The PERICLES Dissemination and Exploitation Plan constitutes one of the key outputs of the project. The Dissemination Plan is dedicated to raising awareness, engaging stakeholders, promoting the project and its related results, achievements and knowledge generated, while also setting a solid basis for its future exploitation. The Dissemination Plan will be implemented during the entire project lifetime and updated in both mid-term and final reports. Dissemination, in the context of European co-operation projects, involves the knowledge sharing of project results and is understood to be an activity of crucial importance during the project implementation process. However, given the nature of the project objectives set out under PERICLES, project dissemination activities have been specially designed to allow the sharing of emerging concepts and findings in order to receive and record valuable stakeholder reaction, validation, feedback, approval and acceptance.

The main focus of the PERICLES dissemination framework is to ensure that the project’s outputs and results are widely disseminated to the appropriate target communities, at appropriate times along the project lifetime and particularly at key milestones. via methods, and that those who can contribute to the development, evaluation and uptake of the PERICLES outputs can be identified and encouraged to participate. Finally, prospects for the project past its funded lifetime will be ensured by the proper elaboration of the dissemination activities.
Based on the above, the PERICLES Dissemination Plan will aim at achieving the following twelve communication objectives:

1. Raise awareness of PERICLES project amongst all interested parties
2. Raise awareness of PERICLES project and outputs amongst LEAs, policy makers, and other stakeholders and end users
3. Raise awareness of PERICLES project, project outputs and create collaboration/co-ordination opportunities with other related projects and initiatives
4. Raise awareness of PERICLES project and project outputs amongst local/regional/national government, research, media and education and training stakeholders
5. Harness the awareness created of the PERICLES project amongst stakeholder groups. Thus, developing viable and valuable collaboration activities which will benefit the project’s research, development and ultimate exploitation streams
6. Through awareness raising activities, grow contact database for periodic PERICLES e-newsletter and social media to support dissemination and future exploitation of project results
7. Gather information/best practice on communication and dissemination activities for European project reporting
8. Make links with other projects for potential sharing opportunities
9. Promote the relevance of PERICLES tools and learning materials to end users, including their simplicity of use
10. Promote the State of the Art nature of the PERICLES project and its tools, learning materials and outputs
11. Promote interesting findings that have emerged from the ongoing research and development work being carried out in the project
12. Deliver communication platforms, which help to create opportunities for new cooperations amongst stakeholders and target groups on a European level.
PERICLES project outputs are designed to appeal to and offer benefits to a range of stakeholder groups. The full list of stakeholder groups, or in other words, the audience groups that the project should seek to target is provided in Figure 1 below. For each audience type, a series of questions are also posed as follows:

- What do we want them to think?
- What do we want them to feel?
- What do we want them to know?

The answers to these questions are designed to give focus to the communications and dissemination management team and task leaders in designing key messages for communication material that are specific and targeted to engage the various audience groups.

<table>
<thead>
<tr>
<th>Audience</th>
<th>What do we want them to think?</th>
<th>What do we want them to feel?</th>
<th>What do we want them to know?</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEAs</td>
<td>They have a key responsibility to assess and understand radicalisation in their jurisdiction and that they must contribute to advancing innovation in the area</td>
<td>Motivated to learn more about and contribute to the development of radicalisation assessment measures and counter-radicalisation enhancement opportunities</td>
<td>How PERICLES is developing resources to counter radicalisation processes and methods, and that they have a major opportunity to play a key role in ongoing research and development in the area</td>
</tr>
<tr>
<td>Responders</td>
<td>That radicalisation is something that they need to be concerned with and focused on</td>
<td>A desire that their experience and perspective are listened to in the development of counter-radicalisation policy and enhancement measures</td>
<td>That their contribution is indispensable to ongoing radicalisation research</td>
</tr>
<tr>
<td>Family members: those directly affected by radicalisation</td>
<td>That PERICLES is a cohort of experts who are actively working to mitigate the risk of radicalisation</td>
<td>That sharing their experience is helpful in assuaging the trauma of radicalisation and that resources are available for them</td>
<td>Their insight is rare and highly valuable</td>
</tr>
<tr>
<td>Government, policy makers and other decision-making stakeholders</td>
<td>That they should be concerned about radicalisation causes and effects and that they have a duty to be informed and participate in measures that will improve Europe’s role in counter-radicalisation</td>
<td>A responsibility to advance and contribute to the development of counter-radicalisation measures that will ultimately help to ensure a safe Europe</td>
<td>That the PERICLES project wants to take on board the views and ideas of governmental stakeholders in the ongoing research and development of the project in addition to PERICLES findings informing government policies</td>
</tr>
</tbody>
</table>

