Communication and Dissemination Strategy

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About ITFLOWS

The overall aim of ITFLOWS is to provide accurate predictions and adequate management solutions of migration flows in the European Union in the phases of reception, relocation, settlement and integration of migration, according to a wide range of human factors and using multiple sources of information. These insights will be provided by an evidence-based ICT enabled solution, the EUMigraTool (EMT) and precise models. All solutions will have fitness for purpose continually validated by policy-makers and practitioners in cooperation with civil-society organisations in a dynamic and iterative process.

ITFLOWS will propose tailor-made solutions for practitioners and policy makers for managing migration. On the one hand, the EMT targets first-line-practitioners, second-level reception organisations and municipalities. It will provide modular solutions based on the prediction of migration flows and the identification of risks of tensions between migrants and EU citizens. On the other hand, an in-depth analysis on drivers, patterns and choices of migration as well as public sentiment towards migration will lead to the drafting of adequate recommendations and good practices for policy makers, governments and EU institutions.

Table of Contents

Abbreviations

BUL: Brunel University London

CEPS: Centre for European Policy Studies

CERTH: Ethniko Kentro Erevnas kai Technologikis Anaptyxis

CIT: Cork Institute of Technology

CRI: Associazione della Croce Rossa Italiana

CSA: Coordination and Support Action

CSD: Centre for the Study of Democracy

DMP: Data Management Plan

EC: European Commission

EMT: EUMigraTool

EU: European Union

EUI: European University Institute

FIZ: Fiz Karlsruhe–Leibniz-Institute fur Informationsinfrastruktur GMBH

GA: Grant Agreement

IAI: Instituto Affari Internazionali

IFW: Institut Für Weltwirtschaft

IGC: Independent Gender Committee

MTU: Munster Technological University

NGO: Non-Governmental Organisation

OIT: Oxfam Italia Onlus

OCC: Open Cultural Center

PM: Person Month

TRC: Terracom AE

UAB: Universidad Autónoma de Barcelona

UB: Users Board

WP: Work Package

Executive Summary

This document -Deliverable 9.2- outlines and presents the Communication and Dissemination strategy for the ITFLOWS project. This strategy sets out the plan for targeting the various relevant stakeholders in an effective manner. The strategy has been completed using the appropriate European Commission guidance documents as a point of reference.[1][2][3]

Firstly, this strategy introduces ITFLOWS considerations such as methodologies to be used, roles and responsibilities of ITFLOWS partners and initial dissemination and communication outputs and opportunities. The strategy also captures and presents communication and dissemination efforts which have been completed thus far including the development of the project logo and website, ITFLOWS social media channels etc., then briefly outlines the current progress of dissemination efforts and planned upcoming activities by consortium partners.

The need for flexibility and agility both in terms of this plan and communication and dissemination efforts will be key to ensuring that ITFLOWS efforts reach the appropriate stakeholder groups. The need for such flexibility is present as a result of potential internal programme developments, external environment changes, and newly identified communication and dissemination channels. This strategy will therefore develop and evolve throughout the duration of the ITFLOWS project. In keeping with the "ever evolving" ethos of this strategy, the quantity of such activities will grow over time resulting in the plan being updated accordingly at Month 18.

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[1] ITFLOWS GA 882986
[2] Article 29 - EU Grants: H2020 AGA V5.0
[3] Article 38 - EU Grants: H2020 AGA V5.0

1. Introduction

ITFLOWS seeks to provide accurate predictions and adequate management solutions of migration flows in the European Union. The project consists of nine work packages (WPs), each of which has specific objectives. Communication and dissemination tasks are addressed by WP9 in ITFLOWS. The objectives of WP9 are to:

- Ensure dissemination of results to four target groups (stakeholders): a) academia, b) policy makers, c) potential end users of the EMT, data providers (i.e. statistical agencies of member states) and social partners, and d) general public;

- Share knowledge and discuss research results with other academics for peer reviews and with policy makers for the validation of policy implications;

- Promote the exploitation of ITFLOWS results to support decision making for societal impact;

- Communicate the evidence base collected through ITFLOWS in a strategically, targeted manner in order to promote improved integration in Europe.

WP9 is especially focused on ensuring that the work undertaken throughout this project is brought to the attention of, and where possible actively involves, as many relevant stakeholders as possible. Stakeholder engagement is an intrinsic successful factor for the implementation of ITFLOWS. In this regard it aims to:

- **Build relationships with key stakeholders.**
  - To obtain the necessary feedback to focus the needs of ITFLOWS.
  - To foster collaboration with relevant stakeholders to share resources, achieve synergies and exchange information and knowledge.
- **Raise European awareness** about the project and its objectives, its results and outputs, its benefits, use and applicability.

1.1 Project outputs in relation to Communication and Dissemination

The key purpose of ITFLOWS WP9 is to support the overall project objectives in the context of best practice communications. WP9 will develop and deliver communication and dissemination outputs which will be designed to facilitate knowledge sharing and two way communication throughout the projects duration. Such outputs include for example, the ITFLOWS website and social media platforms as outlined in section 2.

Figure 1: WP9 activities for/in conjunction with the other WPs.

As illustrated in Figure 1, examples of major project outputs which need to be communicated either internally (to the project consortium) or externally (to stakeholders). Table 1 below, provides further detail of these examples.

WP	Description	Communication
WP1	The Data Management Plan (DMP). The DMP describes the expected data management life cycle for the data to be collected, processed and/or generated by ITFLOWS. It includes information on: - the handling of research data during and after the end of the project -what data to be collected, processed or generated - methodology and standards to be applied - whether data will be shared or open access and - how data will be curated and preserved.	Internal
WP2	Creation of reports related to migration, asylum, non-discrimination, privacy, data protection and other relevant human rights issues, as well as the legal and ethical requirements (including gender equality) that are relevant for the project's research activities and the technology to be developed.	Internal
WP3	Interviews with migrants and asylum seekers will be held. Three sets of semi-structured interviews will be conducted with adult migrants and asylum seekers in Greece, Italy, and Spain, who irregularly arrived in these countries.	Internal
WP4	Overview report (available via EMT) on relevant socio-economic situation in each EU member state covered in project, and dataset on economic situation as input in EMT. A manual and code examples explaining how these data sources can be used after the project aims to widen the use of modern data sources beyond the project.	External
WP5	A multi-disciplinary systematic (meta-analytical) overview of the state of knowledge of the past 10 years will be created, regarding the most prominent micro- and macro- level factors associated with variations in attitudes to immigration across	External

	individuals and across countries. It will be based on a review of the literature in different disciplines such as economics, sociology, political science, psychology and geography/demography. The meta-analytic results presented in a journal article will then lay the ground for research-based policy recommendations.	
WP6	Establishment of a private-public partnership and a user-centric approach with the involvement of the end-users of the EMT, data providers and relevant social partners that will provide feedback on the feasibility, usability and potential improvements of the EMT.	Internal
WP7	ITFLOWS Users Board (UB) was established and is composed of the three Lead Users from the consortium plus 12 external practitioners. The Lead Users and the external members of the UB meet regularly to discuss different aspects of the EMT. Also, ITFLOWS benefits from the wide networks in which UB members are included.	Internal
WP8	Five workshops with policy makers will be held during the project in order to maximise the policy outreach of the project. A number of participant seats will be designated to representatives of both European and non-European NGOs active in the field of migration and asylum reception and management. In advance of the conference, we will publish and disseminate a call for participation in the conference.	External

Table 1: Examples of project outputs which will be communicated

2. Target Audiences

2.1 Stakeholder types and planned Dissemination Activities

As stated previously, ITFLOWS target audiences for communication and dissemination are:

1. Academia;

2. Policy makers;

3. Potential end-users of the EMT, data providers (i.e. statistical agencies of member states) and social partners;

4. General public.

Various measures we will be implemented throughout the project to maximise impact. These measures are detailed here in table 2.

