



D8.3 Dissemination and Communication Activities and Exploitation Action Plan Update

15.02.2026



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Abstract	This deliverable provides a comprehensive overview of the strategy, tools, activities and outcomes implemented to ensure effective visibility, stakeholder engagement and uptake of project results across research, policy and practitioner communities. The document outlines the methodological approach to dissemination, describes the use of digital and in-person communication channels, and reports on scientific outputs, stakeholder events, media outreach and learning resources. It further details monitoring mechanisms, evaluation criteria and sustainability measures designed to maximise long-term impact.
Key Words	Online extremism; misinformation; disinformation; digital literacy; media literacy; counter-narratives; stakeholder engagement; dissemination; communication; exploitation; clustering; Horizon Europe; democratic resilience; radicalisation prevention; policy uptake; research impact.

Revision History

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0.2	26.02.2026	Busra Ozturk		Review notes implemented; finalised to be submitted
0.3				

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Executive Summary

This deliverable presents the updated Dissemination, Communication and Exploitation Action Plan Update of the SMIDGE project at Month 36 and provides a consolidated overview of the strategies, tools, activities and outcomes implemented under Work Package 8 to maximise the visibility, uptake and sustainability of project results.

Dissemination and communication were embedded as continuous, cross-cutting activities throughout the project lifecycle rather than limited to final reporting stages. The consortium adopted an adaptive and stakeholder-centred approach to ensure that research findings on online extremism, misinformation and democratic resilience reached and benefited relevant audiences across academia, policy, media, education, civil society and professional communities. Activities evolved progressively from early awareness-raising to active stakeholder engagement and, ultimately, structured exploitation of tangible outputs.

A coherent communication ecosystem was established, combining a strong brand identity, an open-access project website, newsletters, social media, audiovisual materials, webinars, podcasts and stakeholder events. The website functioned as the central repository for deliverables, counter-narratives, learning resources, policy briefs and the SMIDGE database, ensuring accessibility and long-term reuse. Scientific dissemination was supported through publications and conferences, while practitioner-oriented outreach included webinars, roundtables, MOOCs and training materials designed for direct application in professional contexts.

Exploitation efforts focused on enabling the sustained use of project outputs beyond the consortium. Educational resources, counter-narrative tools and the practitioners' toolkit were developed as reusable assets, and direct engagement with institutions and networks facilitated uptake in policy, media and training environments. Collaboration with sister projects and European initiatives further strengthened synergies and extended outreach.

Dissemination performance was monitored through website analytics, social media metrics, event participation and stakeholder feedback, enabling continuous improvement and evidence-based

adjustments. At project closure, SMIDGE leaves a sustainable dissemination infrastructure, an extensive stakeholder network and openly accessible resources that will remain available beyond the funding period.

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List of Acronyms/abbreviations

Abbreviation	Explanation
SMIDGE	Social Media Narratives: Addressing Extremism in Middle-Age
WP	Work Package
RRI	Responsible Research and Innovation
EDMO	European Digital Media Observatory
NGO	Non-Governmental Organisation
MOOC	Massive Open Online Course
EU	European Union
DMU	De Montfort University
UCPH	University of Copenhagen
KCSS	Kosovar Centre for Security Studies
FVM	Fondazione Hallgarten-Franchetti Centro Studi Villa Montesca
INEU	Inclusive Europe
GDPR	General Data Protection Regulation
UMIL	University of Milan

Table 1: List of acronyms/abbreviations

Glossary of Terms

Term	Explanation
Dissemination	Structured sharing of project results with target audiences to increase awareness and visibility
Communication	Broader public-facing activities aimed at informing and engaging society about the project
Exploitation	Uptake and practical use of project results by stakeholders beyond the project lifetime
Stakeholder	Individual or organisation with an interest in or influence over project outcomes
Counter-narratives	Evidence-based content designed to challenge extremist or manipulative narratives
Clustering	Cooperation and knowledge exchange between related EU-funded projects
Open access	Free and unrestricted public availability of research outputs
Digital literacy	Ability to critically evaluate and navigate digital information environments
Media literacy	Skills to analyse, create and engage with media responsibly

Table 2: Glossary of terms

1) Introduction and Outline

SMIDGE has aimed to develop a comprehensive understanding of the factors contributing to the rise of extremist narratives among middle-aged individuals in Europe and to analyse their influence on mainstream worldviews, discourses and policies. Building on this evidence base, the project has produced and validated a range of evidence-informed content, tools and resources designed to counter extremist narratives from multiple perspectives and support prevention, resilience and policy responses.

Throughout the project lifecycle, the dissemination, communication and exploitation work package (WP8) has played a central role in maximising the project's impact, visibility, sustainability and uptake. The work has focused on ensuring that project activities, interim findings and final results were communicated effectively and transferred to relevant stakeholders in a timely and accessible manner.

To achieve this, the consortium implemented a structured and continuous programme of outreach activities, including social media campaigns, the organisation of roundtables, webinars, workshops, conference presentations and stakeholder events that facilitated knowledge exchange and dialogue. In parallel, the project maintained an active digital presence through its website and social media channels and mobilised partners' extensive local, national and European networks to broaden outreach. Scientific dissemination was further supported through publications in peer-reviewed journals, conferences and professional fora. These actions enabled the consortium to systematically inform stakeholder communities about the project's objectives, activities and outcomes, while distributing counter-content, policy briefs, guidelines and learning resources across Europe and beyond.

Inclusive Europe coordinated and oversaw dissemination and communication activities throughout the project duration, including management of the project website and social media accounts. As a cross-cutting work package, WP8 worked in close cooperation with all technical and research work packages to ensure alignment between content development and outreach activities, and to guarantee that results were communicated consistently and effectively.

The main objectives of dissemination, communication and exploitation activities were to:

- Establish a clear project identity, brand strategy and coherent communication framework
- Foster an active and sustainable stakeholder community around the project
- Ensure continuous stakeholder engagement throughout the project lifecycle
- Disseminate results and outcomes to diverse professional, policy and public audiences
- Facilitate the uptake and long-term exploitation of project results

In addition, WP8 delivered and maintained a comprehensive set of communication outputs, including the continuous development of the project website, visual identity and promotional materials; the production of newsletters, social media content and press materials; participation in external dissemination events; and the organisation and coordination of the final project conference in Brussels, which showcased project results to policymakers, practitioners and

researchers. Close collaboration with all work packages ensured that dissemination activities were fully integrated into the overall project implementation.

1.1 Methodology

The communication, dissemination and exploitation strategy was implemented through a practical and adaptive approach aligned with the project's evolution. Rather than remaining static, the strategy was continuously reviewed and refined based on project milestones, stakeholder feedback, performance indicators and emerging opportunities.

The strategy was divided into three phases:

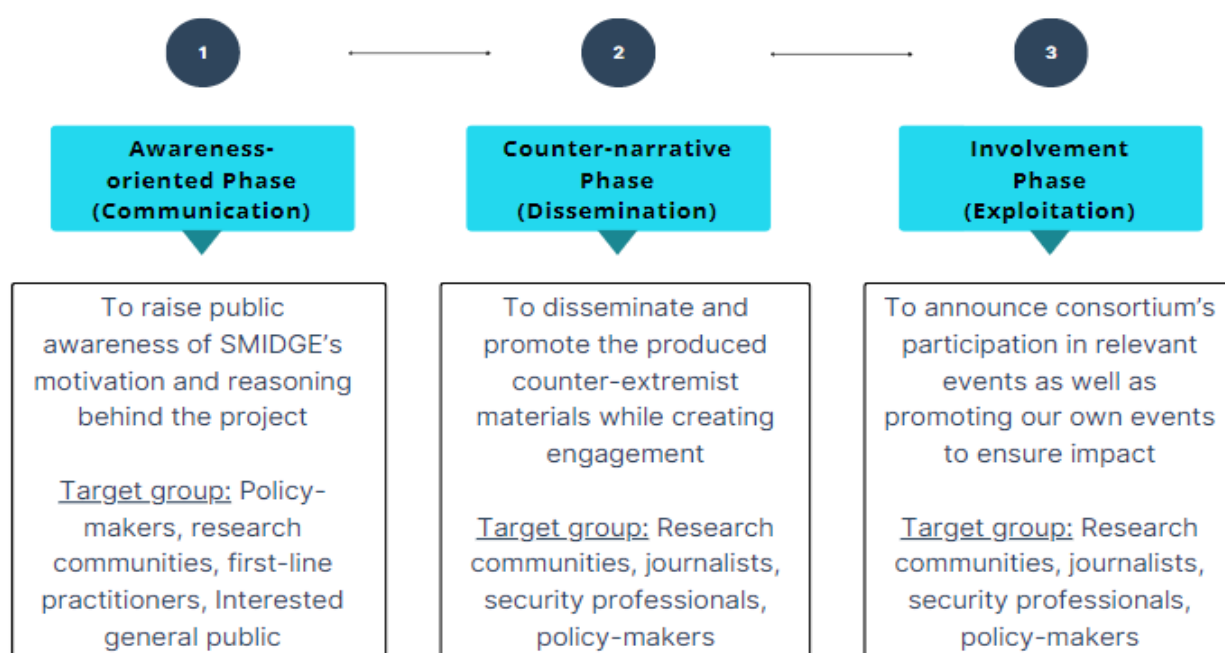


Figure 1 - Dissemination strategy scheme

The approach combined appropriate tools, channels and targeted actions to reach specific audiences within defined timeframes. Activities were organised into three partially overlapping phases, corresponding to early awareness-raising, active engagement and result exploitation. While these phases provided a conceptual structure, implementation remained flexible to respond to developments in research outputs and stakeholder needs.

