KidActions

Dissemination, communication and networking strategy

Version 2

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PROVINCIA AUTONOMA DI TRENTO

AMNESTY INTERNATIONAL

Youth for Exchange and Understanding

European Schoolnet

KidActions

TABLE OF CONTENTS

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

LIST OF FIGURES

LIST OF TABLES

EXECUTIVE SUMMARY

The present deliverable lays out the KID_ACTIONS Dissemination, communication and networking strategy in its second version. This document serves as an updated strategy outlining the progress made on various dissemination activities and presenting the further development. It structures the project's various dissemination resources, introducing the dissemination and stakeholder's engagement kit, displaying the performance of online communications channels.

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 stems from an opportunity for KID_ACTIONS partners to take stock of the project's achievements and challenges with regard to dissemination activities. Certain aspects of the strategy have been evaluated and adapted in this version - including, but not limited to, the project's key messages, online presence and social media activity, the publication of scientific papers and a range of activities that take place 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 supports teachers, educators, and youth workers in fostering effectiveness and efficiency in education about risks and effects of cyberbullying, raises awareness among secondary school students and youth centres, and encourages 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 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 were structured and planned in the first version of the **Dissemination, communication and networking strategy**, developed by European Schoolnet (EUN) at the beginning of the project (M3). The mid-term strategy updates are displayed in the current document. 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 – these activities 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 were developed during the first semester of the project and are 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 is linked to the above website and published every three months.

- **Sustained editorial coverage** – at least two relevant stories are published by European Schoolnet (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 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 also participate in national/EU seminars and networking events.

- **EU Policy, Research, and Practitioners Forums** – the first edition took place on the 29th and 30th November in Trento, Italy and online. The second one is to be organised (between M23 and M24) in Brussels, Belgium and/or online. In order to promote the event, the dedicated visual identity has been created and will further be used for the second edition of the Forum. The promotional pack has been developed and shared with partners. Event results of the first edition, social media coverage and photo reportages from the venues were produced and published online.

- **Online awareness-raising campaign** - it will aim to prevent and combat cyberbullying among children and adolescents. Its main asset will be an awareness video. The campaign will be designed on the basis of the activities performed within the other WPs**.** To this scope, the first step has been the realization by AMN of a video in November 2021.

- **Other dissemination materials** are 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 key target audiences of the KID_ACTIONS project are:

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 to 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 is reached through a wide variety of activities carried out within the project - including, but not limited to:

- The continuous maintenance and update 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, news items on the topic of cyberbullying, the project's dissemination materials, and more. This is used to connect with broader stakeholders and to distribute the KID_ACTIONS e-Newsletter.

- The management of the KID_ACTIONS Twitter account, to promote the project, raise awareness about the topic, inform about the project's milestones and news, and create a strong community of **academics, practitioners, teachers, educators, young people and other key players** in the field of cyberbullying around it.

- The management of the 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 release and promotion of the Educational Toolkit, to facilitate the work around the topic of cyberbullying among **teachers and educators**.

- The publication of scientific papers during the project's lifespan, which aims to 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

The overall vision of KID_ACTIONS 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 also seeks 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 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 and Educational Toolkit as tools 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 peacefully and constructively.

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
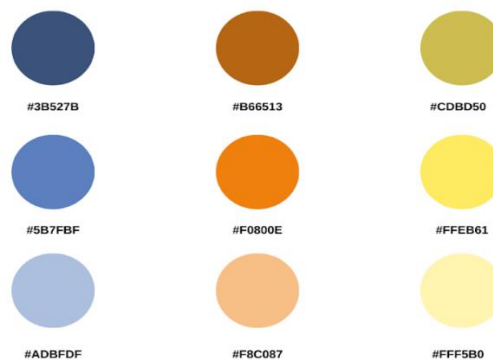
Figure 2 – KID_ACTIONS colour palette

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 event programmes;
- a template for other KID_ACTIONS Word documents;
- a template for KID_ACTIONS PowerPoint presentations;
- and a template for KID_ACTIONS flyers.

These templates were shown in the annexes of the first version of the strategy.

In order to create an appealing visual identity for the deliverables and reports that are published online and accessible to the public, a new template with a cover page and final page has been designed.

Figure 3 – KID_ACTIONS cover and final pages for public reports

6.3. Flyer

A KID_ACTIONS flyer has been developed in [English](#) and adapted to both digital and printed formats in M8. It was further translated to [French](#) and [Italian](#) languages. The flyer is available on the project website and promoted through social media channels, the e-newsletter, and distributed to the participants of the First European Research and Practitioners Forum in Trento, Italy. The full flyer can be found in the Annex I of this document.

Figure 4 – KID_ACTIONS flyer in English

6.4. 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). The content represents the views of the author only and is their sole

responsibility. The European Commission does not accept any responsibility for use that may be made of the information it contains."

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 on the communication material.

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 5 – 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

The EU emblem is displayed on the project website and all materials produced for online and onsite dissemination, more specifically social media banners, graphics, flyers, conference booklet, public reports, roll-up banners.

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 are 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.

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

Page | 18

Activity	Channel	Partners involved
Website	www.kidactions.eu	EUN and FBK (continuous maintenance), EUN (content management), EUN with the support of all partners (editorial coverage)
Social media	Twitter page - @KidActions Instagram page - @KidActions Project hashtag - #KidActions	EUN (content management)
e-Newsletter	MailPoet	EUN (content management and technical set-up)

Table 2 – KID_ACTIONS online dissemination tools

7.2. Project website

Throughout the project, the website is being used as the project's main dissemination channel, in order to:

- establish content branding;
- disseminate information and developments relevant to the project;
- share the news and developments around the topic of cyberbullying;
- provide relevant stakeholders with statistics, preventive strategies and best practices on cyberbullying;
- share resources produced during the project, in particular, the Digital Education Platform;
- make the Educational Toolkits available for view and download;
- provide information and opportunity to participate in relevant events;
- 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 was officially launched in M6. The launch of the website was promoted through the project's social media and newsletter channels.

The website is 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.
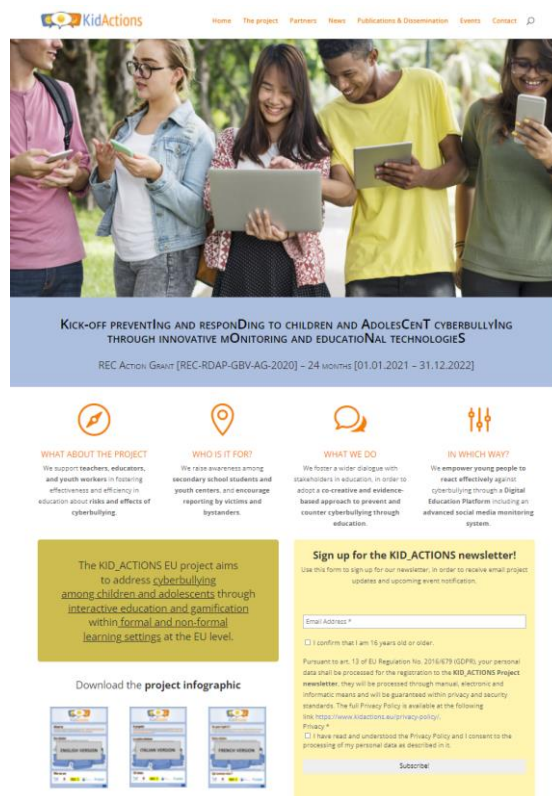
Figure 6 – Homepage of the KID_ACTIONS website

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 7 – Header of the KID_ACTIONS website

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 8 – Footer of the KID_ACTIONS website

At present the website contains the following sections: "*Home*" (Figure 5), "*The project*" (Figure 8), "*Partners*" (Figure 9), "*News*" (Figure 10), "*Publications and dissemination*" (Figure 11), "*Contact*" (Figure 12).
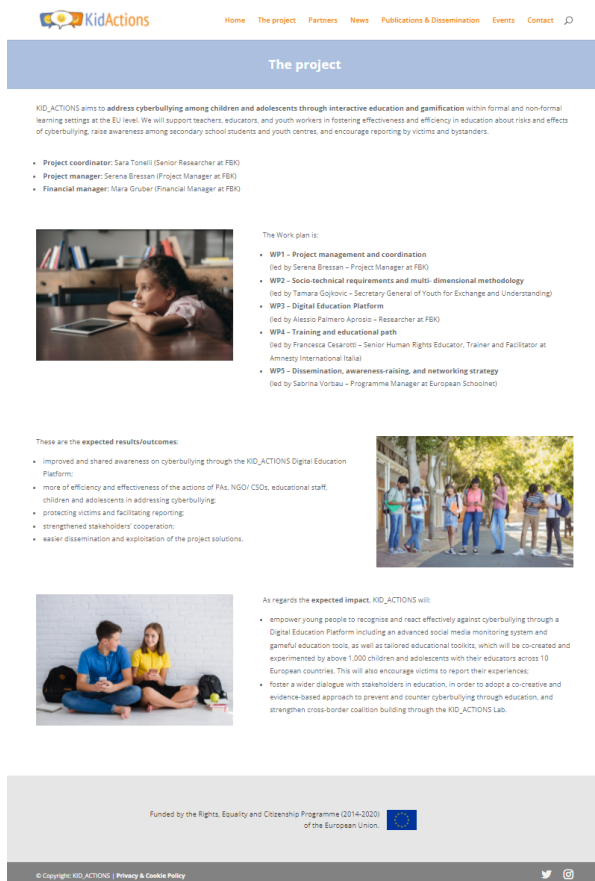
Figure 9 – "The project" page on the KID_ACTIONS website
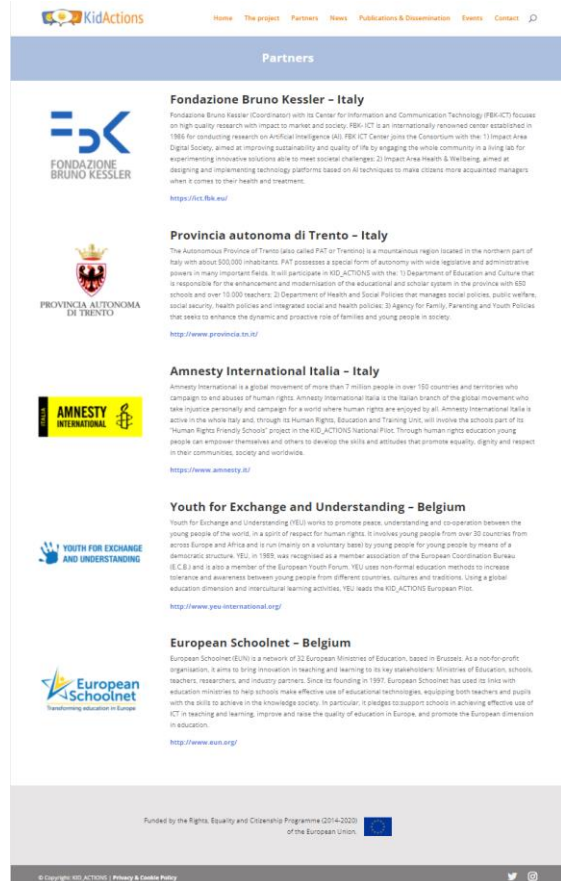
Figure 10 – "Partners" page on the KID_ACTIONS website