Dissemination Activity	Who will benefit?	How will we do it? ITFLOWS approach	WP
Creation and operation of the ITFLOWS website	General public	The ITFLOWS website publishes all the results and WP9 news items to a wider audience. All contents are written at least in English and most of them are prepared in non-technical language so that the message can reach a wide range of audiences.	WP9
Social media platforms	General public	One of the most common tools used to engage a wide audience is through the WP9 use of social media networks. Posts are shared to support the flow of news and content added continuously. The project's social media channels are supported by the partners' own social media. Twitter, ResearchGate and Linkedin accounts have been created. New media is also employed. Various online blogs that analyse social and political issues have been targeted.	WP9
Academic publications and presentations	Academia Policy Makers	The results of the project is disseminated as working papers via the project website and presented at various academic events. A number of research papers will be submitted to relevant scientific and technological conferences.	WP9
Information material (brochures, newsletters)	General public	The project is producing dissemination materials (digital and traditional) to raise awareness about ITFLOWS research and results among the relevant WP9 target groups. A newsletter released every 6 months includes updates on key findings, extending ITFLOWS'	WP9

		reach to an even larger number of stakeholders including European agencies, migration research organisations, industry and others. It has a "Get to know us" section where we go a little bit deeper in knowing one (in some, two) of consortium partners: work fields; projects/products/services; awards, etc. Brochures and infographics are produced and distributed, digital forms such as easy to distribute infographics, video clips and blogs will also be available.	
Workshops	End-users Academia Policy Makers (EU and National level)	Dissemination activities will also involve inviting some of the target audience (policy makers, practitioners, experts) and consortium members from other synergistic projects to workshops that will be organised during the project to gather feedback on user requirements, on possible further strategies for exploitation and impact but also to disseminate project aims and results to critical stakeholders. ITFLOWS will organise two sessions at the CEPS Ideas Lab.	WP8 WP9
Press and TV	General public	Traditional media will be employed to target the scientific and political sections of important national newspapers, news reports, by submitting to WP9 their offices regular short reports about the project status.	WP9
Face-to-face meetings	End-users Policy makers (EU and National level)	Meetings will be held with various stakeholders to discuss the project aims and disseminate results.	WP9

Table 2: ITFLOWS dissemination activities

3. Communication and Dissemination Methodologies

As a CSA (Coordination and Support Action) orientated programme, clear, effective and consistent communication will be key in ensuring that the appropriate stakeholders are reached both during and beyond ITFLOWS. As outlined within (EC 2014),[4] communication efforts should function as a mechanism which demonstrates the way in which research and innovation is being conducted at an EC level, with a view of ensuring that these efforts have the potential to reach EU citizens and beyond.

The European Commission (EC 2014) provides the following checklist which will be continuously applied when completing communication and dissemination efforts throughout the duration of ITFLOWS.

Action	Control Measure
Ensure good management	• Have resources been allocated • Are professional communicators involved? • Is continuity ensured?
Define goals and objectives	• Are there goals and objectives? • Are your goals and objectives specific, measurable, attainable and realistic?
Pick your audience	• Is your audience well defined? • Does it include all relevant target groups?
Choose your message	• Is it news? • Are you connecting to what your audience wants to know? • Are you connecting your own communication objectives?
Use the right medium as a means	• Do they reach the audience? • Do they go beyond the obvious?
Evaluate your efforts	• Have you reached your goals and objectives? • What lessons have you learned?

Table 3: H2020 Communication Strategy Checklist

In terms of a specific methodological approach, ITFLOWS will employ a methodology which provides a 360 degree or continuous cycle approach consisting of planning, performing and reporting.

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[4] European Commission, 2014 Horizon 2020 – Communicating EU research and innovation guidance for project participants
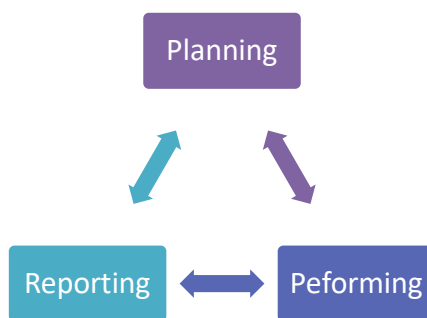
Figure 2: ITFLOWS Communication and Dissemination Methodology

The planning stage will consist of considering fundamental questions such as:

- Who is the target audience?
- At what point is dissemination taking place?
- What is the content being disseminated?
- Who is completing the dissemination?
- How are we going to measure the dissemination impact?
- What kind of indicators are we going to use?
- How will it be disseminated?
- Is there a need to disseminate and why?

The performing stage will consist of the dissemination and communication effort itself, ensuring that the message being transmitted conforms to EU research and ITFLOWS appropriate content. In order to ensure such validation, content will be approved by the WP9 leader and ITFLOWS coordinator as outlined in table 4.

Print Media Outputs
* WP9 leader (CEPS) will review proposed dissemination material (e.g. press releases) submitted in good time by the partner to allow for sufficient review and forwarding of the material to the ITFLOWS Coordinator.   * The ITFLOWS coordinator will provide final approval of the material to be communicated externally through the selected dissemination mechanisms.
Social Media Outputs
* ITFLOWS partners will update WP9 leader (CEPS) and T9.3 leaders (MTU) with updates in relation to upcoming or past events and/or news related to the work they have completed/will be completed.   * T9.3 leaders (MTU) will publish material and maintain the social media tools.   * All ITFLOWS partners should contribute to social media communication through their own organisational pages/feeds using relevant hashtags throughout the project duration.

Table 4: ITFLOWS Communication and Dissemination protocols

3.1 Responsible Consortium Members

With an allocation of 72 Person Months (PMs) throughout the project duration of 36 months, there is a need for efficient dissemination and communication efforts in order to ensure that ITFLOWS reaches the necessary audience. Figure 3 outlines the management structure of WP9 outputs, with CEPS acting as WP and task leaders alongside task leaders Munster Technological University (MTU) and Terracom (TRC).
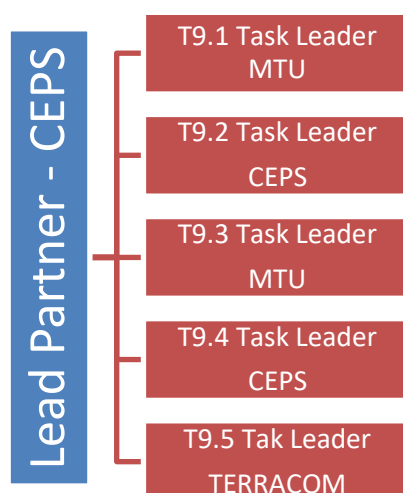

Figure 3: ITFLOWS Communication and Dissemination Partners

In terms of allotted PMs, Table 3 outlines the allocation of PMs to WP9 throughout the project's duration. All consortium partners have PMs allocated to WP as detailed in Table 5 In order to ensure that ITFLOWS efforts are disseminated and communicated with lean PM allocations, the overarching ethos will be for consortium members to be efficient with PM utilisation, seeking out opportunities to complete dissemination efforts in parallel to primary efforts.

Partner	PM	Tasks
UAB	5	T9.4 , T9.5
EUI	3	Contribute to tasks
CERTH	5	T9.5
CEPS	13	T9.2 , T9.4
IFW	3	Contribute to tasks

IAI	5	Contribute to tasks
FIZ	3	Contribute to tasks
MTU	13	T9.1 , T9.3 , T9.5
CRI	3	T9.4
OIT	2	Contribute to tasks
CSD	2	Contribute to tasks
OCC	2	Contribute to tasks
TRC	10	T9.5
BUL	3	Contribute to tasks
Total Person/Months	**72**	

Table 5: WP9 PM Allocations

In terms of roles and responsibilities, there are a number of key areas specific to internal and external communication in which the ITFLOWS coordinator and WP Leaders will be required to fulfil. Table 6 provides a detailed description of such responsibilities:

ITFLOWS Coordinator (UAB)	WP9 Participants
* Responsible for internal communication * Approving all communication and dissemination material provided by WP9 leaders * Conducting internal communication and dissemination activities * Approving ITFLOWS Communication and	* Developing and updating the ITFLOWS communication and dissemination plan * Overseeing external communication and dissemination activities * Reporting to the coordinator on dissemination activities * Requesting permission from the coordinator for all external communication and dissemination material * Proposing and updating dissemination and exploitation tactics on a regular basis * Tracking dissemination progress of all partners and to provide additional direction and clarification on activities according to needs * Measuring and evaluating the impact of the dissemination and exploitation strategy using indicators such as number and nature of event attendees/ end-user feedback

