

D8.2

Communication & Dissemination
Update Report



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D8.2 Communication & Dissemination Update Report

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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 and Dissemination Update Report* provides a comprehensive assessment of the communication and dissemination strategy implemented to date within the project framework. The objective of this deliverable is to evaluate the effectiveness of current activities in enhancing project visibility, engaging key stakeholders, and facilitating the broader dissemination and impact of project results. It further aims to identify any deviations from the initial strategy, assess the relevance of current approaches in light of evolving project needs and external developments, and propose updates where necessary. In addition, the report outlines the planned communication and dissemination activities for the upcoming reporting period, ensuring continued alignment with the project's overall objectives and maximising outreach and stakeholder engagement in the year ahead.

1.3 STRUCTURE OF THE DOCUMENT

The deliverable is structured in the following sections:

- Chapter 1: Introduction to Deliverable
- Chapter 2: Review of Communication and Dissemination Activities to Date
- Chapter 3: Evaluation of Strategy
- Chapter 4: Updated Plan for the Next Reporting Period
- Chapter 5: Risk Mitigation
- Chapter 6: Conclusions

1.4 RELATION TO OTHER TASKS

The Communication and Dissemination Update Report builds on and strengthens the strategy outlined in D8.1 (Communication, Dissemination, and Exploitation Plan). It is closely linked with the project's broader research, implementation, and stakeholder engagement activities. As the project progresses, this report ensures that dissemination efforts stay aligned with new findings and practical developments in technical work packages. It acts as

a bridge between the strategic vision set at the start and the evolving needs of ongoing tasks, especially those involving knowledge transfer, policy dialogue, and public communication. By capturing updates, assessing outcomes, and outlining next steps, the report provides essential input for tasks such as T8.2, T8.3, T8.4, and others that depend on timely and effective outreach. In this way, it contributes to a coherent, responsive, and impactful communication approach that supports collaboration, guides adaptation, and boosts the long-term visibility and relevance of project results.

2. REVIEW OF COMMUNICATION AND DISSEMINATION ACTIVITIES TO DATE

2.1. COMMUNICATION

Effective internal communication is essential for coordinating and successfully executing the ENCODE project. So far, the consortium has maintained strong internal engagement through a mix of in-person and virtual meetings, along with the structured use of digital collaboration tools.

Since the project's beginning, ENCODE partners have held three in-person meetings in Łódź (26 -27 June 2024), Barcelona (2-3 December 2024), and Vienna (8-9 May 2025).



Figure 1: Consortium meeting in Lodz



Figure 2: Consortium meeting in Barcelona



Figure 3: Consortium meeting in Vienna

These gatherings have been essential for strategic alignment, assessing progress, and enhancing collaboration among partners. In the following year, two face-to-face meetings are scheduled: one for November 2026 in Brussels and another in May 2026 in North Macedonia, providing an opportunity to review accomplishments, tackle challenges, and plan for the project's next phase.

Besides physical meetings, the project team has maintained regular communication through four bi-monthly online consortium meetings (September 12, 2024, February 5, 2025, April 9, 2025, and June 11, 2025), where updates on progress, upcoming deliverables, and coordination issues were discussed. Additionally, bi-weekly work package-level meetings have been started and maintained by the leaders of WP2, WP3, WP4, and WP5, working closely with their respective responsible partners. These focused meetings have been key in ensuring alignment within each WP, quickly resolving technical issues, and supporting the smooth progress of project activities.

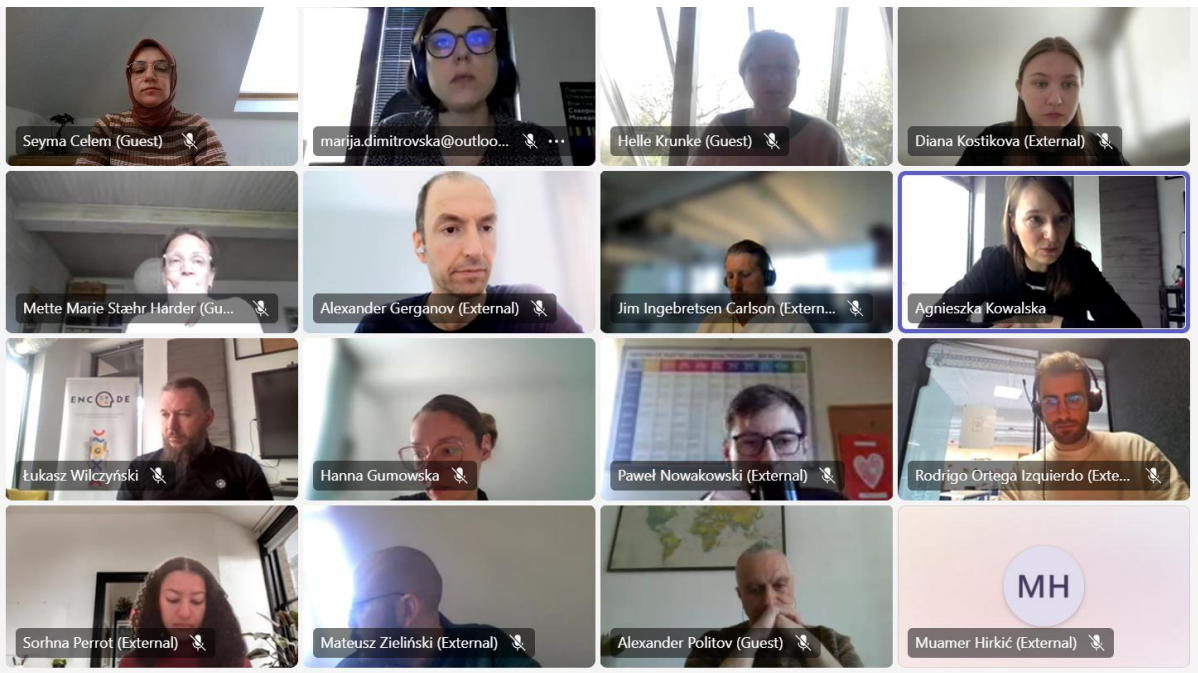


Figure 4: ENCODE Bi-Monthly Meeting

The consortium has effectively utilized Microsoft Teams as its primary platform for virtual meetings, document sharing, and collaboration. Teams also serves as the primary storage for project documentation, making sure all partners have easy and secure access to shared resources. This organized, multi-layered approach to internal communication has greatly helped maintain consistency within the consortium and supported efficient decision-making during the reporting period.

2.2 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 collaborate to sustain resources and activities to involve and inform the target group. The main dissemination channels, proposed activities, and progress are presented below.