The "*News*" page features the pieces of news produced in the context of the sustained editorial coverage, which EUN is leading on with the main support of AMN and YEU and other project partners. This coverage ensures regular content updates on the website throughout the project. The three partner organisations produce between two and six relevant stories every quarter of implementation on the project website. These articles are shared by all project partners through their respective communication channels, in order to reach different target groups and audiences.
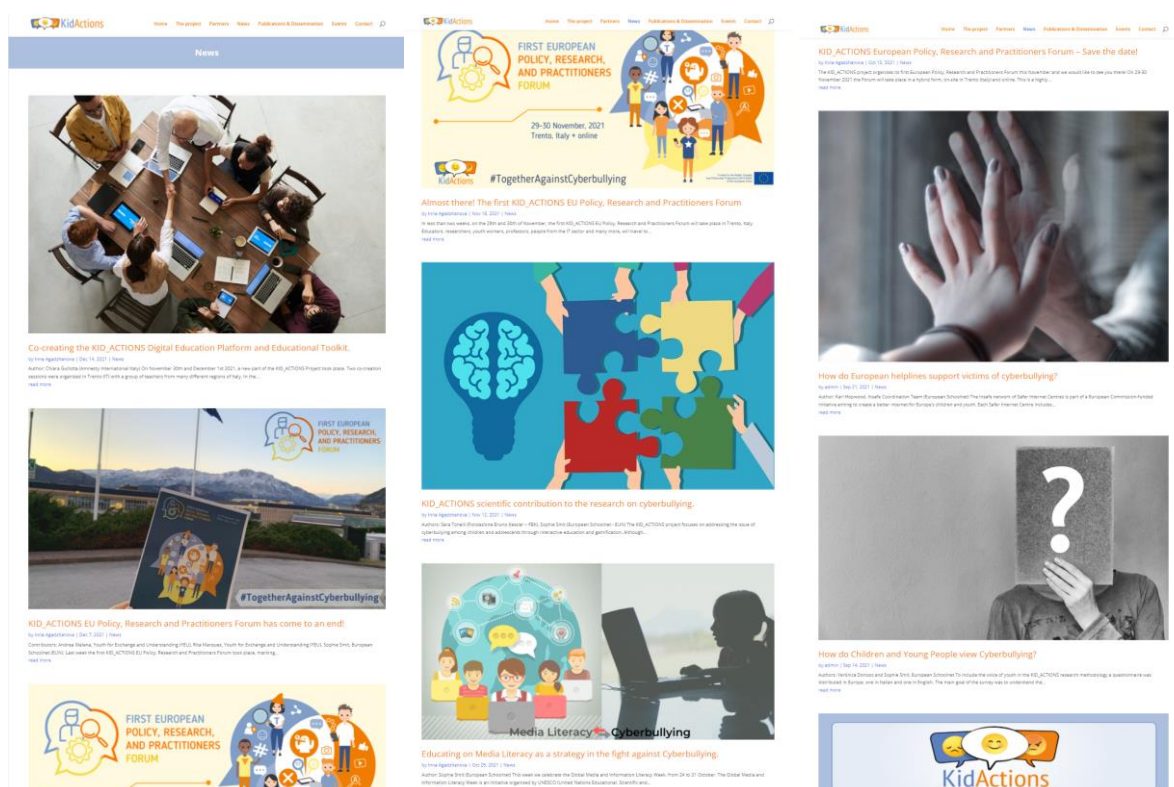
Figure 11 – Snippets of the "News" page of the KID_ACTIONS website

EUN oversees 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 to promote via their respective dissemination channels.

Within the first year of the project's lifespan, thirteen news items were produced and published on the website. Typically, these articles do not exceed 500-600 words and are accompanied by associated visuals and calls to action (if any).

Date	Title	Authors
April 2021	Tackling cyberbullying through innovative monitoring and educational technologies with KID_ACTIONS	EUN
June 2021	KID_ACTIONS focus groups highlight importance of youth involvement	YEU
June 2021	Cyberbullying: What does the research say?	EUN

July 2021	How will KID_ACTIONS tackle Cyberbullying?	EUN
Sep 2021	New report out! KID_ACTIONS Methodology and Socio-technical Requirements	YEU
Sep 2021	How do Children and Young People view Cyberbullying?	EUN
Sep 2021	How do European helplines support victims of cyberbullying?	EUN
Oct 2021	KID_ACTIONS European Policy, Research and Practitioners Forum – Save the date!	EUN
Oct 2021	Educating on Media Literacy as a strategy in the fight against Cyberbullying	EUN
Nov 2021	KID_ACTIONS scientific contribution to the research on cyberbullying.	EUN, FBK
Nov 2021	Almost there! The first KID_ACTIONS EU Policy, Research and Practitioners Forum	EUN
Dec 2021	KID_ACTIONS EU Policy, Research and Practitioners Forum has come to an end!	EUN, YEU
Dec 2021	Co-creating KID_ACTIONS Digital Education Platform	AMN
Jan 2022	International Day of Education – Using Education to Combat Cyberbullying	YEU
Feb 2022	KID_ACTIONS Support the Safer Internet Day!	EUN

Table 3 – KID_ACTIONS editorial coverage 2021

The "*Publications and dissemination*" features the list of scientific publications, project public reports, public deliverables and congress attendances, organised into sections.

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

Prior to the organisation of the first European Policy, Research, and Practitioners Forums, a new dedicated page for "Events" has been created. It contained all information concerning the Forum: event description, agenda, speakers' bios and links to registration and downloadable booklet. FBK facilitated the creation of the registration page through Eventbrite – event management platform, as well as followed up on registrants list and confirmation emails.

Further, the "Events" page will be populated with the information on the second Policy, Research and Practitioners Forum, while keeping the content about the first edition in the 'past events' section.

Figure 13 – "Events" page on the KID_ACTIONS website

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

Figure 14 – "Contact" page on the KID_ACTIONS website

Since the launch (M3), the project's website has reached the number of 2,736 unique visitors (users who have initiated at least one session during this period) and 3,931 sessions (data was generated through Google Analytics on 26 January 2022).

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

In order to track and pool information relevant to the project, the generic hashtag #KidActions is used in every Twitter and Instagram post related to it. In addition, additional hashtags were launched in relation to the Policy, Research and Practitioners Forum such as #KidActionsForum and #TogetherAgainstCyberbullying. In the future, more hashtags may be launched in connection with other project activities, such as the launch of the Digital Education Platform.

7.3.1. Twitter

KID_ACTIONS has its own Twitter page, **@kidactions**, which is 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 15 – KID_ACTIONS Twitter account

In doing so, this page enables us to create a reference point to build a community around KID_ACTIONS activities and materials. It allows 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** – understanding of the topic, statistics, preventive strategies and best practices on the topic.

The page has been launched by EUN at M3 and currently has reached 113 followers, 121 tweets, 596 likes, 109,161 impressions, 33,904 profile visits (data collected through Twitter Analytics on 26 January 2022).

To ensure a regular flow of information, EUN oversees content management on the Twitter page. Tweets are shared in English and are accompanied by the project branded graphics and animations. Posts are published 3-5 times a week to disseminate and communicate project results, raise awareness on the topic and encourage to engage with the KID_ACTIONS activities.
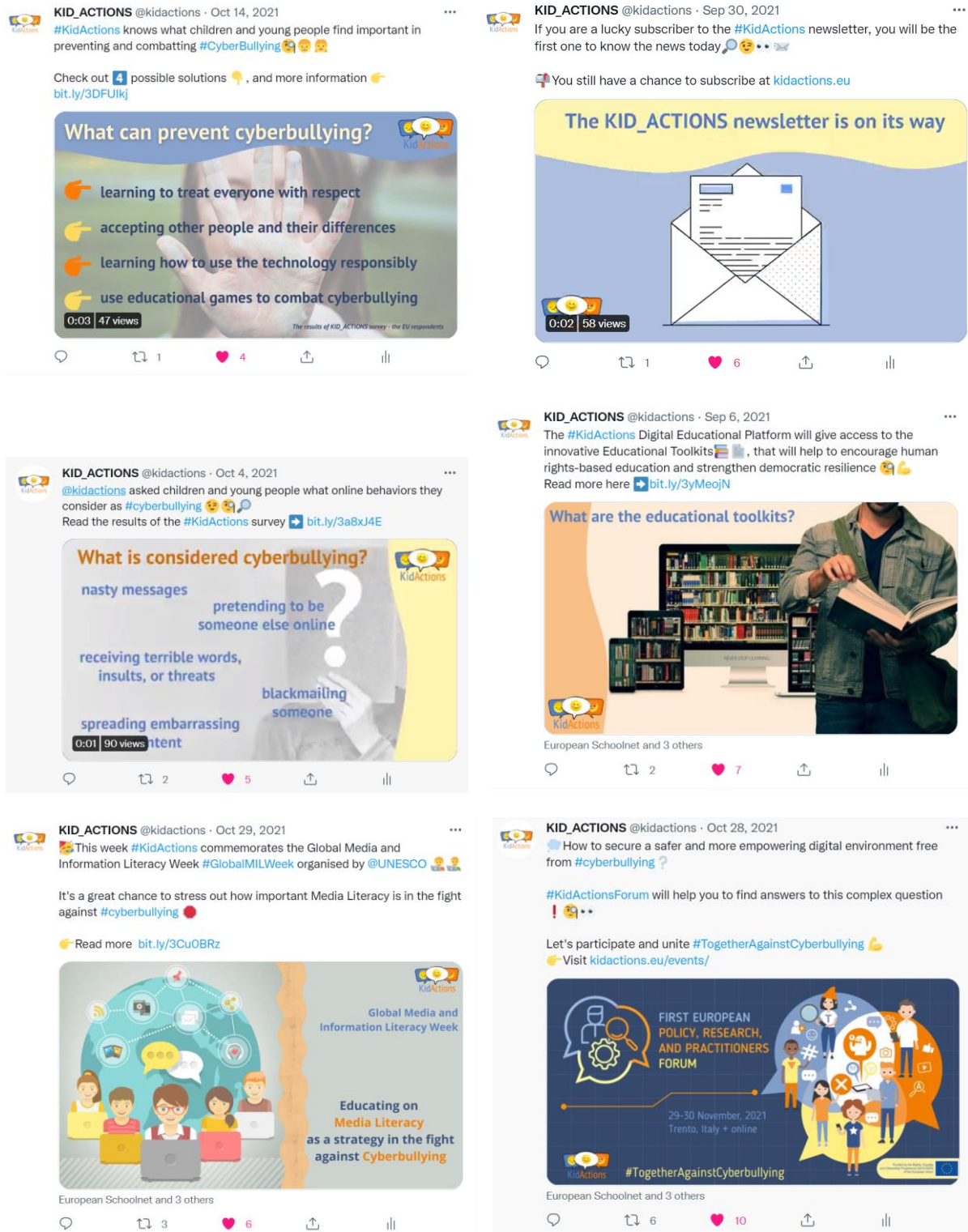
Figure 16 – Examples of the posts on the KID_ACTIONS Twitter page

