner's contribution is further elaborated and analysed in each section and dedicated topic. In a nutshell, the consortium partner's contribution can be described in two activities:

Digital/Online activities:

- Provide content for online dissemination and communication efforts, such as opinion articles, remarks, and other news items, to ensure a constant flow of content and a strong online presence.
- Promote the online dissemination and communication efforts of the project.
- Flag and report any relevant and interesting events or news to the dissemination manager.

Traditional/Offline activities:

- Organise events to raise awareness regarding the project.
- Participate in external events, conferences and outreach activities to promote the project.
- Distribute the project's promotional materials (e.g., printed version of leaflet).
- Contribute to the publication of the project's research findings.

- Support the dissemination and communication activities via various activities, such as surveys and interviews.
- Support the development of a Network of Interest and engage with relevant stakeholders.

Approval process

An approval process is necessary to ensure that the information regarding the dissemination of public materials is correct and can be made publicly available. Although different partners will be involved in the approval process depending on their input and feedback, the following should always be included:

- Project Coordinator: Akin Unver (OzU).
- Dissemination and Communication Managers: Thomas Bakratsas and Nikolaos Sotiriou (WR).

6. Target Audience and Key Messages

6.1 Target Audience Analysis *(Updated)*

Whom are we addressing?

Mapping out and understanding who the target audiences are in a project is crucial in developing an effective dissemination and communication strategy. The benefits of analysing the target audiences are straightforward as it ensures that DE-CONSPIRATOR messages are relevant and engaging, leading to better dissemination and communication results. In this section, DE-CONSPIRATOR maps out and analyses its target audiences to convey its messages and results throughout its engagement implementation.

The initial analysis identified **five (5) key target audience groups** based on their field of expertise and relationship with the DE-CONSPIRATOR theme and topic.

1. Civil society and the public
2. Business industry
3. Public authorities
4. Academia
5. Relative initiatives (e.g., relevant EU-funded projects)

To analyse the target audience effectively, the project has divided its target audiences into smaller segments. Classifying target audiences is important as it helps prioritise and fine-tune the project's engagement efforts. Specifically, Table 3 provides a detailed breakdown and overview of the key target audiences.

Furthermore, based on the Stakeholders Classification Model⁹, every target audience and stakeholder group are determined according to the following parameters:

- The extent of a stakeholder's **power**/authority.
- The stakeholder's **interest** regarding the outcomes of the project.
- The extent of the stakeholder's active **involvement** in the project.
- The level of stakeholder's **influence** over the project planning and/or outcomes.

The classification of the targeted stakeholders' groups has been used to tailor the communicated messages and adopt the optimum tools and channels for each one of these categorised groups, as the level of engagement should align with the stakeholder's influence, interest, and the impact of the project or decision on them. The level of engagement is based on the following four activities:

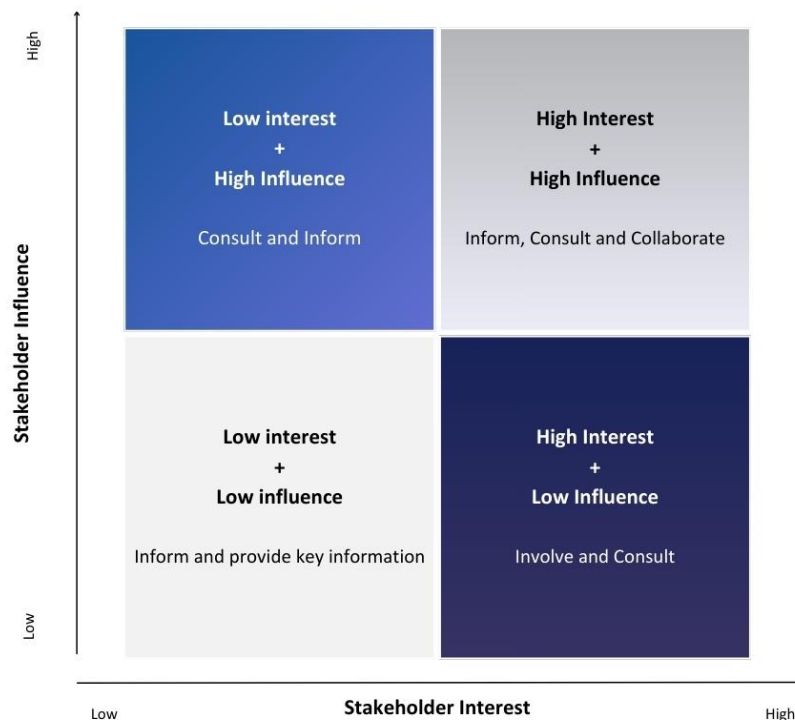
- **Inform**: Keeping stakeholders informed about decisions, progress, and outcomes. This is the minimum level of engagement.
- **Consult**: Seeking stakeholder feedback on analysis, alternatives, and decisions. This acknowledges their input as valuable but doesn't guarantee that their views will decide the outcome.

⁹ Emerson Wagner Mainardes, Helena Alves, Mário Raposo, (2012). "A model for stakeholder classification and stakeholder relationships", Management Decision, Vol. 50 Issue: 10, pp. 1861-1879.

- **Involve:** Working directly with stakeholders throughout the process to ensure their concerns and aspirations are consistently understood and considered.
- **Collaborate:** Partnering with stakeholders in each aspect of the decision, including the development of alternatives and the identification of the preferred solution.

Based on the abovementioned method, **Figure 2** showcases the methodological framework of an interest/influence matrix. As actual stakeholder engagement activities commenced during the early months of the project and will continue until M36, the DE-CONSPIRATOR partners have been using this methodological framework to define every core target audience into four different quadrants.

Figure 2: Target Audience and Stakeholder Engagement Matrix



As outlined in the first DCP, WR conducted an evaluation process to position the core stakeholder groups (outlined in Table 3) within the quadrants. During the 3rd project meeting, held in Rome on December 16–17, 2024, WR organised a voting session. Consortium partners were asked to vote (one vote per partner) on the interest/influence scale for each target audience (14 categories in total, as detailed in Table 3) using a Likert scale from 1 to 10, where 1 indicated very low interest/influence, and 10 indicated very high interest/influence. WR compiled the votes and based on the principle of majority, placed each target audience within the appropriate quadrants. The results, presented in Figure 3, will guide targeted dissemination activities for the remainder of the project (until M36).

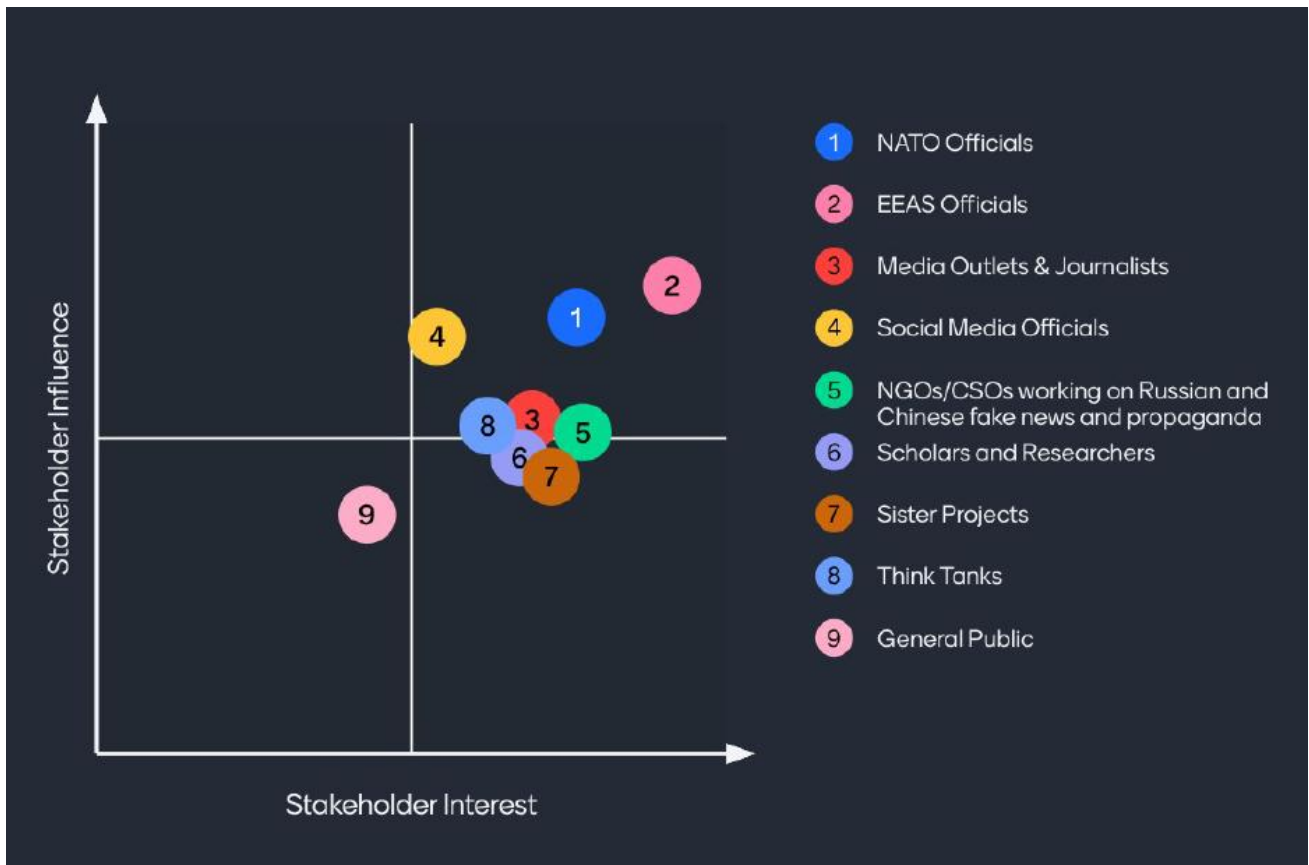


Figure 3: DE-CONSPIRATOR target audience’s positions in the Matrix

Table 2: Target Audience and Stakeholder Engagement Matrix

Cluster	Target Audience	Segmentation (prominent examples)	Assumed Needs / Interest
Civil Society and the Public	1. International and national media outlets, journalists	Brussels operating media outlets and journalists National operating media outlets and journalists	Better understanding of the impact of FIMI on social perceptions and movements, as well as copying mechanisms
	2. NGO's and CSO's	NGOs/CSOs working on Russian and Chinese fake news and propaganda	Better understanding of the impact of FIMI on the credibility and integrity of media outlets
	3. Citizens	NGOs/CSOs working on hate speech and anti-liberal discourse (e.g., far-right extremism)	Better understanding of the impact of FIMI on the election processes and cycles
Business and Industry	4. Social Media Platforms	Social Media officials	Better protection mechanisms against fake news on social media without restricting free expression and public speech
	5. Big Data Companies	Social Media engineers	
	6. International and national media outlets	Brussels operating media outlets and journalists National operating media outlets and journalists	
Public Authorities	7. EU Policymakers 8. National Policymakers	NATO officials	Better and in-depth analysis of how Russian and Chinese FIMI are linked to strategic goals of subverting EU democratic institutions and values
		EEAS officials	
		Directorate Generals of the European Commission	Robust policy recommendations and copying mechanisms that respect the EU values of free expression
		Relevant National Ministres (e.g., Culture, Education, Information)	
	National think tanks and research centres		
		Relevant units of regional and/or local authorities	

Academia	9. Universities	FIMI scholars and research centres	Fresh and detailed data on FIMI incidents and strategic frameworks
	10. PhD and post-doc researchers	Scholars and researchers on international relations	Interdisciplinary approach (e.g., connections between information technologies, sociology, political sciences, communication sciences) toward FIMI
	11. Research centres	Scholars and researchers on cybersecurity	
		Data collection centres	
Relevant Initiatives	12. Sister projects	ATHENA project	Fruitful exchange of relevant outputs to avoid duplication of efforts and capitalise on existing resources
	13. Think tanks focusing on cybersecurity and political communication	ARM project	
	14. Relevant transnational programmes	RESONANT project	Creation of a critical mass of relevant initiatives to maximise impact
		ADAC.io project	

6.2 DE-CONSPIRATOR Key Messages

Why is it important?

Another important step in establishing a successful D&C strategy is determining what key messages to share with each target audience via the communication channels. As a research project dealing with highly technical notions and ideas, such as computational methods and FIMI, DE-CONSPIRATOR needs to ensure that its communication messages are carefully tailored to fit the targeted stakeholders' needs and expectations. Different stakeholders have a range of concerns, knowledge, or interests related to the project's topic, so it is important to craft messages that speak directly and resonate with each group.

To that end, the main purpose of drafting tailored key messages is to showcase the added value of DE-CONSPIRATOR's research initiatives to its different target audiences. Put simply, it demonstrates why it is important and what is in for them, resulting in a more engaging and impactful outreach.

These key messages might be refined over the project's mandate, and based on the initial feedback, more detailed messages will be added to the next editions of the DCP.

