



D8.3

Communication, Dissemination
& Exploitation Update Report



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D8.3 Communication, Dissemination & Exploitation Update Report

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EXECUTIVE SUMMARY

This deliverable summarises the progress achieved in ENCODE communication, dissemination and preliminary exploitation activities during the reporting period. Building on D8.1 and D8.2, it documents how the consortium has strengthened the project's visibility, expanded stakeholder engagement, disseminated emerging scientific outputs and prepared the first structured view of how ENCODE results can be used after the project lifetime.

Communication and dissemination activities have continued to mature through a combination of website updates, social media outreach, partner contributions, scientific publications, podcasts, videos, workshops and stakeholder-network engagement. The ENCODE Stakeholders' Community Network has become an important channel for reaching researchers, policymakers, practitioners, civil society organisations and other actors interested in the emotional dimensions of politics and democratic resilience.

The updated report also introduces a dedicated exploitation chapter. This chapter identifies the ENCODE Key Exploitable Results, presents preliminary partner-level exploitation intentions and analyses project-level exploitation ideas collected through a Mentimeter activity during the General Assembly. The results show that ENCODE outputs are expected to generate value across research and science, policy and consulting, education and literacy, co-creation, stakeholder engagement and service-oriented methodological applications.

In the next reporting period, the consortium will focus on converting visibility into uptake. This will include packaging results for different target audiences, increasing policy-oriented communication, developing accessible formats such as policy briefs, training materials and multimedia content, strengthening partner amplification, and linking exploitation activities with the ENCODE Stakeholders' Community Network and final project events.

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 D8.3 *Communication, Dissemination and Exploitation 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: Exploitation
- Chapter 7: Conclusions

1.4 RELATION TO OTHER TASKS

The Communication, Dissemination and Exploitation Update Report (D8.3) builds upon the foundations established in D8.1 (Communication, Dissemination, and Exploitation Plan) and further develops the updates presented in D8.2. It reflects the ongoing evolution of the

project's communication and dissemination activities, ensuring that outreach efforts remain aligned with emerging results, stakeholder needs, and the project's overall objectives. The report is closely interconnected with the technical, scientific, and stakeholder engagement activities carried out throughout the project, providing a mechanism to translate research outputs and practical developments into targeted communication and dissemination actions.

As project implementation advances, D8.3 captures progress made since the previous reporting period, evaluates the effectiveness of dissemination measures undertaken, and identifies opportunities for refinement and expansion. In doing so, it serves as a dynamic link between the strategic framework defined at project inception and the practical realities of project execution. The report supports the continuous adaptation of communication approaches to maximise the visibility, accessibility, and uptake of project results among key target audiences, including policymakers, industry stakeholders, researchers, practitioners, and the wider public.

The deliverable also provides important input to, and coordinates with, activities under Tasks T8.2, T8.3, and T8.4, as well as other work packages that rely on effective knowledge exchange, stakeholder engagement, capacity building, and exploitation planning. By documenting achievements, monitoring performance indicators, sharing lessons learned, and outlining future actions, D8.3 contributes to a coherent and evidence-based communication ecosystem across the project. Ultimately, it strengthens collaboration among partners, supports informed decision-making, enhances stakeholder engagement, and reinforces the long-term impact, sustainability, and exploitation potential of the project's outcomes.

2. REVIEW OF COMMUNICATION AND DISSEMINATION ACTIVITIES TO DATE

2.1. COMMUNICATION

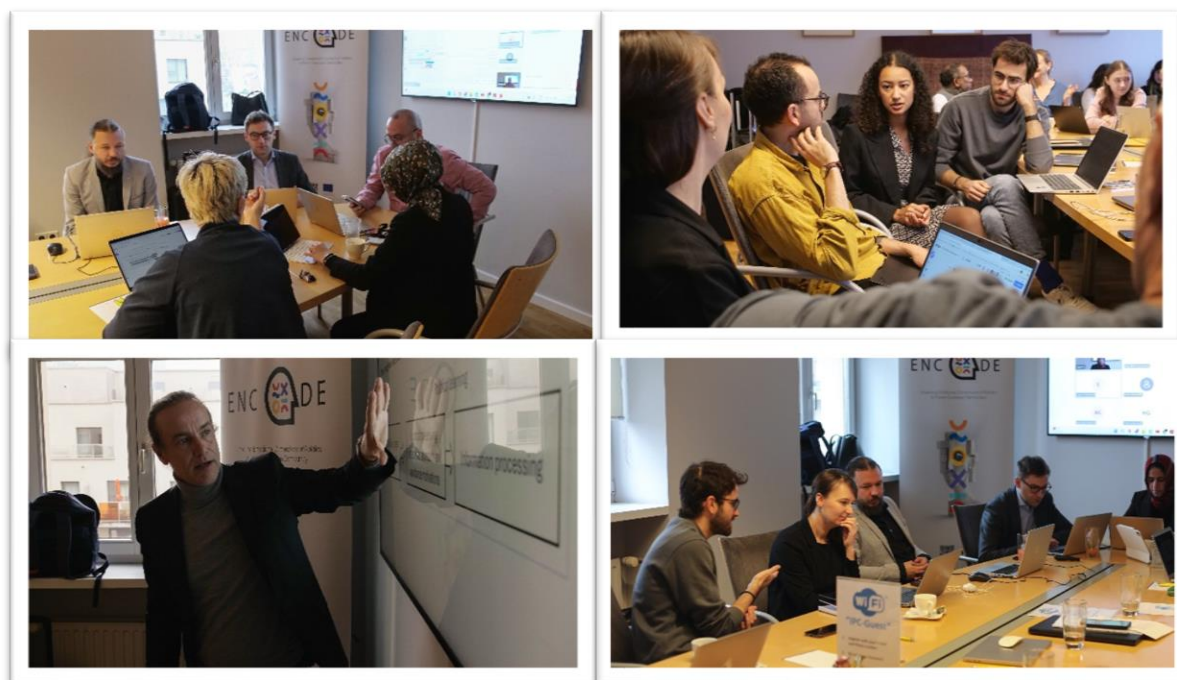
Effective internal communication remains a key factor in ensuring the successful coordination and implementation of the ENCODE project. Throughout the reporting period, the consortium has continued to maintain a high level of engagement through a combination of face-to-face meetings, online coordination sessions, and the systematic use of digital collaboration platforms. These communication mechanisms have facilitated efficient information exchange, strengthened cooperation among partners, and supported the timely implementation of project activities across all work packages.

Since the start of the project, the ENCODE consortium has held five in-person consortium meetings. Following the meetings in Łódź (26–27 June 2024), Barcelona (2–3 December 2024), and Vienna (8–9 May 2025), two additional consortium meetings were successfully organised during the current reporting period. The fourth consortium meeting took place

in Brussels, Belgium, on 26–27 November 2025 and was hosted by ECPS. The fifth consortium meeting was held in Skopje, North Macedonia, on 20–21 May 2026 and was hosted by IDSCS.

Both meetings served as important milestones for reviewing project progress, strengthening collaboration among partners, and aligning future activities. During the meetings, work package leaders presented detailed updates on the status of their respective work packages, including completed activities, achieved milestones, ongoing tasks, and emerging challenges. These presentations provided consortium members with a comprehensive overview of project developments and enabled the identification of interdependencies between work packages.

In addition to the progress presentations, each work package leader organised dedicated workshop sessions focused on forthcoming tasks and planned activities. These workshops provided an interactive forum for discussing methodological approaches, implementation strategies, expected outputs, and potential risks. Consortium members actively contributed to these discussions by sharing expertise, providing feedback, and proposing recommendations to enhance the quality and effectiveness of planned activities. This collaborative approach supported the co-creation of solutions, fostered cross-work-package synergies, and ensured that future actions remained aligned with the project's overall objectives and timeline.



The Brussels meeting particularly focused on assessing progress achieved during the first half of the project, reviewing the status of key deliverables, and preparing for the next implementation phase. Discussions also addressed communication and dissemination activities, stakeholder engagement efforts, and opportunities for increasing the visibility and impact of project results. The meeting enabled partners to evaluate lessons learned from completed activities and to integrate these insights into future planning.



Figure 1: Consortium meeting in Brussels

The consortium meeting in Skopje built on the outcomes of the Brussels discussions and focused on implementing upcoming tasks scheduled for the final stages of the project. Special attention was given to coordination across work packages, preparation of forthcoming deliverables, dissemination planning, stakeholder engagement activities, and strategies for maximising the sustainability and exploitation potential of project outcomes. The workshop sessions further strengthened collaboration among partners by encouraging collective reflection and facilitating the exchange of knowledge and best practices.



Figure 2: Consortium meeting in Skopje

Looking ahead, the ENCODE consortium has planned two additional face-to-face meetings to support the successful completion of the project. The next consortium meeting is scheduled to take place in Bulgaria in November 2026 and will provide an important opportunity for partners to review progress achieved during the final implementation phase, assess the status of ongoing activities, and coordinate the completion of remaining deliverables and project outputs. In addition, a final consortium meeting will be organised in Brussels towards the end of the project. This meeting will allow partners to conduct a comprehensive review of the project's entire lifecycle, reflect on key achievements and lessons learned, and finalise preparations for the project's concluding activities. Particular attention will be devoted to coordinating final reporting, exploitation and sustainability actions, and ensuring a coherent presentation of project results. The meeting will also serve as the final coordination platform before the project's Final Conference, which will be held the following day, enabling consortium members to align messages, confirm logistical arrangements, and maximise the impact and visibility of the project's outcomes among external stakeholders.

Beyond these face-to-face meetings, regular online coordination meetings continued throughout the reporting period at both consortium and work package levels. These

meetings ensured continuous monitoring of progress, supported timely decision-making, and enabled partners to address operational issues efficiently.

Additionally, bi-weekly work package-level meetings have been established and are maintained by the leaders of WP2, WP3, WP4, WP5, and WP6, who work 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.

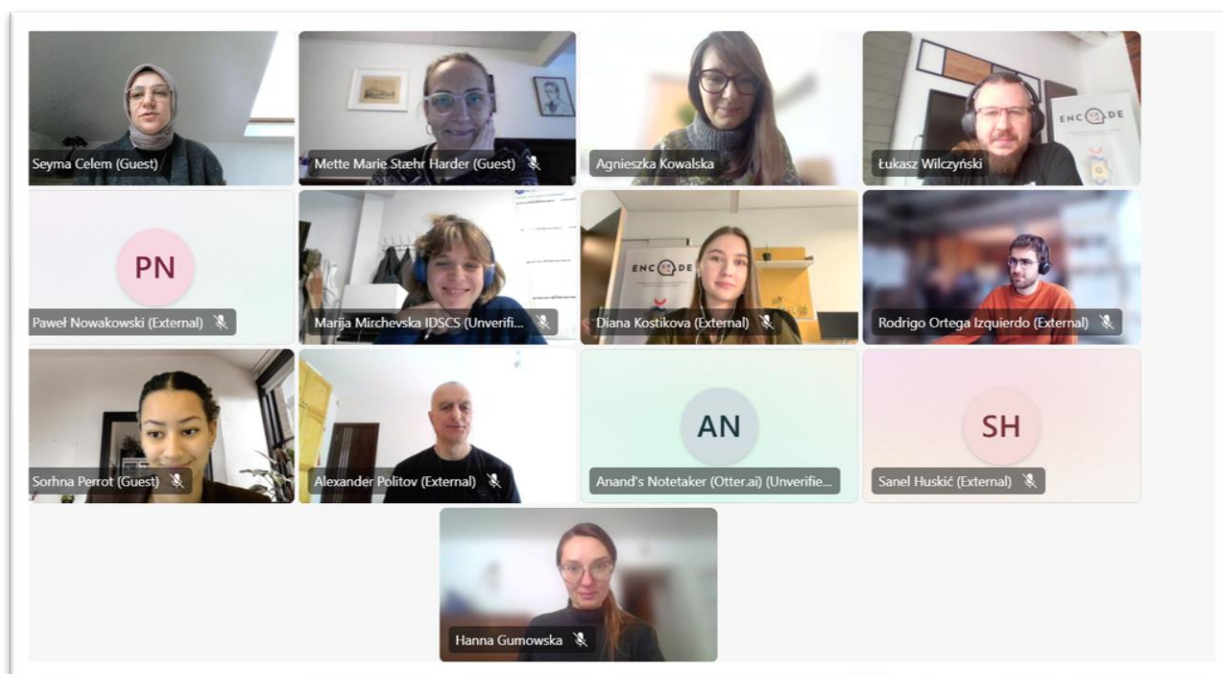


Figure 3: ENCODE Bi-Monthly Meeting

Together, the combination of in-person and virtual communication activities has contributed significantly to maintaining strong internal coordination, fostering partner engagement, and ensuring the effective implementation of the ENCODE project.

