



CENTREPEACE

COMMUNICATION, DISSEMINATION AND EXPLOITATION PLAN FOR CENTREPEACE

Deliverable 8.1

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Acronyms

CDEP	Communication, dissemination and exploitation plan
CDE	Communication, dissemination and exploitation
CEE	Central and Eastern Europe
DoA	Description of Action
DMP	Data Management Plan
EU	European Union
HE	Horizon Europe
FG	Focus group
FP	Framework programme
IIPS	International Institute of Political Science
RMA	Research managers and administrators
MUNI	Masaryk University
UoH	University of Helsinki
PRIO	Peace Research Institute Oslo
IR	International relations
WP	Work package

1. Introduction

The European Union expects the Twinning projects to enhance networking activities between the Widening countries' research institutions and top-class leading European counterparts. This should enable higher excellence through knowledge transfer and exchange of best practices.

The CENTREPEACE project builds on these premises. The International Institute of Political Science (IIPS) at Masaryk University (MUNI) will enable higher excellence through this project. It will develop better international networking thanks to the partners from the Peace Research Institute Oslo (PRIO) and the Aleksanteri Institute at the University of Helsinki (UoH). The CENTREPEACE cooperation will focus on the workshops designed to enhance the soft and hard skills of researchers, and research managers and administrators RMAs, which will be based on the research topic of “**Security Cooperation in Eastern and Central Europe.**”

Communication and Dissemination are at the heart of every Horizon Europe project. Aligning with the mandatory requirements of such projects, we have developed CENTREPEACE's Communication, Dissemination and Exploitation Plan (CDEP). This plan describes our approach to communicating main activities and outcomes with various audiences, as well as the dissemination and exploitation of the results of the projects. It pays attention to the following issues:

- What are the **target audiences**, what are the **key messages** we want to share with these audiences,
- What **communication channels** will be used for the communication of the CENTREPEACE project,
- What is the visual brand of CENTREPEACE going to look like,
- What **dissemination activities** will be organised, and what will be their main takeaway,
- How will the **exploitation of the project results** look like.

The CDEP introduces the communication, dissemination and exploitation (CDE) activities that are planned for the project. It also introduces the visual brand of the project and indicators that are to be monitored throughout the project.



1.1. Definitions

To have plans in terms of communication, dissemination and exploitation, it is crucial to understand these terms throughout. That's why the CDEP uses definitions from the official EU websites.

Figure 1 Communication, dissemination, and exploitation

	Communication	Dissemination	Exploitation
	Inform, promote and communicate activities and results	Make knowledge and results publicly available free-of-charge	Make concrete use of results for commercial, societal and political purposes
For whom	• Citizens • Stakeholders • Media	For those who can learn and benefit from the results, such as: • scientists • industry • public authorities • policymakers • civil society	For those who can take the results forward or invest in them, such as: • researchers • stakeholders • industry • public authorities • policymakers • civil society
How	• Having a well-designed strategy • Conveying clear messages • Using the right channels	Publishing results in: • Scientific magazines • Scientific and/or targeted conferences • Databases	• Creating roadmaps, prototypes, software • Sharing knowledge, skills, data
When	From the start until the end of the action	• Anytime, as soon as results become available • Up to four years after the end of the project	• Towards the end of the action and beyond, as soon as exploitable results are available • Up to four years after the end of the project
Why	• Engage with stakeholders • Attract the best experts • Raise awareness of how public money is spent • Show the success of European collaboration	• Maximise the impact of the action • Allow other researchers to go step forward • Contribute to the advancement of world class knowledge • Make scientific results as a common good	• Lead to new legislation or recommendation • For the benefit of innovation, the economy and society • Help to tackle a problem and respond to an existing demand

Source: European Research Executive Agency, 2023

1.2. Vision

An important part of planning is having a vision and describing what success would look like. The successful communication, dissemination and exploitation activities of the CENTREPEACE project should bring the following effects:

- The general public, stakeholders and media will be better informed of the expertise in the field of security studies on IIPS MUNI,
- The general public will be better informed regarding security threats, how to identify them and how to fight them,
- The general public will gain higher interest in the topic of security cooperation,
- IIPS will have built a large network of researchers and research institutions within the fields of security studies, political science and IR,
- IIPS will have gained long-term cooperation with stakeholders through policy papers,
- IIPS will have enhanced its excellence and become a more relevant actor in the fields of security studies, political science and IR,
- CENTREPEACE researchers will have published research results in high-quality journals,
- CENTREPEACE researchers will have gained funding, ideally from the European Commission to sustain their cooperation and for vertical enlargement (in-depth research with further funding) after the project is finished.

To achieve these visions, CENTREPEACE will **communicate** and promote the project, organise events, and share all the results with the public and all relevant target groups through dedicated communication channels.

CENTREPEACE will also **disseminate** the results of the project to gain recognition and prestige and get new connections with experts and stakeholders in the fields of security studies, political science and IR.

Finally, CENTREPEACE will also **exploit** the results even after the end of the project to sustain the excellence and networks gained through the project, which can lead to new policy recommendations and strategies.

1.3. Expected impact of CENTREPEACE

CENTREPEACE's ambition is not only to enhance excellence at IIPS MUNI but also to do research with a focus on security threats and their management, particularly terrorism, hybrid campaigns, traditional defence, armed conflicts, as well as the social aspects of cyber security. The CENTREPEACE project aims to have an impact in what can be defined as 3 spheres:

- Scientific impact
- Societal impact
- Impact on the institutional transformation of MUNI

These three areas of impact describe how the success of the project will look like.

1.3.1. Scientific impact

The CENTREPEACE partnership will aim to produce a thematically and methodologically coherent body of work whose research findings will make an important contribution to the following academic disciplines: Security Studies, Central and East European Studies, and European Union Studies. The partnership will aim to shed new light upon the nature of intra- and inter-regional relations between governments and private entities found within the EU and NATO and in neighbouring regions. In doing so, it will describe and explain the rapid evolution of European responses to security threats. The project will shed new light, in particular, on the rapidly evolving trajectory of the EU, something important to scholars of that organisation and academic research on international institutions in general. Security cooperation in Europe involves a complex interplay between the international (EU and NATO), national and subnational levels. These levels are usually studied separately, and a novel feature of CENTREPEACE is that it will be able to consider the vertical coherence of European security cooperation. Most importantly, the project aims for a lasting scientific impact, which will be the **consolidation of an excellence-driven research culture** at MUNI. A long-term cultural shift is difficult, and we believe that it can be achieved through a process that involves intense cross-disciplinary and international collaboration. Researchers will gain new opportunities for **mutual learning**, and they will both improve **methodological competence**, and open new thematic horizons through sustained dialogue and **work on joint projects**.

1.3.2. Societal impact

We have identified five key user groups for our research on security cooperation:

- national officials working in ministries of defence, foreign, and internal affairs, especially in CEE
- members of national parliaments in these countries and their aides and advisors
- personnel working in defence industries
- officials working in the EU, NATO and other relevant international institutions
- members of civil society organisations and think tanks working on security cooperation in Europe

The researchers working on the CENTREPEACE project will aim to produce **new knowledge and insights** which will inform these user groups when they make decisions and undertake their activities. We expect that interviews as a data source will provide two-way interaction with user groups and allow researchers to refine assumptions and methods to maximise their relevance and impact. Notably, the National Research and Innovation Strategy for Smart Specialisation of the Czech Republic identifies a need for research on: “Increased security risks and the variability of security threats”. The CENTREPEACE project will meet this demand and help inform Czech decision-makers about the nature of security threats and how cooperation can counter them. CENTREPEACE capacity in MUNI will have a long-term impact, conducting future research needed by officials in Czechia, neighbouring countries and in the EU and NATO.

1.3.3. Impact on the institutional transformation of MUNI

The project aims towards the development of a research culture that promotes scientific excellence. It is a challenge that requires a sustained approach – it is not a change that would happen just thanks to some investment, and neither is it easily achievable by adopting some guidelines or institutional rules. We will engage MUNI researchers in collaboration – among disciplines, countries and sectors.

We will initiate discussions that go beyond the usual area of expertise of political science and IR experts. We will diversify their methodological competencies so that they are more flexible and adaptable in dealing with their research problems and questions. We will enable researchers to concentrate on research by promoting a **good common understanding** and **efficient teamwork between researchers and RMAs**.