Dissemination plan * Providing and maintaining internal information sharing platform * Deciding the need and time to update and revise initial dissemination strategy and communication objectives * Approving suggested updates to initial dissemination strategy and communication objectives * Tasking all WP partners to their communication and dissemination activities	* Monitoring partner delivery / attendance in relation to planned dissemination events in order to avoid duplication of dissemination activities * Conducting media evaluation on ITFLOWS * Planning and preparing updates to initial dissemination strategy and communication objectives * Liaising and working with other EU project activities where relevant according to the agreement with the coordinator * Planning and providing uniform generic presentations, logos, brochures and other promotional material to ITFLOWS (available through internal platform, MS TEAMS) * Preparing content to project publications and dissemination material * Providing and maintaining ITFLOWS website, and share information via the website. * Providing and maintaining ITFLOWS social media (LinkedIn and Twitter) tools, and to share information via the social media channels * Providing templates for internal and external use, including press releases, newsletter, presentations * Delivering ITFLOWS press releases and newsletters * Creating content and delivering project presentations (in conferences, training events etc.) * Supporting partners in conference preparation * Participating and delivering information on ITFLOWS in conferences, training events, seminars * Disseminating project results

Table 6: ITFLOWS Internal and External Communication Roles and Responsibilities

3.2 Communication and Dissemination Channels

ITFLOWS utilises a broad range of contemporary mechanisms to communicate project information. Such methods include:

3.2.1 Intranet

The consortium chose a secure GDPR compliant platform, Microsoft Teams, which provides not only for internal communication, but also for file-sharing. It is actively used by the consortium with regular meetings held online via the platform with the project coordinator. Also, each work package has a specific chat that is used to support communication among its participants. UAB maintains this tool and ensures accessibility for all partners.
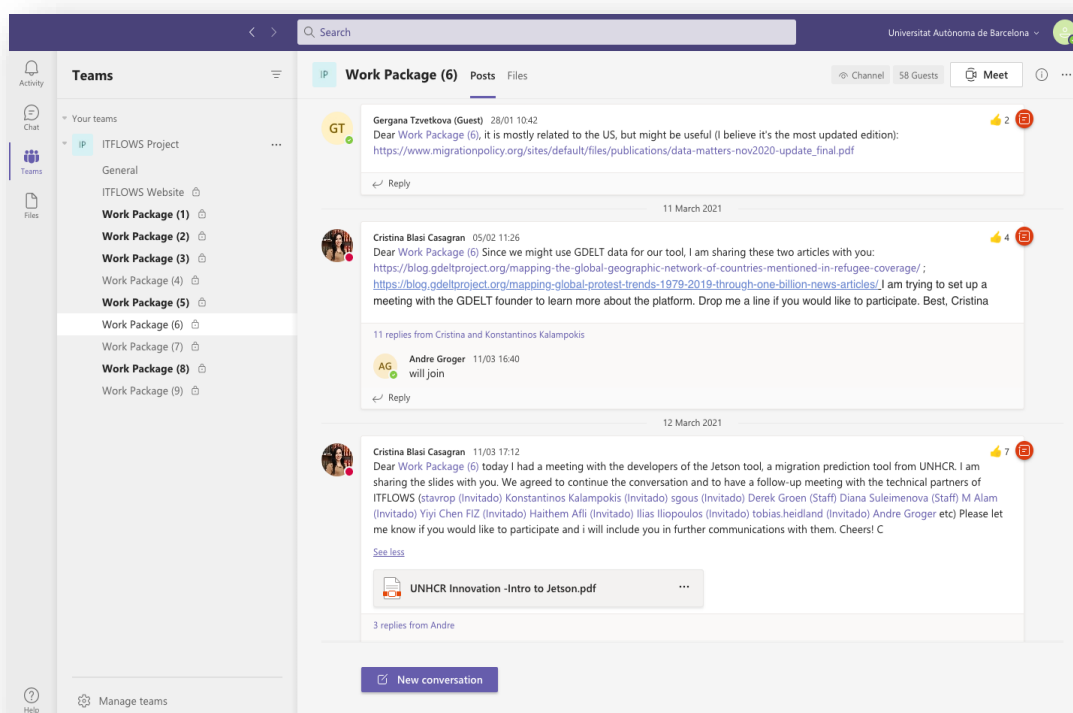

Figure 4: ITFLOWS account on MS Teams

3.2.2 ITFLOWS Website

As detailed previously in D9.1 the ITFLOWS website is a critical supporting tool for facilitating ITFLOWS activities. The website was officially launched on the 10th November 2020. Central components in the website from a communication and dissemination perspective include the EMT which will be hosted on ITFLOWS website, a media section comprising of both news and social media updates, a repository for ITFLOWS main outputs as journal articles, reports and policy papers

and also an events section. Examples of these on the project website can be viewed in Figures 5-10.

MTU is leading ITFLOWS "Meet Our Partner Series" which allows us to take a closer look at each of our fourteen partners within the consortium and share details about their work. Partner videos are shared via UAB's YouTube page. ITFLOWS YouTube videos and ITFLOWS Tweets from our Twitter account are linked directly to our website social page (Fig. 8) as per the Horizon2020 guidelines.[5]

The website also includes a section to register to the ITFLOWS Newsletter to keep updated on the latest developments and outputs of the project.
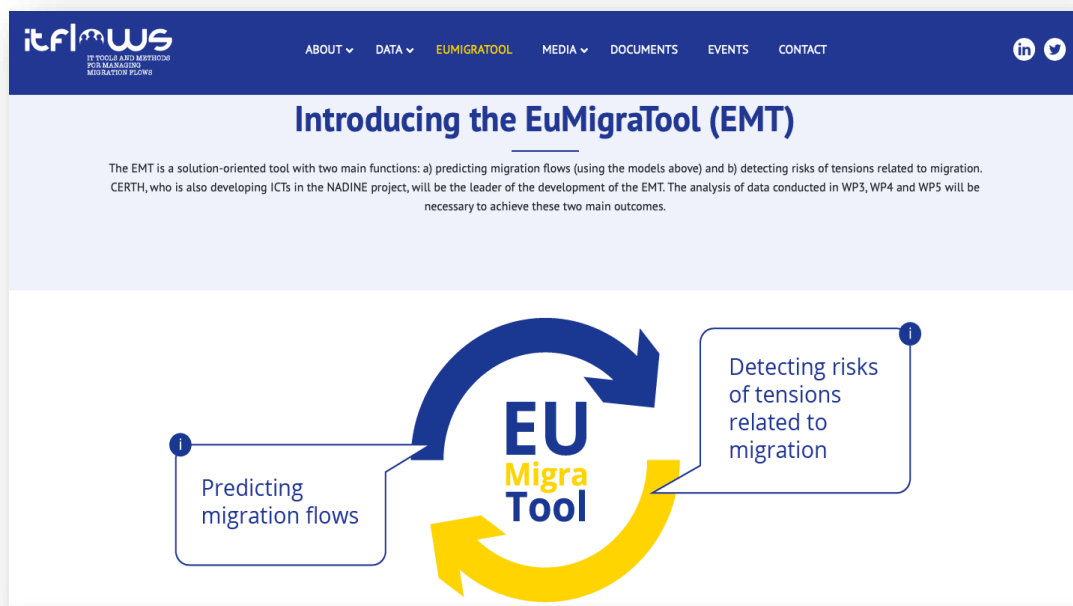
Figure 5: Introduction to the EMT