WP8 systematically utilised the established networks of consortium partners at local, national and European levels, as well as collaborations with sister projects, external experts and organisations that had expressed their support for the project. These networks proved instrumental in expanding reach, strengthening credibility and facilitating stakeholder participation.

Stakeholder engagement remained a central component of the methodology. Building on the stakeholder classification developed at the start of the project, target groups were continuously mapped and prioritised according to their interests, needs and potential for uptake of results. This analysis informed the tailoring of messages, formats and dissemination channels. The stakeholder

list served as the foundation for targeted engagement through events, consultations and dissemination activities, ensuring that project outputs remained relevant, usable and grounded in real-world contexts.

1.2 Timeline

A structured timeline guided the progressive rollout of SMIDGE’s dissemination, communication and exploitation activities across the project lifecycle. The sequencing ensured early awareness-raising, continuous stakeholder engagement and the timely promotion of results as they became available.

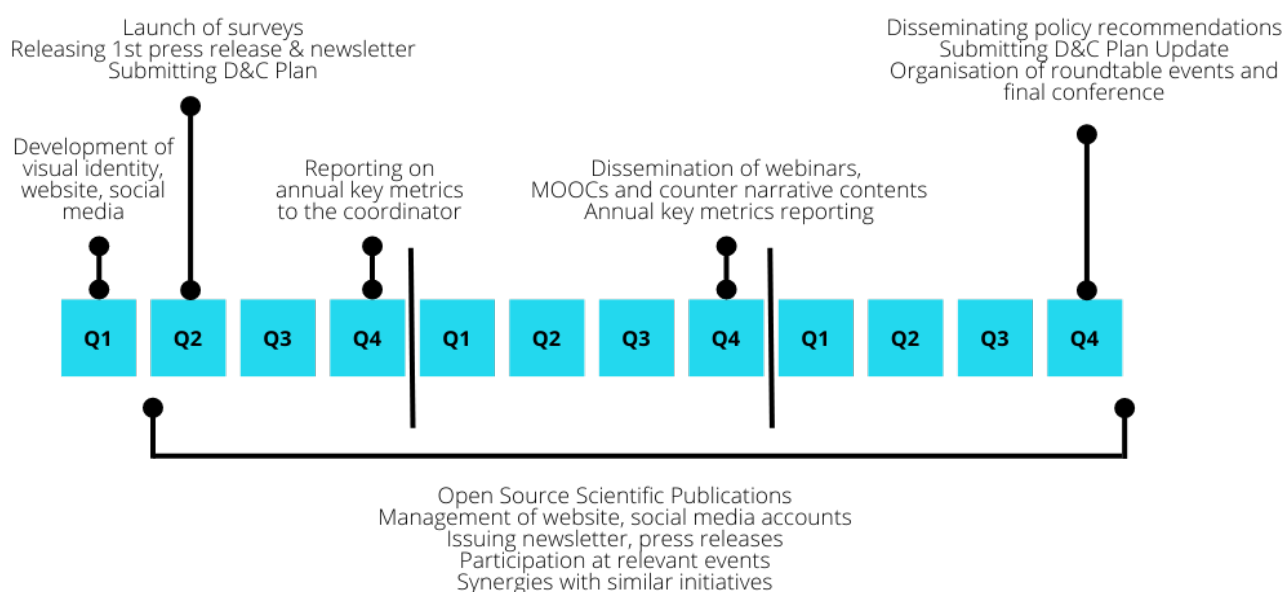


Figure 2 - Timeline of D&C activities

1.3 Target Groups

Effective dissemination and communication relied on the systematic identification and engagement of stakeholders whose needs, interests and capacities aligned with the project’s objectives. Target groups were mapped at the outset of the project and continuously refined based on relevance, potential for uptake and level of influence.

Communication formats, messages and channels were tailored to each group to ensure accessibility, usability and practical impact.

The primary target groups addressed by SMIDGE included:

General Public and Key Extremism Stakeholders

SMIDGE raised awareness among a broad community of practitioners, civil society actors and interested citizens about the risks posed by online extremist narratives targeting middle-aged individuals. Outreach through the project website, social media, events and media engagement ensured broad visibility and public understanding of the project’s objectives and findings. Counter-narratives and educational resources were made openly accessible to support democratic resilience and critical thinking across society.

Academic and Scientific Community

Researchers and academic institutions represented a key audience for dissemination and knowledge transfer. Project findings, datasets and methodologies were shared through scientific publications, conferences and research networks, supporting further research on extremism, misinformation and prevention strategies. The consortium's university and research partners played an active role in ensuring sustained academic engagement and collaboration.

Security Professionals

Law enforcement and security practitioners were engaged through targeted training materials, webinars and events. Learning resources, guidelines and contextual insights were developed to strengthen their capacity to recognise and address extremist dynamics within the target demographic. These activities supported the integration of SMIDGE results into professional practice and training programmes.

Media Professionals

Journalists and media practitioners were addressed as important multipliers. Tailored resources and dedicated events supported more accurate, contextualised and responsible reporting on extremism and misinformation, contributing to improved public discourse and awareness.

Policy Makers and NGOs

Policy makers, public authorities and NGOs were engaged to facilitate the uptake of evidence-based recommendations. Policy briefs, guidelines and stakeholder meetings provided actionable insights to inform decision-making and programme development. NGOs were supported with practical tools and materials that complemented their ongoing prevention and awareness-raising work, particularly for audiences beyond youth-focused initiatives.

1.4 Key Messages and Positioning

Based on the stakeholder mapping and engagement strategy, SMIDGE developed a set of tailored key messages to ensure that communication with each target group was relevant, constructive and aligned with the project's core values. Throughout the project, these messages were grounded in three guiding principles: reflexivity, resilience and ethicality.

Reflexivity was promoted through the active involvement of stakeholders, including practitioners, journalists, policymakers, civil society organisations and citizens, in co-creation, consultation and knowledge exchange activities. This participatory approach ensured that project outputs, including analytical insights, counter-narratives, educational resources and policy recommendations, were human-centred, evidence-based and practically applicable.

Resilience was addressed by strengthening critical thinking, promoting alternative and democratic narratives, and supporting individuals and communities in recognising and responding to online extremist content. Ethics underpinned all dissemination and engagement activities, with attention to responsible research practices, inclusive communication and the well-being and dignity of target audiences.

Following the interim period review, WP8 refined its communication approach in response to feedback concerning the framing of middle-aged audiences. Language and visuals were revised to adopt a more empowering and inclusive tone, emphasising the important roles that middle-aged individuals play in communities, the workforce, civic life and policymaking, rather than focusing on vulnerabilities or digital deficits. This revised positioning was consistently applied across the project website, newsletters, press materials and social media communications.

Social media messaging in particular adopted a constructive and encouraging tone, aimed at fostering critical thinking, dialogue and democratic engagement rather than problematising or stigmatising the target group. This adjustment contributed to more positive stakeholder reception and broader engagement.

1.5 Collaboration Between WP8 and Other WPs

WP8 operated as a cross-cutting coordination hub, working closely with all work packages to ensure that dissemination, communication and exploitation activities were fully aligned with research progress and outputs. In addition to regular consortium-wide management and technical meetings, WP8 organised dedicated coordination meetings every three months. These meetings were used to review progress, identify upcoming results, agree on dissemination priorities and assign responsibilities. Minutes were systematically documented, shared in a common repository and circulated by email, together with clear action points and to-do lists. The consortium sought to ensure the participation of at least one representative from each partner organisation to maintain inclusive planning and consistent information flow.



Collaboration with technical and research WPs ensured that findings were translated into accessible and stakeholder-oriented communication products. Evidence and horizon-scanning results from WP3 informed core messages and awareness-raising content such as the Glossary of Terms provided by UMIL, while analytical insights from WP4 and empirical findings from WP5 were disseminated through the project website, newsletters, social media and stakeholder outreach activities. WP8 also supported the visibility of surveys, interviews and consultations conducted within these work packages.

Targeted bilateral coordination further strengthened implementation. Dedicated meetings with University of Milan (UMIL) focused on outreach strategies and stakeholder engagement for policy-brief-related activities. Technical exchanges with Kosovar Centre for Security Studies (KCSS) ensured that the project database was aligned stylistically and functionally with the project website. Collaboration with Fondazione Hallgarten-Franchetti Centro Studi Villa Montesca (FVM) supported the dissemination and uptake of MOOCs and learning resources. INEU was closely involved in WP6 activities related to the development of counter-narratives, contributing to discussions on dissemination formats, target audiences and exploitation pathways together with the responsible partners.

1.6 Collaboration with Sister Projects and Other Networks

Collaboration with related EU-funded initiatives constituted an integral component of SMIDGE's dissemination, communication and exploitation strategy. In line with Horizon Europe's emphasis on clustering, synergies and avoidance of duplication, the consortium actively sought structured cooperation with projects addressing adjacent thematic areas, including online extremism, misinformation, political polarisation, digital literacy and democratic resilience.