Core message

The overall and core message of DE-CONSPIRATOR can be formulated as follows:

"The DE-CONSPIRATOR project is an innovative research initiative that aims to improve our understanding of how to safeguard democratic institutions and fundamental rights against information suppression (FIMI) by foreign actors.

All key messages should and will align with the core concept but also be adapted to fit the needs of each specified target group.

Audience-Specific Messages

While Table 4 provides an indicative overview of DE-CONSPIRATOR's key messages with a call to action for each target group, the objectives of the audience-specific messages are the following:

The General Public: The project needs to articulate its objectives and outcomes in a manner that is accessible and captivating for the lay audience, ensuring broad appeal and comprehension.

Academia: This group needs detailed and robust information on the project's methodologies and findings. Engagement here revolves around sharing in-depth research results and fostering scholarly discourse.

Policymakers: As policymakers and regulators, these authorities can leverage the project's insights for societal benefit. Messages aimed at this group should be concise and focused, emphasising actionable insights and policy relevance.

Business and Industry: Potential corporate partners or beneficiaries of the project's outcomes must see the practical value and potential business advantages in the findings. Communication should highlight mutual benefits and collaborative opportunities.

Table 3: DE-CONSPIRATOR's Indicative Key Messages

Target Group	Key Messages	Call to Action (CTA)
General Public	In an era of unprecedented information manipulation, DE-CONSPIRATOR equips the public with the awareness and tools needed to critically assess information, making informed decisions that protect democracy.	Stay informed about the tactics of FIMI, engage with DE-CONSPIRATOR's educational materials, and contribute to a culture of vigilance and critical thinking.
Civil Society	DE-CONSPIRATOR empowers civil society with knowledge and tools to recognise and resist FIMI, fostering resilient communities that can uphold the principles of democracy and free information.	Participate in DE-CONSPIRATOR's activities and use its resources to educate and mobilise your networks against the threats of information manipulation.
Academia	DE-CONSPIRATOR offers academia a rich database of FIMI incidents and a comprehensive analysis of suppression tactics, contributing to scholarly research and understanding of information manipulation's impact on democracies.	Collaborate with DE-CONSPIRATOR, contribute to interdisciplinary research efforts, and integrate findings into academic curricula to educate future leaders on the complexities of FIMI.
Policymakers	DE-CONSPIRATOR provides policymakers with evidence-based insights and policy guidelines to enhance the EU's legal and regulatory frameworks against FIMI, ensuring the integrity of democratic processes in the face of foreign information threats.	Engage with DE-CONSPIRATOR findings to inform and update policy and regulatory measures, ensuring they are robust and effective against FIMI challenges.
Business and Industry	DE-CONSPIRATOR's multilingual database and research outcomes are invaluable resources for technology firms specialising in FIMI detection and prevention, offering insights into the latest tactics and strategies used by malicious actors.	Leverage DE-CONSPIRATOR's research to enhance your technologies and services, collaborating on innovative solutions to detect and mitigate FIMI effectively.

7. DE-CONSPIRATOR Toolbox *(Updated)*

What to disseminate?

7.1 Project Logo and Visual Identity *(Updated)*

Creating visual uniformity across all dissemination and communication channels helps promote a consistent and positive image of the project. To that end, DE-CONSPIRATOR's project logo and visual identity were developed at the beginning of the project, showcasing the project's thematic scope while ensuring a coherent message. As a result, the logo makes the project recognisable and is the point of reference for all promotional materials, such as leaflets, posters, and templates.

At the kick-off meeting, White Research (WR) presented various logo options to the consortium partners, who then provided their feedback and preferences. Based on the feedback, WR finalised and improved the logo, resulting in an outcome that can be found in the Media Press Kit located in the Annexes of this document.

7.2 Promotional Material *(Updated)*

During the initial stages of the DE-CONSPIRATOR project, WR was responsible for creating the project's promotional materials that have been used to capture the attention of key stakeholders, with consortium partners providing ongoing feedback during the development phase. During the time of writing of the updated DCP, the **promotional package** includes the following items:

1. Project's **leaflet**
2. Project's **poster**
3. Project's **templates** for presentations (PowerPoint) and deliverables (Word)
4. **Promotional video** communicating the project's results through digital channels

These items can be found in the **Media Press Kit** in the Annexes of this document.

During the next months, the **following additional items will be designed by WR**, and be reported in the final version of DCP (M36):

1. **Updated Project Leaflet:** A revised version of the project leaflet will be developed to reflect recent project advancements and to address the broad appeal of DE-CONSPIRATOR at international and European events. This second, more detailed edition will enhance engagement with a wider audience.
2. **Project Banner:** Although not a mandatory requirement under the GA, a dedicated project banner will be created for reasons similar to the leaflet. The banner will serve as a visual tool to increase visibility and promote the project effectively at events.
3. **DE-CON Glossary Flashcards:** A series of "DE-CON Glossary" flashcards will be created and shared regularly via the project website and social media channels. Each flashcard will feature a simplified explanation of one FIMI-related term from D2.2, making complex concepts more accessible and engaging for target audiences.

The promotional materials aim to promote the project’s mission and objectives via digital and traditional activities designed to align with the project’s unique visual identity, which is defined in the following paragraph. On a last note, these materials are accessible to the public for download on the project’s website and could also be printed by partners when needed.

For more information and guidelines, please refer to the Annexes, where the DE-CONSPIRATOR Media Press Kit is available.

7.3 Leaflet and Poster *(Updated)*

Leaflets and posters play an important role in promoting and communicating a project’s concept, approach, objectives, and expected results to its target audiences. The development of the first leaflet was concluded in M4 and introduces the DE-CONSPIRATOR concept, approach, expected results, and contact details. Similarly, the poster was developed in M4 and highlights the project’s vision and approach, including visual elements, to capture the attention of the audience and attract potential stakeholders. The project’s leaflet and poster are provided in Annex 1 of the document (media press kit).

Both promotional materials contain partner information, including contact details, website, social media accounts, and funding acknowledgement through the Horizon Europe programme. Additionally, both items were uploaded to the project’s website and available for download, while physical copies were provided to all partners for distribution at various events.



DE-CONSPIRATOR leaflets in IAPSS World Congress 2024 – Athens, May 2024



DE-CONSPIRATOR leaflets in Sofia Information Integrity Forum 2024 – Sofia, November 2024

Figure 4: Printed versions of the leaflet in external events

Until December 2024, 90 copies of the project leaflet have been printed and distributed at various physical events and conferences, as shown in Figure 5 (e.g., Sofia Information Integrity Forum 2024, IAPSS World Congress 2024). This surpasses the interim target of 30 printed distributions set for M12 in the first DCP, and the consortium is already approaching the final target of 100 printed distributions. This demonstrates the significant visibility and outreach achieved through participation in external events.

Given the project's high participation in such events, it has been decided to develop an upgraded version of the leaflet to further enhance DE-CONSPIRATOR's visibility. The upgraded version will be included in the final version of the DCP (M36).

7.4 Templates *(Updated)*

In addition to the poster and leaflet, the project has prepared templates that follow its visual identity for dissemination activities. These include (i) a presentation template in .ppt format for consortium partners to use in events and meetings and (ii) a template for reports on the project's deliverables and publications (both available in Annex 1 of the document).



Figure 5: DE-CONSPIRATOR in the Sofia Information Integrity Forum 2024

It is essential for all partners to always use these official project templates when preparing any presentations or reports within the project's scope.

7.5 Promotional video *(Updated)*

Recognising the fast-paced communication environment, videos have become an indispensable tool in social media and digital marketing strategies. As such, a promotional video was designed and produced by WR in M12 to reach a wide audience. The video's primary objective is to provide a clear and engaging introduction to the scope and theme of the project while conveying them in a simple and straightforward manner, ultimately compelling the viewers to engage with the project.

The video was published on the project's YouTube channel and will be disseminated widely through the project's website and social media platforms from M13 onwards. The video has a duration of approximately 2 minutes. **A journalistic narrative that entails real-life footage, articles, and images was selected, considering**

the nature of the project and its many informative elements (e.g., statistics, trends, interview with the project coordinator). The narrative of the video is structured around three pillars:

1. What is Foreign Information and Manipulation Interference, and why it constitutes a danger for liberal democracies today.
2. How the European Union fights against FIMI with initiatives such as DE-CONSPIRATOR.
3. What is the added value of the project, and how can stakeholders connect with the project.

For the production of the video, WR consulted with and received support from OzU, whereas the Project Coordinator, Akin Unver, is featured in the video. To ensure that the video will reach out to a large audience, subtitles in the consortium partners' languages will be added during the next months (e.g., Turkish, Georgian, Latvian, Bulgarian, etc.) Captions of the video can be found in Figure 9 below.

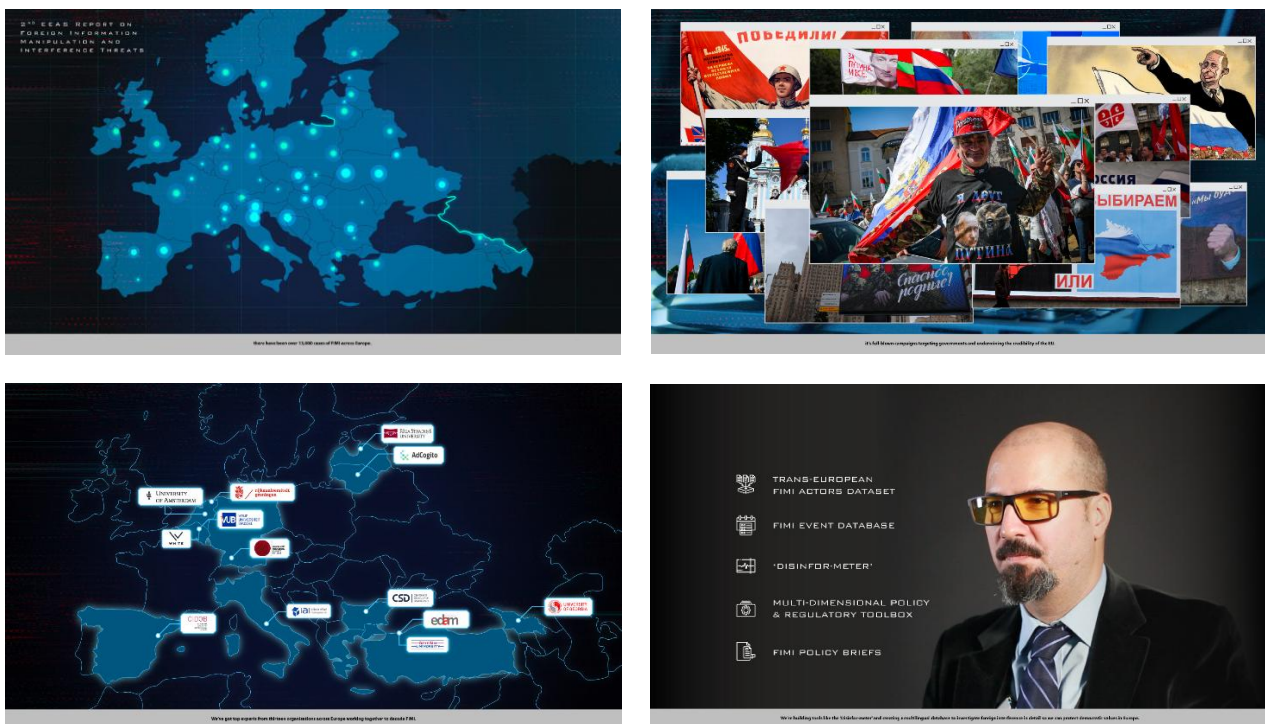


Figure 7: 9 DE-CONSPIRATOR promotional video

7.6 Banner (New)

By M12, it has become apparent that **external events are one of the most important dissemination channels for the project**. Project partners have access to large networks at international and European levels, and therefore, there have been many opportunities to participate in such events and present the project's vision and preliminary results in dedicated sessions.

Partners are responsible for providing the subtitles and translations in their respective language.

These events gather a lot of participants (physically and virtually) and offer strong networking opportunities. Therefore, it is imperative to have the necessary promotional material when representing DE-CONSPIRATOR at external events. To that end, **WR made the strategic decision to design a dedicated banner, even though it is not mandatory according to the GA, which partners can take with them at external events.** In principle, banners are more eye-catching than posters and leaflets due to their size and vertical layout and can present key information about the project in an easy and attractive way. The banner is expected to be ready by M13 and will be reported in the final version of DCP (M36).

Partners are responsible for printing and bringing the DE-CONSPIRATOR banner to the external event(s) they are expected to attend (to present the project).

7.7 DE-CON Glossary Flashcards *(New)*

As mentioned previously, one of the biggest challenges in DE-CONSPIRATOR is to ensure that complex and scientific terms are understood by non-experts. While leaflets and posters help to achieve this goal, flashcards are an alternative promotional item that can support the dissemination of project-related terms to people that encompass the stakeholder group named the general public. An example is the flashcards-style initiative Dictionary of Financial Terms (labelled “Term of the Day”) from Investopedia¹⁰.

