RESPOND
Rescuing Democracy from Political Corruption in Digital Societies

Deliverable 12.2 – COMMUNICATION, DISSEMINATION AND EXPLOITATION PLAN (CDEP)

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Partners

	Partner extended name (country)	Acronym
1	ALMA MATER STUDIORUM - UNIVERSITÀ DI BOLOGNA	UNIBO
2	GOETEBORGS UNIVERSITET	UGOT
3	CEU GMBH	CEU PU
4	UNIVERSITEIT VAN AMSTERDAM	UvA
5	INSTITUTO DE CIENCIAS SOCIAIS	ICS-ULISBOA
6	FONDATION NATIONALE DES SCIENCES POLITIQUES	Sciences Po
6.1	CENTRE NATIONAL DE LA RECHERCHE SCIENTIFIQUE CNRS	CNRS
8	UNIVERSITA CATTOLICA DEL SACRO CUORE	UCSC-Transcrime
9	INSTITUT ZA GLOBALNI ANALIZI	IGA
10	ANTI CORRUPTION RESEARCH AND EDUCATION CENTRE	ACREC
11	LIBERA - ASSOCIAZIONI, NOMI E NUMERI CONTRO LE MAFIE	LIBERA
12	SUSTAINABLE COMMUNICATION AISBL	S-COM
12.1	NET7 SRL	NET7
12.2	TELE RADIO CITY SOCIETA COOPERATIVA SOCIALE	Tele Radio City
13	AKKI ATLATHATO KORMANYZAS KUTATOINTEZET KFT	GTI
14	KING'S COLLEGE LONDON	KCL
15	UNIVERSITAET DUISBURG-ESSEN	UDE

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Communication, Dissemination and Exploitation Plan
Table of Contents

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1. Introduction

The RESPOND Communication Dissemination and Exploitation Plan (CDEP) is a strategic document aimed at ensuring effective communication, dissemination, and exploitation of project results. It is primarily directed towards the European Commission, outlining how the project will share its findings and impact with relevant stakeholders. Additionally, the CDEP serves as a guideline for partners involved in the project, establishing clear and precise procedures for disseminating information, engaging with audiences, and maximizing the use of results. This ensures a cohesive approach to communication and helps to enhance the overall visibility and impact of the project within the European research landscape.

This document represents a collaborative effort between S-Com, its affiliated entities - NET7 and TRC - with a contribution from ACREC. It is based on the results of a survey and analysis that S-Com carried out during the first six months of the project. Conceived as a living document, it will be updated regularly throughout the life of the project, incorporating insights from ongoing impact analyses and feedback gathered by S-Com. Each consortium member will play a key role in the implementation of this plan, ensuring that project results are effectively communicated to a wide range of stakeholders. This collective responsibility will increase the visibility and reach of the RESPOND project, fostering greater engagement and collaboration.

2. Objectives

2.1 Main objectives

The main objective of the Communication, Dissemination and Exploitation Plan (CDEP) is to effectively share and promote the RESPOND concept, developments and results with all stakeholders of interest mapped by both researchers and communication team. This involves promoting key ideas and results, engaging in the creation of partnerships with essential stakeholders, particularly those with a stake in anti-corruption and democracy, and highlighting broader societal impacts. In addition, the strategy seeks to ensure the continued use of RESPOND insights and knowledge beyond the duration of the project, through the creation of a Community of Practice at the European level that will converge into a European Hub for Anti-Corruption Action.

2.2 Added value

The RESPOND project's added value lies in its comprehensive and innovative approach to understanding and addressing political corruption. The anticipated outcomes aim to enhance our understanding of the factors that influence the quality of democracy and identify strategies to strengthen the integrity of political processes. RESPOND builds upon and expands the work of several previous EU-funded projects, including BIT-ACT, DIGIWHIST, and ANTICORRP. By

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leveraging the knowledge and networks established through these initiatives, RESPOND aims to further advance the field of anti-corruption studies.

The CDEP incorporates the main objectives and features of these projects, focusing on enhancing understanding of political corruption and developing effective strategies for combating it. RESPOND seeks to challenge conventional views on corruption, integrate digital technologies into its research, and evaluate the potential of co-creation to enhance integrity in political processes.

RESPOND fosters an innovative perspective on political corruption through co-creation processes, allowing stakeholders to actively participate in shaping the project's initiatives. This **collaborative approach** also facilitates the documentation of stakeholders' requirements regarding how they wish to receive the research outputs.

The RESPOND project exists to create meaningful impact, specifically in improving our understanding of contemporary political corruption and mobilizing that knowledge to combat it, thereby safeguarding democracy. Therefore, effective communication of the project's goals and findings to external audiences is crucial for its success.

The impact of RESPOND depends heavily on how well we communicate its processes and findings to participants and stakeholders. Effective communication involves **tailoring messages to suit a diverse range of audiences**, including academics, policymakers, journalists, activists, and engaged citizens. We will adapt our messaging and methods to meet the unique characteristics and needs of these groups to maximize our effectiveness.

3. Targets and engagement strategy

To ensure a successful communication, dissemination and exploitation strategy, it is crucial to identify and engage specific groups that can both benefit from and contribute to the project's outcomes. In this context, S-Com has been conducting a thorough mapping exercise over the past few months, aimed at defining key target audiences for the project. This process has provided valuable insights into the groups most likely to drive and amplify the project's impact. This list is not exhaustive, and it is important to underline therefore that these targets are a starting list which will continue to be enriched as engagements within the consortium will point to other important targets that we have so far not yet identified. A database will be created by S-Com to allow the creation of mailing lists useful for the dissemination of the project.

The main target groups are the following:

1. **Partners** and beneficiaries involved in the RESPOND project
2. **Academic community** in the field of social sciences, including sociology, political science, economics, and law among others
3. **Anti-corruption think tanks and research institutes** both at the national and international level
4. **Educational sector**, including teachers, school administrators
5. **Law enforcement agencies** at the national and international level

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6. **Policymakers and government officials** at the local, national, and European Union level
7. **Political parties** with different positions in the political spectrum
8. **Governmental bodies,** particularly Ministries of Home Affairs, Ministries of Justice, and Anti-Corruption Agencies
9. **Media and journalists**, including print, broadcast, and digital media outlets, as well as investigative journalists.
10. **Civil Society Organizations and Non-Governmental Organisations** that are active at the national and international level.
11. **Private sector stakeholders** including relevant technology developers, businesses, industry associations, and chambers of commerce
12. **Community of practices** including networks of people who share a common interest in a particular field and collaborate to exchange knowledge, best practices, and innovative ideas.
13. **General Public**. Citizens, community leaders, libraries and advocacy groups.

3.1 Engagement of community, stakeholders and networks

To effectively engage a diverse range of stakeholders in the RESPOND project, it is essential to first understand the unique interests and roles of each group involved. The **academic community**, for instance, will be keenly focused on the research methodologies and findings, seeking robust data that can contribute to the broader body of knowledge on anti-corruption. In contrast, **law enforcement officials** will be interested in how this research can inform crime prevention strategies and enhance their enforcement practices.

Media professionals and journalists are crucial allies in exposing corruption, so emphasising the importance of investigative reporting within the RESPOND project can create a strong connection with them. For **civil society organisations** (CSOs) and **non-governmental organisations** (NGOs), the emphasis will be on how the research can empower communities and inform their advocacy efforts. Engaging political parties and government representatives requires framing the research as a valuable tool for improving policy and governance.

Schools and educators will play an active role in the RESPOND project through a comprehensive *training of trainers* program. This initiative will equip teachers with the skills and knowledge essential for understanding and promoting anti-corruption principles. By participating in this training, educators will gain valuable insights into teaching transparency and the foundations of democracy, fostering a culture of integrity among young students who will learn the importance of ethical conduct and civic engagement from an early age.

Additionally, it is vital to include **IT developers and the private sector** in these discussions, as they can offer technological solutions that promote transparency and accountability. **Communities of practice,** composed of professionals from various fields, can benefit from shared insights and best practices derived from the RESPOND research.

The co-creation workshops planned within the RESPOND project will facilitate focused conversations on specific issues relevant to each stakeholder group, allowing for a deeper exploration of their perspectives. The online portal will serve as a shared resource for discussions

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and updates on the research progress, fostering ongoing collaboration among participants.

Effective communication is key to the success of RESPOND, so providing regular updates through newsletters and reports will keep stakeholders informed and engaged. Transparency regarding the research process and findings is essential for building trust and fostering a sense of community among participants. Utilising media and communication strategies, such as press releases and social media campaigns, will help reach broader audiences and stimulate dialogue around the project's goals.