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.

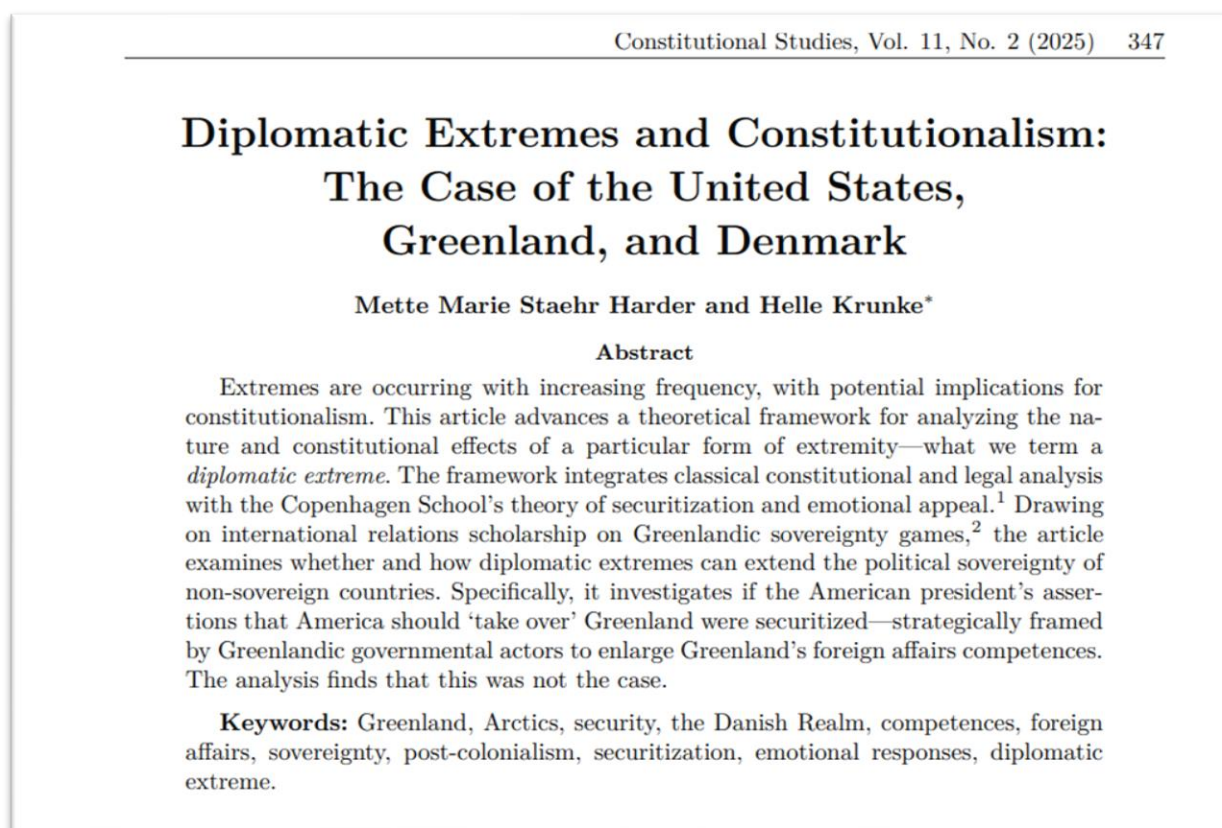
Table 1: Dissemination Channels and Activities Table

CHANNEL	DESCRIPTION	FORMAT	QUANTITY	STATUS (First Update)	STATUS (Second Update)
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.	1 published 1 under review 4 submitted 6 in progress
Workshops & Conferences	Organizing & Participating in academic events	Physical	Min 13	ENCODE partners participated in 4 international conferences. ECPS planned the first online workshop with stakeholders.	ENCODE partners organized 7 workshops, participated in 1 final conference, and 3 academic events
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.	1 published 3 recorded and 2 of them will be published in July 2026
Videos	Introductory videos will be created	Digital	2	The first video will be recorded in November 2025	7 videos were recorded and published on the website & YouTube Channel
Online Platforms	Website, X, Facebook, Instagram, YouTube, LinkedIn, Spotify	Digital	7	All are open and actively in use (except Spotify and YouTube)	All are open and actively in use (except Spotify)

Webinars & Online Events	Hosting/participating in webinars to present findings and facilitate discussions with stakeholders unable to attend in-person events.	Online	Min 5	-	1 Online webinar organized
Community Engagements	Interviews with citizens during the implementation process			Planned in WP4 and WP5	4 online experiments and 5 interviews were conducted

2.2.1. PUBLICATIONS

Scientific publications remain an important pillar of the ENCODE project's dissemination activities, supporting the transfer of knowledge generated within the project to academic, policy, and practitioner communities. During the reporting period, consortium partners have continued to contribute to scholarly debates through both published and ongoing research outputs.



A notable publication produced within the consortium is the article "Diplomatic Extremes and Constitutionalism: The Case of the United States, Greenland, and Denmark" by Mette Marie Staehr Harder and Helle Krunke, published in *Constitutional Studies*. The article

develops a theoretical framework for analysing the constitutional implications of what the authors define as “diplomatic extremes.” Combining classical constitutional and legal analysis with the Copenhagen School’s theory of securitization and its emphasis on emotional appeal, the study examines whether diplomatic extremes can affect the distribution of political sovereignty within constitutional systems. Focusing on Greenland, the article investigates whether statements by the President of the United States about a potential American takeover of Greenland were securitized by Greenlandic government actors as a means of expanding Greenland’s foreign-affairs competencies. The analysis concludes that such securitization did not occur, thereby providing valuable insights into the relationship between diplomacy, constitutionalism, and sovereignty in contemporary governance contexts. The article is presented on the [project website](#).

Alongside this published contribution, consortium partners have actively pursued additional academic dissemination activities. Under Work Package 2, Paweł Nowakowski and Mateusz Zieliński have submitted a scientific article for publication. The manuscript contributes to the objectives of WP2 by advancing research on topics directly relevant to the project’s core themes and by disseminating project-generated knowledge to the wider academic community.

Furthermore, Jörg Matthes, Diana Kostikova, and Anand Murugesan have prepared and submitted four academic articles addressing issues related to the project’s research agenda. These publications contribute to ongoing scholarly discussions in areas relevant to ENCODE and demonstrate the consortium’s strong commitment to scientific dissemination. At the time of reporting, one of these articles is undergoing peer review, while the remaining manuscripts are progressing through the publication process.

Task	Paper title	Conference acceptance	Journal submission status
T5.4 – Pilot study	Angry, Afraid, or Moved? How Visual Social Media Frames Shape Negative Emotions and Exclusionary Attitudes toward Migration	76th Annual ICA Conference in Cape Town, South Africa – to be presented in June	Submitted
T5.1 – Experiment 1	Emotional Pathways to Political Learning: How Emotional Cues on Social Media Shape Political Information Processing	76th Annual ICA Conference in Cape Town, South Africa – to be presented in June	Under review
T5.1 – Experiment 2	From Hostile Feedback to Withdrawal: Emotional Exhaustion as a Barrier to Online Misinformation Correction	2026 AEJMC Annual Conference in New Orleans, Louisiana – to be presented in August	Submitted
T5.1 – Experiment 3	Emotions as Social Signals: How Emotional Feedback to Misinformation Correction Sustains Political Engagement on Social Media	2026 AEJMC Annual Conference in New Orleans, Louisiana – to be presented in August	Submitted

The growing portfolio of publications reflects the consortium’s continued efforts to ensure that ENCODE’s research findings contribute to academic knowledge production and inform broader discussions among researchers, policymakers, and practitioners. As project activities advance, additional scientific outputs are expected, further strengthening the visibility, impact, and sustainability of the project’s results.

2.2.2. PODCASTS

To complement its academic and stakeholder-focused dissemination activities, ENCODE has expanded its outreach through a podcast series that makes project themes and research findings accessible to wider audiences. By bringing together leading scholars, practitioners, and public commentators, the podcast series provides an engaging format for exploring the role of emotions in politics, democracy, media, and public discourse.

During the reporting period, the consortium published its first podcast episode, entitled “The Importance of Emotions in Political Processes,” featuring Dr. Paweł Nowakowski and Dr. Mateusz Zieliński. The discussion introduced key concepts underpinning the ENCODE project and explored how emotions influence political attitudes, decision-making, and democratic engagement. Published on the project website, the episode has been viewed 209 times to date.



The consortium has also recorded three additional podcast episodes featuring internationally recognised experts: Dr. George Marcus, Dr. Ruth Wodak, and journalist Becky Slack. These conversations provide diverse perspectives on the project's core themes and help broaden the reach of ENCODE's research beyond academic audiences. At the time of reporting, two of these episodes are scheduled for publication by the end of July.

Further podcast activities are currently being developed, with efforts underway to record new episodes involving policymakers and representatives of non-governmental organisations. These contributions will enrich the dialogue among research, policy, and practice, strengthen stakeholder engagement, and support the wider dissemination of project results.

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

TIME	ACTIVITIES	STATUS	STATUS UPDATE
Year 1	- Establish project website and social media channels. - Publish initial findings and hold introductory workshops	- 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	- Website and social media channels are open and actively in use - WP deliverables are available on the website. The first article is published as open-source. - Workshops are planned in WP6 and WP7
Year 2	- Release policy briefs and organize local workshops. - Conduct webinars to share progress and engage stakeholders.	In progress	5 Local workshops are implemented - The first webinar is organized - Policy briefs are in progress
Year 3	- Compile final reports and synthesize findings. - Host a closing conference to present overall outcomes and recommendations.	Not started yet	Not started yet

Table 2: Annual Dissemination Activities Table

2.2.3. WEBSITE AND DIGITAL CHANNELS

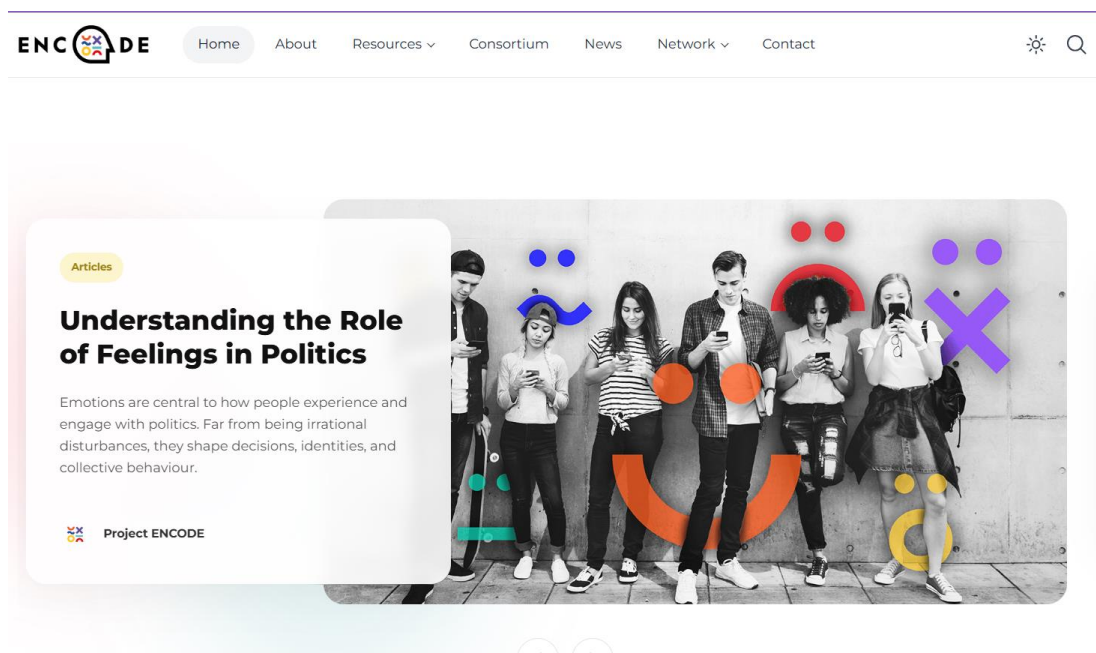


Figure 4: ENCODE Website

The ENCODE project website continues to serve as the central hub for the project's external communication and dissemination activities, providing stakeholders and the wider public with access to project information, news, events, publications, and key outputs. Throughout the reporting period, the website has been regularly updated with new content, including project news, dissemination activities, workshop announcements, publications, and information on project progress.