To that end, a series of informative flashcards labelled “DE-CON Glossary” will be designed (according to the project’s visual identity and colour palette) and regularly disseminated via the project’s website and social media. **Specifically, each flashcard will present one FIMI-related term from D2.2 (selected terms from the document will be presented after consultation with the Project Coordinator) and will have an informative character, as it will simplify complex terms and convey their meaning to our target audiences.** The Flashcards will be stored on the project’s website and be reported in the final version of DCP (M36).

Partners are responsible for supporting the dissemination of DE-CON-Glossary flashcards in the channels, and reviewing the content of flashcards upon request by WR.

7.8 Press and Media *(Updated)*

Press and media work remains a central pillar in a project’s external communications, as journalists play a highly influential role in disseminating views and narratives, both within the “European Bubble” as well as in a national and local context. As such, ensuring the project’s messages are heard and understood is as crucial as ever. To that end, WR has produced timely, high-quality press materials, such as press releases and articles, while providing timely and complete responses to any possible press requests that might arrive. So far, one press release has been issued by WR (Figure 10), while media articles are regularly posted on the website (available in the “Our Latest News” [section here](#)).

¹⁰ Investopedia (2024). “Dictionary – Term of the Day”, available [here](#).



DE-CONSPIRATOR
LAUNCH PRESS RELEASE

Brussels, 24/01/2024

The world's political scene is changing quickly, and with it, the kinds of threats and challenges. One such challenge is the intentional spread of false information and manipulation by foreign actors, known as Foreign Information Manipulation and Interference (FIMI). FIMI represent the ever-evolving strategic and coordinated efforts by foreign actors to twist the truth, sow fear, confusion, and division, ultimately aiming to achieve their own political and economic goals by undermining the credibility of democratic institutions.

Among these foreign actors, two key perpetrators are mentioned most often: Russia and China. Both countries use FIMI as a modern warfare tool to engage in the intentional manipulation of public conversations to promote their agenda, encouraging division and polarisation within European societies and beyond.

With 2024 marking a pivotal year for democratic processes – where nearly two billion people worldwide will participate in various elections, including the European Parliament elections in June – FIMI poses a major threat to liberal democracies that rely on the free and open flow of information.

Against this backdrop, January 2024 marks the official kick-off of a groundbreaking research project called DE-CONSPIRATOR, with the purpose of examining the sophisticated information suppression tactics employed by foreign actors, notably Russia and China, within the European Union (EU) and its partner countries (PCs).

IN MORE DETAIL

DE-CONSPIRATOR is a Research and Innovation Action project funded by the new Horizon Europe Programme with a total duration of thirty-six (36) months and a total budget of approximately three million euros.

Specifically, DE-CONSPIRATOR's key objectives include:

- Analysing the tactics of those who initiate FIMI.
- Mapping out how FIMI spreads within the EU and Partner Countries (PC) through local networks.
- Developing a comprehensive, multilingual database of FIMI incidents.
- Investigating the factors that contribute to the success of FIMI campaigns.
- Assessing the effectiveness of existing legal and regulatory frameworks in the EU and nationally against FIMI.



Through the research outcomes, DE-CONSPIRATOR is expected to improve the understanding of how to safeguard fundamental rights against the misuse of information, shed light on how authoritarian regimes use information suppression, and evaluate the societal impacts of such actions. Additionally, the project intends to develop policy guidelines, tools, and strategies to identify and counteract information suppression attempts in the EU and beyond.

CONSORTIUM PARTNERS

The project brings together a diverse group of leading research institutions and organisations, each contributing unique expertise and resources towards developing a better understanding of information suppression by state authorities. Specifically, the project's consortium comprises thirteen (13) partners from ten (10) different EU Member States and EU Neighbourhood countries, led by the Ozyegin University from Türkiye.

"The Economist calls 2024 as the biggest election year in history, with the highest-ever number of elections around the world and in Europe squeezed into a single year. While this makes 2024 a promising year for the future of democracy, it also creates a conducive ground for Foreign Information Manipulation and Interference (FIMI), which visibly increases around election periods. In order to create a sustainable and multi-layered defence against FIMI - both in the EU and in partner countries - our project - DE-CONSPIRATOR - brings leading data scientists, field experts and information specialists across Europe to set new detection and attribution mechanisms against foreign information suppression efforts and to measure the trans-European reach and effectiveness of such actions."

Akin Unver, Project Coordinator

PRESS CONTACT AND SOCIAL MEDIA

For more information, press materials, or interview requests, please contact:

Nikolaos Sotiriou
Dissemination & Communication Manager, White Research
nsotiriou@white-research.eu

 **Funded by the European Union**

Detecting and Countering Information Suppression from A Transnational Perspective, or DE-CONSPIRATOR, project is funded by the European Union's Horizon Europe Research and Innovation programme under Grant Agreement number 101132671. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

Figure 10: DE-CONSPIRATOR 1st press release

8. Dissemination and Communication Channels

How do we plan to reach out?

DE-CONSPIRATOR's hybrid strategy uses a range of ways to amplify its dissemination and communications efforts via both digital and traditional channels. Those channels are selected based on the target audiences, key messages, and campaign objectives illustrated in the previous chapters. Over the next period, WR will continue to rely on a broad range of channels adapted to each communication opportunity.

8.1 Digital channels

More and more people are choosing digital channels for information. To effectively share its messages, DE-CONSPIRATOR works on establishing a robust online presence across various digital platforms to engage a wide and diverse audience. This will involve setting up a website, creating social media profiles on different platforms, launching a YouTube channel, and distributing bi-annual newsletters.

8.1.1 Website *(Updated)*

The objective of the project's website is to serve as a content hub for all news and information related to the project's results and objectives. The development of the website was concluded in M4, and since then, is the primary digital platform for sharing the project's progress with a broad audience, as well as making the core results of the project (e.g., Repository of FIMI events, Disinform-meter, Multi-dimensional Policy Toolkit, etc.) available and accessible to targeted stakeholders.

The website can be accessed through the following link: <https://deconspirator.eu/>

Specifically, the website was designed to be user-friendly, ensuring that stakeholders can easily access and engage with the content. The content features essential details about the DE-CONSPIRATOR's concept, strategy, and team members. Furthermore, it provides free access to all project outputs, including public reports, publications in science and industry, dissemination materials, and newsletters. Another crucial section of the website provides the user with useful resources related to FIMI and disinformation: open-access articles and reports (e.g., FIMI reports by EEAS, strategic reports by NATO Strategic Communications Centre of Excellence, and academic in-depth analysis reports).

Finally, it is important to mention that the members of the project's Network of Interest are expected to be featured (name, photo profile, title, affiliation and short bio) in the project's website in a dedicated section: this is a benefit that NOI members are enjoying for their support to the project.

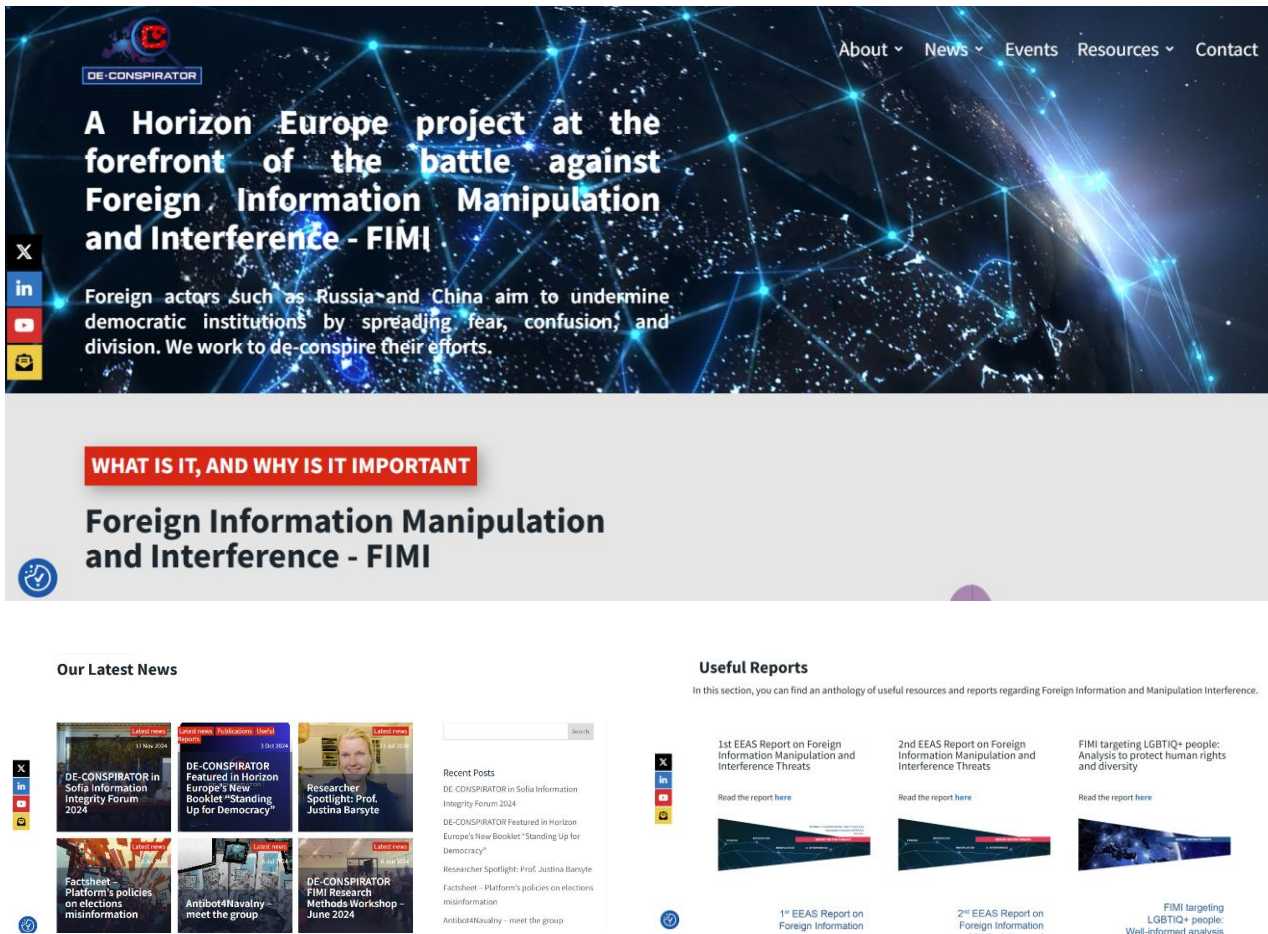


Figure 11: Sections of the DE-CONSPIRATOR website (“Home page”, “Latest news”, “About FIMI”)

WR, as the dissemination and communication manager, is responsible for website management and content uploading. The website will remain active throughout the duration of the project and one year after its completion and will include regular updates on the project’s progress, internal and external events, relevant projects and initiatives, reports, and project results, as well as news from the sector.

The consortium partners should:

- Provide fresh content to WR whenever possible for website content uploading by actively contributing to the news section of the website by sending noteworthy news items to WR. Ideally, one news item per partner.
- Notify WR regarding any events they organise or participate in, so that it can be posted online in the dedicated “Events” section of the website.

For the monitoring of the website’s traffic, the Google Analytics service is used (see more information in [Chapter 10.2: Current Status](#)). This tool provides useful statistics that help us optimise the website and dissemination strategy. More specific metrics that are being monitored as part of the DCP are presented in Chapter 10.

At the time of writing this deliverable (December 2024), the website has received more than 1,100 unique visitors worldwide that have yielded 2,700 page views. Despite being active for only 6 months, it is evident that the visibility of website is high. The visibility can be attributed to several factors, such as: (i) the continuous update of the portal with project news regarding updates on information security and FIMI, (ii) the quality of information that is provided regarding FIMI and related fields, and (iii) the linkage of the portal with the project's SMAs (by posting website articles on these social networks). A detailed analysis of website performance, is provided in Chapter 10.

It is expected that, as the project progresses and the first concrete results are produced, the visits to the website will grow even more, helping us reach the ambitious final metric of 10,000 visitors by M36. This will also be facilitated by two factors: (i) **the inclusion of the website in the upcoming large-scale survey** on collective responses to FIMI, which will be distributed to 6,500 across different EU and Partner Countries (survey participants will be encouraged to visit the website); (ii) **the expected integration of the "Disinformeter" in the website**, which will increase the traffic (as users of Disinformeter will be connected to the website). Moreover, the content and structure of the website are going to be updated in the following months. These concerted actions will help our team to meet the final numerical target about the website.

8.1.2 Newsletter *(Updated)*

A newsletter is produced every six months to keep both potential and current followers and stakeholders informed about the project's key ideas and progress. This newsletter is shared with the project's intended audience and is also made available on the project's website.

The newsletter aims to provide an overview of the latest developments and activities within the project. Recognising the diverse preferences of its audience, it also aims to reach those less engaged with social media and individuals who may not have shown a strong initial interest in the project. By maintaining this connection, the goal is to draw them in more closely as the project evolves, building up the momentum.