From the early stages of implementation, SMIDGE established working relationships with sister projects and relevant research networks in order to exchange knowledge, align dissemination efforts and maximise the collective impact of publicly funded research. These collaborations contributed to mutual visibility, methodological learning and the co-development of dissemination formats, while also strengthening the sustainability of results beyond the lifetime of individual projects.

Formal cooperation was initiated with the Horizon Europe projects ARENAS and OppAttune, both of which address complementary dimensions of extremist narratives and socio-political polarisation. Cross-project coordination included regular communication between consortium members, reciprocal promotion of activities through websites and social media, and participation in each other's events. A notable milestone was the organisation of a joint webinar bringing together experts from SMIDGE, ARENAS and OppAttune to discuss common analytical frameworks and prevention approaches. This session enabled comparative reflection across projects, facilitated exchange of methodologies and tools, and created opportunities for continued cooperation in exploitation-oriented activities.

Beyond these formal sister projects, SMIDGE developed synergies with several European networks and organisations working on misinformation resilience and media literacy. Collaboration with Media and Learning Association, Your Agenda and Lie Detectors supported the practical application of SMIDGE outputs within educational settings. Additional linkages were fostered with projects and initiatives operating in related domains, including ENCODE, GEMS, DEMINE, DELIAH, PAVE and DRIVE. Although varying in formality, these exchanges enabled mutual learning around emotional drivers of polarisation, narrative analysis methodologies and community resilience practices. Researchers participated in cross-project seminars, conferences and knowledge-sharing events, ensuring that SMIDGE findings were contextualised within broader European research efforts.

Clustering activities were not limited to digital collaboration. Consortium members represented SMIDGE at external policy and practitioner fora where multiple EU initiatives were present, such as

the EU Accession Exchange Forum, the Council of Europe's No Hate Speech Week and European Parliament workshops. These settings provided opportunities to present SMIDGE outputs and establish contacts for future cooperation.

1.7 Promoting EU Funding Visibility

In line with the Grant Agreement and applicable communication requirements, SMIDGE ensured clear and consistent visibility of EU funding across all dissemination and communication outputs.



The EU logo and disclaimer were included across all formats, including the project website, webinars, roll-ups, event programmes, newsletters, podcasts, videos and other digital and printed materials. In addition, a UKRI funding acknowledgement and disclaimer were incorporated where relevant, reflecting the contribution of the partner funded by the UK Research and Innovation (UKRI).

2) Communication and Dissemination Tools and Channels

2.1 Brand Identity

A cohesive and recognisable brand identity was established by Month 2 to ensure consistency and professionalism across all SMIDGE dissemination and communication outputs. The complete brand package was developed and shared with partners via a common repository, providing immediate access to the SMIDGE logo (in multiple formats and backgrounds), colour palette, fonts, graphical elements, the EU emblem, mandatory funding disclaimers and clear usage guidance.

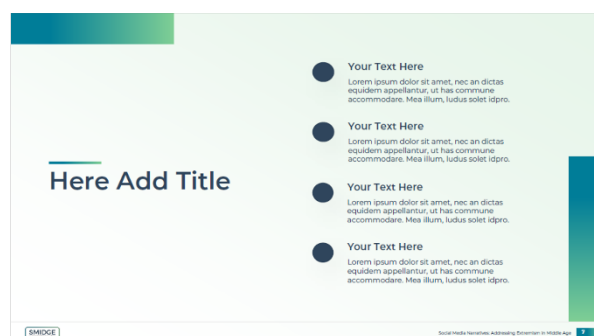
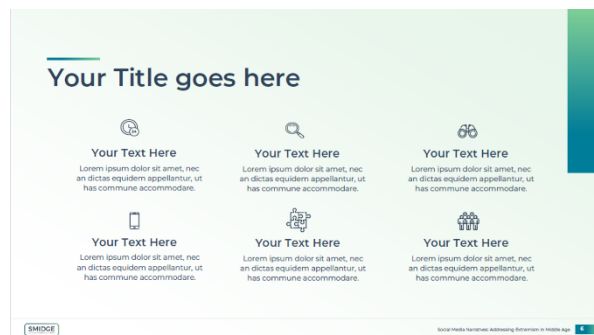
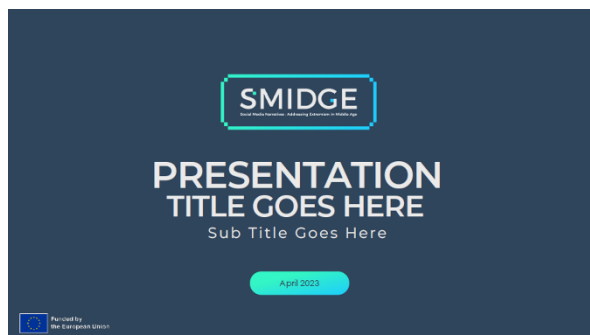


Colour Palette

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	#eaeaea
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Standardised templates were also provided, including deliverable, agenda, minutes of meeting and PowerPoint templates, which were systematically used throughout the project for meetings,

reports, presentations and events. This approach ensured visual coherence across all partners and countries.



When collected data is stored, the following metadata elements will be recorded:

1. Title of the dataset	
2. The author(s) of the dataset	
3. The type of data (e.g., files, preprint, code, media, figure, transcriptions etc.)	
4. Keywords describing the data	
5. Descriptions (used methodologies, techniques, codes, software, contents, file structure etc.)	
6. Date(s) or period of time of collection the data	
7. Date on which the dataset was completed	
8. Description of where the data was collected (online platform, geographical location(s))	
9. Review status (internal, external review)	
10. Funding name and grant number	



Meeting Date and Time	Meeting Location
Meeting Organiser	Meeting Chair
Minutes Drafted Date	Meeting Title

Attendees	Apologies
-----------	-----------

Brief Description / Agenda

No	Items Discussed	Summary of the Discussion
1		
2		
3		

Meeting Conclusion

Physical dissemination materials were produced and deployed at national and international events. Roll-up banners were printed and used by KCSS, De Montfort University (DMU), University of

Copenhagen (UCPH) and INEU during events organised in their respective countries to ensure on-site visibility of the project.



In the first project year, a project booklet was developed to present the objectives, consortium and planned activities. This booklet was updated in Month 34 to incorporate project achievements, counter-narratives and direct links to relevant website resources, ensuring that stakeholders received an up-to-date overview of results.



ABOUT SMIDGE



WHAT Understanding Middle-Aged Digital Engagement

SMIDGE is an EU-funded Horizon Europe research project examining how online narratives, including misinformation, conspiracy theories, and extremist content, circulate, with a focus on people aged 46-65. This group plays a significant role in shaping public debate, social norms, and political life across Europe. Their influence in professional, civic, and community settings makes them central to how information is interpreted and shared.

WHY Revealing Online Extremism in a New Light

Middle-aged adults are often overlooked in online extremism research, yet they are highly engaged in society as decision-makers, community leaders, and influencers. Understanding how digital narratives affect this demographic is crucial because their engagement shapes public opinion, impacts policymaking, and can either amplify or counteract harmful content. By focusing on this group, SMIDGE uncovers why certain narratives resonate, how misinformation spreads, and where targeted interventions can make the greatest impact on democratic participation and social cohesion.

HOW A Holistic Approach

SMIDGE addresses these questions through an interdisciplinary methodology, combining social network analysis, content analysis, and large-scale surveys across Europe to map online discourses and their effects. Beyond research, the project takes action by collaboratively developing counter-narratives, educational resources, and policy recommendations. It also provides practical tools and training for journalists, educators, and security professionals, ensuring that findings are translated into evidence-based strategies to support informed digital engagement and counter harmful narratives effectively.

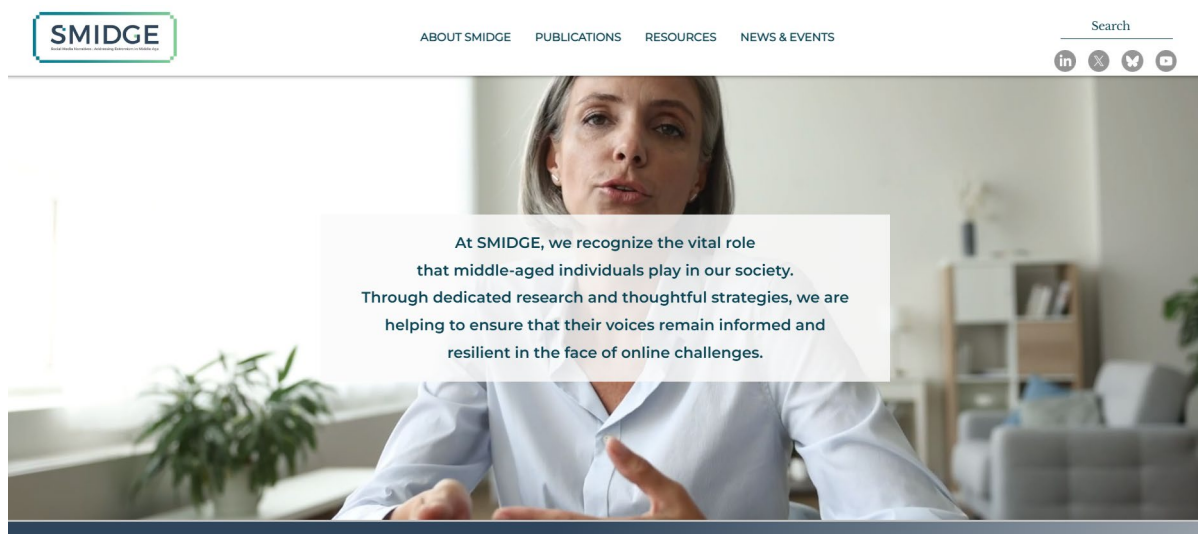
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Additional visual and multimedia assets were created to support accessible communication. INEU produced a set of infographics, [an explainer video](#) introducing the project in the first year and a [second video](#) in Month 24 presenting the achievements reached at mid-term.

