



CENTREPEACE

DISSEMINATION, EXPLOITATION, COMMUNICATION REPORT I.

Deliverable 9.1

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Contents

1. Introduction	7
2. Communication	8
2.1. Social media and website	8
2.1.1. Website	8
2.1.2. Newsletter	9
2.1.3. Instagram.....	10
2.1.4. X.....	10
2.1.5. Facebook	11
2.1.6. Bluesky	11
2.2. Internal communication	11
2.2.1. Email.....	11
2.2.2. MS Teams	11
2.3. Communication Activities.....	11
2.3.1. Press release.....	11
2.3.2. Interviews.....	11
2.3.3. European Researchers' Night	12
2.4. Branding.....	12
2.4.1. Banner	12
2.4.2. Posters	13
2.5. Evaluation of Communication	14
2.5.1. Digital communication	14
2.5.2. Social media	14
2.5.3. Events	14
2.5.4. Press articles and Interviews.....	15
3. Dissemination.....	16
3.1. Conference contributions	16
3.2. Evaluation of dissemination.....	16
4. Exploitation	17
4.1. Policy Papers.....	17
4.2. Project Proposals	17
4.3. Evaluation of Exploitation.....	17
5. References.....	18



List of Figures

Figure 1 Number of unique visitors over time	8
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List of Pictures

Picture 1 Updated CENTREPEACE website	9
Picture 2 Screenshot of CENTREPEACE Instagram account	10
Picture 3 CENTREPEACE at the European Researchers' Night	12



1. Introduction

This Dissemination, Communication and Exploitation Report outlines the strategic activities undertaken to ensure the visibility, outreach, and long-term impact of the CENTREPEACE project. It presents a comprehensive overview of how the project's results have been communicated, disseminated across target audiences, and prepared for exploitation beyond the project's lifecycle.

The report details the objectives, tools, and channels used to engage with academic, policy, and public communities. It also highlights key achievements, lessons learned, and future opportunities for sustaining and scaling the project's outcomes.



2. Communication

2.1. Social media and website

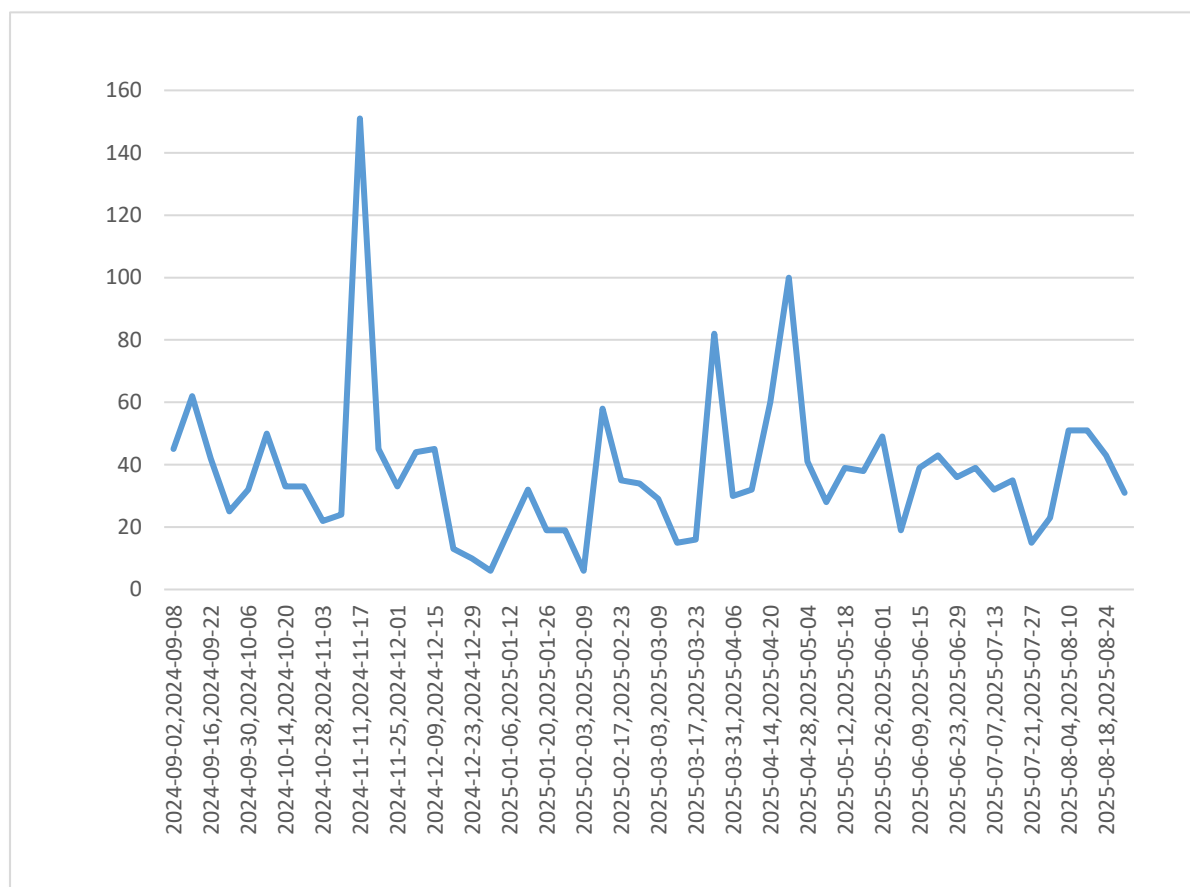
CENTREPEACE has multiple “online” tools which are used for the communication of the project – project website, newsletters and social media (Facebook, Instagram, X, Bluesky). This subchapter provides important progress information regarding all of these tools.