1.4. Objectives of CDEP

For CENTREPEACE to achieve its vision and end goals, it is important to set out objectives. These objectives include communication, dissemination and exploitation to achieve and plan out the activities.

1.4.1. Communication objectives

Objective 1.1: **Inform the public how the EU money is spent** – the CENTREPEACE project will communicate clearly that all of the activities are financed by the European Union and will also highlight the positives that result from this financial support.

Objective 1.2: **Raise awareness about disinformation** – part of the CENTREPEACE research will focus on cognitive warfare. In the effort to build resilience against cognitive warfare, the project will communicate how to recognise disinformation and how to tackle it.

Objective 1.3: **Inform the public and stakeholders about the state of security cooperation** – the project will regularly comment on and commence research on current events. The research and comments will be communicated to the public and stakeholders.

Objective 1.4: **Inform the public about CENTREPEACE activities** – the project will aim to inform the public about activities that have started. This way, the project can build recognition among the public, researchers, and stakeholders.

1.4.2. Dissemination objectives

Objective 2.1: **Sharing project results with researchers** – the research results will contribute to the current research trends. These results will be published in open-access mode to be available to other researchers. The project results will also be shared by the conference contributions from the CENTREPEACE researchers. The project has set to publish at least 7 articles in journals categorised in Q1 and to have at least 6 conference contributions.

Objective 2.2: **Engage with stakeholders** – the project will aim towards sharing the results with stakeholders. The project will organise 5 stakeholder workshops in total, during which the project will demonstrate research capacity and relevance for stakeholders. Thanks to that, CENTREPEACE will find long-term partners among stakeholders for cooperation.

Objective 2.3: **Engage with young researchers** – the project will aim toward higher engagement with young researchers. It will support their involvement in research careers, especially in the fields of security studies, political science and international relations. This will be done, for example, through summer school for early-career researchers.

1.4.3. Exploitation objectives

Objective 3.1: **Provide relevant policy papers** – the project will exploit its results in the form of policy papers on relevant and current events. This will not only provide the relevant information needed by stakeholders, but it will also deepen the cooperation established by stakeholder workshops.

Objective 3.2: **Further funding for research topics** – the CENTREPEACE project is mainly focused on building skills and know-how, but there is a small portion of the project that is focused on research. The CENTREPEACE project has established a funding observatory to finance further research on the topics that will be funded by CENTREPEACE. This will also sustain the established cooperation and will present the opportunity to include new partners from networks gained by CENTREPEACE.

1.5. Responsibility of CDE

The responsibility for communication, dissemination and exploitation is divided into two work packages: WP8 Dissemination, Exploitation, Communication I: Planning, and WP9 Dissemination, Exploitation, Communication II: Impact delivery. These two work packages ensure that the CDEP is properly planned and implemented.

1.5.1. Work Package 8

The planning of communication, dissemination and exploitation is led by WP8. It will be active during the first 12 months of the project. Its goal is **to prepare the CDEP** (T8.1) for the CENTREPEACE project within the first 3 months. For months 4 and 5, the CDEP will be circulated among partners for corrections and additional changes. On month 6, the CDEP will get approved by the Steering Committee and will be uploaded as a deliverable to the SYGMA portal.

Another goal of this work package is to **set up the project communication channels** (T8.2). All communication channels should be prepared in the first 12 months of the project. The communication channels set up by this work package include:

- Project logo and visual identity
- Press kit for project launch
- Project website
- Project promotional materials
- Project social media profiles

1.5.2. Work Package 9

The implementation of the communication, dissemination and exploitation is done by WP9. It will be active from month 4 till the end of the project. This WP will be crucial for achieving objectives and for establishing recognition of the project.

Its first role is **the dissemination of research results** (T9.1). This should be done by all partners, as they should disseminate the results of the research done by the project. This should be done by scientific journals, monographs and conference talks. The monitoring of the dissemination activities will be done by MUNI.

Another task will be **supporting of dissemination and exploitation in CEE and beyond** (T9.2). WP9 will be responsible for organising several stakeholder events in CEE and one in Brussels. These events will

engage relevant actors in discussions on security cooperation, showcasing the contribution that CENTREPEACE can make to the public sector and policymaking. From month 4, will be active in commenting on the current security cooperation issues and publishing policy papers for stakeholders in CEE, Europe and beyond.

WP9 will also be responsible for organising a **scientific conference on security cooperation** (T9.3), which will support the dissemination of the project results. The conference will be a part of the already-established Aleksanteri Conference, which is one of the largest annual conferences of Russian and Eastern European Studies in the world. The conference under the framework of CENTREPEACE will highlight the CEE perspective on security cooperation and will significantly enhance the visibility of the project and of IIPS in the research community.

Last but not least, the WP9 will also take care of **science communication** (T9.4). This task will ensure communication and dissemination among the general public. This will be done through social media and active participation on the European Researchers Night or Open days.

1.6. SWOT analysis

CENTREPEACE communication, dissemination and exploitation is impacted by a number of strengths, weaknesses, opportunities and threats. For this reason, it is important and useful to make a SWOT analysis so the CDEP can be properly planned and also implemented. The plan will aim to exploit strengths and opportunities and to mitigate threats and weaknesses.

Figure 2 SWOT analysis of CENTREPEACE CDE

Strengths	Opportunities
• A strong partnership with experience in communication, dissemination and exploitation from other Horizon Europe projects • Support and access to well-established communication channels and networks • The topic of the project is very relevant and timely, given the geopolitical situation • Results-oriented on the engagement with stakeholders	• Increasing public interest in the topic of security cooperation • Increasing the resilience of the public against disinformation • Higher engagement and long-term cooperation with stakeholders • Increasing the international standing of IIPS and the possibility of receiving another funding from HE • Sustaining long-term international research on security cooperation
Weaknesses	Threats
• IIPS in the position of coordinator for the first time • Not well-established communication at IIPS • Diverse audience with diverse communication preferences • Partners with various internal processes	• Low interest of target audiences in the results and outcomes of the project • Low engagement of social media with target audiences • Low participation in dissemination and communication events

1.7. Target audience

For the project to communicate coherently and effectively, it is important to identify target audiences, have a “methodology” for how to communicate the project, set up relevant communication channels, and have the project's own visual identity.

The CENTREPEACE team has identified 4 target audiences outside the consortium, for which there will be set external communication channels. For each target audience, we have a set of events planned and a main message we want to address. The “external” target audiences are:

- **Researchers** – global research community in the area of security studies, political science and international relations
- **Security stakeholders** – officials and policymakers, think tanks, NGOs – all in CEE and across the EU
- **Students** – talented young people who might seek careers in science
- **Citizens** – general public with interest in science and security; population vulnerable to cognitive warfare

The CDEP will also have some communication measures, which will not have any specific dedication and will serve as general communication of the project.

The internal communication channel involves RMAs and researchers from MUNI, PRIO and UoH. The internal communication channels will be directed towards the promotion of training activities among the members of the consortium, so we will achieve a high attendance at these events, and so the main internal message is going to be: “CENTREPEACE offers a broad range of training and networking opportunities that can boost your research quality and professional profile.”

The internal communication will be described in more detail in the chapter 2.3.

1.7.1. Researchers

The CENTREPEACE team has identified researchers as one of the target audiences. This target audience is identified by being a researcher in the field of security studies, social science or international relations. This audience is important for the dissemination of project results, getting more prestige and recognition, and finding new networks and cooperation for follow-up projects within HE and other grant schemes.

The main message we want to address to the researchers is “CENTREPEACE, with its centre at the IIPS MUNI, is a reliable partner for international collaboration. The CEE region has an important role in Europe's security architecture. The CEE perspective is thus a valuable contribution to global scientific debates in the security research, political science and IR communities.”

We have a few dedicated pathways for how to reach this target audience:

(1) **Publication in scientific journals** – the CENTREPEACE researchers will publish the results of their research in high-profile scientific journals such as the Journal of Peace Research, European Security, Defence and Peace Economics, Defence Studies, Security Dialogue, European Union Europe-Asia Studies, East European Politics, Journal of Eurasianism Studies, Problems of Post-Communism. Through this pathway, we will reach experts in the fields of security studies, political science, and international relations and gain prestige. The other thing that comes with recognition is also possible cooperation.

