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Religious Toleration and Peace
[Leuven – Warsaw, TBD]

DISSEMINATION STRATEGY

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1. Introduction

1.1. Scope and objectives of the document

The main aim of this document is to provide an initial plan and strategy for the dissemination of results achieved throughout the duration of RETOPEA (May 2018– April 2022). These should be understood as both (a) specific tools developed under the project, especially the docutubes created during the series of WP5 workshops and adaptation of the Open Badged Course for the purposes of the project, and (b) new kind of knowledge concerning historical material and reflection on teaching history and role of historical education in the contemporary society which should be presented in relevant form to entities and individuals which have been identified as project's stakeholders.

Dissemination plays crucial role in the overall structure of the project and should be considered as part of a larger ongoing process related to the communication of the project to the public. While other communication activities are aimed at popularizing the ideas associated with the project by using social media and audiovisual materials, the dissemination branch of the strategy focuses on the distribution of the actual output of the project through appropriate channels and delivering them to the expected stakeholders. As such it also has impact on the growing social awareness of the project and by this – the relevance of the activities undertaken by the consortium to the challenges of the contemporary European society, yet the nature of the messages is somewhat different.

Dissemination is also important as a set of means for documentation of the scholarly achievements of the project's team, which may include but cannot be limited to new historical studies, reinterpretation of old and discovery of new sources, critical analysis of both verbal rhetoric and visual persuasion associated with the problems of religious pluralism, theoretical and practically informed reflection on teaching of history etc. Through adaptation of a number of dissemination methods WP7 together with other project partners responsible for the creation of the above-mentioned materials aims at documenting the results of the project. At the heart of this activity lies a conviction that dissemination leads also to sustainable and prolonged impact of the project after its conclusion: while the consortium of 11 partners will be formally dissolved in April 2022,

the results of the project, available through publications and other kinds of texts of culture will remain available to the next generations of stakeholders.

1.1.1. Dissemination

Dissemination of the results of the project like RETOPEA is understood as set of tools and strategies (activities) aimed at making available the results of the project to all stakeholders involved (i.e. all possible kinds of audience that might be interested in RETOPEA) through channels relevant for their profession, educational background and competence. While communication and dissemination should be treated as two sides of one global activity executed under the WP7, dissemination is understood here as more elaborate and more detailed way of presenting the outcomes of the project. This can be only achieved through pairing various kinds of stakeholders (teachers, scholars, policy makers, journalists) with relevant channels of dissemination (various kinds of texts and materials).

1.2.2. Communication

The goal of the Communication Plan, followed by implementation actions, is to design both a traditional media and social media strategy, and provide the project partners with visual identity and house style, including such elements as stationery, presentation templates, etc. This segment of the activities of WP7 is discussed in detail in D7.2. One should keep in mind that the present document and Communication Plan should be considered as intrinsically related and that the rate of success of the execution of either of them is highly dependent on the quality of implementation of the latter and that there is no high-quality dissemination without the surrounding communication actions, just as there is no “empty” communication without the actual output that could be disseminated. It is therefore the WP7 responsibility to monitor this balance and ensure that both channels for spreading the ideas, values and results of the project are being actively used throughout the project.

1.2. Revision policy

Due to the relatively dynamic situation in traditional and new media, the communication and dissimination plans cannot be considered as fixed documents. The dynamic changes in the press market, the emergence of new radio and TV programs or even

channels, creation of new social media platforms which attract new audiences, especially among the youngest citizens, requires constant and regular monitoring of the media landscape and adjustment of the policies defined in this document. In this spirit, we consider D.7.1 as a document which will be revised and updated every six months in response to the changing and evolving needs of the project as well as the possible changes among project's target audiences and in the media landscape. The subsequent changes will be documented as they may be of further use for the project partners and, since this part of the documentation of the project is public, may be of interest to other scholars facing similar challenges in the future.