To facilitate reuse and visibility, a dedicated Press Kit section was established on the project website, providing downloadable access to key materials, including logo files and brand assets, the booklet, roll-up banner design, all newsletter editions and press releases. This ensured that partners, stakeholders and media representatives could easily access and disseminate official project materials.

2.2 Website

The SMIDGE website (www.smidgeproject.eu) served as the primary digital gateway for public communication, dissemination and resource access throughout the project. Designed and maintained by Inclusive Europe, the site provided a comprehensive and user-friendly platform presenting project objectives, research outputs, multimedia resources and stakeholder engagement opportunities.



2.2.1 Structure and Key Sections

The architecture was intentionally designed to balance clarity, structured navigation and content discoverability, enabling diverse audiences to quickly identify relevant information and resources with minimal navigation steps.

The structure combined static institutional information (project overview, consortium, governance), dynamic updates (news and events) and a comprehensive open-access resource library (deliverables, multimedia, learning tools).

All sections are publicly accessible without registration requirements.

The homepage served as the main entry point to the website and was updated regularly to reflect the latest project activities. It prominently featured recent news, upcoming and past events, key announcements, and highlights of project outcomes, ensuring that visitors had immediate access to current and relevant information. Dynamic content on the homepage supported visibility of ongoing work and encouraged continued engagement with the project's results.

To ensure legal compliance, transparency and ease of contact, the website footer included: Privacy Policy (GDPR-compliant), EU emblem and mandatory funding disclaimer, contact email and web form, copyright and attribution statements. In addition, persistent social media icons linked directly to the project's accounts on X, LinkedIn, YouTube and Bluesky remained visible across pages, supporting cross-platform engagement and continuous outreach.

The main navigation bar remained visible across all pages and provided direct access to the following structured sections:

About SMIDGE:

This section provided contextual and institutional information to introduce visitors to the project's purpose and scope. It included project mission and objectives, description of the middle-aged demographic focus, methodological approach and research design, expected impact and societal relevance, overview of work packages and implementation phases.

This section served as the primary entry point for first-time visitors seeking a high-level understanding of the project.

Subpages under the About SMIDGE page are as the following:

- **Consortium, Advisory Board and Ethics Board, Sister Projects:** These sections ensured transparency regarding governance and partnerships and support networking and credibility-building. They included individual partner profiles with roles and expertise, logos and external links to institutional websites, Advisory Board members and areas of expertise, Ethics Board members and brief biographies, Sister Projects and a list of relevant networks.
- **Progress:** The Progress page documented the evolution of the project and served as a chronological record of activities and milestones, including percentage of completed milestones, deliverables and project months.
- **Press Kit:** The Press Kit served as a centralised dissemination package for partners, media and external stakeholders. It provided downloadable: logos and brand assets, visual identity materials, project booklet, roll-up designs, newsletters and press releases. This has ensured consistent branding and facilitated third-party dissemination and reuse.

Publications:

The Publications page functioned as the official archive of scientific and technical outputs. It included public deliverables and media features. Media features included an article introducing the SMIDGE Project published on the Media and Learning Association (MLA) website and an article written by a SMIDGE researcher from DMU and published in The Conversation.

Resources:

The Resources section represents the most content-rich and frequently updated part of the website, consolidating educational, analytical and multimedia materials in one location.

- **Blog Articles** - A total of 9 analytical and accessible blog posts on research findings and topical reflections on extremism, misinformation and resilience. They were written for non-academic audiences to increase accessibility and awareness.
- **Glossary of Terms** - Curated definitions of key concepts related to extremism, radicalisation, misinformation and digital media literacy; designed by UMIL researchers as a reference tool for practitioners and the general public
- **SmidgeCast** - 12 bi-monthly podcast episodes with expert discussions on online extremism and media literacy. Each episode is accompanied by summaries, speaker information and YouTube links.
- **Videos** - Research explainer videos, interviews with representatives from partners, external experts and MEPs, webinar recordings and conference recordings
- **Counter-Narratives** - Open-access narrative films designed to foster reflection and critical thinking. They are downloadable/embeddable for reuse by educators and civil society organisations.

- **Smidge Database** - Direct access to the SMIDGE Database Platform
- **SMIDGE MOOC Platform** - Direct entry to the online training modules

News & Events:

This section ensures timely communication and stakeholder engagement. It was divided into:

- **News:** The News section serves as the project's primary channel for publishing timely updates and documenting ongoing activities. It provides structured announcements related to newly released publications, podcast episodes, research outputs, dissemination milestones, events and partner-led initiatives. Throughout the project lifecycle, this page functioned as a regularly updated log of progress, allowing stakeholders to follow developments in near real time. In total, 42 news items were published.
In addition to internally produced updates, the page includes a dedicated subsection titled "Media Coverage", which compiles external press articles and journalistic features referencing SMIDGE or its consortium members. This subsection documents independent media engagement and third-party visibility of the project. Coverage includes, among others, a report summarising SMIDGE mentions in Danish media; an interview with our DMU researcher by the Japanese news outlet Nikkei; a feature article published by The Guardian; and an interview with a DMU researcher in The New World.
- **Events:** The Events section on the SMIDGE website serves as a comprehensive, chronologically organised catalogue of all project-related stakeholder engagements. Each event entry was presented with a title, date, location (if applicable), and a detailed description outlining the thematic focus, objectives and invited audiences, as well as direct links to registration or post-event recorded materials where available. Examples of events featured on the page include all five webinars of the project, the seminar "The Hybridization of Conspiracy Theories, Misinformation, and Extremism on Social Media" held in Copenhagen, high-level roundtable discussions engaging security professionals in Kosovo and journalists and media representatives in Brussels, the final conference in Brussels and the high-level exploitation event in Westminster.
- **Final Conference:** The Final Conference section constitutes a stand-alone, prominently featured page focused exclusively on the project's final event.
The dedicated Final Conference page provided a comprehensive programme overview, detailing the date and venue, thematic panels and a structured agenda covering keynote address, panel discussions and presentations. It described the overall goals of the conference and speaker profiles. The page also specified logistical details relevant for participation, such as registration procedures and contact information for the organising team. Crucially for dissemination and exploitation, the Final Conference page also served as a repository for post-event materials. This archived materials such as session recordings (video) and summary reports capturing the main outcomes, key messages and follow-up recommendations emerging from the event.

2.2.2 Updates, Functionality and Engagement

The website was regularly updated to reflect new results, outputs and dissemination milestones. Research deliverables, media features and project resources were progressively uploaded in their respective sections to support accessibility and reuse by stakeholders. The Press Kit page ensured that official materials were freely available to partners, media and external users, facilitating consistent branding and wide dissemination.

Multimedia and interactive elements were integrated throughout the site to broaden engagement.

Direct navigation to social media channels and newsletter subscription options allowed users to stay updated with the latest SMIDGE developments across platforms. The website's design prioritised clarity, ease of use and discoverability, enabling visitors to access information, explore resources and participate in project events with minimal barriers.

2.2.3 Website Visit and Impression Metrics

Website analytics show that the SMIDGE project platform generated sustained visibility during the reporting period. From April 2023 to mid-February, the website recorded 13,319 site sessions and 7,761 unique visitors, indicating consistent traffic and external interest.

Sessions were primarily driven through direct access (7,408 sessions), while additional traffic originated from referral sources and search engines. Key referral contributors included *theguardian.com* (2,333 sessions) and *theconversation.com* (389 sessions). Organic search also played a role, with *Google* (1,508 sessions) and *Bing* (209 sessions) listed among the main sources of visits.

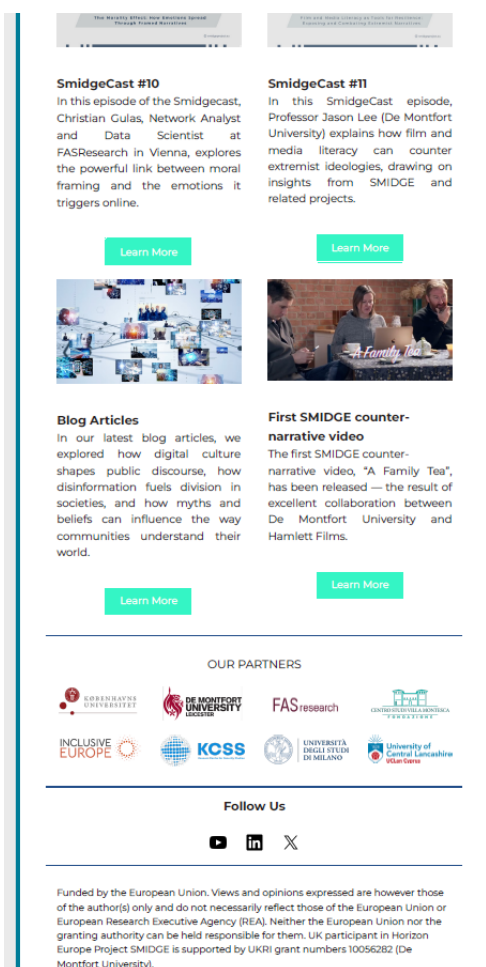
Access occurred across different device types, with sessions distributed between desktop (59%, 7,881 sessions), mobile (40%, 5,327 sessions) and tablet (1%, 128 sessions).