7.3.2. Instagram

KID_ACTIONS has also its own Instagram page, **@kidactions**, that is used to give visibility to the KID_ACTIONS project, primarily with a younger audience, but also with the wider project stakeholders mentioned above.
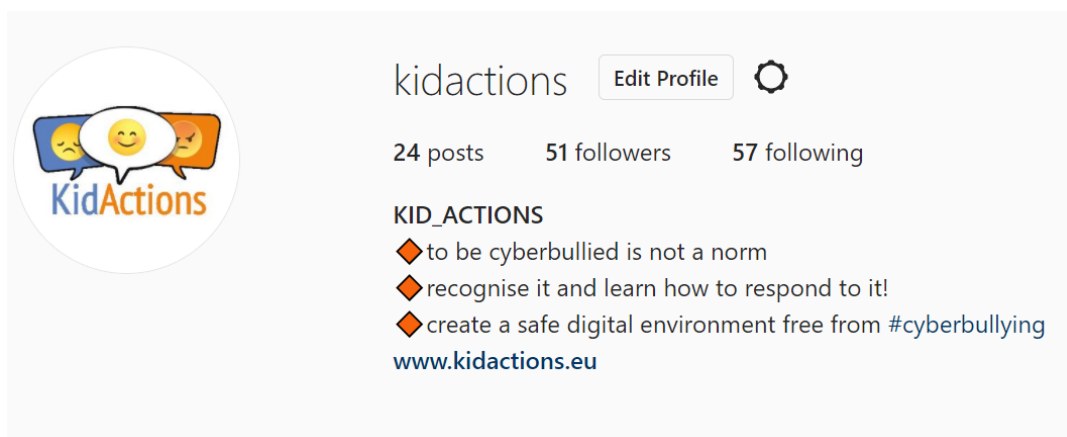
Figure 17 - KID_ACTIONS Instagram account
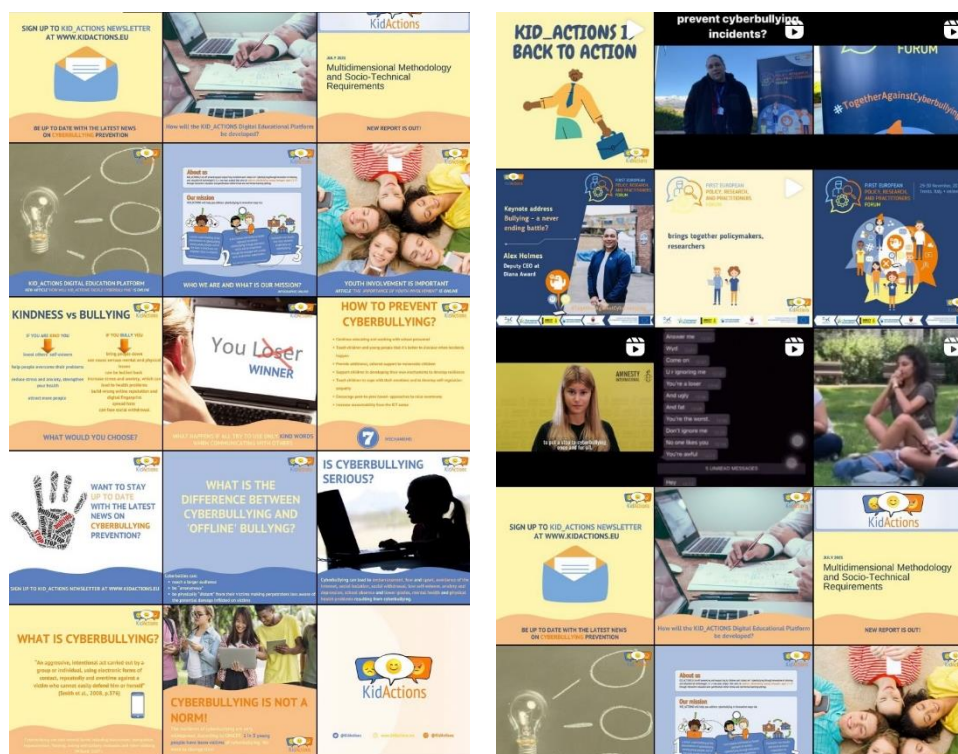
Figure 18 – The posts from the KID_ACTIONS Instagram account

While the Twitter page is more focused on raising awareness of KID_ACTIONS and creating a community of interest around it among professionals, the Instagram page aims 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 are shared.

This page was launched at M4 and till now and has collected an audience of 51 users, 169 likes and a total reach of 5700 users (data collected through Instagram Analytics on 26 January 2022).

To ensure a regular flow of information, EUN oversees content management and constantly develops and implements new strategies to promote the organic growth of the Instagram page. Among the new strategies, there was the production of development of reels - short, entertaining videos on Instagram. The first video has been viewed by 3361 users. Production of reels allows us to reach a new audience and be promoted organically by Instagram algorithms.
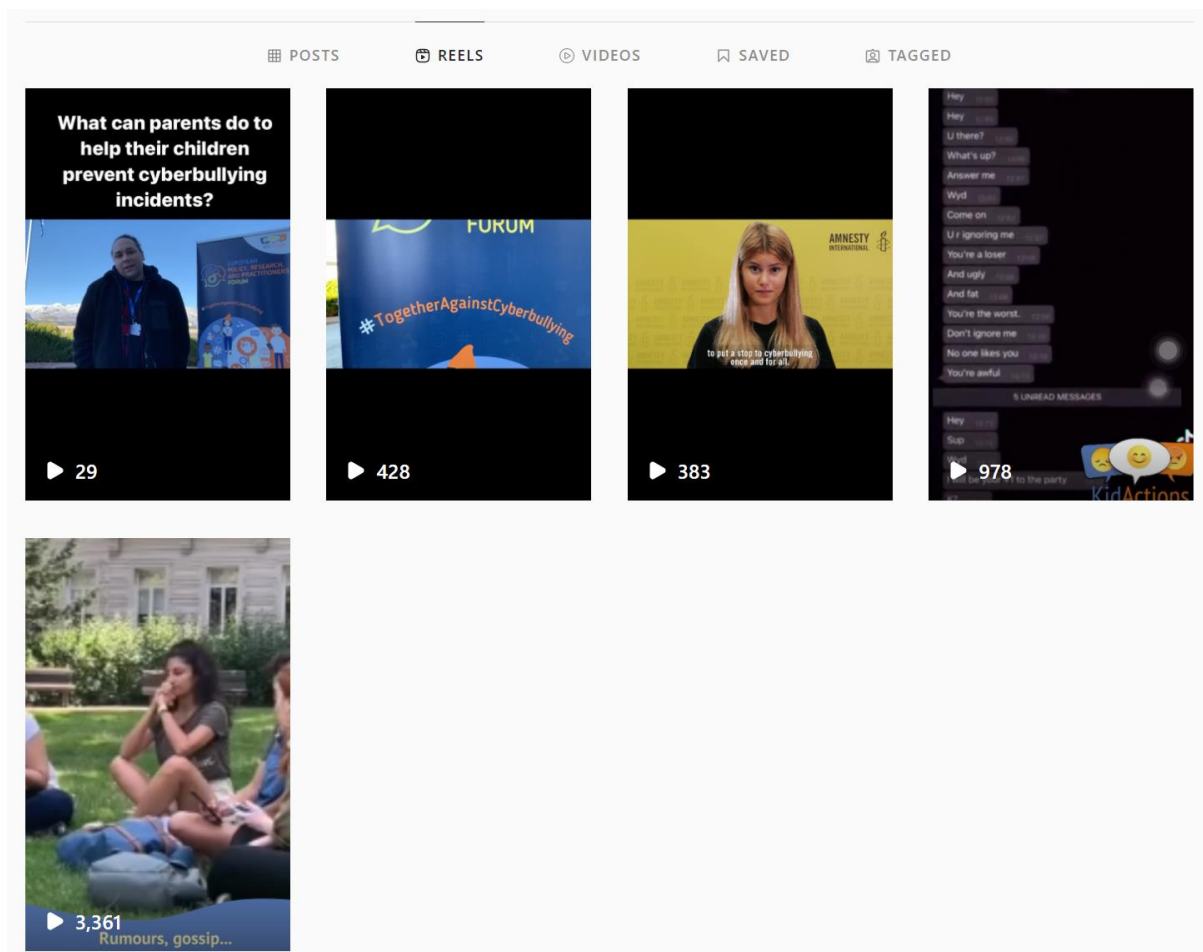
Figure 19 - KID_ACTIONS Instagram reels

7.4. e-Newsletter

The aim of the KID_ACTIONS e-Newsletter is to make potential and existing website users aware of the news about the 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 e-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).

The e-Newsletter is published every three months from June 2021 onwards: June edition, September edition, December edition. The best time to send out emails has been identified by analysing the project's target audience, and the peak time of engagement on social media channels.

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 have an opportunity to stay in-the-know about the KID_ACTIONS project. Moreover, registrations are also driven by social media promotion. Posts with the call to action to subscribe to the e-newsletter are regularly published on Twitter and Instagram. The regular promotion helped us to grow the mailing list to 154 subscribers. A template was created according to the project visual identity.
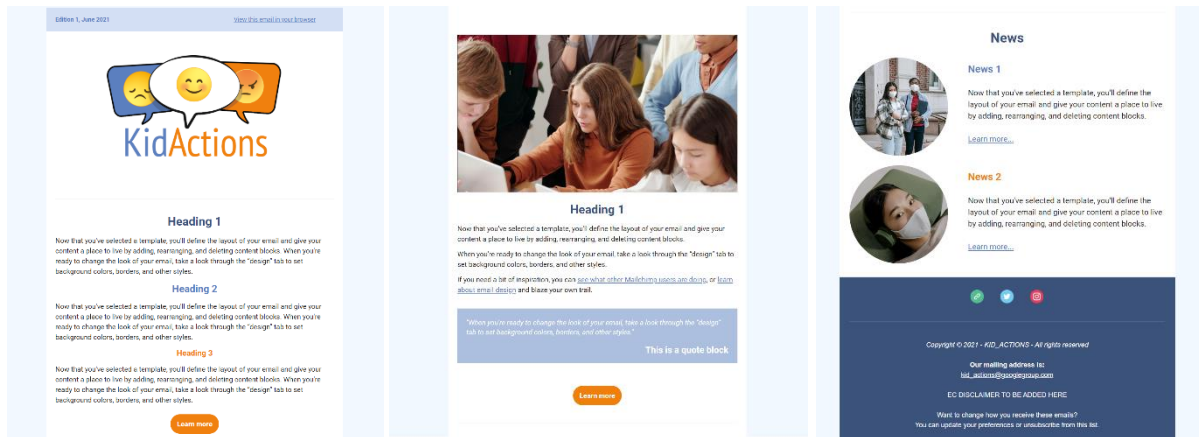
Figure 20 – Template for the KID_ACTIONS e-Newsletter

The *MailPoet 3* WordPress plugin (version 3.75.0) was installed in the KID_ACTIONS project website, in order to manage the lists of emails and subscribers directly from the WordPress project dashboard.