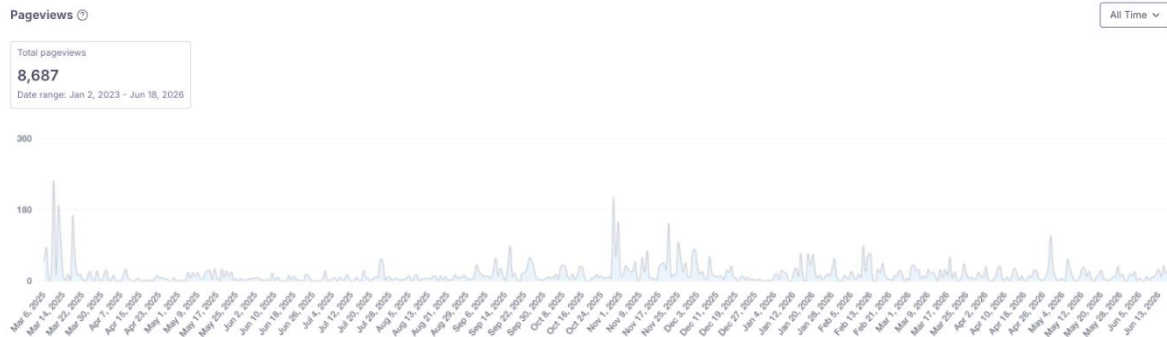


Figure 5: ENCODE Website Pageviews

Traffic to the website has continued to grow steadily, supported by dissemination activities, stakeholder engagement initiatives, social media outreach, consortium meetings, and the publication of project results. Since its launch, the ENCODE website has attracted 8,687 users, demonstrating sustained interest in the project's activities and confirming its role as a key channel for reaching target audiences and promoting its outcomes. The website has been visited 7,595 times since the last reporting period.

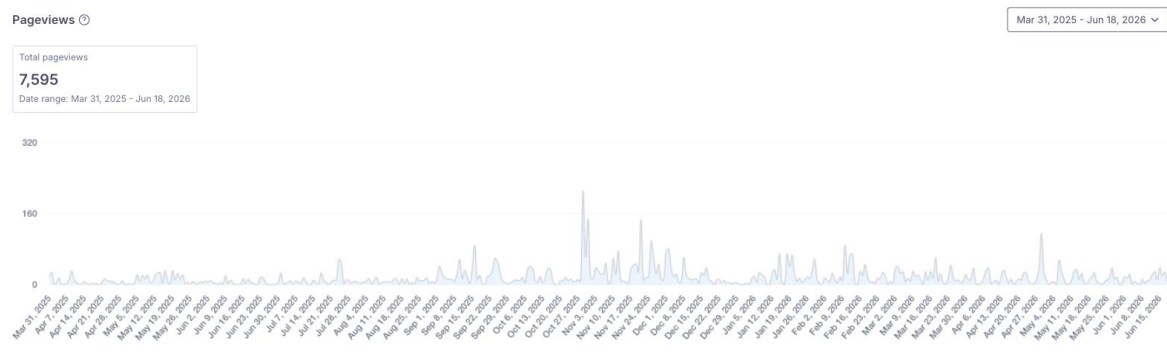


Figure 6: ENCODE Website Pageviews 2026

The website has been continuously enriched with content showcasing the project's progress, including reports from consortium meetings, partner-led activities, research updates, and dedicated features presenting the objectives, methodologies, and emerging results of individual 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 the project's latest

developments with the audience and disseminate knowledge as widely as possible. So far 21 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	DOWNLOADS
D4.2 Generating Emotional Responses	108
D3.4 Catalogue of Best Practices	86
D8.2 Encode Communication and Dissemination Update Report	31
D6.1 Co-Creation Methodology	74
D5.2 Experimentally Validated Survey Questions	107
D5.1 Emotions and Cognitive and Learning Effects	96
D4.1 Methodology for the Elicitation of Emotions	47
D3.3 Sentiment Analysis	98
D2.3 Emotion-Related Drivers of Politics	124
D2.2 Theories of Emotional Politics	218
D8.1 ENCODE Communication Dissemination and Exploitation Plan	74
D3.2 Detailed Methodology of the Social Networking Analysis	86
D3.1 Overview of the State of the Art	124
D2.1 Key ENCODE Concepts and Their Intersections	92
D1.4 Personal Data Management Plan	88
D1.3 Procedures and Criteria for Identification and Recruitment of Research Participants	75
D1.2 Data Management Plan	69
D1.1 Project Management and Quality Assurance Plan	70

Apart from the official project website, references to the project are 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 evolving platform dynamics and user preferences, a BlueSky account has also been established as an alternative communication channel to enhance 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.

2.2.4. 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	50	51	11.472
X	71	14	16.722
BlueSky	12	38	7
LinkedIn	51	108	8.509

Instagram	50	38	8.781
YouTube	9	5	99

2.2.4.1. X (FORMERLY TWITTER)

The [ENCODE Project's X](#) account has continued to grow steadily during the reporting period, recording increases across all key performance indicators compared to the previous reporting cycle. The platform has been used to disseminate a diverse range of content, including research findings, explanations of key concepts related to emotional politics, updates on project progress, reports from consortium meetings, work package introductions, partner presentations, publications, and event announcements. This content diversity has contributed to strong visibility and engagement, with impressions and reach increasing significantly over the reporting period.

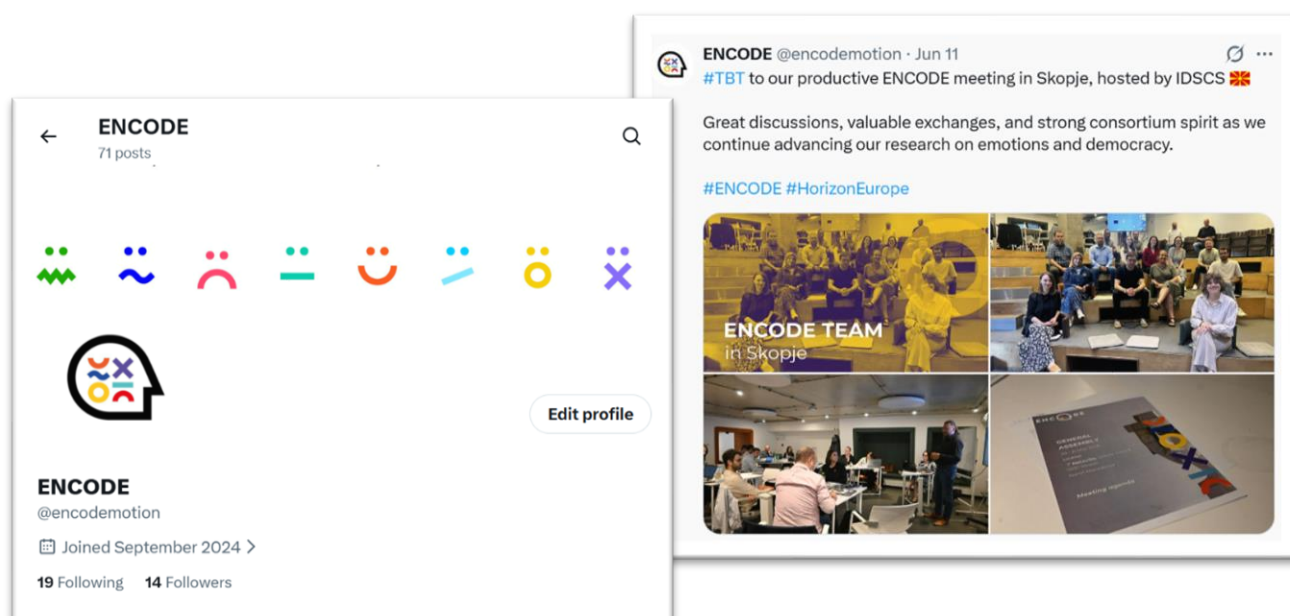


Figure 7: ENCODE X Account

The results are particularly encouraging given that all performance indicators have been achieved through organic dissemination efforts, without the use of paid promotion. While follower growth remains an area for further development, the strong reach figures indicate that project content is successfully circulating beyond the existing follower community. In the next phase, efforts will focus on converting this growing visibility into a larger and more stable follower base through increased interaction, multimedia content, and stronger partner amplification.

2.2.4.2 LINKEDIN

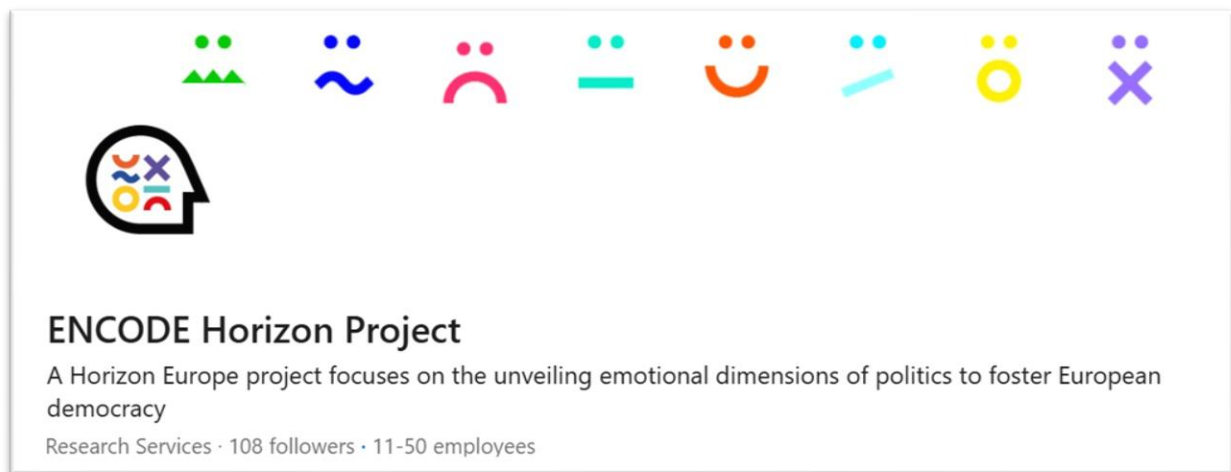
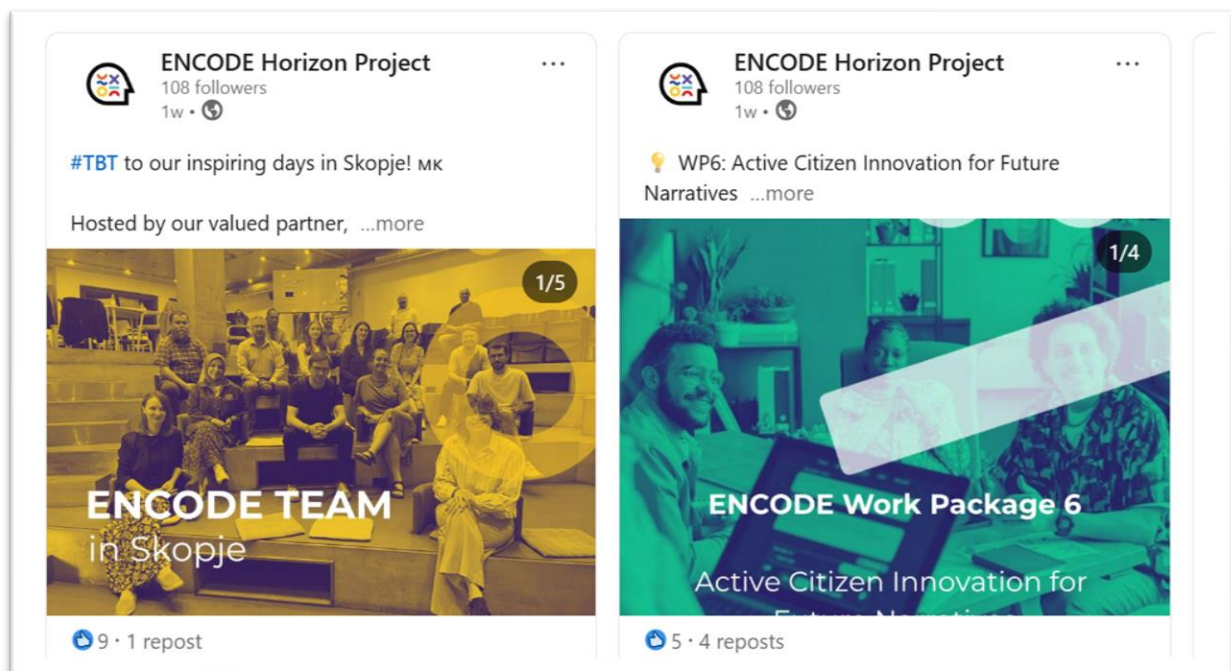


