

Outreach

by UTSYN – Forum for Security Dialogue

for the research project

Mitigating Perceived Threats in Russian and Norwegian Public Discourse (THREAT-DEFUSER)

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1. Background and introduction of the research project

THREAT-DEFUSER increases Norwegian capacity to address challenges of hybrid warfare in relation to Norway's biggest neighbor: Russia.

THREAT-DEFUSER identifies the role of disinformation in technologically facilitated dynamics of radicalization, using quantitative analysis of digitally networked communication and reassessing the acquired data through qualitative approaches. It determines the function and possible effects of these dynamics in contemporary hybrid warfare and develop concrete evidence-based recommendations for reduced vulnerability and increased resilience of societies and political systems in relation to such incursions.

THREAT-DEFUSER contributes to UN sustainable development Goal 16: Promote just, peaceful and inclusive societies. This is achieved by ensuring public access to ratings of the ideological biases and audience exclusivity of news media, essential information that mitigates social fragmentation and radicalization. News media ratings are delivered via the *NewsRadar* app that alerts consumers alongside their news feeds. The audiences of THREAT-DEFUSER include scholars of political science, linguistics, and media studies, as well as all consumers of news media in the broader public.

2. Goal for the outreach work

The primary objective of the project is ***“long term strategic competence on hybrid warfare in Norwegian and Russian media that empowers citizenry, policy makers, and academics to recognize and mitigate the escalation of radicalization”***.

This outreach plan shall underpin and support the main objectives of the research project. The suggested main goal for the outreach work is therefore:

Make the research results and findings of the project known to general audiences and policy makers within the area of hybrid warfare.

3. About UTSYN and description of outreach work

UTSYN – Forum for Security Dialogue is a Norwegian platform for broad and inclusive debate on foreign and security policy issues. UTSYN was launched in 2018 and has already established itself as an important presence in the Norwegian public debate, not least regarding discussions of defense, security and hybrid threats. UTSYN works actively with relevant end-users and stakeholders across different sectors, including civilian authorities at the county and national level, universities and research institutions, non-governmental organizations, different media outlets, as well as actors within the Norwegian Armed Forces.

The knowledge from the THREAT-DEFUSER project will contribute to policy design and change of practice. While the former clearly addresses policy makers, changed practices are also about what businesses, organizations, civil society and the media should be able to benefit from by communicating project results.

UTSYN is well connected to central, relevant and interested authorities (particularly within the foreign and defense policy communities), and non-governmental organizations, ensuring the visibility of the project's research and findings to both policy makers and civil society.

Establishing dialogue and sharing knowledge across different sectors is central to revealing different actor's perceptions of security and threats, which in turn can inform processes to make society better prepared to address and manage societal security at all levels.

The outreach work is therefore not just about one-way information delivery to end-users, but a multi-way process of sharing as well as further uncovering perceptions within society.

The outreach work will include:

- Proof reading editorials and commentary articles in newspapers/other media by project team members
- Text production (adapt scholarly articles into different formats, in collaboration with project team members, such as summaries, text to web, text to social media etc. to reach a broader audience)
- Facilitate media interviews with project team members and their participation in debates on radio/TV
- Media-work on findings and final report (such as policy recommendations, submission of relevant articles)
- Input/contribute to content on website
- Disseminate information about and promote events, podcast and *NewsRadar* app/plugin in various channels
- Presence and updates in social media channels where appropriate
- Facilitate school visits by project team members
- Ensure participation of project team members in seminars and conferences hosted by external actors to present research/findings

- Public discussions and panel debates organized with participation from various sectors of society to discuss threat perceptions, in cooperation with identified interest groups and organizations
- Liaison with external actors
- Facilitate connections between project team members and investment and company leaders, non-governmental organizations (NGOs), media, and national, regional and local management to ensure broad inclusion into debates
- Develop a plan to attach the project to important political processes to make the project relevant in the public debate (such as new White Paper on societal security/civil protection, long-term defense plan etc.)
- Distribution of evidence briefs to policy makers in local and national institutions

This process will start from the beginning, both collecting information from relevant stakeholders for the project itself, but also ensuring from the start that the project becomes known and accessible to broader user groups. An outreach plan will be designed at the beginning of the project and start immediately as an integrated part of the project.

The outreach plan will target core stakeholders and potential end-users regarding current perceptions of threats and how to manage these in a highly information-driven, digital-oriented/dependent society like Norway. In addition to connecting to stakeholders/end-users (businesses, NGO/civil society organizations, unions, political parties, etc.) and establishing preliminary attitudes and perceptions amongst these actors, UTSYN will contribute to establish a range of different open debate/seminar forums for these and other relevant participants.