7.5. Promotion through other existing channels

7.5.1. European Schoolnet's channels

KID_ACTIONS is given visibility through a project description page and regular project updates on European Schoolnet's main website (http://www.eun.org). In 2021, this website attracted 112,632 unique visitors and had 296,394 page views.

European Schoolnet actively uses the organisation's social media channels on Facebook (28,073 followers), Twitter (27,200 followers), YouTube (3,890 subscribers), and LinkedIn (7,156 followers) to promote the KID_ACTIONS activities.

Other EUN communication channels allow maximising the KID_ACTIONS project's reach, namely the Teachers' Newsletter (5,362 subscribers) and the Policy Newsletter (3,924 subscribers). The item on KID_ACTIONS is present every second month in the EUN newsletters.

In December 2021 KID_ACTIONS project was featured in the article produced by European Schoolnet and published on the organisation's website - Cyberbullying: building resilience and awareness through innovative projects.

European Schoolnet actively promotes the resources and milestones of KID_ACTIONS through relevant ongoing projects such as Better Internet for Kids, given that this project has a significant audience that is also interested in bullying and cyberbullying. Social media messages are regularly published from 2 Twitter profiles: @safeinternetday (46,700 followers) and @Insafenetwork (11,400 followers); LinkedIn account (125 followers).

7.5.2. Fondazione Bruno Kessler's channels

KID_ACTIONS is given visibility through regular project updates on FBK's main website (Magazine and Events sections). In 2021, this website attracted 75,035 unique visitors.

Other FBK communication channels allow maximising the KID_ACTIONS project's reach, namely the organisation's social media channels on Facebook (8,991 likes), Twitter (9,147 followers), LinkedIn (19,000 followers), Instagram (2,902 followers) and YouTube, where the 1st KID_ACTIONS Policy Forum was live-streamed (1.67K subscribers).

Finally, FBK promotes the resources and milestones of KID_ACTIONS through relevant past and ongoing projects' networks such as CREEP and Hatemeter, 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 is given visibility via the website of Amnesty International Italia. Project updates are also disseminated on the organisation's social media channels on Facebook (535,603 followers as of January 2022), Twitter (over 413,128 followers as of January 2022) and Instagram (over 247,000 followers as of January 2022).

7.5.4. Youth for Exchange and Understanding's channels

KID_ACTIONS is given visibility on the website of YEU. Project updates are also disseminated through the YEU Newsmail, as well as on the organisation social media channels on Facebook (15,963 followers of January 2022), on Twitter (380 followers) and Instagram (1070 followers).

The YEU Newsmail reaches an audience of 769 contacts, and alongside YEU's social media channels, is used to promote the KID_ACTIONS project developments, specifically the articles shared on the project's website as well as those covering activities organised within the project.

7.5.5. Provincia Autonoma di Trento's channels

PAT helps promote the KID_ACTIONS project and key milestones via their website, as well as on their Facebook (83,709 followers as of January 2022), Twitter (over 16,300 followers) and Instagram accounts (9,799 followers).

7.5.6. Overview of partners' social media channels

Organisation	Website	Newsletter	Facebook	Twitter	Instagram	LinkedIn
Amnesty International Italy (AMN)	https://www.amnesty.it/	Articolo 26	@AmnestyInternationalItalia	@amnestyitalia	@amnestyitalia	https://it.linkedin.com/company/amnesty-international
European Schoolnet (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
Fondazione Bruno Kessler (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/					
Provincia Autonoma di Trento (PAT)	http://www.provincia.tn.it/	n/a	@provincia.autonoma.trento	@ProvinciaTrento	@ProvinciaTrento	n/a
Youth for Exchange and Understanding (YEU)	www.yeu-international.org	YEU Newsmail	@YEUWorld	@YEUWorld	@YEUWorld	n/a

Table 4 – Overview of KID_ACTIONS partners' social media channels

The communication efforts are 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 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 already participated in different national/EU seminars and networking events, such as: Stefano Menin (FBK) who presented the KID_ACTIONS project at "The 2021 Conference on Empirical Methods in Natural Language Processing" (EMNLP2021); Federico Bonetti (FBK) who presented the gamification dynamics of the Platform through its speech "High School Superhero: a 3D video game for abusive language annotation" delivered in an invited online seminar at Lab meeting of DALI team (Disagreement And Language Interpretation), Queen Mary University of London - UK; Sara Tonelli (FBK) who presented the research focus of the project in "Context, Users and Disagreement: What we don't talk about when we talk about abusive language", invited seminar at Data and Web Science Group, University of Mannheim - Germany and "Addressing the Grand Challenges of Online hate research", Invited talk for the seminar series on Misinformation and Miscommunication in Social Media, Universitat Politècnica de València – Spain; Veronica Donoso (EUN) who resented the project in the context of the "Professional Development Workshop for eTwinning Ambassadors", leading a specific workshop on cyberbullying.

Conference papers are then listed in the 'Publications & Dissemination' page of the project website.

Figure 21 – List of conference papers published on the KID_ACTIONS website

8.2. EU Policy, Research, and Practitioners Forums

These EU Policy, Research and Practitioners Forums aim to 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 33 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, the following sessions are to be organised:

- to invite 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.

The 1st EU Policy, Research and Practitioners Forum has been organised on 29th-30th November in a hybrid format in Trento, Italy, at the premises of FBK and online. The event brought together practitioner institutions, policy makers and researchers, schools, teachers, NGO/CSOs, social service professionals, health and care professionals, industry partners. More than 70 participants from over 10 countries attended the event onsite in Trento and online.

8.2.1. Visual identity and online presence of the 1st Forum

To promote the event, a dedicated page 'Events' on the website has been created, containing all information about the event (description, agenda, information on speakers, registration link).

To create a strong visual identity and online presence to the Forum, EUN coordinated the preparation of:

- **Event logo and visual identity**. The visual identity was created in line with the project brand. It represents the collaborative approach to tackle cyberbullying.

FIRST EUROPEAN POLICY, RESEARCH, AND PRACTITIONERS FORUM | 29–30 November, 2021 Trento, Italy + online

Figure 22– The logo and visual identity of the KID_ACTIONS 1ˢᵗ Forum

- **Templates**. Branded templates for MS Word and MS PowerPoint have been created to be used for all documents related to the conference.

  Templates are showcased in the Annex of this document.

- **Visual assets**. To ensure social media posts are accompanied by informative and engaging visuals, EUN has produced numerous graphics and animations.

Figure 23 – The visuals produced for social media promotion of the KID_ACTIONS Forum

- **The Forum booklet.** A booklet has been produced prior to the conference to gather all information related to the forum in one document. It contains the description of the event, the agenda, information on the speakers, and links to all communication channels. The booklet was available for download through the KID_ACTIONS website, and has also been printed and distributed to the onsite participants of the forum in Trento, Italy.

- **Roll-up banner**. EUN oversaw the production and logistics of the 2 roll-up banners that were used in the conference venue in Trento, Italy. These banners will further be used for the 2nd Forum in Brussels, Belgium.

Figure 24– KID_ACTIONS Forum roll-up banner

8.2.2. Promotion of the 1st KID_ACTIONS Forum

All materials have been collected in the 'Communication Package', that has been developed by EUN and shared with partners to encourage the promotion of the Forum through partners channels.

To ensure efficient social media coverage 2 additional hashtags were introduced #KidActionsForum, #TogetherAgainstCyberbullying. Twitter posts were published every day 3 weeks ahead of the Forum to promote the registration numbers of the event as well as raise awareness about the topic and promote the project's goals and activities.

The banners on the website homepage and Twitter account have been changed to reflect the Forum's visual identity.

Figure 25– The Twitter profile with the promotional banner of the KID_ACTIONS Forum

'Save the date' news articles were produced and published on the project's website one month and one week prior to the event. The promotional article has also been launched on the Better Internet for Kids (BIK) portal. The events calendar on the Better Internet for Kids Portal was populated with the description of the KID_ACTIONS Forum. The newsletter item has been included in the EUN Teachers' Newsletter, the Policy Newsletter, and to quarterly BIK Bulletin.

The results of the 1st Forum have been published on the website and were disseminated in the December editions of the KID_ACTIONS e-newsletter, EUN newsletter, BIK Bulletin, FBK Magazine, and YEU Newsmail.

Event videos with interviews of the speakers, social media coverage and photo reportages from the venues were produced and published online.
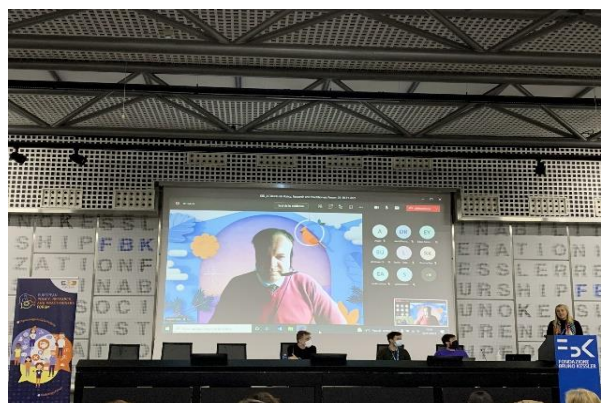
Figure 26 – Pictures from the venue of the KID_ACTIONS Forum – 29-30 November, FBK premises, Trento, Italy.

Active social media presence before and during the days of the KID_ACTIONS Forum allowed KID_ACTIONS to grow its online visibility by 20% on Twitter and 50% on Instagram.

Besides the participation onsite in Trento and online, via Microsoft Teams, 150 more people viewed the event via the live streaming launched through the FBK YouTube channel.

Figure 27 – Examples of social media activity during the days of the KID_ACTIONS Forum

8.2.3. The 2nd EU Policy, Research, and Practitioners Forum

The second Forum is expected to take place in Brussels, Belgium, between M23 and M24. With regards to the second conference, the consortium will, in the coming months, discuss its format, taking into account the restrictions linked to the ongoing Covid-19 pandemic.