Table 1: Dissemination Channels and Activities Table

CHANNEL	DESCRIPTION	FORMAT	QUANTITY	STATUS
Publications	Research Papers, Policy Briefs	Digital	12	Research partners defined the topics and assigned the responsible authors to each article. UWR drafted the first article.
Workshops & Conferences	Organizing & Participating in academic events	Physical	Min 13	ENCODE partners participated 4 international conferences. ECPS planned the first online workshop with stakeholders.
Podcasts	Podcast records with experts in the field	Digital	7	Initially, many speakers were contacted. Approvals were received from four speakers to be guests on the podcast..
Videos	Introductory videos will be created	Digital	2	The first video will be recorded in November 2025
Online Platforms	Website, X, Facebook, Instagram, YouTube, LinkedIn, Spotify	Digital	7	All are open and actively in use (except Spotify and YouTube)
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	2 press releases will be published on M15
Community Engagements	Interviews with citizens during the implementation process			Planned in WP4 and WP5

Annual dissemination activities are scheduled, and progress is as follows:

Table 2: Annual Dissemination Activities Table

TIME	ACTIVITIES	STATUS
Year 1	<ul style="list-style-type: none"> Establish project website and social media channels. Publish initial findings and hold introductory workshops 	<ul style="list-style-type: none"> Website and social media channels are open and actively in use WP deliverables are available on the website. Research articles will also be published as open-source. Workshops are planned in WP6 and WP7
Year 2	<ul style="list-style-type: none"> Release policy briefs and organize regional conferences. Conduct webinars to share progress and engage stakeholders. 	In progress
Year 3	<ul style="list-style-type: none"> Compile final reports and synthesize findings. Host a closing conference to present overall outcomes and recommendations. 	Not started yet

2.2.1. WEBSITE AND DIGITAL CHANNELS



Figure 5: ENCODE Website

The ENCODE project website remains the cornerstone of the project’s external communication strategy and continues to function as the primary gateway for public access

to project-related information. Since its launch, the website has been regularly updated with new content, including news articles, partner activities, event announcements, and information on upcoming deliverables. This dynamic content ensures the site remains current and relevant, serving both informational and engagement purposes for external audiences.

Website traffic has shown steady growth throughout the reporting period, with increased user engagement observed following the launch of social media channels, physical meetings, and the publication of project deliverables. Since the first initiation of the project website, 2.130 users have visited the ENCODE project webpages.



Figure 6: ENCODE Website Pageviews

Regular updates to the site have included summaries of consortium meetings, highlights from partner institutions, and dedicated sections outlining the objectives and key findings of various work packages.

During the project lifetime, the ENCODE consortium will produce a wide range of official and public deliverables. All of them will be made available on the project website at <https://encodemotions.eu/category/public-deliverables/> to share with audience project latest developments and disseminate knowledge as widely as possible. In the first year of the project 10 deliverables were published at the project website. The construction of the website allows the consortium to monitor the number of downloads of particular reports:

Table 3: Deliverables View/Download Count

DELIVERABLE	VIEW COUNT	DOWNLOADS
D2.3 Emotion-Related Drivers of Politics	147	20
D2.2 Theories of Emotional Politics	128	29
D8.1 ENCODE Communication Dissemination and Exploitation Plan	86	12
D3.2 Detailed Methodology of the Social Networking Analysis	75	14
D3.1 Overview of the State of the Art	81	9
D2.1 Key ENCODE Concepts and Their Intersections	85	10
D1.4 Personal Data Management Plan	68	4
D1.3 Procedures and Criteria for Identification and Recruitment of Research Participants	63	5
D1.2 Data Management Plan	95	7
D1.1 Project Management and Quality Assurance Plan	67	5

Deliverable download numbers are lower than expected, as most deliverables are available to read online on the website.

Apart from official project website reference to the project is also published at consortium partners' websites:

Table 4: Dissemination on Partners' Website

PARTNER ORGANIZATION	ENCODE ON THEIR WEBSITE
ASM Research Solutions Strategies	https://asmresearch.pl/en/international-projects/
The European Center for Populism Studies	https://www.populismstudies.org/category/projects/
Universitat Wien	https://vcee.univie.ac.at/research/grants/encode/
Re-Imagine Europa	https://re-imagine.eu/encode-kickoff-meeting
Predict By	https://www.predictby.com/encode

In parallel, ENCODE’s social media channels have played a vital role in amplifying the reach of digital content. The LinkedIn, Facebook, Instagram, and X (formerly Twitter) accounts remain active, promoting events, publications, and news relevant to both the project and its broader thematic focus. In recognition of changing platform dynamics and user preferences, a BlueSky account has also been established as an alternative communication channel to ensure greater resilience and adaptability in the project’s digital outreach.

Together, the website and digital channels form a cohesive and responsive ecosystem for external communication, directly supporting the project’s dissemination and engagement objectives. Continuing initiation with partners and work package leaders is planned to ensure a steady pipeline of relevant content and the ongoing integration of research outputs into public-facing materials.

2.2.2. SOCIAL MEDIA

Social media remains a central element of ENCODE’s dissemination activities, enabling timely, targeted, and interactive engagement with various stakeholder groups. The project has maintained and expanded its presence across several platforms to address evolving dissemination needs and audience preferences.

Table 5: Social Media Indicators

SOCIAL MEDIA CHANNEL	POSTS	FOLLOWERS	IMPRESSIONS /REACH
Facebook	13	23	1351
X	23	8	291
BlueSky	0	31	0
LinkedIn	10	31	1597
Instagram	10	22	796
YouTube/Spotify	0	4	-

2.2.2.1. X (FORMERLY TWITTER)

The ENCODE Project’s X account (<https://x.com/encodemotion>) continues to serve as one of the project's primary social media channels, regularly sharing updates on events, deliverables, publications, and activities related to its partners.

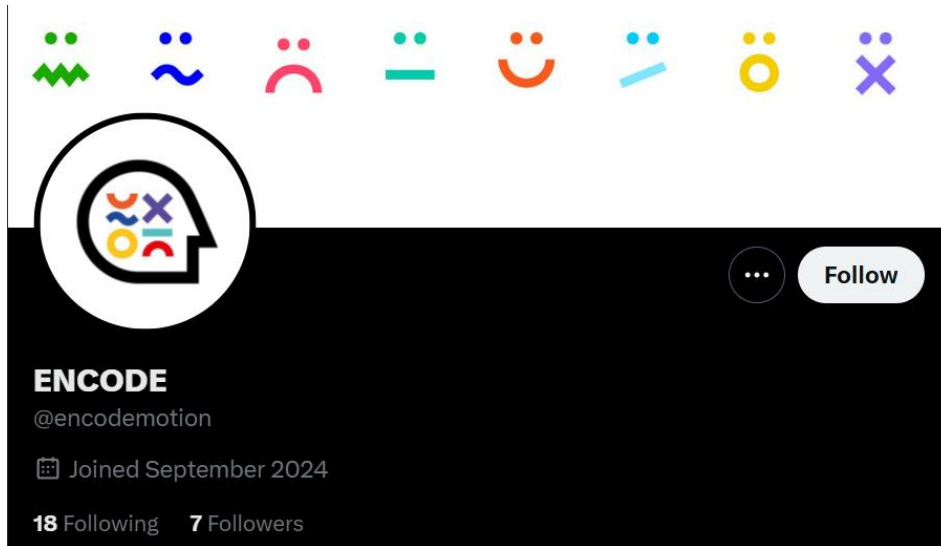


Figure 7: ENCODE X Account

While the platform has supported consistent visibility and remains a valuable tool for public-facing communication, overall engagement levels and follower growth have been below initial expectations. In response, the project team will increase the frequency and variety of posts, with a particular focus on aligning content with key milestones and audience interests. This adjustment aims to strengthen outreach efforts and enhance engagement, particularly among academic, policy, and civil society audiences. Visual content and interactive formats will also be more actively employed to improve the platform’s overall performance and strategic impact.