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[5] H2020 Programme Guidance: Social media guide for EU funded R&I projects, Version 1.1, 07 January 2020
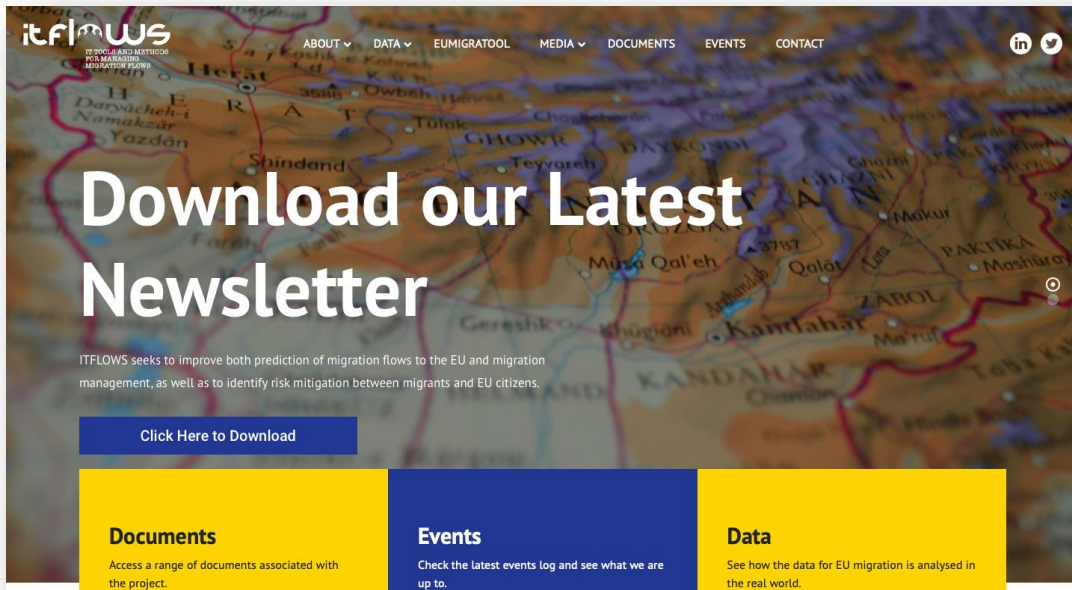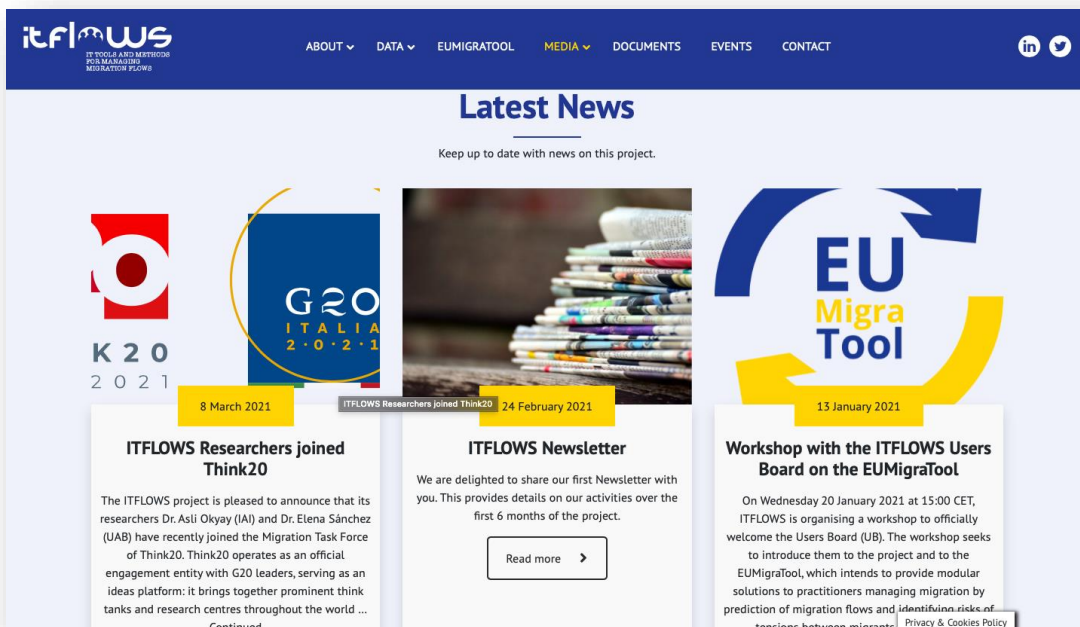
Figure 6: ITFLOWS Website Homepage

Figure 7: ITFLOWS News Page
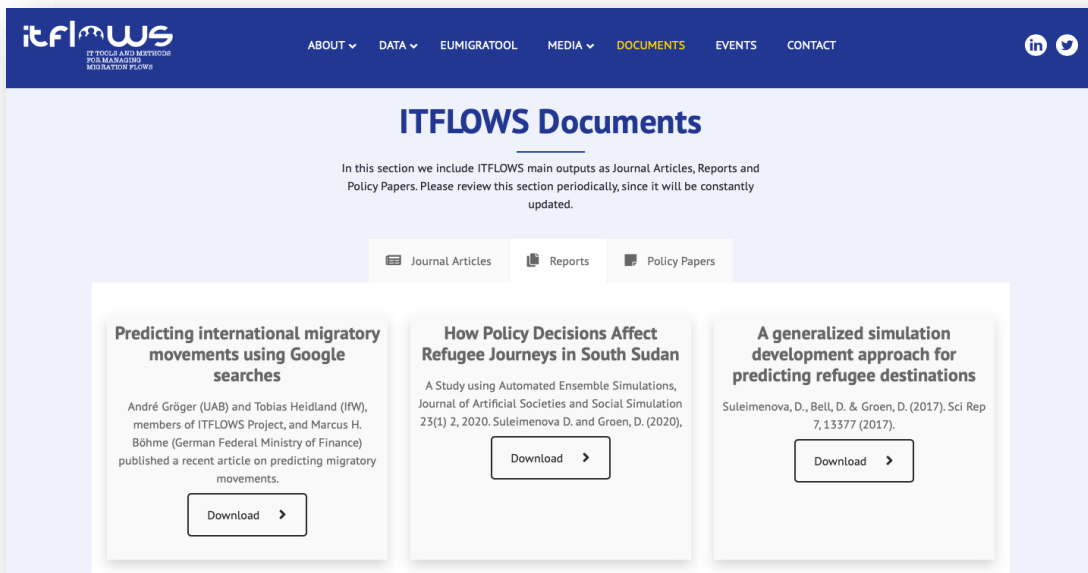
Figure 8: ITFLOWS Social Page
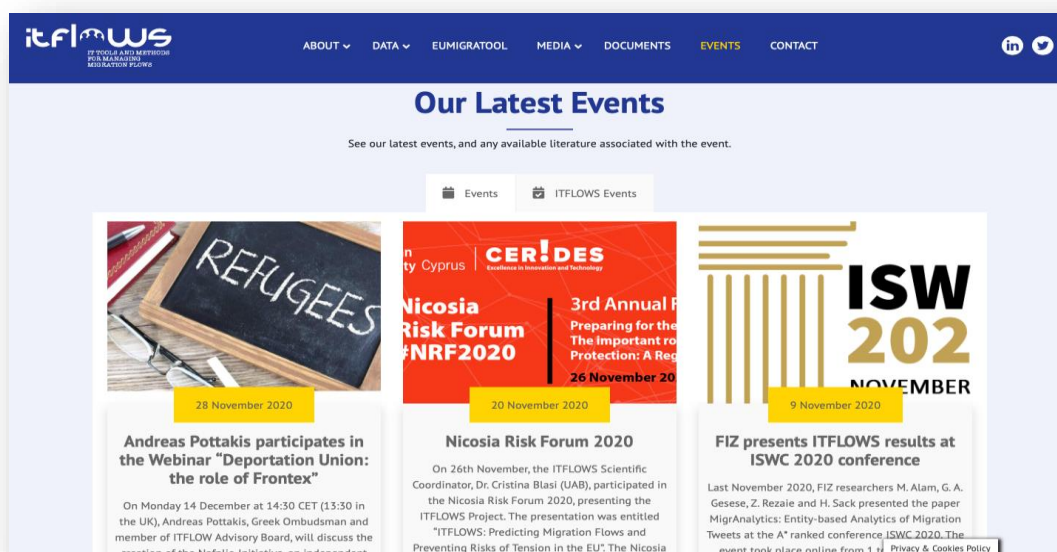

Figure 9: ITFLOWS Documents Page

Figure 10: ITFLOWS Events Page

3.2.3 Electronic Newsletters

As detailed in D9.1 ITFLOWS will develop and publish a biannual electronic newsletter for the duration of the lifetime of the project. MTU is responsible for creating the newsletter. Inputs are gathered from all partners. The WP9 leader CEPS and MTU decided to send the newsletter and all upcoming newsletters via the dedicated 3rd party platform MailChimp instead of HubSpot which we initially set up as we found Mailchimp to be more user friendly. With the assistance of graphic design company 2b-creative a Mailchimp plugin was incorporated into the website. ITFLOWS newsletter is a useful instrument to update all stakeholders on what ITFLOWS has achieved over a 6 month period. It aims to inform stakeholders on future events and contributions that are related to ITFLOWS. The first newsletter detailed a welcome address from coordinator Cristina Blasi Casagran, information on our "Meet Our Partners Series", it detailed our past events, listed relevant publications, recognised our researchers of the semester and finally provided some latest news on migration. The first ITFLOWS newsletter was released in February 2021 and can be found in Appendix 1. In addition to our newsletter, subscribers to ITFLOWS will be kept up to date on our latest developments through regular emails that will be sent via MailChimp.