The promotional materials will be created for the 1st Forum, customised to the 2nd edition and reused to enforce the forum online presence.

8.3. Awareness raising campaigns

An online awareness-raising campaign aimed at preventing and combating cyberbullying among children and adolescents will be 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.

AMN is responsible for the realisation of an online awareness campaign to be carried out to prevent and combat cyberbullying among children and adolescents. In particular, it aims to raise awareness of the entire community on the nature of the phenomenon and its dangers, promoting empathy, mutual respect and tolerance to all diversity. The campaign will also be a mechanism designed to facilitate the reporting of cyberbullying incidents to educational institutions, families and other stakeholders

who should ensure a coherent and organized response, including victim support and counselling for perpetrators. To this scope, the first step has been the realisation of a video in November 2021, whose key messages aim at promoting a greater understanding of what cyberbullying is, raising awareness and promoting empathy.

Figure 28 – Screenshot from the video on raising awareness on cyberbullying

This video has been produced by Giallomare of Simona Cocozza with the support and presence of Jenny De Nucci, Italian actress and influencer, a former competitor of the Italian reality show "Il Collegio", who has also starred in popular fictions such as Don Matteo and One Step from Heaven and wrote the book "Girls". Currently, the number of people reached by the video is the following:

- Video on Instagram: 20,000 reached accounts, 6,728 views, 855 Likes and 28 video savings.
- Stories on Instagram: 4,000 reached accounts, 205 clicks.
- Video on Facebook: 6,401 reached people, 1,199 views, 126 interactions, 33 video sharing.

The video has been provided with English subtitles and further promoted through the KID_ACTIONS social media channels, the e-newsletter and further spread through the partners' official communication channels.

Further awareness-raising content will be developed between M20-M24 of the project.

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 are intended to support policy makers, Public Authorities, 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;
- and 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 third and final 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;
- fostering networking and knowledge/technology transfer across Europe and sectors.

Members of the KID_ACTIONS Lab will be added to a dedicated mailing list to facilitate communication among the members of the Lab as well as the project partners. They will also be invited to take part in the following meetings and forums:

- March 2022: First online meeting.
- September 2022: Second online meeting.
- November/December 2022: Participation in second European Policy, Research and Practitioners Forum

The KID_ACTIONS consortium partners aim to recruit members to the KID_ACTIONS Lab from various stakeholder groups such as academia, educators and youth workers, industry representatives, policymakers as well as experts from civil society and NGOs. To this end, European Schoolnet has produced an invitation letter and a registration form for project partners to reach out to relevant stakeholders within their professional networks. Overall, thirteen people have accepted to be part of the KID_ACTIONS Lab as detailed below.

In this context, EUN has sent the invitation to their Digital Citizenship Working Group, which includes twenty-six members from the Organisation's network of ministries of education. In addition, EUN also extended invitations to the serval speakers of the 1st KID_ACTIONS European Policy, Research and Practitioners Forum, mainly from NGOs and academia. Among those invited, Dr Michelle O'Reilly from the University of Leicester and Laura Higgins from Roblox have accepted the invitation for now.

YEU has also reached out to their network of youth workers and invited ten potential members. As of now six of them (Grigor Yeritsyan from Armenian Progressive Youth NGO, Nami Isaki from the Center for Intercultural Dialogue, Helen Link from YEU Estonia, Yannis Tsilsou from the United Societies of Balkans, Jelena Karac from OPENS2019 and Jurij Matkovič from Mladinski centre BiT so.p.) responded positively to take part in the KID_ACTIONS Lab.

FBK invited five potential members to the KID_ACTIONS Lab three of whom has also taken part in the 1st KID_ACTIONS European Policy, Research and Practitioners Forum as speakers. Out of them, three members of academia (Valerio Basile from the University of Turin, Federico Faloppa from the

University of Reiding and Anita Lavorgna from the University of Southampton), as well as an NGO representative (Bill Howe from StopHate UK), accepted the invitation.

Finally, Dario Ianes from the Free University of Bolzano, who was invited by PAT also accepted the invitation. This brings the KID_ACTIONS Lab to 13 confirmed members by end of January 2022.

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 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.

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

This task has been 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. The TC and Task Leader will continuously monitor this task. 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 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.

8.8. Other dissemination materials

In addition to the above-mentioned dissemination materials and activities, KID_ACTIONS was also promoted through the production, of the following materials:

- 50 flyers,
- 50 conference booklets,
- 2 roll-up banners for the KID_ACTIONS Forum

Due to the ongoing Covid pandemic, most activities in year 1 were held online or with a reduced audience and therefore the production of gadgets and printed materials was more limited.

9. ACTION PLAN

Table 5 outlines the project's action plan for **the dissemination, communication and networking activities**, also taking into account **project milestones** that will be given visibility via adequate dissemination efforts.

Activity	Channel	Target audience	Timeline	Partner(s) involved
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 (and continuously, at least once a month)	**EUN**, AMN, YEU
Launch and promotion of the e-Newsletter	Branded e-Newsletter template produced and mailing list managed via Mailchimp Promotion of subscription via an article on the KID_ACTIONS website	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	M6 (and quarterly)	**EUN**, FBK

		addressing (cyber)bullying, social service and healthcare professionals, law enforcement agencies, industry partners, policy makers at local, national and European levels		
	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			
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	EUN network of 33 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,	M1-M24 (ongoing)	**EUN**, FBK, PAT, AMN, YEU
	Posts on the KID_ACTIONS Twitter and Instagram pages and partners' 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 | Germany, Greece, Italy, Kosovo, Macedonia, Serbia, Slovakia, Slovenia, and the UK | | |
|---|---|---|---|---|
| **Scientific publications** | Publication of the scientific publications in research journals and on the KID_ACTIONS | Academia, social service and healthcare professionals, law enforcement agencies, industry partners, policy makers at local, | M5-M24 (ongoing) | **EUN,** FBK, AMN, YEU, PAT |

	website in a dedicated section Posts on the KID_ACTIONS Twitter and 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	national and European levels, Ministries of Education and other educational stakeholders, NGOs/CSOs promoting digital citizenship, online safety and media literacy and/or addressing (cyber)bullying, teachers, educators and the wider school community, youth workers, young people, parents and caretakers		
Release of the KID_ACTIONS Digital Education Platform v.1	Promotion through partners' participation in conferences Posts on the KID_ACTIONS Twitter and Instagram pages Posts on partners' social media channels Article on the KID_ACTIONS	KID_ACTIONS partners, European Commission services	M19	**FBK,** EUN, AMN, PAT, YEU

	website and partners' websites Item in KID_ACTIONS e-Newsletter and partners' newsletters			
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 A 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	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 33 European Ministries of Education, schools, teachers, NGO/CSOs, social service professionals, health and care professionals,	M23/M24	**EUN, FBK**, 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	law enforcement agencies, industry partners at the EU level and worldwide		
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	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

	Item in KID_ACTIONS e-Newsletter and partners' newsletters			
Launch and promotion of policy recommendations	Final dissemination, communication and networking activities report and policy recommendations (D5.4) To be included as a detachable leaflet produced in English, Italian and French	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
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 5 – KID_ACTIONS action plan for dissemination activities

10. SUCCESS INDICATORS

The evaluation and update of the KID_ACTIONS dissemination strategy will also be carried out at 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.

Indicators	Target	Numbers reached at M13	Partner(s) responsible
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	2,736 users	EUN
Followers and likes on project's social media accounts	At least 300 on each platform (Twitter and Instagram)	Twitter: 113 followers; 596 likes Instagram: 51 followers; 169 likes	EUN
e-Newsletter	7 editions (1 per quarter)[1]	3 editions	EUN
Items published in the sustained editorial coverage on the project website and other websites	At least 16 (2 per quarter)[2]	14 items on the project website	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)	5 invited talks-seminars/workshops	EUN, FBK, AMN, PAT, YEU
Scientific papers	At least 2	6	EUN, FBK, AMN, PAT, YEU
Participation in scientific conferences	At least 3 per year	7	EUN, FBK, AMN, PAT, YEU
Organisation of the two "EU Policy, Research and Practitioners Forums"	At least 100 participants for both conferences	The 1st EU Policy, Research and Practitioners Forum – 70 participants (onsite and online)	FBK, EUN

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[1] This figure was amended from the initial project description, following subsequent discussions among partners.
[2] This figure was amended from the initial project description, following subsequent discussions among partners.

Building the KID_ACTIONS Lab	At least 30 members by M24 At least 2 virtual meetings by M24	13 confirmed members by 27/01/22	EUN, FBK, PAT, AMN, YEU
Awareness video	At least 2,000 views	8,133 views on Twitter, Instagram, Facebook	AMN

Table 6 – Success indicators for the Dissemination, communication and networking strategy

11. CONCLUSIONS

This document lays out the second and updated version of the KID_ACTIONS dissemination, communication and networking activities following year 1 of the project. It showcases the activity lines where progress has been made and outlines further activity lines to be developed.