(2) **Participation in international scientific conferences** – the CENTREPEACE researchers will be regularly joining prestigious international scientific conferences such as ISA, EISA, BISA, ECPR, UACES, and ECCWS to present the project results to fellow researchers and build the reputation of CENTREPEACE members. Thanks to this, the network can be extended beyond the consortium.

(3) **Aleksanteri Conference** – the CENTREPEACE project will host one of the annual Aleksanteri Conferences. It has been organised annually since 2001, and it is a major meeting event for researchers in the field of Russian and Eastern European Studies. The conference under CENTREPEACE will provide an invaluable brand-building boost, and it will put the project and its members at the centre of attention of the relevant scientific community.

At the end of the project, we will aim towards the sustainability of the research and its dissemination. We will achieve this by submitting joint project proposals. This way, we can also include some of the institutions that are not currently present in the consortium in future projects and research.

1.7.2. Security stakeholders

The second identified target audience is security stakeholders. This group includes officials and policymakers, think tanks and NGOs from CEE and across the EU. This audience plays an important role in the dissemination and exploitation of the research results. By cooperating with this target audience, we can deliver the expected impact of the project. This target audience can be divided into two subcategories: (a) security stakeholders in CEE and (b) security stakeholders across the EU.

For the security stakeholders in CEE, the main message is: “CENTREPEACE offers a perfect platform to inform security policy and practice through highly relevant research results.”

For the security stakeholders across the EU, the main message is: “The CEE region has an important role in the security architecture of Europe. The CEE perspective is thus a valuable contribution to global scientific debates in the security research, political science, or IR communities.”

We have the following dedicated pathways for reaching this target audience:

(1) **Stakeholder events** – the CENTREPEACE project will address stakeholders across the CEE region by organising dedicated events. The main target will be to engage in contact with stakeholders and inform them of CENTREPEACE’s capacity to address security issues with academic expertise. Thanks to these events, CENTREPEACE will enlarge its networks to cooperate with stakeholders.

(2) **Policy event in Brussels** – CENTREPEACE will use a contact network stemming from MUNI alumni and contact networks of PRIO and UoH. This network will be invited to the event where CENTREPEACE researchers will present the CEE perspective on European security from the point of view of academic research. Thanks to this event, CENTREPEACE will show its relevance on the European level, and IIPS will increase its recognition.

(3) **Policy papers** – CENTREPEACE will exploit its research in the form of policy papers. These brief papers will be related to current policy issues from the perspective of academic research by using the networks established by other activities and more general communication channels such as websites and social media to share their insights across the target group.

By the end of the project, the CENTREPEACE project will have an established network of stakeholders. This network will be sustained by keeping their contacts and by providing them with policy papers

even after the end of the project. This will ensure the sustainable exploitation of the project. The network of stakeholders will be further used when submitting new proposals, where the involvement of stakeholders is appropriate.

1.7.3. Students

Another identified target audience is students, who are defined as “talented young people who might seek careers in science.” This audience plays an important part in the training activities organised by CENTREPEACE. As the aim of the project is to increase the excellence of IIPS at MUNI, it is important to start training activities for young researchers. By reaching this audience, CENTREPEACE will also increase its visibility and make networks for the future once the students are embarked on their academic careers.

The main message that will be addressed to this target audience is, “MUNI is an excellent place to start a research career in security studies.”

The designated pathways for reaching out to this audience are:

(1) **Summer school** – CENTREPEACE will organise a summer school, which will serve both as a training event and as an event to increase recognition of MUNI and CENTREPEACE among students and young researchers. This can attract them to either join the university or collaborate with it and spread its reputation. This can also help the CENTREPEACE to identify potential partners for future research.

(2) **Popularisation events** – CENTREPEACE will aim to be a part of European Researchers’ Night and Open Days at its member institutions. These events often attract many prospective students. Thanks to the events, the project can incorporate security research, political science, or international relations into the broader events to attract their attention towards these fields of study and, eventually, research.

By the end of the project, there should be more students aiming to study in the fields of security research, political science, and international relations. This can also increase the potential for future research as there could be a higher number of researchers in these fields. The summer schools will also be organised after the end of the project to continue building the recognition of IIPS MUNI.

1.7.4. Citizens

The last identified target audience is citizens, also identified as the “general public with interest in science and security; population vulnerable to cognitive warfare.” It is crucial for the project to communicate with citizens, as they should benefit from the research and financially contribute to the research through the European Union. CENTREPEACE will use its research in cognitive warfare to communicate with citizens how to protect themselves against disinformation and cognitive warfare.

The main message for this audience is: “We are targeted by cognitive warfare, with the aim to undermine our trust in democracy. How do we recognise disinformation? How can we, as citizens, fight the cognitive war?”

The designated pathways for reaching out to this audience are:

(1) **Popularisation events** – the CENTREPEACE project will take a part in European Researchers’ Night and Open Days at its members institutions. At these events, we will communicate the main message to

this audience through various activities. This can increase the citizens' interest in security and also increase their resilience against cognitive threats.

(2) **Popular science articles** – the CENTREPEACE researchers will publish articles presenting progress in security collaboration research in an accessible way. Thanks to this, the research results will be easier to access and to be understood by the general public.

(3) **Podcasts** – the CENTREPEACE researchers will conduct a series of interviews commenting on current security issues, highlighting how citizens can orient themselves in the complex and dense information flow. This will help to bring security research closer to the citizens.

After the end of the project, the communication activities will be continued.

1.7.5. General communication

The CENTREPEACE project will use general communication channels that won't be specially tailored to the specific target audiences, while still keeping all the target audiences in mind.

The main message that will be purveyed through the general communication is: "Social sciences make significant contributions to our well-being and security. Security cooperation with a balanced representation of countries, including CEE, is a key to security in Europe. CENTREPEACE is funded by the EU."

To pursue these goals, the project has dedicated multiple general communication channels:

(1) **Website** – the CENTREPEACE website will inform about project objectives and about consortium. It will also post events, opportunities, and news on the achievements of the project. It will also provide security updates for stakeholders and the public.

(2) **Social media** – CENTREPEACE will have dedicated social media platforms for the project, such as X and Facebook, to provide information about the project's news and events. This way the project will be able to communicate with the public.

(3) **Press** – the CENTREPEACE project will also publish interviews with the help of the MUNI Communication Office. This way, the project will be communicated towards the public.

After the end of the project, the website will be maintained for at least 3 years.

2. Communication

The communication of the project serves the purpose of letting the public and all the relevant audiences know what the project is about and about all of the relevant activities. It also shows the public how funding from the EU is used. Communication also further creates new connections and networking opportunities and increases public recognition of the project.

All of the communication should be written similarly. For this reason, the communication will use the principle **K.I.S.S.** – keep it super simple. This principle is very important for the communication of the project. If the communication is complicated or hard to understand, the public would easily lose interest and wouldn't be engaged with the communication.

It is also important for members of CENTREPEACE to be involved in the project's communication. Each member has their own audience. If they engage with these audiences and promote CENTREPEACE among them, the project will have a much higher impact, and it will make communication of the project more effective.

2.1. External communication channels

External communication channels will be used to address the target audiences of CENTREPEACE. These communication channels can be divided into **online and in-person channels**. The project also includes communication activities to maximise efficiency of communication.

Online communication channels include:

- Website
- Newsletter
- Facebook
- X (Former Twitter)

In-person communication channels include:

- Popularisation events

Communication activities:

- Press releases
- Interviews

2.1.1. Website

The plan was to have the CENTREPEACE website up by 4th month, and the website was ready by 3rd month. The website will serve to communicate the project with the public, including all the target audiences.

The CENTREPEACE website is running on the WebCentrum platform, which is a platform provided by the Institute of Computer Science, Masaryk University. The website uses the project's visual identity. The WebCentrum platform is restricted in some ways, so the website uses simple graphics and a simple interface. This may be good for the website visitors, as the website is easily navigable and contains all the important information CENTREPEACE wants to communicate with the public.

The homepage contains current news about the project, such as reports from events, research results, etc. It will also contain upcoming events for the public, when the events for the public are planned.

The homepage also includes buttons that will redirect page visitors to CENTREPEACE's social media. The page contains a plugin to have a preview of the X platform.

The website also includes a page called **"About"**, which contains more detailed information about the project. This section will include a subsection called **"For media,"** which will include a logo for download and a style guide for the CENTREPEACE project.