Furthermore, the capacity-building initiatives envisioned by RESPOND will equip stakeholders with the necessary tools to effectively utilise the research results in their advocacy efforts.

Finally, monitoring and evaluating the engagement process is crucial. Implementing feedback mechanisms will allow for continuous assessment of the effectiveness of stakeholder involvement, ensuring that strategies can be adapted based on their input and emerging trends.

This has been thought through in the strategy we propose below, which brings together **different channels** designed to capture the attention of stakeholders in a comprehensive manner.

We propose an **integrated, multi-channel** approach that is based on creating a cohesive message across multiple platforms, ensuring that all communications work synergistically to reinforce the core message. A methodology is used that develops content across multiple platforms and formats, engaging audiences in different ways. Each medium adds something unique to the story, rather than repeating the same content across channels.

Overall, this comprehensive approach to stakeholder engagement aims to promote collaboration and maximise the impact of your corruption research, ensuring that different voices are heard and valued throughout the process.

3.2 Involvement of other similar European projects

RESPOND extends and enhances the impact of several ongoing EU-funded initiatives through targeted communication and dissemination strategies:

BRIDGEGAP (Bridging the gaps in evidence, regulation and impact of anti-corruption policies) https://stage.corruptiondata.eu/. BRIDGEGAP is a new Horizon Europe-funded joint research initiative that aims to achieve a comprehensive understanding of corruption through an interdisciplinary lens. The project seeks to enhance knowledge and data on political corruption and other undue influences while promoting the use of modern technologies to detect, prevent, and combat corruption. Kicking off on January 1, 2024, and running until December 31, 2027, BRIDGEGAP focuses on addressing knowledge gaps regarding corruption in open societies through innovative measurement models and social network mapping. **RESPOND** will co-organise events, such as roundtables at international conferences and public seminars, to share key RESPOND and BRIDGEGAP findings. In addition, RESPOND will facilitate meetings with anti-corruption networks, promoting collaboration and engagement.

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FALCON (Fight Against Large-scale Corruption and Organised Crime Networks) https://www.falcon-horizon.eu/. FALCON is a three-year Horizon Europe research project in the field of anti-corruption. It will address the significant challenges of the global fight against corruption by developing new, data-driven indicators and tools. FALCON was started in September 2023 and follows an evidence-based, multi-actor and interdisciplinary approach. With two members of the RESPOND consortium also involved in FALCON, **RESPOND** can leverage these connections to strengthen partnerships and disseminate findings within the anti-corruption community. This collaboration will amplify the reach of both projects and foster meaningful interactions among stakeholders.

KLEPTOTRACE (https://transcrime.it/kleptotrace/) is a project focused on tracing and analysing illicit financial flows related to corruption and kleptocracy. It aims to enhance transparency in the financial systems by developing tools and methodologies for tracking stolen assets and understanding the mechanisms behind corruption. The project emphasises interdisciplinary collaboration, bringing together experts in law, finance, and technology. As members of the consortium are also involved in KLEPTOTRACE, **RESPOND**'s partnership offers a valuable opportunity to enhance communication and outreach efforts regarding the analysis of illicit financial flows. RESPOND will facilitate knowledge exchange by organising joint workshops and webinars, enabling stakeholders to share insights and best practices effectively.

DATACROS II https://www.transcrime.it/en/projects/datacros-ii/ is a continuation of the DATACROS project, which explores the use of data and technology in combating corruption. This initiative focuses on improving data collection, sharing, and analysis among various stakeholders to enhance anti-corruption strategies. The project aims to create a comprehensive framework for utilising data-driven approaches in policy-making and civil society engagement. Similar to KLEPTOTRACE, DATACROS II involves some partners and members of the **RESPOND** consortium. By jointly hosting events and creating common communication materials, such as infographics and case studies, RESPOND and DATACROS II will be able to enhance the impact of their results to reach a diverse audience, including policy makers, practitioners and the general public.

3.3 Engagement of EU institutions

RESPOND emphasises maintaining regular contact with key departments of the European Commission among which the Directorate General for Research and Innovation (DG RDT), Home Affairs (DG HOME) and the Cabinet of the Commissioner responsible. This strategic engagement is essential for several reasons:

1. **Feedback Mechanism**: Regular communication creates a feedback loop that allows the European Commission to provide input on the project's direction, ensuring alignment with EU policies and enhancing the project's relevance.
2. **Visibility and Advocacy**: Ongoing dialogue with stakeholders increases the visibility of RESPOND's work within the European Commission, fostering greater advocacy for its findings and recommendations.
3. **Policy Briefs**: The project will produce three Policy Briefs aimed at translating insights into accessible formats for policymakers. These briefs will serve multiple purposes:

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- Summarization of Insights: They will distil key findings and implications, highlighting essential insights for policymakers.
- **Targeted Knowledge**: By integrating policy-oriented knowledge, the briefs will ensure that recommendations are grounded in practical considerations and tailored to the needs of decision-makers.
- **Facilitation of Decision-Making**: The briefs will provide concise, actionable recommendations to support policymakers in implementing necessary changes.

4. **Proactive Communication**: RESPOND will maintain contact with institutional offices by sending **press releases** and relevant communications whenever deliverables and publications are produced.

4. Communication and dissemination tools and channels

4.1 General procedures

An online space has been created by UNIBO to ensure the exchange of documents between partners through the Microsoft SharePoint platform, which is available to UNIBO and accessible to all RESPOND partners.

Content Coordination: S-Com and Net 7 (affiliated entity of S-Com) have developed a series of templates to simplify our communication efforts. These templates not only establish a cohesive visual identity for the project, but also ensure consistency in our promotional activities. You can access the templates in our shared area: **Documents/General/Communication and Media/LOGOs and Templates.**

Monitoring: To effectively track our activities (see Section 5.2.5 of this document), all partners will have access to monitoring trackers. Each partner is responsible for independently reporting news, conferences, publications, and social media engagements, and must update the tracker following each dissemination event. Relevant files can be found in the shared area, specifically:

- For social media: **Documents/General/Communication and Media/Monitoring/RESPOND Social Media Monitoring**
- For conferences: **Documents/General/Handbook/Table7_RESPOND_Conferences_Handbook**
- For publications: **Documents/General/Handbook/Table8_RESPOND_Publications_Handbook**

To facilitate external communication, we have established a dedicated email address for all inquiries. Partners and stakeholders are encouraged to reach out directly to the communications team at **info@eu-respond.eu** for any questions or collaboration opportunities.

4.2 Visual identity and promo kit

A deliverable focused on establishing a coordinated visual identity for the project was submitted in **June 2024 (D12.1).** This deliverable outlines the project's visual branding and introduces an online platform for sharing updates on RESPOND's activities and outcomes. Utilising this visual

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identity, a suite of templates (communication kit) will be made available to partners to ensure consistency in communications and presentations.

Communication kit for social media and communications materials

To ensure a consistent and professional visual identity across all social media platforms used in RESPOND, starting in October 2024, S-Com and Net7 will develop specific graphic material for social media. This material will align with the visual identity of RESPOND incorporating the project's logo, colour palette, typography, and key design elements. Net7 will be responsible for implementing and submitting proposals to the communications team (S-Com) when such material will be needed.

Procedure

- Design framework: A design framework has been established that reflects RESPOND branding guidelines. This framework includes specifications for fonts, colour palette, logos, and other visual elements.
- Template variations: According to the brand identity different communication material will be produced and declined according to different content types (e.g., announcements, event promotions, project updates, infographics). Each variation will be designed to maintain visual consistency while accommodating diverse content needs.
- Graphic design tools: Professional graphic design software such as Adobe Illustrator or Canva will be used to create high-quality communication material. These tools allow for easy customization and adaptation of the material as needed.
- Customization by partners: Partners wishing to produce their own contents related to RESPOND will be supported with guidelines. The communication team (S-Com) will have to approve the customised material to ensure it is consistent with the project visual identity before its use and distribution.

4.2.1 Use of EU emblem and acknowledgement

RESPOND’s Exploitation and Dissemination strategies are described in the DoA and the Grant Agreement, as well as in the Handbook (**Shared folder: Documents/General/Handbook**).

Any dissemination material must indicate that the Project received funding from the European Union’s Horizon Europe program. Specifically, it should display the European Union flag and two acknowledgement sentences.

