LATIF PROJECT
Dissemination and Communication Strategy

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Passerini G., Urzo F., Custureri S. (2023), LATIF Project Dissemination and Communication Strategy

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Executive Summary

The objective of the deliverable is to outline the strategy for dissemination and communication activities carried out during the project. The deliverable covers four main aspects of the strategy and is structured addressing the different aspects that a communication plan may focus on: the strategy from the project to the external audience, the basis for a proper internal communication between the project partners, the elements needed to evaluate and measure the results of the communication strategy and finally the obligations and constraints dictated by EMIF regarding communication activities in every funded project. This document outlines the communication and dissemination strategy for the project, which aims to develop fact-checking tools to tackle disinformation. The primary goal of this strategy is to promote the project and its outputs among different audiences, including experts, policymakers, and the general public. To achieve this goal, the strategy will identify key audiences, develop targeted communication activities, and track the project's progress using KPIs.

1. Introduction

In recent years, European institutions have made a significant effort to combat the dissemination of disinformation and safeguard democracy in Europe. A range of actions have been taken, including policy initiatives and the production of relevant documents by high-level institutions, which have influenced and informed discussions with key stakeholders, such as social media platforms. Noteworthy initiatives include the European Commission Communication titled "Tackling online disinformation: a European approach" (April 2018), the High Level Expert Group Report (March 2018), the Council Conclusions (June 2018), and the recently approved Digital Service Act that establishes regulations for Large Online Platforms (LOPs). Additionally, the Code of Practice on disinformation, which was the first worldwide self-regulatory set of standards to combat disinformation and was voluntarily signed by platforms such as Google and Microsoft, social networks like Meta and Twitter, and the advertising industry in October 2018, is also significant. Furthermore, the "Action Plan against Disinformation" (December 2018), a joint communication by the European Commission and the EU High Representative for Foreign Affairs and Security Policy, is a relevant step taken to address the issue.

Dissemination activities are a core part of the project. Clear, specific, and measurable objectives are key to the success of any communications strategy. They will be aligned with major milestones to maximise the impacts of the project and in strong interaction with all the other work packages. They will be defined by the dissemination strategy, which must enable to answer to the key questions about dissemination.

2. The Communication and Dissemination Plan

The main objectives of the plan are:

· Guarantee an effective communication of the project messages and activities at Local, National and EU level.
· Identify appropriate target groups to address the dissemination messages
· Implement a wide and differentiated set of dissemination tools and events
· Identify the dissemination KPIs, useful to measure the effectiveness and efficiency of the activities conducted
· Illustrate how the project will cooperate with other projects or related initiatives
· Define how the dissemination activities will be administrated
· Assist LATIF partners to implement correctly the communication strategy

The core aspects of the strategy are:

- High-level Dissemination Goals: The project aims to achieve the following high-level dissemination goals:

1) Raise awareness about the importance of fact-checking in combating disinformation;
2) Promote the project and its outputs among different audiences;
3) Encourage collaboration and exchange of experiences among national disinformation hubs;
4) Promote the sustainability of the project's outputs and tools beyond the project's lifetime;
5) Contribute to policy design and decision-making at different levels.

- Audiences: The project aims to reach out and collaborate with the following audiences:
  1) Experts in the field of disinformation and fact-checking, including researchers, academics, and journalists;
  2) National disinformation hubs and fact-checking organizations;
  3) Policymakers at the local, national, and European level;
  4) General public, including social media users and young people;
  5) Potential users of the project's tools, such as journalists and media outlets.

- Activities: To achieve the dissemination goals and reach out to the identified audiences, the following activities will be carried out:
  1) Develop and maintain an online presence through a project website and social media accounts;
  2) Produce and disseminate scientific articles and conference papers to share the project's findings and results;
  3) Organize a final scientific event to present and discuss the project's final results within the scientific community;
  4) Participate in relevant events and conferences to ensure knowledge brokerage and promote the project's outputs;
  5) Develop a follow-up and sustainability strategy to identify and exploit key exploitable results and ensure the sustainability of the project's outputs over time.
- Implementation Plan: To implement the activities outlined above, the following specific instruments and audiences will be targeted, aligned with the timelines of the other work packages:
  1) Project website and social media accounts; Audience: General public, experts, potential users;
  2) Scientific articles and conference papers; Audience: Researchers, academics, journalists, national disinformation hubs;
  3) Final scientific event; Audience: Scientific community;
  4) Participation in relevant events and conferences; Audience: National disinformation hubs, policymakers, experts;

- Dedicated Plan: To ensure effective implementation of the communication and dissemination strategy, a dedicated plan will be developed, outlining the roles and responsibilities of the project team members, timelines for each activity, and budget requirements.

