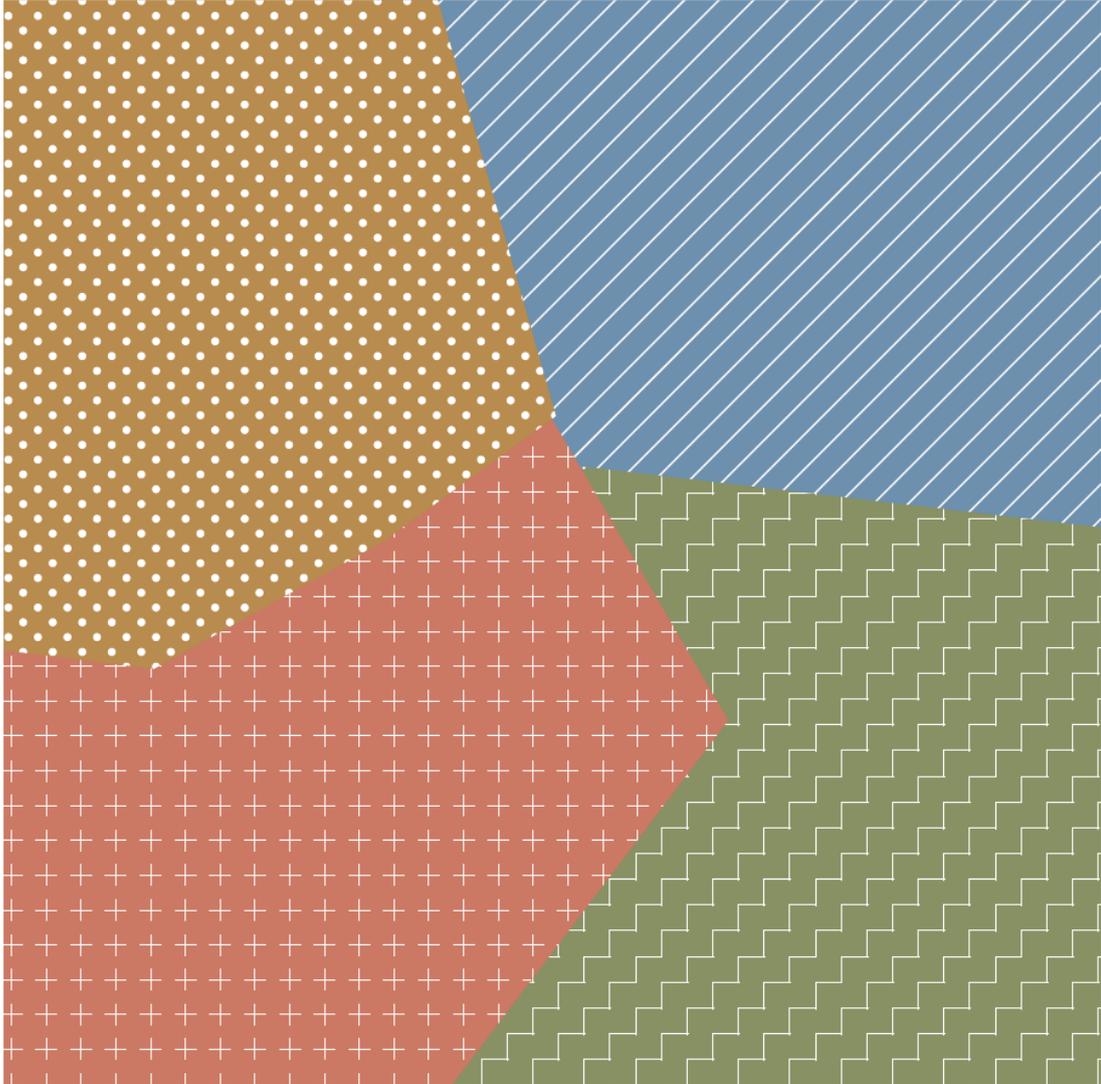


W O S C A P

ENHANCING EU PEACEBUILDING CAPABILITIES



# Communication & Dissemination Strategy

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Global Partnership for the Prevention of Armed Conflict

## Colophon

# COMMUNICATION & DISSEMINATION STRATEGY

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Version 2

Deliverable D6.1: Communication & Dissemination Strategy

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## Whole of Society Conflict Prevention and Peacebuilding

This document is the “Communication & Dissemination Strategy”, the purpose of which is to maximise the impact of the findings and conclusions of the WOSCAP project and raise awareness about the EU’s capabilities in conflict prevention.