3.2.4 Social Media Platforms

A number of social media platforms have been developed in order to ensure that ITFLOWS project activities and results achieve a wide reach. ITFLOWS social media accounts have been established within relevant professional and mainstream portals including Twitter (*@ITFLOWS1*), ResearchGate and LinkedIn. ITFLOWS videos are shared via UAB's dedicated YouTube page.

Additionally, a number of relevant hashtags have been identified in order to further facilitate effective communication. Such hashtags include, but will not be limited to; #migrationflows #refugees #asylumseekers #itflows #migrants #EMT #EUMigraTool. ITFLOWS consortium members will also be tasked with channelling dissemination and communication outputs/efforts throughout their organisational portals. Such effort is an efficient, streamline and effective means for ensuring that ITFLOWS outputs reach the necessary EU audience.

3.2.5 Synergistic Projects

A number of synergistic research and innovation activities have been identified in Table 7 as being relevant to the project. ITFLOWS will link in with these programmes, particularly where the outputs are of relevance. Consortium members from the projects listed below may be invited to participate in ITFLOWS workshops as detailed in Table 2 above.

Project Title	Description	Financing Scheme	End Date	Relevance to ITFLOWS
HiDALGO HPC and Big Data Technologies for Global Systems	Develop novel methods, algorithms and software for HPC and HPDA to accurately model and simulate the complex processes, which arise in connection with major global challenges.	H2020	Nov 2021	WP6 will integrate existing solutions e.g. Flee agent-based modelling code and FabSim3 automation toolkit, which are used in HiDALGO

easyRights Enabling immigrants to easily know and exercise their rights	Tackles physical and social challenges to successful immigrant integration.	H2020	June 2022	Results will be relevant for ITFLOWS
METICOS A Platform for Monitoring and Prediction of Social Impact and Acceptability of Modern Border Control Technology	Create an up-to-date acceptance classification scheme as well as a societal and ethical impact dashboard of border control technologies, to empower three major sub-divisions of the wider border control sector: travellers, border control authorities and service providers.	H2020	Aug 2023	Results will be relevant for ITFLOWS
TRAFIG Transnational Figurations of Displacement: Connectivity and Mobility as Solutions to Protracted Refugee Situations	Undertakes comparative empirical research in refugee camps, cities and rural areas in Africa, Asia as well as Europe	H2020	March 2022	Results will be relevant for ITFLOWS
MIICT ICT Enabled Public Services for Migration	Designing, developing and deploying tools that address the challenge of migrant integration through the co-creation of improved ICT-enabled services with migrants, public sector services and NGOs	H2020	Jan 2022	Results will be relevant for ITFLOWS
NADINE	Develop a novel way	H2020	Oct	Results will be

			2021	relevant for ITFLOWS
Digital iNtegrAteD system for the socIal support of migraNts and refugEes	of integrating migrants and refugees through ICT-enabled solutions that will automatically adapt to the specificities of each person			
BORDERUAS Semi-autonomous border surveillance platform combining next generation unmanned aerial vehicles with ultra-high-resolution multi-sensor surveillance payload	Developing a multi-role lighter-than-air unmanned aerial vehicle with an ultra-high resolution multi-sensor surveillance payload, to support border surveillance applications	H2020	May 2023	Results will be relevant for ITFLOWS
ISOLA Innovative & Integrated Security System on Board Covering the Life Cycle of a Passenger Ships Voyage	Develop, test, deploy, demonstrate and validate a systematic and entirely automated security approach based on the integration of innovative sensing technologies, monitoring, data fusion, real-time alarming and reporting during incidents.	H2020	Aug 2023	Results will be relevant for ITFLOWS
IMARS image Manipulation Attack Resolving Solutions	Provide image morphing and manipulation attack detection solutions for the evaluation of ID document	H2020	Aug 2024	Results will be relevant for ITFLOWS

	authenticity, ID document verification and fraud detection. iMARS will deliver mobile tools to check document integrity.			25
MIRROR Migration-Related Risks caused by misconceptions of Opportunities and Requirement	Develop an integrated platform, tools and a systematic methodology to detect discrepancies between perception and reality.	H2020	May 2022	Results will be relevant for ITFLOWS
REBUILD ICT enabled integration facilitator and life rebuilding guidance	Address immigrant integration through the provision of a toolbox of ICT-based solutions that will improve both the management procedures of the local authorities and the life quality of the migrants	H2020	Dec 2021	Results will be relevant for ITFLOWS
PERCEPTIONS Understand the Impact of Novel Technologies, Social Media, & Perceptions in Countries Abroad on Migration Flows and the Security of the EU & Provide Validated Counter Approaches, Tools and Practices	Investigate the different perceptions of Europe, as well as the problems that are caused when expectation and reality do not match, or security problems that might arise from false narratives.	H2020	Aug 2022	Results will be relevant for ITFLOWS

MICADO Migrant Integration Cockpits and Dashboards	The MICADO project has created a relevant solution to support migrant integration and pilot it in Antwerp, Bologna, Hamburg and Madrid. The solution exploits existing and new data to design digital services for the use of public administrations, engaged civic society, migrants and refugees. The project will produce added value by delivering adaptable information and services through dashboards and cockpits, collecting data obtained by migrants and helpers, and creating strategic operational knowledge through data analysis and visualisation.	H2020	June 2022	Results will be relevant for ITFLOWS
GDELT Project	GDELT monitors the world's news media from nearly every corner of every country in print, broadcast, and web formats, in over 100 languages, every moment of every day.	Privately funded	N/A	Results will be relevant for ITFLOWS
JETSON Project	JETSON is a machine learning-based experiment that provides predictions	UNHCR	N/A	Results will be relevant for ITFLOWS

MM4SIGHT Mixed Migration Foresight	MM4Sight will be able to develop a conceptual, tech-driven, probabilistic methodology utilizing fact-based datasets from multiple sources, combined with first hand observations and expert judgment. The result will be the development of a model to understand more precisely how factors influence mixed migration	Danish Refugee Council	N/A	Results will be relevant for ITFLOWS

Table 7: Research and Innovation activities relevant to ITFLOWS

3.2.6 Visual Identity

Figure 11: ITFLOWS Logo with and without the accompanying strapline text

In order to ensure that such consistency is achieved, a programme template framework has been developed in order to provide the necessary guidance for

ITFLOWS partners as outlined in Table 6. Templates will be used to achieve the necessary brand recognition, and to apply professional visual images to all outputs produced throughout the project. Templates are provided in order to ensure efficient communication within the consortium and will consist of either a Windows Word Document, Power Point Document or online Canva tool format.