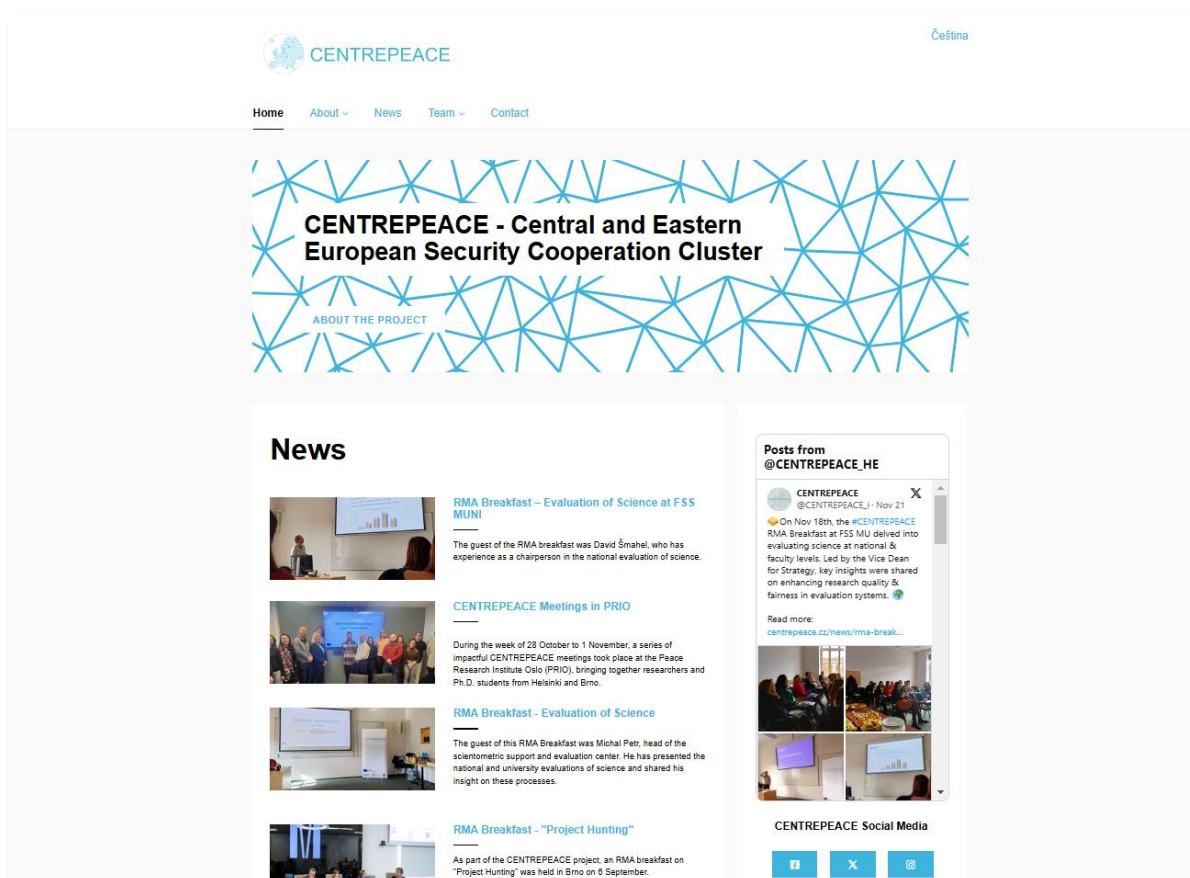
The page **"News"** contains all the uploaded news regarding the project and its results. After sending the first project newsletter, a subpage will be added containing a newsletter archive.

The page **"Team"** contains two subpages. One subpage is **"Team Members"**, which displays photos and short information about individual members of the CENTREPEACE project. The **"Institutions"** subpage contains information about institutions that are part of the CENTREPEACE project.

The page **"Publications"** will contain all the publications and deliverables and will be available to everyone. This will include articles, policy papers, deliverables, etc.

The page **"Contact"** contains contact information for the project management and contact form, so if someone wants to collaborate or has any inquiries about the project, they will be able to reach out to us. The contact page also includes information about social media usernames.

Picture 1 Screenshot of CENTREPEACE website



2.1.2. Newsletter

The newsletter will be sent to everyone who subscribes to it via the webpage. The newsletter subscription is incorporated into the homepage.

The newsletter will be sent once every 6 months and will contain all the news published during the period between the two newsletters. It will also include invites to the public events.

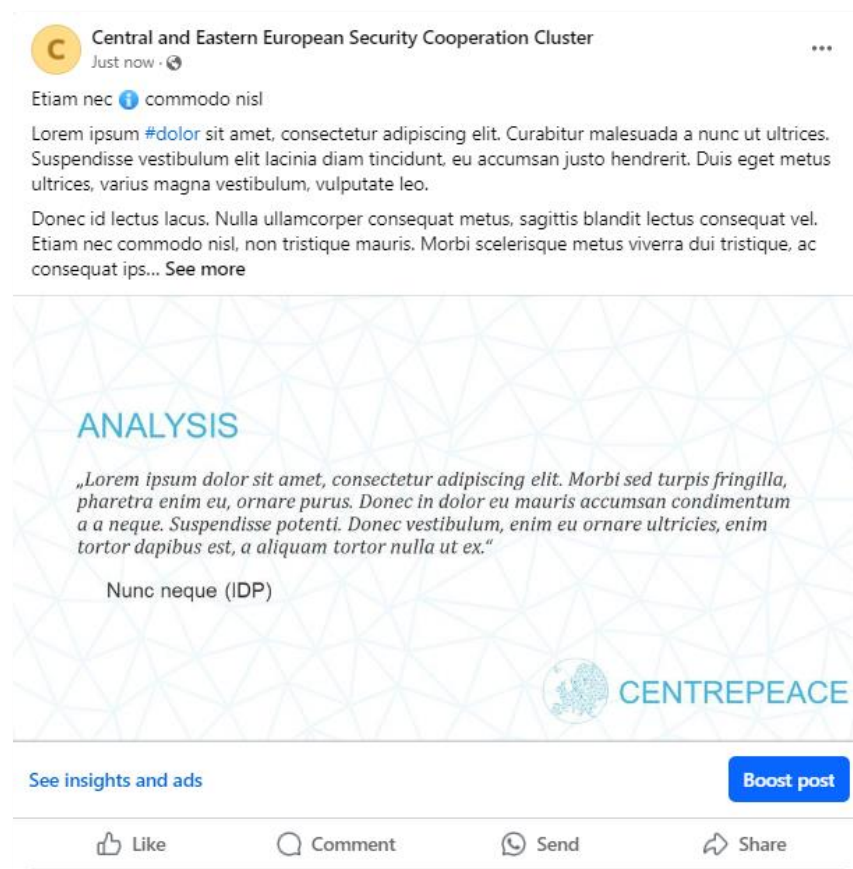
Thanks to this tool of communication, the public and anyone who subscribes to the newsletter will be automatically and regularly informed about the project activities. This will also ensure higher engagement with the project.

2.1.3. Facebook

Facebook will be used for creating events for the public, posting photos and reports from organised events, and research findings.

Facebook posts will always have all target audiences in mind. For this reason, the posts will be written in simple language for the general public. Posts should be visually interesting, and for this reason, they should have photos, infographics, or visually processed main messages/findings. Photos, pictures, etc., can also be used on X and Instagram. The templates for infographics will be uploaded to the internal communication channels.

Picture 2 Sample post for Facebook



2.1.4. X

The X platform (formerly known as Twitter) is widely used for communication. It will be once again used for communication with a wide public, so the text should be simple.

X has restrictions on the post's lengths. For this reason, the insights for X should be short, and they should include just the most important message. Once again, the post can be accompanied by a photo or infographic.

X should be primarily used for short informative posts. They can also include links to the CENTREPEACE webpage or any relevant websites where the CENTREPEACE project would be mentioned or for an interview with CENTREPEACE researchers.

Picture 3 Sample post for X



2.1.5. Bluesky

The X platform recently faces controversies regarding the spread of disinformation, and many people are starting to use a new social platform Bluesky. This platform has similar usage and content as X. We will use the same communication on this platform, as we use on the platform X.

2.1.6. Instagram

Instagram is used mainly for photos, but it can also be used for communicating research by making it graphically processed. Instagram is one of the most used social media platforms, and for this reason, it is a good social media platform for engaging with the public, mainly young people.