# W O S C A P

ENHANCING EU PEACEBUILDING CAPABILITIES



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# 1 Aim of this document

Communication and dissemination are important aspects of the WOSCAP project and are foreseen in WP6. In order to make best use of the available communication funds, a communication strategy is advisable. This document is the “**Communication & Dissemination Strategy**” that is submitted to the EU as **project deliverable 6.1** in July 2015. **It is important to note that the document will evolve and develop during the project’s life cycle, to have a strategy** that can respond to the partners’ needs if necessary. It is also subject to changes agreed by the consortium partners or in the GA. New versions can be identified by a version number and a date. Updated versions will be uploaded by GPPAC to the online workspace of WOSCAP.

The GPPAC Communications and Online Partnerships (COPs) team will be responsible to define and implement the Communication & Dissemination Strategy and will require the contribution of all partners to define:

## Basic Communication Aims

- Which target groups we need to reach per deliverable
- With which kind of message
- At what time
- With what kind of tools

## Production of communication tools

- Who has to be involved in order to create these tools
- What kind of information needs to be available to create the tools
- How, where, when and by whom this shall be distributed to the respective target groups

## 2 Purpose, objectives and key messages

Why do we develop a dissemination and communication strategy and what do we hope to achieve with it? The **purpose** of the communication strategy is to maximise the impact of the findings and conclusions of the project and raise awareness about the EU's capabilities in conflict prevention.

This strategy will be fully aligned with the general objective of the project, of enhancing the capabilities of the EU for implementing conflict prevention and peacebuilding interventions through sustainable, comprehensive and innovative civilian means.

### 2.1 Objectives

The main objective of the strategy is to communicate the project results to the identified target groups on a timely basis and by the most effective means.

More specifically, **the objectives** are:

- To establish and manage mechanisms for effective and timely communication among the consortium partners and external stakeholders.
- To inform stakeholders of the progress and development of the project.
- To communicate and disseminate the knowledge produced by the project and make it available to the appropriate audiences.
- To exploit the results of the project after its timeline.

### 2.2 Messages

The **key messages** to be transmitted are:

- The aim and potential impact of the project.
- Main developments and key milestones of the project.

**Messages** will support the communication of each sub-objective of the project:

1. **Review:** To assess past and ongoing conflict prevention and peacebuilding initiatives of the EU and its partners.
2. **Reflect:** To create an evidence base of best practices and lessons learned, in order to identify capability gaps in current EU and partner engagements, and elaborate options for change and potential improvements in long-term peacebuilding efforts by civilian means.
3. **Recommend:** To complement and adjust existing capacities, policies, and initiatives for conflict prevention and peacebuilding, through an inclusive policy-practice dialogue and the development of policy recommendations.

4. **Innovate:** To make a significant contribution to civilian conflict prevention and peacebuilding, by identifying future research priorities, and enhancing the potential of information and communication technologies.

These objectives and the logic behind the project have been visualised in **Figure 1:**