The templates include three core elements which must be included[6] when engaging in dissemination and communication activities:

1. ITFLOWS project logo;
2. EU emblem;
3. EU funding information requested by the Commission and Disclaimer.

Template	Responsible	Template format	Comments
Deliverable template	Coordinator	Word document	Ensure consistent deliverable reporting to the Commission; Must include information on versions provided before the final version is submitted
Milestone Reporting template	Coordinator	Word document	To ensure that required information is delivered to the Commission
Word – document template	WP9 leader	Word document	For use as a common ITFLOWS word document template
Power Point – Presentation template	WP9 leader	Power point presentation	In order to ensure quality control and deliver consistent ITFLOWS presentations
Newsletter template	T9.3 Leader	Canva Online Tool	To deliver information on the project to wide audience via project on-line tools and email-list

Table 8: ITFLOWS Document Templates

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[6] Section 1 Article 38 - EU Grants: H2020 AGA V5.0

4. Dissemination Efforts Progress

4.1 ITFOWS Website

ITFLOWS website is an "ever evolving" tool in which efforts associated with this will run throughout the duration of the project. The nature of this website will be critical in ensuring that not only is this tool accessible, but also in ensuring that it maintains a level of relevance both during the project and beyond. As of 27th April 2021, the website has had 5,181 views/hits and 1,286 users/unique visitors. We are on track to meet our targets as detailed in Table 9 below.
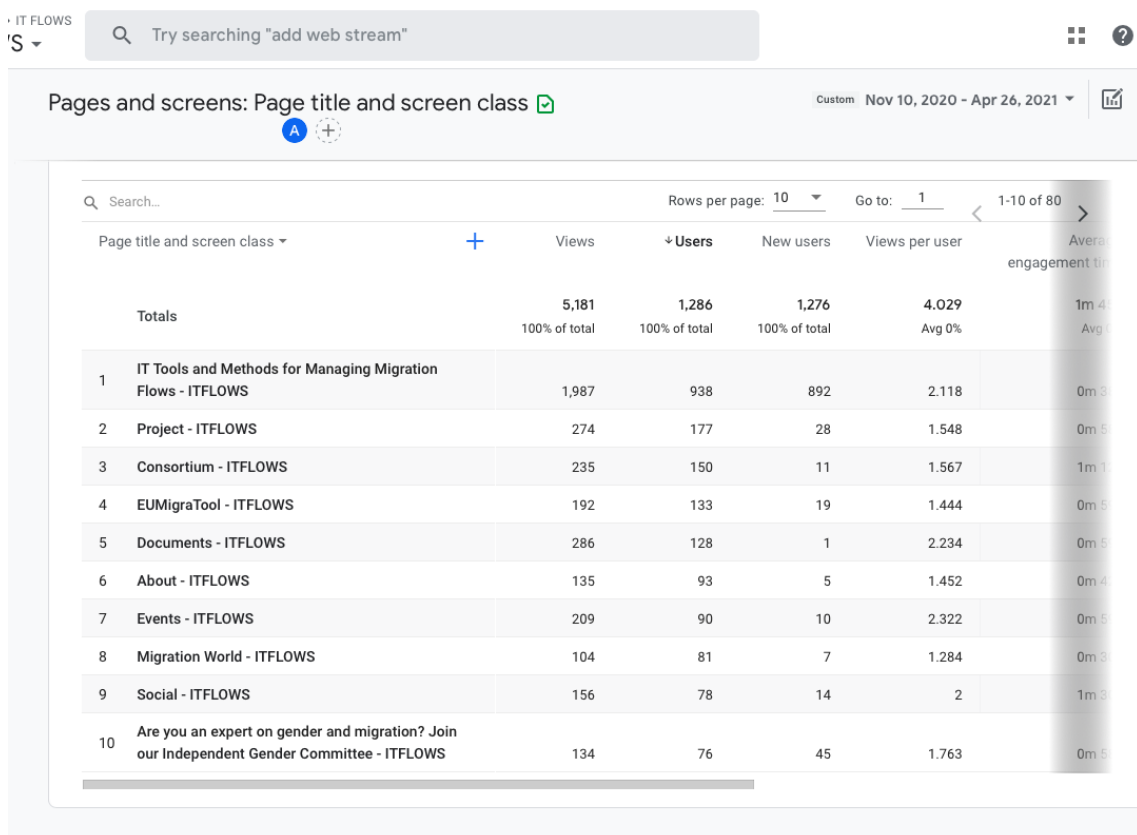
Figure 12: ITFLOWS website statistics from Google Analytics

KPI Description	KPI Target at M36	Achieved to date (M8)
Scientific publications in journals relevant for ITFLOWS	At least 3 journals and 6 conference papers	1) *Fundamental Rights Implications of Interconnecting Migrations and Policing Databases in the EU* – *Human Rights Law Review* (Cristina Blasi -UAB) 2) *The Role of Emerging Predictive IT Tools in Effective Migration Governance* – *Politics and Governance* (Cristina Blasi; Colleen Boland, Eva Vilà; Elena Sánchez – UAB) 3) *European Muslim Youth and Gender(in)Equality Discourse: Towards a More Critical Academic Inquiry* - *Social Sciences* (Colleen Boland – UAB)
Number of workshops attended / organised	At least 5	1) IGC Workshop (24/09/2020) 2) UB Workshop (20/01/2021)
Percentage of ISI indexed journal	80%	Nothing yet to report
Ranking of conferences	50% must belong to tier 1 or tier 2 conferences	Nothing yet to report
Website hits	12,000	5,181
Website unique visitors	4,000	1,286
Newsletters	6	1

	Twitter: Weekly updates; 500 followers, 500 tweets **YouTube**: 15 short clips; 3000 views in total	**Twitter**: 242 followers, 71 tweets (not including re-tweets) **YouTube**: 11 short clips, 779 views **LinkedIn**: 181 followers
Social media interaction and members		
Speaking engagements (academic)	10	5
Speaking engagements (policy)	5	3
Policy briefs	5	1) COVID-19 Implications for migrant care workers (Dec/2020) 2) Generalised push-back practices in Europe (Feb/2021)
Desired number of participants for training	At least 10	Nothing yet to report

Table 9: ITFLOWS Dissemination KPI targets

4.2 ITFLOWS Social Media

As of the 26th April 2021, our Twitter account (*@ITFLOWS1*) has already 242 followers. This following has increased by over 31% since November 2020. We are on track to meet our minimum commitment of 500 followers on Twitter by the end of 2021.
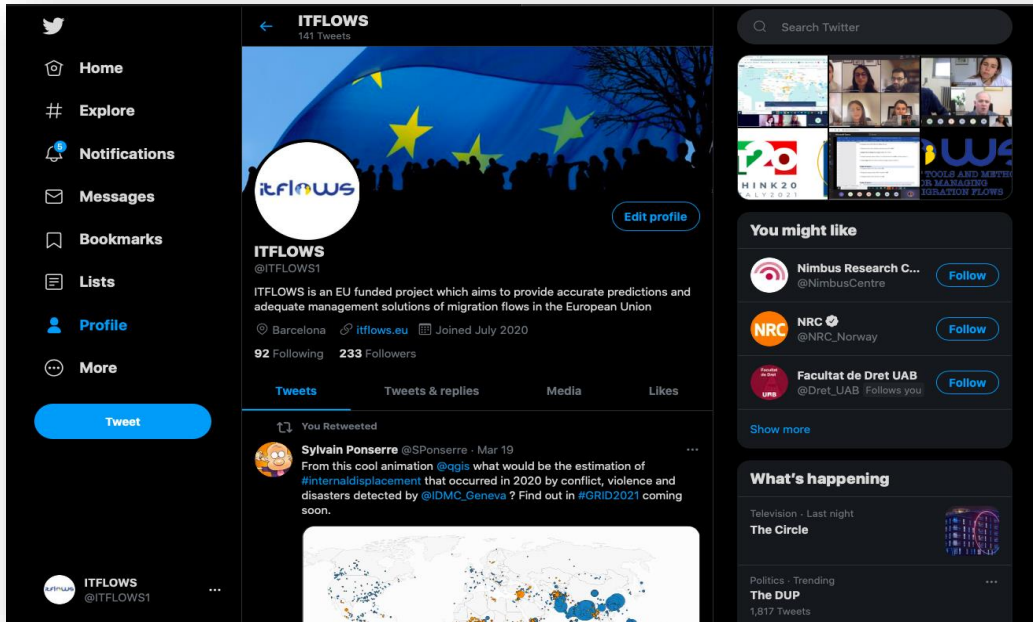
Figure 13: ITFLOWS Twitter account