Audience
<table>
<thead>
<tr>
<th>Audience</th>
<th>What do we want them to think?</th>
<th>What do we want them to feel?</th>
<th>What do we want them to know?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other European Projects &amp; Initiatives</td>
<td>That the PERICLES project is developing novel approaches and solutions to counter radicalisation in Europe</td>
<td>Interested in learning more about the work being carried out in the project and an eagerness to collaborate and share knowledge on similar research topics</td>
<td>The PERICLES consortium is very open to knowledge sharing and collaborating with research projects on similar topics.</td>
</tr>
<tr>
<td>Project Partners</td>
<td>That we all have a role to play in ensuring that the project is a success and that it delivers practical and useful results for end users and wider stakeholder groups</td>
<td>Excited and motivated about PERICLES and the opportunity that is presented not only to security enhancement but also to strengthening the knowledge base of our organisations by working with such a diverse and expert partner group</td>
<td>That we are in this as a team and that if we all work together, bring our expertise to the area, we can achieve something really great.</td>
</tr>
<tr>
<td>Education &amp; Training Providers</td>
<td>That radicalisation is a topic of relevance to a diverse range of professionals including policy makers, teachers, spiritual leaders, healthcare professionals, social workers, military, police, prison staff and other LEAs. That the PERICLES education and training resources may be of use in their courses/ to their students, staff, clients, congregations, patients etc.</td>
<td>Obliged to learn more about the PERICLES project and its offering in terms of education and training</td>
<td>That a key element of the PERICLES project is to develop training and education material tailored to counter-radicalisation in Europe but tailored for the specific needs of those affected by radicalisation.</td>
</tr>
<tr>
<td>Academia</td>
<td>That research into the causes and effects of radicalisation is of increasing importance. That they want to keep up to date with PERICLES emerging findings on global State of the Art counter-radicalisation practices, to enhance their research work.</td>
<td>That the PERICLES project is producing ground-breaking research papers and developing tools and learning resources based on empirical evidence with stakeholders. The importance of linking with the project to mutually benefit research and provide opportunities for the project to present papers at conference and advance project knowledge and state of the art thinking.</td>
<td>How to access PERICLES project papers and deliverables. Who is involved in the PERICLES project to invite to relevant events, conferences and present paper.</td>
</tr>
</tbody>
</table>
The PERICLES project has a diverse range of stakeholders who are our target audience, as illustrated in table X. Additionally, as PERICLES is a pan European project, our audience’s first language is not always English, although this is the agreed language of the project. Providing clear information in English to a multilingual stakeholder base is crucial.

LEAs are often part of local security networks, which also include responders and local and sometime regional government representatives. In some European countries stakeholders are split into categories or tiers of responders. As such, PERICLES needs a broad and mixed Dissemination Strategy and communication, to ensure we raise awareness and involve as wide a range of stakeholders as possible, both in terms of audience type and also geographic location. Groups such as the local security networks and also networks of policy makers, at country and pan European level are a key target audience for us. Communication targeted to our stakeholders which drives audience to the website to access articles is beneficial. A newsletter may work very well in the form of easy-to-access, relevant articles as a dissemination tool to PERICLES audiences. Project partners will also include the link to this and project updates in the organizations internal communications such as newsletters, to boost awareness of the project activities.

Project experience to date has shown that whilst Twitter is used by Academia and fellow projects, it is also a useful communication tool. Some partners may not be able to access Twitter for work related communication. As a result, our social media communication has been expanded and a LinkedIn account (https://www.linkedin.com/in/pericles-project-a64a5715b/) PERICLES undertook analysis of its website using Google analytics from September 2016 up until December 2017 and again in June 2018. The first report showed that the website was reaching a predominantly European audience with a modest audience in the United States. The top 5 country audiences are: Germany, Netherlands, Ireland, Spain and the UK. The second report shows that the top five visitor countries from September 2016 to June 2018 are: Portugal, Ireland, UK, USA, and Germany. There have been 2,861 website hits with users spending an average of 2 minutes, 40 seconds on the site.

