KidActions

MAR 2021

Dissemination, communication and networking strategy

Version 1

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PROVINCIA AUTONOMA DI TRENTO

AMNESTY INTERNATIONAL

Youth for Exchange and Understanding

European Schoolnet

KidActions

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LIST OF ABBREVIATIONS

Abbrevation	Meaning
AMN	Amnesty International Italy
EUN	European Schoolnet
FBK	Fondazione Bruno Kessler
PAT	Provincia Autonoma di Trento
YEU	Youth for Exchange and Understanding

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EXECUTIVE SUMMARY

The present deliverable lays out the KID_ACTIONS Dissemination, communication and networking strategy in its first version. It structures the project's various dissemination resources, defining target audiences, introducing the visual identity and the branded templates in the dissemination and stakeholder's engagement kit, exploring online communications channels and other upcoming dissemination activities.

As such, this strategy is intended to be a roadmap for all dissemination activities undertaken in the framework of the project, while remaining flexible enough to accommodate the needs that may arise on an ad hoc basis. Moreover, this strategy is not set in stone since it will be evaluated and updated at M13, which will be an opportunity for KID_ACTIONS partners to take stock of the project's achievements and challenges with regards to dissemination activities, and to adapt the strategy accordingly. Certain aspects of the strategy will also be further defined in this second version - including, but not limited to, the project's key messages, the publication of scientific papers and a range of activities that will take place at a later stage during the project's lifetime. Following the same logic, a third and final version of this strategy will then be shared at M24.

1. INTRODUCTION OF THE PROJECT

"KID_ACTIONS – Kick-off preventIng and responDing to children and AdolesCenT cyberbullyIng through innovative mOnitoring and educatioNal technologieS" aims to address cyberbullying among children and adolescents through interactive education and gamification within formal and non-formal learning settings at the EU level.

The project will support teachers, educators, and youth workers in fostering effectiveness and efficiency in education about risks and effects of cyberbullying, raise awareness among secondary school students and youth centres, and encourage reporting by victims and bystanders.

At the core of the KID_ACTIONS project lies the creation of a Digital Education Platform, which will contain an advanced social media monitoring system and gamified education tools in order to empower young people to recognise and react effectively to cyberbullying. In the framework of the project, a set of tailored educational toolkits will also be produced and disseminated – these will be co-created with and experimented by over 1,000 children and adolescents with their educators across 10 European countries.

KID_ACTIONS also aims to foster a wider dialogue with stakeholders in education, in order to adopt a co-creative and evidence-based approach to prevent and counter cyberbullying through education. In doing so, the aim is also to strengthen cross-border collaboration on matters related to cyberbullying.

2. DISSEMINATION OBJECTIVES

The main objective of Work Package (WP) 5 "Dissemination, awareness-raising and networking strategy" is to maximise the impact of the project by using adequate dissemination, communication, impact and networking strategies oriented to all relevant stakeholders, target groups and communities.

The ultimate goal is to ensure the exploitation of the project methodology, the advanced KID_ACTIONS Digital Education Platform and its training and educational path during the project lifetime and beyond.

Specifically, WP5 aims to:

- **O5.1** – plan and implement all dissemination, user-engagement and communication activities on a structured basis, setting up the main tools to reach out to the relevant audiences and fostering networking and mutual learning among target stakeholder groups interested in preventing and countering cyberbullying at the EU, national, and local level, also through the foundation of the KID_ACTIONS Lab;
- **O5.2** – proactively raise awareness of the project activities and results in all relevant target stakeholder groups and a broader audience, through tailored awareness-raising campaigns at the EU, national, and local level;
- **O5.3** – provide a set of policy recommendations to support policy makers and key stakeholders at the EU, national, and local level in shaping an efficient and effective management of cyberbullying among children and adolescents;
- **O5.4** – plan and implement an impact assessment extended to the overall societal and economic impacts of the project, including pilots and its educational and training activities, intended as the long-term effects of the Action, focusing on the interaction between outputs and outcomes and complex societal processes producing long-lasting changes;
- **O5.5** – ensure sustainability beyond the duration of the project, by developing an innovation, scaling, exploitation and utilisation strategy, containing standards and guidelines to favour the use and transferability of KID_ACTIONS' results across the EU.

3. DISSEMINATION, COMMUNICATION AND NETWORKING STRATEGY

Within KID_ACTIONS, WP5 activities will be structured and planned in the present **Dissemination, communication and networking strategy**, developed by European Schoolnet (EUN) at the beginning of the project (M3), with a mid-term update (M13) and a final version at the end of the project (M24). This strategy aims to ensure the widest circulation of the project results among the research community, stakeholders and a broader audience.

More specifically, the main activities to be carried out in order to achieve effective dissemination of the project results are the following and they will be included or further detailed in the remainder of the present strategy.

- **Dissemination and Stakeholders' Engagement Kit** – this kit contains the project logo, visual guidelines, templates for events programmes, flyers, presentations, and documents for the project's deliverables (see part 6 of the present document).
- **Website, social media accounts and e-Newsletter** – the project website and social media profiles on Twitter and Instagram will be developed during the first semester of the project and continuously updated with a view to disseminate and communicate project results; and provide relevant stakeholders with statistics, preventive strategies, and best practices. The e-Newsletter will be linked to the above website and published every three months.
- **Sustained editorial coverage** – at least two relevant stories will be published by EUN, Youth for Exchange and Understanding (YEU), and Amnesty International Sezione Italiana (AMN) every quarter of implementation on the project website, and then shared by all consortium members through their communication channels, in order to reach different target groups and audiences.
- **Publication of scientific papers and participation in conferences** – the project partners will contribute to the dissemination of the project results through scientific publications in top journals and conferences to promote project ideas, concepts and results in scientific research and applied research communities and get feedback from relevant stakeholders. Partners will also participate in national/EU seminars and networking events.
- **EU Policy, Research, and Practitioners Forums** – two editions will be organised, the first one in Trento, Italy (between M11 and M12) and the second one in Brussels, Belgium (between M23 and M24). Event videos with multiple interviews with the speakers, social media coverage and photo reportages from the venues will be produced and published online.
- **Online awareness-raising campaign** - it will aim to prevent and combat cyberbullying among children and adolescents. Its main assets will be an awareness video. The campaign will be designed on the basis of the activities performed within the other WPs.
- **Other dissemination materials** will be produced in parallel with different milestones of the project - printed brochures, gadgets; and totems.

The above activities are linked to WP5 deliverables that are summarised in the table below.

