

D7.2 Dissemination Plan



D7.2 DISSEMINATION PLAN

Deliverable No.:	D7.2
Deliverable Title:	Dissemination Plan
Project Acronym:	Fandango
Project Full Title:	FAke News discovery and propagation from big Data and artificial inteliGence Operations
Grant Agreement No.:	780355
Work Package No.:	WP7
Work Package Name:	Dissemination and Data Community
Responsible Author(s):	Javier de Vega (Civio), Amir Campos (Civio)
Date:	28.09.2018
Status:	V1.0
Deliverable type:	REPORT
Distribution:	PUBLIC

REVISION HISTORY

VERSION	DATE	MODIFIED BY	COMMENTS
V0.1	03.09.2018		First draft
V0.2	12.09.2018		Internal review by Amir Campos and David Cabo (Civio)
V0.3	28.09.2018		Review by Engineering
V1.0	28.09.2018		Final version

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ABBREVIATIONS

ABBREVIATION	DESCRIPTION
CSO	Civil Society Organisation
EC	European Commission
EU	European Union
H2020	Horizon 2020
WP	Work Package

EXECUTIVE SUMMARY

The purpose of this document is to provide the guidelines on how, when and through which channels messages linked to the project's objectives will be communicated by the consortium partners.

The communication goals are:

- **Acknowledgement of the project**, its objectives and progress.
- **Acknowledgement of the data integration models and tools** developed to enable information interoperability.
- Show how the FANDANGO set of tools **makes the news verification process easier** and **helps news producers generate trustable information**.
- Promote the use of our **tools and research to target users and build community** around the platform.

These goals will be translated into a list of actions in this document. In section three, we elaborate on the audiences of FANDANGO, namely: the ICT, scientific and academic communities; media outlets, journalists and civil society organisations currently involved in news verification; and public and private initiatives researching and campaigning about disinformation. Section four displays the messages that will be used throughout the project. Section five details the communication channels and connects these to concrete actions. Section six provides the roadmap. Finally, section seven elaborates on impact assessment. These guidelines also aim to **serve as a touchstone and launching platform of our marketing and sales plans for the tools generated by the project**.

1. INTRODUCTION

The communication and dissemination strategy for [Fandango-project.eu](https://fandango-project.eu) provides the guidelines on how, when and through which channels messages related to the project's objectives will be communicated. This document will be revisited and updated based on the feedback received and project's progress.

The goal is to provide a framework for a joint communication efforts by all consortium members: dissemination goals, messages, channels and communication moments. This plan is meant to clarify what to communicate to whom, and when, in order to raise awareness about Fandango results in the market.

The plan is divided in 6 parts. The first part sets the communication goals and actions. The second part discusses the main audiences and provides examples of potential users. The third clarifies our core messages. In the fourth part, we describe the main channels and their use. The fifth part focuses on the project milestones and connects them with communication milestones. In the final part, we focus on how our communication efforts will be tracked and reported.

2. GOALS

FANDANGO goals were defined by following the [SMART criteria](#): Specific, Measureable, Attainable, Realistic and Timely. Therefore, we need to ensure that the generally formulated goals are specific enough to develop them into concrete actions, that we can measure our achievements, that we develop roadmaps to reach the goals, that we check whether the goals are achievable, and that the goals are on schedule.

2.1. PROJECT GOALS

The goal of FANDANGO is to enable more reliable and trustworthy information production for European citizens. Summarised below, our project aims to:

- Provide tools to ingest cross-domain and cross-lingual data sources of different nature to the FANDANGO Platform.
- Provide higher level automatic decision making for fake news detection.
- Provide state of the art algorithms for fake news related feature extraction.
- Back-trace the propagation of the potential fake news, determining the original sources and the diffusion points for source scoring regarding fakeness distribution.
- Test and validate FANDANGO through large scale pilots.
- Enabling media company to implement a long-term strategy to fight fake news and misinformation creating value by increasing their trust.

2.2. COMMUNICATION GOALS AND ACTIONS

These are the communication goals derived from project's goals:

1. **Acknowledgement** of the project, its objectives and progress by initiatives with similar or complementary goals through:
 - Online presence concentrated around the website.
 - Interesting articles and resources on the website.
 - Active presence on social media.
 - Press releases.
 - Newsletters.
 - Academic publications.
 - Conference visits.
 - Networking events.