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

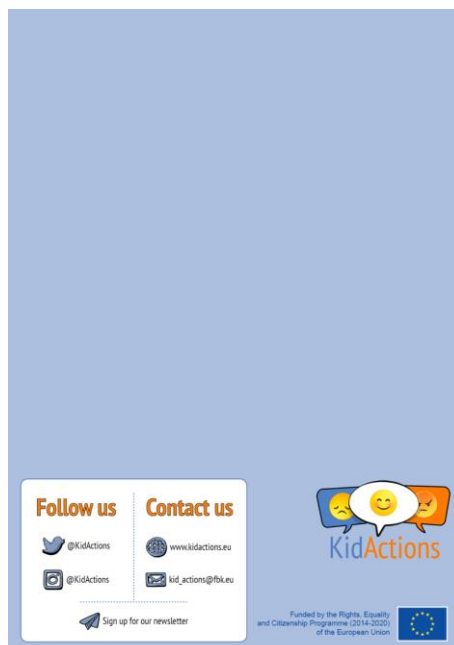# ANNEX I – KID_ACTIONS ENGAGEMENT KIT

Public Deliverable template – page 1   **Public Deliverable template – page 2**

Public Deliverable template – final page

KID_ACTIONS Flyer (English) - Page 1

KID_ACTIONS Flyer (English) - Page 2

ANNEX II – KID_ACTIONS 1ST EU POLICY, RESEARCH AND PRACTITIONERS FORUM

Templates

MS Word template
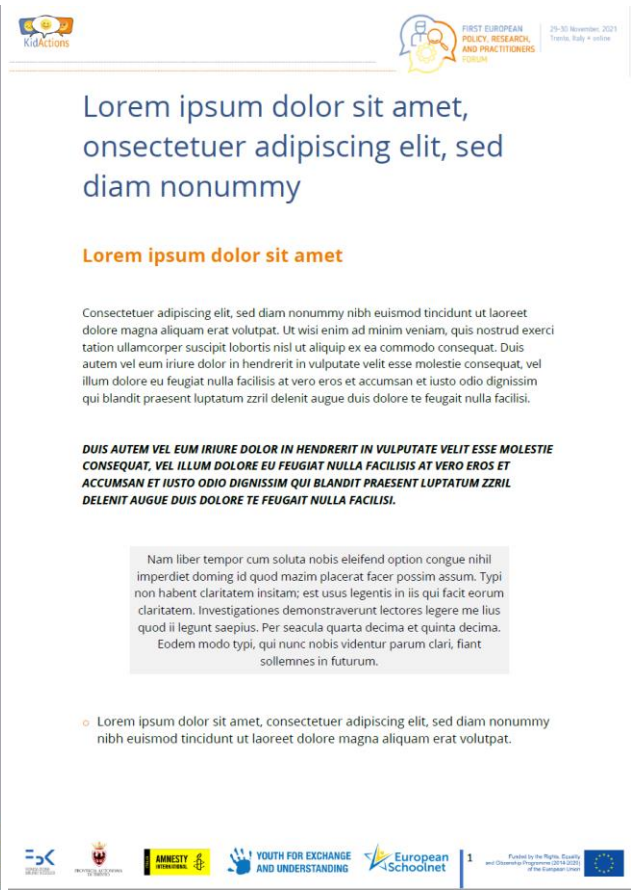
MS PowerPoint template
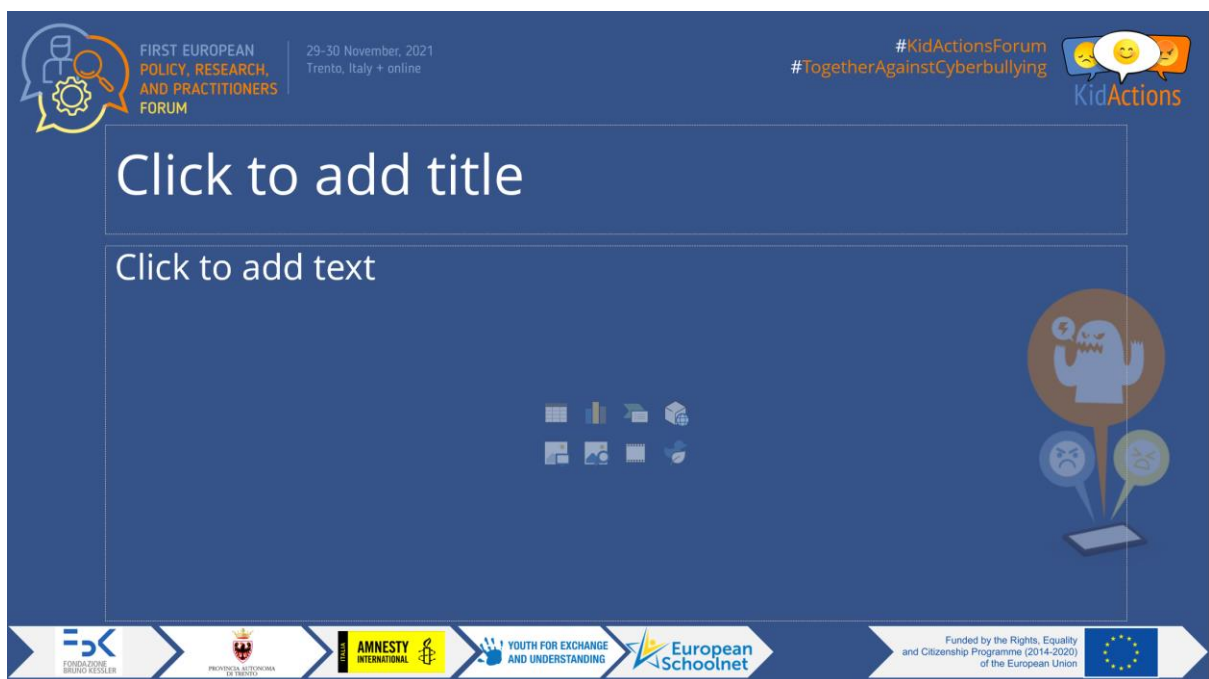
KID_ACTIONS Forum Booklet

Project Description

KID_ACTIONS (**K**ick-off prevent**I**ng and respon**D**ing to children and **A**doles**C**en**T** cyberbully**I**ng through innovative m**O**nitoring and educatio**N**al technologie**S**) funded under the European Rights, Equality and Citizenship Programme (REC) is a two-year project that 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 **supports teachers, educators, and youth workers** in fostering effectiveness and efficiency in education about risks and effects of cyberbullying, raising awareness among secondary school students and youth centres, and encouraging reporting by victims and bystanders.

Moreover, KID_ACTIONS will empower **11-19 years old young people** and **key educational stakeholders** from the public and private sector and **civil society**, through innovative digital and non-digital educational tools aimed to prevent and combat cyberbullying.

This goal will be achieved through the **KID_ACTIONS Digital Education Platform** and **Educational Toolkits** which combine and advance the social media monitoring and virtual coaching systems developed under CREEP project (EIT Digital 2018-2019) with narrative-based learning and gameful education, as well as tailored educational toolkits.

The Platform and toolkits will be **co-created** and **experimented** by **above 1,000 children and adolescents** with their **educators** across **10 European countries.**

The project foresees an **Italian pilot** (involving 5 secondary schools in the Autonomous Province of Trento, and 3 secondary schools in Brescia, Bari, and Pescara from the Amnesty network of schools), as well as a **European pilot** (involving young people from 20 schools and/or youth centres of the YEU network in Belgium, Bulgaria, Cyprus, Estonia, Germany, Greece, Serbia, Slovakia and Slovenia).

Consortium

Fondazione Bruno Kessler (FBK) – Italy (Coordinator)

Provincia Autonoma di Trento (PAT) - Italy

Amnesty International Sezione Italiana Onlus (AMN) - Italy

Youth for Exchange and Understanding (YEU) - Belgium

European Schoolnet (EUN) - Belgium

Event Description

December 2021 marks the mid-term point of the KID_ACTIONS project and the time for the first of two **KID_ACTIONS EU Policy, Research and Practitioners Forums.**

The first Forum will take place on **29-30 November 2021 in a hybrid format.** The Forum will aim at accommodating the participation of stakeholders present onsite in Trento (IT) or participating online.

The event will bring together key **policy makers, researchers, industry partners and practitioners** working on securing a safer and more empowering digital environment for children and young people. The Forum will take a dialogic form in which provisional findings and tools of the project will be presented. Participants will have the opportunity to engage in interactive sessions during which they will be able to **provide input and share best practices** that will feed the further development of the KID_ACTIONS solutions and policy recommendations focusing on the multifaceted dimension of cyberbullying among children and adolescents.

For a successful first KID_ACTIONS Forum, we managed to engage with **youth representatives, policy makers from the European, national and local level, civil society, education experts, and industry representatives**. The Forum will thus serve also to better understand the needs of this variety of stakeholders in order to fully reach the potential of the tools and resources developed by the KID_ACTIONS project.

**Practical information:**

For onsite participation

The event will take place at the premises of Fondazione Bruno Kessler, Via Sommarive 18 – Povo (TN) – Italy.

Participants will need Covid-19 Green Pass to attend.

For online participation

The link to join the virtual room will be shared through the email address inserted during registration.

English will be the working language for the event.

Agenda
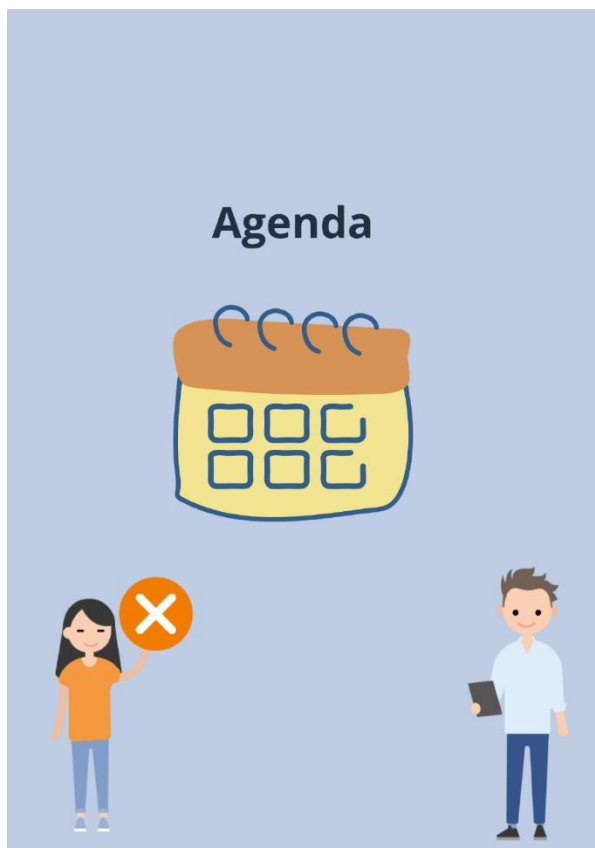
Day 1 - 29 November
All timings are in Central European Time (CET)

Time	Session
14:00-14:15	**Welcome**
14:15-14:45	**Opening session**
	Opening of the Forum and welcome speech from:
	• *Marco Pistore – Digital Society Center Director, Fondazione Bruno Kessler (FBK)*
	• *Viviana Sbardella, School Superintendent, Autonomous Province of Trento (PAT)*
	• *Sara Tonelli, KID_ACTIONS Project Coordinator, Fondazione Bruno Kessler (FBK)*
14:45-15:15	**Cyberbullying – what does the research say?**
	An overview of the research conducted in the field of cyberbullying
	• *Speaker: Veronica Donoso, European Schoolnet (EUN)*
	• *Moderator: Sabrina Vorbau, European Schoolnet (EUN)*
15:15-16:45	**Panel in response to research findings**
	Following the more research-based presentation this panel aims to discuss the practice/"reality" by giving the floor to various experts sharing their research/experiences/work in their respective areas.
	Speakers:
	• *Prof. Valerio Basile, IT expert, University of Turin, Italy*
	• *Prof. Anita Lavorgna, Expert in Sociology, Social Policy & Criminology, University of Southampton, United Kingdom*
	• *Prof. Federico Faloppa, Linguistic expert, University of Reading, United Kingdom*
	• *Dr. Michelle O'Reilly, Expert in Communication in Mental Health, University of Leicester, United Kingdom*
	• *Dr. Davide Cino - Adjunct Professor, Expert in Media Analysis and Human Development, Università Cattolica del Sacro Cuore, Italy*
	• *Prof. Heidi Vandebosch, Communication expert, University of Antwerp, Belgium*
	Chair: Sara Tonelli, Fondazione Bruno Kessler (FBK)
16:45-17:15	**Coffee break**
17:15-17:45	**Bullying – a never ending battle?**
	Keynote address
	• *Speaker: Alex Holmes, Deputy CEO Diana Award, United Kingdom*
17:45-18:15	**Closing**