Several of our research project partners have established relationships with policy experts, networks, first responders and the conference circuit related to criminalisation and radicalisation specifically. Partner experience to date has shown that the best way to access these stakeholders and gain their involvement is through individual engagement, often building on existing relationships, trust and knowledge to develop links with other relevant contacts in that organization or the wider local or regional networks and forums these individuals are involved in.

The role of responders (e.g. healthcare, social work, police) in PERICLES project is crucial. Responders are a key PERICLES stakeholder, to help inform our research and guideline and tool development; however, they are not an end user in the PERICLES project. Stakeholders such as responders and local/regional government are involved in the PERICLES project as we need/require their input and/or they have a role to play in counter-radicalisation although it is envisaged they might not necessarily be the users of the eventual PERICLES project outputs. Therefore, responders and in some instances local and regional government are stakeholder groups the PERICLES project wishes to engage with, as their input is important to our research and development, to ensure the guideline and associated tools and materials produced are fit for purpose.
Consistency and clarity is a key to effective message formulation and to establishing the PERICLES brand. A series of messages both at a general, headline level and more targeted audience specific messages will be carefully disseminated throughout the lifecycle of the project. The key messages should be reviewed and updated as the project develops and becomes more focused on the key outputs. Furthermore, different work streams/outputs will appeal to different audience members, particularly as the outputs of the research become more defined. It is important that the different audience groups are made aware of those aspects of the PERICLES research and outputs that are of most relevance to them. The Dissemination WP lead, TCD, has overall responsibility for review and refinement of the key messages, and ensuring that all partners are aware of the key messages to disseminate as the project progresses.

HEADLINE MESSAGE

Overview:
The overall aim of the proposed project is to develop a comprehensive approach to prevent and counter violent radicalisation and extremism. The PERICLES (Policy recommendation and improved communication tools for law enforcement and security agencies preventing violent radicalisation) project is especially dedicated to transitional processes of radicalisation. To meet its aims, PERICLES will consider violent left-wing and right-wing as well as religious ideologies. A special focus will be set on the risks connected with digital violent propaganda. The PERICLES project will deliver advanced and validated counter-propaganda techniques that are target-group-specific. Furthermore, the cooperation between relevant authorities who have due regard against violent radicalisation or support the process of deradicalisation will be enhanced through the use of the project outputs. The comprehensive PERICLES prevention strategy will therefore largely address law enforcement agencies (LEAs) and security agencies, but will also find use by prisons and social workers, teachers and even relatives of affected people.

Detail:
Specifically, PERICLES surmounts current radicalisation programs by:

- Deepening the understanding of the risks and indicators of radicalisation through the inclusion of former extremists and individuals who are in the process of being radicalised.
- Addressing not only the individual needs, but also the needs of families and social networks of radicalised individuals and national / cultural differences.
- Creating a toolkit that is to be tailored to the individual and end users.
- Using a multi-agency approach with professionals in the field of radicalisation and LEAs.
- Invention of new tools to provide solutions to the latest challenges.

PERICLES not only focuses on end-users but also places emphasis on the individual and the community from which he/she emerges. By shifting the focus from known terrorists onto the empowerment of vulnerable individuals and their milieu, this project hopes to strengthen the resilience of communities against the influences of potential radicalisation narratives and ideologies.
PERICLES Dissemination and Exploitation Plan

Potential Risks, Barriers & Level of Controversy
Potential Risks, Barriers & Level of Controversy

**Risks**
- Lack of consistency in marketing and communication message as project has X project partners
- Incorrect messaging, not tailored to diverse stakeholder audiences within PERICLES, resulting in disengaging audiences early in the project.
- Many deliverables due in similar timescales can lead to communication regarding various deliverables all due at the same time.
- Need to ensure differentiation of message to different audiences for different deliverables and factor this increases stress on project’s communication resources during short time scale into communication action planning.

**Barriers to effective communication**
- PERICLES is a complex project, with technical wording and concepts which could switch off the end user
- Whilst English is the project language, operational staff within our end user partners from France and Germany for example, may not have advanced English language skills, especially regarding technical language. Need to consider this when developing targeted communication, training and dissemination materials

**Controversy & Political interest**
- Radicalisation is relatively new concept, with various differences regarding its definition and scope
- There is potential political interest, as the research project may lead to a European Guideline on Radicalisation.
- Terrorism is a controversial topic and caution should be used by all partners when engaging in social media as this medium is used directly by radical agents.
Any publicity, including at a conference or seminar or any type of information or promotional material must specify that the project has received EC research funding and display the European emblem.