2.2.2.2 LINKEDIN

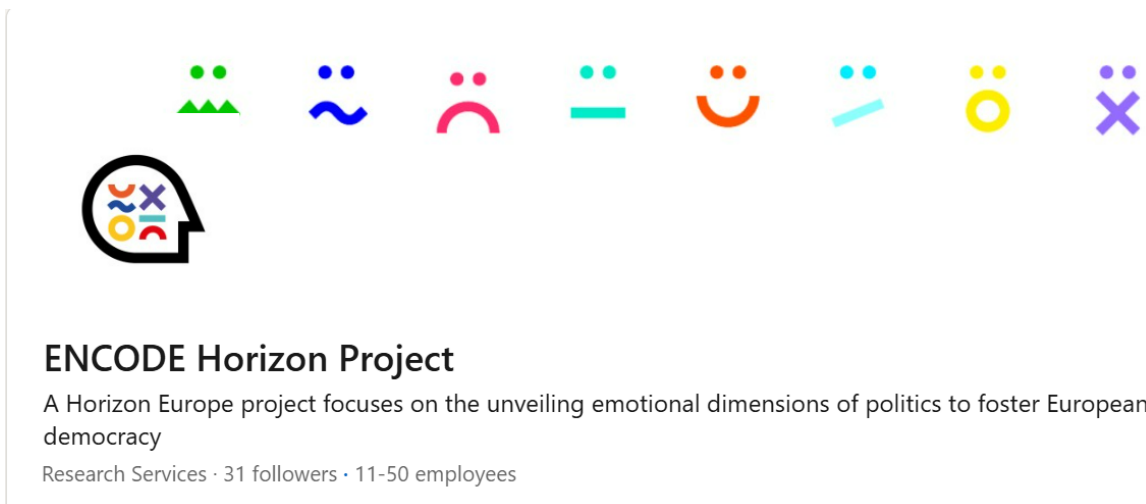
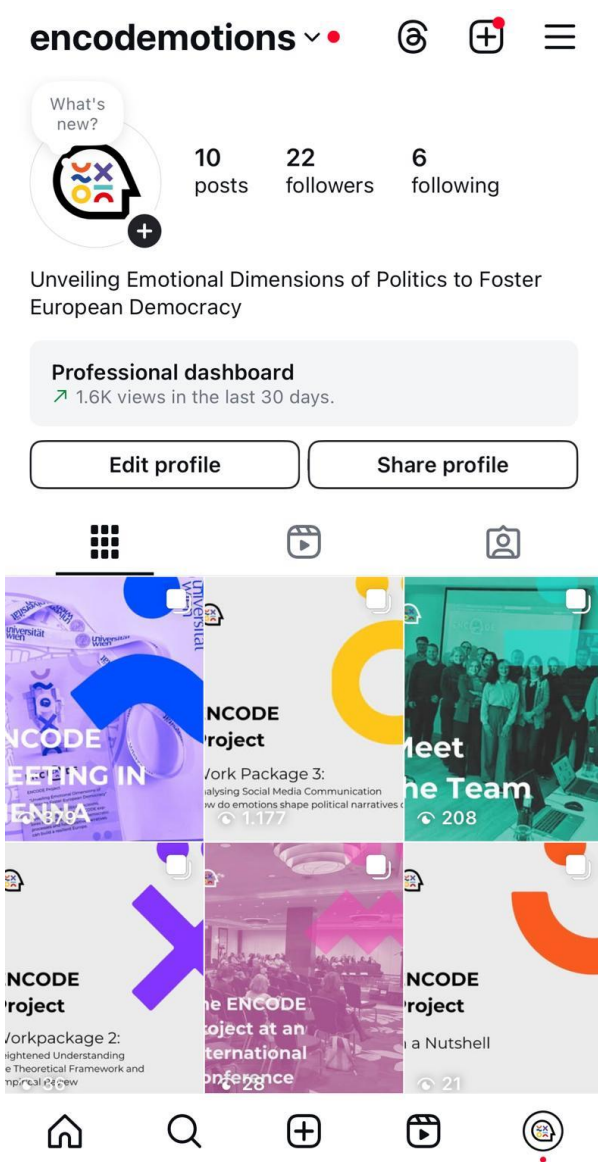


Figure 8: ENCODE LinkedIn Account

The ENCODE Project’s LinkedIn page (<https://www.linkedin.com/company/encode-horizon-project/?viewAsMember=true>) has been utilised to reach a professional audience, including policymakers, researchers, and institutional stakeholders. Project updates on this platform include practical information about the ENCODE project, summaries of deliverables,

partners' activities, and highlights from public outputs. Though the interaction levels are more selective than those on X, the engagement remains focused and of high quality. Besides, LinkedIn has demonstrated higher engagement rates compared to X, particularly among professional and academic audiences. Visibility has been partially supported through content resharing by a few engaged partner institutions. Nevertheless, there is still significant potential to expand ENCODE's reach on this platform. To maximise its impact, efforts will be made to diversify content formats, increase posting frequency, and more actively engage with relevant communities and discussions across the LinkedIn ecosystem.

2.2.2.3 INSTAGRAM



The ENCODE Project's Instagram account (<https://www.instagram.com/encodemotions/>) provides a platform for visual storytelling and informal engagement. Its use has been focused on sharing imagery from events, infographics, and carousels, helping to humanise the project and broaden its appeal beyond academic circles. The platform supports brand recognition and complements more formal dissemination channels.

While ENCODE maintains an active presence on Instagram, current engagement levels have not met initial expectations. Despite the platform's potential to reach broader public audiences through visually driven content, follower growth and interaction rates have remained limited. This may be attributed in part to an irregular posting frequency and a need for more tailored content formats that suit the platform's dynamics. To address this, a revised content strategy will be implemented, including more consistent visual storytelling, the use of project-related infographics and behind-the-scenes highlights, and increased use of hashtags and cross-promotion with other platforms. These efforts aim to enhance visibility, attract new followers, and better position Instagram as a valuable tool for public outreach and awareness.

Figure 9: ENCODE Instagram Account

2.2.2.4 FACEBOOK

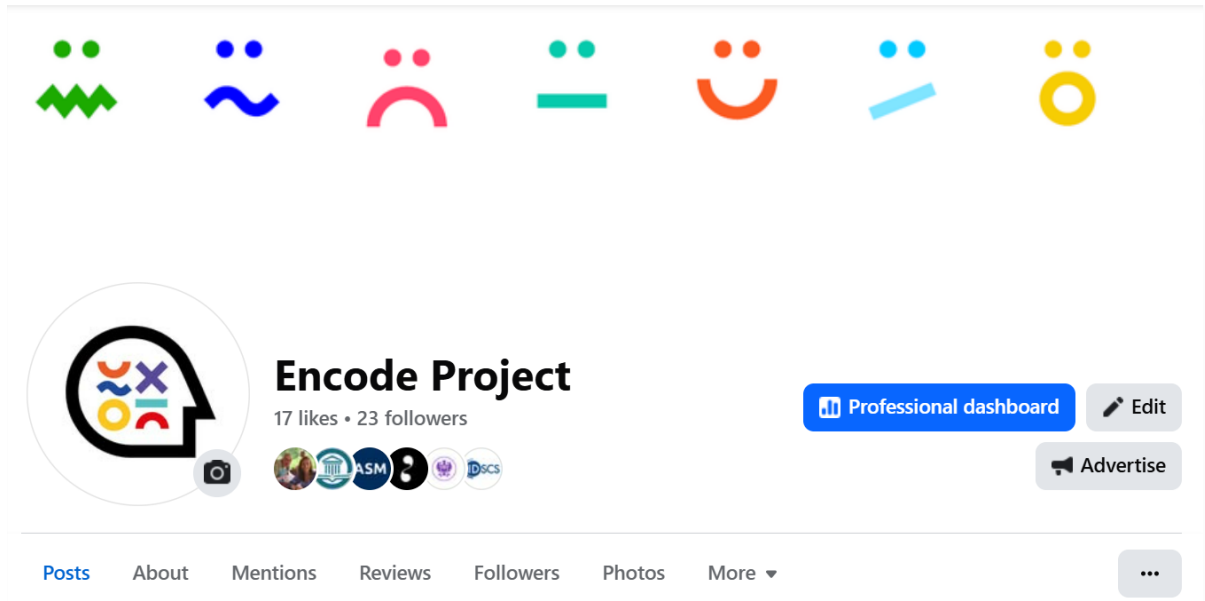


Figure 10: ENCODE Facebook Account

The ENCODE Facebook page (<https://www.facebook.com/profile.php?id=61566372698880>) supports outreach to grassroots organisations, civil society actors, and broader public audiences. Posts are adapted in tone and format to meet platform expectations, often linking to project activities, information, news, events, and relevant European initiatives. While interaction rates are moderate, Facebook remains an essential supplementary tool for inclusive and accessible communication. To enhance performance, the communication team will revise the posting strategy by introducing more audience-oriented content, increasing the use of visual media, and leveraging Facebook's event and group features to foster greater interaction. These adjustments are expected to improve reach and engagement, supporting broader awareness of the project's activities and outcomes.