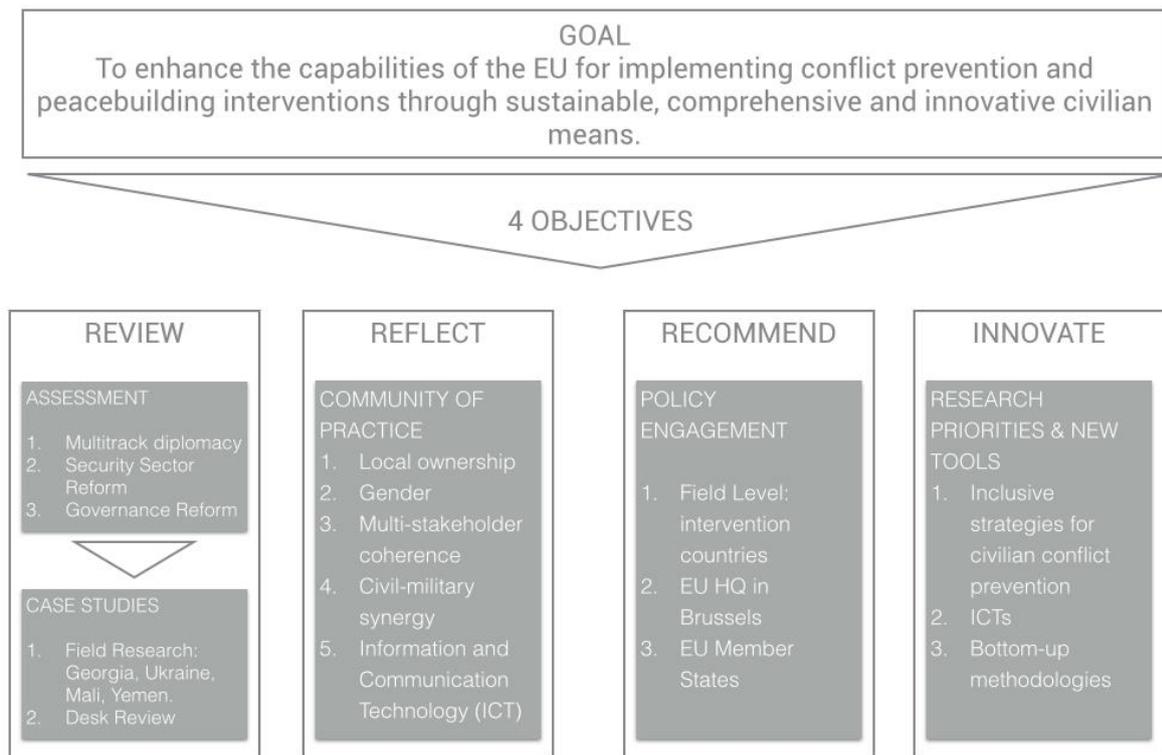


Figure 1 is a powerful visualization because it simplifies the complexity of the project. Accordingly, we will organise the external dissemination of information around these main categories:

[Review + Reflect >> Recommend + Innovate](#)

### 3 Linkages with other Work Packages

In all cases, the focus of what shall be communicated is derived from the content developed in the different WPs. WP6 focuses on how this WOSCAP Dissemination & Communication Strategy translates the content to respond to the requirements of the various target groups.

In order to develop messages that are in line with the main developments of the project and its findings, we will require all partners in charge of deliverables (scoping studies, policy briefs, case studies, events, best practices, roundtables, etc.), **to produce a short paragraph of approx. 200 words capturing the main ideas of each (public) deliverable.**

A one-page template will also be provided with a few questions:

- What is the deliverable about?
- Why is it relevant?
- Who are the stakeholders interested in this piece?

This short paragraph and the answers provided will inform the communications team of the relevance of the different deliverables. This information will be used to define the most appropriate formats to communicate and disseminate the project results efficiently.

### 4 Dissemination and target audiences

The desk and field research results including the identified best practices will need to be translated into accessible and appropriate materials to reach the identified target groups: political actors, policymakers, academia and universities, peace practitioners, civil society and media – and through the last two – reaching a wider audience.

We will address these different target groups through various tools and materials according to their needs. As part of the Communication & Dissemination work package (WP6), a stakeholder analysis will be included to further specify the interested parties and key messages to be communicated per stakeholder. The **stakeholder analysis** will be included in the template that has to be filled in per deliverable. It will not be a single document listing all stakeholders, but information that will be requested per (public) deliverable in order to facilitate its communication.

The end-users will be reached in a number of ways, in particular as part of the Community of Practice and Policy Engagement activities of the project, supported by the tools and strategies provided in WP6. The fact that the Consortium is a combination of researchers and practitioners means that it can ensure the wide dissemination in different networks, and complement each other in this regard. We will focus on the following target groups:

- Political Actors
  - European policy makers, at EU level (Commission, MEPs, Council and permanent representations of member states in Brussels), at member state level (in particular EU countries where consortium members have a

- presence: UK, France, Germany, The Netherlands, Spain and Belgium), and in-country representation and delegations in intervention countries.
- The UN and International Organisations, policymakers/officials. Specifically the African Union, ECOWAS, the League of Arab States, and the OSCE.
- Relevant government departments and policymakers in intervention countries: Georgia, Mali, Ukraine and Yemen.
- **Academics and researchers** in academic centres and think tanks, both at EU level and in regions of the focus countries (case studies), and in universities in Europe, North America and in the regions of our four case studies.
- **Peace practitioners and Civil Society Organisations:** specifically conflict prevention/resolution and peacebuilding organisations; both in Europe and the US, and in the regions of our 4 case studies, notably through the GPPAC global civil society network and from other case studies, if considered relevant.
- **Media:** targeting international and national (partner countries) newspapers and Internet sources.