The posts have to have photos / infographics / graphically processed messages. It should also include some captions, which can explain the main message in more detail.

Picture 4 Sample post for Instagram



2.1.7. Popularisation events

Popularisation events will include on-site events where the public is present. Thanks to that, we can communicate the project and main message towards dedicated target audiences.

These popularisation events include European Researchers' Night and Open Days at the CENTREPEACE institutions. MUNI is actively participating in this event, which enables easier inclusion of CENTREPEACE in the event.

During the European Researchers' Night and Open Days, CENTREPEACE researchers will prepare practical activities, such as quizzes or workshops, that will be thematically focused on security and disinformation.

Thanks to the participation of citizens, it will be possible to promote the project further. During such events, banners and promotional materials will be present, so these visitors will be able to engage with the content of CENTREPEACE even after the event.

2.2. Communication channels management

The management of social media will be mainly done by the project manager of CENTREPEACE. They will regularly upload news and update information on the website, and he will also regularly upload new posts on social media.

They will regularly collect new materials for social media from the project members. Project members can also send materials for uploading directly to the project manager. The materials should always include:

- Main message
- Short text that describes the message more
- Photo / Infographic / graphically processed main message

The graphics template used for social media can be found on CENTREPEACE MS Teams under "Communication/Templates."

Project members can also promote social media by tagging CENTREPEACE on their personal or work social media. This way, the posts can be reposted if the social media allows it. Using already established personal or work social media gives CENTREPEACE the potential to reach out to more people.

2.3. Internal communication channels

Internal communication channels serve the CENTREPEACE members. These communication channels will ensure effective cooperation on the project. The three institutions taking part in CENTREPEACE are from different countries; it is therefore important to have a reliable way of communication, so important information doesn't get lost.

2.3.1. Email

The fundamental part of the internal communication is email. All of the information will be communicated through email. The communication and information can be divided into three main categories:

- General and organisational messages about the project
- Communication inside WP and FG
- Communication on specific matters between two or more project members

The general and organisational messages will be between academic and RMA leaders from the CENTREPEACE institutions. These designed leaders will communicate this information to the project members of their institutions.

MUNI

Academic leaders: Zinaida Bechná, Martin Chovančík

RMA leader: Marián Koval

PRIO

Academic leader: Nic Marsh

RMA leader: Anne Duquenne

UoH

Academic leader: Vladimir Gelman

RMA leader: Anne Korhonen, Maija Harju

Communication inside WP and FG will work by involving all of the members who are part of that FG or WP.

Communication on specific matters will be between people who are involved in this specific matter.

2.3.2. MS Teams

MS Teams will be mostly used to store project documentation and collaborate on project documents. MS Teams doesn't send partner institutions notifications if there are new messages, and for this reason, the information will be communicated through emails.

MS Team will have a clear file structure and names, so it will be easy to navigate through files. The link to the documents will always be sent through email as well for higher effectiveness and clearer communication.

2.4. Communication activities

The CENTREPEACE has dedicated communication activities to spread knowledge about the project and its findings among people. This will be done by press releases and interviews.

2.4.1. Press releases

The CENTREPEACE project will organise multiple press releases during the project with help from the MUNI Communication office. Through **press articles**, CENTREPEACE will boost its recognition among target audiences. Researchers from CENTREPEACE will also engage in interviews not only for the press but also for radio, if possible.

2.4.2. Interviews

The CENTREPEACE researchers will provide interviews on the radio or TV, when given the opportunity, to communicate the project and their expertise on security topics.

2.5. Branding

For the communication of the project, it is important to have visual branding. Thanks to branding, the project will be easy to distinguish from other projects.

2.5.1. Logo

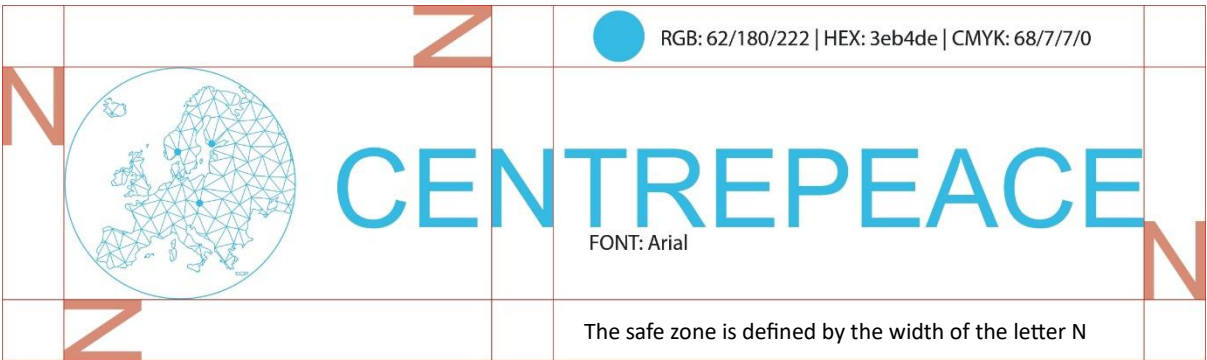
The logo of CENTREPEACE depicts a European map with lines that symbolise cooperation and networks. There are also 3 larger points on the map that symbolise the location of CENTREPEACE members.

Picture 5 CENTREPEACE logo



The logo should be spaced accordingly to the Picture 5. The CENTREPEACE name uses Arial font, which is also used for headings in documents within the project.

Picture 6 Safe zone and colour of the CENTREPEACE logo



The logo kit also includes the background pattern of the logo, which can also be used as an additional graphic asset for documents. The logo and pattern will be available in multiple formats and types.

The difference between **JPG and PNG files** is minimal and can be used to the user's preference. The **SVG files** are to be used on websites and any scalable documents, as this type of file supports vector graphics, which do not get deformed when zoomed in.

There are two types of logos and patterns for the colour variant. The **CMYK type** is to be used for the documents intended to be physically printed. The **RGB type** is to be used for digital documents, which are not intended to be printed. The **black type** is used in the case when technology does not allow colours to be used. The **white type** is used if the colour type is not visible enough on a dark background.

Picture 7 Black logo



Picture 8 White logo



The logo and its variants will be available to download on the website. It will be stored in the subpage under About > For media.

2.5.2. Colours

The primary colour used by the CENTREPEACE project is blue. This colour is used for logos, headings and additional graphic details. The secondary colour is used for additional details, such as a background for a table.

Picture 9 Primary colour of CENTREPEACE



RGB: 62/180/222

HEX: 3eb4de

CMYK: 68/7/7

Picture 10 Secondary colour of CENTREPEACE



RGB: 209/237/247

HEX: d1edf7

CMYK: 15/4/0/3

The colours play an important role in the project, as they ensure a visually pleasing feeling and also give the brand a unified look.

2.5.3. Promotional materials

The project needs to prepare promotional materials to further establish the project's identity among target audiences. Promotional materials include banners, roll-ups and posters. These promotional materials will be presented at on-site events to establish the presence and recognition of the project.

The promotional materials will be set up by month 6 of the project.

2.5.4. Templates and their usage

Templates for the project will ensure a uniform visual style, which is important for the recognition and communication of the project. The templates can be found on MS Team under "Communication/Templates."

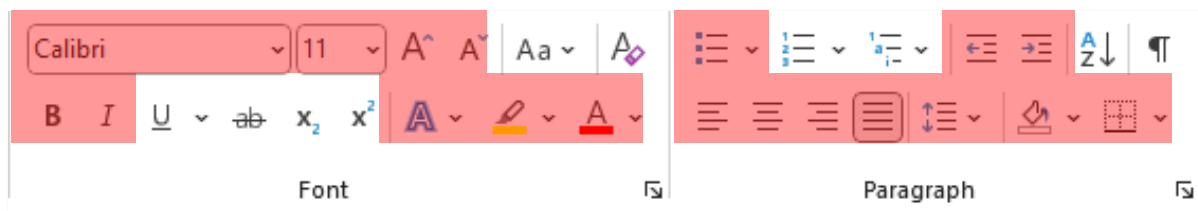
The templates include CENTREPEACE Word, CENTREPEACE presentations, and CENTREPEACE visuals for social media posts. These templates should ensure clear and visually pleasing communication of the project.

Word template

The Word template will be used for any text documents that do not have any mandatory graphics given by third parties.