The first one related to the funding:

“RESPOND has received funding from the European Union’s Horizon Europe research and innovation program under grant agreement N° 101132405.”

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The second sentence is a disclaimer excluding Agency and Commission responsibility:

"This communication/publication reflects only the author's view. It does not represent the view of the European Commission and the European Commission is not responsible for any use that may be made of the information it contains."

Please refer to the instructions provided at this **link** by the REA for any other matter related to how to indicate that the Project received funding from the European Unions' Horizon Europe program. Specific indications can be found in the shared folder.

4.3 Style guide

Unless otherwise specified in the requirements of third party publications, the project's internal or own publications and citations will use the MLA Style Guide Eighth Edition (https://style.mla.org/).

4.4 Website

As detailed in D12.1 Website and Project Logo, the RESPOND website (https://www.eu-respond.eu/) has been developed to be the central access point of the project web presence and to provide information about the project's aims, goals, activities and results. In addition, the website is the entry point to the RESPOND Observatory. With this aim, the website provides the following content:

- General Information about the Project: A detailed overview of our project's goals, objectives, and methodology, providing a solid understanding of what the project aims to achieve and including information about ethics.
- Description of All Member Organizations of the Consortium: This section provides insightful profiles of each organisation involved in the consortium, including their logos, names, and descriptions. It highlights their roles, expertise, and contributions to the project, focusing specifically on the organisations rather than individuals.
- Project Main Results: An outline of the significant outcomes and findings from the project, showcasing the progress and impact of our work.
- Project Main Public Deliverables: Access to key deliverables produced by the project, ensuring transparency and sharing valuable resources with the community.
- News Section: Regular updates on project news and events, along with relevant news from the community, keeping stakeholders informed of the latest developments.
- RESPOND Newsletter Archive: A repository of past newsletters, allowing visitors to explore previous updates and insights shared with our audience.
- Access to the RESPOND Open Data Repository: Once available, users will have access to our open data repository (Task 12.2), providing valuable data sets generated by the project.

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- RESPOND Online Atlas of Grassroots Anti-Corruption Efforts: Explore our online atlas (Task 10.1), a comprehensive resource showcasing various grassroots anti-corruption initiatives.
- Contact Information: Easy access to contact details for further inquiries or engagement with the project team.
- Social Stream: An integrated feed on the homepage featuring the latest X , LinkedIn and Facebook posts from the project, keeping visitors connected with real-time updates.
- Podcast Channel Widget: A widget to access our podcast channel (Task 12.1) once it is launched, offering audio content related to our project's themes.
- Acknowledgement of EU Funding: Proper recognition and reference to the EU funding that supports our project, underscoring the importance of this support in enabling our work

4.4.1 Online Atlas of Grassroots Anti-Corruption Efforts

The project involves the creation of an online atlas showcasing citizens' responses to political corruption across Europe. This atlas draws on several key resources: a specially curated dataset, desk research on the websites of various anti-corruption organizations, and insights from expert interviews. The aim is to map and detail the major characteristics of grassroots anti-corruption and pro-integrity initiatives across Europe.

The atlas provides information on each initiative, covering essential elements such as the main forms of action, the resources required, and the types of digital media employed. Furthermore, it spotlights effective strategies for combating corruption, fostering integrity, and reinforcing democratic values from the ground up, serving as a valuable resource for understanding and supporting grassroots movements committed to promoting transparency and accountability.

4.4.2 The Global Corruption Observatory portal

The Global Corruption Observatory (https://globalcorruptionobservatory.com/) has been developed by two of RESPOND partners (CEU and SciencesPo) and includes comprehensive, large-scale data on parliamentary processes (e.g. voting record) and outcomes (e,g, law texts) from 13 countries (5 from Europe). The collected dataset contains information on 300,000 bills. In addition to the descriptive information, the dataset also contains calculated information such as sector and preliminary risk indicators.

In the course of the RESPOND project, the GCO dataset will be significantly enriched with new, large-scale, micro-level datasets collected in Work Packages 3, 4, 5 and 6, including corruption risk indicators, thoroughly validated by the project (subject to commercial and privacy constraints).

Despite being hosted in a separate infrastructure, the enriched portal will be linked to the RESPOND main website, which will be the main access point to this service.

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4.4.3 Project website update and maintenance

The project website will evolve in tandem with the project's progress. New sections or pages may be added as required by the consortium, with any potential technical upgrades evaluated based on budget availability.

S-Com team will manage content creation and updates, while **Net7** will handle the website's technical development and maintenance. To ensure continued engagement, S-Com will send quarterly reminders to partners, encouraging them to contribute to the site's evolution. Partners interested in publishing news or other relevant content can do so by reaching out to the project's communication team.

4.5 Social Media Strategy and Accounts Management

The primary objective of using social media for the RESPOND project is to enhance the visibility, engagement, and dissemination of the project's activities and results. We aim to create a dynamic and interactive presence that reaches and involves our target groups—partners, citizens, and stakeholders' representatives.

4.5.1 Social media listening

A survey sent to academic partners in June 2024 examined social media use and timing preferences, shaping the project's communication strategy. Results showed that morning and evening were peak times for most partners, with Libera, SciencesPo, and the University of Duisburg-Essen preferring evenings, while IGA and the University of Bologna favored noon and afternoon. Morning engagement was noted by KLC, GTI, CEU, and Transcrime.

LinkedIn emerged as the primary platform for external communication, followed by institutional websites, newsletters, Facebook, and X. Internal communication relied mainly on WhatsApp and email, with Teams, Signal, Intranet, Zoom, and Slack also used.

For academic dissemination, ResearchGate, Academia.edu, and Google Scholar were commonly used. Partners expressed a strong willingness to promote RESPOND results using newsletters, social media, websites, and mailing lists, emphasizing tagging and cross-posting. Audiences primarily included academics, researchers, policymakers, and students, mainly within partners' countries or language regions, with some having a European or U.S. reach.

Suggestions for improved dissemination included strategic use of newsletters, institutional websites, and engaging PR departments for broader impact.

4.5.2 Social media strategy

To achieve a robust social media presence and engagement, we will focus on consistent, strategic content sharing and cross-posting with relevant initiatives and associations. Our goal is to build a strong follower base and generate significant monthly impressions, as planned in the proposal. The social media strategy aims also to increase traffic to the website.

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The social media strategy will be coordinated by S-Com and Tele Radio City to ensure cohesive visibility across all platforms. RESPOND's communication team will experiment with diverse formats such as reels, carousels, and square images to reach audiences interested in anti-corruption and democracy initiatives.

4.5.3 Procedure

The launch of the project's official website is planned by the beginning of November, while the activation of social media accounts has already taken place in October 2024. Social networks will disseminate the site's editorial products, scheduled events, and partner work. In order to increase the audience, visual content (images, video-pills, infographics) and interactive content (quizzes, surveys, contests or questions and answers for social media) may also be used. A series of dedicated hashtags has been selected to unify all social media content related to the project. This will facilitate easy tracking and sharing of posts across various platforms, ensuring greater visibility and engagement with the project's updates and activities.

#RESPOND
#HorizonEurope
#PoliticalCorruption
#Democracy
#DigitalSociety
#AntiCorruption
#Research
#Collaboration
#EUProjects
#Integrity
#Transparency

A robust social media presence for RESPOND will be established on the following platforms:

- **Facebook:** This platform is widely used among the general public (over 30 years old). Content will consist of short, engaging texts accompanied by impactful images or videos. Emphasis will be placed on the use of keywords and hashtags.