All publications shall include the following statement:

The research leading to these results has received funding from the European Union’s Horizon 2020 Research and Innovation Programme, under Grant Agreement no 740773.

Additionally, all project partner logos should be included on materials, where possible (e.g. project flyers/newsletters/posters etc. Smaller items such as business cards do not necessarily need to have the partner logos). The latest version of logos can be found in the PERICLES day to day project management folder on the PERICLES file manager system

http://project-pericles.eu/
Media

Press releases and other media announcements can be used in this project. Structured information on PERICLES activities will be widely circulated via press releases especially during important phases of the project. Timely briefing is important to safeguard the newsworthiness of the information provided related to the current achievements and forthcoming events organised by the project. All media activity needs to be signed off by Future Analytics and TCD (relevant task and work package leads) before publication. Media releases must again contain PERICLES logo and EU logo and statement. All media activity must be recorded in PERICLES dissemination log which is submitted at the end of each month to TCD.
Trade Publications

Dissemination through trade and/or academic publications is welcomed in this project. Project partners may already subscribe to relevant trade publications. An inventory of relevant trade publications needs to be developed. All trade publication activity needs to be signed off by relevant task and work package leads before publication. Media releases must again contain PERICLES logo and EU logo and statement. All media activity must be recorded in PERICLES dissemination log which is submitted at the end of each month to TCD.
Communication Channels & Opportunities

• Contact will be primarily facilitated and maintained via the set-up of electronic mailing and other lists, as per the following:

  **Internal Lists:** An electronic mailing list has already been established for the PERICLES project, aiming at providing a mechanism for internal project communications. Currently, this includes members of the project team from each individual partner site.

  **External Lists:** PERICLES concerns many stakeholder groups. PERICLES partners are multi-disciplinary and this provides the ability to develop overarching lists from all over Europe. A non-exhaustive contact list will be compiled by each individual partner, to be integrated in a database - PERICLES Contacts Repository - that will be continuously updated throughout the project duration.

• Conference and forum attendance by project partners
• Project partner contributions to publication features and blogs
• 6 monthly PERICLES e newsletter – NAME including blogs. Short (1-2 pages) monthly blogs will be issued that will include the PERICLES findings. All blogs will be produced in the English language, made available in the PERICLES portal and distributed automatically to the project’s contacts. Brief surveys will be conducted to monitor the level of satisfaction of blog’s context and usefulness, so as to allow for improvements over the course of the project.

• **PERICLES website.** LinkedIn and Twitter, including links to project partner websites and twitter feeds and relevant links to other external websites and social media accounts. A user-friendly PERICLES website will be the project’s primary interface to all stakeholders and target groups. It is the focal point of passive dissemination and active online communication. Designed primarily to publicise activities and results of the project, it will also include PERICLES official deliverables, newsletters and all relevant sources of information generated by the project. The website has already been launched, including basic information about the project, as well as the involved partners and stakeholders. The completed website will become the main channel for disseminating information worldwide and, at the same time, supporting the internal communication within the PERICLES partnership.

• **LinkedIn PERICLES page** (to be maintained) and links to existing LinkedIn Criminalisation /de-radicalisation groups and project partner LinkedIn accounts. Link: [https://www.linkedin.com/in/pericles-project-a64a5715b/](https://www.linkedin.com/in/pericles-project-a64a5715b/)
**Leaflets, videos and marketing material** for project partners to distribute

- General and specific launch event **PERICLES e newsletter footers** to be created and shared with project partners to use and facilitate dissemination.

- **Using mass awareness raising through Coordinated initiatives across project partners** e.g. ‘thunderclap’

**Targeted Reports.** One of the main objectives of PERICLES is to address key issues in the Horizon 2020 Strategy. To this end, targeted reports will be provided focusing on specific issues of interest analysed by the project. These are envisaged to be produced at the end of each task to provide highlights to policy makers, providers of funding and finance, EC officials, institutions and relevant consultation group members. PERICLES will seek feedback so as to improve the usability of these reports.

**Academic Publications.** A sufficient number of publications in international scientific peer-reviewed journals and conferences are expected to be produced throughout the course of PERICLES with the scope to disseminate widely project generated methodologies, findings and outputs to the academic and research community.

- Consider **joint workshop and conference activities** with other de-radicalisation projects to increase target audience appeal and reach.
Sign Off Process

While some communication, marketing and dissemination material will be general purpose and high level in nature, other material should be designed to be targeted to different stakeholder groups (audiences).