2. Acknowledgement of the **data integration models and tools** developed to enable information interoperability by the relevant communities working on ICT, Big Data integration and the scientific and academic community, through:
 - Publication of articles and papers
 - Presentation of our research results at conferences and networking events.
3. Show how the FANDANGO set of tools **makes the news verification process easier and helps generate trustable information**. We will conduct a number of activities focused on groups such as journalists, fact-checkers and anti-disinformation campaigners via:
 - Press releases and media outreach.
 - Online and offline presentations of FANDANGO's tools and services.
 - Stands, interventions and help-desk corners at conferences about the news industry, journalism, fact checking, media literacy and disinformation.
 - Sharing use cases and training materials to relevant actors and influencers.
4. **Promote the use of our research** results to target users and build community around the platform:
 - Reaching existing networking communities for journalists / fact checkers / disinformation campaigners.
 - Submitting our tools into the main Journalism / Fact checking Tool lists.
 - Promoting campaigns at peak moments: after the launch of the prototype and at the launch of the toolset full version.
 - Disseminating our pilot investigation through a network of media partners.

3. AUDIENCES

We have identified five target audiences as potential users of our research and tools:

1. Synergic partners in the **ICT community**.
2. The **scientific / academic community** focused on Big Data, machine learning and natural language processing.
3. **Media companies and Civil Society Organizations** (CSOs) that have adopted fact checking and news verification processes.
4. Public and private initiatives focused on **disinformation researching and campaigning**.
5. The general public through Media Literacy programs in **educational institutions**.

3.1. AUDIENCE DEFINITION

3.1.1. SYNERGIC PARTNERS IN THE ICT COMMUNITY

We have identified the following actors we can establish collaboration with:

NAME	DESCRIPTION	WEBSITE
BDVA	Big Data Value is the Public Private ecosystem around Big Data in Europe. Consortium member Engineering is founding partner of the PPP Big Data Value Association, leading the Business Impact Task Force.	http://www.bdva.eu
NEM – VITAL MEDIA Project	The NEM Initiative (New European Media Initiative) fosters the convergence between consumer electronics, broadcasting and telecoms in order to develop the emerging business sector of networked and electronic media.	https://nem-initiative.org/
InVID - In Video Veritas!	The InVID innovation action develops a knowledge verification platform to detect emerging stories and assess the reliability of newsworthy video files and content spread via social media	https://www.invid-project.eu
Reveal Project	The Reveal Project develops tools and services that aid in Social Media verification. They look at verification from a journalistic and enterprise perspective.	https://revealproject.eu
PHEME	Deals with the identification of so-called “phemes” (described as memes enhanced with truthful information), modelling their spread across social networks and online media. The focus is on aspects of speculation, controversy, misinformation and disinformation.	https://www.pheme.eu

CPN	CPN (Content Personalisation Network) is an ICT19 project dealing with the content/news production and personalisation. VRT and Livetech are partners of the CPN).	
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3.1.2. THE SCIENTIFIC / ACADEMIC COMMUNITY

The FANDANGO research partners have identified a list of scientific journals and conference venues that FANDANGO research may be submitted:

TITLE	TYPE
IEEE Trans. On Knowledge and Data Engineering	Journal
IEEE Trans. Image Processing	Journal
IEEE Trans. Multimedia	Journal
IEEE Trans. Pattern Analysis and Machine Intelligence	Journal
IEEE CVPR	Conference
ICMR	Conference
ICML	Conference
ACM Multimedia	Conference

3.1.3. MEDIA COMPANIES AND CSOs WITH FACT-CHECKING AND VERIFICATION PROCESSES

By definition, most of the European news producers are potential users of FANDANGO's tools. However, not all are equally involved in news verification processes. We highlight a list of entities specialized in news verification as potential tier-one users of the FANDANGO toolset. As the main players in the field are based in the United States, we include some of them too.

Media companies:

NAME	COUNTRY	DESCRIPTION	WEBSITE
20 Minutes Fake Off	France	20 Minutes section devoted to hoaxes and fake news debunking.	https://www.20minutes.fr/societe/desintox/
CrossCheck	France	Collaborative journalism project that brings together newsrooms across France and beyond to accurately report false, misleading and confusing claims that circulate online.	https://crosscheck.firstdraftnews.org/france-en/
CORRECTIV	Germany	Non-profit investigative newsroom that shows an elaborate approach to carry out	https://correctiv.org/en/correctiv/