- Key Performance Indicators: To track the project's progress and measure the success of the communication and dissemination strategy, the following KPIs will be used:
1) Number of website visits and social media followers;
2) Number of scientific articles and conference papers produced and their impact factor;
3) Number of attendees and feedback received from the final scientific event;
4) Number of events and conferences attended and feedback received from participants;
5) Number of potential users and policymakers reached through the follow-up and sustainability strategy.

Work Package (WP) 3 will be responsible for the dissemination of LATIF goals and will coordinate this task at a consortium level. To accomplish this objective, Luiss Data Lab as WP3 leader will define the main guidelines for a high impact communication strategy and will work in close collaboration with the rest of partners. Luiss DataLab will monitor the frequency of the publication of results, workshop organization, news and project evolution in terms of dissemination, leading to the overall fulfillment of the objectives and the tasks defined in WP3. To multiply the impact on the people involved and enlarge the community reached by this effort, Luiss DataLab will develop links with related organizations to engage them in the promotion of LATIF's news and upcoming events. Hence, a wide and effective dissemination of results has been planned as one of the strong components of the project and all partners are committed to contribute.

LATIF dissemination actions aim at communicating the project's objectives and results to a wide audience by promoting the adoption of project's results and demonstrating its impact, as well as by facilitating the exchange of information and the interaction not only with other related projects and initiatives but also with activities in industry, academia, and society as a whole.

LATIF project is selected under the European Media and Information Fund. Hence, it is expected that visibility and communication actions should focus on development with EMIF as partner and on the achievements and impact of the action, not on administrative or procedural milestones.

In order to maximize the impact of communication efforts:

- Activities need to be carried-out in a timely manner
- Information used must be accurate
- Activities should be coordinated
- The right audience(s) should be targeted
- Messages should interest the target audience(s)
- Activities should be appropriate in terms of resources spent, timing and expected impact

A careful design of the action plan for communication is critical in reaching success in a project like LATIF.

Dissemination actions envisaged in LATIF will be directed by a common axis drawn according to the general aim of the project, as follows:

- Create and update the project dissemination and communication plan, including the mapping of stakeholder and target groups (T3.1)
- Create core dissemination tools and use them to broadcast information on the project objectives and results. (T3.1);
- Raise awareness and to a wide group of stakeholders and the public by continuous storytelling on the impacts and value added of data-driven assessment at local and regional scale to plan coping with EU and Member State decarbonisation pathways (T3.1);
- Implement activities leading to replication and upscaling, developed jointly with the involved partners' and associated partners' users in business and the public sector, including innovative web formats (T3.2);
- Achieve high visibility within the scientific community in the field of disinformation studies and research by scientific publications and events as well as the participation in networking activities with other ongoing research projects and initiatives (T3.2);
- Capitalise on developed knowledge/technology and bring value generated to market and society by creating a sustainability plan for the project main outputs, taking into consideration intellectual property and the possibilities and barriers (T3.4).

The primary objective of the project is to create a set of tools and datasets that researchers, fact checkers, and other stakeholders can use to analyze narratives and identify patterns and campaigns of disinformation. This will be achieved through multi-disciplinary research and innovation. To maximize the impact of the project, a multi-channel, multi-target dissemination approach will be employed. The project will target users from various stakeholder communities, including fact checkers, political scientists, data journalists, and economists. In addition to targeting social data scientists, who currently belong to multiple computer science communities, efforts will be made to attract new users from these various

disciplines. In addition to the dissemination activities targeting various stakeholder communities, we will also organize communication and meetings for government organizations and policymakers. The project website will serve both as a tool for disseminating project information and as a web front-end for accessing and training on the tools. Social media will also be used as a primary channel for disseminating project updates. Scientific findings of the project will be made available to the research community, subject to appropriate protection of intellectual property. To facilitate the adoption of project tools, we will prioritize early support for a community of fact checkers through the project website, which will offer use case examples and training materials. We will also employ a range of communication methods for dissemination, including press releases and media engagement in collaboration with the IDMO and EDMO hubs. The communication plan will guide and oversee the communication activities of both the project and individual consortium members. The document will cover the above-mentioned core aspects and, additionally, the plan include a list of KPIs and how they will be tracked. Project highlights will be published in academic conferences, journals, magazines, and blogs. Popular magazines will disseminate different aspects of the project, which are likely to be of interest to the public. The project coordinator and partners have strong links with the press and regularly issue institutional newsletters and publish articles, which will represent additional channels of project dissemination. Press releases will be published in connection with all relevant events and outcomes. The project team and sub-grantees will be present at conferences, workshops, meet-ups, policy events, showcases, and exhibition stands at various stages of the project to seek feedback, advertise the work of scientists, recruit stakeholders and ambassadors, and exploit synergies with other projects, scientists, and journals.