2.1.1. Website

The project's website was launched in August 2024, as described in the Communication, Dissemination, and Exploitation plan. It got updated during the summer of 2025. The “About” section now includes “About Project”, “Team Members”, “Institutions”, and “Contact”. In comparison to the previous version, “Contact” used to be a standalone tab of the website. Additionally, the “Newsletter” tab has been added, where website visitors can now find already published newsletters and subscribe to the newsletter as well.

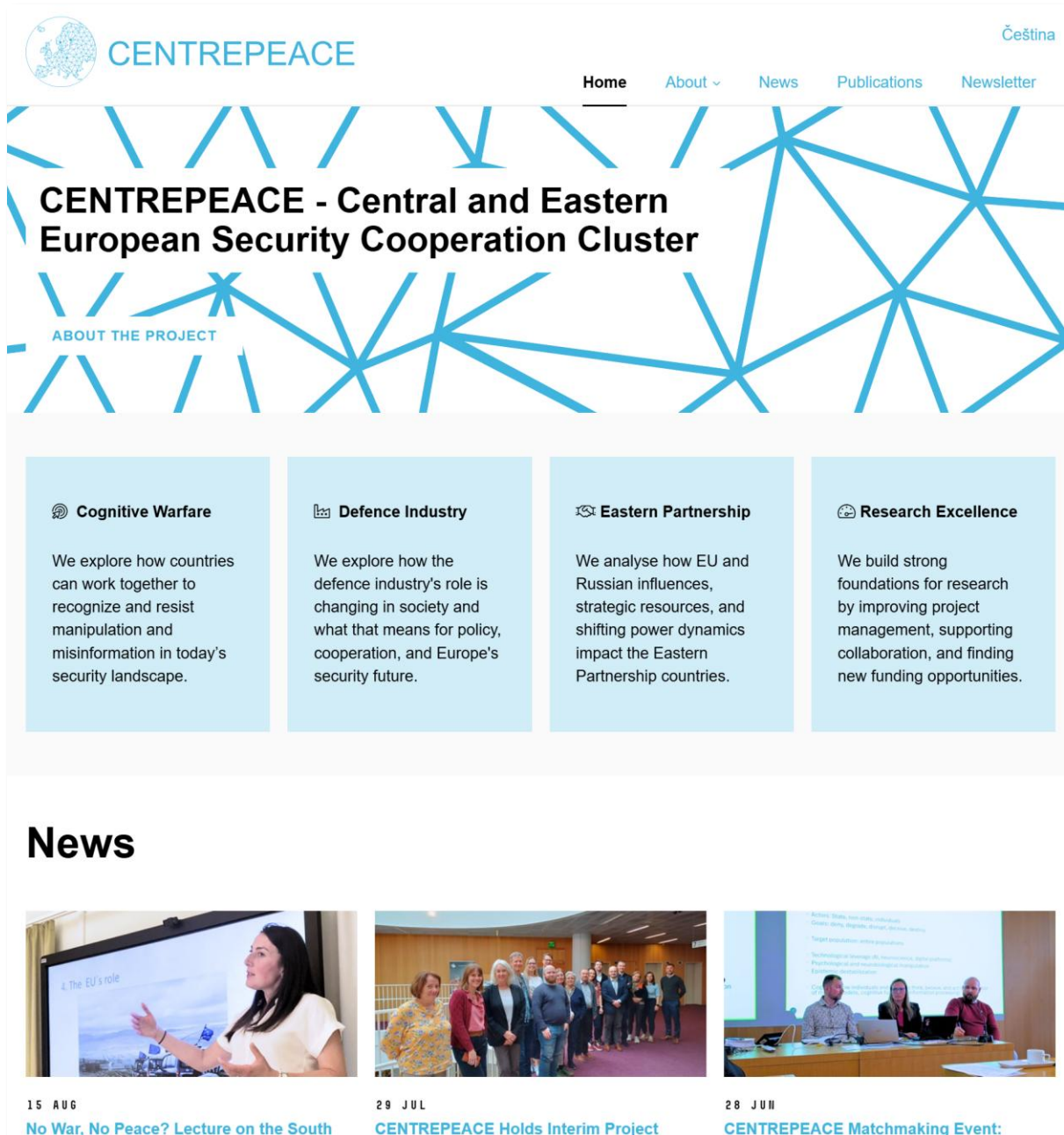
By the end of September 2025, 22 news items had been already uploaded to the English version of the website and 23 to the Czech version.