		independent, high quality journalism.	
Newtral	Spain	Media start-up that produces fact checking audio-visual content to be distributed on TV and social media.	https://www.lasexta.com/programas/el-objetivo/
Faktisk.no	Norway	Fact checking outlet launched with the backing of four of Norway's biggest news organizations — VG, Dagbladet, NRK and TV 2.	https://www.faktisk.no
Faktograf.hr	Hungary	A joint project of Croatian Journalists' Association (HND) and civil society organization GONG, created with the main purpose of fact checking.	https://faktograf.hr
The Ferret	Scotland	Ferret Fact Service (FFS) is the fact-checking arm of investigative not-for-profit co-operative The Ferret.	https://theferret.scot
Le Monde - Les Décodeurs	France	The fact checking and data visualization department of Le Monde, created in 2014.	https://www.lemonde.fr/les-decodeurs/
Désintox - Arte - Libération	France	Désintox is the distinct fact checking section of Libération, a legally registered French media outlet.	http://www.liberation.fr/desintox,99721
Maldita.es	Spain	Maldita and its different brands publish fact checks about a wide range of topics for social media.	https://maldita.es
Pagella Politica	Italy	Fact checks the political discourse in Italy.	https://pagellapolitica.it
teyit.org	Turkey	News verification site.	https://teyit.org/eng/
TheJournal.ie FactCheck	Ireland	Fact checking section from TheJournal.ie	http://www.thejournal.ie/factcheck/news/
Viralgranskaren	Sweden	Fact checking entity part of the newspaper Metro.	https://www.metro.se/viralgranskaren
BBC Reality Check	UK	Fact checking section from BBC News.	https://www.bbc.com/news/topics/cp7r8vgl2rgt/reality-check
AP Fact Check	USA	Fact-checking and accountability journalism from @AP journalists around the globe	https://apnews.com/tag/APFactCheck
Polygraph.info	USA	Polygraph.info is a fact-checking website produced by Voice of America (VOA) and	https://www.polygraph.info

		Radio Free Europe/Radio Liberty. A resource for verifying the increasing volume of disinformation and misinformation being distributed and shared globally. A similar website in the Russian language can be found at factograph.info .	
The Washington Post Fact Checker	USA	Fact checking section of the Washington Post.	https://www.washingtonpost.com/news/fact-checker
Snopes.com	USA	Web site that researches hoaxes and urban legends. The oldest and largest fact-checking site on the Internet.	https://www.snopes.com
PolitiFact	USA	Home of the Truth-O-Meter and independent fact checking by the Poynter Institute.	https://www.politifact.com

Civil Society Organisations:

NAME	COUNTRY	DESCRIPTION	WEBSITE
Full Fact	UK	UK's independent fact checking charity.	https://fullfact.org
Demagog.cz	Czech Republic	Registered NGO that monitors and verifies the political discourse in Czech Republic.	https://demagog.cz
Doğruluk Payı	Turkey	Doğruluk Payı is a project of Dialogue for Common Future Association (Ortak Gelecek için Diyalog Derneği).	http://www.dogrulukpayi.com
FactCheck Georgia	Georgia	A project of Georgia's Reforms Associates (GRASS), a non-partisan, non-governmental policy watchdog and think tank, which conducts research and public policy analysis, and provides advice and project management in the fields of public policy and public administration reform.	http://factcheck.ge/en/
Fact Check NI	Ireland	Northern Ireland's first dedicated fact-checking service. It publishes nonpartisan articles on the accuracy of statements by public figures, major institutions, and other attributable claims of interest to society. Fact Check NI is a project of the	https://www.factcheckni.org

		charity Foundation Northern Ireland.	
Africa Check	South Africa	Africa Check is a non-profit organisation set up in 2012 to promote accuracy in public debate and the media in Africa. The goal of their work is to raise the quality of information available to society across the continent.	
Faktabaari	Finland	Faktabaari is a Finnish fact-checking service bringing accuracy to the public election debates. Is run by a transparency NGO called Avoin yhteiskunta ry (Open Society association, Finland).	https://www.faktabaari.fi/in-english/
International Fact-Checking Network	USA	The International Fact-Checking Network is a unit of the Poynter Institute dedicated to bringing together fact-checkers worldwide.	https://ifcn.codeofprinciples.poynter.org
Climate Feedback	USA	Climate Feedback is a project hosted by the Center for Climate Communication at the University of California. Climate Feedback is dedicated to provide insight on the credibility of information that shapes public opinion on climate change.	https://climatefeedback.org
Ellinika Hoaxes	GR	A project for debunking hoaxes that emerge in the Greek Internet space	http://ellinikahoaxes.gr

3.1.4. PUBLIC AND PRIVATE INITIATIVES FOCUSED ON DISINFORMATION/PROPAGANDA

We have identified the following actors as potential users of the FANDANGO toolset:

Public EU initiatives:

NAME	DESCRIPTION	WEBSITE
EU vs Disinformation campaign	Campaign run by the European External Action Service East Stratcom Task Force to better forecast, address and respond to pro-Kremlin disinformation. The team was set up after the EU Heads of State and Government stressed the need to challenge Russia's ongoing disinformation campaigns.	https://euvsdisinfo.eu
Media.eu	Programme of the EU Commission in the European Single Market framework around Media Freedom and Media Pluralism.	http://europa.eu/rapid/press-release_IP-18-1746_en.htm

	#TackleFakeNews.	
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Private initiatives at the national level:

NAME	COUNTRY	DESCRIPTION	WEBSITE
First Draft	USA	The leading project fighting mis- & disinformation. Run by the Shorenstein Centre.	https://firstdraftnews.org
Stop Fake	Ukraine	Monitors / fact-checks / debunks Russian propaganda. Created by studs/alums/faculty of Mohyla School of Journalism.	https://www.stopfake.org
KremlinWatch.eu	Czech Republic	A strategic program of the European Values Think-Tank aimed at revealing and combating Kremlin information warfare against Western democracies.	http://www.kremlinwatch.eu
DisinfoPortal	USA/EU	A portal tracking efforts to counter disinformation in the US and Europe. Managed by the Eurasia Center at Atlantic Council (Washington, DC).	https://disinfoportal.org
Datalyrics	Central Europe	Datalyrics is an independent, private non-profit based in Central Europe, providing in-depth insight into the topics that divide societies based on academic research and sound journalism. Knowledge boutique about divisive topics	https://datalyrics.org/en/
EU Disinfo Lab	Belgium	The EU DisinfoLab is a non-governmental organisation based in Brussels. Its mission is to fight disinformation with innovative methodology and scientific support to the counter-disinformation community.	http://disinfo.eu
Myth Detector	Georgia	Myth Detector debunks myths and reveals disinformation about Georgia's Euro-Atlantic Integration in Georgian Media.	http://www.mythdetector.ge/en
Atlantic Council's Digital Forensic Research Lab	USA/EU	The Atlantic Council's Digital Forensic Research Lab (DFRLab) has operationalized the study of disinformation by exposing falsehoods and fake news, documenting human rights abuses, and building digital resilience worldwide.	https://www.digitalsherlocks.org

Integrity Initiative	UK	Countering disinformation and malign influence. Promoting media literacy and media freedom. A European collective of journalists, researchers & practitioners	https://www.integrityinitiative.net
Global Disinformation Index	UK	Bringing Metrics to the World's polluted information ecosystem.	https://www.disinformationindex.com

3.1.5. EDUCATIONAL INSTITUTIONS

The following actors may use FANDANGO as part of their Media Literacy initiatives:

NAME	COUNTRY	DESCRIPTION	WEBSITE
French Centre for Media and Information Education (CLEMI)	France	Is part of the French Ministry of Education, has been responsible for promoting the use and awareness of media in the education system since 1983.	
Mediawijzer.net	The Netherlands	It provides the Dutch population with guidance on how to become media literate in order to progressively participate fully in society. It brings together in its network more than 1,000 organisations: schools, public libraries, public broadcasting organization, Stichting Kennisnet, Beeld en Geluid, education experts and other academics.	https://www.mediawijzer.net/about-mediawijzer-net/
Swedish Media Council	Sweden	The Swedish Media Council is a government agency whose primary task is to promote the empowering of minors as conscious media users and to protect them from harmful media influences.	https://statensmedierad.se/ovrigt/inenglish.579.html
Flemish Knowledge Centre for Media Literacy	Belgium	The Flemish Knowledge Centre for Media Literacy, which is part of the Flemish Ministry of Media, aims to promote critical thinking in the use of media.	https://cjsm.be/media/theses/mediawijshheid/vlaams-kenniscentrum-voor-mediawijshheid

A full set of European Media Literacy Initiatives can be found in the EuroMediaLiteracy database¹ and the Council of Europe report², “Mapping of media literacy practices and actions in EU-28”.

¹ See <https://euromedialiteracy.eu/database.php>.

² Available online at https://www.epra.org/news_items/mapping-of-media-literacy-practices-and-actions-in-eu-28-eao-report

As a concrete example of a Media Literacy initiative, see “StopFake Helps Schools to Teach Media Literacy”³.

3.2. ROLE OF THE AUDIENCES

This is summary of the role of the audiences, what they need to know and do and our message:

AUDIENCE	WHAT THEY NEED TO KNOW AND DO	MESSAGE
THE ICT, SCIENTIFIC AND ACADEMIC COMMUNITY	Know what FANDANGO is	FANDANGO provides a decision support end-to-end solution to fight the fake news phenomenon; to do that FANDANGO will integrate official datasets to support fact checking efforts; and design and train specific classifiers to evaluate the likelihood of specific pieces of news of being fake, by evaluating their specific text or multimedia content.
	Need to have updates about project results and new developments	Help shape this tool together with us.
MEDIA / CSOs / DISINFO RESEARCHERS AND CAMPAIGNERS	Know what FANDANGO is	FANDANGO has developed a set of verification tools to help you assess the reliability of news.
	Need to have updates about project results and new developments	Depends on the update: for example, launch of new tools, check our pilots.
	Should use FANDANGO to produce stories / campaign	Yes, these tools are developed together with journalists and activists to make news verifications easier We offer trainings to journalist / fact checkers / campaigners.
	Should share the information on social media	Please share this on your platforms, blogs and channels.

