D8.1

Communication, Dissemination, and Exploitation Plan

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ENCODE - Unveiling emotional dimensions of politics to foster European democracy

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TABLE OF CONTENTS

1. INTRODUCTION

1.1 THE ENCODE PROJECT

The ENCODE project, titled "Unveiling Emotional Dimensions of Politics to Foster European Democracy," aims to explore and decode the role of emotions in political discourse and their impact on democratic processes. Recognizing that emotional appeals have significantly influenced political movements and voter behavior, ENCODE seeks to understand the interplay between emotions, values, and identities. The project's primary goal is to create new positive narratives that can foster trust and engagement in European democratic processes, thereby counteracting the negative emotions that often dominate political discussions. Through innovative methodologies, including social media sentiment analysis, biometric research, and surveys, ENCODE aims to provide policymakers with tools and strategies better to incorporate the emotional needs of citizens into governance, ultimately enhancing democratic resilience and fostering a more inclusive political environment.

1.2 OBJECTIVES OF DELIVERABLE

The Communication, Dissemination, and Exploitation Plan (CD&EP) is a comprehensive framework to ensure the effective promotion and distribution of the project's key messages, results, and innovations to relevant stakeholders and the broader public. This plan outlines strategies to engage diverse target audiences, facilitate the uptake of project outcomes, and maximize their long-term impact by fostering sustainable behavioral change and policy influence. It details the objectives, communication channels, tools, and activities tailored to enhance visibility, drive participation, and support the exploitation of project results. Regular updates and performance assessments will ensure that the plan remains responsive to new developments, ensuring the project's goals are effectively communicated and widely adopted.

1.3 STRUCTURE OF THE DOCUMENT

The deliverable is structured in the following sections:
- Chapter 1: Introduction to Deliverable
- Chapter 2: Communication, Dissemination & Exploitation Strategy Plan
- Chapter 3 : Conclusion

1.4 RELATION TO OTHER TASKS

D.8.1, The Communication, Dissemination, and Exploitation Strategy Plan is closely interwoven with the project's research, implementation, and evaluation activities, pivotal in its success. By effectively communicating research findings and project outcomes to key stakeholders, the strategy ensures that the insights gained from research are accessible and actionable. During the implementation phase, it supports the engagement of target audiences, fostering collaboration and participation essential for testing and refining solutions. Furthermore, dissemination efforts provide valuable feedback that informs

5

ongoing evaluations, allowing adjustments and improvements based on real-world input. Ultimately, the strategy amplifies the project's impact by ensuring its results are understood, utilized, and sustained beyond the project's duration.

2. COMMUNICATION DISSEMINATION & EXPLOITATION STRATEGY PLAN

2.1 FRAMEWORK: COMMUNICATION, DISSEMINATION AND EXPLOITATION.

The structure of this plan is designed to reflect the WP8, providing a clear definition of its objectives and target groups and tailored vital messages and activities for each group. It outlines the dissemination, communication channels, media, and expected outcomes, including key performance indicators (KPIs) and corresponding quantitative and qualitative targets. Additionally, the plan presents a well-defined execution timeline and a methodology for evaluating the impact of the activities conducted and the specific dissemination and communication tasks assigned to each responsible partner. It will also include the visual and digital identity of the project, including the project logo, website, and digital toolkit.

This plan will be reviewed and updated at project milestones in Months 13, 25, and 36.

In this sense, it is worth reminding here the definitions of the three concepts, as stated by the European Commission (EC)[1]:

Communication: a strategically planned process that starts at the outset of the action and continues throughout its lifetime to promote the action and its results. It requires strategic and targeted measures for communicating (i) the action and (ii) its results to many audiences, including the media and the public, and possibly engaging in a two-way exchange. Its objective is to reach out to society and show the impact and benefits of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges.

Dissemination: public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium. The objective is, in this case, to transfer knowledge & results to enable others to use and take up results, thus maximizing the impact of EU-funded research.

Exploitation: utilization of results in further research activities other than those covered by the action concerned, or in developing, creating, and marketing a product or process, or in creating and providing a service, or in standardization activities. Its objective is to effectively use project results through scientific, economic, political, or societal exploitation routes to turn R&I actions into real value and impact for society.

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[1] Source: "Making the most of your H2020 Project", 2019, European IP Helpdesk. Available at: https://op.europa.eu/en/publication-detail/-/publication/3bb7278e-ebf3-11e9-9c4e-01aa75ed71a1

It seems clear that these concepts might overlap during the project implementation since the boundaries between them are often blurry. In any case, the importance of the three to maximize the project's impact must be considered.

In accordance with Article 28 of the H2020 annotated model grant agreement on "Exploitation of results," ENCODE will take appropriate and relevant measures to ensure the exploitation of its results.

Results are understood as any tangible or intangible output of the project, such as data, knowledge, and information. To exploit such results, stakeholders must be targeted with specific results according to the desired impact of the project.

2.1.1 OBJECTIVES OF CD&E ACTIVITIES

The overall objective of the ENCODE dissemination and communication activities is to increase the impact of research performed by the project Consortium on European policy-making and governance, bringing the results. The main objectives are as follows:

1. Increase public and stakeholder awareness of the ENCODE project, its goals, and its significance in understanding the emotional dimensions of politics.
2. Actively engage policymakers, think tanks, NGOs, and other relevant stakeholders to ensure their involvement and support throughout the project.
3. Effectively disseminate research findings and insights from the project to a broad audience, including the scientific community, practitioners, and the general public.
4. Introduce and promote the tools and strategies developed during the project, ensuring they are accessible and applicable to policymakers and other stakeholders.
5. Create platforms for knowledge sharing and collaboration among various stakeholders, including researchers, policymakers, and civil society organizations.
6. Encourage adopting and implementing ENCODE's recommendations and insights in policy development and democratic processes.
7. Specifically target and engage with hard-to-reach groups, including individuals from lower socio-economic backgrounds and those with limited access to information.
8. Utilize diverse communication channels, including social media, webinars, and workshops, to maximize reach and engagement.
9. Establish metrics to assess the impact of communication and dissemination activities, ensuring that objectives are met and refined as necessary.
10. Build a sustainable network of partners and advocates who will continue to promote and apply the insights gained from the ENCODE project beyond its duration.