Figure 1 Number of unique visitors over time



From September 1, 2024, to September 30, 2025, the CENTREPEACE website was visited 1,957 times, with 1,747 unique visitors. This value is very close to the expected value of 2.000 visitors in the Communication, Dissemination and Exploitation Plan. The graph in Figure 1 shows the number of unique visitors by week over time.

Picture 1 Updated CENTREPEACE website



2.1.2. Newsletter

The newsletter of CENTREPEACE has been published twice since the start of the project. It contains all the news articles, along with a short commentary, from the period since the last newsletter was

published. The first newsletter covered activities from June 2024 to January 2025, and the second newsletter covered activities from January 2025 to August 2025.

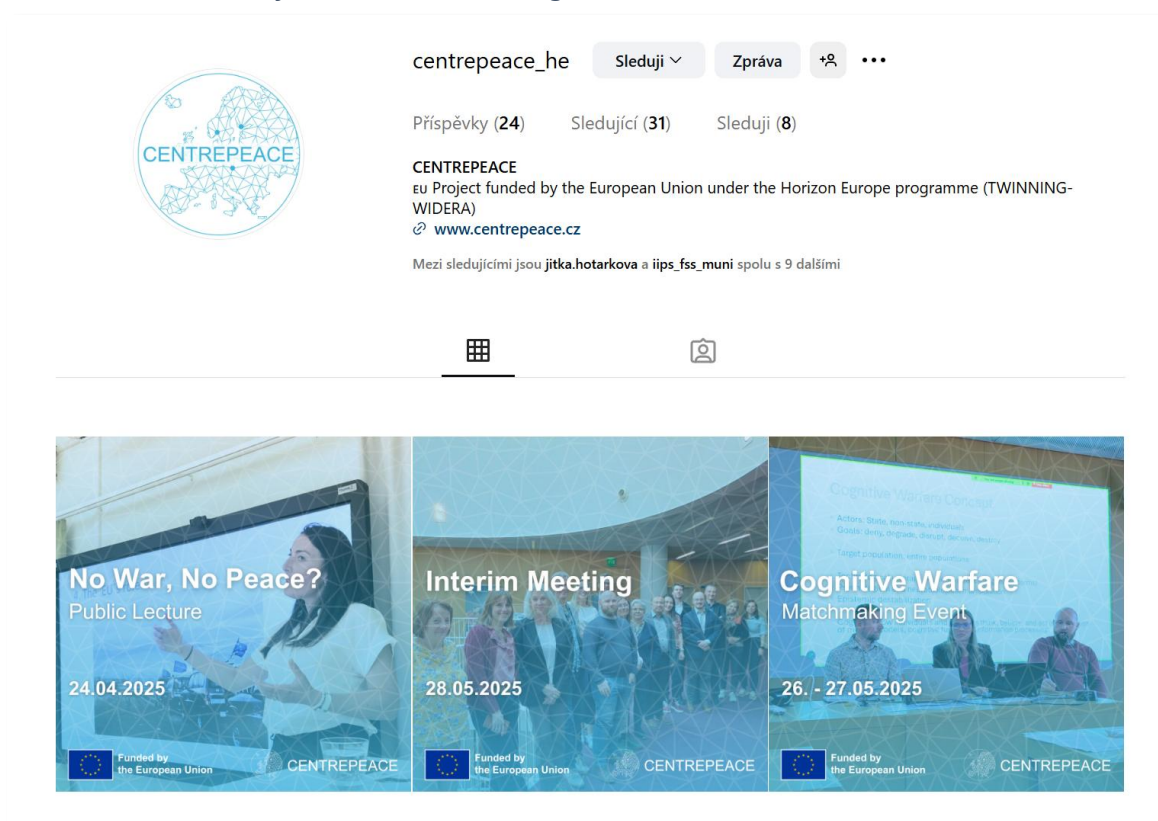
People can subscribe to the CENTREPEACE newsletter through the website on the homepage and in the “Newsletter” tab. By 30th September, 9 people were subscribed to the newsletter. The first newsletter was opened by three out of four people, and the second newsletter was opened by four out of eight.