³ Online at <https://www.stopfake.org/en/stopfake-helps-schools-to-teach-media-literacy/>

	Give feedback about the platform	Please share your experience using our tools.
EDUCATIONAL INSTITUTIONS INVOLVED IN MEDIA LITERACY	Know what FANDANGO is	FANDANGO develops tools, research and materials to combat disinformation.
	Should use FANDANGO to	Expand media-literacy education around disinformation any your classroom.
	Should share the information	With programme managers.

4. MESSAGE

4.1. MAIN MESSAGE

This text is meant for general awareness. It sums up FANDANGO's overall approach and ambitions. Based on this, we can provide more detailed information for specific requests (e.g. the FANDANGO Factsheet).

Europe is lacking a systematic knowledge and data transfer across society to address the aggressive emergence of unverified facts -in the form of hoaxes, fake news, disinformation campaigns or, in more general terms, misinformation-. For every fact, there is one or more counterfacts so, in this bewildering maze of claims and counterclaims, misinformation spreads at great speed with devastating consequences extremely difficult to cope with. Increasing access to reliable data for decision makers, journalists, organizations and citizens is an urgent need.

FANDANGO provides a deep data integration activity to help you to assess the reliability of news content (text, photo or video). FANDANGO relies on data integration, homogenisation and exchange in the news, facts and media domains to provide unified techniques, an integrated big data platform and a toolset that aid journalists, fact checkers, campaigners and the general public in verifying facts, accessing to trustworthy information and breaking information silos. These tools have the potential to transform the news ecosystem by ensuring access to reliable facts and evidence.

These tools are developed together with their target groups, namely media companies and news producers ([Agenzia ANSA](#) and [VRT](#)), ICT partners ([Engineering](#), [LiveTech](#) and [Siren Solutions](#)), research organisations ([Universidad Politécnica de Madrid](#) and [CERTH](#)) and watchdog non-for-profit organisations ([Civio](#)).

FANDAGO will pilot and validate its tools by applying them to three scenarios where misinformation is currently influencing perception with respect to social, political and economic actions: climate, immigration and European context.

4.2. KEY POINTS

Summarising the key elements as bullet points:

- FANDANGO provides data integration and interoperability for enabling more verified communications and breaking information silos.
- FANDAGO provides a set of verification tools (for text, photo and video) to help journalists; researchers and campaigners assess the trustworthiness and accuracy of a piece of content and generate more trustable information.
- FANDANGO contributes with knowledge sharing so that researchers, institutions, media and the general public can better face disinformation.

5. COMMUNICATION CHANNELS AND ACTIVITIES

5.1. CHANNELS

5.1.1. WEBSITE

The project website ([Fandango-project.eu](https://fandango-project.eu)) is the main communication tool to disseminate news events and achievements.

It will contain all the information concerning the project such as a description of the consortium members and objectives, a repository of all materials generated by the project, a section on current events, the newsletter sign-up box, contact information, and the News section. It will (over time) include a set of key presentation materials centred on the consortium's research, tools, user cases and benefits.

Now, the website has three main categories:

- **The project:** [What is Fandango?](#) , [Timeline](#) and [Partners](#).
- **Resources:** a selection of articles and reports about fake news.
- **News:** the upcoming activities and news for FANDANGO will be highlighted. The News section can be reached through [Fandango-project.eu/news](https://fandango-project.eu/news). It is the channel to communicate the latest developments of the project, news about data integration and news verification, new research products, tools, milestones and events.

To maintain the reader base a new article will be published every four weeks and on an ad-hoc basis where appropriate. This section will also curate third-party content. The dissemination leader (Civio), with the input from other consortium members, will collect and publish interesting information dealing with data integration research, disinformation and news verification issues, referring to external sources. Civio will maintain the News section but consortium members will be asked to contribute to the section on a regular basis, through articles, interviews or partner profiles.

New sections will be introduced to present the tools and the pilot investigations (when ready).

The website will be kept up to date by Civio. The input from all project members is required to keep this up to date. Deliverables, events and news need to be brought to the attention of Civio by the project partners themselves.

We will use Google Analytics to measure the traffic on the site.

5.1.2. EMAIL NEWSLETTER

An important communication tool to inform on the project and announce future releases, activities and events. The content will be held short and linked to our website with further information.

On a first stage, the newsletter will distribute information on project progress, current issues, feature project partners and their initiatives and events.

Once FANDANGO's toolset is operational and displayed on the website, we will highlight our products, functionalities and use cases. We will conduct specific campaigns and actions to increase subscription numbers.

5.1.3. TWITTER AND FACEBOOK ACCOUNTS

Useful to inform and engage with our target audiences and their communities, receive feedback and direct traffic to the platform. These accounts can be used to make announcements on events or new project outcomes and search for information that is related to the project.