The geographic distribution of visitors further reflects the project's reach, with the highest number of sessions coming from the United Kingdom (4,621), followed by Belgium (1,795), the United States (886), Italy (722), Denmark (662) and Germany (344). Overall, these metrics confirm the website's function as a key channel for disseminating project outputs and providing access to SMIDGE resources.

2.3 Newsletter and Press Releases

Newsletters and press releases constituted a core channel for providing structured and periodic updates on SMIDGE activities, milestones and results to stakeholders, partners, media representatives and the broader research and practitioner community.

During the project, six newsletters (M8, M14, M20, M26, M32, M36) and three press releases (M14, M26, M36) were produced and distributed at key moments to communicate progress, highlight achievements and promote upcoming events and outputs. The newsletters followed a consistent visual format aligned with the project's brand identity and presented concise, accessible summaries of research developments, dissemination activities, events, publications and newly released resources. Each edition included direct links to relevant website sections, enabling readers to easily access further information and downloadable materials.



To broaden reach and facilitate audience growth, the website homepage featured a subscription pop-up, inviting visitors to register for the mailing list. In parallel, Inclusive Europe regularly encouraged consortium partners to feature SMIDGE updates within their own organisational newsletters and mailing campaigns.

In addition to the central mailing list managed by Inclusive Europe, Fondazione Hallgarten-Franchetti Centro Studi Villa Montesca (FVM) redistributed SMIDGE updates through its institutional communication channels, resulting in the circulation of approximately 7,450 additional newsletter deliveries.

External amplification was achieved through collaboration with relevant networks. Notably, the Media & Learning Association featured SMIDGE in its January 2024 monthly newsletter. The association, a Belgian not-for-profit organisation dedicated to media literacy education, included an article presenting the project's approach, objectives and outputs within its dedicated section on media literacy research and initiatives. This newsletter reaches over 10,100 recipients, including audiovisual specialists, researchers, educators, NGOs, libraries, ministries of education, fact-checkers and media literacy practitioners, thereby significantly expanding the project's visibility among specialised audiences.

Press releases were prepared at key milestones, focusing on major achievements, the publication of results, events and strategic outputs such as policy briefs and learning resources. These releases were shared through partner networks, national and European media contacts, social media

channels and relevant EU communication platforms. All newsletters and press releases were also centralised and made publicly accessible through the Press Kit section of the project website to ensure transparency and reuse.

All communications were produced primarily in English, with partners free to translate or adapt content to local contexts where relevant.

2.3.1 Analytics and Reach

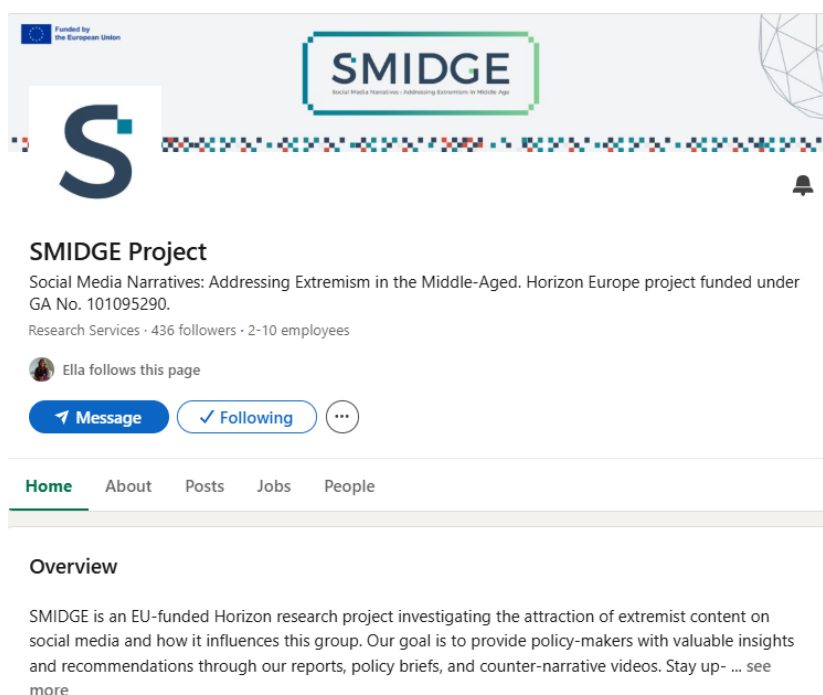
To monitor effectiveness and support continuous improvement, basic dissemination metrics were collected for newsletters and press releases, including:

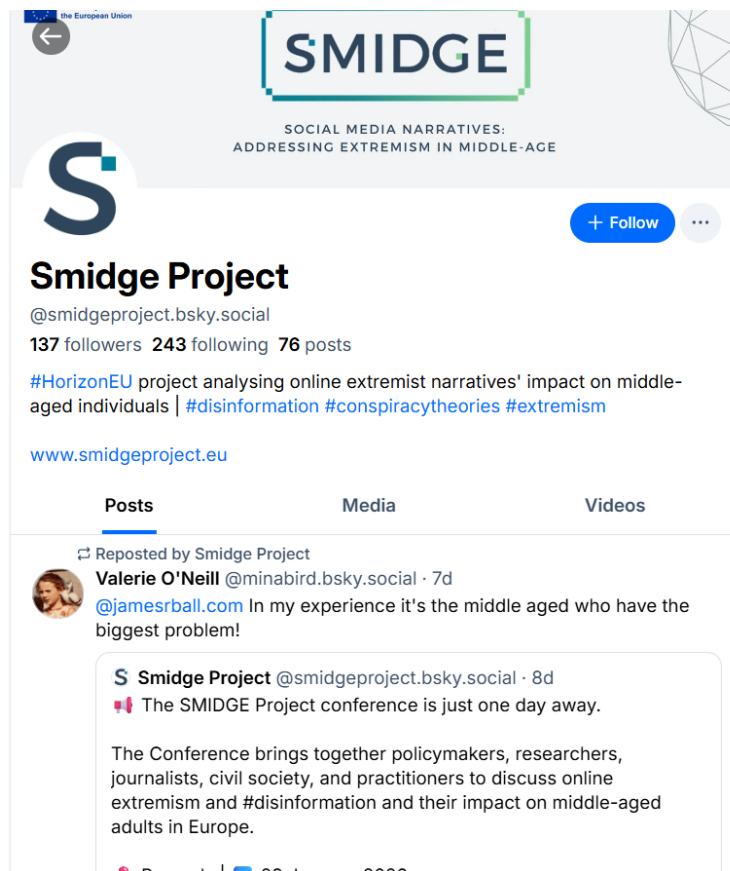
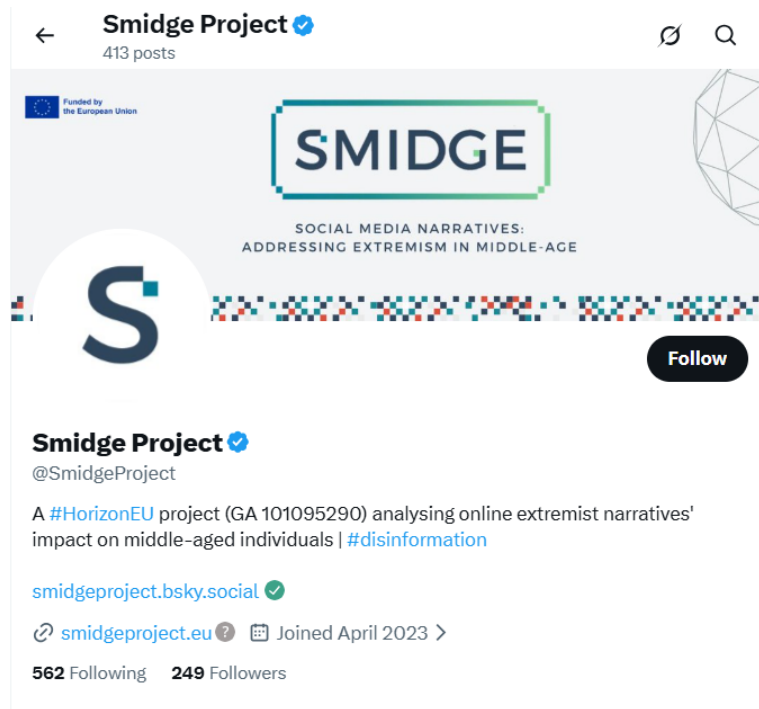
- Number of newsletter editions: 6
- Total subscribers: 76
- Average open rate: 60%
- Total press releases issued: 3
- Estimated media/partner redistribution reach: 17,550
- Website traffic generated from newsletters/press releases: 160 site sessions

2.4 Social Media

2.4.1 Social Media Accounts Overview

Social media channels constituted a primary dissemination mechanism for ensuring continuous visibility of SMIDGE activities, engaging stakeholders and promoting project outputs in accessible formats. In line with the project proposal, dedicated accounts were established on [X](#) (formerly Twitter), [LinkedIn](#) and [YouTube](#) at the start of the project. These channels were actively maintained by Inclusive Europe, with contributions and amplification from all consortium partners.





