



## D5.1 Communication Tools & Strategy

**BOND**

*Building tOlerance, uNderstanding and Dialogue across communities*



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## Abbreviations

FLP: First-line practitioner

KPI: Key-Performance-Indicators

## Executive Summary

Deliverable D5.1 ‘Communication Tools & Strategy’ is developed in accordance with the description of activities under Grant Agreement No 101084724 ‘BOND - Building tolerance, understanding and dialogue across communities. The deliverable outlines the main Communication Tools & Strategy for the BOND project whereas the overall strategy focuses on defining what, when and how the key messages and outcomes of the project will be communicated to key stakeholders and who the stakeholders are. It will outline how the consortium will engage with them to assure the uptake of the project’s results to ensure tolerance, understanding and dialogue across communities.

The dissemination plan outlines activities to publicly disclose the results of the project through various means to raise knowledge, understanding and appreciation among the public and particularly youth, about the Jewish cultural inheritance and history, including the Shoah and its roots, impacts and relevance in the implementing countries and throughout Europe. The dissemination plan includes:

- **Strategic Aim** to define objectives, challenges & collaboration between specific stakeholders
- **Key target groups and key messages** relevant to the project, such as communities, organizations to communicate the most important ideas or concepts to them
- **Dissemination channels and tools**, such as articles in journals, presentations at external workshops and conference papers, which are also important activities to ensure the transfer of knowledge and results
- **Dissemination activities** such as networking events which will be used to encourage dialogue and bilateral exchange of ideas and knowledge
- **Dissemination management policies**, including a timeline for the planned activities
- **Potential barriers**, that may hinder dissemination of results and mitigation actions
- **Evaluation and monitoring processes** of the dissemination activities, including key performance indicators (KPIs)

The overall communication strategy aims at laying the **foundation for a regular flow of information** within the consortium partners, and the use of highly established networks as well as engaging stakeholders in order to initiate and strengthen the BOND community. **Stakeholder contacts** will play an important role in the efficient dissemination and awareness-raising strategy during the whole project period.

Moreover, this Communication Strategy will serve as a framework reference to evaluate the progress through **constantly monitoring dissemination activities** and keeping a track record of the achievements. This applies to the different communication channels and measures for successful project communication as well as to ongoing dissemination activities targeting experts and research communities. A set of **Key Performance Indicators (KPIs)** refers to measurable outputs of the project dissemination activities related to the BOND online presence (website and social media platforms), events’ attendance rates and overall partners’ dissemination and publication activities.

This document is intended to be updated and adjusted as the project progresses. Finally, it holds a set of manuals to guide all consortium partners during their communication and dissemination actions.

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## Introduction

The BOND project promotes understanding, tolerance and dialogue, through a linked series of strategic, educational and awareness raising actions, online and on-site, and by facilitating inter-faith and inter-cultural dialogue. Within the project approach, continuous dissemination of interim and final results is of utter importance, but even more relevant is the most widespread promotion of BOND towards the project's target groups, consisting of Jewish communities, representatives of the Jewish communities as well as other religious and ethnic communities.

This deliverable represents the groundwork for WP5 Communication, Dissemination & Sustainability as it is the outcome of the first task in the work package, T5.1 Creation of communication tools and strategy. It contains the Communication and Dissemination plan, which is related to WP5 as a deliverable (D5.1) and includes all the Work Packages (WPs), that are concerned with the communication achievements of the project in a comprehensive manner. The Communication and Dissemination Plan serves to design and implement the communication and dissemination of all BOND activities, including building strong relations with stakeholders and disseminating the project results across the widest possible range of audiences. It is closely related to all other activities of the BOND project and is developed as an overall strategy for using and further exploiting the activities and the outputs generated by the project.

The Communication and Dissemination Plan is developed for the purposes of effective communication of the results outside the BOND Consortium. It aims to cover all dissemination processes throughout the project by identifying each target audience and outlining the proper communication tools to reach it.

The Communication and Dissemination Plan outlines a framework for structured, continuous and productive engagement of stakeholders by presenting a detailed analysis of the target groups and appropriate communication methods/tools, logo usage, project publicity and event management guidelines for all Consortium team members, and establishing criteria for measuring the impact of the dissemination processes.

Since the communication strategy affects the whole project, the most important connections to other tasks are described briefly. Synergies exist especially with T2.1 Desk review and stakeholder mapping, where first contact and outreach to our target groups (Jewish communities, representatives of the Jewish communities and other religious and ethnic communities as well as the majority of society, experts, scholars and journalists, First Line Practitioners dealing with young people, artists, policy-makers and representatives of youth organisations will be made.

## 2. Aims and Objectives

### Strategic Aim

BOND Communication and Dissemination Plan reflects the project's **general aim to support a comprehensive and intersectional approach** and specific actions to prevent and fight against intolerance, racism, xenophobia and discrimination, in particular on grounds of racial or ethnic origin, colour, religion, sexual orientation, gender identity, particularly as manifested in the form of antisemitism, offline and online.

To achieve this goal, the project seeks to **enhance understanding of how anti-Semitism is expressed** in our communities today, and especially in light of how it relates to other forms of intolerance, discrimination and hatred. Expert and leader interviews will be conducted with experts and leaders in the field of antisemitism, but also experts in the field of other forms of intolerance and discrimination, first-line practitioners (FLPs) working with youth, religious leaders from non-Jewish religious communities and community leaders of minorities in the implementing countries. The project will involve dialogue activities in WP4, to further build on the research from WP2, through the sharing of experiences between members of different religious, ethnic and community groups. Through the process of dialogue, a handbook on community measures for social inclusion, understanding and tolerance will be developed.

Therefore, it aims to provide **sufficient, timely, and relevant information** to a variety of stakeholders and thus facilitate mainly first-line practitioners to better understand and identify instances of radicalization and polarization among children and youth while helping the latter to improve their ability to resist and to empower them to avoid social polarization and reject anti-Semitism and intolerance in general. However, it should also – in a **moderate positive manner** – **promote interaction and cooperation** among the stakeholders.

### Phases and channels of dissemination

The dissemination activities will be carried out in three main phases, spanning throughout the project duration and extending beyond it, with increasing levels of intensity, starting from the creation of general awareness and concluding with attracting potential supporters and customers/users of the project results. As a result, our dissemination efforts will include three phases:

- **At the start of the project:** drafting the dissemination plan; definition of the expected impact; consideration of how and to whom the outcomes will be disseminated. The condition of the call was for the project to produce some initial outputs early on, ready to be disseminated and communicated
- **During the project:** updating the dissemination plan with recent information on the project and results; conducting regular activities such as storytelling events, exhibitions, etc.; assessing the impact on our target groups; involving other EU projects and various stakeholders
- **After the project:** continuing further dissemination; developing ideas for future cooperation; evaluating achievements and impact; engaging in marketing-related activities.