2.1.2 TARGET GROUPS

To effectively achieve its objectives, the ENCODE project identifies specific target groups crucial for fostering engagement and disseminating its findings. Understanding these groups is essential for tailoring communication strategies and ensuring that the insights gained from the project reach those who can benefit from and contribute to its goals. The

exploitation strategy of ENCODE will be focused on capitalizing on the results of the project activities to explore and decode the role of emotions in political discourse and their impact on democratic processes. These results will be exploited by the Consortium Members and other relevant stakeholders who are active either in the targeted countries or at the international level. The specific target audiences that will be addressed with the ENCODE exploitation activities correspond to the three levels of stakeholders involved in the entire project cycle, namely local, national, and international stakeholders. The following outlines the primary target groups and dissemination channels for the ENCODE project:

Target Stakeholder	DESCRIPTION	Channels
Policy Makers	Individuals and organizations involved in shaping public policy at local, national, and European levels who can utilize the project's findings to enhance democratic processes.	Policy briefs, conferences, panels, workshops, podcasts, newsletters.
Academia	Scientific community members engaged in political science, psychology, sociology, and related fields who can further explore and build upon the project's insights.	Research papers, conferences, panels, workshops, podcasts, newsletters.
Practitioners	Non-governmental organizations and advocacy groups focus on democratic engagement, social justice, and emotional well-being in political contexts.	Research papers, conferences, panels, workshops, podcasts, newsletters.
Citizens	The general public consists of citizens from diverse backgrounds affected by political discourse and democratic processes, particularly those from underserved communities or with limited access to information.	Online platforms (project website, X, Facebook, Instagram, YouTube, LinkedIn, Spotify), podcasts, online webinars, local events, interviews, and newsletters.
Media Professionals	Journalists and content creators who play a critical role in shaping public discourse and can help disseminate the project's findings to a broader audience.	Press releases, online platforms, conferences, local events, newsletters.

2.2 ENCODE'S EXPECTED IMPACTS

In light of the above, ENCODE's innovative approach, focused on research for action, will provide target countries and EU policymakers with recommendations to enhance the role of emotions in political discourse and their impact on democratic processes. In a large sense, the engagement of citizens at community levels and broad audiences will help increase awareness of emotion and its role in politics and democratic systems. The interaction between local authorities and CSOs, in addition to the engagement of citizens, will increase trust among the different segments of a given community (citizens, CSOs, local and national authorities).

It is worth considering that ENCODE can represent a model and inspiration for those experts and researchers who aim to reproduce this project's methodology and results in other contexts. In this context, the expected impacts of ENCODE are:
1. Improved comprehension of how emotions influence political discourse and voter behavior, contributing to more informed decision-making in democratic processes.
2. Provide actionable insights and tools for policymakers to effectively incorporate citizens' emotional needs into governance, enhancing democratic resilience.
3. Greater citizen participation in democratic processes and political discussions, driven by a better understanding of the emotional dimensions of politics.
4. Development of community-level initiatives that foster dialogue and understanding among diverse groups, mitigating the impact of radicalization and promoting social cohesion.
5. Establish a collaborative network among researchers, policymakers, and civil society organizations, facilitating ongoing dialogue and shared learning regarding emotional dynamics in politics.
6. Generation of new narratives that counter negative emotional trends in political discourse, promoting trust and engagement in democratic institutions.
7. Effective dissemination of research findings to diverse stakeholders, including the scientific community, civil society, and the general public, leading to wider application of ENCODE's insights.
8. Local authorities and civil society organizations should be empowered to address emotional factors in their communities, fostering more inclusive and effective governance.
9. Establish a replicable framework for integrating emotional dimensions into research and policy initiatives, serving as a model for similar projects in other contexts.

2.3 COMMUNICATION

The internal communication strategy for ENCODE aims to ensure effective, clear, and timely communication among project team members and stakeholders within the consortium. The strategy will facilitate collaboration, enhance knowledge sharing, improve decision-making, and promote alignment with project goals. Key objectives include:
1. Create a unified approach to sharing information among team members, preventing misunderstandings and ensuring all participants have access to the same knowledge base.
2. Encourage active participation from all consortium members, fostering an environment where ideas are freely exchanged and teamwork is prioritized.
3. Provide clear channels for tracking project progress, identifying challenges, and ensuring alignment with project milestones.

9

1. Maintain open communication, allowing for transparency in decision-making, project updates, and potential issues.

The internal communication strategy plan includes all partner organizations as follows:
1. ASM RESEARCH SOLUTIONS STRATEGY
2. UNIWERSYTET WROCLAWSKI
3. KOBENHAVNS UNIVERSITET
4. UNIVERSITAT WIEN
5. RE-IMAGINE EUROPA
6. PREDICTBY RESEARCH AND CONSULTING S.L.
7. THE EUROPEAN CENTER FOR POPULISM STUDIES
8. CENTER FOR THE STUDY OF DEMOCRACY
9. INSTITUT ZA DEMOKRATIJA SOCIETAS CIVILIS SKOPJE
10. UNIVERZITET U SARAJEVU

2.3.1 FREQUENCY OF COMMUNICATION

Regular and structured communication will help maintain momentum across all activities. During the Kick-off meeting in Lodz, ENCODE partners defined the frequency of communication for different types of updates as follows:
1. Bi-weekly Workpackage Meetings: Bi-weekly status updates between Work Package leaders and their respective teams to review progress and identify any bottlenecks.
2. Bi-monthly Consortium Meetings: All consortium members will meet to discuss overall progress, share updates from each WP, and address any cross-cutting issues
3. Face-to-face meetings every six months: These meetings discuss the project's direction, future milestones, and team alignment, enhancing collaboration among consortium members.

2.3.2 COMMUNICATION CHANNELS

During the Kick-off meeting, the communication channels of the ENCODE project were identified as:
1. **Email**
   The primary channel for day-to-day communication. All important project-related information, updates, and announcements will be shared via group emails to ensure timely delivery to all members.
2. **Microsoft Teams**
   a. **Project Management Tool:** To facilitate project planning, task allocation, and progress tracking. All work packages and tasks will be monitored here, ensuring clarity on deadlines and responsibilities.
   b. **Online Meetings:** Regular virtual meetings will be organized to discuss progress, challenges, and upcoming deliverables. Bi-monthly consortium meetings and bi-weekly WP-specific calls will also be held.
   c. **Instant Messaging:** For quick exchanges of information and team discussions in real-time, enhancing fast problem-solving and coordination.
3. **SharePoint**
   A central repository for storing and accessing project documents, reports, and resources. All members will have access to these shared folders for consistent document handling

10

2.3.3 ROLES AND RESPONSIBILITIES

Clear responsibilities are essential for successful internal communication. The following roles will ensure the smooth execution of this communication strategy:

1. **Project Coordinator:**
   Oversees the communication process and ensures key information flows to all relevant parties. They will be responsible for organizing consortium meetings and ensuring that deadlines are met.
2. **Work Package Leaders (WPLs):**
   Manage communication within their respective WPs and regularly update the Project Coordinator on progress, risks, and any necessary support.
3. **Internal Communication Officer:**
   Responsible for maintaining internal communication channels, such as newsletters and document-sharing platforms, and ensuring timely dissemination of updates.