Day 2 - 30 November

Time	Session
9:00-9:30	**Welcome**
9:30-10:30	**Deep dive session: The KID_ACTIONS Digital Education Platform and Educational Toolkit**
	This hands-on session will present the current status of the design and development of the KID_ACTIONS Digital Education Platform and Training and Educational Toolkits.
	Speakers:
	• *Alessio Palmero Aprosio & Enrico Maria Piras, Fondazione Bruno Kessler (FBK), Demo Digital Education Platform*
	• *Gareth Cort, European Schoolnet (EUN), Demo Educational Toolkit*
10:30-10:50	**Coffee break**
10:50-12:20	**Stakeholder Roundtable – how can KID_ACTIONS outputs meet stakeholders' needs?**
	During this session, we will ask stakeholders from various sectors about their needs and how they could use KID_ACTIONS digital and non-digital tools and resources to support their efforts, including a special focus on good practices.
	Participants to the Roundtable:
	• *Dorotea Riccobono, Teacher, Autonomous Province of Trento*
	• *Claudia Matera, Project Manager at ALL DIGITAL*
	• *Lydia El-Khouri, Project Manager at Textgain*
	• *Laura Higgins, Director of Community Safety & Digital Civility at Roblox*
	• *Debora Barletta, National Coordinator at No Hate Speech Movement Italy*
	• *Sara Cerretelli, Project Manager at COSPE*
	• *Caridad Alarcón Sanchéz, Organising Bureau of European School Student Unions (OBESSU)*
	• *Angie Wright & Bili Howe, Education Development Lead at StopHate UK*
	Chair: Tamara Gojkovic, Youth for Exchange and Understanding (YEU)
12:20-13:00	**Discussion and exchange in plenary**
	All participants will meet each other back in the plenary to discuss the main messages and key takeaways of the two-day Forum, in order to inspire the further development of the KID_ACTIONS solutions and a set of policy recommendations.
	Chair: Francesco Cesarotti, Amnesty Italy (AMN)

Meet the Forum Speakers

Keynote speaker

Alex Holmes

Deputy CEO at The Diana Award, Founder of Anti-Bullying Ambassadors programme.

Alex is Deputy CEO at non-profit The Diana Award, which is a legacy to Princess Diana's belief that young people have the power to change the world. He is founder of peer-to-peer support programme Anti-Bullying Ambassadors, a network of trained young people dedicated to preventing peer on peer violence and bullying particularly in schools. This is a programme Alex founded when aged 16, after experiencing bullying himself. The programme has trained over 35,000 young people across UK, Ireland, Greece, Miami (United States) empowering young people to keep themselves and their peers safe and happy, in 4,000 schools.

Alex sits on the global safety advisory boards of several of the major social media and tech companies advising them on their approach to safety and online harms. He's a regular expert on ITV This Morning, CBBC Newsround and a trusted government advisor.

Alex was named on the Independent on Sunday's Happy List as one of the '100 people who make Britain a happier place to live' and has a keen interest on barriers to children's happiness and wellbeing.

Speakers

Caridad Alarcón Sanchéz

Board member of OBESSU (Organisation Bureau of European Students Schools Union)

Currently, Caridad is a board member of OBESSU (Organisation Bureau of European Students Schools Union). She has just finished her last year of high school and will be studying for a Social Education degree at the University of Murcia. Caridad concerns about achieving a fair and equal education for every student. She believed in cooperation and open-minded education.

7

Debora Barletta

National Coordinator at No Hate Speech Movement Italy.

Debora has completed the Training of Trainers in Human Rights Education of the Council of Europe and has been acting in contrasting hate speech since 2015, thanks to her involvement with the No Hate Speech Movement Campaign in the UK and now in Italy, where she's the national Coordinator since 2019. With the organisation of which she's VicePresident, APICE, she's now working at the "WeCAN 4 Human Rights Speech" project, coordinated by the Inclusion and Antidiscrimination Unit of the Council of Europe and designed to follow the work of the WeCAN! Manual, in order to provide activists, youth workers and practitioners with tools to create human rights based counternarratives to hate speech. Debora is also working on the topic of internet governance since 2016, especially in relation with inclusion and media literacy, participating to the European Dialogue on Internet Governance (EuroDIG) in several occasions and being a Program Committee Member in the last two editions of YouthDIG. She also participated in the World IGF (Internet Governance Forum) of the UN in 2019 representing the CoE Youth Department Delegation and contributing to the 2020 edition of the Italian chapter, IGF Italy, actively cooperating and supporting the work of YouthIGF Italy in the last two editions.

Valerio Basile

Assistant Professor in the Content-centered Computing group at University of Turin, member of the Hate Speech Monitoring group.

Valerio received his PhD in 2015 from the University of Groningen with a thesis on natural language generation. His work spans across several areas such as: formal representations of meaning, linguistic annotation, natural language generation, common sense knowledge, semantic parsing, sentiment analysis, and hate speech detection. More recently, his attention focuses on perspectives and bias in supervised machine learning, from data creation to system evaluation.

Sara Cerretelli

Project Manager within the Department for Programmes and Cooperation for the Development of Emerging Countries (COSPE).

Graduated in Political Sciences, Sara has been working for twenty years on research about discrimination and equal opportunities. She is project manager within the Department for Programmes in Italy and Europe of COSPE (Cooperation for the Development of Emerging Countries), NGO based in Florence working on sustainable development and promotion of human rights. She is currently working on projects about equal opportunities, anti-discrimination and human rights in Italy and Europe. She has coordinated three projects about online hate speech: BRICkS - Building Respect on the Internet by Combating hate Speech, Silence Hate - Changing words changes the world and Play your role! Gamification against hate speech.

Davide Cino

Postdoctoral Researcher and Adjunct Professor in Media Analysis at the Università Cattolica del Sacro Cuore, Milan.

Davide is currently working on the Horizon 2020 ySKILLS and CO:RE projects and collaborates on the KiDiCoTi (Kids' Digital lives in Corona times) project with the Joint Research Center. He is a member of national and international research centers where he served as researcher and/or visiting scholar, such as: OssCom (Research Center on Media and Communication) @Università Cattolica del Sacro Cuore, CREIF (Center for Educational Studies on Children and Families) @University of Bologna, the Center on Media and Human Development @Northwestern University in Chicago, and the Children's Digital Media Center @UCLA/CalStateLA, Los Angeles. His main research interests concern children's online presence, digital skills, and digital parenting, which he studies employing different methodologies and through an interdisciplinary lens.

Gareth Cort

In-house online safety consultant for European Schoolnet (EUN).

Gareth works on a number of projects as part of the Digital Citizenship team, including the development of the KID_ACTIONS educational toolkit. He also provides consultancy for the UK Safer Internet Centre, as well as delivering education and awareness sessions to youth and adults on safe, healthy and positive internet use. Gareth holds a Bachelor's degree in Psychology and is a qualified primary school teacher.

Verónica Donoso

PhD in Social Sciences, Research Associate at the Institute for Media Studies (IMS), University of Leuven (KU Leuven), independent consultant specialised in digital literacy, online safety and education.

Verónica is PhD in Social Sciences [KU Leuven, Belgium], MA in education and BA in linguistics [Universidad de Chile]. Verónica has more than 18 years of experience on research and policy work and has written several pieces which have served to inform practitioners, researchers, and policymakers both in the EU and worldwide. She provides advice and works with organisations committed to empowering and protecting children and young people so that they can navigate the digital world knowledgeably, safely and creatively. Through her career Verónica has advised several organisations including the United Nations, the European Commission, The European Advertising Standards Alliance, The World Federation of Advertisers, London School of Economics, University of Leicester and European Schoolnet, among others., Before becoming an independent consultant, Verónica was INHOPE's Executive Director. INHOPE is the leading global network combatting online Child Sexual Abuse Material.

Lydia El-Khouri

Programme Manager at Textgain - AI for good, London.

Textgain is a language technology spin-off company from the University of Antwerp, that develops AI for addressing societal challenges, such as online hate speech, disinformation, radicalization and extremism. Lydia is currently coordinating the EC funded projects, Detect Then Act and the European Observatory on Online Hate. Lydia has over 20 years' experience in field of Diversity, Advocacy and Freedom of Expression. Working previously at the Media Diversity Institute (MDI), The Freedom Forum, the Irish Mission to the OSCE and The International Press Institute. She has developed and implemented large scale diversity programmes in the Balkans, South Caucasus, the Middle East and Europe, including Get The Trolls Out! project which is designed to combat anti-religious hate in the media and online. Lydia is also the founder of Keystone Workshops and Talks – a parental engagement initiative in St Albans which provides evidence-based advice by practitioners to parents on issues related to children and young people's mental health and well-being.

Federico Faloppa

Professor of Italian Studies and Linguistics at the University of Reading (UK), Director of the MA in Migration and Intercultural Studies.

Federico has worked on the construction of otherness through language, language policies and migration, the representation of minorities and migrants in the media, racism in language and hate speech. He has published several studies on these topics, including "Parole contro. La rappresentazione del diverso in italiano e nei dialetti" (2004), "Razzisti a parole (per tacer dei fatti)" (2011), "#Odio. Manuale di resistenza alla violenza delle parole" (2020). He is also coordinator of the National Network for Combating Hate Speech and Hate Phenomena, and a member of the Committee of Experts for Combating Hate Speech of the Council of Europe.

Laura Higgins

Director of Community Safety and Digital Civility at Roblox, UK.

Laura has more than two decades of experience building proven safeguarding, online safety and civility programs. Roblox's ground-breaking digital civility initiative is focused on providing the community with the skills needed to create positive online experiences in partnership with the world's leading safety and industry organizations. In her previous role with the UK Safer Internet Centre (part of the "Better Internet for Kids" project funded by the European Commission), Laura founded several award-winning services including the Professionals Online Safety Helpline and the world's first helpline dedicated to supporting victims of image-based abuse. Laura has worked with the biggest names in tech sitting on Twitter and Snapchat's advisory boards.

Bill Howe

Helpline Operator, Stop Hate UK

Bill has spent a large part of his career involved in the delivery and management of specialist advice services in a variety of statutory and third sector settings, including four yeas as Welfare Right officer with Bradford Council, twenty years as Student Advice Centre manager, and then Non-Commercial services manager with a large Higher Education Students' Union. Since joining Stop Hate UK in 2015, Bill has worked extensively both as Helpline Operator, engaged in the delivery of a number of projects aimed at responses to manifestations of hate speech' online.