2. Project's identity, values and mission

The main goal of RETOPEA is to reach as many "key stakeholders" as possible in relation to the project's principal aim, i.e. creation of outreach tools that can help the societies in building their future based on interreligious dialogue and coexistence. As a consortium, RETOPEA considers itself as multifaceted structure, comprising of heterogenous elements, e.g. research universities, with at times very long historical tradition, and relatively young NGO's, institutions associated with different religious cultures and communities, among them various Christian denominations and Muslim communities in Europe. Therefore, building on this initial experience, we are seeking to create tools for taking this spirit of collaboration and cooperation onto different level: that of educational policy and of teaching and popularization tools. The role of the dissemination plan and strategy (just as in the case of communication) is thus a way to promote the key values and ideas of the project, i.e. toleration, peace, openness, inclusiveness, in order to build stable and open society that functions along the principles of peaceful coexistence and mutual understanding of the (religious, cultural, ethnic) otherness.

3. Key actors

The UNIWARSAW is the lead institution and key beneficiary for all actions envisioned in the Project Proposal and GA for WP7. However, the staff delegated to the project in Warsaw is only partially responsible for the successful implementation of both dissemination and communication plans.

3.1. Entities responsible for dissemination

Under GA, efforts in WP7 have been envisioned for all partners. While these efforts may qualify in their individual organization plans as production of specific texts disseminating the results of the project (scholarly and popular articles, radio broadcasts, video materials to be placed online etc.), it is also expected that these partners will be active participants of communication activities, i.e. will join the WP7 team in spreading project's news through social media, take part in the process of creation and (if necessary) modification of project's visual identity. Only this kind of action guarantees the successful dissemination of project results and communication of its key messages and values to the stakeholders. The role of WP7 leader is here to engage all partners in these activities.

3.2. Workflow

In order to secure the effective execution of the communication and dissemination branches associated with the public visibility of the project, it is necessary to assume that UNIWARSAW should play the role of **central hub** for all activities associated with both dissemination and communication. Every activity undertaken within a specific WP, i.e. conference paper delivered in relation to RETOPEA, publication discussing some aspect or simply referring to the project should be reported to the UNIWARSAW team for purposes related to timely communication, archivization for further use and reporting of project's output to the European Commission. This strategy based on centralization is considered as a guarantee of consistency and coherence of RETOPEA's message both at any given moment of time and throughout the duration of the whole project.

The central role of UNIWARSAW is somewhat different, depending on the area. While in most cases the communication through social media will be based on creation of online content by the lead beneficiary with the use of materials provided occasionally by other partners involved in WP7, in case of dissemination, UNIWARSAW's role is that of the institution responsible for the internal monitoring of the dissemination practices executed by other and maintenance of only certain channels related to this process as well as translation of information of these practices into materials that can be popularized through channels identified as associated with communication. This

means that, e.g. the coordinator of WP7 will be gathering systematically documentation of all public presentations related to RETOPEA, publications (both scholarly and popular) associated with the project and created by its members but will also maintain a monthly newsletter addressed mostly to journalists, policy makers and educators, and facilitate contact between the members of the project and their possible audience through counselling and search for best possible strategy of dissemination.

4. Audience

The structure of RETOPEA's audience is complex and within it one may indicate at least few possible distinct groups:

- Audience interested in gaining knowledge on the historical practices related to interreligious relations, conflicts and dialogue;
- Audience interested in the study of contemporary challenges related to religion within the context of historical research;
- Audience interested in methods and tools for innovative teaching and popularization of scientific ideas and knowledge about the past;
- Audience interested in the intersection between the domain of academic research and practice of NGO's working with local communities;
- Audience interested in the decision making and shaping of educational policy.

These audiences should be taken into account in relation to the proper execution of the dissemination strategy of the project. With this task comes the challenge of balancing different kinds of content and variety of expectations and the WP7 team (both from Warsaw as well as members from other institutions) should serve as a a centre where every project member can turn to in order to find proper way of disseminating the results.