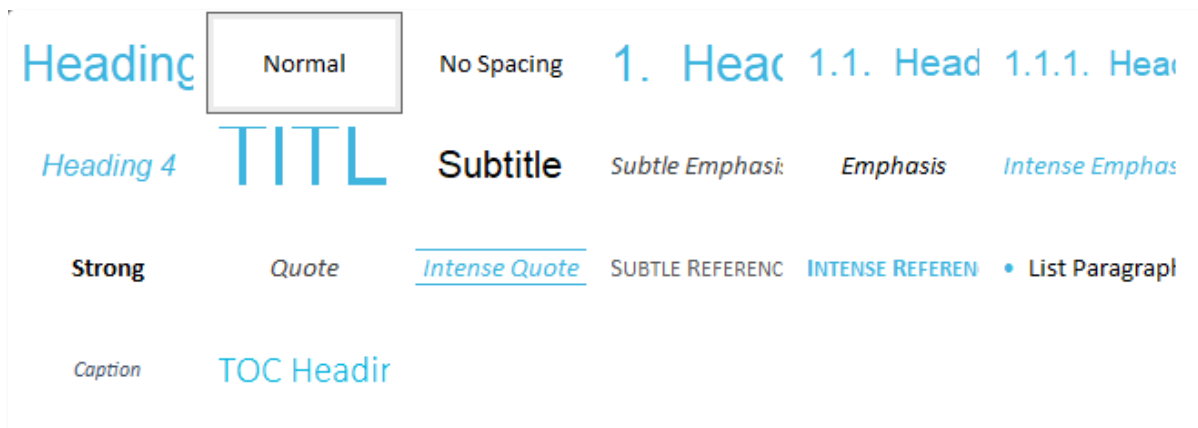
The Word template will be called "CENTREPEACE_word_template.dotx". After opening the template, do not forget to save the document as docx. While using the template, open it in the desktop app, as the internet app will alter the template. You should not change the font and its style, size, colour and highlight. You should also not change the distribution of the text.

Picture 11 Tools that should not be used in the template



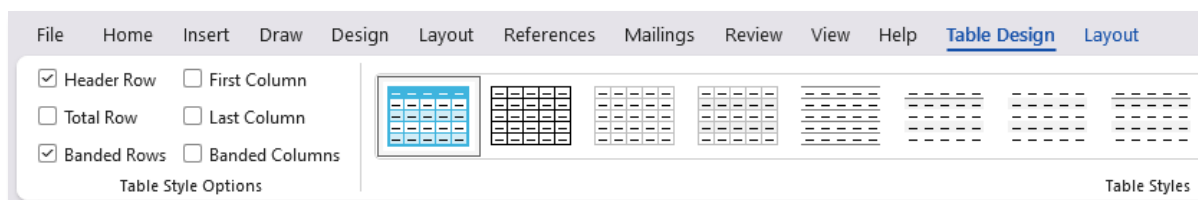
For stylizing the text, please use dedicated styles from the styles section on the home toolbar. If you want the text to be underlined, strikethrough, subscripted or superscripted, please use the buttons from the font section on the home toolbar.

Picture 12 Styles defined in the CENTREPEACE template

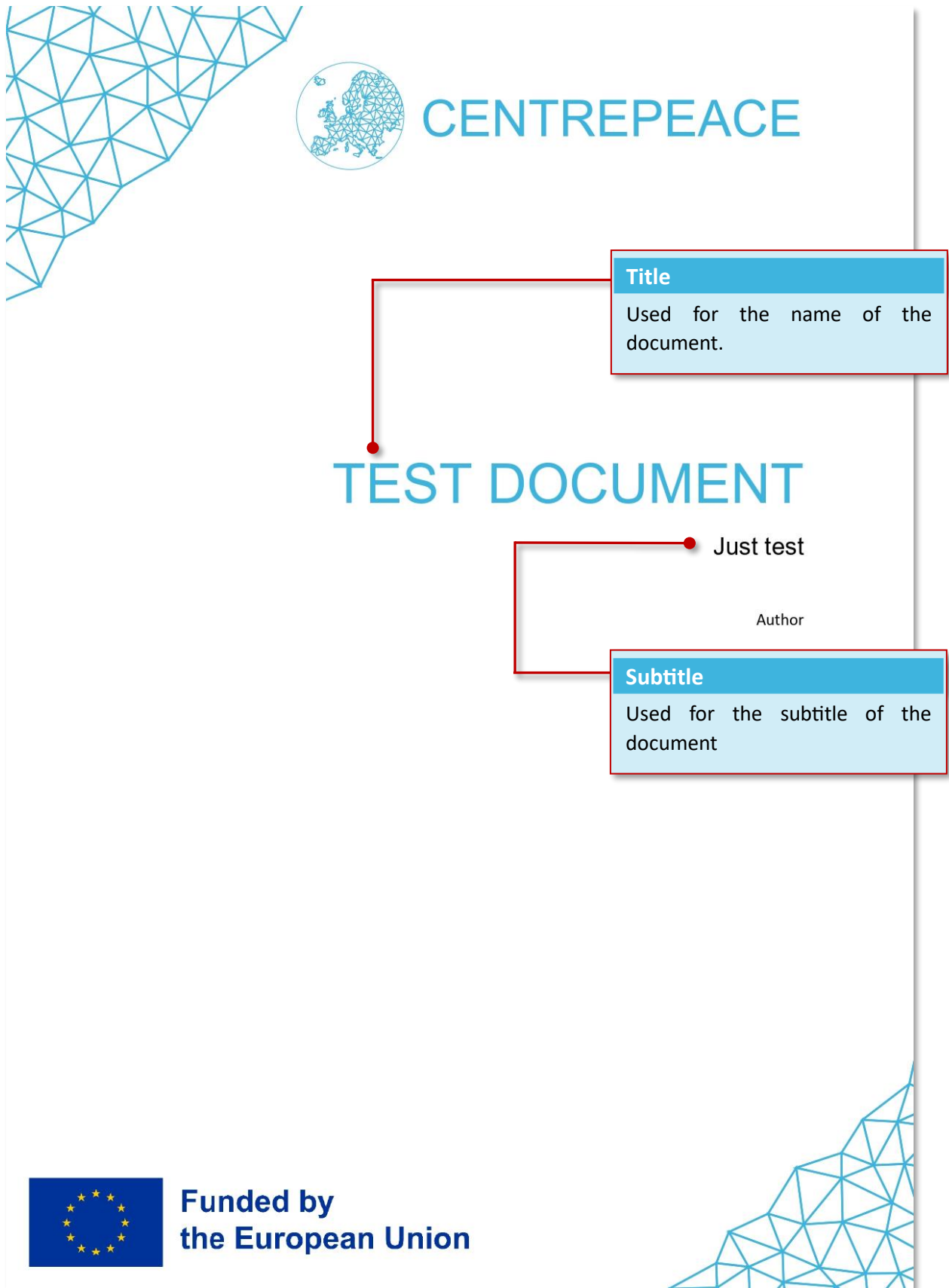


The template also has its own table style. For this purpose, after inserting the table to the document, choose Table Design toolbar and the Table Styles section choose CENTREPEACE table style. You can further customize the look of the table by checking the squares of what the tables should contain in the table style options (as seen on picture 13).

Picture 13 CENTREPEACE Table design toolbar



Picture 14 Sample document page 1



Picture 15 Sample document page 2

Test Document

Preface

Etiam sollicitudin, lectus quis sagittis pharetra, lorem ligula auctor risus magna. Suspendisse quis orci condimentum, fermentum velit vestibulum pulvinar vitae imperdiet ut, porttitor vel nisl. Sed imperdiet nec erat sit amet.

Quisque cursus bibendum metus, id convallis ante pulvinar at. Cras euismod penatibus et magnis dis parturient montes, nascetur ridiculus mus.

"Nunc vulputate placerat mauris, id ultricies elit molestie tristique. Maecenas bibendum nisi. Proin finibus id ex id condimentum. Suspendisse molestie imperdiet. Nunc a enim enim."

Estibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia. Ultricies quis commodo id, convallis ac orci. Maecenas non leo urna. Nullam mi ac, pulvinar varius metus. In aliquam mi vitae semper blandit. Quisque viverra dignissim.