BOND will use different channels and means for dissemination, including:

- Online dissemination (e.g., project website, social media accounts, webinars, and multimedia materials)

- Non-electronic dissemination (e.g., scholarly articles in specific journals, brochures and other printed materials)
- Interactive dissemination (e.g., workshops and conferences)

## Objectives

Manifestations of hatred and prejudice against Jewish population as well as other minorities and vulnerable groups in Europe have been on the rise in recent years. This takes the form of hate speech (online and offline), hate crime, racism, xenophobia and intolerance. As a result of terrorist attacks and other violent incidents in recent years, Jewish communities report that they are feeling increasingly vulnerable and worried about their own safety. According to Article 2 of the Treaty on the European Union (TEU), acts of violence perpetrated against the Jewish communities and other minorities are a breach of the fundamental human rights and values that define the European Union, indicating the importance of promoting common values and inclusive education.

By providing education on the Jewish history in Europe, and the discrimination and prejudices held against them, currently and throughout modern history, the BOND project promotes “human dignity, freedom, democracy, equality, the rule of law and respect for human rights” and contributes towards the realization of the EU Strategy on combating antisemitism and fostering Jewish life.

Alongside the overall project objectives pursuing its goals towards increasing awareness, protecting, and strengthening resilience of individuals and in particular vulnerable groups to polarization, the present Communication and Dissemination Plan sets out several specific objectives related to awareness activities, namely to:

- Provide access to multi-disciplinary overview of existing knowledge and available resources, as well as gap analysis results and best-practice examples.
- Reveal possibilities and current practices of how first-line practitioners and members of religious, ethnic and cultural groups can address radicalization and polarization (especially among youth).
- Facilitate - throughout the project’s life-time - the development of an active feedback loop between first-line practitioners, thus developing cooperation skills and techniques and nurturing the exchange of expertise among professionals working with youth.
- Provide a platform for distribution of tools for professionals with different backgrounds to understand the dynamics, recognize and respond to the phenomena of polarization at grass-root level; and for raising awareness and promoting moderate narratives and voices to the silent mainstream majority.
- Build and develop distinctive brand identity, high level of awareness, and sustainability of BOND project; and ensure effective interaction with stakeholders, complementing partners’ communication strategies on the topics noted above.

## Guiding Principles

Having set the main goals and objective, the BOND Dissemination Team is to follow three main guiding principles while implementing the present Communication and Dissemination Plan:

- Communication processes must be clear and known to all Consortium partners.

- Communication and dissemination of information must be purposeful and timely.
- Communication with stakeholders must be open and honest.

### 3. Key Target Groups

In order to build an effective dissemination and communication strategy which reflects the existing social and organisational environment and serves the purpose of delivering clear, valuable, and targeted information, it is necessary to provide an overview of the main stakeholders related to the BOND project. Thus, project dissemination and communication tools and activities address stakeholders' specific needs, motivations, and values, provide new and practice-based information, and facilitates knowledge exchange.

#### Jewish Communities

Jewish communities refer to groups of people who share a common religious, cultural, and historical heritage based on the teachings of Judaism. These communities are spread across the world, with significant populations in Israel, the United States, Europe, and other parts of the world.

As a target group, Jewish communities have unique characteristics and needs that require specific approaches. One of the most notable features of Jewish communities is their strong sense of identity and cultural heritage. Members of these communities tend to be proud of their history, traditions, and beliefs, and they often prioritize maintaining and preserving their cultural identity.

In terms of outreach, Jewish communities may respond well to messages and campaigns that acknowledge and celebrate their cultural heritage. For example, using Hebrew language or Jewish symbols in marketing materials can be effective in building rapport and establishing trust with members of Jewish communities.

At the same time, it's important to recognize that Jewish communities are diverse and multifaceted, with different subgroups, religious denominations, and cultural traditions. Therefore, it's essential to approach Jewish communities with sensitivity and respect and to avoid stereotypes and generalizations.

**Key Values:** Respect for people (Kavod HaBritot), Guarding One's Tongue (Shmirat Halashon), Hospitality (Hachnasat Orchim), Justice (Tzedek)

**Key Message:** Promoting the importance of tolerance and dialogue through strategic, educational and awareness raising actions. Importance of unity and solidarity in face of adversity. Value education and lifelong learning. Tolerance and respect for diversity through strategic, educational and awareness-raising actions.

**Channel:** Community Centers, social media, Email, Community Events

**Key project results:**

- D2.1 Stakeholder Report
- D2.2 Research briefings on the trends of anti-Semitic narratives
- D2.3 Report on anti-Semitism in Romania, Hungary, Poland, Italy
- D4.1 Toolbox with guidelines for dialogue sessions and roundtables

**Information Needs:** Education on the history of Judaism, to educate others; information on current issues affecting Jewish communities; resources for promoting interfaith and intercultural dialogue; information on how to respond to hate speech and discrimination; opportunities for community engagement and activism.

## First-line Practitioners

Education is key for effective prevention of radicalisation by strengthening resilience against radical behaviour. On one hand, teachers, educators and youth workers play a crucial role in fostering social inclusion, promoting common democratic values and managing controversial issues with open discussions in a safe environment. On the other hand, in basic and continuing education and training courses (being a fundamental part of the BOND project), practitioners from local or government authorities and experts working in areas with focus on inter-religious dialogue can discuss the issue of radicalization and violent extremism and are made aware of how to recognize the signs and risks of radicalization at an early stage and to act in such a way to prevent increased radicalization.

Representatives of this target group may include: youth, social and health workers, teaching staff, professional personnel in the civil protection services, law enforcement officers, intelligence services staff, adult and juvenile prosecution services, juvenile court judges, court staff, asylum and migration authorities, residents' services, child and adult protection authorities, professional guardians, etc.; but also trained professionals as psychologists, etc. depending on the specific topic discussed/assessed at the respective project stage.

In contrast to policymakers, first-line practitioners (potentially) can recognize and refer individuals who may be vulnerable. However, they may not always have a sufficient understanding of radicalization, may not understand the warning signs or know what to do in need of response. Thus, this target group is to be highly engaged in all project activities and is one of the main target groups of the project.

**Key values:** shared understanding, development, cooperation, engagement, respect, trust, improved results, effectiveness, expertise, knowledge

**Key Message:** Be vigilant and proactive in recognizing signs of radicalization and violent extremism. Aim to have deeper understanding of radicalization issues; highlight the importance of promoting democratic values.

**Channel:** Training-courses, workshops, official mail channels, existing teaching networks.

### Key project results:

Training of Teachers (ToT) through pedagogical tools and methods for in-service educators to approach the subject of Jewish past tradition, the Shoah and antisemitism. Development of an educational curriculum and training materials for youth to be widely distributed to and adopted by teachers and educators.