## 5 Visual Identity

A graphical and visual identity will be developed for WOSCAP, which will be applied to all tools and materials developed within the project. We will ensure a consistent and recognisable look for the website, online tools, publications, dissemination materials and public events, including a logo. The visibility of the EU as a funder will be guaranteed in accordance with the EU guidelines.

The development of a visual identity will be coordinated by the COPs Team of GPPAC (WP6). During the Inception Workshop, all partners were requested to provide input in order to develop a briefing for an external graphic designer.

The visual identity will be developed in two stages:

*Stage 1:* Logo, with and without tagline, colour palette and website design.

*Stage 2:* Publications, brochure and other materials.

### 5.1 Main elements of the visual identity briefing

- Logo using a word mark (WOSCAP)
- A tagline to facilitate the understanding of the project's aim, which is short and catchy. The tagline will be used to indicate the project objectives both to a professional audience but also to the general public. It needs therefore to be short but descriptive.
- The agreed and already in use tagline is: *Enhancing EU Peacebuilding Capabilities*

- Note: The tagline was decided after receiving input from consortium partners and was taken by consensus.

## 5.2 Process and timeline

The process to define the first stage of the visual identity will be as follows:

- External agency briefing (July 15<sup>th</sup> 2015)
- Two logo proposals will be developed (August 15<sup>th</sup> 2015)
- Voting procedure to take a final decision on the logo (August 30<sup>th</sup> 2015)
- Website design (September 30<sup>th</sup> 2015)

The second stage of the visual identity development will take place during the first quarter of 2016.

## 6 Channels, tools and materials

The communication and dissemination strategy within the consortium and towards the external users will support all the other work packages, making use of the following channels, tools and materials.

### 6.1 Publications

After a deliverable is finalised and submitted, and if it is to be published, it will require some time to format and copy-edit to a publishable form. That means these may be published at a later date. All publications will be published at least before the end of the project.

**Working Paper Series** – Over the course of the project, we will publish a series of papers on the topics addressed in the project. These will summarise the key messages in an accessible briefing format. This will be of special usage for policy makers at different levels, for academics and researchers working in the field, and for civil society organisations active in advocacy and policy dialogue. The working paper publications will be made available through the website to reach all target audiences, as well as printed in the project's visual style to be shared in project events (see below).

**Consortium partner's publications and journal articles** – Key deliverables will be published through the consortium members' own publications and on the project's website; furthermore, the scientific lead (UU) will encourage and advise the authors on where to submit the working papers for publication in international academic journals.

**Reports and recommendations** – The key deliverables will include case study reports, thematic reports, a consolidated research report and policy recommendations; these will inform stakeholders of the progress and development of the project, and inform the policy

engagement. The key deliverables will be made available for publication in the WOSCAP website, and presented at the various public events.

## 6.2 Online communication

The **WOSCAP website** will have three main differentiated functions to support both external and internal communication:

1. **External communication – WOSCAP website (function 1):** The project webpage, delivered through the Peace Portal platform, will be the central point of dissemination for the project where all projects results, resources, activities and information will be published. It will be maintained by a part-time webmaster and will function as the reference place for policy and academic users. It will also be the first tool to distribute and disseminate the research results, identified best practices, ongoing reports and events. The project's progress and results will be found here.
2. **Internal communication – Working Space for Community of Practice (function 2):** working space for a targeted group of identified stakeholders. The community of practice will be supported by an online site for cataloguing resources and exchange forum, where the collection of best practices will be shared and debated with a broader group of stakeholders (WP4).
3. **Internal communication of the Consortium (function 3) – Closed online workspaces.** Through GPPAC's Peace Portal several online closed workspaces will be set up for the consortium partners, which are linked to the website. The closed workspaces provide a restricted environment where internal information can be shared and exchanges on project progress and views can take place. Throughout the project there is event coordination, which will be supported through these workspaces for planning, consultation and information sharing.
4. It will be necessary to ensure a fluent and regular communication among all consortium partners. Accordingly, a closed working space will be set up for each work package. This will offer a central place where all documents, in either progress or final materials will be stored. It will also be possible to post questions and exchange views.
5. **In order to manage internal communications efficiently, each work package will be in charge of managing its working space (keeping it up to date and moderate if required).** WP6 will facilitate the setup of the tool and will provide support throughout the duration of the project.