Box 1: Name of the box

In semper elit sem, eu elementum diam iaculis a. Suspendisse potenti. Aenean ut pharetra ipsum tempor at. Vivamus ut posuere erat, at sagittis eros. Vivamus interdum est non urna ornare, a tempus nisl efficitur. Praesent tristique viverra ex, at consequat nunc aliquet eget. Phasellus bibendum Praesent ac convallis augue. Suspendisse potenti.

Morbi eget purus ac urna aliquam ornare. Ut eu leo placerat, lacinia nisi a, purus id dolor ornare, quis tempor nulla eleifend. Fusce elit nibh, vulputate sed ex. Vestibulum sit amet orci quis massa elementum pulvinar. Etiam fringilla. Duis quis ex finibus nisl finibus rutrum ut nec ligula. Maecenas et, vehicula pellentesque leo. Curabitur vulputate eget velit ut placerat.

Figure 1 The great numbers

Header	Criterion	Urna	Curabitur	Vehicula	Sum
Thing 1	7	6	86	1	100
Thing 2	5	6	8	3	22
Thing 3	6	7	9	1	23
Thing 4	9	7	2	3	21
Thing 5	9	4	5	8	26
Sum	36	30	110	16	192

Source: Big book of numbers

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Heading
Used for the headings, that are supposed to be part of the list of content, but they do not have to be numbered.

Intense quote
Used for block quotes, in case someone wants the quote to be more visible.

Quote
Used for block quotes.

Box name
Used for the name of the box.

Box
Used for the body of the box.

Subtle emphasis
Used for the emphasis of the text or for short quotes.

Intense emphasis
Used for the emphasis of the text.

Caption
Used for the automatic caption of tables and pictures. Should always be above captioned object.

Header

First Column

Last column

Total row

Source
Used for source of tables, pictures, photos, or boxes.

CENTREPEACE

Picture 16 Sample document page 3

Test Document

1. Introduction

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin eget tincidunt odio. ~~Nulla semper eget~~ purus et auctor. Aliquam in libero congue nunc cursus cursus. Fusce tenet fringilla. Proin eu rhoncus tellus. Aenean ante augue, sagittis a posuere turpis eget neque porttitor suscipit eget sit amet justo. Nullam sit ullamcorper accumsan augue interdum hendrerit.

Aliquam faucibus eleifend mauris, eu pulvinar elit blandit a. Nunc rhoncus hendrerit ipsum vel nisl tristique molestie. Sed vitae nunc eu felis mollis p Cras tincidunt purus eu tincidunt accumsan. Etiam lobortis nibh volutpat nibh dapibus.

We should add something here

1.1. About project

Curabitur scelerisque, mauris auctor lobortis tincidunt, orci nibh sollicitudin amet augue. Aliquam convallis, libero lobortis semper porttitor, an condimentum magna libero eget dolor. Vivamus euismod nunc eros, nec Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus id v tincidunt, lectus id ultrices ornare. Nullam aliquam posuere ex, et bibendum nulla dignissim at. Aenean eget at, venenatis mi. Praesent euismod luctus nulla:

- placerat
- tincidunt
- pharetra

1.1.1. Principles

Suspendisse lacinia mattis laoreet. ~~Ut in leo non ipsum euismod iaculis ege~~ lectus quis sagittis pharetra, lorem ligula auctor risus, vitae blandit sem a quis orci **condimentum, fermentum velit vestibulum**, volutpat erat. S imperdiet ut, porttitor vel nisl. Sed imperdiet nec erat sit amet viverra. Aliquam consectetur aliquet mi, ac luctus lacus luctus et. Quisque cursus bibendum metus, id convallis natoque penatibus et magnis dis parturient montes, nascetur ridiculus m

Cooperation

Nunc vulputate placerat mauris, id ultricies elit molestie tristique. Ma bibendum nisi. Proin tinnibus id ex id condimentum.

Heading 1
Used for the main heading of the chapter.

Normal
Used for the regular body of the text.

Comment
Used for comments when editing the document.

Heading 2
Used for subchapters

No space
Used for paragraphs without spaces between them. Can be used, when a list follows.

List paragraph
Used for lists.

Heading 3
Used for the level 3 headings.

Strong
Used for the text to make it bold.

Heading 4
Used for the level 4 headings. This is the lowest level of headings.

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CENTREPEACE

Picture 17 Sample document page 4

Test Document

References

SMITH, JOHN A. *THE ART OF WRITING*. NEW YORK: PUBLISHING HOUSE, 2020.

JOHNSON, MARY L., AND PETER T. GREEN. "EXPLORING TEXT STYLES IN ACADEMIC W STUDIES* 15, NO. 3 (2019): 45-60. [HTTPS://DOI.ORG/10.1234/JWS.V15I3.5678](https://doi.org/10.1234/jws.v15i3.5678).

WILLIAMS, REBECCA. "UNDERSTANDING DIFFERENT CITATION STYLES." ACADEMIC RESOURCES. LAST MODIFIED MARCH 15, 2021. [HTTPS://WWW.ACADEMICRESOURCES.COM/CITATION-STYLES](https://www.academicresources.com/citation-styles).

TOC Heading

Used for headings that will not show up in list of contents. Best to use for heading for acronyms and such.

Subtle reference

Used for list of references.

CENTREPEACE

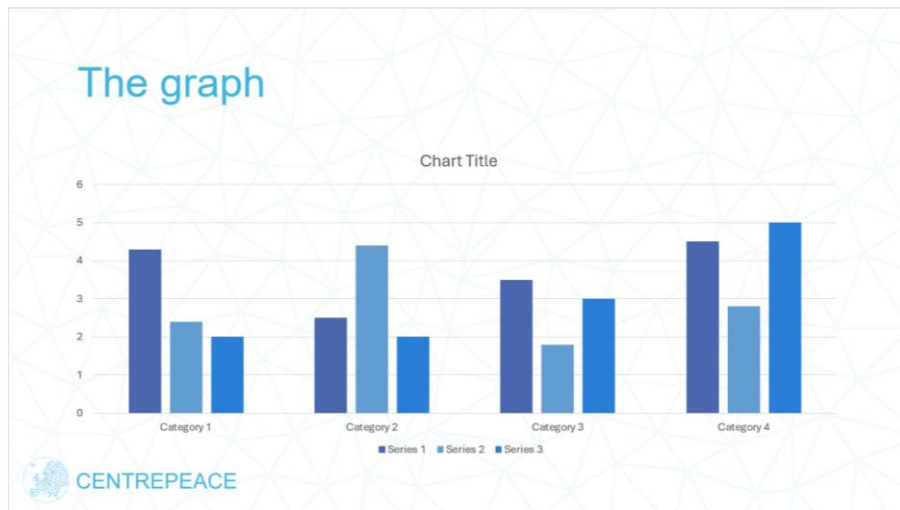
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Presentation template

The presentation template will be used for any presentation given on behalf of CENTREPEACE unless the attended event does not allow custom templates for the presentation.

You can use the presentation template as usual PowerPoint. It has predefined style, colours and fonts.

Picture 18 Sample PowerPoint slide

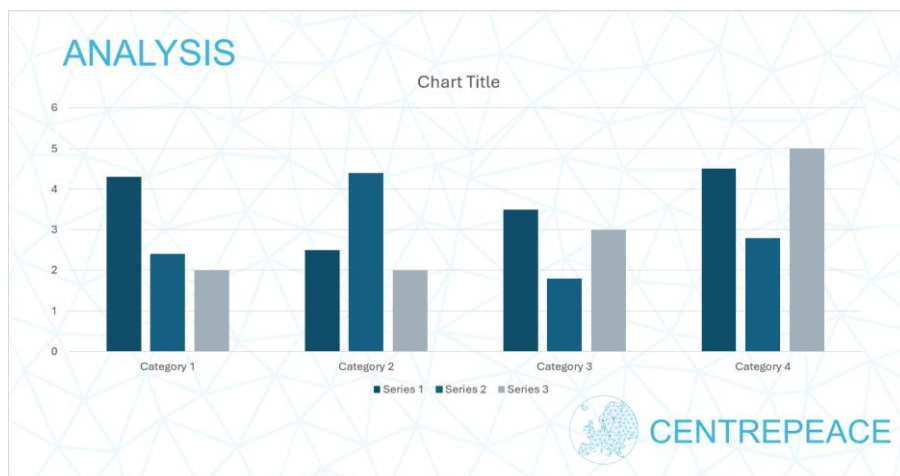


Social media template

The template for the social media will be used to communicate any content on behalf of CENTREPEACE. This will be used when the post does not have any other photos.