- D3.1 Educational curriculum and training materials from youth
- D3.2 E-learning and digital Training of Teachers

**Information Needs:** Risk of radicalization and how to recognize warning signs at an early stage. How to respond effectively, to prevent further radicalization

## Representatives of youth organisations

Youth Representatives generally represent engaged young people and comprise children's and youth organisations, which have very varied goals and ideological backgrounds. The member organisations range

from those based in political parties and churches to representatives of open youth work and ethnic groups and minorities and also include the provincial youth advisory committees. This diversity guarantees that the interests of young people are represented on a very broad basis.

In that regard, the youth representatives work together to promote and further youth participation at various levels. Youth representatives participate in the general work of their Missions through attending a range of meetings, receptions, and informal negotiations and providing assistance in monitoring general debates and drafting reports.

It is imperative that young people have a stake in the decision-making processes that affect their lives. Young people face many challenges and problems particular to them and while young people aspire to full participation in the life of society, their voices tend to be marginalised. They also have unique insights that can contribute to the development of more effective solutions to the problems youth, and society as a whole, face. Therefore, they are both major human resources for development and key agents for social change, economic development and technological innovation. By enabling more effective participation of young people we can benefit from their energy, idealism, unique perspectives and innovative and creative ideas.

Youth are generally sensitive to new impressions, and open and willing to learn. Investing in the education of youth through the learning materials and the training of teachers is likely to shape their attitudes, perspectives and behaviours, in the present, but also into the future. Likewise, we consider bringing together and empowering a smaller group of young multipliers from each implementing country a strategic decision that can have a lasting impact on their attitudes, perspectives and behaviour, as well as that of their peers.

**Key values:** Education, community, respect, knowledge, organization, support, engagement; representatives should empower youth by creating opportunities for them, the representatives should act with honesty and integrity and uphold the values and principles of their organization.

**Key Message:** BOND will provide a high-quality, testimonial-based curriculum for High School students, to strengthen their capabilities to combat misinformation and prejudice. It will also empower youth to be multipliers of a positive counter-narrative and a historically accurate understanding of the Shoah and its consequences in their communities.

**Channel:** social media, School Networks, educators

**Key project results:** Learning and exchange, youth education and empowerment, inter-faith and inter-community dialogue, including building networks and creating strategic alliances across minority and majority groups in society.

**Information Needs:** How to migrate the risk of misinformation, hate-speech and prejudice. Radicalization and how to recognize warning signs at an early stage. How to respond effectively, to prevent further radicalization in their environment.

## Policy Makers

Representatives of this target group are mainly located in EU or national institutions connected to the political and legislative decision-making processes in the field of antisemitism and interreligious communication. Policy makers at national and European level are the ones that must support each reform or advancement in the field and their involvement in development and wider acknowledgement of the BOND results may be crucial for the project success and sustainability strategy.

EU bodies and agencies such as European Union Agency for Law Enforcement Cooperation, the European Union’s Judicial Cooperation Unit, the European Union Agency for Fundamental Rights, the European Union Agency for Law Enforcement Training, the Radicalisation Awareness Network Centre of Excellence, the European External Action Service, the European Judicial Training Network, Research Executive Agency, the Council Secretariat, the Secretariats of the Committee on Civil Liberties, Justice and Home Affairs (LIBE) and the Special Committee on Terrorism (TERR) from the European Parliament, the Committee of the Regions, the Economic and Social Committee, the European Strategic Communications Network (European Strategic Communications Network), etc. are involved in improving cooperation and collaboration among the different stakeholders and in particular Member States, and are responsible for the further development of EU prevent policies, including by elaborating a set of principles and recommendations for the implementation of targeted and effective measures to prevent and counter radicalisation at both EU and national level.

**Key values:** cooperation, coordination, effectiveness, systematic exchange of information and knowledge, added value, joint decisions, strategic communications, impact

**Key Message:** BOND fosters a common and evidence-based understanding of anti-Semitic trends and enables the build-up of the conclusions from the interfaith- and intercommunity dialogue sessions. It brings together community leaders and others interested in contributing to measures which strengthen social inclusion, community building, and counter anti-Semitism and all forms of intolerance.

**Channel:** official mail channels, websites, direct contacting

**Key project results:** Bridging the divide between Jewish and other religious and ethnic groups, by fostering open and safe dialogue and interaction, and building intergroup coalitions and strategies, therefore strengthening society and democracy.

**Information Needs:** How to recognize warning signs at an early stage. How to foster exchange within the community and mitigate the risk of radicalization.

## Other minorities

“Other minorities” can refer to groups of people who share a common characteristic or identity that is different from the majority population. This can include but is not limited to ethnic minorities, religious minorities, linguistic minorities, and sexual minorities. As a target group, other minorities have unique characteristics and needs that require specific approaches. One of the most notable features of other minorities is their experience of marginalization and discrimination, which can result in feelings of exclusion, invisibility, and vulnerability.

In terms of outreach, other minorities may respond well to messages and campaigns that acknowledge and validate their experiences and identities. For example, using inclusive language, images, and symbols that reflect the diversity of the group can be effective in building rapport and establishing trust with members of other minorities. It's also important to recognize that other minorities are diverse and multifaceted, with different subgroups, identities, and experiences. Therefore, it's essential to approach other minorities with sensitivity and respect and to avoid stereotypes and generalizations.

**Key Values:** Diversity, Inclusion, Equity, Empowerment, and Justice

**Key Message:** Promoting the importance of equality, equity, and social justice through strategic, educational, and awareness-raising actions. Importance of community building and mutual support in face of



marginalization and discrimination. Value education and lifelong learning. Promotion of diversity and inclusion through strategic, educational, and awareness-raising actions.

**Channel:** Community Centers, social media, Email, Community Events

**Key project results:**

- D2.1 Stakeholder Report
- D2.2 Research briefings on the trends of discrimination and marginalization
- D2.3 Report on the situation of minorities in specific countries/regions
- D4.1 Toolbox with guidelines for creating safe spaces and promoting inclusion

**Information Needs:** Education on the history and experiences of other minorities; resources for promoting intercultural and intergroup dialogue; information on how to respond to discrimination and hate speech; opportunities for community engagement and activism; access to support networks and services.

## Experts

Experts refer to individuals who have advanced knowledge and experience in a particular field. They are often highly specialized and have spent years studying and working in their area of expertise. As a target group, experts have unique characteristics and needs that require specific approaches. They value accuracy, credibility, and evidence-based information, and are likely to respond well to messages and campaigns that demonstrate these qualities.