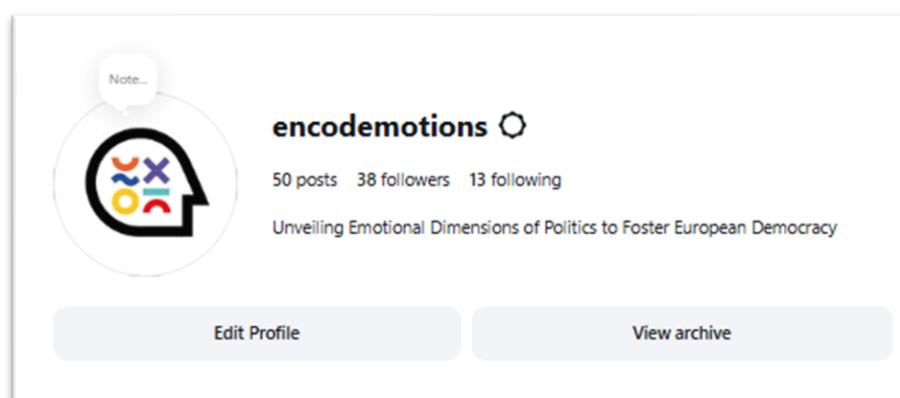
Figure 8: ENCODE LinkedIn Account

The [ENCODE Project's LinkedIn](#) page continues to be one of ENCODE's strongest communication channels, showing positive growth across all major KPIs since the last reporting period. The platform has effectively supported the dissemination of research findings, conceptual insights, project achievements, consortium activities, work package updates, and partner profiles, reaching a highly relevant audience of researchers, policymakers, practitioners, and stakeholders.



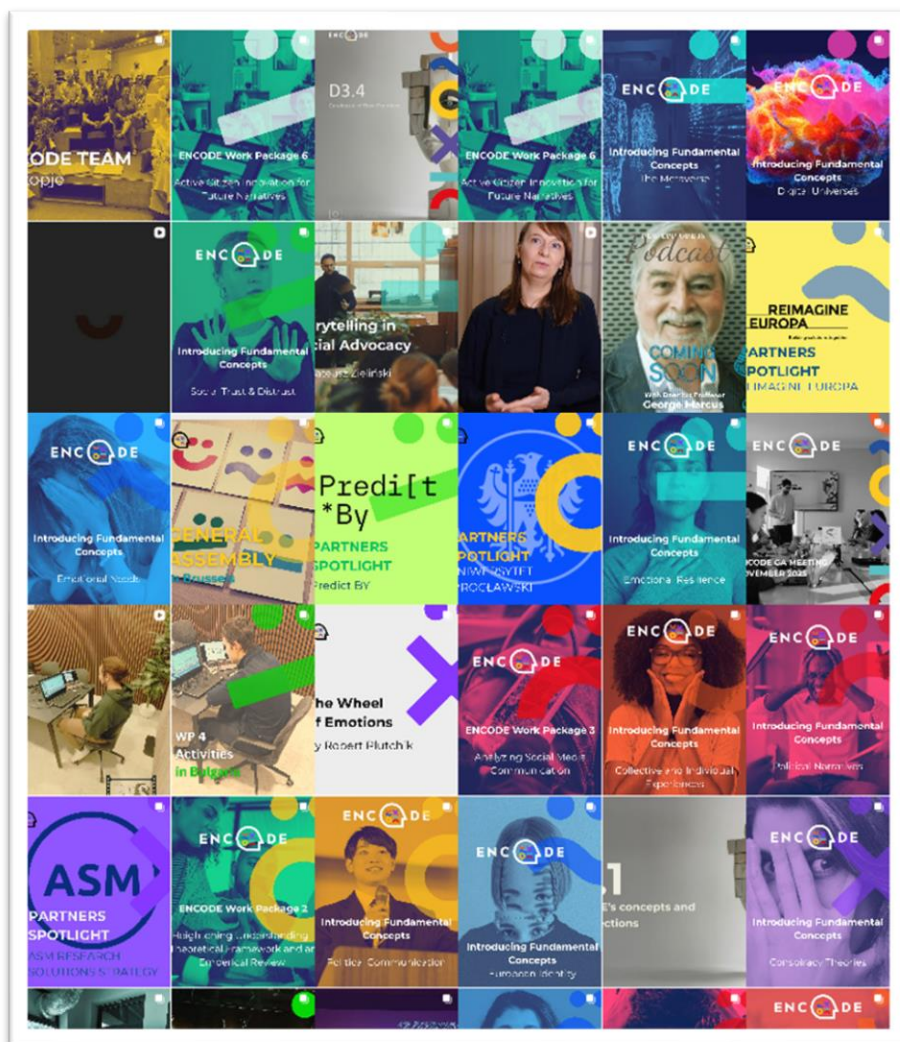
The increasing reach and engagement rates demonstrate that ENCODE content resonates well with professional audiences and is frequently amplified through partner networks and stakeholder interactions. Although the current follower base remains below long-term expectations, the channel's overall performance has been highly positive. Future efforts will concentrate on translating strong engagement levels into sustained follower growth through increased content sharing by consortium members and more frequent publication of expert-driven content.

2.2.4.3 INSTAGRAM



The [ENCODE Project's Instagram](#) account has shown particularly promising development during the reporting period, with all key metrics increasing compared to the previous reporting cycle. Through visually engaging content, the channel has communicated research findings, project concepts, consortium activities, work package introductions, dissemination events, and partner contributions in an accessible format.

The platform has generated strong reach and impression figures, demonstrating that ENCODE content is regularly being discovered by audiences beyond current followers. These results highlight the platform's potential as an effective dissemination tool for the project. While further follower growth remains a priority, the positive trajectory of engagement and visibility suggests a solid foundation for future expansion. Planned increases in video content, reels, infographics, and interactive posts are expected to further strengthen performance.



2.2.4.4 FACEBOOK

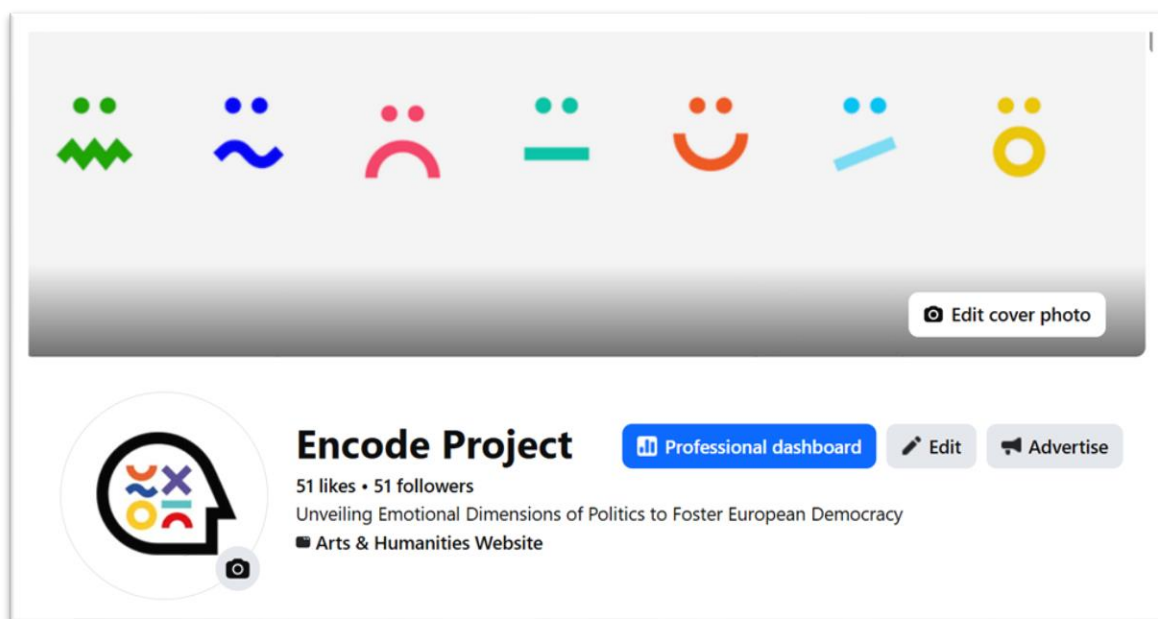
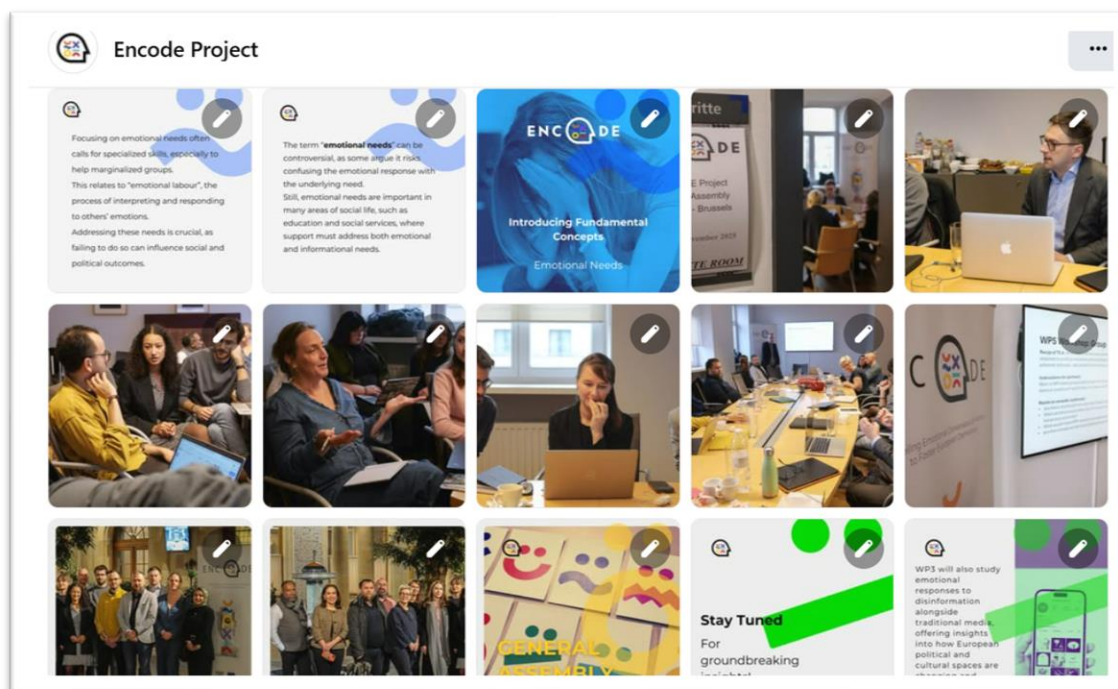


Figure 9: ENCODE Facebook Account

The [ENCODE Facebook](#) page has continued to play an important role in communicating project activities to broader audiences and has shown consistent improvement across all key performance indicators during the reporting period. The channel has successfully disseminated a balanced mix of research outputs, project developments, event information, work package highlights, consortium meeting reports, and partner presentations.



The increasing reach and engagement metrics indicate growing interest in ENCODE's activities and demonstrate the effectiveness of the project's organic communication approach. While there remains scope to expand the follower base further, the positive performance trends suggest that the content strategy is successfully attracting attention and generating interaction. Future activities will focus on audience growth through more visual storytelling, event-focused content, and enhanced cross-promotion by consortium partners.