WR leads the newsletters' preparation, incorporating all partners' input for specific pieces of content as needed. The tool of choice for crafting and sending out these newsletters is Mailchimp. The newsletters typically feature several consistent segments:

- A brief introduction to the DE-CONSPIRATOR project to set the stage for new readers or provide a refresher for existing followers.
- Updates on the progress made since the last issue, highlighting significant achievements and milestones.
- A news section detailing the main activities and events that took place in the preceding six months, offering insights into the project's day-to-day operations.
- Information on what's on the horizon for DE-CONSPIRATOR, including any scheduled events, anticipated publications, or other notable developments worth watching.
- A compilation of other significant events in the related field, helping readers stay informed about the broader context in which the project operates.

- Various other articles that may cover topics like in-depth analysis feature stories on project members, success stories, or interviews with key stakeholders, providing a richer and more engaging narrative about the project’s impact and aspirations.

The consortium partners should:

- Support the efforts of increasing the newsletter’s subscribers.
- Provide input and content for each issue as requested by the dissemination manager.

Lastly, to enhance reader engagement, the newsletter might include interactive elements such as surveys, quizzes, or calls to action, encouraging direct participation and feedback from the community. This interactive approach not only enriches the reader’s experience but also provides valuable insights for the project team, fostering a two-way communication channel that can inform future project directions and dissemination strategies.

The 1st newsletter was issued after the completion of M6 in July 2024, whereas the 2nd newsletter will be issued after the completion of M12 in January 2025 (to not coincide with the Christmas period). The newsletters can be accessed through the project website here: <https://deconspirator.eu/newsletter/#>. Figure 12 showcases parts of the 1st newsletter.

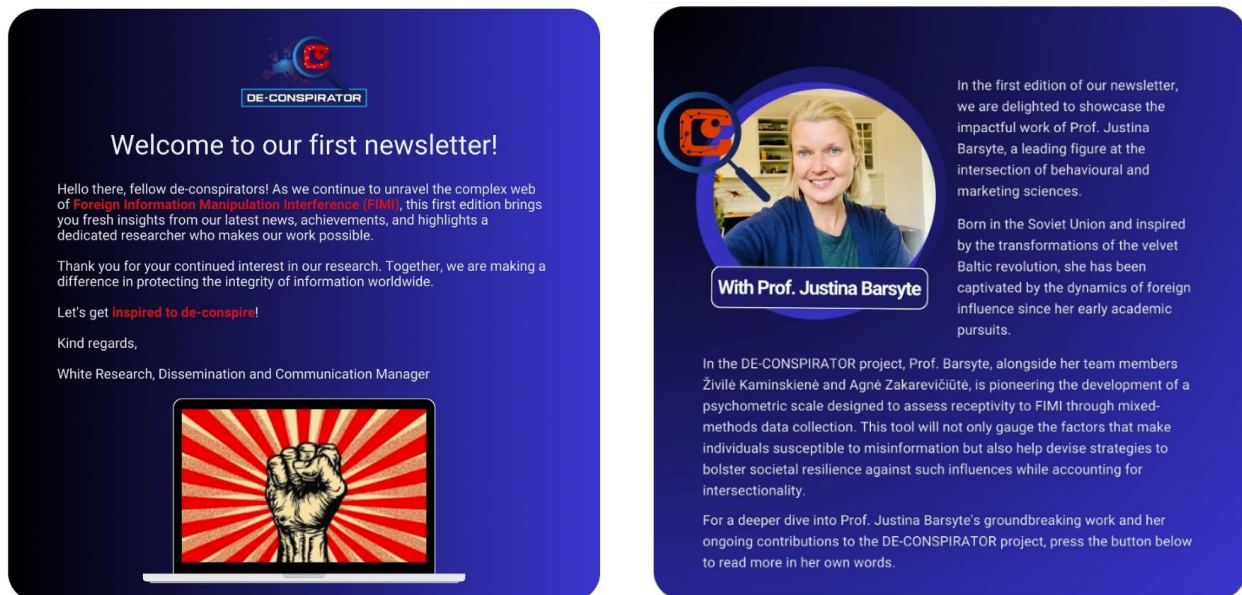


Figure 12: DE-CONSPIRATOR’s 1st Newsletter

Overall, the DE-CONSPIRATOR newsletter has so far been an effective channel in reaching out to virtual followers. At the time of writing this deliverable (December 2024), **there have been almost 80 subscribers in the project newsletter**, meaning that we are steadily approaching the interim target of 150 subscribers set by the initial DCP. At the same time, the interim target of 2 newsletters by M12 is almost complete since the 2nd

newsletter is under preparation and will be issued after the Christmas break of 2024 to ensure proper outreach.

To ensure that the number of subscribers is increased and the final target of 500 subscribers is achieved, the 6,500 participants of the large-scale survey will be invited to become subscribers of the project's newsletters: this approach is expected to give a huge boost to the numbers. Other pathways to increase the number of subscribers include issuing joint newsletters with sister projects (e.g., ATHENA, ARM, RESONANT), which are currently under consideration, in line with the consolidation of larger synergies among these EU-funded projects.

8.1.3 YouTube *(Updated)*

A YouTube channel has been set up in M2 as an additional communication channel for the project. Its purpose is to increase the project's visibility by complementing and enhancing the project's written communication – guided by the spirit of “a picture paints a thousand words”. Furthermore, it will contain every video made during the project in one accessible location, acting as a repository. Notably, a promotional video was produced by M12 will be prominently featured on the channel to raise awareness about the project.

Project partners are encouraged to help create videos by providing script ideas and footage. These videos will be added to playlists on the DE-CONSPIRATOR channel and shared with the Network of Interest, sister projects, and members of Advisory Board, to broaden the project's reach.

8.1.4 Social Media Platforms *(Updated)*

Social media are recognised as one of the most cost-effective and efficient channels for reaching out to external audiences. It enables a project to connect with a wide range of audiences and stakeholders while offering a variety of different content and messages that can be tailored to suit different interests and needs.

As a result, a significant number of interested stakeholders will be consistently engaged through the project's social media platforms. By the second month of the project, DE-CONSPIRATOR has set up accounts on LinkedIn, X, and YouTube. These three (3) distinct social media platforms were chosen to maximise the dissemination of results to various stakeholders across different media types.

WR will be responsible for the overall social media activities and the community management of the project's social media accounts.

The consortium partners should:

- Follow and support the social media efforts of the project.
- Promote and spread the word within their own networks by reposting.
- Recommend other relevant projects or initiatives for DE-CONSPIRATOR to connect with
- Share articles and news items that are of interest.
- Collect photos and videos for all project activities and share them with WR.

8.1.5 LinkedIn (Updated)

The LinkedIn platform was chosen to elevate the project’s visibility within a professional context, creating a space for FIMI experts and professionals to share experiences and insights. Established in M2, the LinkedIn account serves not only to highlight the project’s goals but also to unify all DE-CONSPIRATOR partners under one professional umbrella.

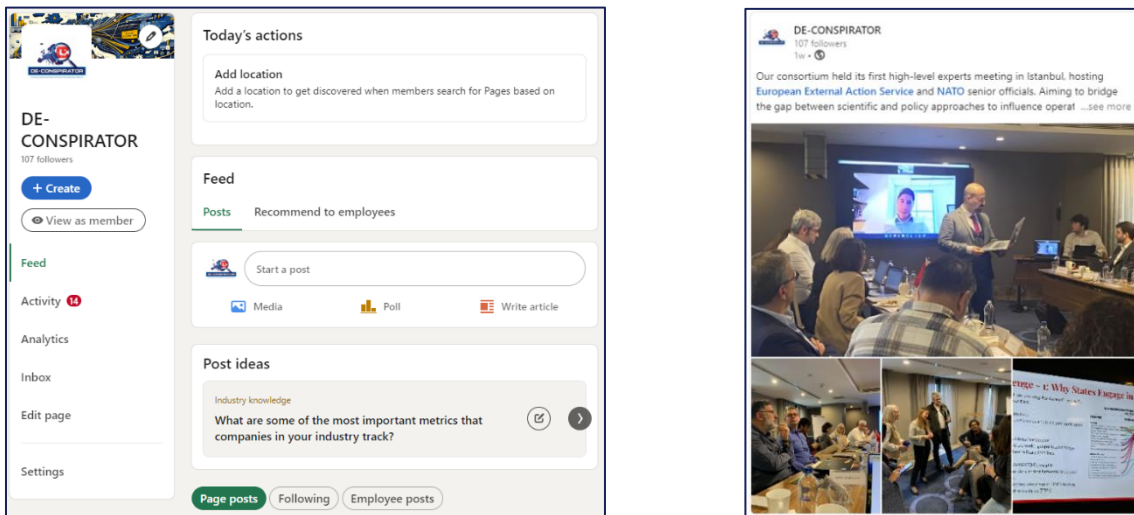


Figure 13: DE-CONSPIRATOR LinkedIn Account

LinkedIn has proven to be a valuable tool in the communication of the project, allowing for the sharing of NATO and EU posts (Figure 14), policy updates, and news related to FIMI. Additionally, it facilitates **community management**, enabling seamless collaboration and engagement among stakeholders. The platform also serves as a direct channel for online **engagement with the European Commission (EC)** (Figure 15) and other key actors, ensuring the project remains visible within high-level policy dialogues.

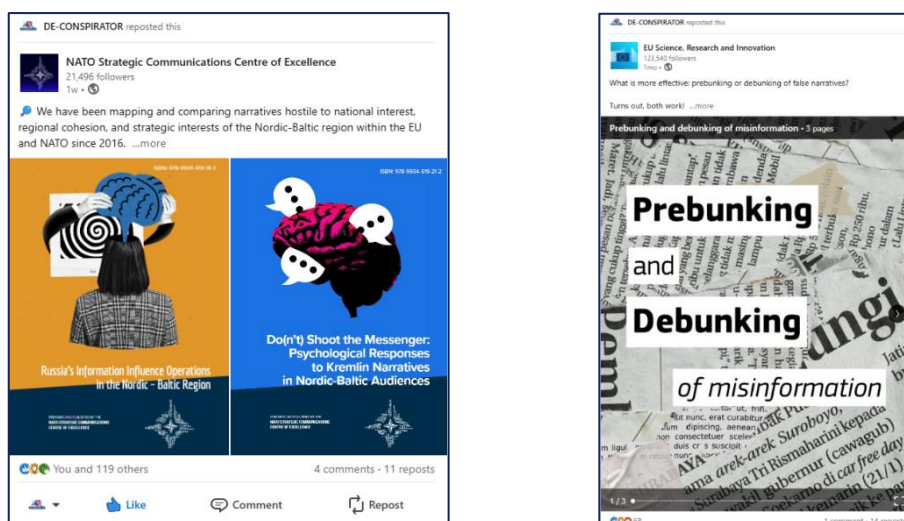


Figure 14: Shared Posts

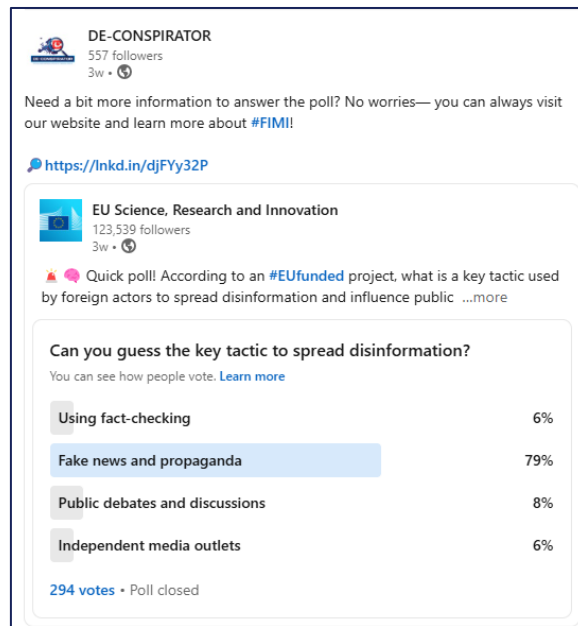


Figure 15: DE-CONSPIRATOR's interaction with EC

This setup facilitates in-depth discussions and regular updates, with the DE-CONSPIRATOR account acting as a news information hub regarding FIMI-related policy developments. As such, the goal is not only to showcase the project but also to spark meaningful professional exchanges that can contribute to the project’s objectives and broader industry insights.

To further enhance the LinkedIn strategy, the project could include spotlight features on key team members or partners, showcasing their expertise and contributions to the project. Additionally, a suggestion would be to host LinkedIn Live sessions, which could provide a dynamic way to present project milestones, host expert panels, or conduct Q&A sessions, engaging the professional community in real-time discussions about the project’s progress and its implications in the field.

The consortium partners should:

- Actively promote the LinkedIn page.
- Encourage followers to engage.
- Kick-start discussions relevant to the project’s issues.
- Supply WR with relevant material to be shared on the LinkedIn page.