Number	Title	Leader	Type	Dissemination level	Due date

D5.1	Dissemination, communication and networking strategy v.1	EUN	Report	Public	M3
D5.2	Dissemination, communication and networking strategy v.2	EUN	Report	Public	M13
D5.3	Multimedia activities	AMN	Websites, parents filling, etc.	Public	M24
D5.4	Final dissemination, communication and networking activities report and policy recommendations	EUN	Report	Confidential, only for members of the consortium (including the Commission Services)	M24
D5.5	Impact assessment & innovation, scaling, utilisation, and sustainability strategy	PAT	Report	Confidential, only for members of the consortium (including the Commission Services)	M24

Table 1 – WP5 deliverables

4. TARGET AUDIENCE

The following are the key target audiences of the KID_ACTIONS project:

PRIMARY TARGET GROUP

- Teachers, educators and the wider school community (formal educational settings)
- Youth workers (non-formal educational settings)
- Young people (through formal and non-formal educational settings)

SECONDARY TARGET GROUP

- Parents and caretakers
- Ministries of Education and other educational stakeholders
- Researchers
- NGOs/CSOs promoting (digital) citizenship, online safety and media literacy and/or addressing (cyber)bullying, such as the European Safer Internet Centres from the Insafe network
- Social service and healthcare professionals
- Law enforcement agencies
- Industry partners
- Policy makers at local, national and European levels

This target audience broadly corresponds the combined target audiences of consortium partners, which is as follows:

- **Amnesty International – Sezione Italiana Onlus (AMN)** – teachers, educators and activists.
- **European Schoolnet (EUN)** – teachers and education professionals, Ministries of Education, policy makers, organisations promoting digital citizenship, online safety and media literacy.
- **Fondazione Bruno Kessler (FBK)** – researchers, academics, ICT and education industry.
- **Provincia Autonoma di Trento (PAT)** – teachers and education professionals, students, young people.
- **Youth for Exchange and Understanding (YEU)** – non-formal education practitioners and educators, youth workers, young people.

Besides, the KID_ACTIONS target audience will be reached through a wide variety of activities carried out within the project - including, but not limited to:

- The launch of the KID_ACTIONS website, to provide visibility for the project among the **widest possible audience**. It provides an overview of the background, the objectives and the structure of the project, highlights the expertise and the roles of all consortium partners, and provides everyone with an interest in the project with a range of project assets, such as the public deliverables, publications, the project's dissemination materials, and more. The website will also be used to connect with broader stakeholders and to distribute the KID_ACTIONS e-Newsletter.

- The creation of a KID_ACTIONS Twitter account, to promote the project and create a strong community of **academics, practitioners, teachers, educators, young people and other key players** in the field of cyberbullying around it.
- The creation of a KID_ACTIONS Instagram account, to raise awareness and share knowledge of cyberbullying, and distribute and promote project outcomes, in particular among **young people**.
- The launch and promotion of the Digital Education Platform, which will reach primarily **teachers, educators and youth workers**.
- The publication of scientific papers during the project's lifespan, which will reach the **academic community**.
- The drafting of policy recommendations at the end of the project, which will enable the consortium to have an impact and make the KID_ACTIONS voice heard within the **political sphere**.

5. KEY MESSAGES

Concrete, stakeholder-specific key messages will be further developed in the second version of the present strategy (M13), building on scoping work to be carried out within other WPs in the project's first year.

These key messages will fit within the overall vision of KID_ACTIONS, which is to raise awareness of cyberbullying among children and adolescents and encourage reporting of related incidents in a highly interactive and playful manner, according to a holistic approach that entails both the formal and non-formal learning environments, which children and young people operate in.

While children and young people are the ultimate target audience of KID_ACTIONS efforts, the project will also seek to reach teachers, educators and youth workers to support them in fostering effectiveness and efficiency in education about risks and effects of cyberbullying.

In line with this approach, the KID_ACTIONS key messages will aim to:

- Foster an increased understanding of what cyberbullying is.
- Raise awareness about cyberbullying.
- Raise awareness of the role of formal and non-formal learning settings in tackling cyberbullying.
- Raise awareness of reporting mechanisms and sources of support for victims, bystanders, and perpetrators.
- Promote the Digital Education Platform as a tool to address cyberbullying.
- Advocate for policies against cyberbullying.

6. DISSEMINATION AND STAKEHOLDERS' ENGAGEMENT KIT

6.1. KID_ACTIONS visual identity

6.1.1. KID_ACTIONS logo

Figure 1 – KID_ACTIONS logo

The KID_ACTIONS logo represents the three main protagonists in a (cyber)bullying situation - victim, bystander, perpetrator. Emojis are a primary means of communication among many children and young people, and many instances of bullying nowadays take place online. The main focus is on the central personality, positive and collaborative, who wants to stop the bullying incident in a peaceful and constructive way.

The speech bubble is often associated with comics, cartoons and children's media in general. The two square ones indicate chat messages, while the rounder version at the centre represents a voice that decides to intervene in the bullying incident, to put an end to it in a positive way.

6.1.2. KID_ACTIONS colour scheme and font

#3B527B	#B66513	#CDBD50
#5B7FBF	#F0800E	#FFEB61
#ADBFDF	#F8C087	#FFF5B0

Figure 2 – KID_ACTIONS colour palette

The main KID_ACTIONS colours are blue and orange. Blue is a positive, calming colour, but it is also the colour of sadness. In contrast, orange represents action, energy and childhood. In the illustration above, the KID_ACTIONS core colours are displayed in the centre, along with lighter and darker versions of each colour.

The two main fonts used within the KID_ACTIONS project are PT Sans Narrow, primarily for headings, and Calibri, which is mainly used in body text.

6.2. KID_ACTIONS branded templates

Branded templates have been created for all activities carried out within the KID_ACTIONS project, in particular the following:

- a template for KID_ACTIONS deliverables;
- a template for KID_ACTIONS public deliverables as they will be uploaded on the website;
- a template for KID_ACTIONS event programmes;
- a template for other KID_ACTIONS Word documents;
- a template for KID_ACTIONS presentations;
- and a template for KID_ACTIONS flyers.

These templates are shown in the annex of the present strategy.

6.3. Rights, Equality and Citizenship Programme visual identity

All project partners are obliged to display the EU flag and to acknowledge the support received under the **Rights, Equality and Citizenship Programme (2014-2020)** in all communication and promotional materials.

Regarding the Rights, Equality and Citizenship Programme logo, the European Union emblem (flag) must be used and the name of the European Union displayed in full. The name of the Rights, Equality and Citizenship Programme (2014-2020) programme should appear with the flag.

All communication activities and outputs related to KID_ACTIONS (conferences, seminars, brochures, leaflets, presentations, and so on) and any infrastructure, equipment or major result funded by the grant must:

- display the EU emblem;
- and include the following text next to the EU emblem:

"This [insert appropriate description, e.g. report, publication, conference, infrastructure, equipment, insert type of result, etc.] was funded by the European Union's Rights, Equality and Citizenship Programme (2014-2020)"

If the space to write is limited (such as on a pen or USB key) the text can be shortened to: *"Funded by the Rights, Equality and Citizenship Programme (2014-2020) of the European Union"*, next to the EU emblem.

Funded by the Rights, Equality
and Citizenship Programme (2014-2020)
of the European Union

Funded by the Rights, Equality
and Citizenship Programme (2014-2020)
of the European Union

Figure 3 – Acknowledgement of EU funding

When displayed in association with another logo, the EU emblem must have appropriate prominence. A guide on "The use of the EU emblem in the context of EU programmes" is available at: https://ec.europa.eu/info/sites/info/files/use-emblem_en.pdf

Funded by the Rights, Equality
and Citizenship Programme (2014-2020)
of the European Union

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7. ONLINE DISSEMINATION TOOLS

This section provides information on the main digital channels that are being implemented as part of the project's dissemination activities. First, the structure and content of the project website is explained and then, the social media channels and the e-Newsletter will be documented and shown through screenshots.