## 6.3 Events

**Stakeholder events** – Community of Interest workshops and events will take place at different stages to provide face to face opportunities to engage with experts and practitioners in the topics explored in this project. This will enable the contribution and peer review on both the practice and the policy side of the matters. For the sake of cost efficiency and to ensure these dialogues link with existing initiatives, these seminars will be incorporated into forums and

events planned outside the project. Examples of these include the Build Peace conference on peace technologies, GPPAC's International Steering Group meeting for peacebuilding practitioners world-wide, and Civil Society Dialogue Network events of the European Peacebuilding Liaison Office (EPLO), of which several of the consortium partners are members.

**Webinars** – Face to face events will be complemented by webinars to enhance the exchange of knowledge and experience between the community of practice practitioners and the partners. Webinars are cost-effective online interactive conferences based on software that allow for, among others, the simultaneous sharing of presentations on all of the participants' computer screens, videos, live streaming, meeting recordings, text chats and more, which facilitate long-distance collaboration. For this purpose, there have been a number of small internal webinars between several partners in Phase 1, and these will continue throughout the project. In Phase 2, there will be a webinar about useful technology applications for data management and collection, and other webinars to support the discussions on best practices are being planned at the time of writing, such as on civil-military synergies and local ownership.

**Policy roundtables in case study countries/ local seminars** – Dissemination in the case study countries will consist of a two way engagement with local stakeholders to convey and collect input for recommendations relevant to enhance the EU's capabilities in conflict prevention and peacebuilding. Media engagement will also be relevant in these countries to ensure consistency with the project's ethos of accountability to local populations of intervention countries. The transnational character of the consortium will increase the reach of the deliverables and their impact.

## 6.4 Promotion

**Newsletter** – During the duration of the project, we will produce three newsletter issues to inform the community of practice of the project developments and encourage participation in the community of practice. This will also feed into existing newsletters of the individual consortium members and their partners (such as the GPPAC newsletter, for example). GPPAC, supported by the consortium partners, will be responsible for compiling an external email list including academics, policy-makers, politicians, journalists and civil society actors with whom the news and progress of the project will be shared.

**Media engagement and dissemination events** – An important element of WOSCAP's dissemination strategy includes the media strategy linked to the key deliverables and dissemination events. Local policy dialogue events hosted by the EU-based consortium partners in their respective capitals, as well as a final conference will be supported through media outputs. Special attention will be paid to ensure media presence and press releases for the final conference.

**Social media** – A social media plan has been developed to support the dissemination of WOSCAP. It combines the creation of WOSCAP accounts for Twitter and Facebook managed

by WP6, with the usage of the consortium partner's social media channels. Please see Annex 1 at the end of this document for the detailed plan, including the channels we will use and how, a short-term planning, and procedures to coordinate with the consortium partners. It is a living document that is regularly updated according to the evolution of the project.

**Project promotional materials** – We have developed a 4-page brochure in English and leaflets in English, French, Ukrainian, Georgian and Arabic. Banners and posters have also been produced to be used in our public events and when attending external conferences and seminars, using the distinct visual identity of the project. Furthermore, the meaning of the concept 'whole of society' has been translated into several languages and it is available from the WOSCAP website.

**Video** material will be developed for usage in public events, the website and social media explaining in an easy and accessible way conflict prevention experiences and the potential of the EU in the field. We are exploring possibilities to shoot footage from (some) case study countries and EU missions to make a compelling visualisation of the project's objectives and processes. We also intend to record short videos to strengthen the communication of the thematic areas of the project, the 'whole of society' concept and why this is so important for successful peacebuilding strategies. Short interviews or statements from our community of practice events participants and project partners will be used to add a story telling component to WOSCAP's communication. A WOSCAP YouTube channel will be created where all relevant videos of the project will be found.

For each of these tools, channels and materials, we will develop a:

- Process description with a clear division of roles and responsibilities for the different work packages involved per deliverable
- Clear timeline

**Interaction with other EU projects-** There are two other consortiums financed by Horizon 2020 analysing the capabilities of the EU in conflict prevention and peacebuilding from different perspectives. These are: EU-CIVCAP (<http://www.eu-civcap.net/>) and IEC EU (<http://www.ieceu-project.com/#focus>). The WOSCAP website is already linking to both projects and following their progress via social media.