  An informal language style will be adopted. An official account for the RESPOND project has been created in October 2024 (@RESPOND-EU). Content will be published at least once a week. Additionally, posts will be shared in existing Facebook groups, including (but not limited to, as this list is constantly evolving)

  - Interdisciplinary Corruption Research Network
  - ECPR Standing Group "(Anti-)Corruption and Integrity"
  - RESEARCH SCHOLAR ALERTS
  - FIGHTING AGAINST CORRUPTION IS COLLECTIVE RESPONSIBILITY- 24X7-SOCIAL MEDIA
  - The International Anti-Corruption Academy (IACA)

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- **LinkedIn:** This platform is prevalent in professional and academic communities. Both short and long-form content, including technical materials, will be shared along with impactful images or videos. Keywords and hashtags will be prioritised, and a formal language style will be used. An official account of the RESPOND project has been created in October 2024 (@Respond_EU). There will be publications at least once a week. Additionally, specific LinkedIn groups will be targeted, such as:
    - OECD | Tech for Public Integrity and Accountability
    - OECD Global Anti-Corruption & Integrity Forum
    - Anti-Corruption Professionals
    - Data Science, Machine Learning and AI
    - International Government Relations, Lobbying and Public Affairs; Government Strategy
    - Anti-corruption Digest
    - U4 Anti-Corruption Resource Centre
    - IACC - International Anti-Corruption Conference
    - Centre for Anti-Corruption Strategy and Analysis

- **Mastodon** is a decentralised social media platform, part of the "Fediverse," where users can create and interact within communities (called "instances"). It offers a Twitter-like experience but is not controlled by a single entity, making it privacy-focused and community-driven. For the RESPOND project, Mastodon can be used to build communities around project topics, allowing partners and stakeholders to engage with niche audiences in a more controlled and secure environment. An official account has been created in October 2024 (@RESPOND_EU)

- **X** (formerly known as Twitter) is a centralised microblogging platform known for its real-time updates and wide reach. With X, RESPOND can disseminate quick updates, news, and project milestones to a broader audience, while leveraging hashtags and engagement tools for increased visibility. An official account has been created in October 2024 (@RESPOND_EU).

- **Instagram:** Instead of creating a new Instagram profile for RESPOND, we will leverage the extensive network of some partners by utilising a cross-posting strategy. This approach will amplify our reach and ensure a consistent brand identity. All posts shared on the partners' Instagram accounts will adhere to RESPOND's visual identity guidelines. The selected hashtag will be prominently used to create a cohesive online presence and facilitate content discovery. Engaging images and videos will be posted regularly, at least once a week, highlighting key project activities, updates, and milestones. Additionally,

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we will actively engage with followers through comments, likes, and responses to messages, utilising interactive content such as polls, Q&A sessions, and stories to increase engagement.

RESPOND will also create new accounts on various platforms to disseminate project results, tailored to specific dissemination needs and without a set posting frequency. These platforms include:

- **Youtube:** is a versatile video-sharing platform perfect for visual and audio content. The RESPOND project can use it to host podcasts, provide training videos for partners, and offer educational resources. Multilingual subtitles can be added to make content more accessible, while project highlights and success stories can be shared through engaging videos. (https://www.youtube.com/@RESPOND_EU)
- **Spotify:** Popular among professionals, academics, and end users. This platform will host 10+3 podcasts produced as part of the RESPOND project. The Spotify player will be embedded in the official project website (see section 3.7).

All partners are encouraged to share project news via their own social media resources and networks. The dedicated RESPOND social media accounts will be strategically managed by S-Com and Tele Radio City.

Partners are required to update this file concerning social and media outreach every 6 months**.**

4.6 Newsletters

A periodic newsletter will inform the RESPOND community about the latest project achievements, progress, outcomes, and relevant events, conferences, and workshops.

To encourage more people to subscribe, we will leverage the extensive network of our project partners. This will be achieved through several targeted strategies. Partners will be asked to promote the newsletter sign-up link on their websites, social media channels, and email newsletters. They will also share dedicated posts highlighting the benefits of subscribing to the RESPOND newsletter. During partner-hosted events and/or webinars, the newsletter sign-up will be promoted. This will include placing sign-up links in event communications and mentioning the newsletter during sessions. Partners will be encouraged to include newsletter sign-up promotions in their regular communications, such as blog posts, press releases, and announcements. Partners will send personalised invitations to their networks, highlighting the value of the newsletter and how it keeps subscribers informed about the RESPOND project. Coordinated social media campaigns will be run, using engaging visuals and messages to attract new subscribers. These campaigns will be supported by strategic use of hashtags, particularly #RESPONDProject, to increase visibility.

In addition, all research participants will be able subscribe to the RESPOND Newsletter through a short ad-hoc baseline survey prepared by ACREC and to be distributed before the activities in which they will be involved, including co-creation workshops, in-depth interviews, expert interviews, focus groups and surveys. The baseline survey will also inform the research

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participants about RESPOND website and social media communication channels.

Regular updates about the RESPOND activities and work be issued every 3 months, as well as shorter newsflashes summarized into chronological blocks and published periodically alongside the newsletters to highlight announcements of interest related to RESPOND's activities.

Depending on communication needs, the newsletter may contain various sections, including:

- An editorial related to RESPOND project milestones or news about corruption and democracy
- A feature on the results achieved and key project updates
- A recap of attended and upcoming events of interest
- "Behind-the-scenes" research work
- Appointment reminders
- Podcasts
- Videos
- Infographics
- Essays
- Mentions of academic articles and promotional materials from partners
- Shorter newsflashes: Monthly summaries of the most significant posts from RESPOND's social media channels and website, providing a concise recap of the key updates and activities from the previous weeks.

The platform used to distribute the newsletter will be "Mailchimp," and sign-up will be available directly from the website and social media through a dedicated button. The first newsletter will be sent in December, with the preceding months used to strengthen the "wait list."

4.7 Press releases

To ensure efficient communication and visibility in both mainstream and specialised media in the fields of democracy and corruption, as well as the project itself, press releases will be distributed as necessary, based on project milestones.

Responsibility for developing and issuing press releases will restswith the communication partners, S-Com and Tele Radio City (TRC) that will oversee the entire communication strategy. S-Com and TRC will ensure a cohesive, centralized approach, maximizing efficiency and maintaining a consistent tone across all external communications. The primary language for all press releases will be English.

To enhance the relevance and accuracy of press releases, project partners will be encouraged to submit content suggestions highlighting key developments or achievements within their work packages. However, all press release content will require final approval from the RESPOND Project Coordinator to ensure alignment with the project's communication goals.

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Press materials prepared in English by S-Com and TRC will be sent directly to each partner's press office. These offices, if they deem it necessary, may translate the content into the local language and adapt messages to fit the context of their regional or national media. Partners are also invited to share contact details for regional media outlets, facilitating broader dissemination at the local level.

When necessary, the joint press office managed by S-Com and TRC will serve as a liaison between journalists and project researchers or spokespersons, providing accurate and timely responses to media inquiries related to the project's dissemination efforts.

To ensure comprehensive monitoring of press release distribution and media coverage, a tracking system will be implemented. This system will include an Excel spreadsheet that logs essential details such as the names of media outlets, the dates and content of press release publications, and any mentions of the RESPOND project in the media. This spreadsheet will serve as a central repository for tracking the reach and impact of our press releases, allowing for real-time updates and easy access for all the consortium press offices partners.

To ensure that all press releases distributed by the RESPOND project are consistent, impactful, and aligned with the project's objectives, the RESPOND press office will rely on a set of content guidelines for drafting these materials. Should individual partners choose to translate and disseminate the press releases locally, they will be expected to follow these same guidelines to maintain coherence across all communications.

1. Headline: The headline should be clear, concise, and engaging. It must convey the main message or key announcement of the press release in a compelling manner. Incorporate relevant keywords that highlight the core aspects of the announcement to improve search engine visibility.
2. Subheadline: Supporting Information: The subheadline should provide additional context or details that support the headline. It should elaborate on the main message without repeating the headline.
3. Lead Paragraph: The first paragraph should answer the who, what, when, where, why, and how of the announcement. This is where the most critical information is presented. Capture the reader's attention with a strong opening sentence. Ensure that the lead paragraph is engaging and provides a clear overview of the news.
4. Body Content: The body of the press release should provide detailed information about the announcement. This can include background information, key details, quotes from relevant stakeholders, and any other pertinent data. Use short paragraphs and bullet points where appropriate to make the content easily digestible. Ensure that each paragraph flows logically from one to the next. Include quotes from key project members, partners, or stakeholders. Quotes should add value and provide insights or perspectives that enhance the narrative. Example: *"This milestone demonstrates the significant progress we have made in preventing corruption and promoting transparency,"* said Dr. Alice Mattoni, RESPOND project coordinator
5. Conclusion: Summarise the key points of the press release. Reinforce the importance of

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the announcement and its implications for the project and its stakeholders. If applicable, include a call to action. This could be a prompt to visit the project's website, follow on social media, or attend an upcoming event.

6. Boilerplate
   - About RESPOND: Provide a brief description of the RESPOND project. Include its objectives, scope, and the consortium involved.
   - Contact Information: List contact details for media inquiries. This should include a name, email address, and phone number.
7. Visuals and Branding: Include relevant images or graphics that enhance the press release. Ensure all visuals are high quality and appropriately captioned. Ensure that the press release adheres to RESPOND's visual identity guidelines, including the use of the project logo, colour schemes, and typography.