2.3.4 KEY MESSAGES

The following core messages will be communicated regularly throughout the project's duration:

1. **Project Progress Updates:**
   Regular updates on the status of each WP, including accomplishments, milestones, risks, and mitigation strategies.
2. **Collaboration and Alignment:**
   Consistent reminders of the project's shared vision and goals to ensure that all team members remain aligned in their efforts.
3. **Problem-Solving and Risk Management:**
   Open communication about challenges faced within the project and collaborative efforts to overcome these obstacles in a timely manner.
4. **Deadlines and Responsibilities:**
   Reinforce the importance of meeting deadlines and individual roles to maintain overall project momentum.

2.3.5 EVALUATION AND MONITORING

To ensure the effectiveness of internal communication, the following evaluation methods will be employed:

1. **Regular Feedback Mechanisms:**
   Surveys and feedback forms will be distributed quarterly to all consortium members to assess communication channel effectiveness and identify areas for improvement.
2. **Periodic Review by Project Coordinator:**
   The Project Coordinator will review internal communication practices every six months to determine if adjustments or improvements are needed.

2.4 DISSEMINATION

The dissemination strategy for the ENCODE project aims to ensure that research findings and insights are effectively communicated to relevant stakeholders, including policymakers, researchers, civil society organizations, media professionals, and the general public. Key objectives include:

1. Raise awareness about the emotional dimensions of politics and their implications for democracy among diverse audiences.
2. Ensure research findings are accessible and applicable to various stakeholders, promoting their use in decision-making processes.
3. Actively involve stakeholders in discussions about the project outcomes, fostering a collaborative environment for sharing insights.
4. Promote the implementation of project recommendations among policymakers and practitioners to enhance democratic processes.

ENCODE partners will collaborate to sustain resources and activities to involve and inform the target group. The main dissemination channels and activities can be listed during the project cycle.

CHANNEL	DESCRIPTION	FORMAT	QUANTITY
Publications	Research Papers Policy Briefs	Digital	12
Workshops & Conferences	Organizing & Participating in academic events	Physical/Digital	Min 24
Podcasts	Podcast records with experts in the field	Digital	7
Videos	Introductory videos will be created	Digital	2
Online Platforms	Website, X, Facebook, Instagram, YouTube, LinkedIn, Spotify	Digital	7
Webinars & Online Events	Hosting/participating in webinars to present findings and facilitate discussions with stakeholders unable to attend in-person events.	Online	Min 5
Media Engagements	Press releases	Digital	15
Community Engagements	Interviews with citizens during the implementation process		

Dissemination activities can be scheduled as follows:

Time	Activities
Year 1	- Establish project website and social media channels. - Publish initial findings and hold introductory workshops
Year 2	-Release policy briefs and organize regional conferences. -Conduct webinars to share progress and engage stakeholders.
Year 3	-Compile final reports and synthesize findings. -Host a closing conference to present overall outcomes and recommendations.

A publication plan has been established, including a realistic timeline, clearly assigned responsible partners, and interim targets with defined milestone publication outputs. The plan is maintained as a living document and has been made available on the ENCODE SharePoint platform for regular updates by all project partners.

2.4.1 PROJECT VISUAL IDENTITY

Common visual identity and branding templates have been developed for the Consortium partners to adopt in their local, national, and international communication activities, including dissemination of event materials and social media campaigns.
ECPS has designed a logo to be easily identified and used even after the project's conclusion to ensure consistency and facilitate recognisability.

PrImary Logo

Icon Logo

Darkbackround

Black & White

Colorful
Background

Color Palette

C:70 M:0 Y:100 K:0 R:0 G:213 B:0 #00d500	C:0 M:24 Y:91 K:0 R:253 G:198 B:25 #fdc619	C:0 M:75 Y:88 K:0 R:250 G:90 B:32 #fa5a20	C:0 M:100 Y:100 K:0 R:227 G:6 B:19 #e30613
C:63 M:0 Y:28 K:0 R:23 G:221 B:211 #17ddd3	C:89 M:67 Y:0 K:0 R:0 G:76 B:255 #004cff	C:77 M:77 Y:0 K:0 R:132 G:52 B:255 #8434ff	C:12 M:80 Y:0 K:0 R:255 G:61 B:184 #ff3db8

Fony Family

Montserrat

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
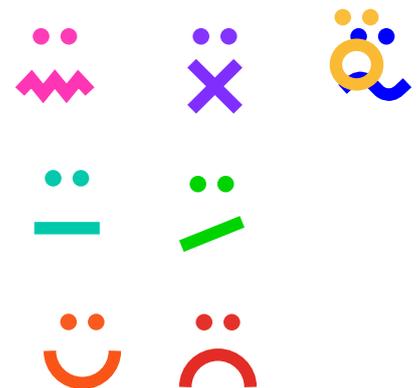**abcdefghijklmnopqrstuvwxyz 1234567890**

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

bcdefghijklmnopqrstuvwxyz **1234567890**

EXTRALIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Emotion Color Combination

2.4.2 DISSEMINATION CHANNELS

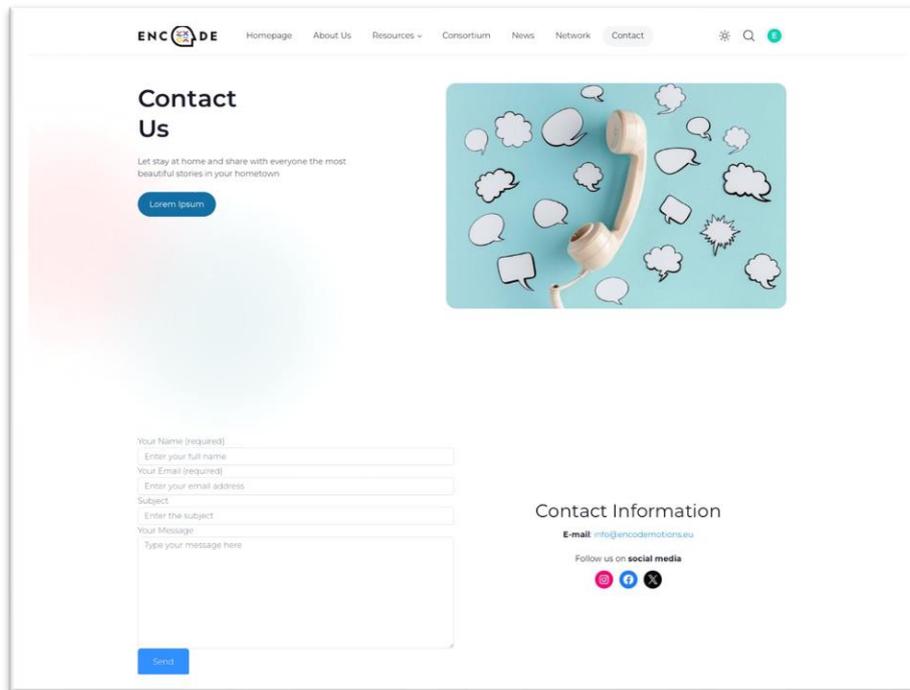The ENCODE project will be disseminated online via the project website and social media channels.