During implementation, shifts in platform usage were monitored. As a noticeable proportion of academic and research audiences migrated away from X, particularly towards Bluesky, an additional Bluesky account was opened in January 2025. Regular posting on this platform ensured continued engagement with research-oriented stakeholders and maintained the project's reach within those communities.

Across platforms, social media activity focused on the systematic promotion of project milestones, deliverables, research findings, analytical insights, publications, policy briefs, resources, events (webinars, seminars, conferences and the final event) and multimedia outputs (videos, podcasts and counter-narratives).

In addition to original content, relevant news articles, reports and videos from trusted organisations were selectively reposted to situate SMIDGE within broader debates on extremism, disinformation and democratic resilience.

A consistent visual identity was applied to all posts. Visuals and short videos were produced using Canva templates aligned with the project's brand guidelines to ensure recognisability across platforms. Standardised hashtags (e.g. #SMIDGEProject, #SmidgeCast, #SmidgeConference and topic-related tags) and tagging of relevant institutions, experts and stakeholders were systematically used to extend reach.

2.4.2 Event-based campaigns

Dissemination around major events followed a structured campaign approach. For each webinar, seminar or conference, a sequence of posts was prepared, including advance announcements with relevant hashtags, speaker highlights, reminder posts, targeted tagging of relevant institutions and participants, live updates during the event, including photos and key takeaways.

This approach increased visibility and encouraged real-time engagement.

Content was also aligned with key awareness moments such as the International Day of Democracy and the International Day for Preventing Violent Extremism as and when Conducive to Terrorism, using these opportunities to connect project messages to broader societal discussions.

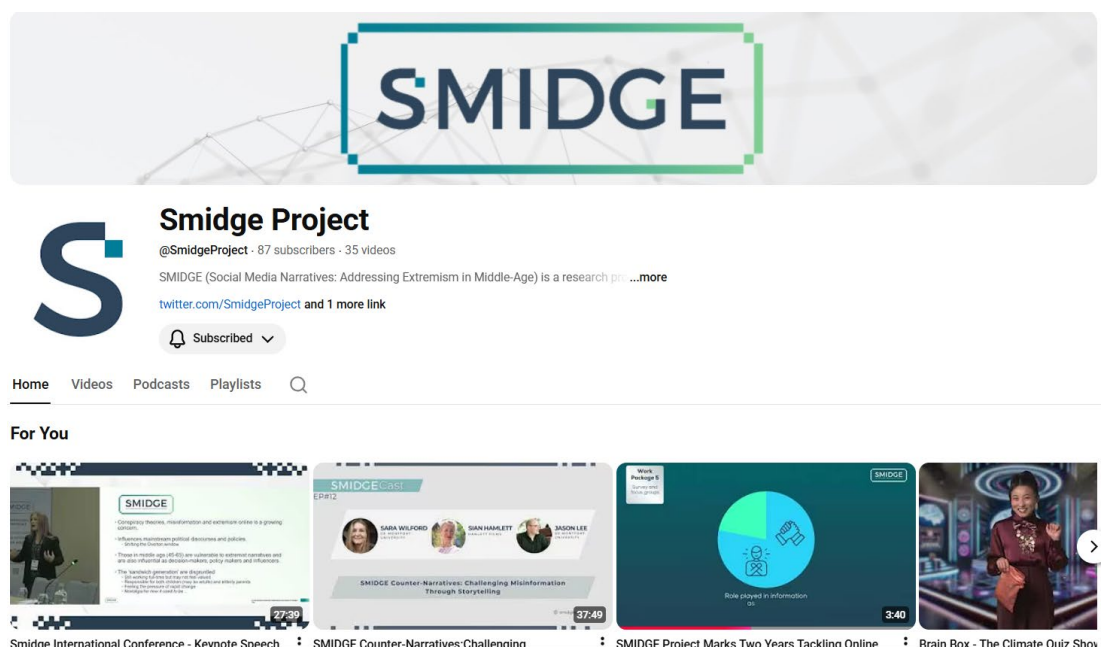
2.4.3 Multimedia and audiovisual dissemination

YouTube functioned as the central repository for audiovisual outputs. The channel hosted:

- project explainer and progress videos
- recordings of five webinars
- counter-narrative videos and a documentary
- interviews with consortium partners
- additional interviews with external experts and a Member of the European Parliament
- the SmidgeCast podcast series
- recordings of the final conference

Consortium partners actively supported dissemination by reposting and sharing SMIDGE content through their institutional and personal accounts, extending outreach into their respective

professional networks and national contexts. This distributed model significantly amplified visibility beyond the central project channels.



2.4.4 Monitoring and metrics

To assess effectiveness, performance indicators were monitored across platforms, including (numbers from 16 February 2026):

- followers/subscribers per platform: 249 (X), 445 (LinkedIn), 138 (Bluesky), 87 (YouTube)
- total posts published: 415 (X), 270 (LinkedIn), 81 (Bluesky)
- impressions/reach: 107.219 (Views on X), 37928 Impressions on LinkedIn in the last year
- video views (YouTube/webinars/podcasts/counter-narratives): 9298

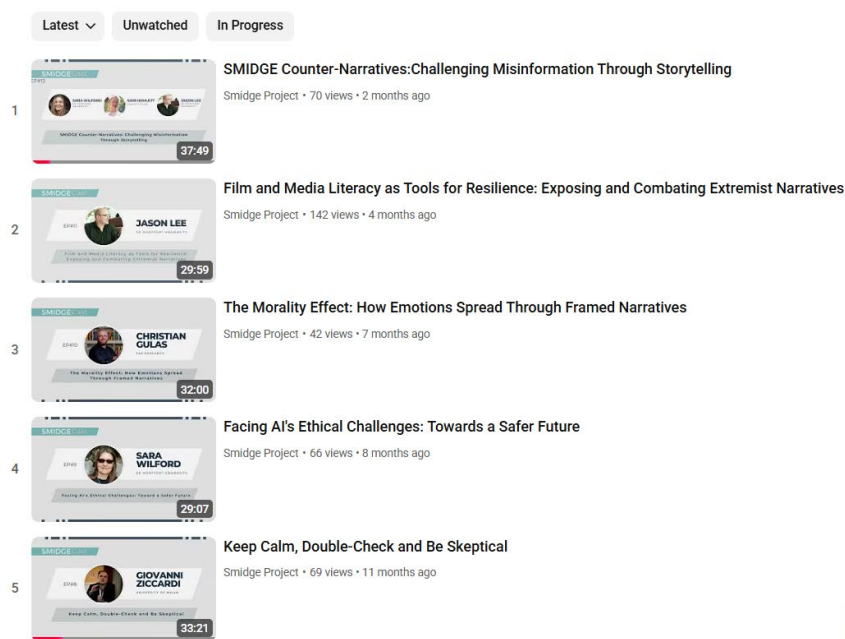
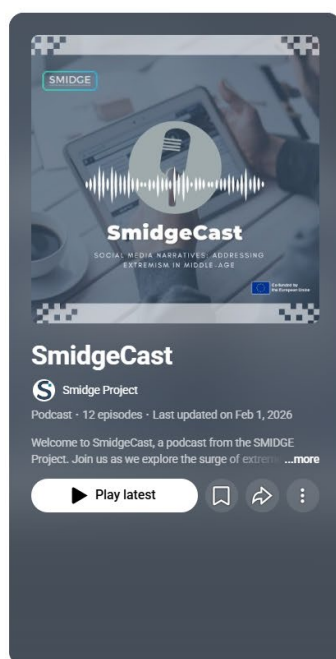
These indicators informed adjustments to posting frequency, formats and content types to maximise engagement.

2.5 SmidgeCast

SmidgeCast is the official podcast series developed by the SMIDGE Project as an additional dissemination and engagement channel to complement the project's scientific, policy and stakeholder outreach activities.

The podcast was not originally foreseen in the Description of Action, but was introduced during implementation as an added-value communication measure to broaden the project's reach and make research findings accessible in an informal, conversational and easily consumable format. The consortium identified podcasts as a suitable medium to engage audiences who may not regularly access academic publications, reports or webinars, thereby strengthening inclusiveness and knowledge uptake.

Across the project period, 12 bi-monthly episodes were produced and published.



2.5.1 Objectives

The primary objective of SmidgeCast was to initiate an informed and reflective conversation around the role and behaviours of middle-aged individuals in relation to online extremism and disinformation. Through a conversational and expert-led format, the series sought to introduce new perspectives into discussions on radicalisation, digital manipulation and their broader implications for democratic societies. At the same time, the podcast served as a channel for communicating SMIDGE research findings and evidence-based insights in an accessible and non-technical manner.

By adopting a dialogue-oriented format rather than one-directional communication, the podcast aimed to bridge the gap between research, policy and practice, while encouraging critical thinking among listeners. The series therefore contributed to raising awareness, promoting understanding of the project's work, and supporting the exploitation of results through formats that are easy to reuse in educational and professional contexts.