4.8 Podcasts

A series of podcasts related to project activities and themes will be produced by TRC in collaboration with the consortium. These podcasts will serve as a dynamic tool for disseminating RESPOND's research, fostering engagement, and promoting dialogue on critical issues related to the project's themes.

4.8.1 Types of Podcasts

The RESPOND project will feature two types of podcasts: short updates and in-depth analyses, designed to keep stakeholders informed and engaged over time.

1. **Short Podcasts (12-15 minutes)**: These will be released every six months, starting from M12 of the project. Each episode will provide a brief, news-style update on current events, with a focus on RESPOND's macro-themes such as corruption, democracy, and politics. The tone and format will resemble traditional radio news broadcasts, ensuring that complex topics are presented in a clear and engaging way. By aligning with real-time developments, these podcasts will offer timely insights and connect the project's research to global trends.
2. **In-Depth Podcasts**: Released annually, beginning from M36, these longer episodes will delve deeply into the work produced by RESPOND's partners, specifically focusing on the three final manuals that summarise the project's findings. Each episode will retrace the process of creating these manuals, covering objectives, methodologies, and conclusions, while featuring collaboration with various project partners. These podcasts will serve as comprehensive reviews of the project's significant milestones, offering detailed discussions of the work done and its broader implications.

The staggered release schedule ensures that the short podcasts maintain regular engagement throughout the project, while the in-depth podcasts offer deeper reflection on key outputs at pivotal moments

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4.8.2 Procedure

- Scripting and planning**:** Each podcast episode will begin with a detailed script and plan. This will include defining the topic, identifying key points to discuss, and deciding on any guest speakers or interviews. Additionally, a concise abstract is drafted to clearly and succinctly summarise the episode's content and objective.
- Guest speakers and interviews: Inviting experts from the academic, professional, and policy-making communities to participate as guest speakers or interviewees.
- Recording: High-quality recording equipment will be used to ensure clear audio. Recording sessions will be conducted in a professional studio or via high-quality online platforms if in-person recording is not feasible.
- Editing: Post-production will involve editing for clarity, adding music or sound effects as necessary, and ensuring a professional and engaging final product.
- Promotion: Promotion of each episode will occur through various channels, including social media platforms, the project's website, and newsletters. Engaging visuals, quotes, and highlights from the podcast will be used to attract listeners.
- Feedback and interaction: Listeners will be encouraged to provide feedback and interact with the podcast through comments, questions, and suggestions for future topics. This interaction will be facilitated via social media and dedicated sections on the project's website.

4.8.3 Distribution Platforms

- Spotify**:** The primary platform for podcast distribution, ensuring broad accessibility.
- Project Website**:** Embedding the podcast player on the official project website for direct access.
- Social Media: Sharing episodes on Facebook, LinkedIn, and Telegram with engaging content to drive traffic.
- Newsletter: Including links to podcast episodes in the periodic newsletter to reach the subscribed audience.
- YouTube: Creating a playlist for easy access to all episodes.
- Other Websites: Distribution will also extend to additional platforms connected to the communication team, including Radio Sherwood and Gemini Network.

4.9 RESPOND Events

4.9.1 Kick off (M1)

The Kick-Off Meeting took place in Bologna from 22 to 24 May. As part of the Kick-Off Meeting, a panel discussion titled *"Political Corruption and Trust in Democracy: Actions and Gaps"* was held on 22 May at the Ulysses Hall of the Academy of Sciences (Via Zamboni 31, Bologna), from 15:00 to 18:00.

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This public event, the first in the project's series, was attended by members of the academic community and stakeholders interested in corruption, democracy, and technology. After opening remarks by Francesco Niccolò Moro, Director of the Department of Political and Social Sciences at the University of Bologna, the panel discussion featured RESPOND academic partners, including Mihály Fazekas (Central European University), Luis de Sousa and Pedro Magalhães (ICS-University of Lisbon), Sofia Wickberg (University of Amsterdam), and Fernanda Odilla (University of Bologna). The event introduced and launched the research project, setting the stage for further exploration into these critical topics.

4.9.2 Co-creation (M3 - M18)

The organization of four co-creation workshops is one of the pivotal components of the RESPOND project, ensuring collaborative efforts to address various forms of political corruption, and validating the outputs of Work Packages 3,4,5 and 6.

The four co-creation workshops will be developed in strict collaboration with the research partners of WP3-6 in order to define together the expected outputs, audience and better timing of organisation.

The workshops will focus on developing a **compendium of methods and schemes** that address common patterns of corruption in specific areas, including:

1. **Political Corruption in Legislation and Public Spending**, conducted by **CEU**
2. **Undue influence through lobbying and political financing**, led by **UGOT**.
3. **Personal connections and revolving doors supporting political corruption**, coordinated by **UCSC-Transcrime**
4. **Media capture and manipulation for political corruption**, supervised by **KCL**

These workshops will also ensure a participatory approach by inviting key stakeholders to contribute insights, thereby enriching the compendiums with real-world experiences and expertise.

The main objectives of the workshops will be to validate and expand the identified list of methods and schemes that deter or alternatively allow common corruption schemes in: legislation and public spending; lobbying and political financing regulations, exerting undue influence on policy-making; personal connections and revolving doors; media capture using media manipulation to sustain political corruption.

Each workshop's collaborative and participatory approach ensures a comprehensive understanding of the methods and schemes sustaining political corruption, contributing to the project's overarching goals.

In general, the four workshops will be conducted online to facilitate broader participation, ensuring that experts and stakeholders from various locations can easily join and contribute. During the sessions, the compendium developed in WP3-6 will be the starting point, which identifies key arenas, actors, and the role of digital tools in corruption. Participants will be

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actively engaged in discussions in English to validate the findings and explore additional methods and schemes.

These co-creation workshops are intended for **specific participants, selected directly by project partners**, and will therefore be invitation-only without open advertising for external recruitment. **Workshop outcomes and reports will be disseminated through the project's online channels**, sharing updates and findings through news posts and detailed reports.

4.9.3 Training (M36-M48)

Three online training programs will be delivered under the leadership of UCSC-Transcrime, with contributions from ACREC, Libera, UGOT, Sciences Po, and CEU, targeting: (i) students and researchers, (ii) NGOs and journalists, and (iii) public officials at local, national, and international levels. Starting from month 36, a comprehensive dissemination strategy will be implemented to ensure these programs effectively reach their intended audiences.

The **RESPOND website** will feature a series of engaging **promotional videos** (shared through YouTube channels) to introduce the training programs to potential participants. These videos will present detailed overviews of the curricula, objectives, and unique benefits of each program, encouraging interaction, real-time feedback, and fostering a community around the project. Additionally, a dedicated training section on the RESPOND portal will provide easy access to course materials, registration, and supplementary resources.

Social media will play a central role in promoting these initiatives. Regular posts on X, LinkedIn, and Facebook will highlight program details, success stories, and testimonials to generate interest and excitement.

Project **newsletters** will keep potential participants informed about upcoming sessions, registration details, and program benefits. Collaborations with educational institutions will expand reach, with the potential to integrate training modules into existing curricula.

Feedback mechanisms will help ensure the programs meet participant needs. Surveys and interviews following the initial launch will gather insights into participant experiences, and success stories from past participants will demonstrate real-world impacts—motivating future participants and validating program effectiveness.

Finally, public reports and **press releases** will highlight the reach and impact of these training programs, sharing metrics such as participant numbers, feedback, and case studies. Media coverage will further increase visibility, emphasizing the value of these initiatives in combating corruption and engaging a wider audience.

4.9.4 Training of trainers (M48-M60)

Under the leadership of GTI, a series of short 1- and 3-day workshops will be delivered using the Training of Trainers (ToT) model, specifically targeting non-academic partners such as Libera and ACREC. These trainings will draw on the extensive expertise of consortium members, including

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UCSC-Transcrime's CSABOT workshops and GTI's data-driven anti-corruption training for civil society in the Balkans. Libera will leverage the ToT methodology to develop and pilot three training courses on corruption detection using open data, aimed at its civic monitoring communities in Italy and the CHANCE network internationally. ACREC will launch its own training program in Ukraine and an online course in collaboration with members of the Eurasian Anti-Corruption Academic Network.

Following the initial sessions, the workshops will be refined to enhance their content and delivery. Once final versions are developed, key elements of the training will be recorded and made publicly available to reach a broader audience.