WOSCAP intends to interact with both consortiums and is in the process of looking for potential synergies. The following initiatives are being considered and discussed:

- The creation of a closed online working space for the three projects for information sharing, including a calendar function.
- Agreement to share once a month a relevant item of the other projects.
- Refer to each other's publications in our own publications (through references) where possible.

## 7 List of planned communication measures

Budget amounts are as agreed on per 1 June 2015, and are subject to changes made in the GA (addendum) or by the Consortium partners as per the Consortium Agreement.

### 7.1 Publications

[Total budget: € 59 200]

Tool / Channel / Material	Resp. for dissemination	Target group	Content	Input needed	Form	Timing
Working Paper Series (Deliverables D6.4, D6.5, D6.6)	GPPAC, WP6	Policy makers, academics, researchers, practitioners and CSOs	Summarizing key messages for policy makers	WP leaders	Digital & print	March '16 Sept '16 Jan '17
Consortium partner's publications and journal articles (Deliverables D4.13, D4.14, D4.15, D4.16)	UU	Academia	Selected deliverables	WP leaders	Digital	To be defined
Reports and recommendations (Deliverable D5.5, D4.6, D4.7, D4.8, D4.9, D4.10, D4.11)	UU	All stakeholders	Key deliverables, including case study reports, thematic reports and policy recommendations	WP leaders	Digital	To be defined

## 7.2 Online Communication

[Total budget: €39.325]

Tool / Channel / Material	Resp. for dissemination	Target group	Content	Input needed	Form	Timing
External website (Deliverable D6.2)	GPPACWP 6	All	About objectives, activities, outputs	From all WP	Digital	Live Sept '15
Community of practice Working Space (Deliverable D6.2)	GPPACWP 6	Community of practice, identified stakeholders	Function to share information	Interactive	Digital	Sept '15
Closed online working spaces (Deliverable D6.2)	GPPACWP 6	Consortium partners	Centralised repository of project documentation	All partners	Digital	Sept '15

## 7.3 Events

[Total budget: € 127.456]

Tool / Channel / Material	Resp. for dissemination	Target group	Content	Input needed	Form	Timing
Stakeholders events, including final international conference (Deliverables: D4.1, D4.2, D4.3, D4.4, D4.5, D5.11)	All, WP5	Policy makers	Policy recommendations / roundtable reports	All, WP5	Prese n- tation	Aug '16 Oct '17
Webinars	GPPACWP 6	Community of practice	Varies – incl. WP4	All	Digital	Throug hout

		and consortium partners				project
Policy roundtables in case study countries (Deliverables D5.1, D5.2, D5.3, D5.4)	WP5, GPPAC WP6	Local stakeholders	Round table reports	All	Prese n- tation	June '17

## 7.4 Promotion

[Total budget: € 36.300]

Tool / Channel / Material	Resp. for dissemination	Target group	Content	Input needed	Form	Timing
Newsletter	GPPAC WP6	Community of practice	Project developments	All	Digital	2x 2016 2x 2017
Media engagement & dissemination events (Deliverable D6.7)	All partners	Local policy makers in case study countries; International policy makers (final conf.)	Results and learning project	All, including case study partners	Prese n- tation	June '17 Sept '17 Oct '17
Social Media	All partners	All audiences	Main results	All	Digital	Throug hout the project
Promotional materials (Deliverable D6.3)	GPPAC WP6	All	Main results - about the project	All	Digital & Print	Jan '16
Video (Deliverable D6.8)	GPPAC, WP6	All	Results and learning of the project	All	Digital	Aug '17

# ANNEX 1: WOSCAP Social Media plan v.1.1

May 10th, 2016

This document describes how we intend to use social media to support the dissemination of WOSCAP. It includes the channels we will use and how, a short-term planning, and procedures to coordinate with consortium partners.

It is a working document to guide WP6 work and addressed to the consortium partners as well. The document includes several requests to the partners to get the most out of social media channels and it is regularly updated.

Scope:

The WOSCAP project will use social media to:

- Inform stakeholders of the progress and development of the project; and
- Disseminate the knowledge produced by the project.

We will use the following social media channels:

- Twitter
- Facebook

The consortium partners agreed to make use of their organizational social media channels to communicate about WOSCAP and reach out to each partner's audiences. Besides that, we have created a Twitter and Facebook account for WOSCAP to facilitate that all communication around the project is easier to find. These are: <https://www.facebook.com/woscap.project> and @EU\_WOSCAP

Twitter:

As we are many partners and we cannot mention everybody in our social media communication, we will generally use @GPPAC as lead partner of the project and the partner(s) responsible/involved in the topic of communication. For example, if we communicate about gender, we would add @escolapau or if we would communicate about information technologies, we would use @LSE\_RD and @howtobuildup

**Request:** If you have not done so yet, please send us your @username so we can always highlight the right organization and we can follow each other.

