DISSEMINATION PLAN

Abstract: This document describes the activities that formulate the project dissemination strategy.

Deliverable Security Class: Public

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1. WORDS ARE STONES project overview

WORDS ARE STONES (A EU network to train young social media managers, bloggers, online activists, youtubers and young people to counter, monitor and prevent (online) hate speech and other form of intolerance) is a 24-months project co-funded by the Rights, Equality and Citizenship (REC) Programme of the European Commission.

The project is led by the project coordinator ISES (Istituto Europeo per lo Sviluppo Socio Economico) in partnership with Associaciò per a la creaciò d'estudis i projectes sociales – CEPS (Spain), Centrul Pentru Promovarea Invatarii Permanente – CPIP (Romania), Politehnica University of Timisoara – UPT (Romania), Family and Childcare Centre – KMOP (Greece), KOMUNIKUJEME (Czech Republic), Center Amalipe (Bulgaria), Budapest Centre (Hungary), Association of HIV affected women and their families "Demetra" (Lithuania) and NEWTOWN Management and Innovation (Italy).

The **general objective** of the project is to combat racism and discrimination in their online expression of hate speech by equipping young social media strategists/managers, bloggers, online activitists, youtubers…and young people in general with the competences necessary to recognize and act against such human rights violations. Central to the project's philosophy is the idea that online space is public space – human rights apply there as much in the rest of society.
This objective will impact in countries experiencing first-hand situation of hate speech due to their population composition and where the political approach and actions toward (online) hate speech are different. So, the achievement of this objective will contribute to the creation of a EU network in order to foster the international cooperation in the field and to promote a continuous exchange of best practices.

The **specific project** objectives are:
- To engage with young social media strategists/managers, bloggers, online activitists, youtubers in order to develop competences and tools to take action for human rights in online space.
- To motivate young people to discuss and act against (online) hate speech and thus creating a network of 100 human rights activists against racism and discrimination.

The recent continuous growth of Internet as a mean of communication, along with the anonymity that it provides, has enabled the proliferation of hate-based activities in cyberspace, such as harassment and expressions of hate with a consequent need for cyber-entities to fight against this type of offence. So, the project direct target groups will be:
- **Young bloggers, social media activists, community managers, moderators**, aged 18-30, with proven capacity to mobilise young people online. We have identified this target group because, considering the actual situation, one possible and emerging result is the creation of a vicious cycle in which audiences convene around hateful content, converse in a self-selected group, and form new ideas or support their original biases aided by the hateful beliefs of others. However, a virtuous cycle is also possible. New media spaces can act to neutralize the negative impacts of hate speech and we want to give them the instruments to do this.
- **Young people**, aged 14-25. We have identified them as target group because young people are now 'Web 2.0' generation: those who use the internet are mostly familiar with its different aspects and fully able to make use of them. They are more likely to recognise the type of site

which will attract their peers, the type of issues which concern their peers, and may be able to speak from first hand experience about the type of hate speech or hate sites commonly encountered by people of their generation. Young people are experts in young people. In this respect, they have an advantage over "professional" educators or experts on cyberhate. But despite familiarity with using the internet, a very small proportion of young people – and of the population as a whole - are fully aware of the technologies behind the techniques they use everyday.

At present, Hate speech, which incites to violence and hatred, particularly online, is seen as increasingly worrying, and now constituting the main source of hate incidents. So, the role of online intermediaries/platforms (e.g. Google, Facebook and Twitter) in removing hate speech is therefore considered as central and the dialogue with IT sector (companies, actors, professionals) on how to address hate speech online has to be addressed more efficiently. The project, thus, wants to contribute to this area by engaging with young social media strategists/managers, bloggers, online activists, youtubers in order to develop competences and tools to take action for human rights in online space and by developing and organizing an online campaign against racism and discrimination organized by school students in the participating countries, with both a national and international dimension thus creating a network of 100 human rights activists against racism and discrimination.
The project contribution to this area will be:
- to build expertise in the field of monitoring of (online) hate speech;
- to improve knowledge on relations between offline-online hate speech;
- to develop participant's knowledge, skills and attitudes needed for the promotion and protection of human rights in online environments;
- to motivate and empower participants to take actions against hate speech online;
- to contribute to the democratic governance of the internet and to make a safer public space by mobilising young people to defend human rights online;
- the notion, dimension and form of (online) hate speech as a threat to a culture of human rights are clarified and made applicable to online space;
- young people contribute to internet governance processes and to making the internet a safer space for youth participation.