2.1.3. Instagram

On September 30, 2025, the CENTREPEACE Instagram account (@centrepeace_he) had 31 followers. The Instagram posts statistics from 30th September 2025:

- Views 5,190
- Likes 127

Picture 2 Screenshot of CENTREPEACE Instagram account



2.1.4. X

On September 30, 2025, the CENTREPEACE X account (@centrepeace_he) had 17 followers. The X posts statistics from 30th September 2025:

- Views 2694
- Reposts 34
- Likes 47

2.1.5. Facebook

On September 30, 2025, the CENTREPEACE Facebook account (@CENTREPEACEproject) had 27 followers.

The Facebook statistics from 30th September 2025:

- Views 7,431
- Reactions 228
- Comments 2
- Shares 14

The CENTREPEACE will further pursue its intent to gain higher visibility and interaction with its content.

2.1.6. Bluesky

On September 30, 2025, the CENTREPEACE Bluesky account (@centrepeace.bsky.social) had 18 followers. The posts received 5 likes.

2.2. Internal communication

2.2.1. Email

Email is the primary means of communication within the project. It is used for coordinating work, informing project members about updates and events. The email is also used for invitations to internal events within the organisation.

2.2.2. MS Teams

MS Teams is used for storing documents that are shared within the consortium. It is also used for meetings and storing research data, with special access rights as described in the DMP.

2.3. Communication Activities

2.3.1. Press release

As part of the project's communication strategy, an institutional press release was published on *Atrium*, the official communication platform of the Faculty of Social Studies at Masaryk University. The article, titled "*Brněnská politologie spojuje Evropu v boji proti bezpečnostním hrozbám*" (Brno Political Science Unites Europe in the Fight Against Security Threats), introduced the CENTREPEACE project to a broader academic and public audience (Klimsza 2025). It outlined the project's objectives, thematic focus areas—such as cognitive warfare, the defence industry, and the Eastern Partnership—and highlighted the international collaboration with partner institutions in Oslo and Helsinki. While not a formal press release distributed to media outlets, the publication served as a key institutional communication tool, contributing to the project's visibility and outreach efforts.

2.3.2. Interviews

As part of the CENTREPEACE project's outreach and dissemination activities, an institutional interview with Professor Veli-Pekka Tynkkynen (University of Helsinki) was published on the official website of the Faculty of Social Studies at Masaryk University (MU Faculty of Social Studies 2024). The interview introduced Professor Tynkkynen's academic background, his involvement in the project, and his