7.1. Overview

Table 2 below provides an overview of the main communication tools to be used in KID_ACTIONS and their basic characteristics. Each tool is described in detail below.

Activity	Channel	Partners involved
Website	www.kidactions.eu	FBK (technical set-up), EUN (content management), AMN and YEU (editorial coverage)
Social media	Twitter page - @KidActions Instagram page - @KidActions Project hashtag - #KidActions	FBK (technical set-up), EUN (content management), all partners (content contribution)
e-Newsletter	Mailchimp	FBK (content management), EUN (technical set-up), all partners (content contribution)

Table 2 – KID_ACTIONS online dissemination tools

7.2. Project website

Throughout the duration of the project, the website will be used as the project's main dissemination channel, in order to:

- establish content branding;
- disseminate information and developments relevant to the project;
- provide relevant stakeholders with statistics, preventive strategies and best practices on cyberbullying;
- share resources produced during the project, in particular the Digital Education Platform and the tailored toolkits;
- connect key stakeholders and partner organisations;
- provide visibility to partner organisations.

The KID_ACTIONS website www.kidactions.eu has been set up using WordPress and will be officially launched by M6. The launch of the website will be promoted through the project's social media and newsletter channels, as well as those of partners.

The website will be available in English but in the eventuality that some pages require translation to French or Italian, a multilingual plugin (Polylang, version 2.9.2) has been installed.

Figure 4 – Homepage of the KID_ACTIONS website

The design of the website reflects the project's visual identity. The logo is displayed in its horizontal version on the top-left corner of each page. At the top of the page, the main sections of the website are displayed. They are fixed, in order to remain visible to a user even when they scroll down.
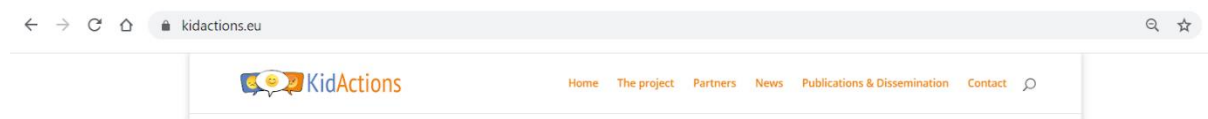
Figure 5 – Header of the KID_ACTIONS website

When a user scrolls down, the header menu is reduced and the label of the section viewed appears in blue, as shown in the figure below.

Figure 6 – Header of the KID_ACTIONS website when the user scrolls down

At the bottom part of each page, the disclaimer about the European Commission's REC programme support is always shown, in accordance with Art. 22.1.2 of the KID_ACTIONS Grant Agreement. The link to the privacy and cookies policy page is displayed at the bottom of the page as well.

Figure 7 – Footer of the KID_ACTIONS website

The installed Cookie Notice & Compliance for GDPR/CCPA plugin (version 2.0.3) allows compliance with certain cookie consent requirements under applicable international and EU legislation. The Site Kit plugin (version 1.26.0), which is the official WordPress plugin from Google for insights about how people find and use the website, was also installed on the KID_ACTIONS website.

Figure 8 – Cookie disclaimer on the KID_ACTIONS website

An initial light version of the KID_ACTIONS project website is already available, showcasing the project's workplan, expected results and impact, as well as giving visibility to the partners. At present the website contains the following sections: "*Home*" (Figure 4), "*The project*" (Figure 9), "*Partners*" (Figure 10), "*News*" (Figure 11), "*Publications and dissemination*" (Figure 12), "*Contact*" (Figure 13).
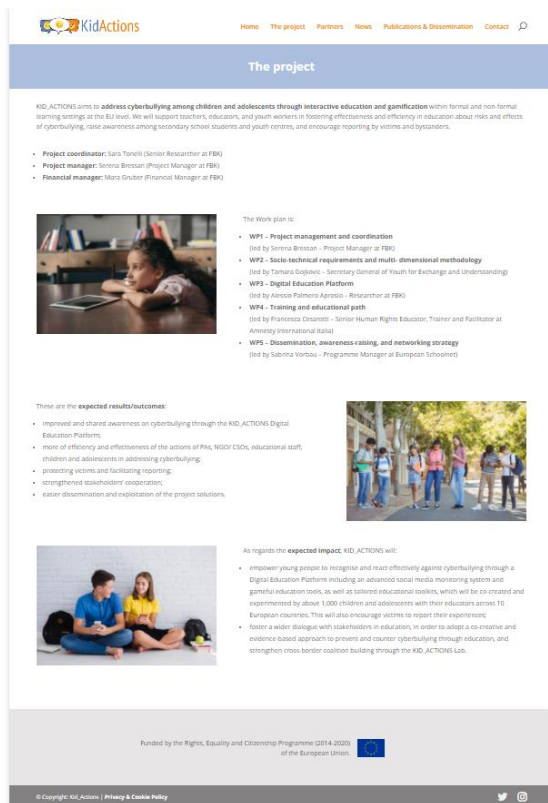
Figure 9 – "The project" page on the
KID_ACTIONS website
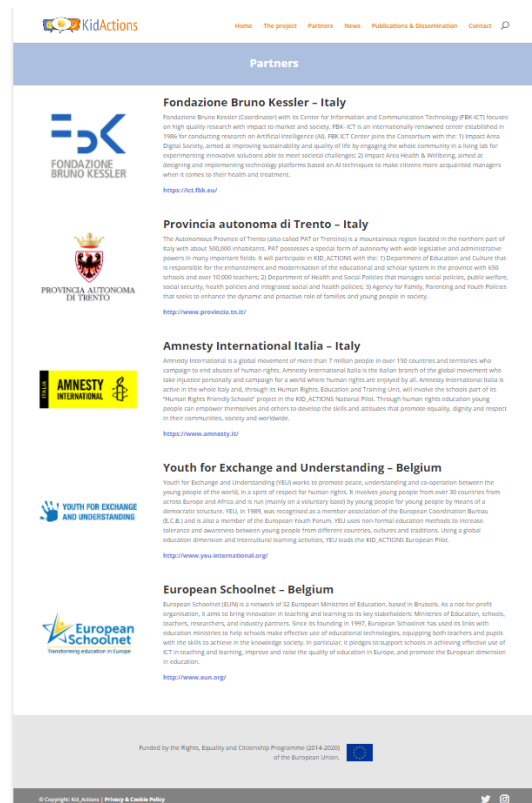
Figure 10 – "Partners" page on the
KID_ACTIONS website

The "*News*" page will feature the pieces of news produced in the context of the sustained editorial coverage, which EUN is leading on with the support of AMN and YEU. This coverage will ensure regular content updates on the website throughout the duration of the project. The three partner organisations will produce at least two relevant stories every quarter of implementation on the project website. These articles will be shared by all project partners through their respective communication channels, in order to reach different target groups and audiences.