2.2.2.5 YOUTUBE & SPOTIFY

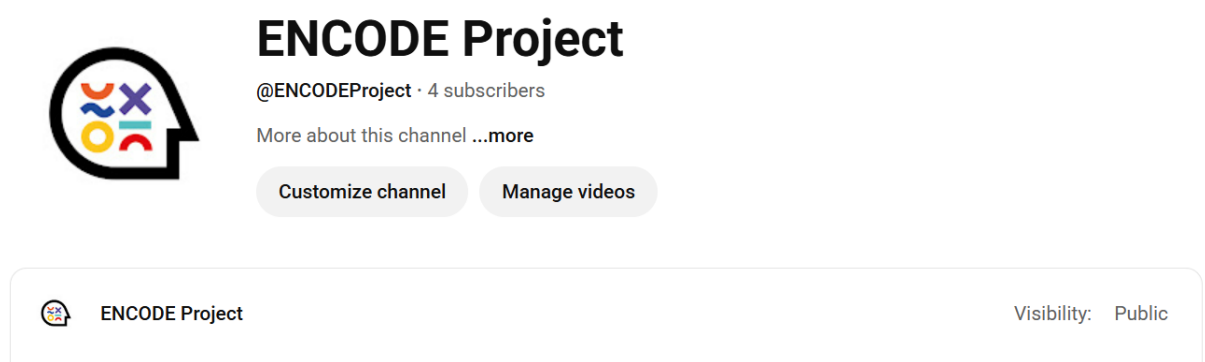


Figure 11: ENCODE YouTube Account

The ENCODE YouTube channel (<https://www.youtube.com/@ENCODEProject>) has been established to publish multimedia content, including webinar recordings, interviews, podcasts, and promotional videos. This platform ensures long-term accessibility of audiovisual materials and supports asynchronous participation in events. Although visual and recorded materials are planned to be created in the upcoming stages of the project,

both YouTube and Spotify channels have been initiated in advance. Plans include the addition of videos, podcasts, recorded dissemination events, and highlights from the final conference to serve as lasting knowledge assets.

2.2.2.6 BLUESKY



Figure 12: ENCODE BlueSky Account

In anticipation of changes in the social media landscape, ENCODE has established a presence on BlueSky (<https://bsky.app/profile/encodemotion.bsky.social>) to ensure continuity of dissemination. This emerging platform is designed to gain traction among researchers, technologists, and the broader public community. Although not originally outlined in the project proposal, establishing a BlueSky account represents an additional initiative undertaken to ensure the continuity and adaptability of ENCODE’s dissemination strategy in light of the evolving social media landscape. This step was taken through mutual agreement among project partners, reflecting a shared commitment to maintaining an active and resilient online presence. While posting has not started yet and the follower base is still modest, BlueSky offers opportunities to experiment with decentralised digital engagement models and sustain access to communities migrating away from traditional platforms

These platforms collectively enhance ENCODE’s ability to reach diverse audiences, including academic and policy communities, as well as the general public. The content strategy remains dynamic, integrating inputs from across work packages and adapting to performance metrics. As WP results continue to emerge, social media will play an increasingly strategic role in ensuring the project’s findings are visible, impactful, and widely disseminated. Besides, all posts are open to comments by visitors and followers. Therefore, it enables us to receive feedback and suggestions from the project’s target group.

2.2.3 EVENTS AND PUBLIC ENGAGEMENT

The ENCODE team plans to organize a series of events corresponding to the upcoming stages of Work Packages 4 and 5. Additionally, in compliance with WP8, the first project workshop, currently under preparation, is planned to be conducted online and focus on presenting the findings of Work Packages 2 and 3. The event will serve as a forum for collecting constructive feedback from invited stakeholders, including academics, civil society representatives, and policymakers, to integrate their insights into the ongoing process.

The second workshop is planned to take place in a hybrid format in Brussels and will present key outputs from Work Packages 4 and 5. Both workshops are structured to not only disseminate progress but also to strengthen the relevance and applicability of the project's findings through meaningful stakeholder interaction.

In parallel, the consortium has actively engaged in cooperation with projects funded under the same Horizon Europe call (HORIZON-CL2-2022-DEMOCRACY-01-05). One in person and three online cluster meetings were organized with the participation of ENCODE, PLEDGE, MORES, PROT-EMO, and CIDAPE project staff. As a result, a joint dissemination event is currently being planned with these cluster project partners. This event, envisioned as a high-profile hybrid meeting in Brussels, aims to present collective findings to a broad audience, including policymakers, practitioners, researchers, and the general public. The consortium is also exploring opportunities to secure additional support to expand the scope and enhance the event's impact.

Stakeholder outreach has remained a priority throughout the reporting period. Participants of the 2 workshops and collaborating partners from joint activities will be invited to join the ENCODE Stakeholders Network.

Targeted efforts have been made to engage relevant actors from national and European institutions, academia, non-governmental organizations, and the media. Public engagement activities will be conducted through a combination of in-person, online, and hybrid formats, ensuring accessibility, inclusivity, and flexibility to cater to the diverse needs of various audiences. These formats have facilitated effective knowledge sharing and strengthened the project's commitment to participatory and transparent dissemination practices.

Table 6: Public Engagement Table

TITLE	DATE	PLACE	TYPE OF AUDIENCE	SIZE OF AUDIENCE	PARTNER RESPONSIBLE
PLEDGE Conference: Understanding Emotional Grievances – Forging Resilient Democracies	2-3.10. 2024	Belgium	Scientific Community	30	ECPS
SSH in Horizon Europe: Poland's Successes and Future Challenges in Cluster	22. 11. 2024	Poland	Researchers, Academia, Scientific Institutes, SME's	60	ASM

2					
Panel Discussion on "AI and the future of Democracy" (Ger. "Künstliche Intelligenz – Zukunft der Demokratie")	16. 11. 2024	Germany	General Public	40	UWR
ECPR Joint Sessions of Workshops 2025	20-23.05.2025	Czech Republic	Scholars in the field of political science from all over the world	10 (closed session)	UWR
Helsinki Conference on Emotions, Populism, and Polarised Politics (HEPP5) at the University of Helsinki	5-7.03.2025	Finland	Scientific Community	200	ASM
Emotions in Policy Making - How to master emotions to solve public problems better	26.06.2025	Belgium	Academics, NGO Representatives	Not indicated	RIE
Fourth Annual International Symposium on 'Civilizational Populism: National and International Challenges'	22-23.05.2025	Poland	Scientific Community & Politicians	200	ECPS

2.2.4. PRINTED MATERIALS

The ENCODE project has developed a range of printed and multimedia materials to support its dissemination objectives, ensuring visibility across diverse audiences. Printed materials, including posters, flyers, and presentation templates, have been produced and distributed during consortium meetings and public events. These materials are designed in alignment with the project's visual identity guidelines and serve as accessible tools to promote key messages, raise awareness about the project's objectives, and facilitate stakeholder engagement during both formal and informal interactions. All designed materials are presented and archived on the project's [website](#).