2.5.2 Format and Editorial Approach

Each episode followed a structured moderated discussion format. A professional moderator facilitated the conversation and ensured consistency, clarity and accessibility across episodes. Guest speakers were drawn from the consortium partner organisations and were invited based on their thematic expertise and direct involvement in specific work packages or research outputs. Questions were tailored to each speaker's field of knowledge, enabling in-depth yet comprehensible explanations of specialised topics.

The presence of a professional moderator ensured that discussions remained focused, balanced and engaging, while translating complex research content into language suitable for non-specialist audiences. Episodes typically lasted between twenty and thirty minutes, a duration chosen to maintain depth of content while remaining accessible for busy professional listeners.

2.5.3 Production Workflow

Prior to launch, a dedicated preparation phase was undertaken to ensure a professional, coherent and recognisable format. The consortium selected the moderator, defined the editorial approach

and developed a distinctive audio identity for the series. A custom podcast jingle was produced for both the introductory and concluding segments in order to create continuity across episodes.

Standardised intro and outro recordings were prepared. The introduction explained the SMIDGE project, the objectives of the podcast and the thematic focus of the series, while the outro directed listeners to the project website and social media channels to encourage further engagement. In parallel, the order of speakers and the recording schedule were agreed in advance to ensure smooth coordination and alignment with dissemination priorities.

Each invited speaker participated in an individual preparatory meeting with the moderator prior to recording. These meetings served to discuss key messages, clarify expectations, review the episode structure and familiarise participants with the format. This structured preparation contributed to higher production quality and more focused discussions.

Episodes were recorded remotely using the Riverside platform in an audio-only format. After recording, each episode underwent careful editing to improve clarity, pacing and sound quality. The edited version was shared with the respective speaker for review and approval before publication, ensuring both accuracy and quality control.

Although the recordings were audio-only format, visual elements were developed to support publication and dissemination. Consistent visual templates were prepared for YouTube publication and for social media promotion. Relevant images and branded graphics were combined with the audio to create video-format uploads, improving discoverability and compatibility with digital dissemination channels.

2.5.4 Dissemination and Distribution Strategy

At the outset, episodes were distributed across multiple podcasting platforms, including SoundCloud, Apple Podcasts, Spotify and Amazon Music, in order to maximise potential reach. However, monitoring of usage data indicated very limited streaming activity on these channels. Based on this evidence, the consortium adopted a more focused approach and consolidated publication on [YouTube](#), where engagement levels were higher and analytics more robust.

Hosting the podcast on YouTube enabled integration with other SMIDGE audiovisual materials, improved discoverability through search functions and playlists, and facilitated sharing through social media and the project website. Episodes were therefore promoted primarily through the website, newsletters and social media posts, often accompanied by short highlight clips and visual teasers to drive traffic to full recordings.

SmidgeCast complemented existing dissemination tools by providing an informal yet structured channel for knowledge transfer. The conversational nature of the series helped to humanise research topics and made complex findings easier to understand. This format proved particularly suitable for audiences such as practitioners, educators and civil society actors who benefit from contextualised explanations rather than formal reports.

The podcast also created a reusable and durable multimedia resource that remains accessible beyond the project lifetime. Episodes can be integrated into teaching, training or awareness-raising activities and therefore support the long-term exploitation of SMIDGE results. As an additional dissemination outlet developed by the consortium beyond the initial project scope, SmidgeCast represents an example of adaptive and responsive communication practice aimed at maximising impact.

2.5.5 Metrics and Monitoring

Performance and reach were monitored through platform analytics and dissemination tracking.

Indicator	Value
Total episodes produced	12
Total cumulative views	1200
Average views per episode	100
Total watch time (hours)	71.5
Most viewed episode (title + views)	A First Overview on Extremism and Conspiracy Theories Online (187 views)
Countries reached	Belgium, United Kingdom, Italy, Denmark, North Macedonia
Average episode duration	20–30 minutes

Table 3 SmidgeCast metrics

3) Outreach and Exploitation Activities

During the reporting period (M1–M36), SMIDGE implemented a structured set of outreach, dissemination and exploitation activities aimed at ensuring that project results were not only visible but also actively used by researchers, practitioners, policymakers and educators.

While the initial action plan (D8.2) outlined projected activities, implementation evolved into a continuous, results-driven approach aligned with the progressive availability of research outputs. Outreach actions were therefore directly tied to tangible deliverables, including counter-narratives, learning resources, webinars, policy briefs, research findings and analytical datasets.

Activities combined:

- scientific dissemination (peer-reviewed publications, conferences),
- stakeholder engagement (webinars, roundtables, seminars),
- digital dissemination (website, podcasts, videos, newsletters, social media),
- and policy-oriented knowledge transfer (guidelines and recommendations).

3.1 Scientific Publications and Academic Dissemination

Scientific dissemination constituted a primary exploitation pathway for research findings. Academic partners, including University of Copenhagen, UCLan Cyprus, and the University of Milan, systematically integrated SMIDGE findings into peer-reviewed articles, conference proceedings, seminars and postgraduate teaching.

Project results addressing topics such as hybridisation of extremist narratives, emotional dynamics in online discourse, social network analysis of extremist ecosystems, and prevention-oriented educational approaches were disseminated through journal publications and international conferences. All outputs comply with Horizon Europe open-access requirements and are deposited in public repositories or linked through the project website to ensure long-term availability.

Beyond publication, exploitation also occurred through curriculum integration, where research insights and materials were embedded into university courses and professional training programmes, thereby extending impact to future practitioners and researchers.

Implemented outputs

During the project lifecycle:

- Journal articles published/accepted: 3
- Conference presentations: 7
- Research seminars: 2

Open access compliance

All publications:

- follow Horizon Europe open-access requirements,
- are deposited in open repositories where possible,
- are linked via the project website.

This ensures long-term availability and reusability of SMIDGE knowledge outputs by researchers, practitioners and policymakers.

3.2 Stakeholder-Focused Events and Professional Engagement

Direct stakeholder engagement formed a central pillar of exploitation. Rather than limiting activities to broad awareness events, the consortium prioritised targeted interactions with practitioners, journalists, security professionals and policymakers, ensuring that results could be discussed, contextualised and applied in practice.

Across the project, partners organised and participated in webinars, seminars, roundtables, stakeholder meetings, conference presentations and the final conference. These engagements enabled two-way dialogue, testing of materials and feedback-driven refinement of outputs.

Notable examples include targeted roundtables with security professionals in Kosovo and journalists in Brussels, as well as thematic seminars and webinars addressing extremism, disinformation and media literacy. The final conference in Brussels convened policymakers, researchers, NGOs and practitioners to synthesise project outcomes and discuss implementation pathways. Another high-level exploitation event was held in Westminster in February 2026 to present the project results to policymakers and relevant stakeholders in the UK.

These events facilitated not only dissemination but also co-creation and validation, with stakeholders providing direct input on the usability and relevance of learning resources, counter-

narratives and policy recommendations. More details regarding the stakeholder engagement conducted throughout the project can be found in the deliverable D8.1 List of stakeholders and EU projects and engagement activities report.

Examples of delivered activities

Activity type	Target audience	Format	Participants/Reach
Seminar on hybridisation of extremism	Regional authorities, researchers	In-person seminar	55
Research & Practice Colloquium	Researchers	Presentation	50
Keynote lecture	Educators & researchers	Conference	170
Policy-oriented conference presentations	Policy & academic community	International events	65+
Stakeholder meetings	National authorities	Meetings	50
Postgraduate teaching sessions	Students	Course integration	31
Additional university talks	Academic audiences	Seminars	15–60 each
Final Conference (Brussels)	Policymakers, NGOs, researchers	Closing event	53
Roundtable (Kosovo)	Security professionals	Roundtable	22
Roundtable (Brussels)	Media professionals	Roundtable	12

Table 4 Delivered Activities

3.2.1 Media Engagement, Broadcast Outreach and Partner-led External Events

In addition to project-organised events, SMIDGE partners substantially expanded dissemination through invited presentations, professional briefings, conferences and high-reach media appearances. These activities represent an important complementary dissemination pathway, as they enabled the project to reach audiences beyond the consortium’s direct stakeholder networks.

Several consortium members were invited as expert commentators in national and international broadcast media, providing evidence-based perspectives on online extremism, misinformation, social media dynamics and current political developments. These appearances positioned SMIDGE researchers as trusted experts and significantly amplified project visibility.

Researchers from the University of Copenhagen and De Montfort University contributed to multiple interviews and expert commentaries across major public broadcasters, including BBC, DR, RTÉ, LBC and Nikkei. These contributions addressed topics directly related to SMIDGE findings, such as

conspiracy theories, extremist narratives, online radicalisation trends and the societal impacts of digital misinformation.

Estimated audience reach from these media engagements ranged from tens of thousands to several million listeners per appearance, with selected examples including interviews on BBC Radio 5 Live (approx. 2 million weekly listeners), BBC regional stations (90,000–106,000 weekly listeners), RTÉ Dublin (approx. 900,000 daily listeners), LBC (approx. 990,000 daily listeners) and Danish national radio programming. An interview article featuring SMIDGE research was also published by The Guardian, further extending visibility within international audiences.