EUN will oversee content management through a collaborative spreadsheet which AMN and YEU are invited to use in order to regularly add their planned articles, and which all project partners are also invited to use in order to keep an eye on new and upcoming content they need to help promoting via their respective dissemination channels.

Besides these articles, the *"News"* section will also feature the newsletters, as well as information about upcoming events. The list is items is organised chronologically and each can have tags.

The "*Publications and disseminations*" page will feature the list of scientific publications, project public reports, public deliverables and congress attendances, organised into sections.

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of the European Union

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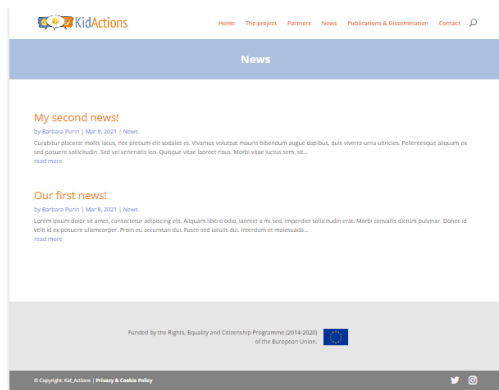
Figure 11 – "News" page on the KID_ACTIONS website

Figure 12 – "Publications and disseminations" page on the KID_ACTIONS website

Figure 13 – "Contact" page on the KID_ACTIONS website

The project social media accounts (see paragraph 7.3) and the project e-mail address are available on the "*Contact*" page.

As regards the Policy, Research, and Practitioners Forums, they will be promoted on the project website in the "News" page; an Eventbrite link will be used to manage event subscriptions. After the event, a new dedicated page will be created. It will be reachable from the news and the "*Publications and dissemination*" pages.

7.3. Social media accounts

KID_ACTIONS has established project accounts on Twitter and Instagram as its main social media channels. While the first platform enables us to reach a population of teachers, educators and youth workers, the second platform allows us to reach young people more directly.

KID_ACTIONS will also rely on European Schoolnet's established channels (Facebook, Twitter, YouTube, LinkedIn) and the project partners' channels, as explained below.

In order to track and pool information relevant to the project, the generic hashtag **#KidActions** will be used in every Twitter and Instagram post related to it. In addition, additional hashtags may be launched in the future, in connection with specific project activities (such as the launch of the Digital Education Platform, or the organisation of the Forums).

7.3.1. Twitter

KID_ACTIONS has its own Twitter page, **@kidactions**, which will be used to give visibility to the KID_ACTIONS project primarily with teachers, educators and youth workers (but also with wider project stakeholders, such as researchers, parents, policy makers, civil society organisations and industry representatives).

Figure 14 – KID_ACTIONS Twitter account

In doing so, this page will enable us to create a reference point to build a community around KID_ACTIONS activities and materials. It will allow us to share information about:

- **KID_ACTIONS** – the project's milestones, some promotional materials, the promotion of registration to events, the articles created in the framework of the "sustained editorial coverage", the project's scientific publications, and so on – on an ad hoc basis.
- **Cyberbullying** – statistics, preventive strategies and best practices on the phenomenon.

This page will be launched by FBK and EUN at M4 and will be promoted through project partners' social media channels. EUN will prepare some messages and images for the promotion and will share them with partners. Posts will always be published in English.

To ensure a regular flow of information, EUN will oversee content management on the Twitter page. However, all project partners are invited to provide contributions via a spreadsheet set up by EUN, either in the form of ready-to-publish posts, or suggestions about relevant themes or milestones. To ensure editorial consistency, EUN remains free to adapt these contributions as deemed necessary.

7.3.2. Instagram

KID_ACTIONS has also its own Instagram page, **@kidactions**, that will be used to give visibility to the KID_ACTIONS project, primarily with a younger audience, but also with the wider project stakeholders mentioned above.
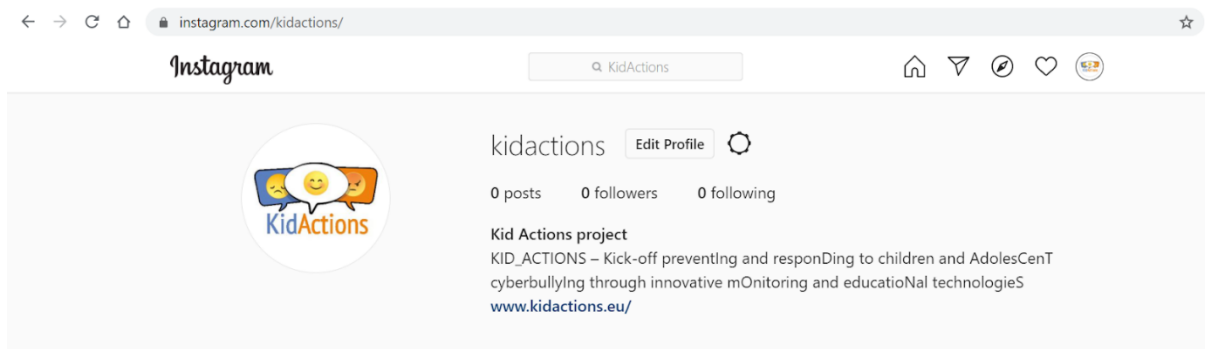
Figure 15 - KID_ACTIONS Instagram account

While the Twitter page will be more focused on raising awareness of KID_ACTIONS and creating a community of interest around it among professionals, the Instagram page will aim to inform young people on the issue of cyberbullying and achieve positive behaviour change among them. To do so, statistics, preventive strategies and best practices will be shared. Project outcomes will also be disseminated via Instagram, but always presented in terms of the difference they can make in the lives of young people and victims of cyberbullying in particular.

This page will be launched by FBK by M4 and will be promoted through project partners' social media channels. EUN will prepare some messages and images for the promotion and will share them with partners.

To ensure a regular flow of information, EUN will oversee content management on the Instagram page. However, all project partners are invited to provide contributions via a spreadsheet set up by EUN, either in the form of ready-to-publish posts, or suggestions about relevant themes or milestones. To ensure editorial consistency, EUN remains free to adapt these contributions as deemed necessary.

7.4. e-Newsletter

The aim of the KID_ACTIONS e-Newsletter is to make potential and existing website users aware of news about project's activities and special events but also to acquire and keep new users interested in the project.

The target audience identified for the KID_ACTIONS newsletter includes teachers, educators and the wider school community, youth workers, young people, parents and caretakers, Ministries of Education and other educational stakeholders, academia, NGOs/CSOs promoting digital citizenship, online safety and media literacy and/or addressing (cyber)bullying, social service and healthcare professionals, law enforcement agencies, industry partners, policy makers at local, national and European levels (see Table 4).

Since the target audience is heterogeneous, it could be useful to segment users by project activities of possible interest. In this way, it could be possible to send more relevant and personalised emails to recipients. Open rate and click rate are good performance indicators for the success of the newsletter campaigns and they are a reflection of how well the email strategy is performing.