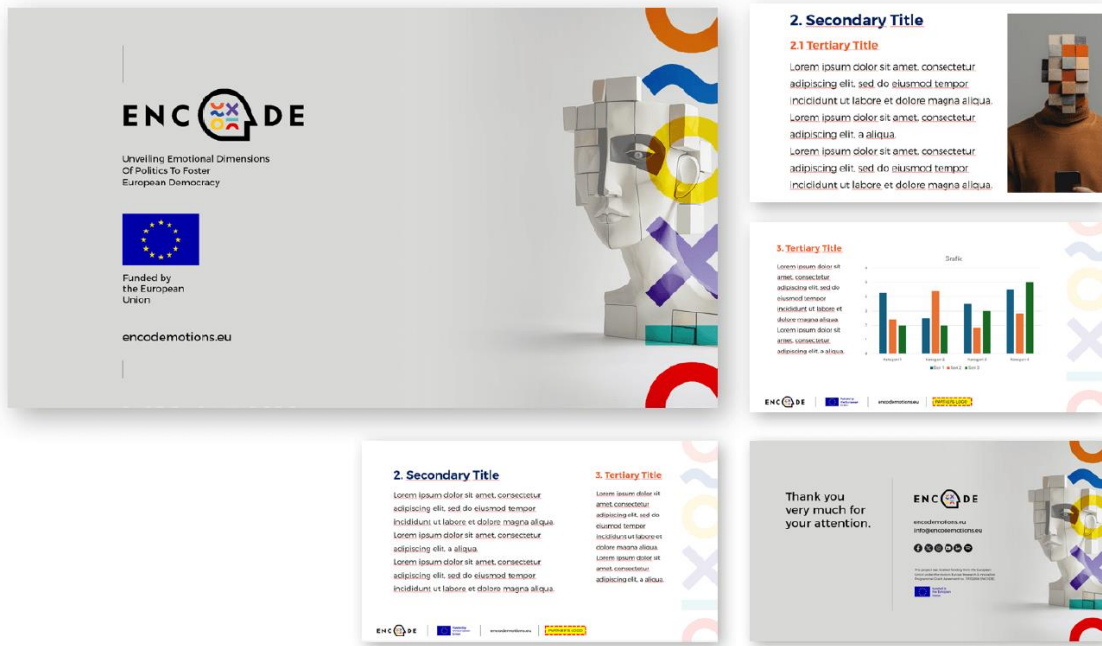


Figure 13: ENCODE PowerPoint Template

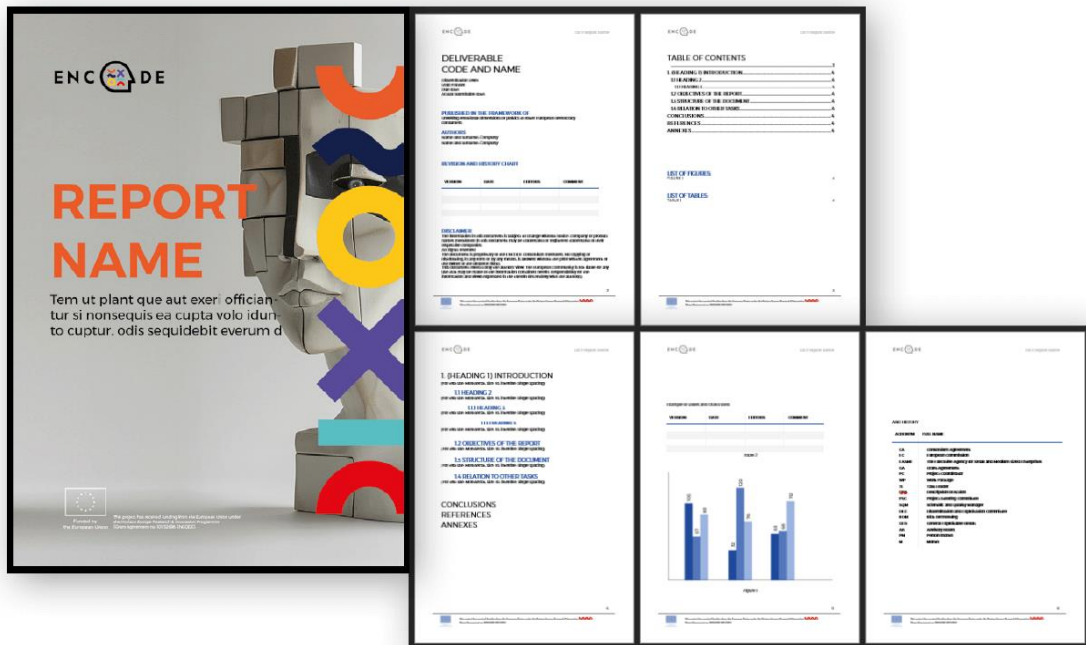


Figure 14: ENCODE Report Template



Figure 15: ENCODE Roll-Up

Introduction
In contemporary politics, emotions are critical in shaping public discourse, influencing trust in institutions, driving political polarisation, and affecting civic participation. The ENCODE project systematically examines these emotional influences to develop strategies that strengthen the resilience of democratic systems across Europe.

By analysing how emotions impact political behaviour and communication, ENCODE aims to support the creation of positive, inclusive narratives that enhance trust and engagement in democratic processes.

Methodology
ENCODE adopts a multidisciplinary research approach:

- Social Media Sentiment Analysis:** Tracking emotions in online discourse in real time
- Biometric Research:** Capturing physiological responses to political messaging
- Surveys and Interviews:** Understanding expressed emotions and perceptions
- Theory Development:** Creating a new model of affective pluralisation — recognizing the diverse emotional landscapes that shape societies

This integrated methodology ensures a comprehensive view of emotions in politics.

Impact
ENCODE is designed to generate significant social, academic, and policy impacts:

- Policy Innovation:** By providing new tools and strategies, ENCODE empowers policymakers to integrate emotional intelligence into governance, thereby enhancing the legitimacy and resilience of democratic institutions.
- Strengthening Democratic Resilience:** Through fostering positive emotional narratives and trust-building measures, the project supports more inclusive, cohesive, and participatory democratic environments.
- Academic Advancement:** ENCODE contributes a novel theoretical framework to the study of emotions in politics, advancing knowledge across political science, psychology, communication studies, and sociology.
- Public Engagement and Awareness:** By disseminating research findings through public campaigns, workshops, and policy dialogues, ENCODE promotes a broader societal understanding of the emotional foundations of democracy.

Key Objectives
Mapping Emotions, Shaping Solutions
ENCODE aims to:

- Develop the theory of affective pluralisation
- Analyze social media's role in reflecting public emotions
- Examine the gap between biological reactions and verbal expressions
- Map how emotions drive polarization and shape values
- Investigate emotional links to populism, conspiracy theories, and identity formation
- Support policymakers by offering emotionally intelligent governance tools
- Conduct broad dissemination activities to embed findings across Europe

Consortium Members

The ENCODE project brings together a diverse and expert consortium from across Europe, uniting academic excellence, policy insight, and technical innovation.