8.1.6 X (Updated)

Similarly, the DE-CONSPIRATOR X (former Twitter) account was launched in M2. X is a popular platform among various stakeholder groups relevant to the DE-CONSPIRATOR project, making it an excellent avenue for drawing attention to the project. The X profile will also facilitate the formation of partnerships with similar initiatives and allow for the tracking of progress and developments in related projects and organisations. Engaging with trending hashtags related to the project’s field can also increase visibility and foster community

interaction. Due to ongoing developments on the X platform, there has been a notable exodus of subscribers. To that end, we are closely monitoring the situation and evaluating its impact on the project’s account.



Figure 16: DE-CONSPIRATOR X (former Twitter) Account

The consortium partners should:

- Actively contribute content to the X account, ensuring a steady stream of engaging and relevant information.
- Actively promote the X profile.
- Encourage followers to engage.

8.1.7 BlueSky (New)

As part of our efforts to strengthen our outreach and engagement, the DE-CONSPIRATOR project has officially joined Bluesky, a rising social media platform that prioritises decentralisation and transparency in online communication. **This decision aligns with our mission to promote integrity and resilience in the digital information ecosystem.** The move was collectively agreed upon with our partners during the recent project event meeting in Rome, where we explored strategies to adapt to shifting social media landscapes and enhance our presence on platforms that reflect our values. We believe Bluesky offers a unique opportunity to connect with audiences, foster collaboration, and amplify awareness about Foreign Information Manipulation and Interference (FIMI).

8.1.8 Other Social Media Platforms (Updated)

In addition, the project is always exploring and testing other social media platforms, such as Instagram and the newly available Threads, as part of the ongoing dissemination and communication efforts to enhance engagement and reachability.

8.2 Traditional channels *(Updated)*

8.2.1 DE-CONSPIRATOR events and conferences *(Updated)*

Several events have been taking place within the framework of DE-CONSPIRATOR to further the goals of the project and raise awareness of its results. The project’s timetable includes the following types of events in more detail:

8.2.1.1 Workshops and info-days

Table 4: DE-CONSPIRATOR’s Events

Name	Task	Task Leader	Description
Concept Note Workshop (accomplished)	Task 2.1	EDAM	This workshop brings together information warfare specialists and policymakers from the US and the EU to examine how global information manipulation strategies are changing. The objective is to promote a thorough, mutual understanding of these strategies’ conceptualisation and comprehension of their operational logic.
Research Methods Experts Workshop (accomplished)	Task 6.1	CSD	Organise an expert’s workshops to conduct a systematic literature review on the social and collective drivers of FIMI and their impact on collective action and society.
Policy info-days (future)	Task 8.3	OzU	Organise at least two (2) online or physical info-days to disseminate the project’s targeted policy briefs and increase the project’s outreach to policy stakeholders.

The Concept Note Workshop took place in Istanbul, on March 14th and 15th, 2024, under T2.1, whereas the Research Methods Experts Workshop took place in Brussels, on the 3rd and 4th of June 2024. More than 20 people were engaged in the Concept Note Workshop and more than 50 in the Research Methods Experts Workshop, proving the wide outreach of the two events.



DE-CONSPIRATOR Concept Note Workshop, March 2024, Istanbul



DE-CONSPIRATOR Research Methods Experts Workshop, June 2024, Brussels

Figure 17: DE-CONSPIRATOR project's events

8.2.1.2 Final Conference

Near the end of the project (M36), WR will organise the DE-CONSPIRATOR Final Conference (most probably in Brussels or in any other place that may better serve the strategic goal of disseminating the project's results). The purpose of this event is to present the project's final achievements to policymakers and other interested parties while also sharing the knowledge that has been gathered. The event will function as a comprehensive forum for exchanging thoughts and outcomes with the combined support of all partners. In order to increase the Conference's impact and reach, plans are being made to schedule it as a satellite event in conjunction with another relevant initiative. This will allow the Conference to draw in a larger audience and encourage increased participation. This strategic approach promotes networking and collaborative opportunities among participants from many industries and disciplines while simultaneously increasing the visibility of the project's outcomes.

8.2.1.3 External Events and Conferences *(Updated)*

Besides organising events in the framework of the project, consortium partners have participated in external events, conferences, and outreach activities to network with a broader range of audiences within the project's thematic scope. Such participation allow the partners to:

- Introduce the project, including its concepts and methodologies.
- Highlight and share the project's outcomes.
- Publicise upcoming actions and events.
- Establish synergies and contacts with other relevant projects and initiatives.
- Engage relevant stakeholders in the project's activities.
- Promote the project's dissemination and communication channels, such as the website and social media accounts.
- Stay up to date on the latest technological and research findings.

8.2.2 Attended Events and Conferences *(New)*

During the first 12 months of the project, the DE-CONSPIRATOR partners also actively participated in external events at national, EU, and international level. In these occasions, consortium members had the opportunity to meet stakeholders from various fields and to promote the project through presentations, posters and word-of-mouth. Even in the cases of online events, participation still offered unique opportunities to network and reach further audiences from a wide range of backgrounds.

So far, DE-CONSPIRATOR partners have participated in 10 external (national and international) events, indicating overperformance against the interim metric of 5 events. In this regard, participation in external events has been critical in maximising the visibility of the project, and compensating for the comparative lighter performance in other metrics (e.g., website, newsletter subscribers). Overall, it is apparent that participation in external events is one of the most important dissemination channels, and therefore partners will keep participating in future events (next section).

Table 5 offers an overview of the attended events and conferences until December 2024.

Table 5: List of events and conferences attended by M12

#	Event/Conference Name	Date	Location	Partner
1	IAPSS World Congress 2024	21.05.2024	Athens, Greece	WR
2	Comparative Studies of Digital Repression	21.05.2024	Berlin, Germany	OzU
3	EU DisinfoLab Annual Conference	9-10.10.2024	Riga, Latvia	Various partners
4	The Riga Conference	18.10.2024	Riga, Latvia	RSU
5	Vilnius StratCom'24	29.10.2024	Vilnius, Lithuania	RSU
6	Sofia Information Integrity Forum	7-10.11.2024	Sofia, Bulgaria	CSD, WR
7	From Article 5 to 360 Degrees: Expanding NATO's Definition of Security over 75 Years	7.11.2024	Istanbul, Turkey	OzU
8	2024 Conference on International Cyber Security	12-13.11.2024	Hague, The Netherlands	VUB
9	Distortions, Rumours, Untruths, Misinformation and Smears (DRUMS) conference	18-19.11.2024	Singapore	OzU
10	Decrypting Digital Authoritarianism	27-28.11.2024	Florence, Italy	OzU



“IAPSS World Congress 2024”



“DRUMS Conference 2024”



“Sofia Information Integrity Forum 2024”



“Decrypting Digital Authoritarianism”

Figure 18: DE-CONSPIRATOR partners (re)presenting the project in external events

8.2.3 Future Events and Conferences *(New)*

DE-CONSPIRATOR partners are committed to participating in upcoming events and Conferences for the rest 24 months of the project. Since we expect the first concrete scientific results to be ready within the second of the year, such events offer an exciting opportunity for dissemination of the results’ added value. Table 6 presents the nearest upcoming external events that are identified by the consortium and in which partners are planning to represent the project in.

Table 6: List of upcoming external events identified by the consortium

Conference Name	Description	Date	Location
ISA Annual Convention 2025	The International Studies Association is one of the oldest interdisciplinary associations dedicated to understanding international, transnational and global affairs. Founded in 1959, its more than 7,000 members span the globe – comprising academics, practitioners, policy experts, private sector workers and independent researchers, among others. The Association has long served as a central hub for the exchange of ideas and for networking and programmatic initiatives among those involved in the study, teaching and practice of International Studies.	2 – 5 March 2025	Chicago, USA
ECPR Conference 2025	The ECPR (European Consortium for Political Research) Conference is a major annual event that brings together political scientists, researchers, and academics from around the world to discuss and present new research in the field of political science. It is one of the largest gatherings of political science scholars in Europe, featuring a wide range of academic activities including paper presentations, panel discussions, workshops, and networking opportunities.	26 – 29 August 2025	Thessaloniki, Greece

When partners attend external events, they should follow the project's visual identity guidelines as demonstrated in the media press kit and utilise the official promotional materials such as leaflets, posters, and PowerPoint templates.

If a partner plans to present the DE-CONSPIRATOR project at an external event, they must submit their final presentation to WR at least five working days before the event.

Additionally, partners are required to notify WR in advance about their participation in any external event, allowing for the event to be properly promoted through the project's dissemination and communication channels.

Following the event, partners are expected to complete the reporting template that can be found in Annex III and return it to WR, ensuring that all participation is documented and evaluated effectively (e.g., number of stakeholders reached, items used).

8.3 Dedicated Dissemination channels

8.3.1 Scientific publications *(Updated)*

Scientific publications are vital for sharing the DE-CONSPIRATOR project’s findings with the academic and scientific community. The publications are expected to have a significant impact on knowledge and allow others to apply the results in their own research and initiatives. The project aims to produce at least six (6) scientific publications and has compiled a preliminary list of target journals to guide publication efforts and align with the project’s strategic goals. Such publications will be useful to generate an increased level of awareness and constructive feedback from the scientific community and other relevant project stakeholders. To this end, the first submissions to conferences and papers will take place when substantial scientific results emerge from the project.

At the time of writing of this document (December 2024), **DE-CONSPIRATOR partners are planning to submit an application for a project-wide panel to the ECPR 2025.** Each panel must include 3-5 Papers. As such, the project will include the following papers’ abstracts in the panel application (Table 7). If successful, the project will issue at least 3 scientific papers:

Table 7: Papers abstracts to be submitted under DE-CONSPIRATOR panel application in ECPR 2025

Title	Abstract summary	Keywords
<p>Capturing FIMI in Strategic and Military Doctrines of Russia and China</p>	<p>This paper conducts a historical analysis of Russian and Chinese strategic approaches to FIMI and provides insight into the key practices and factors that have shaped them over time, aiding in the classification of TTPs. The paper aims to gather evidence, trace the genealogy of relevant concepts, and analyse literature on the strategic and military doctrines of both nations. Official documents, reports, and scholarly sources have been reviewed to understand the historical evolution of Russian and Chinese interference, particularly in information warfare and cyber operations. This study sheds light on how Russia and China have developed their foreign interference strategies, offering insights into their objectives and tactics. By identifying patterns, the study provides a contribution towards FIMI tactics and actions predictability.</p>	<p>FIMI, China, Russia, information manipulation, military strategy</p>

**In their own words:
Capturing
stakeholders' views
on how to strengthen
the EEAS FIMI
Framework**

The paper explores current conceptual and operational challenges and needs related to unpacking and countering incidents of Foreign Information and Manipulation Interference, also known as FIMI, deployed by Russian and China in European Union (EU) and Partner Countries (PCs).

The paper presents the results from 21 semi-structured interviews with policy and academic experts and stakeholders of FIMI in EU and PCs. Through coding trees, the paper generates themes and concepts regarding: (i) current conceptual gaps in FIMI Framework proposed by the European External Action Service's 1st and 2nd reports, (ii) measures to adapting to the fast-evolving nature of Tactics, Techniques and Procedures (TTPs), and (iii) trade-offs between external defence and domestic censorship.

The study informs the FIMI scholarship on potential conceptual and operational upgrades by the Community of Defenders in EU and PCs against Russian and Chinese FIMI, as well as feeds into the policy armoury of EU.

FIMI, China, Russia, EEAS, interviews

**From Algorithms to
Actors: Detecting
Foreign Interference
through Entity
Extraction and LLM-
Based Methods**

This study leverages advanced entity extraction algorithms and large language models (LLMs) to detect Foreign Information Manipulation and Interference (FIMI) within global datasets, focusing on the ACLED and Google Trends platforms. By integrating computational linguistics with political science frameworks, the research addresses a critical gap in automated detection of disinformation and influence operations. Employing LLMs fine-tuned for multilingual and domain-specific tasks, we develop a pipeline to identify and classify FIMI-related entities, events, and narratives. First, the ACLED database is analyzed to extract geopolitical event data, targeting instances linked to disinformation or manipulation tactics.

Concurrently, Google Trends data is mined to detect anomalous search behaviors indicative of coordinated influence campaigns. The pipeline incorporates Named Entity Recognition (NER) and topic modeling to flag potential FIMI instances based on predefined taxonomies, validated through cross-referenced human coding.

FIMI, China, Russia, LLMs

To enhance the dissemination of scientific outcomes, the project may consider open-access publications to ensure wider accessibility and engagement with the research findings. Presenting preliminary results at conferences and symposiums can also stimulate peer feedback and foster collaborative opportunities while engaging with academic, social networks like ResearchGate or Academia.edu can extend the reach of publications and facilitate discussions with fellow researchers globally. Additionally, summarising key findings in layman's terms through the project's website, blog posts, dedicated visuals (e.g., short infographic, paper poster), and newsletters can amplify the project's impact beyond the scientific community.

WR is responsible for coordinating the project's academic efforts from a managerial perspective. A dedicated **scientific publications matrix** (Annex 4) was created by WR and shared with all partners, who are tasked to

keep it updated. This allows WR to monitor the publication efforts and avoid duplication of academic efforts (or conflict between partners).