The e-Newsletters will be published every three months, from June 2021 onwards. The best time to send out emails could be identified by analysing the project target groups and carrying out various tests. Google Analytics tools could also be used.

To build the KID_ACTIONS email list and see it grow, a signup form has been created on the project website. When people come to the website for the first time and like what they see, they will want a way to stay in-the-know about the KID_ACTIONS project. Moreover, registrations will also be driven by social media promotion.

Mailchimp is the technical infrastructure chosen for newsletter management. A template was created according to the project visual identity.
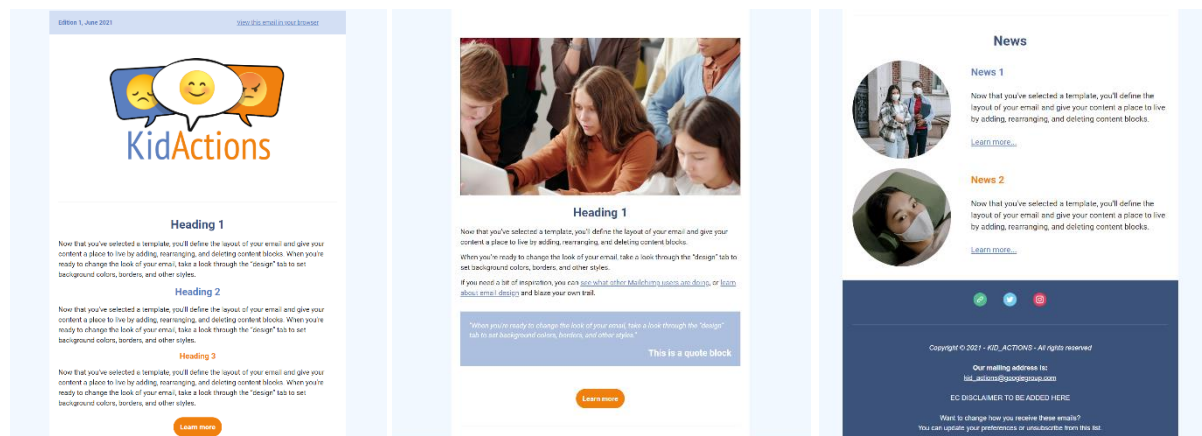
Figure 16 – Template for the KID_ACTIONS e-Newsletter

The *Easy Forms for MailChimp* WordPress plugin (version 6.8.2) was installed in the KID_ACTIONS project website, in order to add a Mailchimp signup form to the project website's homepage. The KID_ACTIONS Mailchimp API Key connects the project website to the project Mailchimp account and pulls in all of its list information. List statistics can be viewed right from the WordPress project dashboard.

7.5. Promotion through other existing channels

7.5.1. European Schoolnet's channels

KID_ACTIONS will be given visibility through a project description page and regular project updates on European Schoolnet's main website (http://www.eun.org). In 2020, this website attracted 116,889 unique visitors and had 323,857 page views.

Other EUN communication channels will allow to maximise the KID_ACTIONS project's reach, namely the Teachers' Newsletter (5,526 subscribers) and the Policy Newsletter (2,739 subscribers), as well as the organisation's social media channels on Facebook (27,011 likes), Twitter (25,638 followers), YouTube (3,890 subscribers), and LinkedIn (5,796 followers).

Finally, European Schoolnet will promote the resources and milestones of KID_ACTIONS through relevant ongoing projects such as Better Internet for Kids and eTwinning, given that these projects have significant audiences that are also interested in bullying and cyberbullying.

7.5.2. Fondazione Bruno Kessler's channels

KID_ACTIONS will be given visibility through a project description page and regular project updates on FBK's main website, and the website of the FBK Digital Society Centre. In 2020, these websites attracted 39,049 and 958 unique visitors respectively and had 64,559 and 1,308 page views.

Other FBK communication channels will allow to maximise the KID_ACTIONS project's reach, namely the organisation's social media channels on Facebook (8,557 likes), Twitter (8,216 followers), LinkedIn (16,000 followers), and Instagram (2,717 followers).

Finally, FBK will promote the resources and milestones of KID_ACTIONS through relevant past and ongoing projects' networks such as CREEP, Hatemeter and KIDS Go Green, given that these projects have significant audiences that are also interested in bullying and cyberbullying.

7.5.3. Amnesty International Italia's channels

KID_ACTIONS will be given visibility via the website of Amnesty International Italia. Project updates will also be disseminated on the organisation's social media channels on Facebook (520,176 followers as of March 2021), Twitter (over 412,000 followers as of March 2021) and Instagram (over 202,000 followers as of March 2021).

7.5.4. Youth for Exchange and Understanding's channels

KID_ACTIONS will be given visibility on the website of YEU. Project updates will also be disseminated through the YEU Newsmail, as well as on the organisation social media channels on Facebook (15,190 followers as of March 2021), on Twitter (375 followers) and Instagram (960 followers).

7.5.5. Provincia autonoma di Trento's channels

PAT will help promote the KID_ACTIONS project and key milestones via their website, as well as on their Facebook (80,004 followers as of March 2021), Twitter (over 15,800 followers) and Instagram accounts (8,534 followers).

7.5.6. Overview of partners' social media channels

Partner	Website	Newsletter	Facebook	Twitter	Instagram	LinkedIn
AMN	https://www.amnesty.it/	Articolo 26	@AmnestyInternationalItalia	@amnestyitalia	@amnestyitalia	https://it.linkedin.com/company/amnesty-international
EUN	www.eun.org	http://www.eun.org/news/newsletters	@european.schoolnet	@eu_schoolnet	n/a	https://www.linkedin.com/company/29661/ Group: https://www.linkedin.com/groups/137567
FBK	https://www.fbk.eu/en/ https://digis.fbk.eu/	FBK Newsletter	@FutureBuiltonKnowledge	@FBK_research	@fbkresearch	https://www.linkedin.com/company/fbkresearch

	https://ict.fbk.eu/areas/health-and-wellbeing/					
PAT	http://www.provincia.tn.it/	n/a	@provincia.autonoma.trento	@ProvinciaTrento	@ProvinciaTrento	n/a
YEU	www.yeu-international.org	YEU Newsmail	@YEUWorld	@YEUWorld	@YEUWorld	n/a

Table 3 – Overview of KID_ACTIONS partners' social media channels

The communication efforts will be coordinated through monthly WP5 and consortium-wide calls, to coordinate dissemination efforts and amplify social media messages around key project milestones.

8. OTHER DISSEMINATION ACTIVITIES

8.1. Scientific papers and participation in conferences

All project partners will contribute to the dissemination of the project results through scientific publications in top journals and conferences to promote project ideas, concepts and results in scientific research and applied research communities and get feedback from relevant stakeholders.

EUN, who leads on this subtask, is coordinating the research effort. A first round of consultation has been initiated with all partners, to assess respective partners' capacities and interests in terms of research themes and methodologies – also taking into account the work being carried out in other WPs.

Based on the outcomes of this first round, EUN will then streamline partners' contributions into a range of scientific papers, with a publication calendar for the duration of the project. EUN will present this proposed schedule to partners by M3, with a view to kicking off this line of work by M4.