In terms of outreach, experts may respond well to messages that are data-driven, research-based, and focused on solving complex problems. They are likely to appreciate content that is well-researched, insightful, and informative, and may be receptive to marketing materials that are presented in a clear and concise manner.

At the same time, it's important to recognize that experts are diverse and multifaceted, with different areas of expertise and levels of experience. Therefore, it's essential to approach experts with sensitivity and respect and to avoid making assumptions or generalizations.

**Key Values:** Accuracy, Credibility, Evidence-Based Information, Professionalism

**Key Message:** Promoting the importance of research-based solutions to complex problems. Emphasizing the need for evidence-based decision making. Advocating for continued professional development and lifelong learning.

**Channel:** Professional Associations, Conferences, Webinars, Research Journals

**Key project results:**

- D3.1 Educational curriculum and training materials from youth
- D3.2 E-learning and digital Training of Teachers

**Information Needs:** Access to the latest research and data in the field; Opportunities for networking and collaboration with other experts; Resources for professional development and continuing education; News and updates on emerging trends and issues in the field.



## Community leaders

Community leaders refer to individuals who hold positions of authority or influence within a particular community, such as political leaders, religious leaders, and social activists. These leaders are responsible for representing and advocating for the interests of their respective communities, as well as promoting positive social change and addressing issues that affect their constituents.

As a target group, community leaders have unique characteristics and needs that require specific approaches. They often have a deep understanding of the needs and concerns of their communities, and they prioritize strategies and initiatives that will have a positive impact on their constituents. They also have significant influence and power to affect change within their communities, and therefore it is important to engage them in a strategic and effective manner.

In terms of outreach, community leaders may respond well to messages and campaigns that are tailored to their specific interests and priorities. For example, emphasizing the potential benefits and impact of a particular initiative or program may be an effective way to gain their support and engagement.

At the same time, it is important to recognize that community leaders are diverse and multifaceted, with different backgrounds, beliefs, and priorities. Therefore, it is essential to approach community leaders with sensitivity and respect and to avoid stereotypes and generalizations.

**Key Values:** Empathy, Transparency, Accountability, Respect, Collaboration

**Key Message:** Promoting positive social change through strategic, collaborative, and evidence-based approaches. Emphasizing the importance of transparency, accountability, and empathy in leadership and decision-making.

**Channel:** Meetings, conferences, social media, email, webinars

**Key project results:**

Learning and exchange, education and empowerment, inter-faith and inter-community dialogue, including building networks and creating strategic alliances across minority and majority groups in society.

**Information Needs:** Education on community issues and trends, resources for effective leadership and community engagement, networking opportunities, strategies for promoting positive social change and addressing community issues.

## 4. BOND Communication Framework

The entire BOND communication framework is based on the implementation of integrated tools and channels which are chosen according to the main characteristics and values of the target audiences, the project’s key messages, and type of information to be provided.

The project’s website is considered to be the most widely used channel across all target groups due to its ease of access, wide-range information sources, and search engine optimisation.

BOND social media channels (Twitter) target specific audiences as the users of these types of social media differ in terms of communication needs. Twitter is effective in addressing communities and organizations, with a strong focus on the scientific and policy-related outcomes of the project.

A summary of BOND communication tools and channels with respect of the BOND target audiences is provided in the table below.

Target Audience	Communication Tools and Channels
<b>Jewish communities</b>	<ul style="list-style-type: none"> <li>● Invitations</li> <li>● Differentiated direct mailing on BOND progress and information on BOND highlights</li> <li>● Promotional and information materials (factsheet, leaflet, brochure, newsletter, press releases, briefing papers, information on project progress, etc.)</li> <li>● Personal communication of relevant information by a designated person when appropriate and applicable</li> <li>● Presentations of the project and project progress organized on an ad hoc basis if and when appropriate and applicable</li> <li>● Invitations for the project conference (to selected outstanding professionals)</li> <li>● Project website</li> <li>● BOND Twitter Page/Account</li> </ul>
<b>First Line Practitioners</b>	<ul style="list-style-type: none"> <li>● Invitations for project focus groups, trainings, experimental labs session, dedicated discussions, etc.</li> <li>● Differentiated direct mailing on BOND progress and information on BOND highlights</li> <li>● Promotional and information materials (factsheet, leaflet, brochures, newsletter, press releases, briefing papers, information on project progress, etc.)</li> <li>● Personal communication of relevant information by a designated person when appropriate and applicable</li> <li>● Presentations of the project and project progress organized on an ad hoc basis if and when appropriate and applicable</li> <li>● Best practice documents and project deliverables</li> <li>● Invitations for the project conference (to selected outstanding professionals)</li> <li>● Project website</li> <li>● BOND Twitter Page/Account</li> </ul>
<b>Youth Organisations</b>	<ul style="list-style-type: none"> <li>● Invitations for project focus groups, trainings, experimental labs session, dedicated discussions, etc. when appropriate and applicable</li> <li>● Differentiated direct mailing on BOND progress and information on BOND highlights</li> <li>● Promotional and information materials (factsheet, leaflet, brochure, newsletter, press releases, briefing papers, information on project progress, etc.)</li> <li>● Personal communication of relevant information by a designated person when appropriate and applicable</li> <li>● Presentations of the project and project progress organized on an ad hoc basis if and when appropriate and applicable</li> <li>● Invitations for the project conference (to selected outstanding professionals)</li> <li>● Best practice documents and project deliverables</li> <li>● Publications of articles and papers, presented at conferences, published in journals, books or by means of the project website and made available through scientific databases</li> </ul>

	<ul style="list-style-type: none"> <li>● Project website <a href="https://www.bond-project.eu/">https://www.bond-project.eu/</a></li> <li>● BOND Twitter Page/Account <a href="https://twitter.com/BOND_EU">https://twitter.com/BOND_EU</a></li> </ul>
<b>Policy Makers</b>	<ul style="list-style-type: none"> <li>● Press releases, briefing papers and memoranda</li> <li>● Differentiated direct mailing on BOND policies</li> <li>● Promotional and information materials (factsheet, leaflet, brochure, newsletter, information on project progress, etc.)</li> <li>● Personal communication of relevant information by a designated person when appropriate and applicable</li> <li>● Presentations organized on an ad hoc basis if and when appropriate and applicable</li> <li>● One-to-one meetings with experts, expert groups and/or official representatives</li> </ul>
<b>Other Minorities</b>	<ul style="list-style-type: none"> <li>● Social media campaigns and targeted ads on platforms such as Facebook, Twitter, and Instagram</li> <li>● Community outreach events and workshops</li> <li>● Webinars and virtual events</li> <li>● Newsletters and e-mail marketing</li> <li>● Collaboration with relevant community organizations and groups</li> <li>● Public service announcements on radio or television</li> <li>● Informational brochures and flyers distributed at community centers, events, and public spaces</li> <li>● Personalized mailings or phone calls to members of the community</li> <li>● Participating in community forums and meetings to share information and gather feedback</li> </ul>
<b>Experts</b>	<ul style="list-style-type: none"> <li>● Technical reports or whitepapers</li> <li>● Webinars or online workshops</li> <li>● Conferences or symposiums</li> <li>● Professional or academic publications</li> <li>● Social media platforms (e.g., Twitter, LinkedIn)</li> <li>● Podcasts or video interviews</li> <li>● Collaboration platforms or discussion forums (e.g., Slack, Microsoft Teams)</li> <li>● Email newsletters or bulletins</li> <li>● Personalized outreach from project leaders or designated experts in the field.</li> </ul>
<b>Community Leaders</b>	<ul style="list-style-type: none"> <li>● Technical reports or whitepapers</li> <li>● Webinars or online workshops</li> <li>● Conferences or symposiums</li> <li>● Professional or academic publications</li> <li>● Social media platforms (e.g., Twitter, LinkedIn)</li> <li>● Podcasts or video interviews</li> <li>● Collaboration platforms or discussion forums (e.g., Slack, Microsoft Teams)</li> <li>● Email newsletters or bulletins</li> <li>● Personalized outreach from project leaders or designated experts in the field.</li> </ul>