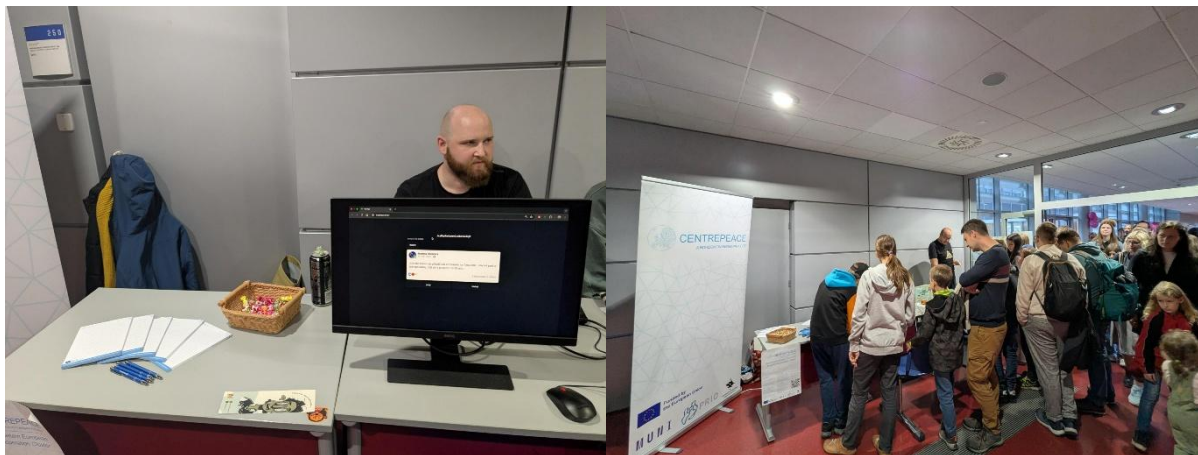
expertise on Europe–Russia relations. It also highlighted the relevance of his recent publication *How Europe Got Russia Wrong* in the context of CENTREPEACE’s thematic focus on security, energy policy, and geopolitical dynamics. This interview contributed to the project’s visibility and served as a valuable tool for engaging both academic and public audiences.

Another interview is in Czech and in the format of a video interview with CENTREPEACE Project Leader Zinaida Bechná (Masaryk University). It was published on the official YouTube channel of Masaryk University Press, within the series *MUšíme to vědět!* (We Must Know!) (Nakladatelství Munipress, Kulturní centrum MU 2024). In the episode titled “*Gruzie na křižovatce*” (Georgia at a Crossroads), Bechná discusses the geopolitical situation in the South Caucasus, the influence of regional powers, and the broader implications for European security. In addition to the thematic content, she also introduces the CENTREPEACE project, outlining its goals, relevance, and contribution to understanding security dynamics in Eastern Europe.

2.3.3. European Researchers’ Night

CENTREPEACE participated in European Researchers’ Night in Brno on September 26, 2025. The team prepared an activity in which an LLM model was used to generate social media posts, and participants had to decide whether each post was disinformation or not. CENTREPEACE cooperated with Fakescape, a nonprofit organisation that originated at the Faculty of Social Studies, Masaryk University, and specialises in educating people on how to recognise disinformation.

Picture 3 CENTREPEACE at the European Researchers' Night



2.4. Branding

As it was described in the Communication, Dissemination and Exploitation Plan, CENTREPEACE has its own dedicated colours and document template. In addition to those, during the previous period, CENTREPEACE has created its own banner and posters to promote the project.

2.4.1. Banner

The banner is present at all the events, where it is feasible to bring the banner. Whenever the banner cannot be present to promote the funder, the presentation template is used, displaying the logo.

Picture 4 Banner and the presentation template at events



2.4.2. Posters

CENTREPEACE also made two versions of the project poster. The first version was created before the in-depth content of the research focus groups was fully developed. The second version was developed later, displaying each focus group. The posters are used for promoting the project at the CENTREPEACE's member institutions.

Picture 5 First and second version of the CENTREPEACE poster



2.5. Evaluation of Communication

2.5.1. Digital communication

The project website attracted 1,747 visitors, approaching the target of 2,000, demonstrating strong interest in the project's activities and outputs. The newsletter was distributed twice during the reporting period, reaching 9 subscribers and achieving 6 views, which is below the initial target but represents a foundation for further growth.