The template is in PowerPoint format, where you insert either a text or graph you would like to present. Each social media has its own template. The template has two slides to choose from – *text* and *graphics*. Use text, if you only want to add simple text, or graphics if you want to add graph or something similar.

Picture 19 Sample filled out social media template



2.6. Communication evaluation

To evaluate its communication activities, the CENTREPEACE project will monitor dedicated indicators, identified in the table below. The monitored areas will be digital communication, social media, events, and classic media. Monitoring and evaluation of the communication will be done once a year.

Figure 3 Communication indicators for the whole duration of the project

		Nb. of visitors, clicks or views	Nb. of views (repost, like, comment))	Nb. of followers	Nb. of CENTREPEACE's participation on events	Nb. of newsletters/ articles / podcasts
Digital communication (CENTREPEACE)	Website	2 000				
	Newsletter	200		60		6
Social media (CENTREPEACE)	X		800	200		
	Bluesky		500	100		
	Facebook		1 200	300		
	Instagram		500	100		
Events (CENTREPEACE)	European Researchers' Night				2	
	Open Days				2	
Classic media (Press/radio)	Press articles					3
	Interviews					3

3. Dissemination

Although the CENTREPEACE project is mostly focused on training activities, the research part of the project plays an important role in delivering ambitious research and results. The project also aims to develop new project proposals within the R&I scope of HE. For this reason, it is also important to present the project's research capabilities by disseminating the research made on a smaller scale.

The dissemination activities will take place mostly in the second half of the project. The dissemination activities will be used for:

- Engagement with stakeholders, ensuring they know researchers from CENTREPEACE can offer reliable and relevant information for their work
- Sharing the project results with relevant researchers around Europe and beyond
- Building research and stakeholder networks for closer cooperation in the future

3.1. Dissemination activities

To achieve the most effective dissemination of the project results, the CENTREPEACE project has dedicated dissemination activities that will be used to achieve the dissemination goals. These activities include:

- Academic articles
- Conference attendance
- Stakeholder events
- Aleksanteri conference
- Summer school

3.1.1. Academic articles

The CENTREPEACE project is partially focused on security research. The research takes place in WP3. Research results from this work package will be processed into articles which will be published in open access. The researchers will try to publish the articles in the journals rated in Q1 to ensure a high impact. This will also enable further enhancement in recognition of the project and its members.

The project has set a minimal number of 7 articles in Q1 journals. This will help to enhance the recognition of the project and its members.

3.1.2. Conference contributions

The CENTREPEACE project will produce research that is relevant to the research in the fields of security studies, political science and international relations. These results will be presented at conferences that are relevant to these areas of study.

The active attendance at conferences will enable sharing of the knowledge and results acquired during the project. The attendance will also create opportunities for networking and finding potential partners for future projects.

The project has set a minimal number of 6 conference contributions as its goal.

3.1.3. Stakeholder events

The CENTREPEACE project will also focus on networking with stakeholders. This will be mainly done by stakeholder events, where CENTREPEACE researchers will present the research relevant to these stakeholders. Four of these events will be held in CEE countries, and one will be held in Brussels.

Thanks to these events, the members of CENTREPEACE will inform stakeholders about their capacity to address security issues with their academic expertise. These events will support the aim towards long-term cooperation with stakeholders.

3.1.4. Aleksanteri conference

The Aleksanteri conference is a well-established event organised by the Aleksanteri Institute since 2001. This event is a major meeting venue for researchers in field of Russian and Eastern European studies.

The 2026 Conference will be dedicated to the CENTREPEACE project. Thanks to that, the project will be put at the centre of attention of the relevant scientific community. This will also present an opportunity for the CENTREPEACE project to present important insights from the research.

3.1.5. Summer school

Energy security summer school is an established event organised at MUNI since 2011. It has hosted over 200 students from 38 projects.

The 2025 summer school will be dedicated to the CENTREPEACE project. It will focus on international cooperation in the field of energy security. The summer school brings together students from around the world and supports their ambition to embark on research careers.

By being involved in the organisation of summer school, the project will gain recognition among young researchers and will also have the opportunity to disseminate the project results.

3.1.6. Popular science articles

The CENTREPEACE researchers will publish popular science articles to disseminate the results of the projects to the public. Popular science articles, contrary to academic articles, are more accessible to the public, as they use less jargon. The public is more inclined to read popular science articles than academic articles.

3.1.7. Podcasts

The project will record multiple podcasts on current issues in the areas of security studies, political science, and international relations.

These podcasts will be shared on the project's social media and websites for everyone interested.

3.2. Dissemination methods

For the best dissemination of the project results, it is important to act upon the principles of open science. The principles of open science and the usage of data and the results are described in the deliverable D10.1 Data Management Plan. The DMP will be regularly updated throughout the project based on the research needs.

3.3. Dissemination evaluation

The planned dissemination activities described in 3.1 have their own indicators in the description of the action. The following table includes indicators that will be monitored throughout the project and their respective value. The dissemination evaluation will be done once a year.

Figure 4 Dissemination indicators for the whole duration of the project

		Nb. of articles / contributions / held events / podcasts	Nb. of participants	Nb. of views
Academic Articles		7		
Conference Contributions		6		
Podcasts		6		50
Popular science articles		3		
Events (organised by CENTREPEACE)	Aleksanteri Conference	1	200	
	Summer School	1	30	
	CEE Stakeholder events	4	72	
	Brussels policy event	1	25	

4. Exploitation

For the project to have a lasting impact, it is important to think about the exploitation. The CENTREPEACE project is focused on upskilling and upscaling excellence. In terms of research, the project is focused on security cooperation. To exploit these results, the CENTREPEACE team will publish policy papers on the relevant current events. It will also try to upscale the collaboration and deepen the research established by CENTREPEACE by trying to obtain other funding from Horizon Europe, or national schemes, that allow multilateral cooperation.

4.1. Exploitation activities

To achieve exploitation objectives set by the CDEP, CENTREPEACE has two dedicated:

- Policy papers
- Project proposals

4.1.1. Policy papers

The CENTREPEACE project will organise stakeholder events where the project members can build a network with stakeholders. The project will use the network for long-term cooperation with stakeholders by supporting their work via policy papers.

Policy papers will be published regularly on current and relevant events, even after the end of the project. For policy papers to be usable, it is important to keep them simple and short. Stakeholders need to work as effectively as possible, and for this reason, the policy papers should be written in clear, concise and jargon-free language.

The policy papers will be published even after the end of the project, which will ensure further exploitation of results.

4.1.2. Project proposals

The CENTREPEACE project will find financial support to delve further into the research topics. This will be done through funding observatory and multiple events that will support the development of project proposals.

The funding observatory group is part of WP1 for the first half of the project and part of WP2 for the second half of the project. The observatory group will meet regularly, and it will follow the plans and developments of research focus groups and search for suitable follow-up funding schemes to deepen the research enabled by CENTREPEACE.

To support project development activities, CENTREPEACE will organise matchmaking events. Each research focus group will choose a topic where funding opportunities are expected. They will also be responsible for the identification and invitation of relevant contributors from both academic and non-academic sectors to potential future projects on the topic. The goal is to form a strong international impact-delivery partnership. This will significantly increase the competitiveness of proposals in HE/FP.

To develop the research from focus groups to large-scale research, CENTREPEACE will support the project proposal development by organising project development workshops. Their role will be to jointly pinpoint objectives and discuss potential activities prior to delving into the intense writing.

4.2. Exploitation evaluation

The planned activities in section 4.1 have their dedicated indicators and values, as indicated in the table below. These indicators will be monitored and evaluated throughout the project and the exploitation evaluation will be done once a year.

Figure 5 Exploitation indicators for the whole duration of the project

	Nb. of policy papers / submitted proposals	Nb. of downloads / views	Nb. of awarded projects
Policy papers	5	20	
Submitted proposals	3		1

5. References

EUROPEAN COMMISSION, EUROPEAN RESEARCH EXECUTIVE AGENCY, (2023). COMMUNICATION, DISSEMINATION & EXPLOITATION WHAT IS THE DIFFERENCE AND WHY THEY ALL MATTER, PUBLICATIONS OFFICE OF THE EUROPEAN UNION. [HTTPS://DATA.EUROPA.EU/DOI/10.2848/289075](https://data.europa.eu/doi/10.2848/289075)