Partner	Country
ASM RESEARCH SOLUTIONS STRATEGY	Poland
UNIwersytet WROCLAWSKI	Poland
KØBENHAVNS UNIVERSITET	Denmark
UNIVERSITÄT WIEN	Austria
RE-IMAGINE EUROPA	Belgium
PREDICTBY RESEARCH AND CONSULTING S.L.	Spain
THE EUROPEAN CENTER FOR POPULISM STUDIES	Belgium
CENTER FOR THE STUDY OF DEMOCRACY	Bulgaria
INSTITUT ZA DEMOKRATIJA SOCIETAS CIVILIS SKOPJE	North Macedonia
UNIVERZITET U SARAJEVU	Bosnia & Herzegovina

Unveiling Emotional Dimensions of Politics to Foster European Democracy

ENCODE Project
"Unveiling Emotional Dimensions of Politics to Foster European Democracy"

Emotions shape political decisions, trust, and engagement. ENCODE explores how emotions impact democratic processes and how positive narratives can build a resilient Europe.

Together, we bridge science, technology, and policy to decode emotions and renew European democracy.

FUNDED BY THE EUROPEAN UNION
This project has received funding from the European Union under the Horizon Europe Research & Innovation Programme

Figure 16: ENCODE Brochure

These materials contribute to a diversified and cohesive dissemination strategy, ensuring that ENCODE's work is effectively conveyed across various formats, platforms, and stakeholder groups.

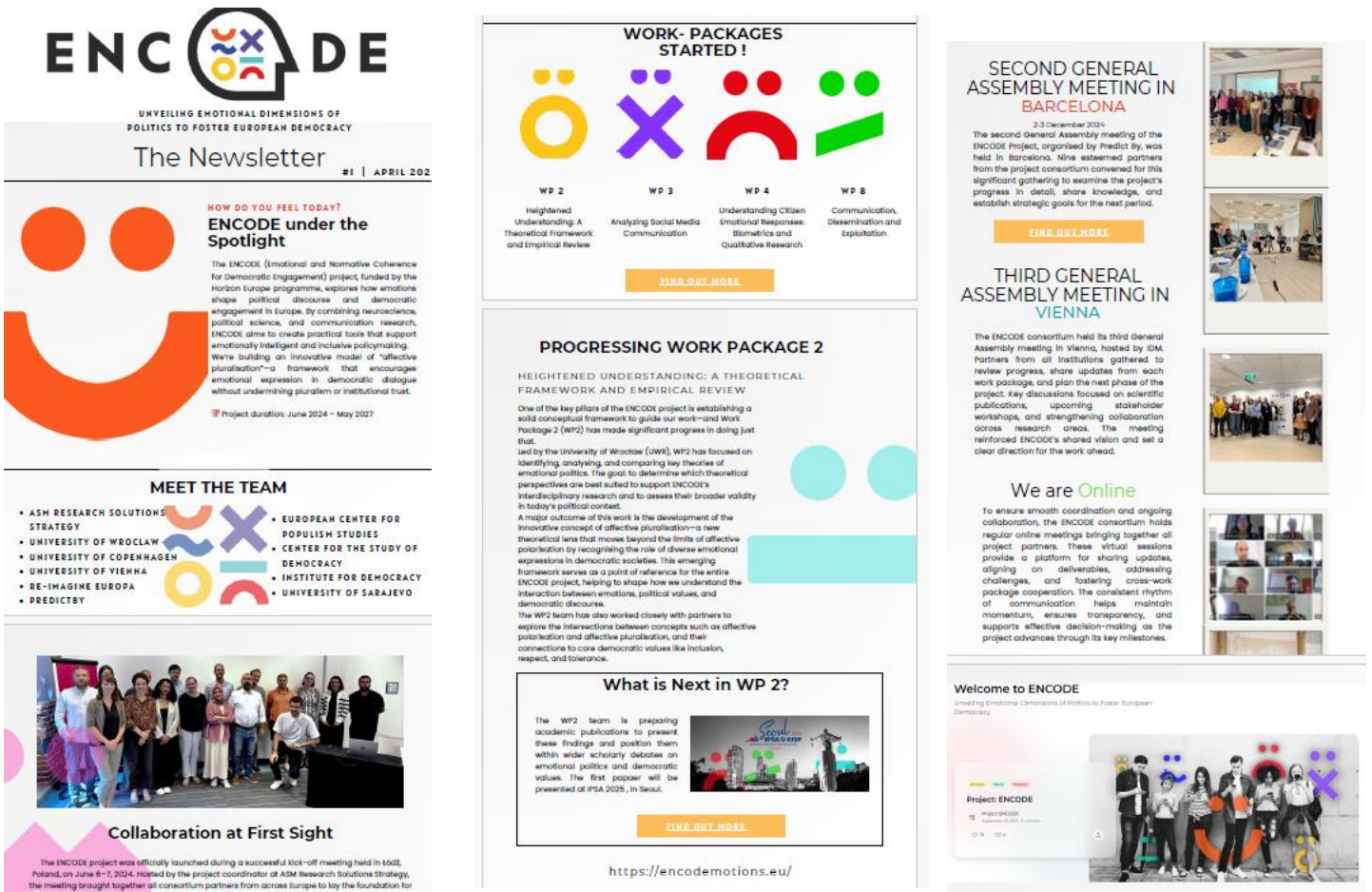


Figure 17: Newsletter

2.2.5 PARTNER CONTRIBUTIONS

Effective communication and collaboration with consortium partners remain essential to executing ENCODE's communication and dissemination plan. Standardized templates for visual identity, social media posts, and event presentations were distributed to ensure consistency across all outputs. Shared planning documents were also circulated to coordinate content contributions and improve the timeliness of partner-led activities.

Despite these efforts, varying levels of responsiveness have presented particular challenges. While some partners have contributed actively by providing updates, media materials, and news items, others have shown limited engagement or have responded to dissemination requests with delays. This has occasionally impacted the continuity and diversity of content published on the project's digital platforms. To address this, targeted follow-up communication has been proposed, and efforts have been planned to offer additional support and flexibility where needed. Furthermore, consortium-wide reminders have

emphasized the importance of regular contributions and the collective responsibility for the project's public presence.

As we progress, increased coordination through structured content calendars, more apparent timelines, and more proactive follow-up will be employed to ensure broader and more consistent participation from all partners in the dissemination process.

3. EVALUATION OF STRATEGY

The evaluation of ENCODE's communication and dissemination activities has been conducted through a combination of quantitative performance tracking of project channels and activities, as well as qualitative feedback analysis from partners. This strategy supports continuous improvement, ensures alignment with project goals, and identifies areas where efforts can be strengthened.

3.1 ASSESSMENT OF EFFECTIVENESS TO DATE

Dissemination efforts to date have contributed positively to the project's visibility and outreach; however, overall engagement levels across some channels have been lower than initially anticipated. Website traffic has demonstrated steady growth, particularly around key milestones and deliverables, demonstrating a strong foundation for future growth. Social media engagement has varied by platform, with moderate traction on X (Twitter) and more targeted interactions on LinkedIn. In the upcoming reporting period, targeted improvements will be implemented to address these gaps, including enhanced content planning, increased posting frequency, and diversified formats tailored to each communication channel. These efforts aim to enhance the project's online presence and foster more consistent and meaningful engagement with its key audiences.