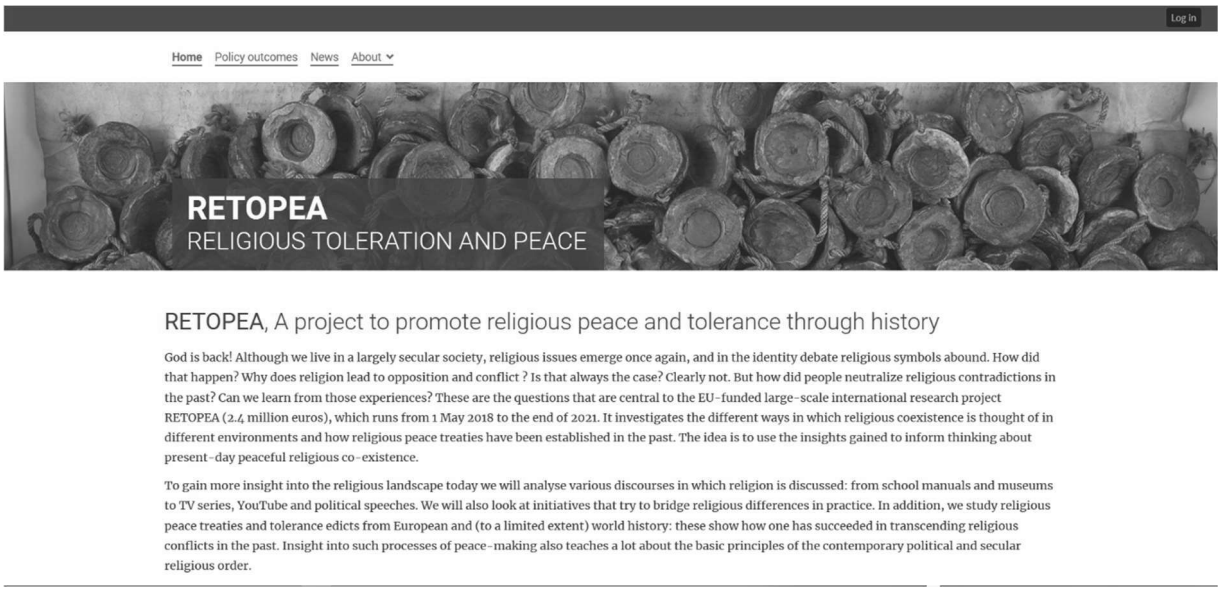
5. Dissemination tools

As noted above, the necessity to disseminate the result of the project, coming directly from the provisions of the Grant Agreement and concernign all project members, in combination with the various kinds of stakeholders (recipients of the dissemination activities) requires identification of a number of tools, some of them being well-established elements of every day scholarly practice, some of them stemming out from the innovative character of the project.

5.1. Website

The website of RETOPEA, operating at www.retopea.eu, is available since M2 and its currently developed in order to increase its functionality and balance the historical part with the information section. Its structure is expected to serve multiple goals, starting from providing general information on the project (its constituent institutions, members of the team, source of funding, general assumptions and goals), to communication of everyday life of the project. The visitor will also find there a growing set of historical aids, such as visual materials (iconography related to peace treaties available in public domain), interactive maps allowing users to navigate between the sites of historical religious peace treaties, and sets of links providing further information on the historical events and their importance for the contemporary Europe. It will also store a set of docutubes and the Badged Open Courses, which will be offered in open access.
The website, created by KU Leuven and consulted with the partners, is submitted as a separate deliverable D7.3 plays vital role in dissemination and documentation of dissemination pracices. In the course of the project, one of the website's segments, provisionally named Project's Output, will serve as the registry and repository of all activities undertaken by the partners in relation to the project, which will be grouped into certain categories (which in the course of the project may be expanded and modified in response to the changing situation):

- scholarly and professional publications
- publications for general audience
- papers and lectures given at scholarly and professional conferences, seminars and workshops
- presentations for general public
- media coverage (interviews, participation in radio and TV broadcasts, media reports)



5.2. Newsletter

In November 2018 WP7 team created the newsletter account with the use of MailerLite platform, which allows non-commercial entities to manage free of charge a newsletter with up to 1,000 subscribed recipients. Also that month, WP7 sent out a first wave of invitations to subscribe to the newsletter, both through email and via social media platforms of the project; this action will be repeated in December and will be followed by the first official newsletter, reporting on the to date works of the project and focusing particularly on the workshop scheduled for December in Mainz and forthcoming conference presentations of project members.