Communication, marketing and dissemination materials should where possible, be targeted to a specific audience type. All communication, marketing and dissemination materials need to be agreed with Task and Work Package lead during drafting stage. This will include agreeing target audience, format and content. At final draft stage, materials will be sent to the other project partners to ensure all is correct before distribution.

If the communication output is a deliverable, this will also need to be formally reviewed by two project partners and presented in suitable deliverable format. A template is available from Pericles file manager in the day-to-day project management/ general templates folder. Further details can also be found in the PERICLES project management handbook distributed by work package X and available in the deliverables section of the file management system.
Key Performance Indicators (KPIs) have been developed to monitor and evaluate progress and the effectiveness of communications and dissemination. Google Analytics and other relevant analytical data will be used to evaluate the effectiveness of communication and marketing materials. This will include regular review and formal analysis and feedback to General Assembly Meetings on:

- Website – hit rates, site use, new and return visitors and audience analysis
- E Newsletter – open and bounce back rates, popular features, analysis of distribution list and
- channels
- Twitter and social media sites e.g. LinkedIn – analysis of re-tweets, followers and following
- groups, frequency and content of materials shared, audience analysis
- Review of dissemination log, nature of dissemination activity and trends
- Review of media and trade publication articles and success of these
- Evaluation of any presentations or workshops given at conferences and events

<table>
<thead>
<tr>
<th></th>
<th>KPI Title</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>KPI Description</td>
<td>To better understand the users' interest and to adapt the website to the users' needs</td>
</tr>
<tr>
<td>2</td>
<td>KPI Rational</td>
<td>To support website monitoring to ensure target audience is being optimised.</td>
</tr>
<tr>
<td>3</td>
<td>KPI Target</td>
<td>Two reach our target group audience and increase our website hits by 10-20% every 6 months. This will be reported on at the 6 monthly joint General Assembly and Executive Board meeting.</td>
</tr>
</tbody>
</table>
### Evaluation of Dissemination

#### 5 KPI Measurement

Analyse user behaviour in quantitative way (number of visits, frequency, visit length on each page, most favourite pages) and obtain qualitative user feedback using the following methods:

- A. Google Analytics analysis (6-monthly, xls report).
  - Optional / Additional:
    - Traffic to the website
    - User flows throughout the website
    - Country of origin of users
- B. End-user feedback through online survey or question during end user activities.

#### 6 Data Sources

- Google Analytics
- User satisfaction survey

#### 7 Data Collection Frequency

- Google analytics to run continuously
- User feedback surveys to run for a period of 3 months prior to the monitoring period

#### 8 KPI Monitoring

- FAC and TCD will be responsible for monitoring the following:
  - Google analytics – 6 monthly
  - User feedback – 6 monthly

#### 9 KPI Reporting

- Report on results of Google analytics results – 6 monthly (immediately following monitoring)
### Action Plan & Timing

A Dissemination Action Plan has been prepared and should be referred to for a full list of WP7 activities planned for the forthcoming months. The Dissemination Action Plan is intended to be a living document that is continually referred to and updated as the project progresses and new material is disseminated to the target groups identified above. The Dissemination Action Plan organises dissemination activity under four categories, as follow:

1. **Print Dissemination** – this category might include fact sheets, banners, posters, business cards, flyers, press releases etc. or any other print-based material designed to promote the PERICLES project.

2. **Online Dissemination** – this includes all material posted online related to the PERICLES project. Most online activity will be focused on the PERICLES project website, Twitter and LinkedIn pages. Other social media channels may be used as the project progresses. Also included as part of online dissemination are the PERICLES videos.

3. **Scientific Dissemination** – where possible, partners will seek to publish the findings of PERICLES research in leading international journals spanning the fields of criminalisation, policy and radicalisation. Partners are requested to give prior notice of any planned paper submission or publication according to the rules set out in the Consortium Agreement. Objections will be handled according to the conflict resolution process and background knowledge must not be published. The bulk of these publications will be in the English language in order to ensure broad usability in a wide range of cultures and it will demonstrate excellence at the highest academic level. However, consortium partners may also publish in their national languages in order to reach audiences without English language skills.