Table 7: Dissemination Activity Assessment

DISSEMINATION ACTIVITY	KPI	TARGET NUMBER IN TOTAL	TARGET NUMBER AFTER 1 ST YEAR	REACHED NUMBER AFTER 1 ST YEAR	INTERPRETATION AND CORRECTIVE ACTION
Project Website	Number of visits	4500	1500	1074	Baseline visibility phase completed ; traffic expected to increase in parallel with events and WP4-WP5

	Number of revisits	600	200	-	outputs Tracking activated from M13 with improved analytics
	Downloaded deliverables	>500	150	115	Low downloads explained by on-page reading; download prompts to be strengthened
Social Media	Number of posts/followers	144/>1000	48/200	56/119	Acceleration phase launched with structured posting (min 3-4 posts/week)
Newsletters	Number of published newsletters	7	2	1	Quarterly schedule confirmed from M15 onwards
Dissemination Network	ENCODE Stakeholder Community	1000 members	n/a	19	Initial core group established; expansion planned via workshops and policy events
Podcasts and Videos	Number of posts/ views	7 podcasts, 2 videos <ul style="list-style-type: none"> • 500 views for each video • 750 views for 	1 video	-	Production starts M15; channels

		each podcast (general public)			already established
		<ul style="list-style-type: none"> 500 views for each podcast (policymakers) 			
Scientific Publication	Number of published scientific articles	12	0	-	Manuscripts in preparation and review; pipeline-based monitoring introduced
Publications in General Media	Number of published news articles	15	2	-	First press releases scheduled M14-M15
Publications in Professional Magazines	Number of published articles	12	1	-	Linked to WP4-WP5 outputs
Digital and Printed Brochures, leaflets, roll-ups, posters.	Brochures	Brochure disseminated to 1000 relevant stakeholders	n/a	50	
Online or Face-to-Face Surveys	Number of people engaged	13.360	n/a	-	
ENCODE Events	Number of Events	≥7	1	-	First project-branded events scheduled from M15
	Number of Participants	1265	200	-	
Other Events	Number of Events	≥24	8	7	On track; participation to

			intensify in Year 2
Number of Participants	1500	480	440

The ENCODE Stakeholder Community is defined as a group of experts, policy makers, public authorities, scientists, NGOs, think tanks, media professionals, and practitioners, relevant to the project's thematic scope, who will be informed through dissemination activities and invited to participate in project events and workshops. During the first reporting period (M1–M12), stakeholder engagement focused primarily on *targeted* identification and validation rather than large-scale outreach, in line with the project's research-driven timeline. The initial group of 19 stakeholders reached by the end of Year 1 consisted of: policymakers and policy advisers (4), academic experts in political science and social sciences (9), representative of NGOs and civil society organisations (1), and media or think-tank representatives (5). These stakeholders were primarily engaged through partner networks, scientific conferences, and preparatory dissemination activities linked to Work Packages 2 and 3. This network will be expanded further. The ENCODE Stakeholder Community will be invited to and involved in ENCODE's significant events, and will be updated on project outcomes and advancements throughout the project's duration. Early adoption and advocacy of the project's main messages and marketable outcomes are the goals.

The relatively low number of the ENCODE Stakeholder Community members observed at M12 reflects a planned sequencing approach: broader stakeholder engagement is scheduled to begin once validated research results are available and can be meaningfully shared through participatory formats such as workshops, podcasts, and policy dialogues from M15 onwards. A structured expansion of the Stakeholder Community is therefore foreseen in the next reporting period, supported by dedicated events, targeted invitations, and systematic follow-up mechanisms.

While no peer-reviewed scientific publications had been formally published by the end of the first reporting period, this does not indicate a lack of progress but rather reflects the time-intensive nature of academic publishing cycles. During Year 1, research partners defined publication topics, target journals, and lead authorship responsibilities, and initiated manuscript drafting processes aligned with the completion of core theoretical and methodological work in Work Packages 2 and 3.

Several manuscripts entered the submission and review pipeline towards the end of Year 1 and early Year 2, and at least one publication has been released shortly after the reporting cut-off. In the upcoming period, publication-related KPIs will be monitored across three stages - submitted, under peer review, and published - to ensure a more accurate and process-oriented assessment of progress and to better reflect standard practices in SSH research projects.

A structured publication plan has been elaborated, featuring a feasible timeline, clearly designated partner responsibilities, and interim targets linked to defined milestone outputs. The plan is managed as a living document and is accessible via the ENCODE SharePoint platform, enabling continuous updates and coordinated input from all project partners.

3.2 ALIGNMENT WITH PROJECT GOALS

Dissemination activities have been largely consistent with the project's objectives of knowledge sharing, stakeholder engagement, and public awareness. Communications have supported the delivery of work package outputs and facilitated research dialogue, particularly through planned joint events with cluster project partners and the development of multimedia resources aligned with WP deliverables.

3.3 LESSONS LEARNED

- Aligning dissemination efforts closely with the timing of Work Package (WP) outputs significantly enhances the relevance and reach of dissemination activities.
- Maintaining visual consistency through the use of shared templates and coordinated messaging improves the professional credibility and functionality of project materials.
- Collaborative efforts with cluster projects and the organisation of joint dissemination events have proven effective in amplifying the project's visibility and broadening stakeholder engagement.
- The integration of multimedia content, such as podcasts and video interviews, increases the accessibility and appeal of project messages, particularly for non-academic audiences.
- Regular internal coordination meetings and cross-WP collaboration have facilitated smoother communication flows and supported more cohesive messaging across platforms.

3.4 IDENTIFIED GAPS AND LIMITATIONS

- An insufficient posting frequency across multiple social media platforms has negatively impacted the project's visibility and reduced chances for audience engagement. To address this, implementing a systematic and proactive posting schedule is crucial to increase audience reach and ensure consistent interaction.
- Variability in partner responsiveness still challenges consistent dissemination content, affecting how often updates are made across platforms.
- Engagement on certain digital platforms, especially X, Instagram, and Facebook, stays low, emphasizing the need for a more targeted and platform-specific content strategy.
- Further efforts are needed to enhance engagement with national-level policymakers, particularly through targeted outreach and tailored messaging that aligns with policy cycles and interests.
- Enhanced engagement with the general public at the local level is necessary, supported by targeted workshops and interviews that can also create impactful content for broader online dissemination.

The gap observed between planned dissemination targets and achievements during the first reporting period has been systematically analysed and addressed through a set of corrective and operational measures. These measures focus on strengthening central

coordination, improving partner accountability, and aligning dissemination intensity with the project's content maturity.

Key actions include the introduction of a structured content calendar, clearer allocation of dissemination responsibilities across partners, and time-bound targets for social media activity, publications, and stakeholder engagement. In addition, dissemination leadership for specific outputs may be reassigned to ensure continuity and timely delivery, without affecting scientific ownership or authorship. Together, these measures establish a realistic and monitored pathway to progressively close the gap between the initial DoA targets and actual performance in the forthcoming reporting periods.

4. UPDATED PLAN FOR THE NEXT REPORTING PERIOD

4.1 KEY OBJECTIVES

At the next phases of the ENCODE project, the communication and dissemination efforts will be strengthened to ensure greater visibility, deeper engagement, and stronger alignment with key project milestones. Drawing on lessons learned in the first half of the project, the updated strategy strikes a balance between consolidating successful approaches and expanding into new opportunities for outreach.

Firstly, the timely promotion of research outputs will be the primary focus, especially those from Work Packages 3, 4, and 5, to ensure findings are shared when they're most relevant. ENCODE's digital presence will be expanded through not only the original content of the project but also online engagement with cluster initiatives. A key priority is broadening stakeholder engagement by reaching national policymakers, NGOs, and underrepresented civil society groups through tailored messaging and strategic event participation.

Finally, dissemination activities will be closely linked to major project events, particularly the upcoming stakeholder workshops and a joint cluster dissemination event in Brussels, maximizing their visibility and impact.