Both profile have been created for FANDANGO (@fandango_eu in Twitter, fandango.project in Facebook). Civio will start building a community on Twitter and Facebook by a) following other users who are important for our project and b) tweeting project related information on a regular basis. To keep the accounts alive at least four posts a week will be published.

5.1.4. MEDIA

Media and journalists will be great multipliers to our outputs. We aim to reach and communicate with them by:

- **Distributing press releases.** Aimed to ensure that the media picks up events, publications and project milestones. We will create a contact database and, in some cases, specific journalists will be given access in advance to our tools and research.
- **Partnering.** To increase our reach, we can identify media partners interested in re-publishing our pilots on Immigration, Climate change and European affairs. To that aim, a joint strategy will be designed to make this cooperation fluent.

5.1.5. EVENTS

- **Media/Journalist training.** Trainings (e.g. during industry events) are a great opportunity to encourage practitioners and journalists to use our tools.
- **Information sessions and Meetings with Key Stakeholders.** Consortium members will attend conferences and meetings related to data integration technologies, media innovation and journalism. At these meetings, they will promote the project and collect contact details of potential collaborators.

5.1.6. FACT SHEET

A fact sheet will be designed, printed and provided to all partners. It will describe the key information of the project.

5.1.7. OTHER MATERIALS

Conveyor rollers will be designed with our brand and basic information about the project to use on events.

5.1.8. PRODUCT PROFILES

Having our tools profiled in popular toolkits for journalists will help us gain users. We will provide them with basic information about functionalities and use cases. Examples:

NAME	WEBSITE
Bellingcat's Digital Toolkit	https://docs.google.com/document/d/1BfLPJpRtyq4RFtHJoNpyWQjmGnyVkfE2HYoICKOGguA/edit
Journalist's Resource	https://journalistsresource.org

Journalist's Toolbox	http://www.journaliststoolbox.org
Journalism Tools	http://journalismtools.io
Poynter's Digital Tool Catalogue	https://www.newsu.org/resources/digital-tools
Journalism.co.uk	https://www.journalism.co.uk
Data Driven Journalism	http://datadrivenjournalism.net
Mediashift	http://mediashift.org/idealab/contact
School of Data	http://schoolofdata.org
Tools for reporters	http://toolsforreporters.com
GIJN Resources	https://gijn.org/category/resources/
NiemanLab	http://www.niemanlab.org
Newsroom Tools	http://newsroom.tools/about
Product Hunt	https://www.producthunt.com

5.2. COMMUNICATION ACTIVITIES

5.2.1. NETWORKING

ACTIVITY	CHANNELS
Stakeholder Meetings and Events	Stakeholder meetings will be disseminated through direct networks of partners. The events will be announced on the website and over mailing lists. Twitter will be used to spread this to a wider audience.

5.2.2. CONFERENCES AND WORKSHOPS

ACTIVITY	CHANNELS
Visit conferences focused ICT, Media innovation, news industry, fact checking and investigative journalism.	Announce visit to conferences on the News section of the website. Report back on the conference on the News section of our site. Tweet actively from the event with the FANDANGO account. Share presentations or pictures.
Organise workshops.	Announce workshops on the website, social media profiles, newsletter and industry mailing lists. Use Twitter during the workshop, pick a specific hashtag.

	Write article in the News section about the workshop.
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5.2.3. TRAINING

ACTIVITY	CHANNELS
Tutorials/demonstrators of the tools for journalists and campaigners on news verification.	Same channels as for the conferences: News section on the website, social media, etc. Materials will directly accessible through the platform and specific tools.

5.2.4. ONLINE PRESENCE

ACTIVITY	CHANNELS
Online presence concentrated around the website.	Regularly updated content. Link the other communication channels to the website. E.g.: Twitter and Facebook. Curate interesting third-party content.

5.2.5. PR

ACTIVITY	CHANNELS
Press Release	Contact database, partner's networks and industry mailing lists.
Testimonials	Publish on website, use in campaigns around the platform.
Publications	Tweet and link to the publication on the website under the News section.
Social Media campaigns	Four tweets per week about the relevant events and activities of the project and the wider field of quality journalism and evidence-based information. Retweet other actors.
Promotion Campaigns (online) at peak moments: after the launch of the beta-version and at the launch of the full version.	Together with the marketing plan in the exploitation plan, this is further developed.

6. MILESTONES

We make a distinction between project milestones and key-communication moments. Here we outline the general timeline of the project. This will be linked to the key-communication moments.

The goal of FANDANGO is to develop a platform and a set of tools to enhance access to reliable data and make the news verification process easier. The platform and the accompanying services and tools will be developed alongside each other and later integrated.

The first year focuses on **laying the foundation** of the project by setting the data management, data integration and interoperability models.