**Table 1: Communication Tools & Channels**

The BOND communication framework involves a range of tools and channels chosen based on the target audience, project messages, and type of information. The project website is the most widely used channel, followed by Twitter, which is effective in addressing communities and organizations. Different tools and channels are used to communicate with specific target audiences, such as direct mailing and personal communication for Jewish communities and best practice documents and project deliverables for first-line practitioners. For policy makers, press releases, briefing papers, and memoranda are used, while social media campaigns, community outreach events, and targeted ads are used for other minorities. Experts and community leaders are communicated with through technical reports, webinars, conferences, and professional or academic publications, among other tools.

## 5. Project Visual Identity

A unified graphical identity is of great importance for project’s recognition, vision and consistency. A package of BOND graphical identity elements is developed and used for both internal and external communication.

The BOND visual identity consists of:

- **Logo:** This is the principal visual material that will be used in all dissemination materials, correspondence, project products, public events and trainings, etc.
- **Templates:** Templates for deliverables, meeting minutes, etc. are prepared and made accessible for all project members. They are to be used for all project documents, incl. reporting, correspondence, public events and training, etc.
- **Promotional materials** i.e., roll-up banner, folder, notepad, USB pens, stickers, factsheet, leaflet, brochure or any other type of graphical/informational materials developed under the project – to be used in interactions with stakeholders and during meetings/events with stakeholder.
- **Online presence** via a project website and project social media accounts and consistent visual representation of the project online with respect to the overall visual identify of the project.

All of the materials and products listed above follow a unified graphical identity in terms of colours, fonts, graphics elements, and quality of design used.

Any ad hoc material or product to be developed under the project in addition to the ones listed above and related to a specific BOND process, action or networking activity, has to follow the same unified graphical identity in terms of colours, fonts, graphics elements, and quality of design used.

### Project Logo

The BOND logo is designed around the following key words: dialogue, communication, diversity, community.

The logo reflects the BOND concept for positive change, emotional resilience and community support through an interdisciplinary model of learning.



## Colour Codes

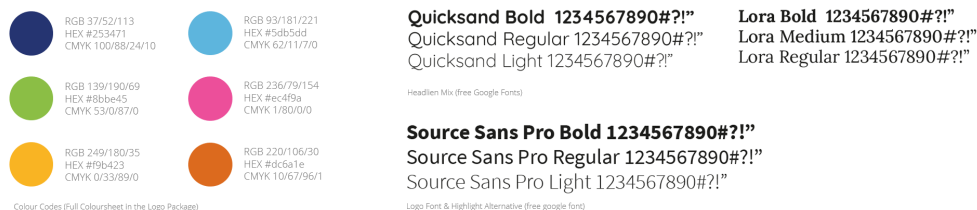


Figure 1: BOND Colour Codes & Fonts

## EU Emblem & Disclaimer

In accordance with the European Commission’s requirements, any communication activity related to the action (including at conferences, seminars, in information material, such as flyers, leaflets, posters, presentations, etc., in electronic form, via social media, etc.) and any major results funded by a grant funded by the European Union’s Internal Security Fund - Police must:

- Display the EU emblem; and
- Include the following text: *“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Citizens, Equality, Rights and Values Programme (CERV). Neither the European Union nor the granting authority can be held responsible for them.”*

Respectively, all visual materials in print or digital form designed within the BOND project must comply with these requirements.

The EU emblem represents blue background with 12 yellow five-point stars forming a circle symbolizing the European nations union. The number of 12 stars is constant, being symbol of perfection and unity. The proportions and placement of the elements (see also Figure 3 EU Emblem Geometry) should be as follows:

- for the stars: PANTONE YELLOW (100% „Process Yellow”) or RGB: 0/0/153; and
- for the sky background: PANTONE REFLEX BLUE (100% „Process Cyan” and 80% „Process Magenta”) or RGB 255/204/0.

When displayed in association with another logo, the EU emblem must have appropriate prominence.

## Project templates

Templates of five types of information materials are prepared and made accessible for all project members. They are to be used for all project documents, incl. reporting, correspondence, public events and training, etc.

- Letterhead/document/deliverable templates - to be used for internal as well as external correspondence, deliverables, administrative documents, etc.;
- Newsletter template - to be used for dissemination of project activities on a timely basis
- Press release template - to be used for dissemination of project activities on a timely bases in a proactive manner;
- PowerPoint template - to be used for presentations during trainings, workshop, conference or any other kind of public or closed project events, and in presentations of the project in 1:1 or 1:many meetings with external parties;

- Agenda template – to be used for all events and meetings organized within the project.

## 6. Dissemination channels and tools

The BOND project will exploit several dissemination channels in order to optimize the impactful external communication with a broad audience. The most important media channels and considerations included in the BOND dissemination strategy are described in the following paragraphs.

### Ensuring the Project Identity

In order to maximize the impact of BOND objectives, it is vital to address the audience and ensure the immediate recognition of disseminated materials. Together with all partners involved, the BOND project has therefore built a strong project identity. Following design and communication elements will be used to strengthen the project uniformity and identity and to deliver clear messages to our audience: BOND naming, logo, presentations template, templates for reports and letters, project factsheet, project posters and the overall promotion package for teachers and students including posters and shareable digital snippets, banners and badges inviting for attention among target groups.

### Project Website

BOND established a strong web identity and presence in order to reach various interest groups and successfully involve them in active knowledge exchange. The project website was launched at the beginning of all activities to be present during the whole scope of the project.