Innovative aspects of the project lie in the approach used to combat racism and discrimination in their expression of hate speech.
Project's innovation elements are:
1. Global inclusion and multi-stakeholder approach in the composition of the focus groups and the participating classes in the courses
2. Train the trainers methodology with project work aimed to explore European and national successful and unsuccessful cases
3. Social learning, learning through the comparison of the other participants
4. Creation of the role of the "ally", an actor active in reporting and implementing the lines guides on how to manage (online) hate speech that will emerge from the course(s).
5. Hate speech award to disseminate best practices through the active participation of the users and key actors.

In order to achieve the set up objectives the project envisages two main activities:

- A train the trainers course in Milan (IT) for young social media strategists/managers, bloggers, online activists, youtubers and national replication of the courses.
- A Youth media campaign with online and offline activities in all the participating countries.

Dissemination Within Project Context

In order to ensure all this, efficient communication and dissemination tools need to be employed. The approach demands good consideration of the characteristics of the target groups and good planning which will assure that the project communication activities will be tailored to the needs of the various target audiences.

The communication tools used will be adjusted according to the needs of the project partners, as will be the languages used. The project will be disseminated nationally and at European level. Each partner will participate in the definition of the target groups for a coordinated dissemination. Good communication of the project towards the target groups and the general public will thus be ensured through relevant and diversified project materials.

2. COMMUNICATION AND DISSEMINATION STRATEGY

2.1 GOALS & OBJECTIVES

The overall goal of the project dissemination strategy is to ensure wide reaching impact, uptake and use of project deliverables among identified stakeholders. It will be therefore be guaranteed that the project activities and materials are extensively disseminated and promoted within the communities, widely announced via appropriate channels, and fully grasped by the targeted stakeholders.

The objectives of the dissemination strategy are:
- To effectively disseminate project goals, activities and findings, promoting networking and wide impact creation.
- To disseminate techniques and results of the project to the public and interested stakeholders.
- To identify relevant stakeholders and initiatives to share knowledge, experiences and best practices.
- To perform communication activities to promote the project to Internet industry, users, NGO, victim support services, academia and law enforcement.
- To support user community and raise awareness in the broader European area of the relevance of the issues.

2.2 DISSEMINATION PLAN

Every Partner will be responsible for dissemination in its own country and will use different tools for different target groups (materials, gadgets, organisation of dissemination events).

The project dissemination strategy covers both internal and external communication and dissemination. For **internal purposes**, to provide members of the consortium with an effective and efficient blueprint to follow in disseminating the work and results of the project. Internal communication will itself be conducted via email, video-conferencing, periodic face-to-face meetings. **External communication** will be implemented by a set of tools: project website, media communications - targeting printed, electronic and Internet media, dissemination of press releases, social media, and participation in different events - conferences, forums, workshops, etc.
Any dissemination activities and publications in the project will acknowledge the Rights, Equality and Citizenship (REC) Programme of the European Commission funding.

The dissemination package has 2 major streams. Stream 1 to set up to create the consortium & project identity and to assure constant and qualitative communication, with all necessary tools and materials. It will be made for both internal and external communication. Stream 2 is outreach activities the training / education institutions, the media and youth organisations.
This task will assure that the methodology and deliverables produced in the Project are well known by project target groups.