Beyond broadcast media, partners actively presented SMIDGE findings at external professional and academic events. Examples include a two-day seminar on the hybridisation of extremism organised by UCPH (40–45 participants), participation in the European Conference on Social Media, presentations to Danish law enforcement authorities, and engagement in conferences and public outreach initiatives such as European Researchers' Night (300+ attendees), EdTech SummiT 2025 (300 attendees), the AI Symposium organised by the Maltese Ministry of Education (509 attendees), and other national and international events. A UCLan Cyprus professor was invited as a keynote speaker at the EARLI SIG20 & SIG26 meeting in Berlin in September 2024, where she presented SMIDGE research in her talk on critical reasoning.

Inclusive Europe additionally participated in major practitioner-oriented events, including DisinfoCon, the workshop at the Council of Europe during the No Hate Speech 2025 and a European Parliament workshop on AI and democracy, using these opportunities for live dissemination, networking and stakeholder engagement. Furthermore, Inclusive Europe is currently in contact with the CORDIS editorial team to publish a feature article presenting SMIDGE's key results and impact, which will further enhance the project's visibility within the European research and policy community.

3.3 Webinars, Learning Resources and Database

Capacity-building outputs represented one of the most concrete exploitation mechanisms of the project. Five webinars were organised and subsequently published as [recordings on YouTube](#), enabling continued reuse beyond live participation. These recordings remain publicly accessible through the project website and YouTube, ensuring asynchronous access for educators and practitioners.

The [SMIDGE MOOC](#) and accompanying learning resources were designed specifically for professional audiences such as journalists, security practitioners and educators. The content was structured into modular, self-paced learning units designed to be easily integrated into existing curricula, workshops and professional development programmes. Throughout the project, these materials were shared through partner networks and incorporated into university teaching and training contexts. Their design as stand-alone educational tools allows independent use without direct consortium involvement, ensuring continued exploitation after project completion.

Unlike one-time dissemination outputs, these resources were structured to function as stand-alone training tools, allowing sustained independent use after project completion.

In addition to audiovisual and educational materials, SMIDGE developed a dedicated online Database Platform as a long-term research and exploitation asset. The platform provides structured access to curated datasets, analytical outputs and evidence generated during the project's empirical work on extremist narratives and online discourse.

From an exploitation perspective, the database served several complementary functions. First, it supports transparency and open science by making research outputs accessible beyond the consortium. Second, it provides practitioners and decision-makers with a reliable reference point for understanding trends, patterns and typologies identified through SMIDGE analyses. Third, it facilitates further research and replication by offering a structured environment in which data and insights can be explored and built upon.

The platform was designed with usability in mind, offering an intuitive interface and clear categorisation to allow non-technical stakeholders to navigate content effectively. By hosting the database online and linking it directly from the project website, the consortium ensured discoverability and ease of access for both academic and professional audiences.

Importantly, the database extends the project's impact beyond dissemination by enabling continued knowledge generation and secondary use. Researchers may use the data for follow-up studies, practitioners may draw on evidence to inform interventions, and policymakers may consult findings to support evidence-based decision-making. In this way, the database represents a sustainable exploitation mechanism rather than a static archive.

Implemented outputs

- Webinar recordings published: 5
- Total webinar attendees (live): 78
- Total webinar views (recordings): 751
- Counter-Narratives Views: 6595

3.4 Direct Exploitation and Institutional Uptake

Beyond general outreach and awareness-raising activities, the consortium implemented targeted exploitation actions with institutions capable of operationalising and embedding SMIDGE outputs within professional practice.

Inclusive Europe held a dedicated meeting with representatives of the EU Knowledge Hub on Prevention of Radicalisation to present key project results and explore potential adoption pathways. During this exchange, SMIDGE learning resources, counter-narrative materials and policy-oriented outputs were introduced, and discussions focused on opportunities for integration within the Hub's knowledge-sharing ecosystem and practitioner networks.

Inclusive Europe also engaged directly with representatives of VRT NWS to present the project's MOOC and counter-narrative resources. These materials were considered relevant for professional

journalist training and internal capacity-building activities, and follow-up discussions were initiated regarding their potential inclusion in editorial training programmes.

Additional interest was expressed by Lie Detectors, an organisation delivering media literacy workshops to young people and educators across Europe. The organisation participated in the final conference and indicated its intention to explore the use of SMIDGE results within its educational programmes.

Similarly, several education and media literacy practitioners who participated in the final conference and journalists' roundtable identified the project's videos and MOOC materials as practical tools for professional development and classroom-based training.

At policy level, some Members of the European Parliament requested to remain informed about project outcomes for potential application within ongoing work on extremism prevention and democratic resilience, demonstrating the relevance of SMIDGE outputs for legislative and policy discussions.

3.5 Practitioner Toolkit

To further facilitate exploitation, Inclusive Europe developed a Practitioner's Toolkit consolidating key project outcomes into a single, accessible package.

The toolkit summarises essential research insights and provides direct links to counter-narrative videos, the SMIDGE MOOC platform, policy guidelines and explanatory resources.

By aggregating materials in one location, the toolkit reduces barriers to use and supports practitioners who may lack time to navigate multiple platforms. It functions as a practical "entry pack" for journalists, educators, NGOs and policymakers seeking immediate access to evidence-based tools and recommendations.



3.6 Digital Accessibility and Sustainability

The project website serves as the central repository for all dissemination and exploitation materials, including deliverables, videos, podcasts, webinars, training resources and policy outputs.

To ensure long-term sustainability, the consortium committed to maintaining the website and all online materials for a minimum of eight years after project completion. This guarantees continued public access to resources and aligns with Horizon Europe requirements for durable impact and reuse of publicly funded research outputs.

All audiovisual materials, including SmidgeCast episodes, webinars and conference recordings, are also archived on YouTube to ensure stable hosting and discoverability.

This approach ensures that SMIDGE outputs remain accessible well beyond the funding period and can continue to support education, research and practice.

4) Evaluation Criteria and Monitoring

Throughout the project lifecycle, dissemination, communication and exploitation activities were subject to continuous monitoring and periodic evaluation to ensure effectiveness, accountability and alignment with the objectives defined in the Grant Agreement.

Rather than applying evaluation only at the end of the project, WP8 adopted an ongoing, evidence-based monitoring approach, combining quantitative performance indicators with qualitative stakeholder feedback. This enabled the consortium to assess reach, engagement and uptake in real time and to adjust communication formats and channels when necessary.

Evaluation focused on three complementary dimensions:

- Outputs: Volume of activities and materials produced (e.g. events, publications, posts, podcasts, newsletters)
- Reach: Number and diversity of stakeholders exposed to SMIDGE outputs
- Engagement and uptake: Evidence of interaction, reuse and practical application of results

This structure ensured that dissemination was assessed not only by quantity but also by demonstrated relevance and use.

4.1 Monitoring Mechanisms Implemented

A set of practical monitoring tools was implemented and maintained throughout the project:

Central dissemination log

All partners recorded their dissemination and communication actions in a shared monitoring spreadsheet. Entries included event participation, publications, media features, social media posts, teaching activities and stakeholder meetings. This enabled cumulative tracking of activities across countries and organisations.

Website analytics

Website performance was monitored using Wix analytics. Indicators such as visits, unique users, geographic distribution, session duration and downloads were regularly reviewed to assess visibility and content consumption patterns.

Newsletter analytics

Mailing list performance was tracked through standard metrics provided by Wix, including subscriber numbers, open rates, click-through rates and referral traffic to the website.

Social media analytics

Platform dashboards were used to monitor followers, impressions, reach, engagement rates and video views across LinkedIn, X, YouTube and Bluesky. Social media report with updated engagement metrics was shared every three months with partners during the WP8 meetings.

Event participation records

Attendance numbers, target audience composition and qualitative feedback were collected for webinars, seminars, roundtables and the final conference. At the final conference, participants were asked to fill out a questionnaire to assess their feedback for the event.

Scientific dissemination tracking

Publications, conference presentations and academic outputs were systematically recorded and linked to open-access repositories where applicable.

5) Conclusions

This deliverable presents the final account of dissemination, communication and exploitation activities carried out within the SMIDGE Project at Month 36, outlining how project results were communicated, shared and applied.

Over the three-year implementation period, WP8 established a coherent, multi-channel communication ecosystem combining the project website, newsletters, social media, audiovisual content, podcasts, scientific publications and stakeholder-focused events. Dissemination efforts evolved from initial awareness-raising to active exploitation of key outputs, including counter-narratives, learning resources, policy briefs, datasets and multimedia materials. These outputs were made openly accessible wherever possible, in line with Horizon Europe's open science and impact objectives.

Monitoring data and stakeholder feedback confirm that SMIDGE reached diverse audiences across Europe and beyond, maintained strong visibility, and generated meaningful engagement through events and digital channels. These activities supported knowledge transfer to professional and policy communities and facilitated the practical uptake of project results in educational, research and policy contexts.

In addition, several initiatives, such as the SmidgeCast podcast, Bluesky account and practitioners' toolkit, were developed beyond the original plan, demonstrating the consortium's proactive approach to maximising impact. At project closure, the majority of outputs remain publicly available through the project website and YouTube channel, ensuring continued accessibility, long-term sustainability and ongoing exploitation beyond the project's lifetime.