The second year, data model components, a pre-processing set of tools and a pilot will be deployed. The **first prototype of the platform** will be launched and tested, along with a pilot.

The third year, the platform **will be updated** with new functionalities and **new pilots** will be validated. The finalized products will be further marketed and disseminated.

6.1. PROJECT MILESTONES

ESTIMATED DATE	MILESTONES AND DELIVERABLES	RELATED WORK PACKAGES
June 2018	Project initiation completed. Management Website. Data Management Plan. Quality Plan. Data lake integration plan. Development of project website.	1, 2, 7
December 2018	First pilot execution and evaluation plan. Interim Periodic Reports. Data Interoperability and data model design. Pilots execution and evaluation plans. Dissemination Plan.	1, 2, 6, 7
June 2019	First Pilot implemented. First pilot mid-term iteration. Community building actions around first pilot's result. Market Analysis and preliminary business requirement.	6, 7, 8
December 2019	First pilot validated. Technical requirements (platform and service	2, 3, 4, ,5

	<p>requirements).</p> <p>Data model and components.</p> <p>Lightweight data shipping components development.</p> <p>Pre- processing set of tools.</p> <p>Ground truth development for FANDANGO system assessment.</p> <p>Spatio- temporal analytics and out of context fakeness markers prototypes.</p> <p>Multilingual text analytics for misleading messages detection prototypes.</p> <p>Copy-move detection on audio-visual content prototypes.</p> <p>Source credibility scoring, profiling and social graph analytics prototypes.</p> <p>Machine learnable scoring for fake news decision making prototypes.</p> <p>First iteration piloting and validation report.</p> <p>Application areas business requirements and preliminary exploitation plan.</p>	
June 2020	<p>Platform architecture setup.</p> <p>Finishing of the second round of pilots.</p> <p>Software updates of the modules and prototypes.</p> <p>Second iteration piloting and validation report.</p>	4, 6
December 2020	<p>Project completed.</p> <p>Impact Report.</p> <p>Final Exploitation plan and technology uptake.</p> <p>Report replicability of the solution.</p> <p>Final Project Progress Report.</p>	1, 7, 8

6.2. COMMUNICATION MILESTONES

The following milestones are the major communication opportunities of this project. We have identified:

ESTIMATED DATE	MILESTONE
December 2018	ICT Networking session.
June 2019	First prototype of the FANDANGO platform is launched.

December 2019	First pilot.
June 2020	Second and third pilots.
December 2020	Full version of the FANDANGO platform is launched.

Around these launches, we will set up communication and marketing campaigns. The general communication strategy contains two parts: streams and highlights.

6.2.1. STREAM

The stream is built up in different phases: the preparation phase, the establishment of our website and channels, the generation of content, and follow up.

- Set up the online presence, develop materials, start social media (September 2018 – Dec 2018)
- Establish ourselves in the networks by generating interesting content (November 2018 - December 2020)
 - Bi-Weekly articles in the News section of the website, covering developments in FANDANGO, as well as curated articles and publications.
 - Conference visits, presentations and panels.
 - Newsletter and contact list nurturing.
- Streaming on social media, 3 - 5 tweets a week. (November 2018 – December 2020)
- Campaign around the first set of tools ready in the platform. (June 2019 – November 2019)
- Campaign around the first pilot. (June 2019)
- Campaign around the second and third pilots. (January 2020 – June 2020)
- Marketing Campaign around final Platform and Services. (June 2020 – December 2020)

6.2.2. HIGHLIGHTS

The stream is built up around internal and external highlights to provide communication opportunities. The internal highlights are the newsworthy moments in the development of the platform and pilots. External highlights are news-events or conferences in the fields of ICT, media innovation, journalism, fact checking or disinformation. At the moment, we have already identified the following external highlights:

DATE	NAME	LOCATION	SECTOR	DESCRIPTION
April 2019	Digital Media Europe	Viena (Austria)	Media Innovation	The leading event for the European publishing industry to strengthen digital strategy and increase revenues.
3-7 April 2019	International Journalism Festival	Perugia (Italy)	Investigative Journalism	Discussing innovation potential related to journalism.
19-21 June	GEN Summit	Lisbon	Media	An international association of over 6,000 editors-in-chief and media