The project website will work as the A website plays a pivotal role in the dissemination of project information by serving as a centralized platform for communication, outreach, and engagement. It enables the project to reach a wider audience, providing real-time updates and consistent access to key details such as objectives, progress, and outcomes. The interactive nature of a website fosters engagement with stakeholders through feedback mechanisms and social media integration while acting as a repository for essential documents and resources. Additionally, it enhances collaboration by facilitating networking opportunities and being a credible media and public relations source. Ultimately, the website not only ensures transparency and accessibility but also showcases the project's achievements, contributing to its overall visibility and success.

The project website will contain general information about the ENCODE project, consortium members and contact persons, resources (publications, press releases, policy briefs, podcasts, etc.), news, announcements, and networks (Stakeholder community, FNEP, and Sister Projects).

Preliminary visual samples are presented as follows:
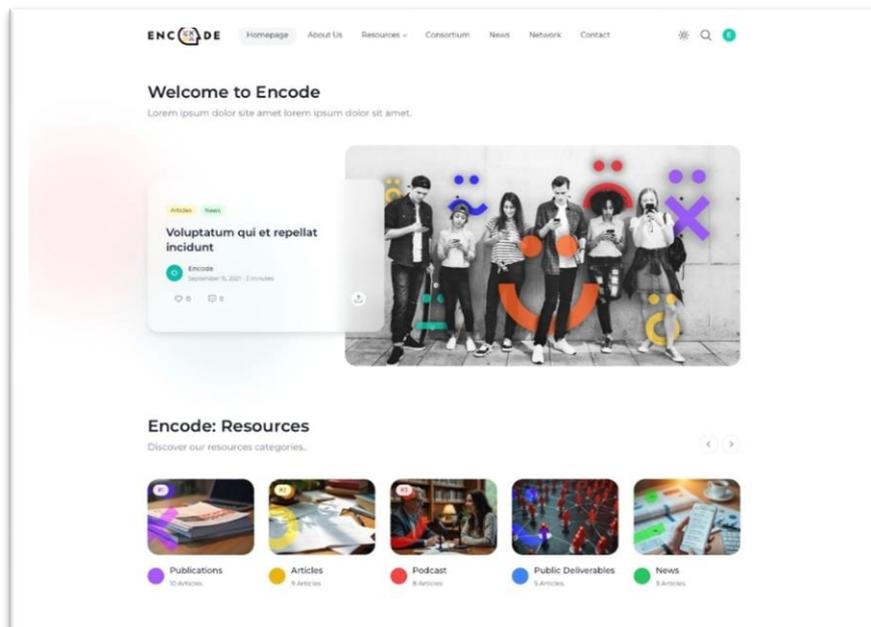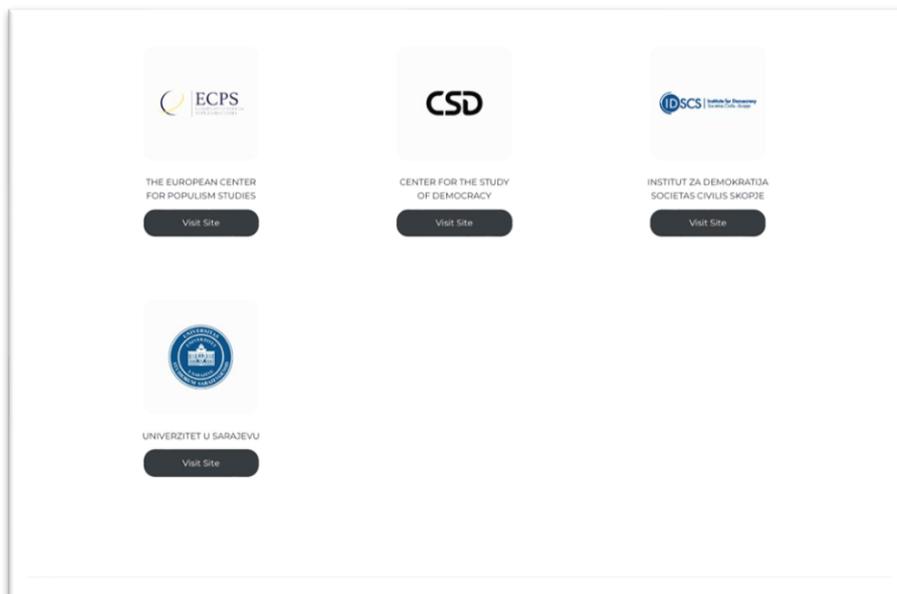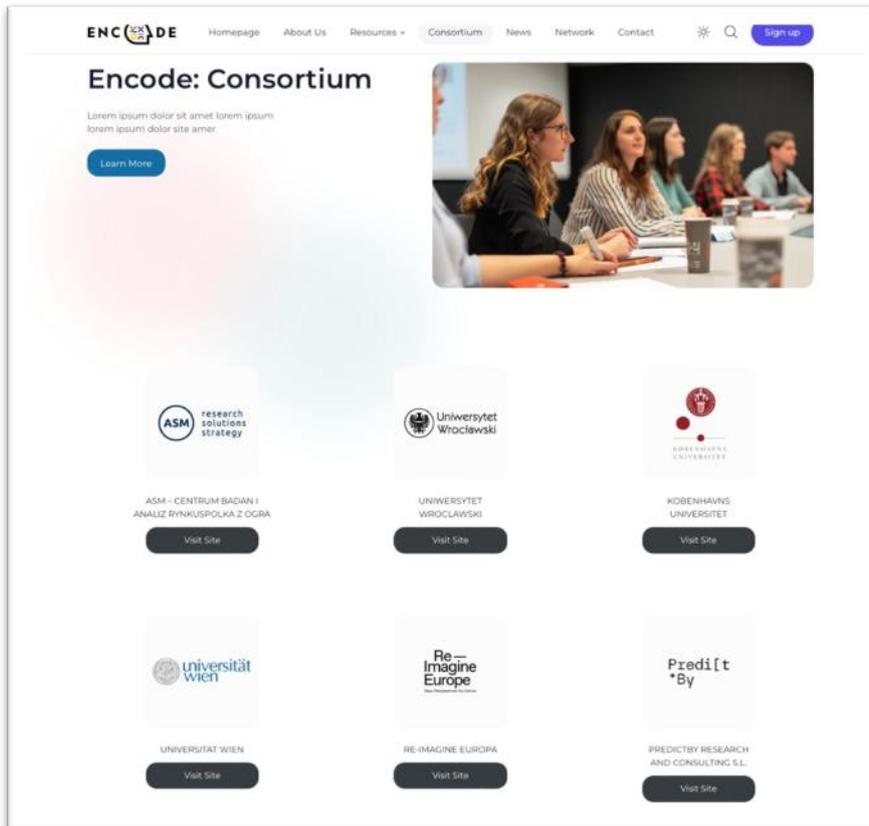
The ENCODE project will be disseminated through Facebook, Instagram, X, LinkedIn, YouTube, and Spotify. ECPS will manage the social media channels and share min. 3 posts every month. All posts will be scheduled on Buffer, and other partners will actively participate in social media campaigns. During the social media campaigns, the listed hashtags will be used:

#encode #emotion #project #research #project
Additionally, relevant emojis will be used in the content of social media posts.

Project accounts can be previewed as follows:
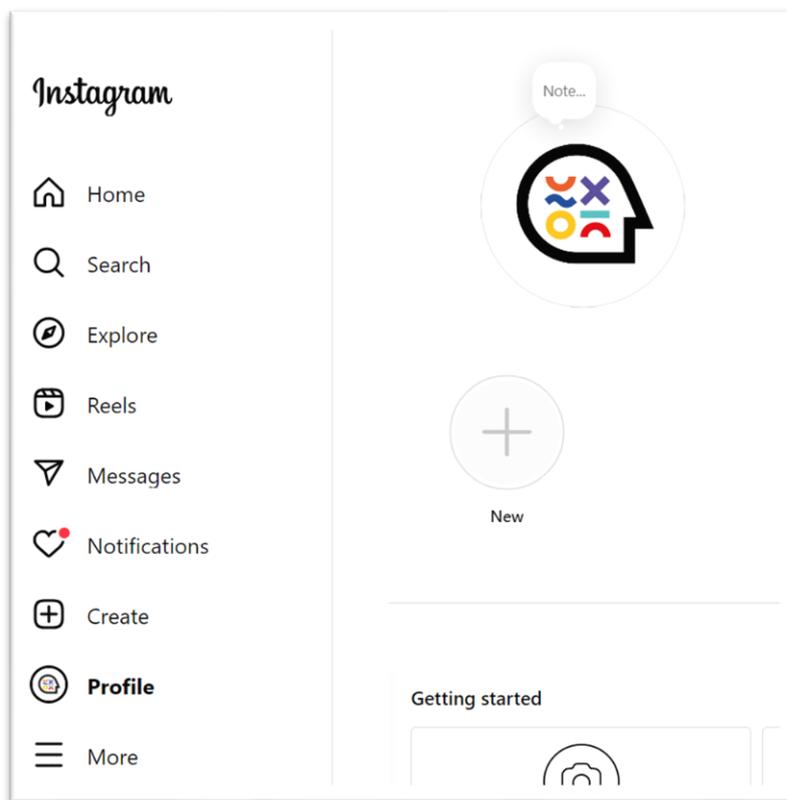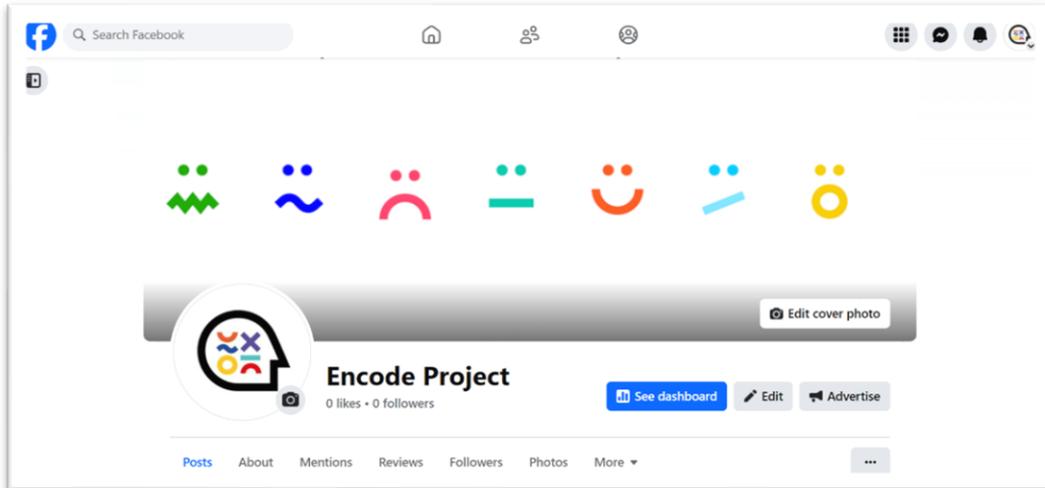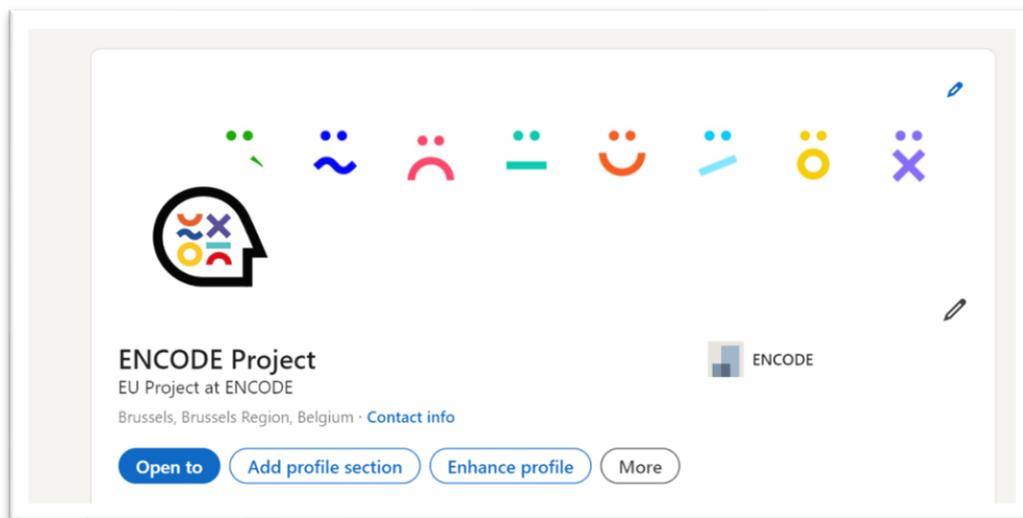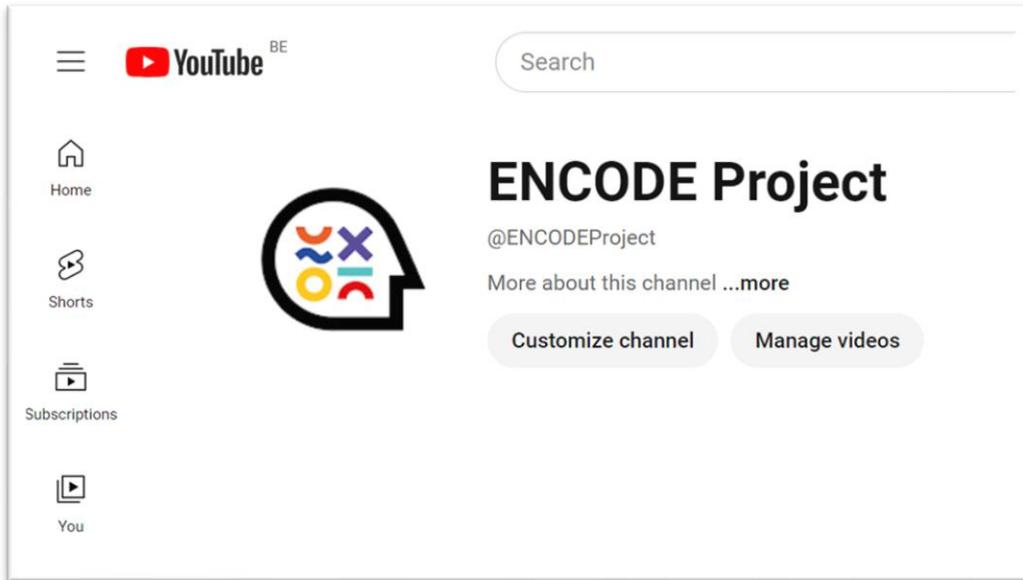
Partners can also post on their individual or institutional social media accounts; however, they must tag the project accounts.