In order to maximize the possible audience for project output, it is vital to deliver regular updates to relevant stakeholders and the relatively old-fashioned tool as newsletter appears as one of the best methods to gain the attention of professionals like policy makers, educators and scholars. The final version of the website will include an online form for subscription which is now circulated as a stand-alone subscription window that can be found under the following stable link: https://landing.mailerlite.com/webforms/landing/m3m1p5. The consortium guarantees the subscribers that the data they entrust to the consortium through the subscription form will be stored in accordance with the GPRD and will be used only for the proper execution of the dissemination and communication activities envisaged for the project. In order to avoid possible dissatisfaction of recipients, the number of newsletters will be limited to 12 emails per year, with the provision that in certain highly important

situations it is possible to issue an extracurricular newsletter. The workflow, based on the internal press officers described in D7.2, will allow collection of information for dissemination in the newsletter form and linking the newsletter to relevant materials available at the website.

RETOPEA

Religious Toleration and Peace

Dear Recipient,

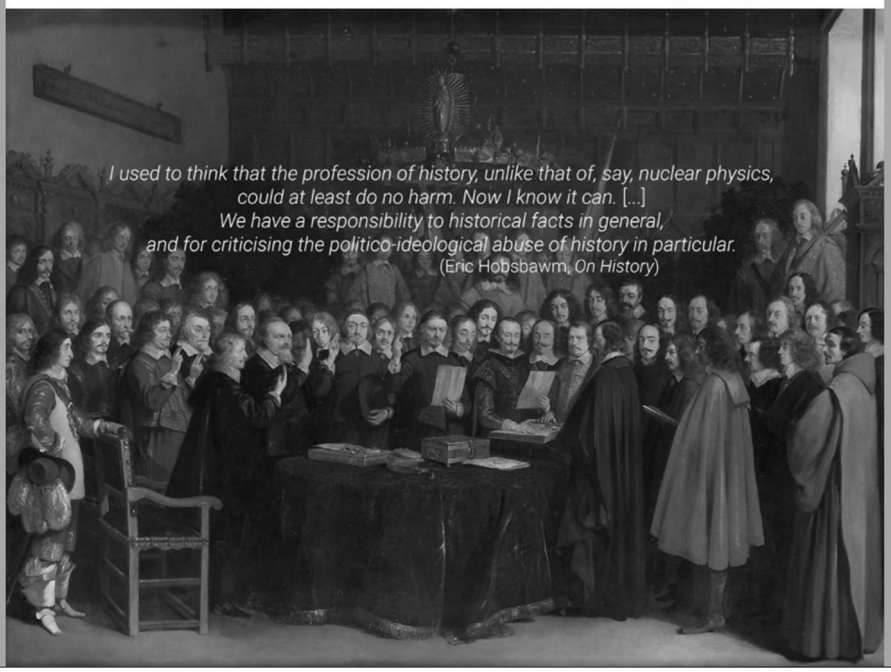
We would like to introduce you to a new research and education project, **RETOPEA – Religious Toleration and Peace**, funded by European Union under Horizon 2020 Grant Agreement no. 770309. The project gathers 11 institutions from different European countries: KU Leuven (project coordinator), Leibniz-Institut für Europäische Geschichte in Mainz, The Macedonian Centre for International Cooperation, University of Tartu, The Open University, Ss. Cyril and Methodius University in Skopje, University of Helsinki, University of Warsaw, University of Granada, Foyer vzw, Euro-Arab Foundation for Higher Studies.