2019		(Portugal)	innovation	executives with the mission of fostering digital innovation in newsrooms all over the world.
TBD	MINDS Conferences	TBD	ICT	A great opportunity for networking with the agencies' decision makers, for an exchange of thoughts and experiences, for getting impulses for new business development as well as the chance for collaboration in many ways.
TBD	MisinfoCon	TBD	Fact Cheking	MisinfoCon is a community of people focused on the challenge of #misinformation & what can be done to address it. Events so far at MIT, London, Kyiv. and DC.
Summer 2019	Global Fact-Checking Summit	Capetown (SA)	Fact Cheking	The premier conference dedicated to fact-checking worldwide. Organized by Poynter's International Fact-Checking Network and has been held every year since 2014.
TBD	News Impact Academy	TBD	Media innovation	Organised by the European Journalism Centre, and powered by the Google News Initiative, this series of workshops tackles some of the most pressing challenges in the journalism industry.
TBD	World News Media Congress	TBD	Media innovation	A unique global gathering of chief editors, publishers and CEOs passionate about media freedom and taking action to ensure a sustainable news industry.
December 2019	ICT Proposer's Day 2019	Finland	ICT	This research and innovation event focus on the European Union's priorities in the digital transformation of society and industry and presents a unique opportunity for the project to expand its audience.
December 2020	ICT Proposer's Day 2020	Germany	ICT	This research and innovation event focus on the European Union's priorities in the digital transformation of society and industry and presents a

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				unique opportunity for the project to expand its audience.
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7. IMPACT ASSESSMENT

7.1. INDICATORS AND TARGETS

Here we set indicators related to our communications goals:

- A) **Acknowledgement of the project, its objectives and progress** by initiatives with similar or complementary goals.

INDICATOR	TARGET
Set up of successful collaborations other EU projects	1 - 5
Number of contacts collected	50 - 100

- B) Acknowledgement of the **data integration models and tools** developed to enable information interoperability by the relevant communities working on ICT, Data integration and the scientific / academic ecosystem.

INDICATOR	TARGET
Participation in international events	15 - 30
Publications / papers produced	10 - 20
Presentation of our research at conferences and in network events	10 - 20

- C) Show how the FANDANGO set of tools makes the **news verification process** easier and helps **generate trustable information** to target groups such as journalists, fact-checkers and anti-disinformation campaigners.

INDICATOR	TARGET
Number of trainings / demonstrations conducted	5 - 10
Number of pilots produced	3
Number of visits to our pilots	10.000 - 20.000

- D) Promote the use of our **tools and research** to target users and build community around the platform.

INDICATOR	TARGET
Number of users of our tools	2.000 – 10.000
Number of visits to the platform	300.000 – 500.000

Now we connect these targets to the concrete actions as used throughout this strategy:

GOAL	WHAT	ACTIVITIES	TARGET
A	Number of successful collaborations	<ul style="list-style-type: none"> - Meetings - Work published or republished - Joint applications to other funding schemas 	5 1-5 1-3
A	Number of contacts collected	Via newsletter, meetings and conferences	500 - 1000
B	Participation in international events	Visit conferences on: <ul style="list-style-type: none"> - ICT - Data management / processing - Web technologies - Academic conferences Workshops	15 – 30 3-5
B	Number of publications at workshops/conferences/journals	Outside the scope of this communication strategy	10 – 20
B	Presentation of our research at conferences and in network events	Panels or Keynotes presented	10 - 20
C	Number of trainings / demonstrations conducted	Applying to call-for-sessions at national / international events; and organising training sessions for newsrooms.	5 - 10
C	Number of pilots produced		3
C	Number of visits to our pilots	Self-publishing + active search of media partners interested in re-publishing	10.000 – 20.000
D	Number of users of our tools	Achieved via:	2.000 -

		<ul style="list-style-type: none"> - Press releases - Contact to target users: Media / Journalists / Fact checkers / Campaigners - Contact to Tools for Journalists sites - Presentation of our tools at conferences and network events about Media innovation / Journalism / Fact checking / Disinformation - Marketing campaigns at peak moments: after the launch of the prototype and the full version - Trainings / workshops 	10.000
D	Number of visits to the platform	<ul style="list-style-type: none"> - Press Releases - Articles in the news section - Newsletter - Social media activity - Acquisition campaigns 	300.000 – 500.000

7.2. MEASUREMENT

We will track the above-mentioned outreach activities and take note of their success. The following table shows which measures we take into account when analysing the data:

ACTIVITY	MEASURE 1	MEASURE 2	MEASURE 3	MEASURE 4	MEASURE 5
Online Activity Platform	Unique visitors	Sessions	Average time spent per visit	Referral sources	Countries
Use of our tools	Number of users	Investigations made possible			
Event organized	Attendees	Feedback (Questionnaire)	Audience Type		
Project Publications	Views/clicks	Amount	Impact / reuse		
Online Activity Twitter	Followers	Interactions	Impressions		
Online Activity Facebook	Shares	Likes	Posts		
Articles in the	Posts	Views			

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News section					
Press releases	Media impact	Amount			
Fact Sheet	Amount distributed				

The Civio team -with assistance from the consortium partner- will **gather all the activity data through a dedicated tracker**, which will feed into the Impact Report due at the end of the project.

The progress of this Dissemination Plan will be tracked as part of the regular Consortium meetings. Amendments and extensions will be incorporated as needed.