A set of specific performance indicators has been established. It will be systematically tracked by all partners under the supe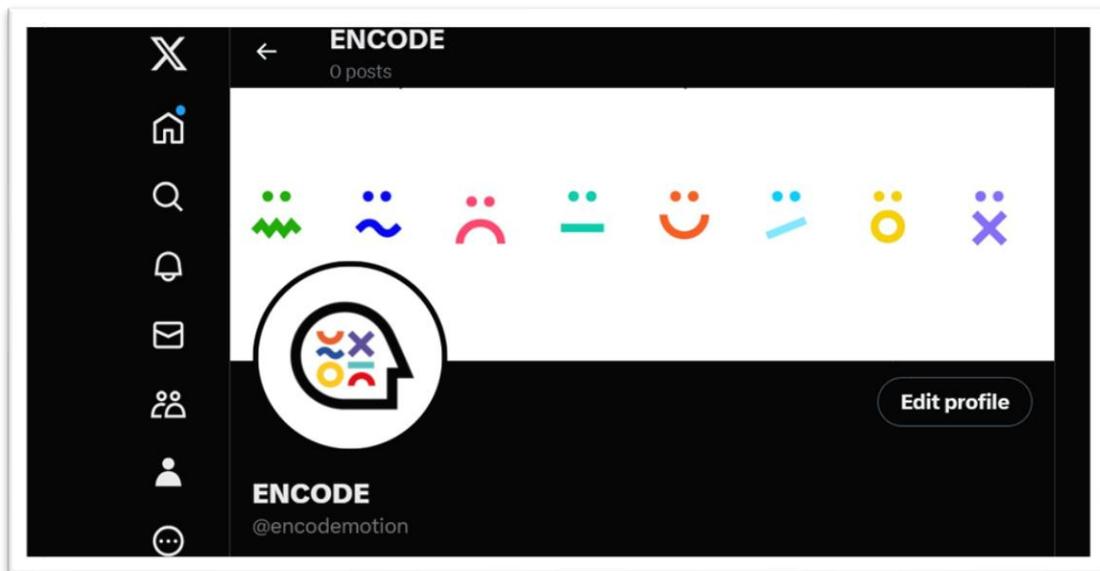rvision of ECPS to ensure an evidence-based evaluation of the project's communication, dissemination, and exploitation activities. Quantitative metrics, such as the number of publications and conferences, citations, and downloads of open-access outputs, as well as website traffic analytics, social media engagement metrics, views of the videos, podcasts, and the number of attendees at workshops, webinars, and other project events, are examples of these indicators. The quantitative data will be supplemented by qualitative indicators, such as stakeholder and expert feedback. The feedback will be collected through structured online surveys, post-event evaluation questionnaires, and/or targeted interviews after key dissemination and engagement activities. The methodology will combine quantitative rating scales with qualitative open-ended questions to capture both measurable satisfaction levels and in-depth insights. The collected feedback will be systematically analysed and discussed within the consortium to inform adjustments to communication messages, dissemination formats, and exploitation strategies. To maximise the visibility, uptake, and sustainability of project results, regular monitoring through structured reporting will ensure ongoing alignment with the project's impact objectives and enable timely adjustments.

2.5 EXPLOITATION

2.5.1 EXPLOITATION ACTIVITIES

ENCODE aims to promote follow-up research and policy change regarding exploring and decoding the role of emotions in political discourse and their impact on democratic

20

processes. Furthermore, implementing the exploitation activities, which involve and engage policy-makers and stakeholders from all institutional levels, can impact plans and strategies.

To ensure effective implementation, ENCODE exploitation activities will follow a structured, stepwise approach. First, each national partner will map relevant stakeholders and target audiences based on existing networks, prior project engagement, and desk research on national democratic ecosystems. Second, concrete exploitation formats (e.g. workshops, roundtables, presentations, network meetings) will be co-designed with these stakeholders to ensure contextual relevance. Third, activities will be implemented at meso-community, national, and international levels, with clear responsibilities assigned to consortium partners. Finally, outcomes will be systematically monitored and assessed against predefined indicators under the coordination of ECPS, allowing for adaptive management and fine-tuning of exploitation actions throughout the project lifecycle.