Partners will also participate in national/EU seminars and networking events. A collaborative spreadsheet set up by EUN will allow to monitor this as well.

8.2. EU Policy, Research, and Practitioners Forums

KID_ACTIONS will organise two EU Policy, Research, and Practitioners Forums, which EUN and FBK are co-leading on. The first Forum will be held in Trento, Italy, between M11 and M12, and the second Forum will take place in Brussels, Belgium, between M23 and M24.

With regards to the first conference, the consortium will, in the coming weeks, re-evaluate its format, taking into account the restrictions linked to the ongoing Covid-19 pandemic.

These Forums will create a community of leading projects, practitioner institutions, policy makers (at local, national and European levels) and researchers (including the KID_ACTIONS Lab, an advisory group created to provide recommendations and develop guidelines for a whole-community strategy for the prevention, intervention and treatment of cyberbullying-related risks), as well as involving the EUN network of 32 European Ministries of Education, schools, teachers, non-governmental and civil society organisations working in the field of digital citizenship, online safety and media literacy, social service and healthcare professionals, law enforcement agencies, industry partners at EU and global levels.

In the Forums, ad-hoc sessions will be organised:

- to stimulate user-input:
  - into design and development of the Digital Education Platform and training and educational package (first Forum);
  - into scaling, exploitation, and utilisation of the methodology, technological and non-technological tools (second Forum);
- to consolidate the lessons learned from past international, European, and national projects;
- and to illustrate project results to a wide public.

Event videos with multiple interviews with the speakers, social media coverage and photo reportages from the venues will be produced and published online.

8.3. Awareness raising campaigns

An online awareness-raising campaign aimed at preventing and combating cyberbullying among children and adolescents will be developed and implemented by AMN with the support of the consortium. It will involve the networks of schools and youth centres participating in the KID_ACTIONS pilots (WP4). The campaign will be designed on the basis of the activities performed within the previous WPs.

In particular, our preventative interventions against peer violence amongst children and adolescents will include whole community awareness campaigns about the nature of (cyber)bullying and its dangers, by promoting sensitivity, mutual respect and tolerance to diversity. The campaign will also be a mechanism to facilitate reporting of (cyber)bullying incidents to the police and other social, health and care services which should ensure a consistent and organised response, including support of the victim and counselling for the perpetrator. Awareness-raising of referral programmes to appropriate services is required to alleviate the physical and emotional consequences of (cyber)bullying and to help perpetrators, who is a minor and needs help as well as a victim and a bystander.

The project website, the communication channels of the consortium members, and the KID_ACTIONS Lab will be exploited to run a successful campaign. This line of work will be further elaborated on in upcoming versions of the present strategy.

8.4. Policy recommendations

Based on the results of the other WPs, a set of policy recommendations will be developed with a particular focus on the multifaceted dimension of (cyber)bullying among children and adolescents. These recommendations will be designed using a multi-disciplinary and multi-methodological approach, also taking into account relevant international and EU policy orientations in the field, including Council of Europe recommendations.

The KID_ACTIONS policy recommendations intend to support policy makers, PAs, non-governmental organisations, civil society organisations, educational staff, social services, health and care professionals, and other relevant stakeholders at all levels. The objectives will be the following:

- create an enabling policy environment for the prevention, detection and reaction to (cyber)bullying, especially among children and adolescents;
- support civil society and educational staff in the implementation of practical measures against the phenomenon;
- combat peer violence amongst young people within formal and informal learning settings and online;
- intervention and treatment of (cyber)bullying-related public health risks;
- referral to appropriate social, health and care services to alleviate the physical and emotional consequences of being bullied;
- raise awareness on (cyber)bullying.

Prevention strategies can help governments to ensure safe and healthy learning and working conditions, while reducing expenditure on (cyber)bullying-related injuries and ill health. Furthermore, they can reduce disrupted student achievement and worker ineffectiveness, due to absenteeism; expenses in social welfare/benefits and other costs related to the loss of productive workers at a premature stage.

Fewer "dropouts" linked to (cyber)bullying mean a healthier, happier and more productive population. These policy recommendations will be part of the final comprehensive report on dissemination, communication and networking activities, which will include a detachable leaflet produced in English, Italian, and French, providing a basis for discussion at the EU and national level.

These policy recommendations will be further elaborated on in the upcoming version of the present strategy.

8.5. KID_ACTIONS Lab

This task aims at creating, empowering and widening the KID_ACTIONS Lab, acting as an advisory group to provide recommendations and develop guidelines for a whole-community strategy for the prevention, intervention and treatment of cyberbullying-related risks.

Through this task, we will reach the following goals:

- increasing stakeholders' and partners' level of involvement and the number of relevant stakeholders interested in the project (expected members by M24: at least 30 people);
- facilitating the exchange of good practices on cyberbullying and mutual learning;
- consolidating lessons learned from past international, European and national projects;
- and fostering networking and knowledge/technology transfer across Europe and across sectors.

The second year of the project will be aimed at the empowerment of the Lab by offering its members opportunities for increasing their knowledge, skills, and competences thanks to KID_ACTIONS solutions.

The Lab will be composed of representatives of target stakeholder groups, leveraging the EUN network of 32 European Ministries of Education, the networks of YEU, involving young people from over 30 countries across Europe, and of the other consortium members.

The following is the list of the 15 countries involved through public and private bodies that have already demonstrated their commitment to KID_ACTIONS via Letters of Support: Armenia, Azerbaijan, Belgium, Bulgaria, Cyprus, Estonia, Germany, Greece, Italy, Kosovo, Macedonia, Serbia, Slovakia, Slovenia and UK.

Members of the Lab will be selected in relation to their interest in the exploitation of the project methodology, Digital Education Platform and training and educational package (WP2, WP3, WP4), so as to guarantee the long-term sustainability of the KID_ACTIONS solutions.

The members will participate in the two "European Policy, Research and Practitioners Forums" and in at least two virtual meetings. Besides, editorial coverage will be provided for the meetings of the KID_ACTIONS Lab.

8.6. Impact assessment

This task will deliver the impact assessment of the results achieved during the first phase of the project and until its end. It will run from M13 until M24, under the leadership of FBK, with the support of YEU and EUN. It will focus the analysis on the:

- immediate outputs, tangible and intangible tools, services and initiatives that are the result of the KID_ACTIONS solutions in the co-creation, training, piloting and roll out activities (integrating also the results of T4.4);
- the preliminary assessment of the main outcomes, such as local changes in the indicators for a better management of cyberbullying along with the focus areas that are firstly affected by the use of the KID_ACTIONS solutions (in Belgium, Bulgaria, Cyprus, Estonia, Germany, Greece, Italy, Slovakia, Slovenia, and Serbia).

The results of the preliminary impact assessment will involve all relevant stakeholders and target groups and will also be used to eventually correct and adapt the final version of the Digital Education Platform (D3.3 at M24).