4. **Networking activities** – this may include the following activities: attendance at conferences, events, workshops etc. Promotion could be on a formal basis, through a presentation at the conference/event, participation in a workshop panel discussion etc. or it could be by exhibition with PERICLES print material on display as well as possible demonstration of tool prototypes (if available). Fostering connection to and contributing to RAN – Radicalisation Awareness Network is central to the PERICLES networking agenda. It is also relevant to track conferences or events where PERICLES was mentioned informally by way of networking discussions or casual conversation.

5. **Co-operation with other research projects**. A detailed plan has been prepared to coordinate collaboration with other European research projects. Please see a list of PERICLES sister projects. Permission pending these could linked on the website.

### PERICLES - Sister Projects: Priority Best Practice Projects

- **SAFIRE** - Scientific Approach to Finding Indicators of & Responses to Radicalisation
- **IMPACT Europe** – Innovative Method and procedure to Assess Counter-violent radicalisation techniques in Europe

### Other Projects of Reference

- CoPPRa | Community Policing and
the Prevention of Radicalisation

TeRa - Terrorism and Radicalisation

VOX-Pol – Virtual Centre of Excellence for Research in Violent Online Political Extremism

SECILE – Securing Europe through Counter Terrorism: Impact, Legitimacy and Effectiveness

PRIME – Preventing, Interdicting and Mitigating Extremism Events: Defending against Lone Actor Extremism

Assert – Assessing Security Research: tools and methodologies to measure societal impact

CITISPYCE – Combating Inequalities through Innovative Social Practices of, and for, Young People in Cities Across Europe

ACCEPT PLURALISM – Tolerance, Pluralism and Social Cohesion: Responding to the Challenges of the 21st Century in Europe

REDALET – Real-Time Early Detection & Alert System

Relevant & Recently released tool

Improving the impact of preventing violent extremism programming – UNDP 2018

A realistic and achievable number of actions are planned for each quarter to ensure a steady, consistent and high-quality dissemination flow from the project.

### Progress on achieving the actions set out on the Plan

Progress on achieving the actions set out on the Plan will be monitored carefully by the WPL, TCD, and on a formal basis once every 3 months (quarterly). Dissemination brainstorming sessions will also be held at the end of each quarter with a view to generating fresh ideas for the forthcoming quarter. While most activity actions will be set a target date of completion within each quarter period, it is also appropriate to set longer target dates for some actions, and so it is possible that some actions will follow through from one quarterly update of the plan to the issue of the plan.
The first half of the PERICLES project is about dissemination, whereas the second part of the project pivots towards sustained impact. The goal is to instigate real and meaningful policy change that translates into sustainable, proactive European programs that tackle radicalization. KFN have committed to maintaining the PERICLES digital presence and platform for 3+ years post life of the PERICLES project. This is vital for ensuring the longevity of the PERICLES impact on one of Europe’s most complex security challenges. The emerging PERICLES tools will be exploited positively for societal gain in addition to commercial exploitation in terms of job creation and enhanced facets of existing services and national programs.

The H2020 Common Support Centre issued a checklist for Exploitation Plans and the PERICLES exploitation plan pays close attention to the following aspects of exploitable results:

1. Different types of exploitable results (knowledge, methods, agreements, networks, technologies) are clearly identified and their direct and indirect value and impact for different stakeholders are considered.

2. The barriers and risks for exploitation (actual use of the results after project funding) are recognised and countered with appropriate measures.

3. Describes concrete measures to ensure that the results meet real needs, and will be taken up by potential users (e.g. engaging them in project).

4. Describes the roles and responsibilities of partners in exploiting results or supporting results exploitation by other (intermediate or end) users.

Policy change is listed as a KPI for making use of results. This is a driving force for the work of PERICLES and the KPIs of service, societal activity, and further research are means to achieve these changes in addition to being exploitable results in themselves. The exploitation plan foresees that the tools delivered by the consortium will be utilised by member states and the EU commission in an effort to improve integration and improve the SOTA of the EU anti-radicalization toolbox.
Conclusion

The target audience for PERICLES dissemination and exploitation is broad in terms of geography; occupational background; radicalisation experience; organisational nature; their role with regarding radicalisation in Europe and their knowledge and understanding of the de-radicalisation concept. As such, our dissemination strategy is multi-channel and tailored to meet the needs of our diverse audience.

Within work package 7, we will continue to monitor and evaluate the effectiveness of the communication channels and dissemination we are using; ensuring it remains fit for purpose and results in steady growth in website, social media and e newsletter users and length of time they use these dissemination channels. This will be reflected in our ongoing action plan and an update provided to all project partners at General Assembly and Executive Board meetings.