2.2.4.5 YOUTUBE

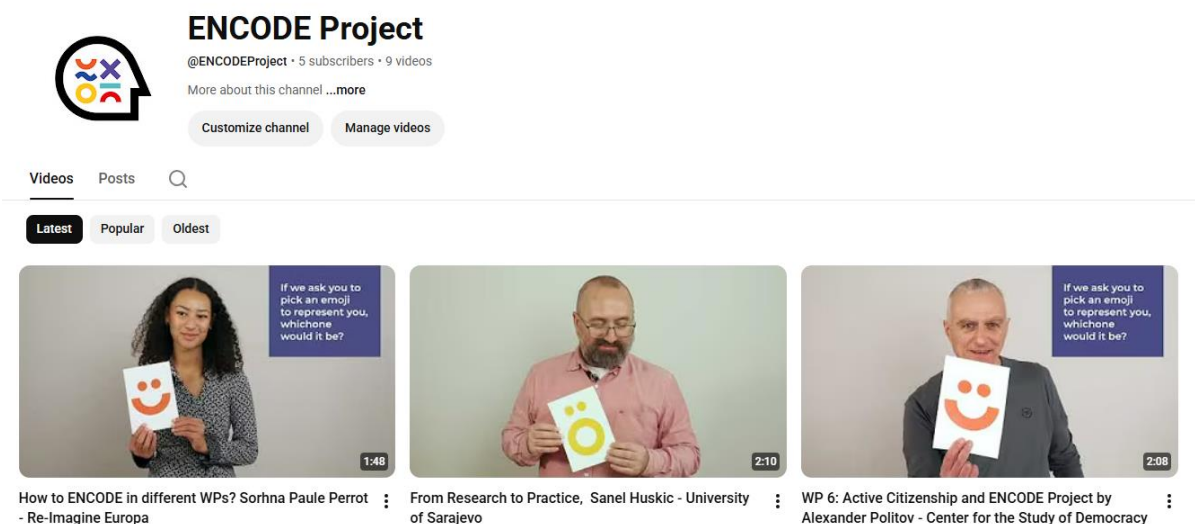
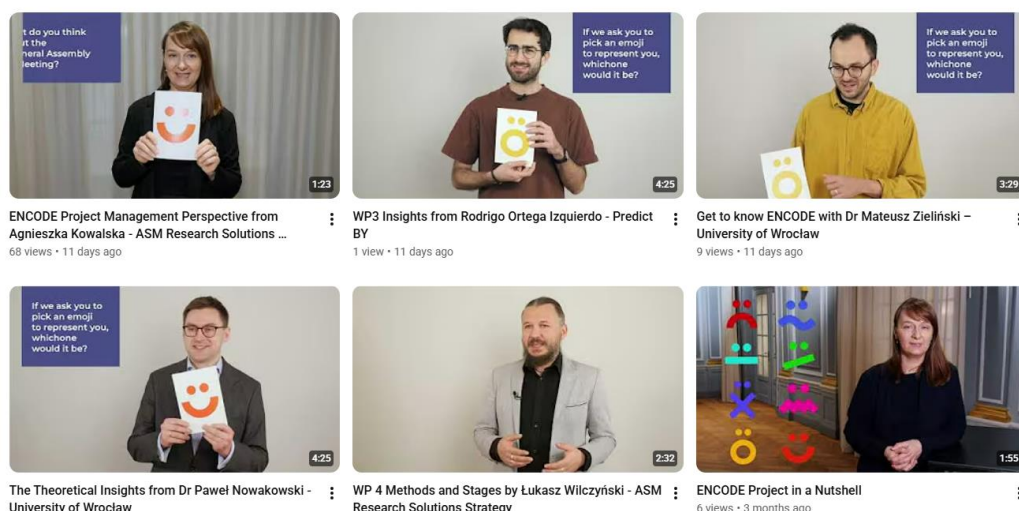


Figure 10: ENCODE YouTube Account

The [ENCODE YouTube](#) channel has continued to develop as an important repository for ENCODE's audiovisual content and has shown positive growth in views, watch time, and audience reach since the previous reporting period. The channel hosts podcasts, expert interviews, and other project-related videos that communicate research findings, project concepts, work package activities, and stakeholder perspectives.

The performance of recently published content demonstrates growing interest in video-based dissemination formats and highlights the value of audiovisual communication in reaching wider audiences. While subscriber numbers remain lower than desired, audience engagement and viewing figures indicate significant potential for future growth. The planned publication of additional podcasts, expert interviews, and stakeholder-focused content is expected to further enhance the channel's visibility and attract new subscribers.



2.2.4.6 BLUESKY



Figure 11: ENCODE BlueSky Account

As a relatively new addition to the social media landscape, the [ENCODE Bluesky](#) page has shown encouraging progress and steady growth across its available performance indicators. The platform has been used to share research updates, conceptual discussions, project news, work package activities, partner contributions, and dissemination outputs, helping ENCODE establish an emerging presence within academic and policy-oriented communities.

Despite operating with a smaller follower base, the account has achieved increasing visibility and engagement, demonstrating the platform's potential to reach highly relevant audiences. Continued activity and strategic engagement with researchers, institutions, and stakeholder networks are expected to further strengthen the channel. Increasing follower

numbers will be a key objective in the coming reporting period as the platform continues to mature.

The diversified content strategy—combining research findings, conceptual explanations, project updates, consortium activities, work package presentations, partner profiles, publications, podcasts, and events—has significantly increased visibility and engagement. The results are particularly encouraging given that they have been achieved entirely through organic dissemination efforts. As the project enters its next phase, the primary communication objective will be to build on this strong visibility and engagement by increasing follower numbers across all channels, thereby strengthening the long-term sustainability and impact of the project's digital presence.

2.2.5 EVENTS AND PUBLIC ENGAGEMENT

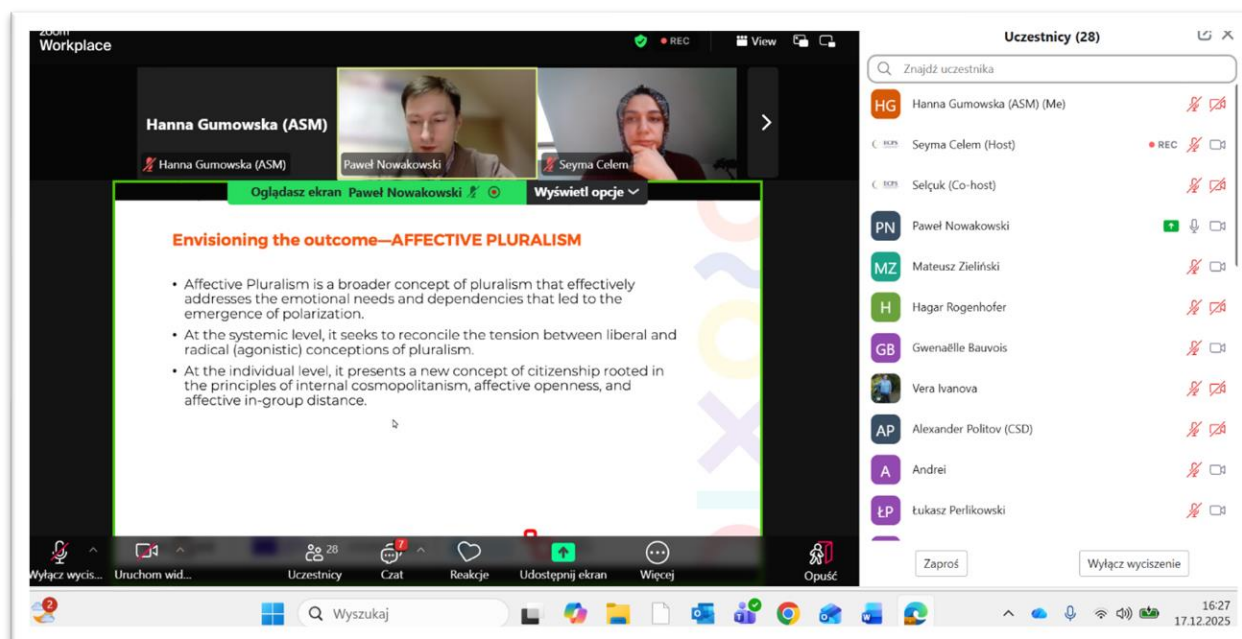
2.2.5.1. ONLINE WORKSHOP

As part of the ENCODE project's dissemination and stakeholder engagement activities, an online workshop was organized on 17 December 2025 to present key findings emerging from Work Package 2 (WP2) and Work Package 3 (WP3). The event provided an opportunity to share ongoing research results with external experts and to facilitate discussion on the project's conceptual and empirical contributions.

The workshop brought together a total of 28 participants, including three presenters, three representatives from project partner organisations, and 22 external participants comprising academics, researchers, policy experts, and analysts. The diverse composition of the audience enabled a multidisciplinary exchange of perspectives and fostered constructive dialogue around the project's research themes.



The session opened with a presentation by Paweł Nowakowski and Mateusz Zieliński, who introduced the main findings of WP2. Their presentation focused on the theoretical foundations of the ENCODE project, providing an overview of key theories of emotional politics and their relevance for understanding contemporary political dynamics. The speakers outlined the project's conceptual approach and presented the innovative framework of affective pluralisation developed within WP2. This framework serves as a guiding analytical lens for subsequent research activities across the project and contributes to advancing theoretical understanding of the role of emotions in political and social processes.



The second presentation was delivered by Rodrigo Ortega Izquerda, who presented the work undertaken within WP3. The presentation focused on the large-scale analysis of social media content and explored how digital communication environments shape political emotions, narratives, and disinformation. Drawing on empirical findings, the presentation highlighted how online discussions contribute to the formation and circulation of emotionally charged political content and examined the implications for European political and cultural dynamics. Particular attention was given to the role of social media platforms in amplifying narratives, influencing public discourse, and shaping perceptions of political and societal issues.

The workshop concluded with an interactive discussion session, during which participants provided feedback on the presented findings, exchanged views on methodological approaches, and explored the broader implications of the research for policymakers, researchers, and civil society actors. Participants' active engagement demonstrated strong interest in the project's research topics and yielded valuable insights that will inform future project activities.

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).

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 joint conference 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.

2.2.5.2. ENCODE STAKEHOLDERS' COMMUNITY NETWORK (ESCN)

The establishment and continuous expansion of the ENCODE Stakeholders' Community Network (ESCN) constitute a central component of the project's communication and dissemination strategy. As envisaged in the project proposal, the ESCN was established at the outset to facilitate sustained engagement with key stakeholder groups and ensure that project findings reach relevant audiences through tailored communication approaches and appropriate dissemination channels.

The ESCN has been developed by leveraging the existing networks and professional connections of consortium partners and has continued to grow through stakeholder participation in ENCODE activities. The network serves as a dedicated platform for fostering dialogue, promoting knowledge exchange, and maintaining long-term engagement with individuals and organisations interested in the project's research themes and outcomes.

During the reporting period, significant progress was achieved in expanding the ESCN. To date, the network comprises 706 members representing a diverse range of stakeholder groups, including academics, researchers, policy experts, practitioners, analysts, civil society representatives, and other professionals interested in the project's thematic areas. This growing community demonstrates the consortium's success in extending the project's reach beyond its immediate partnership and establishing a broad audience for its research and dissemination activities.

Members of the ESCN are regularly informed about project developments through dedicated communication activities, including the ENCODE newsletter, which provides updates on project progress, research findings, publications, events, and upcoming opportunities for engagement. In addition, ESCN members were invited to participate in the project's online workshop dedicated to presenting findings from Work Packages 2 and 3, thereby strengthening stakeholder involvement in the project's research and dissemination processes.

The ESCN will continue to play a key role in supporting the project's communication, dissemination, and exploitation objectives throughout the remainder of the project period. Network members will be invited to future workshops, conferences, webinars, and other dissemination events and will also receive regular updates on project achievements and outputs. Through these activities, the ESCN contributes to enhancing the visibility, relevance, and impact of ENCODE's results, while fostering a sustainable community of stakeholders capable of supporting the uptake and long-term utilisation of the knowledge generated by the project.

2.2.6 PARTNER CONTRIBUTIONS

The reporting period has been characterised by continued collaboration among consortium partners in support of ENCODE's communication and dissemination activities. Partners have contributed to the project's visibility by regularly providing information, updates, photographs, and other supporting materials related to project activities, meetings, events, and research developments. These contributions have played an important role in ensuring that communication outputs accurately reflect the breadth of activities taking place across the consortium.

The information and visual materials shared by partners have enabled the communication team to create a diverse range of content for the project website and social media channels. This has included updates on work package progress, consortium meetings, research activities, publications, workshops, and concept presentations. The variety of content generated during the reporting period has helped maintain a dynamic and engaging online presence while ensuring that different aspects of the project are communicated to relevant target audiences.

The collaborative efforts of partners have been particularly valuable in documenting key project milestones, including the online workshop presenting WP2 and WP3 findings, publication activities, and the continued expansion of the ENCODE Stakeholders' Community Network. The timely provision of information and photographs has supported the production of high-quality communication materials and has contributed to the steady growth of the project's digital visibility.