- Academic partners are expected to take the leading role in drafting scientific articles, assisted by all relevant consortium members.
- Task leaders and people in charge of deliverables should make sure their work is ready for public release by the planned publication dates.
- All partners should keep updated the academic publications matrix and inform White Research when there is a major update (e.g., a submitted paper is accepted).

An indicative list of journals for the dissemination of scientific outputs is given in Table 8:

Table 8: Indicative Journals for DE-CONSPIRATOR

	Journal Title	Impact Factor
1	Big Data and Society	5.29
2	EPJ Data Science	5.08
3	Technology in Society	4.75
4	Ethics and Information Technology	4.45
5	Journal of Democracy	4.42
6	New Media and Society	4.18
7	Frontiers in Psychology	3.80
8	European Journal of International Relations	3.56
9	American Journal of Political Science	3.45
10	Democratization	3.39
11	Plos One	3.24
12	Public Opinion Quarterly	2.49
13	International Journal of Public Opinion Research	1.44
14	Journal of Information Technology and Politics	0.88

The DE-CONSPIRATOR consortium is committed to ensuring open access to scientific publications. DE-CONSPIRATOR will therefore take all necessary steps to provide free access to peer-reviewed articles resulting from the project, as outlined in the guidelines included in the GA 101132671 Annex 5 (p. 11):

- At the latest at the time of publication, a machine-readable electronic copy of the published version or the final peer-reviewed manuscript accepted for publication, is deposited in a trusted repository for scientific publications.
- Immediate open access is provided to the deposited publication via the repository, under the latest available version of the Creative Commons Attribution International Public Licence (CC BY) or a licence with equivalent rights; for monographs and other long-text formats, the licence may exclude commercial uses and derivative works (e.g. CC BY-NC, CC BY-ND).
- Information is given via the repository about any research output or any other tools and instruments needed to validate the conclusions of the scientific publication.
- Beneficiaries (or authors) will retain sufficient intellectual property rights to ensure compliance with open access requirements.

8.3.2 Non-scientific publications

Throughout the project, all partners are encouraged to create and disseminate non-scientific publications such as press releases, media articles, and appearances on TV or radio to enhance the project's visibility and reach stakeholders beyond the immediate circle of concern. Press releases will be crafted as needed, particularly to highlight significant milestones, progress, and upcoming events, ensuring timely and proactive communication with the broader public. These will not only target local media to draw attention to project meetings and events but also aim at informing EU-level stakeholders about the project's overall actions and outcomes, with room to spotlight stories from specific pilot cases.

Additionally, to aid communication efforts, factsheets and infographics are proposed. Initially, these will provide an overview of the project and its core methodologies. As the project advances, they will evolve to succinctly present results from the pilot areas, enriched with visual elements to facilitate understanding and engagement.

All partners are responsible for seeking out and exploiting publishing opportunities to promote the project's findings and impacts. Given the dynamic nature of such opportunities, no fixed quota for non-scientific publications is set; however, a record of all published materials will be maintained via a **Dissemination Reporting Template** on an ad-hoc basis: once a relevant material is published, the responsible partner should report it in the individual dissemination activities reporting. This ongoing, collective effort is crucial for ensuring the project's achievements and insights are widely recognised and utilised, amplifying its impact across various audiences.

8.3.3 Network of Interest *(Updated)*

The development and operation of the DE-CONSPIRATOR Network of Interest (NoI) is expected to contribute largely to the dissemination of the project's results. The NoI was formed by M12 of the project, and is effectively a multi-actor consulting body that gathers relevant experts from fields that are related to the project's objectives: political communication, international relations, social psychology, area studies (EU, China and Russia), security studies and computational social science.

The initial structure of 10 members was completed within the first 10 months of the project, and is presented in detail in D8.6 – Stakeholder Analysis, along with the identification and recruitment procedure of the NoI members. The initial structure includes stakeholders from all over Europe, while respecting gender balance and diversity in terms of expertise of members. The NoI will keep expanding until the end of the project (December 2026) to include experts and broaden the community of defenders of the project until the final metric of 50 members is reached by M36.

Biannual online meetings with NoI members are expected, during which the DE-CONSPIRATOR partners will present their work and receive feedback. In such meetings, partners will be able to take advantage of the professional networks of NoI members to ensure that certain results are further circulated to the respective communities of interested stakeholders. If necessary, the partners will engage certain NoI members to present them with the core results of the project (e.g., Policy Toolkit, Disinform-meter) and plan with them pathways for further dissemination of these results. Given that NoI members will participate in the project pro bono, their support in the dissemination pathways will be voluntary and, therefore, will regard results that are considered milestones.

The first meeting with NoI members took place in the framework of the DE-CONSPIRATOR's 3rd project meeting in Rome, Italy, on the 16th and 17th of December 2024. 6 members of the NoI participated virtually to the meeting, during which they had the opportunity to present themselves through a dedicated roundtable, and receive high-level updates of the project by the Project Coordinator. WR will remain responsible for keeping NoI members engaged with DE-CONSPIRATOR, while a dedicated section of the NoI will be added to the project's website.

8.3.4 Horizon Channels *(Updated)*

To maximise impact, the DE-CONSPIRATOR partners will consider using a set of Horizon channels (according to the project's needs) to boost the visibility of certain results. Below is the list of available channels that the partners can use.

Horizon Results Platform: This is a platform for showcasing your research results, finding collaboration opportunities, and being inspired by others' results. The Horizon Results Platform TV provides additional support, including testimonials and interviews from project participants who have succeeded as entrepreneurs.

Horizon Results Booster: The Horizon Results Booster addresses projects eager to go beyond their Dissemination and Exploitation obligations towards strong societal impact and concretising the value of R&I activity for societal challenges. It offers guidance for creating a results portfolio with other projects, improving an existing exploitation plan, and developing a business plan.

Horizon IP Scan: Horizon IP Scan is a tailored, free-of-charge, first-line IP support service provided by the European Commission specifically designed to help European start-ups and other SMEs involved in EU-funded collaborative research projects to efficiently manage and valorise IP in collaborative R&I efforts.

Horizon Dashboards: The Horizon Dashboards is an intuitive and interactive knowledge platform offering user-friendly public access to statistics and data on EU research and innovation.

Horizon Magazine: The Horizon Magazine hosts articles written by science journalists and are designed to appeal to both scientists and non-scientists alike. It brings the latest news about thought-provoking science and innovative research projects funded by the EU.

9. Networks, synergies and multipliers *(Updated)*

It is important for a Horizon research project like DE-CONSPIRATOR to leverage networks and collaborate with other initiatives and scientific communities to enhance its dissemination efforts. The Dissemination and Communication Plan (DCP) of the project aims to establish connections and build mutually beneficial relationships with high-impact initiatives and scientific communities relevant to its goals from the beginning. This approach is intended to amplify the impact of the project’s communication activities.

Table 9 provides an initial list of key European initiatives and networks that align with DE-CONSPIRATOR’s objectives.

Table 9: DE-CONSPIRATOR’s Indicative Networks

De-CONSPIRATOR consortium partners access to networks	
Industry	SoBigData Research Infrastructure; Carnegie Endowment for International Peace; AI for Good; Federation for Innovation in Democracy; Global Internet Forum to Counter Terrorism; European Network of Human Centered AI; Global Digital Human Rights Network; FARI Brussels; European Network of Digital Innovation Hubs; CitizenLab; Bellingcat
Policymakers	OECD AI Policy Observatory; JRC Big Data Analytics Platform; EU Disinfo Lab; European Digital Rights; European Foundation for Democracy

Additionally, specific ongoing or completed EU-funded projects have been identified for potential collaboration, and partners in the DE-CONSPIRATOR project have already established concrete synergies and communication channels with these projects.

Synergies have so far materialised through concrete joint actions, such as the joint promotion of projects on each other’s websites, supportive interactions through social media channels, sharing of news, event invitations, press releases, and other relevant content across social media platforms, mutual participation in each other’s events, and hosting joint events like webinars, discussions, and conferences to pool resources and audiences. Table 10 provides the list of DE-CONSPIRATOR sister projects. Sister projects are featured in the relevant page of the project’s website (<https://deconspirator.eu/our-synergies/>).

Table 10: DE-CONSPIRATOR's sister EU-funded projects

Acronym Name	Title	Short Description
1 ATHENA	An exposition on The forEign informatioN mAnipulation and interference	ATHENA will contribute to Europe’s defence against foreign information manipulation and interference (FIMI). It will examine at least 30 manifestations of FIMI in case studies, including the tactics, techniques and procedures (TTP) used by attackers.
2 ARM	The Long Arms of Authoritarian States	By analysing the ways in which Russia, China, Ethiopia and Rwanda suppress information, the ARM project will conceptualise, identify and help address information suppression as foreign information manipulation and intervention (FIMI) by authoritarian states domestically, within Europe, and among diaspora communities residing in Europe.
3 RESONANT	Multidisciplinary research cooperation on information suppression and diaspora communitiES as a target of fOreign iNformation mAnipulation aNd iTerference	The RESONANT project aims to create a better picture and understanding of State and non-State actors applying information suppression and to recommend strategies, tools and methodologies to reduce the impact and the vulnerability of the target groups, as the Diaspora Communities.
4 ADAC.io	ATTRIBUTION – DATA-ANALYSIS – COUNTERMEASURES – INTEROPERABILITY: ADAC.IO	The purpose of this project is to protect democracy in the EU by strengthening the ability to deny the intended effects of FIMI on society. This will be achieved with focused research that brings together some of the principal actors behind the intellectual and technical components of FIMI as it has been developed by the EEAS and other EU Institutions.
5 SAUFEX	Secure Automated Unified Framework For Exchange	SAUFEX (Secure Automated Unified Framework for Exchange) is an EU-funded collaborative initiative designed to combat foreign information manipulation and interference.
6 PLEDGE	Politics of Grievance and Democratic Governance	PLEDGE is a Horizon Europe funded project focusing on the emotional dynamics of political grievances and their implications for democratic politics.

7	EU DISINFO LAB	N/A	An independent non-profit organisation that gathers knowledge and expertise on disinformation in Europe
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WR is responsible for coordinating the synergising activities with similar initiatives. A dedicated **template for monitoring of synergies** (Annex 5) was created by WR and shared with all partners, who are responsible for reporting their synergies with sister initiatives. This allows WR to monitor the progress toward achieving the final metric of 20 joint actions by M36. By M12, DE-CONSPIRATOR has established synergies with 7 EU-funded projects or relevant initiatives (most of them under the same call as DE-CONSPIRATOR), as shown in Table 10. Furthermore, Table 11 provide an overview of synergising activities with some of these sister projects.

Table 11: List of joint actions with sister projects (M12)

#	Type of synergising activity	Name of initiative	Type of initiative	Partner
1	Promotion through project's website and/or social media accounts	ATHENA project	EU-funded project	WR
2	Promotion through project's website and/or social media accounts	ARM project	EU-funded project	WR
3	Promotion through project's website and/or social media accounts	ADAC.io project	EU-funded project	WR
4	Promotion through project's website and/or social media accounts	RESONANT project	EU-funded project	WR
5	Promotion through project's website and/or social media accounts	SAUFEX project	EU-funded project	WR
6	Promotion through project's website and/or social media accounts	PLEDGE project	EU-funded project	WR
7	Promotion through project's website and/or social media accounts	EU DISINFOLAB project	EU-funded project	WR
8	Special session in an event organised by project or initiative	EU DISINFOLAB project	EU-funded project	OZU, RSU

At the time of writing this deliverable (December 2024), DE-COSPIRATOR partners have performed 8 concrete joint actions with sister projects, thus fulfilling the interim metric set in M12. We expect such joint actions to increase for the next 12 years of the project, while WR will seek to organise a joint Final Conference toward the end of the project, aiming to a fruitful exchange of results among similar EU-funded initiatives.

10. Monitoring, evaluation and reporting framework *(Updated)*

10.1 Monitoring and evaluation

An ongoing monitoring process is crucial for the successful implementation of the project's Dissemination and Communication Plan (DCP). This process is important for evaluating the overall effectiveness of the communication and dissemination strategy and its ability to achieve the set objectives. It involves assessing the necessity of certain activities and identifying areas that may need adjustments, such as enhancing engagement on more effective social media platforms or reducing focus on less popular dissemination channels.

This section provides a concise overview of the project's monitoring process and outlines the key KPIs that will be used to assess the progress and performance of the project. A series of key performance indicators (KPIs) have been selected to measure the impact of the dissemination and communication activities. These KPIs, detailed in the accompanying table, will serve as benchmarks for success. All metrics listed, whether from digital or traditional activities, will be taken into account and compared in the analysis via the utilisation of distinct methods and tools. Specifically, in the context of DE-CONSPIRATOR, data collection methods such as web and social media analytics tools will be employed to produce an impact-driven assessment.