Together, these measures aim to ensure that ENCODE's findings are not only widely shared but also understood, discussed, and applied in ways that support more emotionally intelligent and resilient democracies across Europe.

4.2 PLANNED ACTIVITIES

The planned activities and goals for the upcoming process of the ENCODE project are outlined as follows.

Table 8: Planned Activities and Expected Outcomes Table

ACTIVITY	LEAD/SUPPORT	TIMELINE	EXPECTED OUTCOME	KPI	MEASUREMENT METHOD	REVIEW POINT
Workshop 1 (online)	ECPS	M15 – M16	Presentation of WP2–WP3	≥40 participants; ≥20 stakeholders	Registration list; attendance logs	M17
Joint Cluster Event	ECPS Cluster Project Partners	M17	Shared dissemination	≥120 participants; ≥30 policymakers	Event report; participant profiling	M18
Launch Content Calendar	ECPS	M14	Improved coordination in posting to social media channels	Calendar adopted by all partners	Internal confirmation	M15
Social Media Acceleration	ECPS + All Partners	M14-M24	Increased outreach	+35–40% engagement increase	Platform analytics	Quarterly
Launch the First Podcast	ECPS	M16	Increased outreach	≥150 listens / episode (30 days)	Spotify/YouTube analytics	M17
Disseminate newsletter	ECPS + All partners	M15	Broader visibility	≥300 recipients; ≥25% open rate	Mailing statistics	M16
Publications in Magazines and General Media	RIE + ECPS	M14, ,15	First press release ready to be published A short news about ENCODE will be	≥2 media articles	Publication links	M16

published
on
Euronews
by M15

5. RISK MITIGATION

In the context of communication and dissemination activities, several risks have been identified that may impact the consistent visibility and outreach of the ENCODE project. The updated strategy incorporates targeted mitigation measures to address these challenges and maintain effective execution throughout the next reporting period.

Possible risks and mitigation strategies can be summarized as follows.

5.1 STRENGTHENING PROACTIVE DISSEMINATION

The most critical area of risk concerns the irregular frequency of updates across the project's digital channels. To address this, the ECPS team will reinforce proactive dissemination practices by implementing a structured content planning process. This will include regular scheduling of website updates and social media posts, supported by internal deadlines and shared responsibilities. The communication lead will oversee planning and ensure consistency while translating relevant outputs from work packages into timely and accessible content. These measures aim to maintain continuous engagement and enhance the project's overall visibility, even during periods of reduced partner input.

Social media content and online engagement have remained below the targeted numbers. In order to improve the project's online visibility and further its communication objectives, a two-month social media reinforcement strategy has been tailored. In line with evolving content types, such as partner profiles, study findings, event announcements, WP presentations, and stakeholder accomplishments, this strategy involves posting three to four times a week. To increase inclusivity and reach, partners are also encouraged to actively contribute updates, images, and posts in multiple languages. Additionally, activity-based initiatives (such as interactive surveys, short videos, and stories about the project's impact) will be published. Last but not least, the consortium intends to apply for a dissemination booster plan, as recommended by the project officer, to obtain expert assistance and guidance.

By employing this strategy, the project aims to achieve a 35–40% increase in social media engagement rates, as well as a more comprehensive digital presence that will facilitate more active community engagement and a lasting impact on dissemination.

5.2 ADDRESSING PARTNER INACTIVITY

One of the most persistent risks relates to the inconsistent contribution of consortium partners to dissemination efforts. To mitigate this, the coordination team will implement a more structured and proactive approach. This includes sending regular reminder emails, encouraging partners to use the shared dissemination document, and holding collaborative check-ins.

To boost partners' contributions, the project coordinator customised a plan for collaborative efforts. By assigning monthly update responsibilities (which will rotate among partners) and implementing a monitoring checklist, regular updates and systematic monitoring will be implemented to ensure that the website reflects ongoing progress and satisfies the dissemination KPIs established by the DoA. Monthly WP progress meetings and bi-monthly consortium telcos will review these activities.

5.3 BACKUP CHANNELS AND TOOLS

To ensure resilience in dissemination, the project has diversified its digital infrastructure. In addition to its main communication channels (website, Facebook, X, LinkedIn, Instagram, and YouTube), the project has activated alternative platforms, including BlueSky and Spotify. These channels offer flexible backup options in the event of platform instability or shifts in audience engagement trends. Furthermore, the project's internal collaboration and document-sharing system (Microsoft Teams) remains a reliable environment for coordination, content storage, and planning. It will continue to serve as a central archive for disseminating materials.

5.4 SUPPORT FROM COORDINATION TEAM

The coordination team will maintain an observant role in overseeing the overall flow of communication and dissemination activities. This includes periodically reviewing progress and offering feedback when relevant, particularly concerning project milestones and evolving priorities. While primary responsibility for content development and outreach remains with individual partners and the dissemination lead, the coordinator will provide guidance as needed to help ensure alignment with the project's broader objectives.

Through these risk mitigation strategies, the project aims to reduce delays, ensure consistency in public engagement, and maintain a high standard of dissemination throughout the project lifecycle.

Table 9: Risk Mitigation Summary Table

RISK	IMPACT	MITIGATION STRATEGY	RESPONSIBLE ROLE(S)
Inconsistent partner contribution	Delayed or uneven dissemination of output	Introduction of content calendar, regular reminders, and 1:1 follow-ups	ECPS, WP Leaders
Partner disengagement from key campaigns/events	Reduced visibility and representation	Fill content gaps centrally; encourage co-authorship; rotate partner spotlight features	ECPS, Active Partners

Platform instability or policy changes (e.g., X)	Loss of access or audience reach	Use alternative platforms (BlueSky, LinkedIn, YouTube, Instagram)	ECPS
Low engagement from certain stakeholder groups	Missed impact opportunities	Targeted outreach, partner-led national contacts, themed campaigns	ECPS, WP Leaders
Limited partner technical/media capacity	Poor-quality outputs or delays	Provide templates, editorial assistance, and on-demand support	ECPS, WP Leaders
Inefficient content creation/posting	Reduced visibility and representation	Provide a pre-scheduled content calendar	ECPS

6. CONCLUSIONS

In this reporting period, the ENCODE project has made notable progress in strengthening its communication and dissemination efforts, with a focus on strategic coordination, digital presence, and stakeholder-oriented initiatives. Key progress includes the successful organization of consortium meetings, the steady use of virtual collaboration tools, the creation of cross-platform digital content, and the preparation of both independent and joint dissemination events. These achievements demonstrate a continued alignment between dissemination efforts and the project's research and implementation goals.

In response to observed challenges and lessons learned, the communication and dissemination strategy has been updated to enhance clarity, adopt more proactive dissemination management, increase content sharing, improve partner coordination, and expand outreach to target stakeholder groups. The revised approach incorporates structured content planning, increased use of multimedia and alternative channels, and targeted risk mitigation measures designed to enhance the reliability and effectiveness of all dissemination efforts.

Looking forward, the project will prioritise the timely dissemination of forthcoming research outputs, particularly from Work Packages 3, 4, and 5. A strategic emphasis will be placed on maximising the visibility of key events, improving internal collaboration, and reinforcing mechanisms for stakeholder engagement at both national and EU levels.

The ENCODE consortium remains fully dedicated to ongoing improvement and flexible implementation. Through regular assessments, collaborative coordination, and continuous engagement of all partners, communication and dissemination efforts will continue to promote the broader impact and long-term sustainability of the project's outcomes.

ACRONYM	FULL NAME
ESC	ENCODE Stakeholder Community
WP	Work Package
KOM	Kick-off meeting

ENC  DE