Through innovative methodologies, including social media sentiment analysis, biometric research, and surveys, ENCODE aims to provide policymakers with tools and strategies to incorporate citizens' emotional needs into governance better. This will ultimately enhance democratic resilience and foster a more inclusive political environment.

Due to the very nature of ENCODE as a research program, the results of its publications, activities, and toolkits will be mainly exploited to promote and support further research on the core topic of decoding emotions in politics. The ENCODE project will embrace a robust open science approach, prominently featuring an open research process centered on co-creation. Central to this initiative is the FAIR principles - Findability, Accessibility, Interoperability, and Reuse of data - which will guide efforts to maximize the utility and reusability of all project data. Consequently, we will ensure that our empirical data is made accessible to researchers, stakeholders, and the public upon the project's completion, utilizing platforms such as The Open Science Framework (OSF). In fact, one of the project's overall goals is to transfer and reproduce the methodology of research and action applied by ENCODE in other contexts, in line with Impact 5 of the project - *Enhance scientific evidence from multidisciplinary disciplines around emergent social interaction and communication concepts for the upcoming era of digital universes and intertwined real and virtual life. Build scenarios on how this may impact democracies and propose policy recommendations accordingly*. Besides the focus of further research, a set of other initiatives will be conducted to guarantee the proper exploitation of the results of the projects. These initiatives include Citizen Innovation Labs and results presentations at the meso-community and international levels.

ENCODE is expected to reduce the sharing of disinformation among people who engage in the local research, face tracking research, and workshops as well as ESCN and FNEP members by 25%. The claimed reduction of disinformation by 25% refers to a measurable decrease in the acceptance and sharing of misleading or false political information among participants engaged in ENCODE activities. This effect will be assessed through a pre- and post-engagement evaluation design, combining self-assessment questionnaires, scenario-based knowledge tests, and behavioural proxies related to information-sharing intentions. Measurements will be conducted before and after participation in local research activities, face-tracking research sessions, workshops, and Citizen Innovation Labs. Aggregated results across national contexts will be used to estimate the overall reduction rate, ensuring methodological consistency while respecting contextual differences. During these events, participants will be informed about the project concept and objectives, and a safe space

will be created for them to examine their perspective. Evaluation questionnaires will measure the effectiveness of the event on participants by measuring changes in participants' awareness, understanding, and perceived usefulness of ENCODE's activities and results, using structured pre- and post-event surveys.. On the one hand, these activities are expected to contribute to the long-term impact of ENCODE, sustaining the project's expected impact even after the end of the action. Specifically, exploitation activities will have a long-term effect on Impact 4 *Improved communication of evidence-based policies that resonate with the emotional needs and conditions of citizens*. Various citizens will receive insights into the findings from the research conducted in Work Packages 3, 4, and 5. Besides, members of the ENCODE Stakeholders Community and Foresight Network for Emotions in Politics will provide insights from students and professionals. This will enhance future policies by aligning them more closely with citizens' needs and improving communication strategies to convey scientific evidence that supports these policies effectively. All contributions from citizen engagement activities will be compiled into a handbook on emotional politics, which, along with a roadmap of recommendations, will provide guidelines for enhancing communication efforts. On the other hand, the presentations of the ENCODE findings and results at the meso-community and international levels will facilitate the transfer of ideas and best practices among local actors, scholars, policymakers, and other relevant international stakeholders.

Each activity's format will be designed jointly with local Consortium members to tailor it to the specific context. Possible partnerships between the Consortium and these stakeholders will be strongly encouraged to decline the ENCODE exploitation activities in accordance with the specific context.

The ENCODE consortium can enhance the dissemination and exploitation of the project by leveraging a wider network of stakeholders, facilitating access to diverse expertise, creating opportunities for collaboration and partnerships, promoting multilingual communication, and drawing on local knowledge and experience.

2.5.1.1 ENCODE STAKEHOLDERS COMMUNITY

The ENCODE Stakeholders' Community (ESC) will assemble potential beneficiaries, early adopters, and other stakeholders interested in the project's outcomes. ESC will be set up using Partners' connections and enlarged throughout the duration of the project through engagement in ENCODE activities. Members of this community will receive all dissemination materials and reports, and they will be invited to provide input for project activities through mechanisms such as surveys and peer reviews of deliverables.

2.5.1.2 FORESIGHT NETWORK FOR EMOTIONS IN POLITICS

ENCODE will initiate and launch the Foresight Network for Emotions in Politics (FNEP), which is dedicated to examining the emotional dynamics that influence identities and values presently and in the future. This network will comprise country-specific groups established and facilitated by consortium members in their respective nations. The primary goal is to cultivate synergies that harness the foresight capabilities of decision-makers and public administrations, thereby integrating intelligence and foresight expertise from across Europe to engage in strategic dialogue on pivotal issues affecting the continent's future. FNEP will convene bi-annually, while the country networks will meet annually. Their

22

mandate will involve deliberating on key priorities for the European strategic foresight agenda, assessing advancements, addressing critical challenges relevant to Europe's trajectory, and formulating actionable follow-up strategies. The findings and recommendations from these discussions will be presented to decision-makers involved in the EU's strategic programming, ensuring that the insights gained contribute to informed policy-making.

2.5.1.3 PRESENTATIONS IN MESO-COMMUNITY CONTEXTS

Through the organization of roundtables, discussions, and workshops (presentations), the participating civil society organizations (CSOs) will be empowered to present ENCODE's results in other meso-community contexts within the same country they belong to so that a multiplying effect from the project is guaranteed.

2.5.1.4 PRESENTATIONS AT THE INTERNATIONAL LEVEL

At the international level, participating researchers will present ENCODE's results in other countries beyond the project's scope. This will promote the exchange of knowledge between scholars and thus will enhance future studies in other contexts about the role of emotions in political discourse and their impact on democratic processes that will be able to use ENCODE's results and policy recommendations.

Finally, and also within the international arena, activities, congresses, and seminars in which members of the ENCODE Consortium will participate—both during the implementation and beyond the project—will also be used as platforms to present the results of ENCODE's research in the relevant contexts.

2.5.1.5. CLUSTER PROJECTS JOINT ACTIVITIES

The ENCODE project has been funded under the topic HORIZON-CL2-2023-DEMOCRACY-01-04—Standing Up for Democracy. All projects under the same program, which help the European Union better analyze the effects of emotion in politics, will collaborate to initiate further cooperation and facilitate a professional network.
The ENCODE consortium will seek dialogue and cooperation with its sister projects. Before the projects end, the Communication and Dissemination WP leaders will discuss the possibility of designing and implementing a joint publication mainly to promote further research on the common topic addressed by ENCODE, MORES, PLEDGE, PROTEMO, CIDAPE, and CO3.