During the last semester, the assessment will be extended to the overall societal and economic impacts of the project activities, intended as the long-term effects of the Action, focusing on the interaction between outputs and outcomes and complex societal processes producing long-lasting changes. The impact assessment will encompass the evaluation of the KID_ACTIONS effects on the set of indicators and KPIs identified in T2.1 and T4.4.

Adequate measures will be implemented to validate the replicability of KID_ACTIONS impacts beyond project pilots. In particular, the evaluation of the training and educational path stemming from T4.4 will serve as a demonstrator of the feasibility of reaching impact at the European level. The results of this task will be reported in D5.5 at M24.

This line of work will be further defined in the upcoming version of the present strategy, notably in its second version, to be released at M13.

8.7. Innovation, scaling, exploitation, utilisation, and sustainability strategy

This task will run throughout the project's lifespan and will be piloted by PAT, with the support of FBK, AMN, YEU and EUN. A specific innovation, scaling, exploitation, utilisation, and sustainability strategy will be defined for the KID_ACTIONS solutions. The strategy will be adaptive and conceived to evolve over time according to reference domain dynamic changes, while also grounded in in-depth assessment and identification of lessons learned (T5.5) and experiences from past European projects. It will consider both the EU-GDPR and potential ethical issues. This task will be continuously monitored by the TC and Task Leader. The "European Policy, Research and Practitioners Forums" will also directly feed into and support this approach, while the Consortium will involve the KID_ACTIONS Lab in the drafting and implementation phases of this exploitation strategy. We will firstly undertake a market analysis to provide transparency of market structure, size, stakeholders, competition and market demands. Based on that, D5.5 (M24) will contain:

- information about the project results, impact assessment and tools' commercial potential;
- dissemination and go-to-market strategies;
- steps on how to patent the results;
- preliminary mission-oriented business models and a joint exploitation plan.

This line of work will be further defined in the upcoming version of the present strategy, notably in its second version, to be released at M13.

8.8. Other dissemination materials

In addition to the above-mentioned dissemination materials and activities, KID_ACTIONS will also be promoted through the production, at different stages of the project, of the following materials: 500 printed brochures; 4,000 gadgets; and 4 totems for the visibility of the actions.

9. ACTION PLAN

Table 4 outlines the project's action plan for **the dissemination, communication and networking activities**, also taking into account **project milestones** which will be given visibility via adequate dissemination efforts.

Activity	Channel	Target audience	Timeline	Partner(s) involved
Planned dissemination and communication	Dissemination, communication and networking strategy v.1	KID_ACTIONS partners, European Commission services	M3	**EUN**, FBK, AMN, YEU, PAT
Launch and promotion of the website	www.kidactions.eu Posts on KID_ACTIONS Twitter and Instagram pages Posts on partners' social media channels Article on the KID_ACTIONS website and partners' websites Item in the first KID_ACTIONS e-Newsletter and in partners' newsletters	Teachers, educators and the wider school community, youth workers, young people, parents and caretakers, Ministries of Education and other educational stakeholders, academia, NGOs/CSOs promoting digital citizenship, online safety and media literacy and/or addressing (cyber)bullying, social service and healthcare professionals, law enforcement agencies, industry partners, policy makers at local, national and European levels	M6	**FBK, EUN**, AMN, YEU, PAT
Launch of the social media accounts	Twitter (@kidactions) Instagram (@kidactions) Project hashtag (#kidactions) Posts introducing the KID_ACTIONS project on these two new pages	**KID_ACTIONS Twitter** Teachers, educators and the wider school community, youth workers, young people, parents and caretakers, Ministries of Education and other educational stakeholders, academia, NGOs/CSOs promoting digital citizenship, online safety and media literacy and/or addressing (cyber)bullying,	M4	**FBK, EUN**, AMN, YEU, PAT

	Posts on partners' social media channels	social service and healthcare professionals, law enforcement agencies, industry partners, policy makers at local, national and European levels **KID_ACTIONS Instagram** Primarily young people, but also teachers, educators and the wider school community, youth workers, parents and caretakers, Ministries of Education and other educational stakeholders, academia, NGOs/CSOs promoting digital citizenship, online safety and media literacy and/or addressing (cyber)bullying, social service and healthcare professionals, law enforcement agencies, industry partners, policy makers at local, national and European levels		
Start of the sustained editorial coverage	Published on www.kidactions.eu Regular promotion of new articles through posts on the KID_ACTIONS Twitter and Instagram pages, as well as the channels of project partners	Teachers, educators and the wider school community, youth workers, young people, parents and caretakers, Ministries of Education and other educational stakeholders, academia, NGOs/CSOs promoting digital citizenship, online safety and media literacy and/or addressing (cyber)bullying, social service and healthcare professionals, law enforcement agencies, industry partners, policy makers at local, national and European levels	M4	**EUN**, AMN, YEU
Launch and promotion of the e-Newsletter	Branded e-Newsletter template produced and mailing list	Teachers, educators and the wider school community, youth workers, young people, parents and	M6 (and quarterly)	**FBK**, EUN

	managed via Mailchimp Promotion of subscription via article on the KID_ACTIONS website Publication of a registration link/form on the KID_ACTIONS website's homepage Promotion of registration via posts on the KID_ACTIONS Twitter and Instagram pages Promotion of registration via posts on partners' social media channels Promotion of subscription in partners' newsletters	caretakers, Ministries of Education and other educational stakeholders, academia, NGOs/CSOs promoting digital citizenship, online safety and media literacy and/or addressing (cyber)bullying, social service and healthcare professionals, law enforcement agencies, industry partners, policy makers at local, national and European levels		
Building, empowering and widening the KID_ACTIONS Lab	Articles on the KID_ACTIONS website to promote the Lab's milestones – in particular, its constitution and the outcomes of its meetings Posts on the KID_ACTIONS Twitter and Instagram pages and on partners'	EUN network of 32 European Ministries of Education, the networks of YEU (involving young people from over 30 countries across Europe from youth centres, NGO/CSOs, public bodies), and the audiences of the other consortium members. Representatives from Armenia, Azerbaijan, Belgium, Bulgaria, Cyprus, Estonia, Germany, Greece, Italy, Kosovo, Macedonia,	M1-M24	**EUN**, FBK, PAT, AMN, YEU

		Serbia, Slovakia, Slovenia, and the UK		
	social media channels to promote the Lab's milestones – in particular, its constitution and the outcomes of its meetings

Items in the KID_ACTIONS e-Newsletter and partners' newsletters to promote the Lab's milestones – in particular, its constitution and the outcomes of its meetings

KID_ACTIONS Lab members' contributions will also be encouraged throughout the group's lifespan, either under the form of feature articles on the project website, guest contributions to the e-Newsletter, or quotes on the project's social media profiles | | | |
| **Scientific publications** | Publication of the scientific publications in research journals and on the KID_ACTIONS website in a dedicated section

Posts on the KID_ACTIONS Twitter and | Academia, social service and healthcare professionals, law enforcement agencies, industry partners, policy makers at local, national and European levels, Ministries of Education and other educational stakeholders, NGOs/CSOs promoting digital citizenship, online safety and media literacy and/or | TBC | **EUN,** FBK, AMN, YEU, PAT |