Figure 2 Communication indicators for digital communication

	Nb. of visitors / views	Nb. of followers	Nb. of newsletters
Website	1 747 (2 000)	-	-
Newsletter	6 (200)	9 (60)	2 (6)

2.5.2. Social media

Social media engagement showed promising results, particularly on Facebook and Instagram, which recorded 244 interactions and 127 interactions, respectively, and a combined reach of over 12,000 views. The project's presence on X (formerly Twitter) generated 81 interactions and 2,694 views, while the newly established Bluesky account attracted 18 followers despite limited activity. Although interaction numbers are below the ambitious targets, the steady growth in followers across platforms indicates increasing visibility and potential for broader outreach in the next period.

Figure 3 Communication indicators for social media

	Nb. of interactions	Nb. of views	Nb. of followers
X	81 (800)	2 694	17 (200)
Bluesky	5 (500)	-	18 (100)
Facebook	244 (1 200)	7 431	27 (300)
Instagram	127 (500)	5 190	31 (100)

2.5.3. Events

The project actively participated in European Researchers' Night, engaging with the public and promoting the project's objectives. This activity provided valuable opportunities for direct interaction with non-academic audiences and contributed to raising awareness of the project's societal relevance. The participation at the Open Day will be fulfilled, as by the end of the project, CENTREPEACE will have a chance to participate on at least two Open Days at the Faculty of Social Studies, Masaryk University.

Figure 4 Communication indicators for events

	Nb. of CENTREPEACE's participations on events
European Researchers' Night	1 (2)
Open Day	0 (2)

2.5.4. Press articles and Interviews

Media engagement included one institutional press article and two interviews with project experts, published on official university platforms. These outputs significantly enhanced the project's visibility and provided accessible insights into its objectives and thematic focus. CENTREPEACE will aim towards engagement with external presses throughout the remaining project time.

Figure 5 Communication indicators for press articles and interviews

	Nb. of articles / interviews
Press articles	1 (3)
Interviews	2 (3)

3. Dissemination

3.1. Conference contributions

In June 2025, Martin Chovančík from Focus Group 2 Defence Industry joined the Defence economists conference in Bordeaux, France with a contribution titled “EU militarisation in defence spending,” where he presented some of the findings of the Focus Group. Furthermore, in June 2025, Nicholas Marsh, Martin Chovančík, and Oldřich Krpec joined the EWIS workshop in Krakow, Poland, on the Defence industry in the EU, convened by the FG under the EWIS platform, with 12 attendees, solely focused on the defence industry. The titles of the contributions corresponded with the special issue articles.

3.2. Evaluation of dissemination

The project is still preparing the project results, so the dissemination of the results will take place in the second half of the project.

Figure 6 Indicators for dissemination

		Nb. of articles / contributions / held events / podcasts	Nb. of participants	Nb. of views
Academic Articles		0 (7)	-	-
Conference Contributions		1 (6)	-	-
Podcasts		0 (6)	-	50
Popular science articles		0 (3)	-	-
Events (organised by CENTREPEACE)	Aleksanteri Conference	0 (1)	0 (200)	-
	Summer School	0 (1)	30	-
	CEE Stakeholder events	0 (4)	72	-
	Brussels policy event	0 (1)	25	-

4. Exploitation

4.1. Policy Papers

Focus Group 3 Eastern Partnership has published a policy memo authored by Zinaida Bechná and Kornely Kakachia. It is titled “The Costs of Georgia’s Self-Isolation”, published in PONARS Eurasia at the Institute for European, Russian, and Eurasian Studies, George Washington University—a leading Washington think tank that unites experts from the US and the post-Soviet region—was purposefully chosen to disseminate the outreach of the project (Kakachia and Bechná 2025).

4.2. Project Proposals

Focus Group 2 Defence Industry submitted a project proposal to the Research Council of Norway, on the topic of weapon procurement patterns in Europe. They have also submitted a second project proposal to the Czech Science Foundation, on the conceptualisation of the militarisation of Europe. Results are pending. Results are pending.

4.3. Evaluation of Exploitation

CENTREPEACE has published one policy paper so far, and based on the metrics from the project website, the policy paper has been seen by at least 21 unique users. CENTREPEACE has also submitted two project proposals, which are intended to ensure the continuation and further development of the research. The proposals await evaluation and results.

Figure 7 Indicators for exploitation

	Nb. of policy papers / submitted proposals	Nb. of downloads / views	Nb. of awarded projects
Policy papers	1 (5)	21 (20)	-
Submitted proposals	2 (3)	-	0 (1)

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