After the final design and refinement of the workshops, the most **valuable and impactful aspects** of the training will be identified for broader dissemination. This may include specific methodologies, best practices, tools, and strategies that proved effective in the workshops. These selected elements will be **recorded and documented**, ensuring high-quality production. The materials will likely consist of:

- **Step-by-step guides** or manuals detailing the procedures and approaches used during the workshops.
- **Case studies** and examples from the pilot programs in Italy, Ukraine, and other regions to illustrate real-world applications of the training.

The training materials will be made **available** through the project **website** where the resources can be easily accessed and downloaded, **partner organization websites**, such as those of ACREC, Libera, UCSC-Transcrime, and the Eurasian Academic Anti-Corruption Network, to ensure that the materials reach specific, relevant audiences.

The dissemination strategy will follow an **open-access policy**, ensuring that all materials are freely available without restrictions. This is particularly important for **civil society organizations**, **academics**, and **anti-corruption advocates**, who may wish to use and adapt the resources in their own contexts.

To reach a broader audience, the dissemination process will be accompanied by **targeted promotional campaigns**, including:

- **Newsletters** and **social media outreach** through the project and partner networks.
- **Collaborations with relevant international networks** such as the CHANCE network and the Eurasian Academic Anti-Corruption Network, ensuring the materials are promoted to a global audience.

In addition to public availability, there will be efforts to **institutionalise** the materials by integrating them into the **curricula of academic institutions** like ACREC and other project partners. This ensures that the materials continue to be used and disseminated long after the project's completion.

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4.9.5 International final conference (M60)

The RESPOND project's final international conference, to be held in Brussels, will present the project's findings, recommendations, and methodologies to a wide audience, including European institutions and key stakeholders. S-Com will lead the organization of the event, handling all logistics, program structure, invitations, and agenda planning in collaboration with the other project partners.

To ensure alignment, we will clarify **the objectives of the conference at least four months in advance**. Identifying key stakeholders is critical, so we will compile a comprehensive list of policymakers, academics, NGOs, industry representatives, and the media. Understanding their interests will help us tailor the content and format of the event.

We will choose an accessible venue with facilities suitable for presentations, networking, and breakout sessions, considering options such as convention centers, universities, or EU institutions. Together with our partners, we will develop a detailed agenda, inviting a diverse range of speakers, including experts, policymakers and practitioners, who will offer valuable insights. **Promotional efforts** will include targeted invitations via email, social media and networking, using eye-catching materials that highlight the importance and benefits of the conference.

Logistically, we will take care of catering, audiovisual needs and a streamlined registration process, ensuring accessibility to all participants. Interactive features such as live polls and group discussions will encourage engagement, with networking opportunities available before and after sessions.

To increase visibility, we will issue press releases to international and national **media**, highlighting the results of the project and its relevance to current anti-corruption issues. Customized invitations and direct communications will be sent to key stakeholders, including representatives of European institutions, CSOs, NGOs, and academia.

A targeted **social media campaign** will be conducted in the weeks leading up to the event, with eye-catching graphics, speaker highlights, and teaser videos on platforms such as LinkedIn, X, and Facebook to build anticipation. The latest edition of the RESPOND project newsletter will focus on the conference, offering details on participation and a preview of the results that will be shared.

After the conference, we will thank participants, speakers, and partners by sharing key points, presentations, and session recordings with them. Feedback surveys will help evaluate the success of the event and provide insights for future improvements. A comprehensive report will be created summarizing discussions, outcomes and next steps as a valuable resource for stakeholders, helping to maintain momentum on issues addressed. We will publish a summary report with images, quotes from speakers, and highlights of the event on RESPOND's digital platforms. Press releases will illustrate the outcomes of the conference, ensuring that its impact resonates far beyond the event itself.

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4.10 Academic dissemination

RESPOND will contribute to advancing knowledge and understanding of anti-corruption measures and policy reform, promoting evidence-based practices and influencing future research agendas.

The academic dissemination strategy for the RESPOND project aims to effectively share our **research findings and insights** with the broader academic community. This will be achieved through a multifaceted approach that includes **publishing articles in high-impact, peer-reviewed journals** across relevant disciplines such as political science, law, economics, communication studies, psychology, sociology, and public policy.

Moreover, project researchers will actively engage in international conferences, workshops, and symposiums to present findings, fostering meaningful dialogue with scholars and practitioners, and promoting collaboration.

The RESPOND consortium will also leverage established academic networks and online platforms to share working papers, reports, and policy briefs, ensuring research outputs are accessible and stimulate further exploration. A key aspect of this approach is the prioritisation of **open-access publications**, which makes knowledge widely available, and adherence to **FAIR principles (Findability, Accessibility, Interoperability, and Reusability)** to ensure that the data generated by RESPOND is both accessible and usable by other researchers. This commitment to openness will enhance RESPOND's impact and encourage continued academic contributions to anti-corruption research.

4.10.1 Publications

The academic partners involved in the RESPOND project plan to disseminate the research findings widely by producing a range of publications across disciplines. The aim is to publish:

- **2 monographs**
- **3 edited volumes**
- **15 academic articles** in top-ranked, international peer-reviewed journals across various disciplines, including political science, communication studies, psychology, sociology, and public policy. These publications will help share the project's findings with a broad academic audience.

To enhance accessibility and dissemination, some of these publications will also be made available on the **Open Research Europe** peer-review platform and through **IGA's own publishing platform**, as well as on the platforms of other think tanks. Publishing with think tanks will help increase the accessibility of research beyond the academic community. Examples of journals for publications are the following:

- Journal of Ethics and Social Philosophy
- British Journal of Criminology

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- Global Crime
- Journal of European Social Policy
- Journal of European Public Policy
- European Journal on Criminal Policy and Research
- European Journal of Criminology
- Journal of Quantitative Criminology
- Journal of Criminal Justice)
- Trends in Organized Crime
- European Journal of Communication
- Public Administration
- The Journal of Politics
- European Journal of Political Research Policy and Politics
- Public Integrity
- Journal of European Public Policy
- Crime, Law and Social Change
- World Development

In alignment with these efforts, the RESPOND Handbook available in the RESPOND SharePoint online space outlines specific procedures for communicating publications.

All partners are invited to update the information on publication through the Table 8 – Publications, located in the RESPOND SharePoint space, in the Handbook folder.

To comply with Article 8.4.2.1 of your Consortium Agreement, the notice for both short and long publications should include the following details in the file, depending on the type of publication:

For Short Publications (abstracts, presentations, posters):

- **Title of the Publication**: Clearly state the title of the abstract, presentation, or poster.
- **Author(s)**: List all contributing authors and their affiliations.
- **Type of Publication**: Specify whether it is an abstract, presentation, or poster.
- **Event/Conference Information**: Include details about the event, such as the name, dates, and location.
- **Summary/Abstract**: Provide a brief summary of the work being presented, including key findings or contributions.
- **Date of Submission or Presentation**: Indicate the date of submission or presentation.
- **Project and Funding Acknowledgement**: Ensure that all relevant funding sources, such as RESPOND, are properly acknowledged.
- **Request for Feedback**: A clear request for feedback from the other partners, allowing time for review before the 15-day deadline.

For Long Publications (academic articles, manuscripts over 1000 words):

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- **Title of the Publication**: Full title of the academic article or manuscript.
- **Author(s)**: List all contributing authors and their respective affiliations.
- **Abstract or Summary**: Provide a detailed abstract or summary (up to 500 words) outlining the scope, findings, and key conclusions of the publication.
- **Intended Journal or Platform**: Specify where the publication is intended to be submitted (e.g., academic journal, open-access platform).
- **Submission Date**: Planned submission date for the article or manuscript.
- **Acknowledgement**: Include details of project and funding acknowledgments, ensuring RESPOND's contribution is recognized.
- **Type of Open Access**: Specify the type of open access (Platinum, Gold, or Green) being pursued.
- **Request for Approval**: Clearly request feedback or approval from the other parties within the 45-day notice period.

The notice should be sent via email to the **all_respond@live.unibo.it** address, which will notify all researchers involved in the project. This procedure ensures transparency, allows for collaboration, and ensures compliance with open-access requirements.

4.10.2 Participation at Events and Conferences

Part of the dissemination of RESPOND will take place through academic conferences and public events. Partners will actively participate in a broad range of international academic gatherings, including congresses, conferences, and workshops, to maximise visibility, impact, and knowledge transfer for teaching and research purposes.