	Instagram pages to promote publication and results Posts on partners' social media channels to promote publication and results Item in the KID_ACTIONS e-Newsletter and in partners' newsletters to promote publication and results	addressing (cyber)bullying, teachers, educators and the wider school community, youth workers, young people, parents and caretakers		
First EU Policy, Research, and Practitioners Forum	Face-to-face, hybrid or online event Section on the KID_ACTIONS website to promote registration and outcomes Flyer Posts on the KID_ACTIONS Twitter and Instagram pages to promote registration and outcomes Facebook event (to be created by the EUN Facebook page) to promote registration	Representatives of leading projects, practitioner institutions, policy makers (including representatives of EU institutions), researchers, members of the KID_ACTIONS Lab, members of the EUN network of 32 European Ministries of Education, schools, teachers, NGO/CSOs, social service professionals, health and care professionals, law enforcement agencies, industry partners at the EU level and worldwide	M11/M12	**FBK, EUN**, AMN, PAT, YEU

	Posts on partners' social media channels to promote registration and outcomes Item in the KID_ACTIONS e-Newsletter and in partners' newsletters to promote registration and outcomes			
Update of dissemination and communication	Dissemination, communication and networking strategy v.2	KID_ACTIONS partners, European Commission services	M13	**EUN**, FBK, AMN, YEU, PAT
Release of the KID_ACTIONS Digital Education Platform v.1	Promotion through partners' participation in conferences Flyer Posts on the KID_ACTIONS Twitter and Instagram pages Posts on partners' social media channels Article on the KID_ACTIONS website and partners' websites Item in KID_ACTIONS e-Newsletter and partners' newsletters	KID_ACTIONS partners, European Commission services	M19	**FBK**, EUN, AMN, PAT, YEU

Launch of the awareness raising campaign	Production of an awareness video Use of testimonials on cyberbullying from young people Articles on the KID_ACTIONS website Posts on the project's and partners' Twitter and Instagram pages	General public with special attention to young people, teachers and educators	M20	AMN
Second EU Policy, Research, and Practitioners Forum	Face-to-face, hybrid or online event Section on the KID_ACTIONS website to promote registration and outcomes Posts on the KID_ACTIONS Twitter and Instagram pages to promote registration and outcomes Facebook event (to be created by the EUN Facebook page) to promote registration Posts on partners' social media channels to promote registration and outcomes	Representatives of leading projects, practitioner institutions, policy makers (including representatives of EU institutions), researchers, members of the KID_ACTIONS Lab, members of the EUN network of 32 European Ministries of Education, schools, teachers, NGO/CSOs, social service professionals, health and care professionals, law enforcement agencies, industry partners at the EU level and worldwide	M23/M24	**EUN, FBK**, AMN, PAT, YEU

	Item in the KID_ACTIONS e-Newsletter and in partners' newsletters to promote registration and outcomes			
Release of the KID_ACTIONS Digital Education Platform - Final version	Promotion through partners' participation in conferences Digital Education Platform to be embedded on the KID_ACTIONS website (restricted access via login and password) Posts on the KID_ACTIONS Twitter and Instagram pages Posts on partners' social media channels Article on the KID_ACTIONS website and partners' websites Item in KID_ACTIONS e-Newsletter and partners' newsletters	Schools, youth centers, teachers, educators, PAs, NGO/CSOs, social service professionals, health and care professionals, law enforcement agencies, Policy makers, and other relevant stakeholders at all levels	M24	**FBK**, EUN, AMN, PAT, YEU
Launch and promotion of policy recommendations	Final dissemination, communication and networking activities report and policy recommendations (D5.4)	Policy makers, PAs, NGO/CSOs, educational staff, social services, health and care professionals, and other relevant stakeholders at all levels	M24	**EUN**, FBK, PAT, AMN, YEU

	To be included as a detachable leaflet produced in English, Italian and French			
End of dissemination, communication, networking, and policy recommendation activities	Final dissemination, communication and networking activities report and policy recommendations	KID_ACTIONS partners, European Commission services	M24	**EUN**, FBK, PAT, AMN, YEU

Table 4 – KID_ACTIONS action plan for dissemination activities

10. SUCCESS INDICATORS

The evaluation and update of the KID_ACTIONS dissemination strategy will be carried out at M13 and M24 by EUN. Subsequent versions of the present strategy will propose potential adjustments and offer additional insights on certain dissemination activities taking place later in the project's lifespan.

With both updates to the strategy, its effectiveness will also be assessed, using the targets and measurements indicated in the table below.

Indicators	Target	Partner(s) responsible
Success indicators for "planned dissemination and communication" – M3		
Release of the KID_ACTIONS Dissemination, communication and networking strategy v.1 (D5.1)	n/a	EUN
On-time reporting and notification of all communication and dissemination activities foreseen and implemented	n/a	EUN
A Dissemination, communication and networking strategy will be developed and continuously updated, in order to provide guidance to the partners and ensure the widest dissemination of project results	n/a	EUN
Success indicators for "end of dissemination, communication, networking, and policy recommendation activities" – M24		
Yearly average of visitors on the project website	At least 1,000 "users" per year	FBK
Followers and likes on project's social media accounts	At least 300 on each platform (Twitter and Instagram)	FBK, EUN
e-Newsletter	7 editions (1 per quarter)*	FBK
Items published in the sustained editorial coverage on the project website and other websites	At least 16 (2 per quarter)*	EUN, AMN, YEU
Number of external events (seminars, university lectures, roundtables, and so on) to present the project and networking for the purpose of the project	At least 10 (5 per year)	EUN, FBK, AMN, PAT, YEU
Scientific papers	At least 2	EUN, FBK, AMN, PAT, YEU
Participation in scientific conferences	At least 3 per year	EUN, FBK, AMN, PAT, YEU

Organisation of the two "EU Policy, Research and Practitioners Forums"	At least 100 participants for both conferences	FBK, EUN
Building the KID_ACTIONS Lab	At least 30 members by M24 At least 2 virtual meetings by M24	EUN, FBK, PAT, AMN, YEU
Awareness video	At least 2,000 views	AMN

Table 5 – Success indicators for the Dissemination, communication and networking strategy

*These figures were amended from the initial project description, following subsequent discussions among partners.

11. CONCLUSION

This document laid out the KID_ACTIONS dissemination, communication and networking activities, defines target audiences, described the tools and channels to be used during the project and defined key performance indicators for its assessment.

This document will be the foundation for all dissemination activities carried out in the context of KID_ACTIONS, while remaining flexible enough to be adapted to upcoming project developments on an ad hoc basis. Equally, this strategy will be updated in a second version at M13 and a final version at M24. This will allow the KID_ACTIONS partners to further define certain areas of work and dissemination assets, to identify successes and gaps in dissemination activities, and to re-evaluate them, if needed.

ANNEX I – KID_ACTIONS TEMPLATES

This annex includes in the following order:

- The standard Deliverable Template;
- The Public Deliverable Template for upload on the project website;
- Generic Word Template;
- Event programmes Template;
- Flyer wireframe;
- Presentation Template.

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