2.5.2 WHO WILL EXPLOIT THE RESULTS OF ENCODE

The exploitation plan will be updated throughout the project's lifetime and beyond. The specific actions that will be undertaken to exploit the ENCODE results will vary significantly depending on the involved partner group:

The consortium members. They will have full access to all the ENCODE publications and other produced material even after the end of the project; they will also maintain and cultivate the networking connection created during the projects with institutional actors, experts, and other relevant actors. These possibilities will facilitate Consortium partners in producing further research on emotions in politics. The specific use that each Consortium

Member will make of this material and network will be tailored to their needs and capabilities. Besides further research on the core topic of the project, some Project Partners, specifically the Universities, may also consider using the ENCODE material to widen their educational offer, for example, by expanding the focus of some relevant program or planning for new relevant courses.

The meso-community target audience includes civil society organizations and actors, the local communities, local media, and local policy-makers. The specific format and content of each of these workshops will be tailored according to the peculiarities of each target country. In fact, the grade of involvement of the meso-community actors in the specific national approaches to extremism in the eight countries ENCODE targets varies hugely. They also present very different scenarios regarding the involvement and capacity of civil society organizations, as well as different degrees of de-centralization among national, regional, and local authorities. Therefore, each community's target audience must be defined according to each country's specific patterns and characteristics.

The international community of researchers. The foreseen exploitation activities, in particular the presentations at the international level or the publications in academic journals, will promote the exchange of knowledge between scholars and thus enhance future studies about emotion in politics and democracy that will be able to use ENCODE's results and policy recommendations. The goal is to enable relevant international stakeholders to replicate the ENCODE research methodology in other contexts and scale it up to produce further knowledge of the project scope. Indeed, one of the main goals of this exploitation dimension is to contribute to the complementarity of research on the phenomenon, reversing the trend of the atomization of research results.

National target audiences will be defined by each consortium partner through a context-sensitive process. This process will combine desk research, stakeholder mapping, and the use of existing institutional and civil society networks to identify relevant actors at local and national levels. Particular attention will be paid to the degree of decentralisation, the role of civil society organisations, and existing approaches to democratic engagement in each country. The final selection of target audiences will be validated internally within the consortium to ensure coherence with ENCODE's overall objectives while allowing sufficient flexibility to address national specificities.

2.5.3 MONITORING AND FOLLOW-UP

To ensure a transparent and evidence-based assessment of exploitation performance, a consolidated set of Key Performance Indicators (KPIs) has been defined. These indicators capture both quantitative outputs and qualitative engagement effects and are monitored throughout the project duration. Data collection is coordinated by ECPS, with inputs provided by all consortium partners at regular intervals. The table below summarises the core exploitation activities, their intended outcomes, and the corresponding indicators used to measure their accomplishment.

Exploitation Activity	Intended Outcome	Key Indicator (KPI)	Measurement Method	Monitoring Frequency	Responsible
ENCODE Stakeholder Community	Sustained stakeholder engagement beyond the project	≥ 1,000 registered and active members	Registration database, participation records	Annual	ECPS + all partners
Foresight Network for Emotions in Politics (FNEP)	Strategic dialogue on emotions and democracy	≥ 2 transnational meetings/year; ≥ 1 national meeting/year	Meeting reports, attendance lists	Annual	ECPS + national leads
Meso-community presentations	Multiplication of project results at national level	≥ 10 presentations delivered	Event reports, agendas, participant lists	Annual	All partners
International-level presentations	Transferability and scaling of ENCODE results	≥ 9 international presentations	Conference programmes, publications	Annual	Academic partners
Cluster projects joint activities	Synergies with sister projects	Number of joint initiatives implemented	Joint activity reports	End of project	ECPS
Citizen engagement activities	Reduction of disinformation and increased awareness	25% reduction in disinformation-related indicators	Pre/post questionnaires, behavioural proxies	Per activity	ECPS + partners

3. CONCLUSIONS

The success of the ENCODE project hinges not only on its groundbreaking research into the role of emotions in politics but also on how effectively stakeholders communicate, disseminate, and exploit its findings. This plan's communication, dissemination, and exploitation strategy provides a clear roadmap for maximizing the project's impact, ensuring its insights are broadly shared, widely adopted, and effectively integrated into policymaking, research, and public discourse.

This strategy prioritizes tailored communication approaches that meet each group's specific needs by identifying key audiences, including policymakers, the scientific community, civil society organizations, and the general public. ENCODE will engage stakeholders at multiple levels to raise awareness, foster collaboration, and drive meaningful change through policy briefs, academic publications, co-creation workshops, or public outreach campaigns.

Exploiting project results and ensuring that the knowledge and tools developed by ENCODE are used to inform future political and governance frameworks across Europe are equally important. Through collaborative networks such as the ENCODE Stakeholder Community and Foresight Network for Emotions in Politics (FNEP), ENCODE will foster long-term partnerships, promote the adoption of its findings, and contribute to ongoing discussions about democracy and political engagement.

Moreover, adopting open science principles, including the FAIR guidelines for data sharing, reinforces the project's commitment to transparency, inclusivity, and accessibility. By making research data available to scholars, policymakers, and the public, ENCODE ensures that its contributions to democratic resilience are sustainable and far-reaching.

As the project progresses, this strategy will be continuously evaluated and adapted to reflect emerging opportunities, new knowledge, and evolving stakeholder needs. Regular updates will ensure that ENCODE remains at the forefront of efforts to strengthen European democracy, paving the way for a political landscape where emotional intelligence, trust, and inclusivity are central to decision-making.

In conclusion, the communication, dissemination, and exploitation efforts outlined in this plan are essential to realizing ENCODE's full potential. By connecting research with practice and fostering engagement across sectors, the project will enhance the understanding of emotions in politics and contribute to more resilient and democratic European societies.

REFERENCES

Scherer, J., Weber, S., Azofra, M., Ruete, A., Sweeney, E., Weiler, N., & Sagias, I. (2018). Making the Most of Your H2020 Project. Boosting the impact of your project through effective communication, dissemination and exploitation.

ACRONYM	FULL NAME
FNEP	Foresight Network for Emotions in Politics
ESC	ENCODE Stakeholder Community
CA	Consortium Agreement
EC	European Commission
EASME	The Executive Agency for Small and Medium-sized Enterprises
GA	Grant Agreement
PC	Project Coordinator
WP	Work Package
TL	Task Leader
DoA	Description of Action
PSC	Project Steering Committee
SQM	Scientific and Quality Manager
DEC	Dissemination and Exploitation Committee
KOM	Kick-off meeting
GER	General Exploitable Result
AB	Advisory Board
PM	Person month
M	Month