Facebook:

In order to make Facebook posts attractive, we will need to add pictures to our posts. However, this is not easy in a research project like WOSCAP.

**Request:** Please share with us images that you think can be relevant (meetings, workshops, case study countries, etc.)

**Request:** Please let us know if you have a Facebook page. We will make a list and share with all partners to ensure that we can all follow each other.

Outreach:

WP6 created the social media accounts in March 2016 and informed all partners accordingly. In order to reach the identified target audiences of the project (political actors, academics and researchers, peace practitioners and social media organizations and media), the first steps have been the following:

- Twitter: we started following those organizations and individuals followed by consortium partners as these include all our target groups. Furthermore, we target organizations and individuals interested in a specific topic, for example multi-track diplomacy, and send them a direct tweet sharing a relevant deliverable of the project. Finally, we also reshare tweets related and relevant to WOSCAP's project focus.
- Facebook: all posts are re-shared in GPPAC's page. It is still necessary to involve consortium partners more closely in sharing via Facebook.

**Request:** Please send us your suggestions of people and/or organizations that you think we should reach to.

Timeline and partners input:

As there is a clear timeline of the knowledge products that will be produced and of the main events that will take place, we have prepared a general planning stating main communication moments.

We will consult in advance with each partner responsible of a knowledge product/event by sending a proposal for a few main messages in the form of Tweets and Facebook entries. These main messages will contain a link to the complete scoping study/ event description published in the WOSCAP website.

We intend to send our messages proposal at least one week before the planned communication and we will need to receive the following input from your side:

- Your approval of the messages or an alternative proposal that we can use.
- If you have other ideas on how we can promote your content.
- To share with us any communication you make (in your website, newsletter, etc.) regarding the knowledge product / event. We will then make sure to further disseminate them.

The planning we propose until the summer is as follows:

Knowledge product / event / updates	When Week starting:
<b>Scoping Studies</b>	
Multi-stakeholder Coherence at the Core of EU Comprehensiveness	04/04
Assessing the European Union's Approach to Multi-track Diplomacy	11/04
EU and Security Sector Reform: Tilting at Windmills?	18/04
Owning the Peace in International Interventions: a Delusion or a Possibility?	25/04
Assessing EU Support to Governance Reform	09/05
Gender in EU Conflict prevention and Peacebuilding Policy and Practice	16/05
Uses of Information and Communication Technologies for EU Conflict Prevention	23/05
<b>Other deliverables:</b>	
EU Policy Briefing on the Whole of Society Conflict Prevention	30/05
Theoretical Framework Paper	06/06
WOSCAP Working Paper 1	20/06
<b>Community of Practice Events:</b>	
CoP ICT's	tbd
CoP Gender	tbd
CoP Civ-Mil	tbd
CoP Coherence	tbd

Messages:

- *Scoping studies, Policy brief and Theoretical framework:* We will use the executive summaries of these documents to filter main messages to be communicated via social media. As mentioned above, we will send our proposed messages in advance and we will welcome any input from the authors in defining main messages.

- *Community of Practice Events*: the organisers of each event should share with us all information available (date, location, agenda, participants list, etc.) about the event as soon as it is available. We will then follow up directly with the organisers to further specify how we can support the communication of the event.
- *Case Studies and best practices reports*: During the last quarter of 2016, several case studies and best practices reports will be delivered. Before the summer you will receive a template for you to fill in and indicate the main messages of each document. As these reports are expected to be extensive, we will need your input to make the communication of these reports as accessible as possible.

### **Newsletter:**

The communication plan includes three newsletter issues, and we plan to send the first one during the last quarter of 2016.

It will be important to compile a distribution list of relevant contacts to whom we can send the newsletter. The participants of the Community of Practice events are the main target and we need to ensure that they subscribe. From WP6, we will discuss with each event organiser how to approach and stimulate registration.

We will also share via social media a request for subscription (June and September); a request that should be shared via each social media channel of all partners.

**Note:** This plan will be a living document that will be updated throughout the project. For example the timeline will be expanded with new communication moments when more information is available and, depending on results we might introduce changes in our social media approach.