The use of common communication templates, visual identity guidelines, and coordinated planning processes has continued to facilitate the efficient collection and dissemination of partner contributions. Overall, partner engagement in providing content and supporting materials has strengthened the project's dissemination activities and contributed to the positive performance observed across the website, social media channels, and other dissemination platforms during the reporting period.

As the project progresses towards its final phase, continued partner contributions will remain essential for ensuring comprehensive coverage of project activities, sustaining audience engagement, and maximising the visibility and impact of ENCODE's results.

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 and 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

Compared to the previous reporting period, positive growth has been recorded across all major communication channels and key performance indicators. The project website, social media platforms, stakeholder engagement activities, publications, podcasts, and events

have collectively strengthened ENCODE's public profile and expanded its outreach to academic, policy, and practitioner communities.

The project website has continued to serve as a central hub for dissemination, attracting a growing number of visitors and providing stakeholders with access to project news, publications, events, podcasts, and research outputs. Website traffic has shown sustained growth, particularly following consortium meetings, dissemination events, publication activities, and the release of new multimedia content. The increasing number of website visitors demonstrates continued interest in the project's activities and outputs.

Social media performance has also improved considerably since the previous reporting period. All channels recorded increases in their respective KPIs, including reach, impressions, engagements, profile visits, and content interactions. The project's diversified content strategy - combining research findings, conceptual explanations, work package presentations, consortium meeting updates, partner profiles, publications, podcasts, and stakeholder engagement activities - has contributed to stronger audience engagement and increased content visibility. Importantly, these results have been achieved entirely through organic dissemination activities, without paid advertising or sponsored content.

At the same time, follower growth across several social media platforms has remained below the ambitious targets originally envisaged in the Communication, Dissemination, and Exploitation Plan. While all channels have recorded increases in follower numbers since the previous reporting period, the pace of growth has been slower than expected. Nevertheless, this should be considered in the context of the project's strong reach and impression figures, which indicate that ENCODE content is regularly being viewed, shared, and engaged with by audiences beyond the existing follower base. The current results suggest that the project's challenge is not one of visibility but of converting that visibility into a larger, more permanent online community.

The establishment and continued expansion of the ENCODE Stakeholders' Community Network have further strengthened the project's dissemination capacity. With 706 members currently subscribed to the network, ENCODE has developed a valuable channel for engaging stakeholders, promoting events, distributing newsletters, and sharing project developments with a broad and relevant audience.

During the next reporting period, efforts will focus on building on these positive achievements by further increasing follower numbers across social media channels, expanding stakeholder engagement activities, promoting newly published research outputs, and increasing the production of multimedia content, including podcasts and videos. These activities will support the project's final dissemination phase and contribute to maximising the visibility, uptake, and long-term impact of ENCODE's results.

DISSEMINATION ACTIVITY	KPI	TARGET NUMBER IN TOTAL	REACHED NUMBER AFTER 1 ST YEAR	REACHED NUMBER AFTER THE 2 ND YEAR
Project Website	Number of visits	4500	1074	8687
	Downloaded deliverable	>500	115	1667

Social Media	Number of posts/followers	144/>1000	56/119	243/254
Newsletters	Number of published newsletters	7	1	3
Dissemination Network	ENCODE Stakeholder Community	1000	20	706
Podcasts and Videos	Number of posts/ views	7 podcasts, 2 videos • 500 views for videos • 750 views for podcast (general) • 500 views for podcast (policymakers)	-	• 1 podcast • 9 videos • 209 views for podcast (general)
Scientific Publication	Number of published scientific articles	12	-	1 published 1 in review process 4 submitted 6 in progress
Publications in General Media	Number of published news articles	15	-	3 in progress
Publications in Professional Magazines	Number of published articles	12	-	1 In progress
Digital and Printed Brochures, leaflets, roll-ups, posters.	Brochures	Brochure disseminated to 1000 relevant stakeholders	50	800
Online or Face-to-Face Surveys	Number of people engaged	13.360	-	10.581 (10.505 Online 76 Face to Face)
ENCODE Events	Number of Events	≥7	-	2
	Number of Participants	1265	-	38
Other Events	Number of Events	≥24	7	11
	Number of Participants	1500	440	560

Table 6: Dissemination Activity Assessment

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

- Dissemination activities are most effective when they are directly linked to tangible project outputs. Publications, workshops, podcasts, consortium meetings, and research milestones consistently generated higher levels of stakeholder interest and engagement than generic project communications.
- Audience engagement benefits significantly from content diversification. Combining scientific findings with more accessible formats such as podcasts, visual content, work package introductions, and partner presentations has enabled ENCODE to communicate complex research topics to a wider range of stakeholders.
- Face-to-face interactions remain essential for both internal coordination and external engagement. Consortium meetings and stakeholder-focused events have strengthened collaboration, facilitated knowledge exchange, and generated valuable dissemination content for digital channels.
- Communication activities benefit from close cooperation between communication specialists and researchers. The most successful dissemination outputs were produced when scientific partners actively contributed insights, findings, and contextual information that could be translated into audience-friendly communication materials.
- Consistency is more important than volume. Regular publication of relevant and high-quality content has proven more effective for sustaining audience interest and visibility than short periods of intensive communication activity followed by inactivity.
- Multimedia formats have demonstrated strong potential for increasing accessibility and audience reach. Podcasts, videos, and visual content have helped present project findings in more engaging formats and have attracted audiences that may not typically engage with scientific publications.

3.4 IDENTIFIED GAPS AND LIMITATIONS

- Despite continuous growth across all social media channels, follower acquisition remains slower than anticipated. While ENCODE content generates strong reach and impression figures, additional efforts are needed to convert occasional viewers and visitors into long-term followers and community members.
- The project's visibility is strongest within academic and research-oriented networks.

Further efforts are required to increase engagement with policymakers, civil society organisations, practitioners, journalists, and other stakeholder groups that can contribute to the uptake and impact of project results.

- The complexity of some research topics can present communication challenges. Translating theoretical concepts and scientific findings into accessible messages for non-specialist audiences requires significant effort and remains an ongoing area for improvement.
- Although the ENCODE Stakeholders' Community Network has grown successfully, stakeholder engagement remains concentrated around major dissemination activities. Maintaining regular interaction with network members between events will be important for sustaining interest and participation throughout the remainder of the project.
- The project has successfully expanded its multimedia activities; however, the potential of audiovisual communication has not yet been fully exploited. Additional podcasts, short videos, expert interviews, and policy-focused content could further enhance visibility and stakeholder engagement.
- As the project approaches its final phase, greater emphasis will be required on communicating policy implications, practical recommendations, and exploitation opportunities. Ensuring that project findings are translated into actionable messages for end users will be critical for maximising long-term impact beyond the project's lifetime.
- While communication performance has improved substantially through organic dissemination efforts, audience growth remains dependent on the active involvement of consortium partners and stakeholder networks. Continued coordination and amplification will therefore remain essential for achieving the project's final communication and dissemination objectives. Variability in partner responsiveness still challenges consistent dissemination content, affecting how often updates are made across platforms.

4. PLAN FOR THE NEXT REPORTING PERIOD

4.1 KEY OBJECTIVES

During the next reporting period, communication and dissemination activities will focus on consolidating the project's growing visibility, increasing stakeholder engagement, and preparing for the final phase of dissemination. A primary objective will be to strengthen ENCODE's digital presence by increasing follower numbers and engagement across all social media channels. Building on the strong reach and impression figures already achieved, efforts will focus on converting visibility into sustained audience growth through regular content publishing, increased stakeholder engagement, and enhanced partner amplification.

The consortium will also organise a hybrid workshop to present project findings and facilitate dialogue between researchers, policymakers, practitioners, civil society representatives, and other relevant stakeholders. In addition, further webinars and thematic workshops will be organised to disseminate research results, promote knowledge exchange, and engage audiences beyond the consortium.

Another important objective will be the completion and dissemination of key communication outputs currently under development. This includes the publication of additional podcast episodes, the production of new video materials, and the promotion of scientific publications emerging from the project's research activities. These outputs will help increase the accessibility and impact of ENCODE's findings among both specialist and non-specialist audiences.

To broaden outreach beyond academic and project-related networks, greater emphasis will be placed on media engagement through magazine articles, opinion pieces, interviews, and press releases. These activities will help communicate project findings to wider public audiences and increase the project's visibility within policy and public debates.

The consortium will continue to maintain an active presence across all social media platforms by regularly publishing research findings, project updates, work package activities, partner contributions, event announcements, podcasts, and publication highlights. Particular attention will be given to maintaining content diversity and ensuring a consistent flow of communication throughout the reporting period.

Finally, the ENCODE Stakeholders' Community Network will continue to expand and remain actively engaged through regular newsletters, event invitations, and updates on project progress. These activities will support stakeholder participation in upcoming events, strengthen long-term relationships with key audiences, and contribute to maximising the visibility, uptake, and sustainability of the project's results.

4.2 PLANNED ACTIVITIES

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

Table 7: Planned Activities and Expected Outcomes Table

ACTIVITY	LEAD/SUPPORT	TIMELINE	EXPECTED OUTCOME
Workshop 2 (Hybrid)	ECPS	M28 – M29	Presentation of WP4–WP5
Joint Cluster Event	ECPS / Cluster Project Partners	M29	Shared dissemination
Launch Content Calendar	ECPS	M27	Improved coordination in posting to social media channels
Launch the Recorded Podcasts	ECPS	M26	Increased outreach
Disseminate newsletter	ECPS + All partners	M26, M28, M33, M36	Broader visibility

Publications in
Magazines and
General Media

RIE + ECPS

M29 - M32

5. RISK MITIGATION

Risk management remains an integral component of the ENCODE communication and dissemination strategy. As dissemination activities expand and project results become available, the consortium continues to assess potential factors that may affect outreach performance, stakeholder engagement, and the uptake of project outcomes. The table below summarises the main risks identified for the forthcoming reporting period together with the corresponding mitigation measures.

One potential risk is the slower-than-anticipated growth in social media followers. Although ENCODE has achieved strong reach and engagement figures, continued growth in audience size is important for expanding the long-term visibility of project results. To mitigate this risk, the consortium will continue to diversify content formats, increase the use of audiovisual materials, encourage greater partner amplification through institutional networks, and strengthen cross-promotion between communication channels.

A second risk relates to stakeholder participation in project events, including webinars, workshops, and the Final Conference. Competing priorities and limited availability among target audiences may affect attendance levels. To address this challenge, event promotion will begin well in advance, supported by targeted invitations through the ENCODE Stakeholders' Community Network, partner networks, social media channels, and direct outreach to relevant stakeholder groups.

Another potential challenge is ensuring that project findings reach audiences beyond the academic community. Given the complexity of some research outputs, there is a risk that dissemination activities may not fully engage policymakers, practitioners, civil society organisations, and the wider public. Mitigation measures include the production of accessible communication materials, podcasts, videos, policy-oriented content, press releases, and magazine articles that translate research findings into clear and practical messages.

As the project approaches its final phase, there is also a risk of reduced visibility if communication activities become concentrated around a limited number of outputs or events. To mitigate this risk, dissemination activities will be scheduled throughout the reporting period, ensuring a continuous flow of content across all communication channels and maintaining stakeholder interest until the project's conclusion.

Finally, delays in the completion of publications, multimedia outputs, or other dissemination materials could affect planned communication activities. Close coordination between the communication team and work package leaders will therefore continue to ensure timely access to project results and to allow sufficient time for the preparation and promotion of dissemination materials.