During the course of the project all pertinent information about BOND and its activities including partner contact details, background information, working papers, events (seminars, workshops, conferences) etc. will be accessible through the website. The website will serve as an important dissemination channel for instructional material – and in this respect the web acts as a principal means of publication. In order to ensure the timely provision of appropriate and reliable information to all interested groups the BOND website will also include frequent news and updates on circularity and sustainable development education. The BOND project website can be accessed through <https://www.bond-project.eu/>

### Website Structure

The structure of the BOND project website is illustrated in Figure 2. In the following, each subsection will be described in more detail.

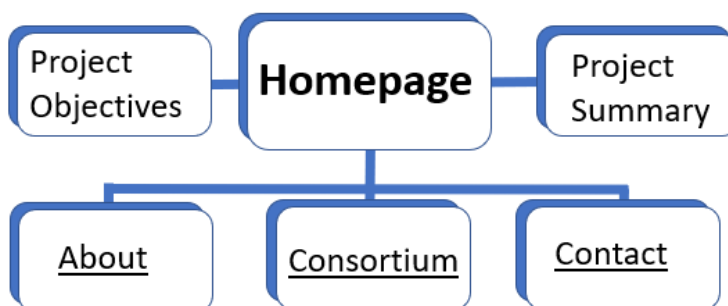


Figure 2: Structure of the bond-project.eu website

Figure 2 shows the high-level sitemap of the website. The main menu includes the most frequently required links like shortcut to the home page, project overview, Consortium and contact. The main menu items will be sublevelled into pages which give another context to these items.

## Outline of the Content

### Section “Home”

The front page (“Home”) highlights the main facts in brief and provides information on the project idea and background. The text also formulates the challenges, the vision and the plan and should give the visitor a good overview without getting too technical or detailed.



## Project Summary

BOND (Building tolerance, uNderstanding and Dialogue across communities) promotes understanding, tolerance and dialogue, through a linked series of strategic educational and awareness-raising actions, online and on-site, and by facilitating interfaith and intercultural dialogue.

The project brings people together from across religious and community backgrounds, to foster understanding and tolerance through dialogue, and create strategic alliances and enduring networks. The major aim of the project is to address deep-rooted prejudices and hateful attitudes and behaviours, specifically towards Jewish people in Europe, counter the dwindling knowledge about the Shoah, particularly among youth, and to promote tolerance, understanding and dialogue across religious, ethnic and cultural groups in our society.

Figure 3: bond-project.eu Homepage



### Section “About”

A small interactive window on top of the page provides a quick overview about the most important facts

- **Background:** Information on project methodology, project structure & deliverables
- **Project Facts:** Information on duration, funding programme, etc.
- **Consortium:** All partners working on the project
- **Objectives:** Outline of the main project’s objectives

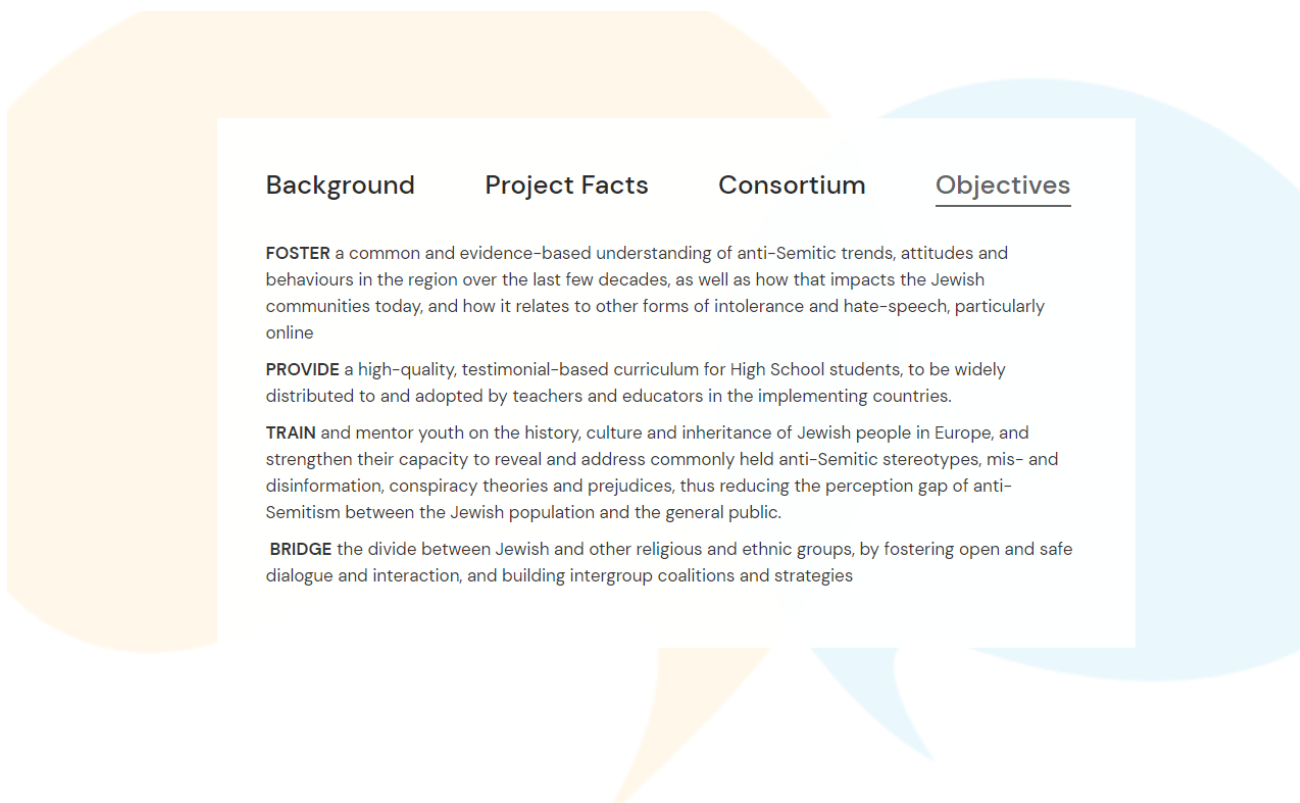


Figure 4: bond-project.eu Objectives

### Section “Consortium”

Providing information about the consortium behind the BOND project with brief descriptions of each partner and their specific role in the project, as well as information about the project’s objectives, work packages and expected outcomes. Additionally, a simple click on the specific link brings to the related institution.


### Section “Contact”

The section shows the contact details of the project coordinator (Polylogos Association). For more information about the project or specific enquiries a single point of access email is provided (bond@polylogos.eu).