Our LinkedIn page now has 181 followers. This following has increased by over 57% since November 2020.
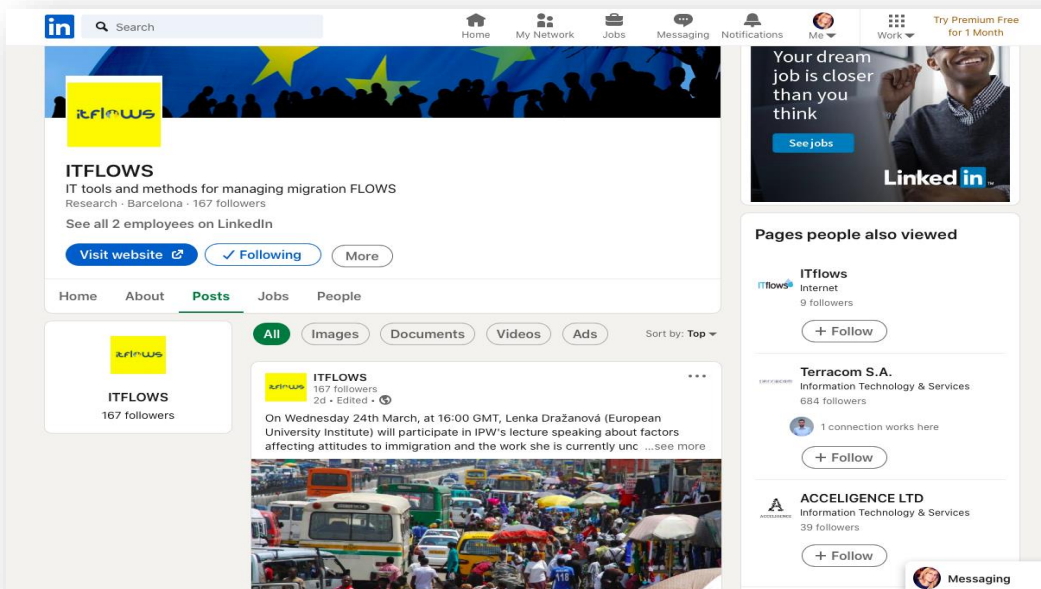

Figure 14: ITFLOWS LinkedIn account

Finally, ITFLOWS videos are uploaded to UAB's YouTube page, where ITFLOWS has its own dedicated playlist.

Figure 15: ITFLOWS videos hosted on UAB's YouTube account

4.3 ITFLOWS Electronic Newsletter

As previously discussed the first newsletter was released on 24th February 2021 via MailChimp and was sent to the 2,400 subscribers of the CEPS Migration and Asylum newsletter in addition to ITFLOWS contacts (approx. 60), in order to attract new subscribers and inform our current subscribers of our activities within ITFLOWS. As of 27th April we have exactly 90 subscribers to our ITFLOWS newsletters.

For all newsletters, material will be sought from all partners for inclusion. The first newsletter is available from the ITFLOWS website and all upcoming newsletters will be also be uploaded there. The next newsletter is scheduled to be released in August 2021.

4.4 ITFLOWS Infographs

Infographs were created and disseminated via social media channels as a means of disseminating information on the EMT and project in general (Appendix 2).

5. Planned Dissemination Activities

In addition to direct dissemination efforts, ITFLOWS will also target a number of relevant external events so as to ensure that the appropriate reach is achieved. Table 8 outlines communication efforts thus far by consortium members, while Table 9 presents an outline of a number of planned events in which ITFLOWS consortium members will participate in. Efforts will be made on an annual basis to update the list of planned events.

Event	Participant	Location	Date
National EMN Conference 2020	Tobias Heidland (IfW) & André Gröger (UAB)	Online	29/09/2020
Seminar on the New Pact for Migration and Asylum	Andreas Pottakis, Greek Ombudsman (ITFLOWS Expert Advisory Board)	Online	05/11/2020
ISWC 2020 conference	Mehwish Alam, Genet Gesese, Zahra Rezaie & Harald Sack (FIZ)	Online	09/11/2020
Nicosia Risk Forum 2020	Cristina Blasi (UAB)	Online	20/11/2020
Webinar "Deportation Union: the role of Frontex"	Andreas Pottakis, Greek Ombudsman (ITFLOWS Expert Advisory Board)	Online	28/11/2020
Project to policy kick off seminar	Cristina Blasi (UAB), Miriam Mir (CEPS) and Colleen Boland (UAB)	Online	22/03/2021
113th EMN-NCP Meeting	Cristina Blasi (UAB)	Online	24/03/2021
INEX – IPW Lecture: The Politics of Inclusion and Exclusion	Lenka Dražanová (EUI)	Online	24/03/2021

Table 10: Participant Communication to date

Event	Participant	Location	Date
CEPS Ideas Lab	Sergio Carrera (CEPS), Miriam Mir (CEPS), Colleen Boland (UAB), Lina Vosyliute (CEPS), Eleonore Kofman (IGC)	Online	31 May 2021- 04 June 2021
Guerra Civil. Art, conflicte i memòria	Cristina Blasi (UAB)	Barcelona	10 June 2021
Working Group on Integration of Beneficiaries of International Protection in Bulgaria	Gergana Tzvetkova (CSD)	Online	Date to be confirmed (Spring / Summer 2021)
International Conference on Computational Science (ICCS)	Diana Suleimenova (BUL), Derek Groen (BUL)	Online 2021, 2022 to be confirmed.	June 2021, June 2022
Global FOREWARN Start Network events	Diana Suleimenova (BUL), Derek Groen (BUL)	Online	Dates to be confirmed
8th IMISCOE (International Migration, Integration and Social Cohesion in Europe) Annual Conference	Colleen Boland (UAB)	Online	July 7- 9, 2021,
Lunch seminar with the EU Commission on Predictive IT Tools for Migration	Cristina Blasi (UAB), Colleen Boland (UAB), Elena Sánchez (UAB), Miriam Mir (CEPS)	Online	July 2021
ECPR General Conference 2021	Lenka Dražanová (EUI), Jerome Gonnot (EUI)	Online	30 Aug 2021 – 03 Sept 2021
University of Leiden, virtual conference, "Global Borderlands: getting to the core of Crimmigration"	Colleen Boland (UAB); Madalina Bianca Moraru (BUL), Cristina Blasi (UAB); Daniel Morente (UAB)	Online	16-18 September 2021

Seminar on the EMT and prediction of migration in the EU	Georgios Stavropoulos (CERTH); Derek Groen (BUL), Cristina Blasi (UAB), Colleen Boland (UAB)	Online	Mid September 2021
Seminar on drivers of migration to the EU. A countries of origin's perspective.	Asli Okyay (IAI), Daniela Huber (IAI), Elena Sánchez (UAB), Daniel Morente (UAB)	Online	End September 2021
Winter Simulation Conference (WSC)	Diana Suleimenova (BUL), Derek Groen (BUL)	Online, 2022 to be confirmed.	December 2021, December 2022
CEPS Ideas Lab	TBD	Brussels	March 2022
ITFLOWS Policy Event	TBD	Brussels	June 2022
ITFLOWS dissemination event	TBD	Barcelona	September 2022

Table 11: Planned events throughout 2021 – 2022 Period

6. Anticipating Obstacles and Emergencies

Any number of things can happen in the course of a communication and dissemination effort. Work can be critiqued and possibly discredited for example. It is important to try to anticipate these kinds of problems, and to create a plan to deal with them. This is why we are currently in the process of crisis planning so all partners will know what to do if/when a problem or crisis occurs. The crisis plan will define who takes responsibility for what – dealing with the media, correcting errors, etc. It will aim to cover as many situations, and as many aspects of each situation, as possible. The plan will be shared with all partners and the file(s) will be saved on ITFLOWS Microsoft Teams.

7. Conclusion

This Deliverable -**D9.2** *Communication & Dissemination Strategy-* provides ITFLOWS partners with the necessary knowledge, tools and guidance for disseminating project efforts. The plan within its current state will act as a road map for dialogue with ITFLOWS partners in order to ensure that an effective and sustained dissemination effort can be maintained throughout the programme duration and beyond.