3. Dissemination contents

Methodology: To achieve the project objectives, we will use a combination of technological and communication solutions.

The following steps will be taken:

- · Development of a new fact-checking system
- · Development of communication strategies and tools, including educational materials, infographics, and social media campaigns, to promote the dissemination of accurate information and raise awareness of the dangers of misinformation and fake news.

LATIF is expected to have a significant impact in the fight against disinformation and the promotion of accurate information. The project will provide the public with a reliable source of information and will help to increase media literacy, critical thinking, and awareness of the dangers of misinformation. Additionally, LATIF will support the efforts of journalists,

researchers, and decision-makers in their efforts to make informed decisions based on accurate information. LATIF is an innovative project that combines technology and communication to combat disinformation and promote the dissemination of accurate information.

The contents that need to be disseminated as part of the LATIF project are both intangible and tangible.

Intangible contents include:

· Information about the project's objectives, goals, and ongoing results.
· The methodology used in the development of the fact-checking system.
· The didactical approach and educational materials used to promote media literacy and critical thinking skills.
· The strengths and weaknesses of the project, including areas for improvement and ongoing challenges.
· The level of innovation of the project, including the use of technology and communication solutions to fight disinformation.

Tangible contents include:

· The website for the LATIF project, which serves as the primary platform for accessing the update of the project.
· The training courses and workshops offered to demonstrate the use of the fact-checking system and to promote media literacy.
· The educational materials and resources developed for use in schools and universities.
· The infographics and other communication materials used to raise awareness of the project and the dangers of misinformation.

In addition to the intangible and tangible contents previously mentioned, the following items will also be disseminated to the Luiss Data Lab and Luiss Master in Journalism network:

· Newsletter: Regular updates about the progress and results of the LATIF project will be included in the Luiss Data Lab newsletter to keep members informed and engaged with the project.
· Master in Journalism: As part of the Luiss Data Lab network, the LATIF project will be integrated into the Master in Journalism program to provide students with practical experience in using fact-checking tools and resources to combat disinformation.

In summary, the Luiss Data Lab network will play a significant role in the dissemination of information from the LATIF project, through regular newsletter updates and integration into the Master in Journalism program.

4. Target Group Coverage

The dissemination of information from the LATIF project is addressed to the following target groups:

- · Journalists and media organizations

- · Researchers, academics, and fact-checkers to support their efforts to combat disinformation and promote accurate information.

- · Public policy makers to inform their decision-making processes and help them address the challenges posed by misinformation.

- · General public, including students, teachers, and adult learners, to increase media literacy, critical thinking, and awareness of the dangers of misinformation.

- · Trainers and educators to incorporate the information and resources from LATIF into their curricula and training programs.

In summary, the target groups for the dissemination of information from the LATIF project are professionals in the media, academia, policy making, and education sectors, as well as the general public.

5. Timing

The dissemination activities for the LATIF project will be carried out continuously after the launch of the website. The overall period dedicated to dissemination will be ongoing, with regular updates and communication efforts being made to promote the fact-checking system.

Some specific examples of dissemination activities include:

- · Regular updates related to the activities.
- · Ongoing social media campaigns to raise awareness of the project and promote its use.
- · Workshops and training sessions for journalists, researchers, educators, and policy makers to demonstrate the use of the fact-checking system and database.
- · Collaboration with media organizations to promote the use of the LATIF fact-checking system in their reporting.

- Development of educational materials and resources for use in schools and universities to increase media literacy and critical thinking skills.

6. Evaluation And Monitoring Of Dissemination Activities

Communication activities will be monitored according to a set of quantitative and qualitative success indicators. The evaluation of communication activities will determine the degree to which the communication objectives have been reached, and the relationship between the outcomes and the efforts made to reach the goals. This analysis will help the project to better understand facilitators and barriers of a successful communication and will serve to refine the communication activities accordingly. A set of KPIs has been specifically defined to monitor the successful deployment in terms of efficiency and effectiveness of dissemination activities. These indicators comprise:

1) Number of website visits and social media followers;
2) Number of scientific articles and conference papers produced and their impact factor;
3) Number of attendees and feedback received from the final scientific event;
4) Number of events and conferences attended and feedback received from participants;
5) Number of potential users and policymakers reached through the follow-up and sustainability strategy;

7. Obligations and Requirements for Communication Actions

Information on EMIF funding

Unless the funder requests or agrees otherwise or unless it is impossible, any dissemination material on any media must indicate that the project received funding from EMIF. In particular, it should include the mention of the "EMIF managed by the Calouste Gulbenkian Foundation" in all means of communication of the Project's actions according to the guidelines and using graphic files provided by the Foundation and contained in the "EMIF Visibility Guidelines", attached to this document, and the acknowledgement of funding.

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