## Deliverables

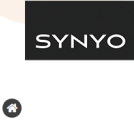
D 2.2 Research briefings on the trends of anti-Semitic narratives, hate speech and conspiracy theories prevalent both online and offline	<a href="#">Download PDF</a>
D 2.3 Report on anti-Semitism in Romania, Hungary, Poland, Italy	<a href="#">Download PDF</a>
D 3.1 Educational curriculum and training materials for youth	<a href="#">Download PDF</a>
D 3.2 E-learning and digital Training of Teachers	<a href="#">Download PDF</a>
D 3.3 Evaluation of the action (short- term and medium-term)	<a href="#">Download PDF</a>
D 3.4 Youth multipliers' micro-projects	<a href="#">Download PDF</a>
D 4.2 Handbook on community measures for social inclusion, understanding and tolerance	<a href="#">Download PDF</a>
D 5.1 Communication tools and strategy	<a href="#">Download PDF</a>
D 5.2 Online museum and exhibition	<a href="#">Download PDF</a>

Figure 5: BOND project deliverables




**ASOCIATIA POLYLOGOS**

Polylogos is the Lead of WP1 and WP4, and is in charge with the implementation of all project activities in Romania. Polylogos is operated by an international and multi-sectoral team of professionals, experienced with youth training and mentorship, empowerment, dialogue and capacity-building activities. Members of the team have extensive experience with developing, coordinating and implementing European projects, and this experience will be drawn upon for high-level coordination and implementation.




**SYNNO GmbH**

SYNNO is an independent research, innovation and technology organisation with many years of expertise in large-scale European research projects. As lead of WP5, they will ensure that BOND is linked to other projects in the field, particularly by integrating and linking BOND materials to the iWitness and firstlinepractitioners.com -platforms: creating synergies, maximising impact, reducing costs, and ensuring sustainability.




**POLITICAL CAPITAL SZOLGALTATO KORLATOLT FELELOSSEGU TARSASAG**

Political Capital, an independent policy research, analysis and consulting institute, is considered one of the most influential think tanks in CEE, with strong capacity for social research and long experience with European projects. They will lead WP2, as well as contributing to all other activities.




**LE ROSE DI ATACAMA ASSOCIAZIONE – IMPRESA SOCIALE**

Le Rose di Atacama provides research and discussions around the issues of individual rights, especially focusing on the rights of people most affected by discrimination and marginalization. Due to their longstanding experience providing trainings and educational materials in schools and among youth, they will co-lead WP3 as well as implementing all project activities in Italy.



**FUNDACJA AMERICAN JEWISH COMMITTEE – CENTRAL EUROPE**

AJC CE is a leading Jewish NGO in Poland, with deep knowledge of and experience in monitoring and responding to antisemitism, both on the level of government stakeholders and civil society. It is Poland's leading NGO when it comes to fostering interfaith dialogue and gathering different faith communities around causes of common interest. They will play a lead role in the implementation of all BOND activities in Poland.



**ZACHOR ALAPITVANY A TARSADALMI EMLEKEZETERT**

Zachor Foundation is an educational NGO that draws attention to dangerous phenomena like racism, antisemitism, and prejudice through formal and non-formal educational programs using testimony from survivors and witnesses of genocide. This is done via educational content development, teacher professional development and special programs. Through equipping educators with tools to address antisemitism, marginalization and prejudice in all educational contexts, Zachor Foundation contributes to the development of young people's critical thinking, multiliteracies and empathy as well as the education of responsible citizens. The BOND project will utilize Zachor's expertise and long-term experience in curricula development and teacher training around the topic of antisemitism.

Figure 6: BOND consortium

### Section “Media”

This section is not yet active but planned to display all relevant publications, as well as dissemination materials that will be developed during the project duration. Here, also the flyer, leaflets, logos, and other promotional materials with the project logo can be viewed and downloaded.

### Search Engine Optimizer

The website has installed a SEO plugin which will increase the visibility of the site. In addition, the website is connected with Google Webmaster Tools to increase the project index in search engines.

### Google Analytics

The project website is connected also with Google analytics which will help us survey the usage of the site from end users in different dimensions like location, language, device, technology, demographic, browser and more.

### Social Media Presence

Social media will be the primary vehicle for spreading the information about the project, as it is the most relevant source of information and means of social interaction of the main target group in question – young students. In consequence, BOND will have a strong social media presence and will actively engage in social networking. Social Media Networks will be used to disseminate current information about the project scope and the call for submissions, open feedback and awareness channels and establish two-way dialogues with the wider public. The various benefits of social networking on well-established social media channels like Twitter, will be utilised to further enhance the scope and outreach of the project and specifically target and connect end-user audiences like individuals, first-line practitioners, Jewish communities, and the education sector.

### Twitter

The chosen social network used by the project is Twitter, where it is present with the profile @BOND\_EU. In average 3 social media posts are aimed per each week. The team will use mix of tweets communicating the project’s objectives, activities, and collaborations with other projects, with retweets from relevant accounts. Tweets are targeting stakeholders related to radicalisation prevention, and anti-semitism but also, cultural exchange, and educational networks.

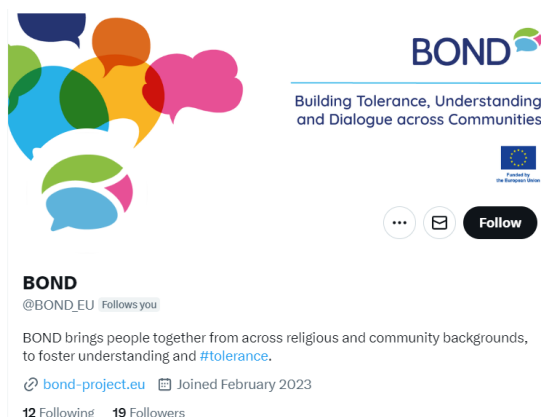


Figure 7: Twitter Channel

The channel is mainly planned to create awareness for the project and disseminate the outcomes- in the first phase, and to establish new contacts.

Within the entire portfolio of communication activities, there will be a notable focus on social media. This is due to the conviction of all project partners, that nowadays social media are at the closest point with the everyday reality of life of young people, their overriding means of social interaction as well as it addresses young people directly in situations of commonplace living – which is definitely influenced by current developments in research and technology. New media and digital and mobile devices will support the engagement with children and young people as addressees of the BOND approach right at the heart of their immediate living and social environment.

### Events

In addition to the above-mentioned communication activities, the participation in various conferences, workshops, seminars will help the BOND project to promote engagement and advocacy and raise awareness about its activities, resources, etc. For that purpose, the BOND partners will attend conferences, workshops and seminars with the motivation of increasing the project scope. Attendance at some of the most relevant conferences and/or symposia in the area concerned is planned with the aim of increasing the overall impact and scope of BOND. Additionally, these events will be utilised to draw further synergies with other projects and stakeholder groups. Specific papers as well as poster presentations and other contributions will be prepared in order to present the results of the BOND approach to a targeted audience.