As the dissemination and communication manager, WR will oversee the monitoring and evaluation framework for DE-CONSPIRATOR, but all consortium partners are expected to actively participate in assessing the activities under the DCP. This collaborative approach will ensure that diverse perspectives contribute to a comprehensive evaluation.

10.2 Current Status *(New)*

DE-CONSPIRATOR has shown promising early performance in its first year, laying a strong foundation to achieve its longer-term objectives. As Figure 18 illustrates, the website has already attracted 1,117 unique visitors and 2,700 page views, marking steady progress toward the M12 target of 3,000 visitors. Although the website has been active for only the past six months, leaving limited time for its full potential to unfold, we are confident in its trajectory. To ensure continued growth and success, we have formulated a comprehensive plan to not only achieve the M12 target but also to meet the ambitious M36 goal of 10,000 visitors. This plan includes targeted content strategies, enhanced promotional efforts, and increased stakeholder engagement to drive sustained traffic and maximise the website's impact.

Audience

deconspirator.eu

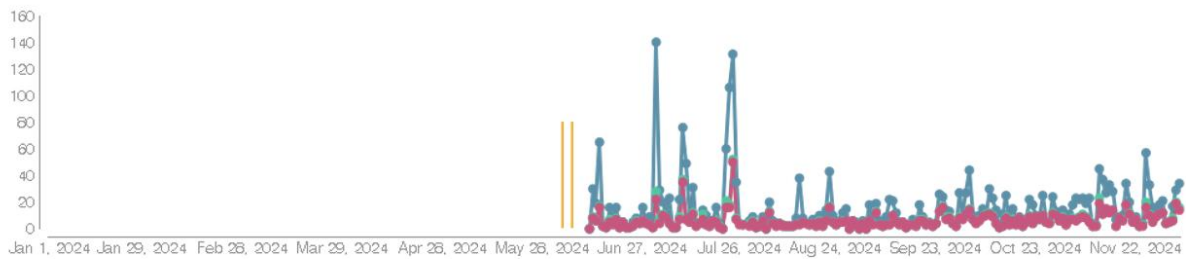
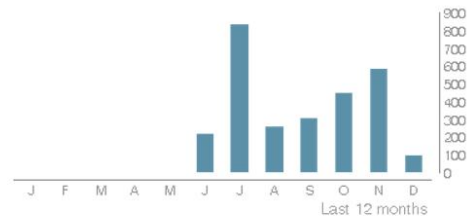
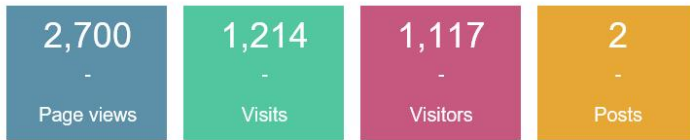


Figure 19: DE-CONSPIRATOR Website Metrics

Efforts on **social media profiles** have exceeded expectations, with LinkedIn and X (formerly Twitter) collectively generating an impressive 60.81K impressions across platforms (Figure 19). This performance has not only surpassed the M12 target of 20,000 impressions but also highlights the effectiveness of our outreach and content strategies. By focusing on engaging posts and timely updates about project activities, DE-CONSPIRATOR has successfully captured the interest of a growing audience. Moving forward, we will continue to leverage these platforms to maintain this momentum and work towards achieving the ambitious M36 target.

Impressions

DE-CONSPIRATOR

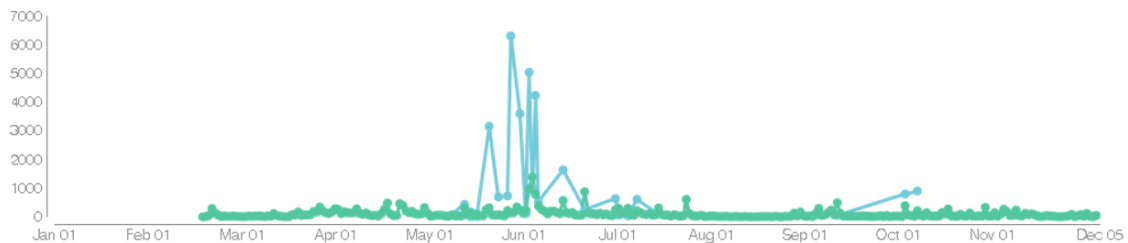


Figure 20: DE-CONSPIRATOR Social Media Profiles Metrics

In terms of **newsletters**, two issues have been published, successfully meeting the M12 target of two items. However, the current subscriber base stands at 77, which falls short of the M12 target of 150 (Figure 20). While this represents an area for growth, we are optimistic about overcoming this gap by implementing targeted outreach strategies, such as leveraging our social media presence, promoting newsletter sign-ups through the website, and engaging directly with stakeholders at events. These efforts are designed to expand our audience and ensure that we meet and potentially exceed the M36 goal of 500 subscribers.

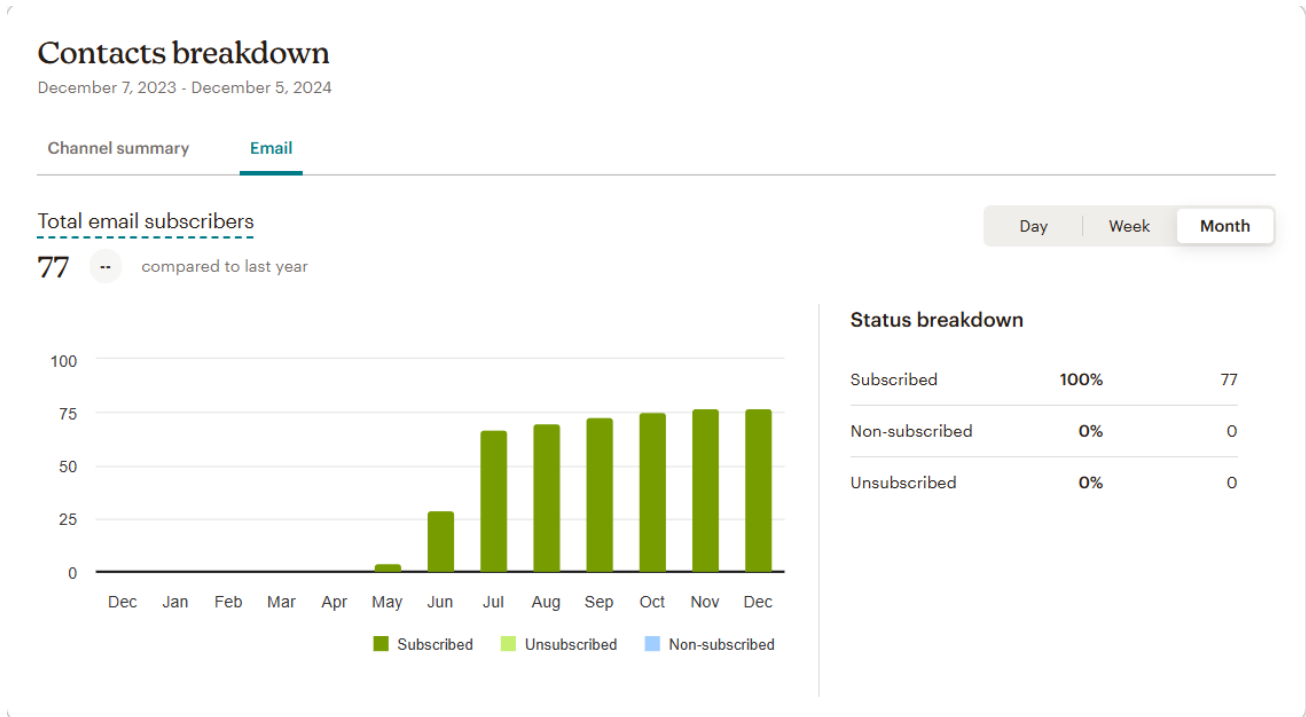


Figure 21: DE-CONSPIRATOR Newsletter Metrics

The consortium has actively participated in events, exceeding its **event participation target** of for M12, while fostering connections with key stakeholders through joint actions and collaborations, aligning with its network-building objectives.

Looking forward, the project aims to capitalise on these achievements and momentum by further growing its website traffic, promoting the project via its video, and advancing toward ambitious milestones such as publishing in **scientific journals**. Overall, the metrics highlighted above showcase DE-CONSPIRATOR’s solid progress and potential for continued impact.

Table 12: DCP Activities and KPIs

Activity	KPI	Target M12	Target M36	Status	Method	Timing
Website	Number of visitors	3.000	10.000	1.117	Website Metrics	Monthly basis
					Social Media Management Tool	
Social Media Profiles	Number of impressions	20.000	100.000	60.81K	Social Media Metrics	Monthly basis
					Social Media Management Tool	
Promotional Video	Number of views	n/a	500	n/a	Social Media Metrics	Bi-monthly basis
Newsletters	Number of items published	2	6	2	Newsletter Tool	Bi-monthly basis
	Number of subscribers	150	500	77		
Press Releases	Number of news items published	n/a	n/a	1	News entries	Semester basis
Promotional Material	Number of distributions	30	100	90	Ad-hoc evaluation	Post-event evaluation
Publications in Scientific Journals	Number of publications	n/a	6	n/a	Academic publications matrix	Semester basis
Event Participation	Number of events	5	20	10	Individual Dissemination reporting template	Post-event evaluation
Network and synergies	Number of joint actions	5	20	8	Individual Dissemination reporting template	Semester basis
Network of Interest	Number of stakeholders	15	50	10	Individual Dissemination reporting template	Semester basis
Final Conference	Number of participants	n/a	50	n/a	Various Methods	Post-event evaluation

10.3 Reporting

Reporting and documentation are important parts of the DE-CONSPIRATOR DCP. The aim is to ensure that we keep track of all the dissemination, communication, and stakeholder engagement activities that have been carried out. All partners are expected to report all their respective actions continuously by filling in the relevant reporting templates, which will be developed and distributed by WR.

Three documents have been designed and shared to keep track of the activities performed by the consortium partners.

Table 13: List with Annexes for Reporting

Annex	Dissemination tool	Coverage	When
Annex II	Individual dissemination reporting template	All individual dissemination and communication activities carried out by the partners throughout the project	Continuous
Annex III	Event's reporting template	Milestone event organised by the partners (e.g., Concept Note Workshop, Policy info-days)	Within fifteen (15) days after the implementation of the event
Annex IV	Academic publications matrix	Any scientific or academic publication (e.g., academic paper in peer-reviewed journal) that is planned or achieved in the context of the project	Continuous
Annex V	Synergies monitoring templates	Any concrete (joint) action that is performed with a sister initiative (or performed by DE-CONSPIRATOR and aims to promote the sister initiative)	Continuous

Dissemination reporting template: This template will record all the project's dissemination and communication activities. All partners should update the document continuously, at least monthly. Tracking the activities will ensure that any problems or gaps are observed early and mitigation measures are put in place to solve them.

Event reporting template: This template should be filled out for the DE-CONSPIRATOR events and conferences mentioned in the relevant section. The template should be sent to WR no later than 15 days after the event's implementation. Moreover, the events should always be communicated to WR in advance for promotional purposes.

Academic publications matrix: This template facilitates monitoring any academic publication that is planned, in progress, or published. The relevant academic partner should keep the matrix updated and inform WR if there is a major update.

Each project partner should immediately contact White Research should any risks be identified concerning communication and dissemination activities or in case problems arise during the implementation of publicity actions.

11. Timeline and implementation plan

Communication activities will start at the beginning of the project and will be continuous during its implementation. On the other hand, dissemination activities will kick in when the first research findings and results occur and continue until the end of the project's mandate. For that reason, the project timeline is divided into **four (4) phases**, which are illustrated below, while Table 11 provides an overview of all dissemination and communication activities that will unfold during the project's implementation process.