RESPOND collaborates with the **ICRNetwork**, the **ECPR Standing Group on Anti-Corruption and Integrity**, and the **IPSA RC20 (Research Committee on Political Finance and Political Corruption)** to reach corruption researchers across multiple disciplines and outside Europe. Additionally, RESPOND will engage with the **OECD Integrity Forum** as a knowledge partner and present its findings at the **Open Government Partnership Global Summit**, which unites 78 national members, local governments, and civil society organisations worldwide.

Furthermore, in line with section 2 on target groups, a monitoring plan will be implemented by the partners to ensure RESPOND's presence at key events organised by the defined target groups. A list of such events that must be continuously updated by the partners who are going to attend conferences and events. We propose the possibility of organising it in update cycles, e.g. quarterly, as a checkpoint and reminder to provide updates.

4.11 Other events

Partners of the RESPOND project may engage in external events covering the project's focus areas. These events may include webinars, conferences, workshops, or open roundtables held by partner institutions or organizations where RESPOND should be actively promoted through S-Com's dissemination channels. Additionally, S-Com can support promotional efforts for

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significant dates and events, such as the International Day Against Corruption (December 9), RESPOND's annual steering committee meetings, as well as other RESPOND events or joint initiatives with projects like BRIDGEGAP, Falcon, or similar collaborations.

When a partner proposes an event that aligns with RESPOND's objectives, S-Com can support its promotion by creating materials and disseminating them through the RESPOND project's channels.

To ensure consistency and professionalism when **participating in events,** partners of the RESPOND project must follow a set of standardised procedures:

1. **Use of Standardised Presentation Templates**: Partners are required to use the Power-Point template prepared by S-Com for all presentations, in compliance with the visual identity detailed in D12.1. This ensures visual consistency and proper branding across events.
2. **Content Alignment**: Presentations should align with the project's key messages, objectives, and dissemination goals. This includes incorporating the latest project data, research findings, and partner contributions where relevant. (see example presentation prepared for RC20 bi-annual meeting at Pembroke College, Oxford)
3. **Consistent Visual Identity**: Beyond the PowerPoint template, the RESPOND and EC logos and other branding elements must be used appropriately in presentations, posters, and handouts to ensure a unified visual identity.
4. **Open Access Compliance**: When publishing or presenting any results, partners must ensure compliance with RESPOND's open-access policy, making all materials accessible via designated platforms (Platinum, Gold, or Green open access).

To ensure timely promotion, partners should send event details **at least 15 days before the event** to info@eu-respond.eu. The following information should be included:

- Event title
- Brief description
- Image or visual (if available)
- Location and date/time
- Details on how to participate (such as registration links or contacts)

S-Com may provide further recommendations on the most effective ways to promote and follow up on each event.

After each RESPOND-related event, partners must complete the *Table7_RESPOND_Conferences_Handbook*, located in the shared folder *Documents/General/Handbook*.

The proposing partner must produce a report that includes:

- Event agenda
- List/type of participants

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- Media permissions (for photographs or video recordings), if photos or videos are taken.

Offline events: Before taking photos or videos, it is important to collect signed consent forms from participants, which allow the images or likenesses to be used for dissemination purposes, including reports, publications and social media.

Virtual events: For virtual events, you can ask the organizers to find out the number of participants or if the partner is organizing the event, it can download participant lists generated by online platforms (e.g., Zoom) to record attendance.

Event reports should be uploaded promptly to the designated shared folder (*Documents/General/Communication and Media*), ideally within a week to ensure accurate information. Use a standardized file name to facilitate organization and retrieval, e.g., “NameEvent_Date_Report.”

5. Monitoring and Evaluation

The key performance indicators (KPIs) will help measure the success of your strategy and after the project kick-off meeting and other meetings :

5.1 Quantitative

- Website: Number of monthly visits: between 2.000 and 20.000 per month depending on the stage of RESPOND
- Open Repository: Data downloads per month: between 80 and 800 per month depending on the stage of RESPOND
- Social media: between 200 and 1000 follower and between 2,000 and 20.000 monthly impressions depending on the stage of RESPOND
- Co-creation meetings (15 in tot) at least 400 participants
- Training for Trainers (9 in tot) at least 150 participants
- Training (7 in tot) at least 110 participants
- Non-academic events (1 per years) at least 28 participations in non academic events throughout the whole research project
- Policy Labs (6 in tot) at least 90 policy makers involved in the policy labs
- Scientific publication at least 15 articles submitted, 2 Monographs and 3 edited volumes
- 2 scientific conferences with at least 50 participants each
- 10 podcast episodes with at least 1000 listening each.
- Frequency of media appearances and mentions
- Newsletter users, opening and interaction

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5.2 Qualitative

Qualitative indicators provide in-depth insights that quantitative data alone cannot capture, allowing for a more comprehensive understanding of the project's impact.

5.2.1 Assessment of Stakeholder Involvement

Assess stakeholder satisfaction and participation to gauge engagement and partnership effectiveness.

All RESPOND's participants will receive a baseline "Pre-Session" Survey. The "Pre-Session" survey is a short online survey targeted to all RESPOND participants (policy-makers, activists, journalists, experts etc.) who have agreed to participate in an interview or a group session (focus group, co-creation session, training for trainers) with RESPOND Consortium members. The aim of this survey is to assess participant's expectations regarding their involvement in the project. It also seeks to learn, in a demand-driven way, about their needs, their process for inquiring about knowledge, and what they find useful in their work. Additionally, the survey asks about the participant's willingness to maintain contact and receive further information about the project and/or about the topic, as well as their preferred channels for information-sharing.

In addition to a "Pre-Session" survey, the stakeholders engaged in a co-creation session will receive an Evaluation Survey. It aims to assess what participants learned from their participation in the co-creation session and whether their expectations regarding participation and the knowledge acquired were met. It also asks about the participant's willingness to maintain contacts and exchange experiences following their participation.

At the end of the project, another evaluation survey will be conducted within the network of stakeholders built throughout the project, to identify what participants learned and how they expect that project results will affect their work in the next years.
Both pre-session (baseline) and evaluation surveys are prepared and coordinated by ACREC. All Consortium members will receive a Data Collection Protocol for Baseline and Evaluation Surveys, which is a document that guides through procedures and key steps to follow when conducting these surveys.

In addition, S-COM will regularly collect data using tools such as web analytics and feedback forms from events. This data will provide quantitative insights into the reach and impact of your communication efforts.

- Satisfaction levels: Collect feedback from stakeholders through surveys and interviews to assess their satisfaction with the project's progress and outcomes.
- Stakeholder participation: Monitor the level of participation and engagement of different stakeholder groups in project activities, meetings, and events.

The analysis as well as the network built through RESPOND's implementation will be the ground

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for the subsequent launching of the European Hub for Anti-Corruption Action, designed to sustain the contacts and keep promoting exchange between academics, activists, journalists, public officials and to assess the quality of the project's outcomes and impact.

5.2.2 Communication effectiveness

S-Com will evaluate the clarity, engagement, and reach of communications from the early months of the project to ensure they contribute to its success.

- **Clarity of communication:** Feedback will be collected on the clarity and comprehensiveness of communication materials, including newsletters, press releases, and social media posts. Therefore, on a semi-annual basis, we will assess engagement levels on social media platforms (likes, shares, comments) and responsiveness to newsletters (open rates, click-through rates).
- **Media coverage:** Every six months, we will analyze the quality and scope of media coverage, including the tone and depth of articles, reports, and interviews related to the project.
- We will also evaluate the **efficiency of collaboration** within the consortium to strengthen partnerships and coordination. Through regular feedback with partners we could evaluate the efficiency of communication coordination and collaboration processes within the consortium.

5.2.3 Procedure and updating of DCEP

We will use a variety of data collection methods to gain a comprehensive view of the project's progress and impact (e.g., online channel monitoring tools, analytics, listening to the community). At the end of each year of the project we will Conduct regular surveys and in-depth interviews with stakeholders, participants, and partners to gather qualitative feedback. Online forms will be created to send to partners and stakeholders.

We will analyse the collected data to evaluate performance against the established KPIs through these sheets:

- For media and social media: **RESPOND social and media monitoring in the shared folders: Documents/General/Communication and Media/Monitoring**
- For Conferences and Events: **Table7_RESPOND_Conferences_Handbook in the shared folders:Documents/General/Handbook**
- For Publications: **Table8_RESPOND_Publications_Handbook in the shared folders:Documents/General/Handbook**

Based on this data, S-Com will prepare periodic reports summarising findings and insights from the data analysis. These reports should include an executive summary, detailed metrics on each KPI, analysis of trends, strengths, weaknesses, and actionable recommendations for refining the strategy. The feedback we receive during the various surveys on the effectiveness of the DCEP

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will enable us to adjust procedures where necessary.