FIRST EUROPEAN POLICY, RESEARCH, AND PRACTITIONERS FORUM | 29-30 November, 2021 Trento, Italy + online

Anita Lavorgna

Associate Professor of Criminology at the Department of Sociology, Social Policy & Criminology, University of Southampton

Anita has an international research track record on and expertise in interdisciplinary research drawing together criminology, socio-legal studies, and web science. She has worked extensively on cybercrime, serious and organised crime, and online social harms.

Claudia Matera

Project and Fundraising Officer at ALL DIGITAL, Brussels.

Claudia's background is within the contemporary arts carrying out research in the fields of Creative and Cultural Industries, Entrepreneurship, Education and E-learning, Digital Competencies and Gaming. For longer than a decade, she managed and coordinated international EU funded projects fostering creative entrepreneurship and innovative technologies within the Creative and Cultural Sector. She had been one of the pioneers of mobile gaming development running an indie game company focused on educational games to raise awareness on topics with a social impact for youngsters or adults. She holds a PhD in Contemporary History of Art investigating the economical and cultural relationships between the Arts and the Economy over the last four decades looking for interdisciplinary relationships.

Enrico Maria Piras

Adjunct professor at University of Verona and Senior Researcher at Fondazione Bruno Kessler, Trento.

Enrico obtained his Ph. D. in Information Systems and Organization at University of Trento. He is His research focuses on the design and evaluation of remote monitoring technologies and applications. His main research interests are related to the organizational and interpersonal adjustment related to the adoption of ICTs in the medical practice, with particular regard to patient-provider interactions. His research spans over a decade resulting in over 60 publications in international journals and conferences. He has coordinated the requirement gathering phase in European projects aiming at exploiting AI tools to support prevention 1) for elderly people with mild frailty (WellCo, H2020) 2) negative effects of cyberbullying among teenagers (CREEP, EIT Digital).

Michelle O'Reilly

PhD, Associate Professor of Communication in Mental Health, Chartered Psychologist in Health at the University of Leicester.

At the university Michelle works in the School of Psychology and the School of Media, Communication and Sociology. Dr. O'Reilly is also a Research Consultant with Leicestershire Partnership NHS Trust where she supports clinical practitioners in undertaking research, service evaluation and audit. Dr O'Reilly's research interests are broadly in the areas of child mental health, family therapy, and the sociology of health and illness. She has undertaken a range of work in different areas, including neurodevelopmental conditions, social media and mental health, and self-harm and suicide prevention.

Alessio Palmero Aprosio

Adjunct professor of Advanced Web Programming at the Department of Cognitive Science, University of Trento.

Alessio works on the text simplification and hate speech recognition. Previously he used to work as a freelance programmer, when he learnt to program in big web projects. After the PhD dissertation, Alessio worked for Machine Linking, an innovative startup in Trento. His research focuses on Semantic Web and Big Data.

Marco Pistore

Director of the Digital Society Center at Fondazione Bruno Kessler, Trento.

A theoretical computer scientist by training (He earned a degree from the Scuola Normale Superiore of Pisa in 1996 and a PhD in Computer Science from the University of Pisa in 1998). In his career, Marco Pistore has pursued the objective of bringing together and contaminating the theory and the applications of computer science. In 25 years of activity, first as a researcher and then as a research manager, the eclectic approach he adopted has allowed him to range over various fields of research as demonstrated by the strong heterogeneity of his over 140 scientific publications. He has teaching experience in academia and was co-founder and director of two innovative ICT start-ups.

Dorotea Riccobono

Secondary school teacher in Trento.

Dorotea has been working as a secondary school teacher in Trento and previously in Genova where, among other things, she organized meetings with the police officers in charge of fighting online bullyng in schools. Earlier she worked as an archaeologist at the Universities of Genova and Trieste, earning a PhD in this field. Having worked for 15 years in school environments, she developed extensive experience in dealing with children's expectations and individual behaviours. She is currently in charge of the anti-Cyberbullying initiative at her school in Trento.

Viviana Sbardella

School Superintendent, member of the Council of the Provincial Educational System and of the Scientific Committee of IPRASE, Trento.

School Superintendent of the Autonomous Province of Trento with the task of providing support for functions related to teaching and innovation; member of the Council of the Provincial Educational System and of the Scientific Committee of IPRASE (Provincial Institute for Educational Research and Experimentation). She has been school director in Lombardy and Trentino after teaching languages in secondary school for several years.

Sara Tonelli

Senior Researcher, Head of the Digital Humanities research group at Fondazione Bruno Kessler, Trento.

Sara holds a PhD in Language Sciences from Università Ca' Foscari in Venice. She has been involved in several national and European projects dealing with historical archives, event and temporal information extraction and political stance detection and, more recently, with social media monitoring and hate speech detection. Her research interests are highly interdisciplinary, trying to apply and adapt advanced text analysis approaches to social sciences and historical investigation.

Heidi Vandebosch

Professor at the Department of Communication Studies at University of Antwerp.

Heidi has conducted studies on the cyberbullying problem (prevalence rates, profiles of bullies, victims and bystanders, determinants of cyberbullying-related behaviors, impact of cyberbullying) and the role of different types of actors (young people, parents, teachers, the police, Social Networking Sites). She has also developed and tested (technological) interventions to tackle cyberbullying, such as serious games and reflective interfaces. Heidi Vandebosch has published extensively about cyberbullying in peer-reviewed, scientific journals. Her research has also inspired policymakers and media literacy organizations to develop evidence-based strategies to address cyberbullying.

Angie Wright

Stop Hate UK's Education Development Lead

Angie joined Stop Hate UK organisation after 11 years teaching Music at secondary level in a comprehensive school in Leeds. She has four adult children and her experience in education has enabled her to develop workshops for PHSE days and individual lessons at schools in the north of England. Angie has worked with a number of partner organisations while at Stop Hate UK, including the National Holocaust Centre and Museum in Nottinghamshire where she developed and presented workshops about counter-extremism and the effects of prejudice. Angie has been working with universities and other organisations to support their staff development in Hate Crime support and intervention. She authored an online course about tackling harassment discrimination for university students, and another about responding to disclosures of harassment, both commissioned and published by OUP's online department, Epigeum. Current work is focused on classroom teaching and teacher training on a wide range of topics, including race awareness, critical thinking, diversity, inclusion and responding to hate both on- and off-line.

Stay tuned on KID_ACTIONS Forum updates!

Follow #KidActions and #KidActionsForum and #TogetherAgainstCyberbullyng.

Sign up to KID_ACTIONS newsletter!

KID_ACTIONS Forum Communication Package

Introduction

December 2021 marks the mid-term point of the KID_ACTIONS project and the deadline to organize the first of two KID_ACTIONS EU Policy, Research and Practitioners Forums.

The first Forum will take place on **29-30 November 2021** in a hybrid format. The Forum will aim at accommodating the participation of stakeholders present onsite in Trento (IT) or participating online, in the same way as much as possible.

The aim of the promotion is to introduce the **First KID_ACTIONS European Policy, Research and Practitioners Forum** and encourage policy makers, researchers, industry partners and practitioners working on securing a safer and more empowering digital environment for children and young people, to participate in the event.

The key resources for the promotion:

- **Suggested social media messages** – a collection of suggested social media messages which you may post to your respective channels, or adapt and translate as needed.
- **Suggested social media visuals** – a set of suggested social media visuals which you are welcome to use to accompany your posts, or adapt and translate as needed. All media assets will be shared in a separate zip file. If you wish to translate/edit visuals/animations, please contact Inna Agadzhanova (inna.agadzhanova@eun.org)
- **Suggested hashtags** to use: #KidActionsForum, #TogetherAgainstCyberbullying; and more general for the project #KidActions.
- **Email signature** - a template signature to add to your email account, linking through to further event information, registration link and our social media profiles.
- **A newsletter item** – a piece of information on the event outlining main points and links to the events page.

Suggested social media messages

Please find below general 'evergreen' social media posts introducing the event and pointing people to participation and registration.

1. 💭How to secure a safer and more empowering digital environment free from #cyberbullying ❓
   #KidActionsForum will help you to find answers to this complex question ❗😊
   Let's participate and unite #TogetherAgainstCyberbullying ✊
   👉Visit kidactions.eu/events/

2. What does current research say about #cyberbullying❓
   Experts from #IT, #ethics, #dataprotection, #psychology, #education are uniting at #KidActionsForum to work #TogetherAgainstCyberbullying◉
   👉Joint the Forum online kidactions.eu/events/

3. What can be done to prevent and react to #cyberbullying❓
   Learn more on this topic by attending the #KidActionsForum 💬
   🗓️Registrer now ➡ kidactions.eu/events

4. 📅Clean your calendar 2️⃣9️⃣ - 3️⃣0️⃣ November🖊️ 🕙
   The #KidActionsForum is around the corner🕐
   It will bring together policymakers, researchers, industry partners & practitioners working on securing a safer digital environment #TogetherAgainstCyberbullying
   ➡kidactions.eu/events

5. 📢This November we are working #TogetherAgainstCyberbullying ✊
   #KidActionsForum is a great chance to learn what can be done to prevent #cyberbullying through innovative technologies 😊
   Register for online participation ➡ www.kidactions.eu

6. 📣Teachers, what strategies do you implement in schools to help children prevent & respond to #cyberbullying incidents ❓
   Share your knowledge & hear from your colleagues & other experts at #KidActionsForum 🗓️
   Let's work #TogetherAgainstCyberbullying🌐
   ➡kidactions.eu/events/

7. Did you know that the #KidActions project develops a #digital platform that will help teachers implement innovative methodologies to prevent & respond to #cyberbullying❓😲
   Interested❓ Attend #KidActionsForum to know more about it➡kidactions.eu/events/

8. 🪑It's your last chance 🕙 to take a (virtual) seat around the table full of experts in the field of #cyberbullying 😊
   Participate in #KidActionsForum to fight #TogetherAgainstCyberbullying
   ➡kidactions.eu/events/

Visuals

All images and animations (in English) will be shared with you in a separate zip file. If you wish to edit, translate the items, or request visuals in different formats, please contact Inna Agadzhanova (inna.agadzhanova@eun.org).

Suggested email signature

Please feel free to use/adapt an email signature promoting the event. Follow the instructions in your email client for adding a new signature.

Newsletter item

The KID_ACTIONS project, designed to prevent and respond to child and adolescent cyberbullying, is organising its first European Policy, Research and Practitioners Forum on 29-30 November 2021!

The Forum will take place in a hybrid form, both on-site in Trento (Italy) and online. This highly interactive public multi-stakeholder event will bring together key policymakers, researchers, industry partners and practitioners working on securing a safer and more empowering digital environment for children and young people. If you are interested in cyberbullying or work in the field to combat this issue, you are warmly invited to participate in #TogetherAgainstCyberbullying!

Find out more online and book your spot.

KidActions