Table 8: Risk Mitigation Summary Table

RISK	IMPACT	MITIGATION STRATEGY	RESPONSIBLE ROLE(S)
Slower-than-expected growth in social media followers	Limits the expansion of the project's online community and reduces the long-term dissemination potential of project outputs.	Increase partner-led amplification, diversify content formats, expand audiovisual content, strengthen cross-platform promotion, and encourage greater stakeholder interaction with project accounts.	ECPS, WP Leaders
Low participation in webinars, workshops, and final dissemination events	Reduced stakeholder engagement and lower visibility of project findings among target audiences.	Launch event promotion well in advance, utilise the ENCODE Stakeholders' Community Network, distribute targeted invitations, and coordinate outreach through partner networks and social media channels.	ECPS, Active Partners
Limited engagement from non-academic audiences	Project findings may not reach policymakers, practitioners, civil society organisations, and the wider public.	Produce accessible communication materials, policy-oriented content, podcasts, videos, press releases, and magazine articles tailored to different stakeholder groups.	ECPS
Delays in publications, podcasts, videos, or other dissemination outputs	May affect communication planning and reduce opportunities for timely dissemination of project results.	Maintain close coordination with work package leaders, monitor publication pipelines, and prepare communication materials in parallel with output	ECPS, WP Leaders

development whenever possible.			
Reduced communication momentum towards the end of the project	Risk of declining visibility and stakeholder engagement before final dissemination activities and the Final Conference.	Additional preparation meeting in Brussels is already scheduled. Additionally, maintain a regular content calendar, schedule dissemination activities throughout the reporting period, and progressively promote final outputs, events, and key project achievements.	ECPS, WP Leaders

6. EXPLOITATION

Exploitation is the bridge between the ENCODE research process and the practical use of project results after the end of the grant. In the context of this deliverable, exploitation is understood broadly: it includes scientific use of results, policy uptake, educational and training use, integration into future research and innovation projects, stakeholder engagement, advisory and consulting applications, and the development of reusable communication formats for democratic resilience. This chapter therefore complements the communication and dissemination assessment presented in the previous sections by showing how ENCODE outputs are expected to move from visibility to uptake.

At this stage of the project, the exploitation approach remains preliminary and will be further refined as the final scientific outputs, policy recommendations, foresight scenarios and implementation roadmap are completed. Nevertheless, the consortium has already identified a coherent portfolio of Key Exploitable Results (KERs), mapped preliminary partner-level intentions and collected project-level ideas through a Mentimeter activity during the General Assembly. Together, these sources provide a strong basis for the future Sustainability and Exploitation Report and for the final exploitation actions to be implemented during the last phase of the project.

6.1 ENCODE KEY EXPLOITABLE RESULTS

The ENCODE Key Exploitable Results define the main reusable assets generated by the project. They reflect the full logic of the project: from conceptual innovation on affective pluralisation, through social media and biometric research, experimentally validated survey tools and democratic resilience mapping, to future-oriented narratives and policy implementation guidance. The purpose of identifying these KERs is to ensure that the project's scientific and practical outputs can be translated into concrete uses by different stakeholder groups, including researchers, policymakers, public institutions, civil society organisations, media actors, educators and professional practitioners.

Table 9 presents the consolidated KER portfolio. It is designed as a common exploitation reference for the consortium. The table links each result to the relevant task, clarifies the core purpose of the output, summarises the expected exploitation pathways and explains the type of value that the result can generate. In this way, the table helps partners align their dissemination activities with future uptake and supports a more strategic use of ENCODE outputs beyond the formal project lifetime.

Table 9 - Encode Key Exploitable results

KER/Task	Key purpose	Main exploitation routes	Purpose and expected benefits
KER1: Affective Pluralisation Theoretical Model T2.2	Provides a conceptual framework linking emotional politics, affective pluralisation, political narratives, leadership, identity formation, polarisation, participation, and	Through policy advice, academic dissemination, research publications, conference presentations,	To strengthen research excellence, support training and teaching, inform policy development, and help stakeholders such as

	trust in governance across European, national, and regional contexts. It will assess and integrate key theories to explain how emotions, values, affects, media environments, and social interactions shape political mobilisation and support the project's aim of promoting a positive emotional turn in European politics.	curricula, consulting, workshops, social media communication, and integration into further research projects and empirical work	policymakers, researchers, and academic society to better understand and address the emotional dimensions of politics, populism, disinformation, democratic resilience, and affective polarisation Expected benefits: stronger analytical and theoretical frameworks, improved evidence-based policy advice, greater academic and institutional visibility, enhanced research and teaching capacity, broader stakeholder awareness of affective pluralisation, and a wider societal contribution to more pluralistic, constructive, and less polarised political dialogue
KER2: Catalogue of Best Practices on Tackling Disinformation in Social Media T3.4	Establishes an evidence-based catalogue of best practices on how emotions are represented and mobilised on social media, with a focus on anti-EU fake news and its effects on the political landscape. It will translate findings into practical recommendations for integrating citizens' emotions into democratic practices and fighting disinformation.	Through policy recommendations, research publications, curricula, consulting, and integration into other projects and research activities	To strengthen research, training, academic excellence, and policy influence by providing evidence-based guidance on how to tackle disinformation, and how to integrate citizens' emotions into democratic and policy practices Expected benefits: improved institutional capacity to combat disinformation, stronger policy recommendations, enhanced public awareness, better training opportunities for students and practitioners, increased organisational visibility, and a broader contribution to democratic resilience and more informed public debate
KER3: Emotional Maps T4.3	Produces emotional maps that compare biometric reactions with verbally expressed emotions in	Policy advice, scientific publications, curricula, consulting, workshops, future	To strengthen interdisciplinary research, improve understanding of the gap between

	response to mainstream and populist messages. The maps will visualise gaps between affective reactions and reported emotions through arousal outputs, heat maps, and word clouds.	research projects, media communication, and potential commercial services using emotional response mapping	biometric and verbally expressed emotions, support training, and help policymakers, researchers, students, and wider audiences understand how publics emotionally perceive pluralising and polarising political content Expected benefits: improved methodological and analytical capacity, stronger research visibility, better emotional data interpretation, enhanced teaching and training resources, and more informed policy and public debate on emotions, values, identities, and affective polarisation
KER4: Experimentally Validated Survey Questions T5.1	Captures how emotional appeals in campaigns, leadership, and citizen communication shape political learning, information seeking, fact-checking intentions, misinformation perceptions, control, and credibility evaluations.	Through research publications, policy advice, consulting, curricula, commercial research, and integration into future experiments and democratic resilience studies.	To strengthen research and academic excellence Expected benefits: improved scientific rigour, stronger methodological capacity, more accurate insights into public emotions and political attitudes, better evidence-based policymaking, and enhanced skills among students, researchers, CSOs, and other stakeholders.
KER5: Democratic Resilience Heat Maps T5.3	Generates cross-country heat maps of democratic resilience using experimentally validated surveys across ten European countries and key socio-demographic groups. The output will show how changing emotions, norms, trust, participation, media attitudes, affective polarisation, and extremism shape democratic attitudes and behaviors, while creating a basis for future panel analysis.	Through policy advice, academic dissemination, scientific publications and prospective research, and possible consulting services	To strengthen research, raise awareness and reinforce knowledge about democracy resilience, influence policy, and provide a tool for identifying patterns of democratic resilience and vulnerability Expected benefits: improved stakeholder engagement, strategies to promote democratic resilience and strengthened expertise in analysing social and political behavior

KER6: Emotional Time Series T5.4	Tracks how both negative and positive emotions influence extremist attitudes, radicalisation, populism, and affective polarisation, including emotions such as empathy and compassion that may reduce polarisation.	Through policy advice, training, research publications, consulting, curricula, and future research using panel survey data	To strengthen research on temporal dynamics in emotions and on how emotional responses evolve over time, how they influence political attitudes, trust, and participation, and to strengthen students' and decision-makers' knowledge Expected benefits: valuable longitudinal data, reliable insights on emotional trends, stronger research and academic excellence, better-informed policy responses
KER7: Handbook of Emotional Politics of Future Narratives T6.4	Brings together co-designed and experimentally validated future emotional narratives tested through vignette experiments in the case study countries. The handbook will show which narratives influence citizens' emotions, attitudes, and intentions, supporting evidence-based future narratives for democratic politics.	Through policy advice, scientific and popular publications, design of future narratives, and dissemination to academic, professional, policy, NGO, and media organisations	To strengthen research, support training, influence policy and politicians' narratives, and provide evidence-based guidance on how emotions shape future political narratives and democratic engagement Expected benefits: greater capacity to formulate constructive and emotionally aware narratives, improved stakeholder understanding of emotions in politics, and stronger research and academic advancement
KER8: Policy Recommendations and Implementation Roadmap T7.3	Delivers four plausible and decision-useful future scenarios and an implementation roadmap for policy recommendations based on foresight workshops and previous ENCODE results. It will translate project insights into European and country-level policy pathways, including safeguards against manipulative misuse and guidance for promoting positive emotional narratives and tackling disinformation.	Through policy advice and consulting, policy briefs, reports, academic papers, publications, curricula, workshops, and training programs	To provide policy recommendations, support and guide policymakers, strengthen level of knowledge and research Expected benefits: stronger policy impact, strengthened expertise in foresight, increased organisational visibility, and more effective evidence-based policies that promote democratic resilience

The KERs show that ENCODE exploitation is both knowledge-based and action-oriented. KER1 provides the conceptual backbone for the project and is expected to be mainly exploited through scientific publications, curricula, conference presentations and policy advice. KER2 translates social media findings into practical guidance for combating disinformation. KER3, KER4, KER5 and KER6 create a methodological and empirical layer based on emotional mapping, experimentally validated survey instruments, democratic resilience heatmaps and longitudinal emotional time-series data. KER7 and KER8 then convert these insights into future narratives, policy recommendations and an implementation roadmap for democratic resilience. The KER portfolio therefore provides a coherent pathway from research excellence to public value.

6.2 ENCODE PARTNERS EXPLOITATION PRELIMINARY PLANS

The second layer of exploitation planning concerns partner-level uptake. While the KERs describe the project assets, partner plans indicate how each organisation intends to integrate these assets into its own mission, networks, institutional strengths and future activities. The purpose of this table is not to present final post-project commitments, but to capture the first consolidated exploitation intentions of the consortium. These plans will continue to evolve as the results mature.

The preliminary plans show a strong alignment between partner profiles and exploitation routes. Academic partners primarily emphasise scientific publications, curricula, teaching, student training and future research. Policy and civil society-oriented partners focus on policy advice, advocacy, stakeholder engagement, public debate and practical recommendations. ASM highlights the potential to integrate ENCODE methodologies into its research portfolio, including biometric and emotional response mapping, advisory work and training services. This diversity is an asset for the consortium because it increases the number of possible pathways through which ENCODE results can reach end users.

Table 10 - Preliminary exploitation plans by project partner

Partner	KERs	Main exploitation routes	Purpose and expected benefits
IDSCS	KER1, KER2, KER3, KER4, KER5, KER6, KER7, KER8	Policy advice, consulting, curricula and dissemination among the academic community.	Influence policy, strengthen research and training, improve stakeholder engagement and deepen understanding of public reactions to pluralising and polarising content.
CSD	KER1, KER2, KER3, KER4, KER5, KER6, KER7, KER8	Policy analysis, research publications, policy briefs, training curricula, policy recommendations and professional dissemination.	Strengthen research capacity and policy advice on democracy, emotions and disinformation; improve decisions, skills to counter disinformation and democratic debate.
UNIVIE	KER1, KER2, KER3, KER4, KER5, KER6, KER7, KER8	Research and scientific publications, academic and policy dissemination, and policy advice.	Provide theoretical and empirical foundations for future research, emotionally aware political discourse, democratic resilience policies and public engagement.

ASM	KER1, KER2, KER3, KER4, KER5, KER6, KER7, KER8	Publications, further projects, consulting and recommendations for authorities and policymakers, trainings, and integration into the company research portfolio.	Strengthen ASM methodology, Neurolab/portfolio visibility and research offer; build long-term institutional relationships and potential advisory or commercial projects.
ECPS	KER1, KER2, KER3, KER5, KER7, KER8	Online workshops, social media dissemination, academic presentations, articles, policy papers, panel events and case competitions.	Raise awareness, collect stakeholder feedback, enrich public discussion and support constructive narratives and policy recommendations based on validated methodologies.
UCPH	KER2, KER3, KER4, KER5, KER6, KER7, KER8	Academic publications, media dissemination, letters to the editor and future research applications on political emotions.	Inform academic and public deliberation, support future research and strengthen knowledge among society, academia and decision-makers.
UNSA	KER2, KER3, KER4, KER5, KER7, KER8	Curricula, student training, consulting, scientific publications, further research and policy advice.	Build student skills, research expertise, evidence-based discussion, organisational visibility and awareness of how emotions influence politics.
PBY	KER2, KER4, KER6, KER8	Policy advice, consulting and research.	Strengthen policy research and outreach, apply methodologies in behavioural research and support evidence-based policy analysis and recommendations.
RIE	KER1, KER2, KER3, KER5, KER7, KER8	Publications and further research, policy advice, European-level dissemination and advocacy.	Support the research-policy bridge, CSO discussions, integration into related work and policy dialogues on democratic resilience and emotional narratives.
UWR	KER1, KER2, KER3, KER6, KER7, KER8	Scientific and popular publications, curricula and consulting.	Strengthen research and teaching excellence, develop stakeholder knowledge, support societal benefit, public debate and countering affective polarisation.