Based on the evaluation findings, adjust the strategy as needed. This strategy and procedures will be reviewed following this calendar:

1st evaluation

- January 2026 report of the first year of the CDEP strategy - survey for partners
- 30 April 2026 - updated version of CDEP plan

2nd evaluation

- July 2027 - report and survey for partners
- 31 October 2027 - updated version of CDEP

3rd evaluation

- August 2028 - final report and survey for partners
- 30 November 2028 - last updated version of CDEP

6. Exploitation of the project

The exploitation plan outlines strategies for utilising the results and outputs of the RESPOND project. It will be reviewed and updated annually to reflect evolving results and opportunities, with a final version available in November 2028. The objectives of the exploitation plan are:

- Maximise the impact of project outputs on stakeholders, including policymakers, researchers, NGOs and the public.
- Ensure the sustainability and continuity of the project results beyond its lifetime.

The plan will be designed to address all project target groups with particular reference to the **academic community**, **policymakers**, **civil society organisations**, **media professionals**.

After the completion of the RESPOND project, several strategies can be implemented to ensure the sustainability and ongoing impact of the results and activities:

- The project would like to **formalise a research network and observatory** comprising all the stakeholders of interest that have been involved in the project's activities and other mapped by both researchers and communication team, including academics, NGOs and policymakers. This network could facilitate ongoing collaboration, knowledge sharing and continued research efforts on political corruption and governance.
- The project could envisage the **organisation of annual conferences or workshops** to continue discussing findings, share new research and explore emerging issues in corruption. These events could serve as a platform for researchers and practitioners to connect and collaborate.

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- **Open data portal on political corruption:** A dedicated online platform hosting all project outputs, such as research papers, policy briefs and training materials, could provide continuous access to valuable resources.
- The project team could **maintain relations with policymakers** by offering regular updates on research findings and their implications for anti-corruption strategies. This could involve participation in policy forums, expert advice and dissemination of policy papers to relevant governmental bodies.
- Working with educational institutions to **integrate findings into academic curricula** could promote continuous training on corruption and governance. This could involve the development of specialised courses or modules reflecting the research conducted during the project.
- Engaging in **public awareness campaigns** to inform the wider community about corruption issues and the importance of integrity in governance may help sustain the impact of the project. This could involve the use of social media, public lectures and community outreach initiatives.
- Offering **training programmes and workshops** after the project can ensure that stakeholders continue to build their capacity to deal with corruption. This would also help disseminate the best practices identified during the project.

These strategies may enable the RESPOND project to create a lasting legacy that extends its impact beyond the funding period, contributing to the ongoing fight against political corruption and improving governance practices in various sectors.

The relevant schedule of the project's exploitation is the following:

- **Year 1-3 (2025-2027)**: Initial valorisation activities focusing on publications and workshops.
- **Year 4-5 (2027-2028)**: Expansion of dissemination activities and development of a comprehensive impact assessment framework.
- The **final exploitation plan** will be consolidated and made publicly available in November 2028, summarising all strategies, results and lessons learned.

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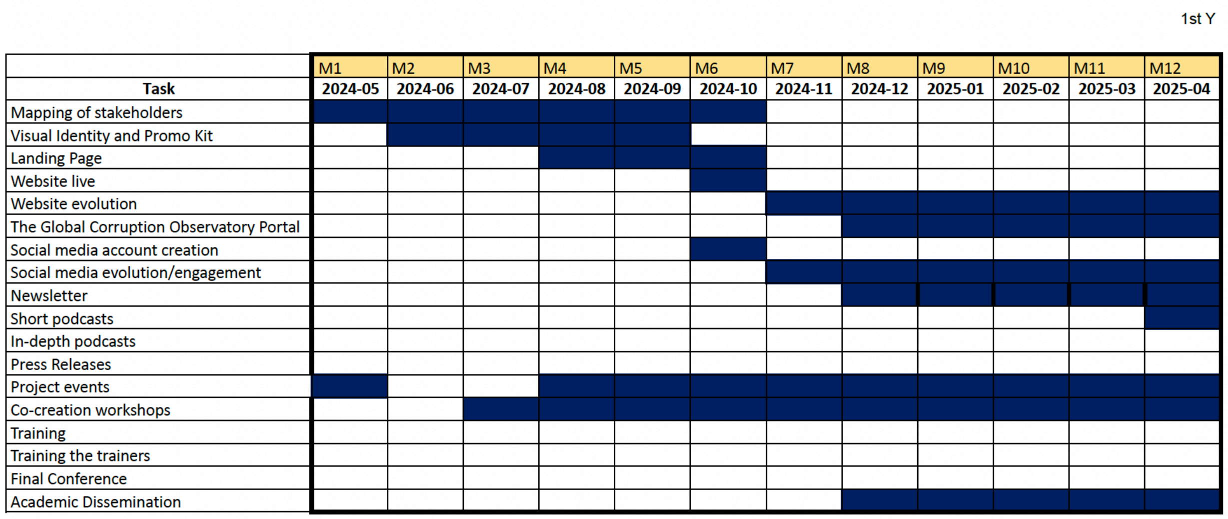
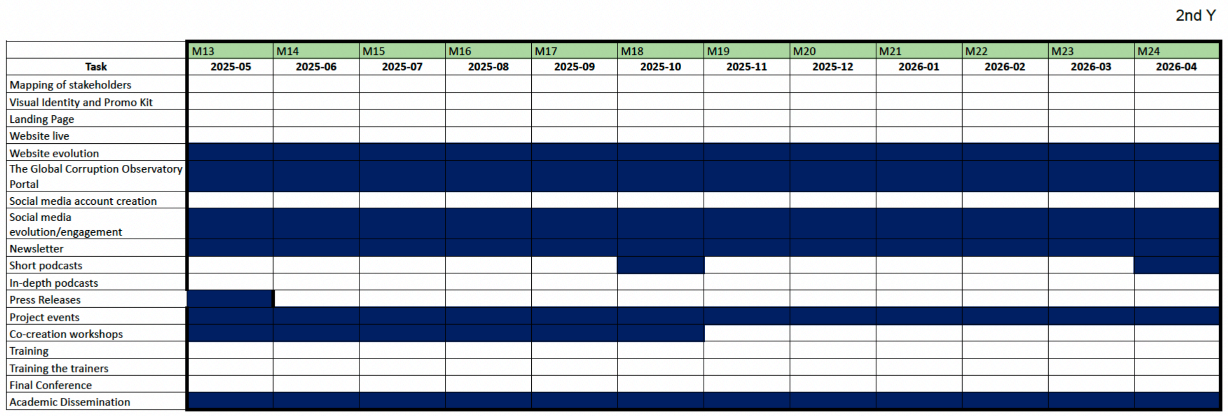
7. RESPOND 1st DCEP Gannt Chart 2024-2029





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3rd Y

	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36
Task	2026-05	2026-06	2026-07	2026-08	2026-09	2026-10	2026-11	2026-12	2027-01	2027-02	2027-03	2027-04
Mapping of stakeholders												
Visual Identity and Promo Kit												
Landing Page												
Website live												
Website evolution												
The Global Corruption Observatory Portal												
Social media account creation												
Social media evolution/engagement												
Newsletter												
Short podcasts												
In-depth podcasts												
Press Releases												
Project events												
Co-creation workshops												
Training												
Training the trainers												
Final Conference												
Academic Dissemination												

4th Y

	M37	M38	M39	M40	M41	M42	M43	M44	M45	M46	M47	M48
Task	2027-05	2027-06	2027-07	2027-08	2027-09	2027-10	2027-11	2027-12	2028-01	2028-02	2028-03	2028-04
Mapping of stakeholders												
Visual Identity and Promo Kit												
Landing Page												
Website live												
Website evolution												
The Global Corruption Observatory Portal												
Social media account creation												
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Newsletter												
Short podcasts												
In-depth podcasts												
Press Releases												
Project events												
Co-creation workshops												
Training												
Training the trainers												
Final Conference												
Academic Dissemination												

5th Y

	M49	M50	M51	M52	M53	M54	M55	M56	M57	M58	M59	M60
Task	2028-05	2028-06	2028-07	2028-08	2028-09	2028-10	2028-11	2028-12	2029-01	2029-02	2029-03	2029-04
Mapping of stakeholders												
Visual Identity and Promo Kit												
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Academic Dissemination												

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