As stated at the outset, as this is an "ever evolving" plan, the need for flexibility will be key in ensuring that the project reaches the necessary audience. All ITFLOWS partners will be encouraged to seek out dissemination and communication opportunities which can be completed in parallel to primary project outputs. In Month 18, the Plan will be revised and updated, taking into account the outcomes and lessons learnt from the first period of communication and dissemination of the project. In Month 18 and 36, a Communication and Dissemination Report will be prepared to summarise the major achievements in promoting ITFLOWS.

8. References

- Article 38 - EU Grants: H2020 Annotated Model Grant Agreement (AGA) V5.0;

- Article 29 - EU Grants: H2020 Annotated Model Grant Agreement (AGA) V5.0;

- European Commission, 2014 Horizon 2020 – Communicating EU research and innovation guidance for project participants;

- H2020 Programme Guidance: Social media guide for EU funded R&I projects, Version 1.1, 07 January 2020;

- ITFLOWS Grant Agreement (nº882986)

Appendices
Appendix 1 – ITFLOWS Newsletter

Newsletter #1
February 2021

Welcome

Dear readers,

We, the ITFLOWS Consortium, are very excited to share some initial findings on the prediction and management of migration flows in the EU. The ITFLOWS Newsletter is released biannually. We think it is a useful instrument to update you on what we have achieved during the past 6 months, as well as to inform you about future relevant events and contributions related to ITFLOWS.
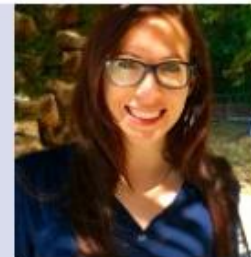
ITFLOWS started in September 2020 in the middle of a pandemic. That was indeed a challenging environment to begin developing some of the envisaged tasks and events. At the same time, this is not the only "crisis" we are facing: The overall objective of our project is to improve the still ongoing "migration crisis", creating better mechanisms and tools for all stages of the migrant journey. The EU still faces a challenge in providing the most adequate policies and regulations that to remedy the current divergences in assisting and protecting migrants among the different Member States – and we are committed to contribute in this mission!

The first six months of ITFLOWS have been particularly exciting for all of us. All researchers have met virtually, established firm links among the different work packages. We have built a robust ethical and gender framework for the project. This has been a crucial milestone, considering that the project is focused on (and also involves) vulnerable groups, i.e., migrants and asylum seekers. We have also engaged with the members of the Policy Working Group and the Users Board. Interaction with them has been, and will continue to be, fundamental in implementing the different outcomes of the project. Further, we recently held our first Steering Committee meeting. Through this Committee, we are going to continue monitoring and ensuring the quality of ITFLOWS over the lifetime of the project.

We appreciate the confidence that all of you have placed in us and in our work. We hope that this Newsletter helps keep you informed on our latest news and results with respect to the prediction and management of migration flows in the EU.

Sincerely,
Dr Cristina Blasi Casagran
ITFLOWS Coordinator
Universidad Autónoma de
Barcelona

1

Newsletter #1 — February 2021

Meet Our Partners

As a consortium of 14 partners from the EU Member States our **Meet Our Partners Series** allows us to take a closer look at each partner and share details about their work on ITFLOWS. Partner videos are released on a regular basis each month.

If you are not already following us on social media please connect with us to be kept up to date with our latest news and developments.

Follow Us

Past Events

KICK-OFF MEETING

ITFLOWS partners and boards met on September 24 and 25 to celebrate the project **kick off meeting**. The event took place over a day and a half on Zoom and was attended by more than 50 people from the 14 Partner institutions that form the consortium plus the 5 external committees that supervise the project.

STEERING COMMITTEE MEETING

This second meeting of the Steering Committee gave all members of this decision-implementing body -which includes all the Work Package leaders- the opportunity to discuss the progress of each Work Package and the future commitments of the project.

USERS BOARD WORKSHOP

The ITFLOWS Project organised a **workshop** to officially welcome the Users Board (UB) and to gather first-hand feedback on the challenges, needs and priorities in the area of expertise of each UB member, and also within the territory covered by every end-user of the EUMigraTool.

Publications

- **Searching for a better life: Predicting International Migration with Online Search Keywords**. Böhme M, Gröger A, Stöhr T (IfW) (2020)

- **MigrAnalytics: Entity-based Analytics of Migration Tweets.** Mehwish Alam, Genet Asefa Gesese, Zahra Rezaie and Harald Sack (FIZ) 2020

- **A generalized simulation development approach for predicting refugee destinations.** Suleimenova, D., Bell, D. & Groen, D.(BUL) (2017). Sci Rep 7, 13377 (2017).

- **How Policy Decisions Affect Refugee Journeys in South Sudan.** Diana Suleimenova and Derek Groen (BUL), Journal of Artificial Societies and Social Simulation 23(1) 2, 2020.

- **Predicting international migratory movements using Google searches.** André Gröger (UAB), Tobias Heidland (IfW) and Marcus H. Böhme (German Federal Ministry of Finance)

- **COVID-19 Implications for migrant care workers.** Colleen Boland, Eva Vilà Sánchez and Linda Cottone (UAB)

- **Fundamental Rights Implications of Interconnecting Migration and Policing Databases in the EU.** Cristina Blasi Casagran (UAB) Human Rights Law Review, 2021

- **Generalised push-back practices in Europe: The right to seek asylum is a fundamental right, not a crime.** Madalina Moraru (BUL) Feb. 2021

RESEARCHERS OF THE SEMESTER

The ITFLOWS Newsletter aims to recognise outstanding performance among its partners, so we will be highlighting the "Top Researchers of the Semester" in every issue, as a way to recognise excellent work and effort from our researchers in extraordinary contexts.

For the first six months of ITFLOWS the AWARD goes to:
Dr. Colleen Boland (UAB) and **Dr. Mengia Tschaeler (BUL).**
Congratulations on an amazing job, Colleen and Mengia!

Dr. Colleen Boland
Universidad Autónoma de Barcelona

Dr. Mengia Tschaeler
Brunel University London

Colleen and Mengia took the lead on the ITFLOWS **Gender Committee** in December 2021, after the former Leader left the project. In a very short time, they provided an excellent structure for the ITFLOWS Gender Action Plan, and managed the Committee by organising weekly meetings between themselves and members of the Independent Gender Committee. They released a full-fledged Gender Action Plan on time by the end of January 2021.

ITFLOWS is committed to including the gender dimension in all work packages of the project, so working with a solid Gender Committee is a fundamental component in consistently observing the plan and the project commitment. Apart from the Gender Action Plan, ITFLOWS released a Policy Paper in December 2020 on "COVID-19 Implications for migrant care workers. A Gender Perspective" and is planning a gender-focused contribution in the upcoming CEPS Ideas Lab in June 2021.

Beyond gender and sexuality as central to an examination of the migration experience, ITFLOWS views gender and sexuality equality as part of a wider body of ethics and human rights standards, which our project participants comendably uphold and prioritize in their work.

Latest on Migration

As migration is driven by numerous pull and push factors, migrants' choice of a country of final destination is partially shaped by narratives as well. New communication networks intensify this phenomenon by enlarging the scope and intensity of the distribution of these narratives. Media emerges as a transmitter of perceptions that often go uncorrected, but it can also provide the means to correct misperceptions and promote realistic narratives.

This is one of the main points made in the brochure "**Migration to the EU. A Review of Narratives and Approaches**" published in January 2021 within the framework of the Horizon 2020 **PERCEPTIONS** project. The brochure summarises current knowledge on migration narratives about the European Union (EU) and current approaches to migration since 2015 across 15 EU and non-EU countries. Following the publication of the brochure, which reported findings from the first, research phase of PERCEPTIONS, empirical work will investigate narratives from migrants, first-line practitioners and policy-makers as well as their spread in social media. The next phase will further investigate what countermeasures of perceiving 'migration as a threat' could look like according to the different actors involved.

Center for the Study of Democracy is a project partner to both PERCEPTIONS and ITFLOWS projects. CSD's mission is "building bridges between scholars and policy-makers" and as an independent, interdisciplinary think tank it combines a broad range of capacities.

PERCEPTIONS

Migration to the EU.
A Review of Narratives and Approaches.

6

Appendix 2 – ITFLOWS Infographs