The **target groups and stakeholders** that will be included in the dissemination strategy and reached via communication tools and channels are:
Media and ICT industry
- To inform them about the project goals and results.
- To encourage them to participate in the training course and related activities.
- To encourage them to be more engaged in disseminating and raising public awareness of on-line hate speech.
- To engage them in mitigating on-line hate speech activities and updating corporate policies.

Young people
- To encourage them in the project campaign

- Raise awareness about hate speech online and its risks for democracy and for individual young people
- To support young people in standing up for human rights, online and offline

NGOs
- To encourage them to lobby policy-makers to consider the findings, made by the project.

Policy makers
- To inform them about the issues addressed by the project.
- To engage them in a dialogue about the on-line hate speech.

General public
- To raise awareness of what on-line hate speech is and how it evolves.
- To equip them with knowledge to recognize legal and illegal on-line hate speech.
- To make them known how to encounter illegal hate speech.

Project partners
- To be up-to-date with the project progress.

2.3 DISSEMINATION TOOLS

Tools for dissemination will be the following:
A. Project logo allowing for instant public recognition of the project.
B. Project website developed for dissemination purposes (partners' languages plus English). The project website will have different paths for navigation so to address each target group. The website will be optimized for search engine (SEO). Additionally, every partners' website will have 1 page describing and linking the project.
C. Database and a mailing list in electronic format, with over 270 stakeholders (30 for each partner country plus 30 at European level) to be used for news releases. The contacts will be provided by each partner based on its own networks. Project website visitors will be able to insert their email in the mailing list.
D. Printed materials for the campaign activities (poster, post cards, leaflet, stationery - USB keys, pens, pencils with project logo). Every copy of the printed materials will be multilingual. Partners' languages plus English.
E. Press conferences in each participating country to inform the media and general public about project activities and other press activities (publication of articles).
F. Local press/Press releases. Publication of articles on paper and online magazines/newspapers, audio-video interviews with young people to be transmitted on the radio and TV but also published on social media. These tools serve to achieve especially the local public in the participating countries. The social communication will be designed especially for a young audience, while paper press and local TV for an older audience.
G. National press. The cultural pages of the major newspapers in the participating countries will serve mainly to reach a national and international audience. They will be used mainly for the launch of the project and the subsequent press conference and to advertise important events at national and international level.
H. Blogs and other social media where participants in the course work/collaborate for will be used to reach people already interested or potentially interested in the project topics and also to increase our social contacts, sharing blog articles about the project or that interest us and so create a network of contacts with bloggers even before with their readers.
I. Social networks: Focusing on online hate speech, of course the project will have social media profiles, that will be widely used in the campaign activities. The local audience will be involved as project activities going on. During campaign and the trainings in the participating countries all the material produced will indicate the social network project profiles.
Taking into account the specificity of each social network, the project will create profiles on:
Facebook: to share the newsletter, the local and national press releases that concern our project or other projects, photos and videos. Our activities will often have a dedicated Facebook event page. Facebook will be used on a daily basis. It will also be used during the project events with "Live moments".

Instagram: to share the materials of the "WaS hate speech award"

Vimeo: mainly involves video makers, photographers and professionals and will be used primarily to upload good quality video products and then share them on other social. Video created for the award will be uploaded and shared through this social.

J. A final conference will be organized in Brussels (BE) addressed to the target group local stakeholders.

3. DISSEMINATION ACTIVITIES BY PARTNERS

The table includes the project dissemination activities planned by the partners. It will be updated periodically and disseminated to all project partners.

PARTNER	PLANNED DATES/ PERIOD	CHANNEL/ TYPE	PLACE	TYPE OF PARTICIPATION (I.E. SPEAKER, MODERATOR, EXHIBITOR)	TYPE OF AUDIENCE	SIZE OF AUDIENCE	COUNTRIES ADDRESSED	GOALS/ OBJECTIVES	PROOF/ DESCRIPTION