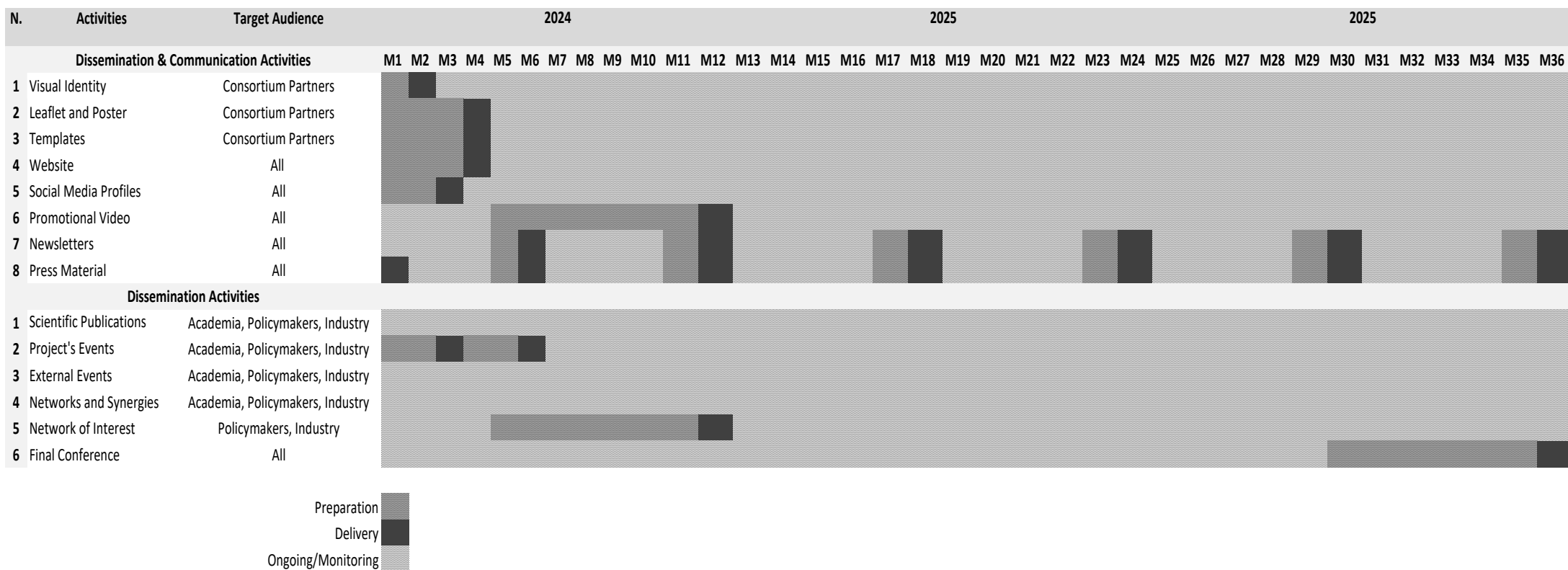
First phase (M1-M12) - Early in the project: this phase is focused on the general promotion of the project, putting emphasis on awareness raising, ensuring that the project is appropriately recognised on a wide scale and securing the interest and engagement of key stakeholders. The project's visibility will be achieved by designing the project logo and defining the visual identity, designing and developing the project website, launching the social media profiles of the project, and designing and creating the first communication materials. By month M6, all project tools and channels are expected to be in place. Locally, stakeholders will be informed about the project by using the tools mentioned above.

Second phase (M12-M30) - During the project: in this phase of the project, a series of activities and events will help continue to raise awareness, establish contacts and relations with new stakeholders as well as facilitate knowledge sharing with other similar projects. At the same time, the website and social media accounts will boost the online presence of the project, while DE-CONSPIRATOR will also leverage other projects and initiatives to create synergies, link with regional and EU-wide stakeholder networks, and enhance its visibility. In M12, an updated version of this strategy will be presented based on the experience gathered by then, which will help devise new actions, if necessary, or adapt planned ones.

Third phase (M30-M36) - By the end of the project: this phase involves wide and effective dissemination according to the updated DCP, building on the project's favourable reputation and establishing relationships with the target groups. The DE-CONSPIRATOR outcomes will be promoted constantly via online and offline activities. Further engagement with wider audiences will be pursued through publishing and presenting the project's results in external events, conferences and leading scientific journals. In line with previous efforts towards sustainability and exploitation, the DE-CONSPIRATOR's consortium will further raise awareness and promote the exchange of experiences and knowledge sharing with related initiatives, fostering the uptake of the project results. All findings of the project, the evidence and outputs, and their tools and services will be disseminated at national and European levels to gain more visibility, trust, and acceptance for future take-up.

Fourth phase - Beyond the end of the project: the continuous promotion of DE-CONSPIRATOR and its outcomes, even beyond the project completion, is a key aspiration of the consortium. All partners are expected to continue promoting the project outcomes through their everyday activities, networks and other means. Key stakeholders who participated in project activities are expected to act as multipliers in the adoption of the project's results. Finally, publications in popular media, together with the scientific papers and the project's reports, will further exploit the DE-CONSPIRATOR development framework. This part of communication and dissemination will be closely intertwined with the activities foreseen under Task 8.2 named "Exploitation and sustainability of results".

Table 14 Dissemination and Communication Activities Overview



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Annex

Annex 1: Media Press Kit

Annex presents the draft version of the DE-CONSPIRATOR's Media Press Kit. By the time of writing this document, the complete and consolidated version of Press Kit was under preparation (to be delivered on M4). The complete version of the Kit, which includes all promotional items (e.g., Poster, Leaflet, Templates), will be presented in detail in the updated version of the project's DCP on M12 (D8.2).

The DE-CONSPIRATOR Logo

Primary Logo



Secondary Logo





FAVICON



Logo with Background Colour



Colour Identity



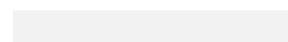
RGB: 22 / 34 / 89
HEX: # 162259
CMYK: 100 / 85 / 10 / 45



RGB: 0 / 159 / 227
HEX: # 009FE3
CMYK: 75 / 25 / 0 / 0



RGB: 255 / 0 / 0
HEX: # FF0000
CMYK: 0 / 95 / 100 / 0



RGB: 242 / 242 / 242
HEX: # F2F2F2
CMYK: 6 / 4 / 5 / 0

The use of EU – Logo/Emblem

The European Union (EU) has numerous funding programmes which support projects and initiatives in various domains across the EU and beyond.

All beneficiaries, managing authorities and implementing partners of EU funding must use the EU emblem in their communication to acknowledge the support received under EU programmes and contribute to the visibility of the EU on the ground.

Recipients of EU funding have a general obligation to communicate and raise EU visibility. An important obligation in this context is the **correct and prominent display of the EU emblem**, in combination with a **simple funding statement**, mentioning the EU support¹¹.

The EU emblem is the single most important visual brand used to acknowledge the origin and ensure the visibility of EU funding. Apart from the emblem, no other visual identity or logo may be used to highlight EU support.

¹¹ European Commission. (2021). *The use of the EU emblem in the context of EU programmes 2021-2027*. Available [here](#).

- Recipients of EU funding have the obligation to ensure that the EU emblem can easily be seen in a given context. This context might vary and depends on many factors. Due attention needs to be given, for example, to the emblem's size, positioning, colour and quality relative to its context.
- Recipients of EU funding must be able to demonstrate and explain how they ensure prominence for the EU emblem and the accompanying funding statement at all stages of a programme, project or partnership.

The European Union emblem must not be modified or merged with any other graphic element or text. If other logos are displayed in addition to the EU emblem, the latter must be at least the same size as the biggest of the other logos. Apart from the EU emblem, no other visual identity or logo can be used to highlight the EU support.

Vertical Logo



**Funded by
the European Union**

Horizontal Logo



**Funded by
the European Union**

Funding acknowledgement

The following text must always accompany all written dissemination and communication efforts of the project:

“This project has received funding from the European Union’s Horizon Research and Innovative Programme under Grant Agreement № 101132671.”

The DE-CONSPIRATOR leaflet

CURRENT SITUATION

The world's political scene is changing quickly, and with it, the kinds of threats and challenges. One such challenge is the intentional spread of false information and manipulation by foreign actors, known as Foreign Information Manipulation and Interference (FIMI). FIMI represent the ever-evolving strategic and coordinated efforts by foreign actors to twist the truth, sow fear, confusion, and division, ultimately aiming to achieve their own political and economic goals by undermining the credibility of democratic institutions.

THE CHALLENGE

Among these foreign actors, two key perpetrators are mentioned most often: Russia and China. Both countries use FIMI as a modern warfare tool to engage in the intentional manipulation of public conversations to promote their agenda, encouraging division and polarisation within European societies and beyond.

The new type of digital information "warfare", says the EU's chief diplomat, Josep Borrell, "does not involve bombs that kill you" but words and ideas that "colonise you" highlighting that the battle against FIMI is a matter of European security. With FIMI posing a major, complex and dynamic threat to liberal democracies that rely on the free and open flow of information, EU democratic institutions and national policy makers face the challenge on how to effectively counter FIMI without sacrificing the very values of freedom of expression and media credibility that are under attack.

OUR TEAM

DE-CONSPIRATOR

DETECTING AND COUNTERING INFORMATION SUPPRESSION FROM A TRANSNATIONAL PERSPECTIVE

CONTACT DETAILS:

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Budget (EU contribution): € 2,999,766.25
 Programme: Horizon Europe
 Type of action: RIA
 Grant Agreement: 101132671
 Duration: 36 months (01/01/2024 – 31/12/2026)

FOLLOW US:

CONTACT US:
www.deconspirator-project.eu
info@deconspirator-project.eu

Detecting and Countering Information Suppression from A Transnational Perspective, or DE-CONSPIRATOR, project is funded by the European Union's Horizon Europe Research and Innovation programme under Grant Agreement number 101132671. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

DE-CONSPIRATOR'S APPROACH

DE-CONSPIRATOR aims to explore how FIMI is currently deployed by Russia and China over Europe, by mapping, understanding, assessing and predicting different FIMI strategies and their effects on EU Member States and Partner Countries. DE-CONSPIRATOR uses state-of-the-art research methods and works closely with stakeholders to fully understand the success factors, manifestations, and impacts of Russian and Chinese FIMI and to provide data-driven policy solutions. By integrating various data sources and developing a comprehensive, multilingual database of FIMI incidents, the project intends to shield European democracies against internal and external FIMI threats, all while safeguarding freedom of expression and journalism integrity. Focusing on both the side of perpetrator (Russian and Chinese strategies, importance of internal actors) and target (national regulations of EU Member States, vulnerability of EU citizens against FIMI), the project tackles the ongoing challenge of approaching FIMI as a multi-dimensional and complex phenomenon. As DE-CONSPIRATOR follows an interdisciplinary approach by combining political communication, international relations, social psychology, security studies and computational social science, it help EU decision makers design robust policy responses.

DE-CONSPIRATOR'S USE CASES

DE-CONSPIRATOR'S OBJECTIVES

- Analyse the strategies and tactics of those who initiate FIMI.
- Understand how FIMI spreads within the EU and Partner Countries (PC) through local networks.
- Investigate the factors that contribute to the success of FIMI campaigns.
- Develop a comprehensive, multilingual database of FIMI incidents.
- Assess the effectiveness of existing regulatory frameworks in the EU and nationally against FIMI.
- Engage policymakers and stakeholders in protecting the values of European democracies against FIMI.

WHO WILL BENEFIT FROM THE PROJECT

- Policymakers seeking data-driven policy solutions against FIMI.
- The academic and scientific community gaining fresh insight on factors and impacts of FIMI
- Social media platforms that need better protection against FIMI while preserving freedom of expression.
- Civil society organisations that work on media and journalism integrity.

DE-CONSPIRATOR'S MAIN RESULTS

- Trans-European FIMI Actors Dataset
- FIMI Event Database
- 'Disinfor-meter': A Psychometric tool
- Multi-dimensional Policy & Regulatory Toolbox
- FIMI Policy Briefs



Annex 2: Individual dissemination activities template

The individual dissemination activities template is provided in .xls format (live document) and **can be accessed by all partners [here](#)** (shared folder of the DE- CONSPIRATOR project in Google docs).

Annex 3: Events' reporting template

Event's Aggregate Data

Title	
Date	
Venue	
Organizers	
Audience (number and type)	
Duration	

Stakeholders reached

What type of stakeholders were engaged?

- Define the type(s) of stakeholders reached (policy, SMEs, general public etc.)
- How many people attended?
- How many women attended?

Event's goals, objectives and relevance with DE-CONSPIRATOR

What were the key objectives of this event/activity? (e.g., to gather ideas, gather data, find new stakeholders, etc). Was the event relevant to DE-CONSPIRATOR? To what extent?

Organisation of the event

In case of organising a project's event. For participation in external events do not complete this section.

How was the event/activity organized?

- What steps were taken to set up the activity/event?
- What was the location of the event and why was this area selected?

Dissemination activities

How was the event/activity promoted? Was project material used for promotion? Was the DE-CONSPIRATOR project promoted during the event?

Structure of the event (short minutes)



Description of the event's sessions.

- What did the event/activity consist of?
- What tools were used? Why were these selected?

For participation in external events, please report what you did at the event.

Outcomes of the event

What information or data was gathered as part of this activity? (a brief summary of the information/data gathered is sufficient)

What ideas were generated? (brief explanations are sufficient)

Evaluation of the event

What are the main impressions and observation that you made?

- Were there any challenges with this event/activity?
- What were the key successes of this activity?
- If re-deploying this event/activity how will/would you do it differently?

ANNEX: Attachments

- The list of participants (if consent to store and share data was given)
- A scanned copy of the list of participants signed by each participant (if possible)
- The agenda of the event
- Photos (please make sure to have the consent of participants to use them)
- Presentations (if applicable)
- Copies of materials used to promote the event (e.g., links to press releases, videos, posts, leaflets etc.)



Annex 4: Scientific publications matrix

The scientific publications matrix is provided in .xls format (live document) and **can be accessed by all partners** [here](#) (shared folder of the DE-CONSPIRATOR project in Google docs).



Annex 5: Synergies monitoring template

The synergies monitoring template is provided in .xls format (live document) and **can be accessed by all partners [here](#)** (shared folder of the DE-CONSPIRATOR project in Google docs).



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Partners