Across partners, the most frequent exploitation routes are policy advice, scientific and popular publications, integration into teaching and curricula, workshops, stakeholder dialogue, consulting and integration into future projects. Importantly, most partners do not treat the KERs as isolated outputs. Instead, they see them as a connected package that can support future proposals, policy work, academic publications, training programs and communication activities. This confirms that the exploitation potential of ENCODE lies not only in individual deliverables, but also in the ability to combine theoretical, methodological and policy-oriented outputs into integrated services, evidence packages and capacity-building formats

6.3 PROJECT LEVEL PRELIMINARY EXPLOITATION IDEAS

To complement the partner-level mapping, the consortium carried out a project-level Mentimeter activity during the General Assembly. The exercise asked consortium members to reflect on how each KER could be exploited and what forms of uptake would be most promising. The activity had two functions. First, it created a quick and participatory

diagnostic of how partners perceive the usefulness of ENCODE outputs. Second, it helped transform individual ideas into a shared exploitation narrative that can guide future communication, dissemination and exploitation actions.

The Mentimeter results indicate that ENCODE outputs are associated with four main exploitation domains: research and science; policy, politics and consulting; academia and literacy; and co-creation, dissemination and communication. Research-related uses are particularly visible for the Affective Pluralisation Theoretical Model, the Validated Survey on Emotions in Politics, Emotional Maps and Emotional Time Series. Policy-oriented uses are strongest for the Policy Recommendations and Implementation Roadmap, but also appear in relation to the Validated Survey, Democratic Resilience Heatmaps and Emotional Maps. Educational and literacy-related uses are linked to curricula, teaching, lectures, training programmes and media literacy formats. Co-creation and communication are cross-cutting, especially for the Catalogue of Best Practices, the Handbook of Emotional Politics of Future Narratives, Democratic Resilience Heatmaps and Policy Recommendations.

Table 11 - Project-level exploitation orientation

KER	Number of responses	Dominant orientation emerging from activity
KER1: Affective Pluralisation Theoretical Model	17	Academic publications, teaching, curricula, literacy, theoretical development and practical policy implementation.
KER2: Catalogue of Best Practices	5	Public engagement, social media outreach, policymaker dialogue, roundtables and recommendations against disinformation.
KER3: Emotional Maps	7	Political communication analysis, campaign design, education, hypothesis generation and communication of emotional insights.
KER4: Validated Survey on Emotions in Politics	8	Research instrument, policy evidence, possible use by national or European statistical and regulatory bodies.
KER5: Democratic Resilience Heatmaps	10	Advisory tool, data visualisation, democratic resilience indicators, literacy campaigns and election-related social communication.
KER6: Emotional Time Series	6	Accessible longitudinal data source for academic papers, policy briefs, dashboards and advisory work.
KER7: Handbook of Emotional Politics of Future Narratives	8	Media literacy, civil society and NGO capacity building, policy briefs and guidance for communication actors.
KER8: Policy Recommendations and Implementation Roadmap	5	Policy outreach to public institutions, political parties, agencies, parliaments, JRC-type audiences and decision-makers.

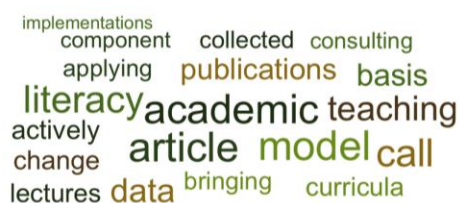
The word-cloud visualisations further confirm the multi-directional exploitation potential of ENCODE. Across all responses, the strongest terms are policy, political, research, media, literacy and design. This vocabulary indicates that partners do not view exploitation as a narrow post-project activity, but as a process of translating research into policy-relevant knowledge, educational resources, media and literacy tools, stakeholder engagement and practical design of communication or narrative interventions.



Figure 12 - Most frequent words across all responses

The KER-specific word clouds show distinct exploitation identities. The Affective Pluralisation Theoretical Model is primarily connected to academic teaching, publications, curricula and literacy. The Catalogue of Best Practices is linked to social engagement, media outreach and policymaker dialogue. Emotional Maps are associated with political design, campaigns, methodology and education. The Validated Survey is strongly connected to research, policy, laws, rules, national institutions and European-level use.

Affective Pluralisation Theoretical Model



Catalogue of Best Practices



Emotional Maps (Biometric and Verbal Expressions)



Validated Survey on Emotions in Politics

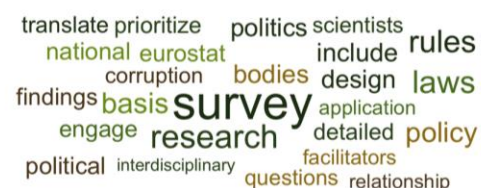


Figure 13 - Word clouds for KER1 to KER4

The second group of word clouds points to a more applied layer of exploitation. Democratic Resilience Heatmaps are perceived as useful for data analysis, clustering, campaigns, education and consulting. Emotional Time Series are associated with data, advisory work, dashboards, briefs and academic papers. The Handbook of Emotional Politics of Future Narratives is linked to civil society, media literacy, NGOs, policy and experts. The Policy Recommendations and Implementation Roadmap is the most policy-facing result, with strong references to public institutions, policymakers, political parties, parliament, JRC-type audiences and research-policy dialogue.

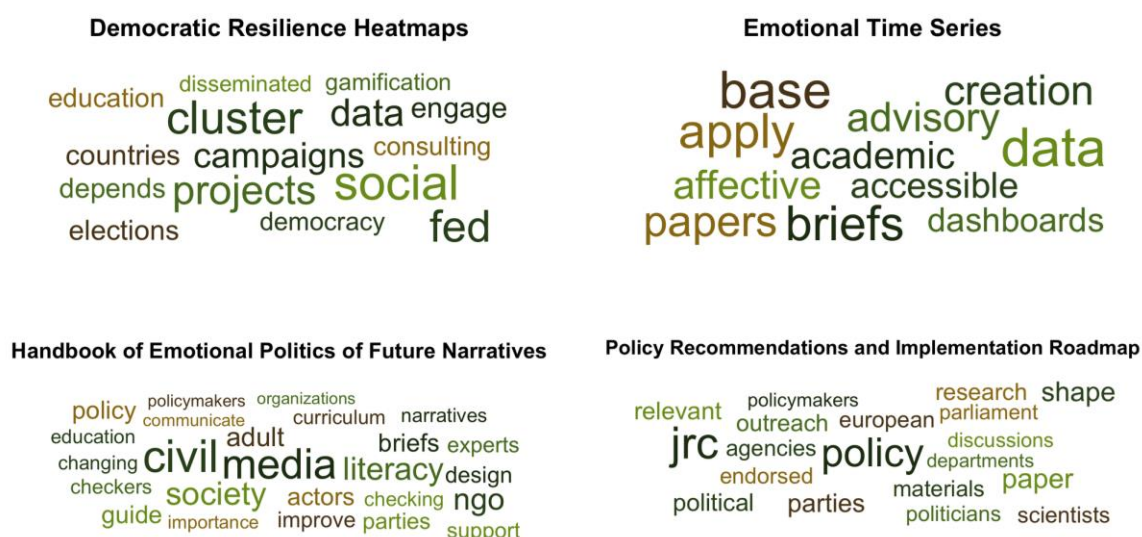


Figure 14 - Word clouds for KER5 to KER 8

Based on the Mentimeter exercise and partner mapping, the preliminary project-level exploitation plan can be organised around five complementary pathways. These pathways will be used to guide the final phase of communication and dissemination and to prepare the more detailed sustainability and exploitation activities planned towards the end of the project.

Table 12 - Preliminary project-level exploitation pathways

Exploitation pathways	Relevant KERs	Preliminary actions to be developed further
Research and scientific uptake	KER1, KER3, KER4, KER5, KER6	Scientific publications, open methodological descriptions, conference presentations, joint papers, integration into future research proposals and comparative studies.
Policy and advisory uptake	KER2, KER4, KER5, KER6, KER7, KER8	Policy briefs, stakeholder workshops, targeted outreach to public institutions, evidence packages for policymakers, advisory formats and recommendations for democratic resilience.
Education, training and literacy	KER1, KER2, KER3, KER4, KER7	University curricula, lectures, student training, media literacy modules, adult education formats and training materials for NGOs, journalists and civic actors.

Co-creation and stakeholder engagement	KER2, KER5, KER7, KER8	Roundtables, co-creation sessions, webinars, stakeholder network activities, final conference formats and practical dialogue with civil society and policy actors.
Service and methodology development	KER3, KER4, KER5, KER6, KER7	Potential research and consulting services based on emotional response mapping, validated survey instruments, democratic resilience dashboards, narrative design and foresight support.

In the remaining project period, the exploitation process should focus on operationalising these pathways. The next steps include: refining the target users for each KER; clarifying access conditions, ownership and possible joint-use arrangements; preparing audience-specific formats such as policy briefs, presentations, factsheets, training materials and website content; linking exploitation activities with the ENCODE Stakeholders' Community Network; and collecting concrete partner actions for the final exploitation and sustainability reporting. Particular attention should be given to ensuring that the results are communicated in accessible language, without losing methodological rigour, and that policy-oriented outputs are framed in a way that supports democratic resilience while avoiding manipulative use of emotional insights.

Key message: The preliminary exploitation plan positions ENCODE as a project with strong potential for scientific continuation, policy influence, literacy and training use, and service-oriented applications. Its long-term value will depend on the consortium's ability to package results for different end users and to maintain collaboration across research, policy, civil society and communication communities.

7. CONCLUSIONS

The reporting period has marked a significant step forward in the implementation of ENCODE's communication, dissemination and exploitation strategy. Building on the foundations established during the project's initial phase, the consortium has expanded outreach activities, strengthened stakeholder engagement, increased the visibility of project results and introduced a more structured approach to the future uptake of ENCODE outputs.

Notable achievements include the continued growth of the project website and social media presence, the establishment and expansion of the ENCODE Stakeholders' Community Network, the organisation of an online workshop presenting findings from WP2 and WP3, the launch of the ENCODE podcast series, the development of video-based outreach materials and the increasing number of scientific publications produced by consortium members.

The addition of the exploitation chapter represents an important development in the deliverable. It translates the project's scientific and communication achievements into a preliminary exploitation framework based on eight Key Exploitable Results, partner-level exploitation plans and project-level ideas collected during the Mentimeter activity. This framework confirms that ENCODE has strong potential for scientific continuation, policy influence, educational and literacy use, co-creation with stakeholders, advisory work and service-oriented methodological applications.

The reporting period has also demonstrated the value of close collaboration across the consortium. Regular coordination, active information sharing and partner contributions have enabled the development of diverse communication materials and have supported a consistent dissemination effort. At the same time, partner input has been essential for identifying how results can be reused in publications, curricula, policy advice, stakeholder workshops, future projects, training activities and evidence-based recommendations for democratic resilience.

While some challenges remain, particularly regarding follower growth on social media platforms and the need to reach more non-academic audiences, overall performance indicators show that ENCODE's communication and dissemination activities are progressing positively. Strong reach, impressions, stakeholder engagement and website traffic suggest that ENCODE content is effectively reaching audiences beyond its immediate network and generating sustained interest in the project's work. The exploitation analysis further shows that this visibility can be converted into concrete uptake pathways if results are packaged in accessible, policy-relevant and methodologically robust formats.

As the project enters its final phase, communication, dissemination and exploitation efforts will focus on maximising the impact of emerging research results, strengthening stakeholder engagement, increasing audience growth across digital channels, and supporting the successful delivery of upcoming events, publications, podcasts, policy-oriented outputs and final project results. Particular attention will be given to operationalising the preliminary exploitation pathways, clarifying target users and access conditions for each KER, preparing audience-specific materials, and linking exploitation activities with the ENCODE Stakeholders' Community Network. Through these activities, ENCODE will continue to enhance the visibility, accessibility, uptake and long-term

relevance of its findings, ensuring that project results contribute meaningfully to academic debate, policy discussions and broader societal understanding of emotions in contemporary political processes.

ACRONYM	FULL NAME
ESC	ENCODE Stakeholder Community
WP	Work Package
KOM	Kick-off meeting
T	Task
KER	Key Exploitable Results
NGO	Non-Governmental Organisation
JRC	Joint Research Centre

ENC  DE