Debate/seminar “findings” will be shared regularly with project partners, and UTSYN will ensure that academic publications will be regularly disseminated to general audiences through media outlets including in formats as editorials and commentaries. UTSYN contributes to all dissemination output, ensuring visibility as research is published. UTSYN will also manage inputs and responses, monitoring feedback by stakeholders and the general public to the ongoing research.

4. Budget for the outreach work

The budget for the outreach work is divided into eight milestones. The total budget is 1 115 000 NOK where **500 000 NOK is from the Research Council** and 615 000 NOK is own financing/funding from others (e.g. foundations).

Budget Category	3-2020 Milestone One	4-2020 Milestone Two	3-2021 Milestone Three	1-2022 Milestone Four	1-2023 Milestone Five
Outreach	95 000	125 000	135 000	160 000	115 000

3-2024 Milestone Six	3-2025 Milestone Seven	2-2026 Milestone Final	Total
135 000	170 000	180 000	1 115 000

OUTREACH COSTS			
ITEM	DETAILS	SUM	TOTAL COST
MILESTONE ONE			
Development detailed outreach plan incl. political strategy and media strategy ("traditional" and social media)		55 000	
Media-work launch of project	<ul style="list-style-type: none"> Editorials and commentary articles Text production other formats Media interviews etc. 	35 000	
Other		5 000	
			95 000
MILESTONE TWO			
Updates on website / social media		5 000	
Media-work on the research	<ul style="list-style-type: none"> Editorials and commentary articles Text production other formats Media interviews etc. 	35 000	
Public event		75 000	
Other		10 000	
			125 000
MILESTONE THREE			
Updates on website / social media		5 000	
Media-work on findings	<ul style="list-style-type: none"> Editorials and commentary articles Text production other formats Media interviews etc. 	35 000	
Public event		50 000	
Liaison relevant external actors		15 000	
Participation of project team members in different forums/events hosted by external actors		20 000	
Other		10 000	
			135 000

MILESTONE FOUR			
Updates on website / social media		5 000	
Media-work on findings	<ul style="list-style-type: none"> ▪ Editorials and commentary articles ▪ Text production other formats ▪ Media interviews etc. 	35 000	
Public event		75 000	
Liaison relevant external actors		15 000	
Participation of project team members in different forums/events hosted by external actors		20 000	
Other		10 000	
			160 000
MILESTONE FIVE			
Updates on website / social media		5 000	
Media-work on findings	<ul style="list-style-type: none"> ▪ Editorials and commentary articles ▪ Text production other formats ▪ Media interviews etc. 	35 000	
Dissemination info/promo podcast and conference (also invitations) in various channels		20 000	
Facilitate school visits		10 000	
Liaison relevant external actors		15 000	
Participation of project team members in different forums/events hosted by external actors		20 000	
Other		10 000	
			115 000
MILESTONE SIX			
Updates on website / social media		5 000	
Media-work on findings	<ul style="list-style-type: none"> ▪ Editorials and commentary articles ▪ Text production other formats ▪ Media interviews etc. 	40 000	
Dissemination info/promo podcast and 2 conferences (also invitations) in various channels		30 000	
Facilitate school visits		10 000	
Liaison relevant external actors		15 000	
Participation of project team members in different forums/events hosted by external actors		20 000	
Other		15 000	
			135 000
MILESTONE SEVEN			
Updates on website / social media		5 000	
Media-work on findings	<ul style="list-style-type: none"> ▪ Editorials and commentary articles ▪ Text production other formats ▪ Media interviews etc. 	35 000	
Public event		75 000	
Dissemination info/promo podcast in various channels		10 000	
Liaison relevant external actors		15 000	

Participation of project team members in different forums/events hosted by external actors		20 000	
Other		10 000	
			170 000
MILESTONE FINAL			
Updates on website / social media		5 000	
Media-work on findings and final report (such as policy recommendations)	<ul style="list-style-type: none"> ▪ Editorials and commentary articles ▪ Text production other formats ▪ Media interviews etc. 	50 000	
Dissemination info/promo podcast, conference (also invitations) in various channels		20 000	
Event on policy recommendations		60 000	
Distribution of evidence briefs		25 000	
Participation of project team members in different forums/events hosted by external actors		10 000	
Other		10 000	
			180 000
TOTAL OUTREACH COSTS			1 115 000