Related events		
Name	Thematic Area	Description
<a href="#">ICCVE 2023: international Conference on Countering Violent Extremism</a>	<ul style="list-style-type: none"> <li>● Countering Violent Extremism</li> <li>● Analysing the Positions of Terrorist</li> <li>● Community Rehabilitation</li> <li>● Counselling and Evaluation</li> </ul>	The ICCVE (International Conference on Countering Violent Extremism) is a forum for scholars, policymakers, practitioners, and civil society representatives to discuss and exchange ideas on strategies to prevent and counter violent extremism. The conference aims to provide a platform for participants to explore ways to address the root causes of extremism, including social, economic, and political factors, and to promote dialogue and collaboration among stakeholders.
<a href="#">International Day of Commemoration in Memory of the Victims of the Holocaust</a>	A UN observance day to honor the victims of the Holocaust and promote education and remembrance.	Every year around 27 January, UNESCO pays tribute to the memory of the victims of the Holocaust and reaffirms its unwavering commitment to counter antisemitism, racism, and other forms of intolerance that may lead to group-targeted violence. The date marks the anniversary of the liberation of the Nazi Concentration and Extermination Camp of Auschwitz-Birkenau by Soviet troops on 27 January 1945.
<a href="#">Global Forum for Combatting Antisemitism</a>	A biennial conference organized by the Israeli Ministry of Foreign Affairs, which brings together international experts, policymakers, and activists to share best practices and strategies for combating anti-	The Global Forum for Combating Antisemitism is the premier biennial gathering for assessing the state of antisemitism globally, and formulating effective forms of societal and governmental response. The GFCA is an active coalition of public figures, political leaders, heads of civil society, clergy, journalists, diplomats, educators and concerned citizens dedicated to the advance of tolerance towards the other in

	Semitism.	public life and the defeat of antisemitism and other forms of racial and ethnic hatred.
<a href="#">The Muslim Jewish Conference</a>	Annual conference that brings together Muslim and Jewish leaders, activists, and students to foster dialogue and cooperation between the two communities.	The Muslim Jewish Conference is an annual event that brings together Muslim and Jewish leaders, activists, and students from around the world to promote dialogue, understanding, and cooperation between the two communities. The conference aims to facilitate meaningful conversations and build lasting relationships, with a focus on identifying shared values and tackling common challenges. Through workshops, lectures, and cultural events, participants engage in open and respectful dialogue, explore their similarities and differences, and work towards a more peaceful and harmonious future.

**Table 2: Related conferences & events**

## Publications

The knowledge developed in the BOND project will be published in different journals within the field education for sustainable development and circularity. Publications, which are elaborated during the BOND project, are peer reviewed and do not conflict with intellectual property and patent rights regulated within the consortium agreement. Publications will be made available at least under a green open access standard. The consortium recognizes that publications are particularly helpful in further spreading the achievements of the project and the societal, institutional and political aspects of the learning that has occurred. This will be an essential part of the exploitation plan.

## Newsletter

The partners will produce a newsletter every 4 months containing items on interfaith and intercultural dialogue (e.g., community events, historical information, etc.) as well as news related to other projects and sources, events and dissemination materials (e.g., videos), including key publications.

The newsletters will be tailored to fit with BOND’s visual identity (graphics will be embedded into Mailchimp to create an appropriate template for distribution) which will make them easily recognisable by the stakeholders who receive them, thereby strengthening the project brand and the impact of our dissemination activities.

We will create an initial Mailchimp contact list based on the project’s stakeholder and media lists (which will then get populated on an ongoing basis), thus sending the newsletters to those who we believe may have a legitimate interest in receiving news about our project or stories related to pandemic management and the other topics covered by the project. Readers will, of course, be able to opt out if they no longer wish to receive our newsletters. We aim to have 200 individuals/organisations signed up to receive the newsletter by M12 and 400 total by the end of the project in M24.

The newsletters will also be published on the project website and on social media for a wider dissemination.

## 7. Evaluation and monitoring processes

The above-mentioned general objectives do refer to a set of qualitative and quantitative criteria which were specified in the Grant Agreement and which will be used to estimate the overall impact of the project approach. Many of these can and will also be particularly applied for evaluating the efficiency of the dissemination strategy and its impact.

### QUANTITATIVE CRITERIA

Among the pre-defined quantitative criteria, the following will be used to assess the efficiency in the application of the Communication Plan:

KPIs for the communication plan		
	Planned Activity	Target Number
<b>Communication &amp; Dissemination</b>	Number of Press releases	1 per Partner
	Number of conference presentations & networking events	12
	Number of website visits (end of project)	2.500
	Number of created project synergies	10
	Number of social media channels addressed	2
	Number of Followers on Twitter at the end of the project	100
	Number of Minimum number of posts on social media	100
	Number of mentions in conventional and business-oriented media during the project timeline	> 40
	Number of newsletters sent out	6
<b>Stakeholder Engagement</b>	Number of stakeholders involved (until project end)	400

**Table 3: Key Performance Indicators**

The criteria in the table above as well as their changes will be reviewed at monthly intervals in order to evaluate the impact of the dissemination activities at the particular stages of the project execution. As different aspects may be of bigger or lesser relevance during the evolvement of the dissemination strategy, the emphasis will be on those, which are most informative for a particular stage. However, it must be ensured towards the final stage of the project, that all criteria are coherently considered as a whole pattern of success.

### QUALITATIVE CRITERIA

In addition to the above-mentioned quantitative criteria, the project consortium will use qualitative evidence in order to assess the efficiency and the quality of the execution of the Communication Plan. Most of all, communication with stakeholders from all relevant fields (first-line-practitioners, youth organisations, Jewish organisations, experts, community leaders, decision makers) as well as with potential or existing participants in the BOND competition will be continuously evaluated. This may include email conversations, the submission portal or SM channels, personal talks with stakeholders at conferences, regional or national events, expert interviews or co-creation workshops. BOND partners will estimate the quality of these contacts and their implications based on recurring concerns, requests, misconceptions as well as on positive feedback, acknowledgement or consent. BOND partners will continuously report such feedback from

stakeholders and peer experts to the consortium in the course of project meetings and report preparation - in order to illustrate how the BOND project is perceived and if perception of the overall approach is.

## 8. Conclusions

The Dissemination and Exploitation plan defines the required measures and tools to implement for raising awareness about the project, its results and promoting the uptake of its findings. It documents the channels and tools to be used when disseminating or exploiting project information. This document also provides the consortium partners with guidelines on how to disseminate and exploit the results of the projects and the knowledge gathered during the process. The candidate dissemination and exploitation actions will be continuously monitored and accordingly updated to reach the defined objectives and audiences.