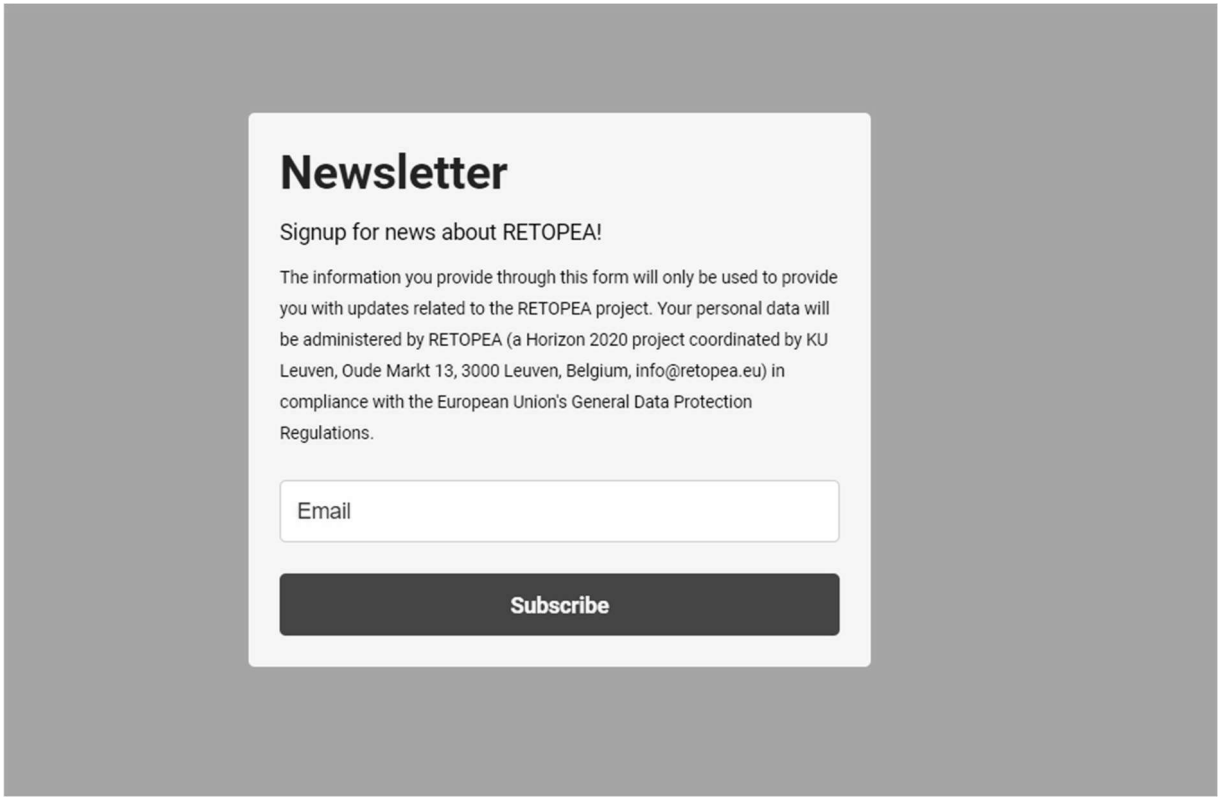
RETOPEA investigates how religious peace treaties have been established in the past and different ways in which religious coexistence is thought of in various environments. The idea is to use **scientific research** to inform thinking about the present-day peaceful religious coexistence. The project team will analyse various kinds of discourse in

Finally, RETOPEA will study religious peace treaties and tolerance edicts from European and (to a limited extent) world history in search for model historical solutions for transcending religious conflicts. The history of religious peace treaties is the starting point of our **educational project**. We intend to invite teenagers – 12 to 16 year olds – to

analyse various kinds of discourse in which religion is discussed: from school manuals and museums, through TV series and YouTube, to political speeches. Project members will also look into initiatives that try to bridge religious differences in practice.

teenagers – 12 to 16 year olds – to make short documentary films, the "docutubes" in collaboration with selected teaching and cultural institutions like museums. By this the project aims at stimulating teenagers to think about living together with people of different religious and ideological backgrounds and beliefs.





5.3. Publications

Since the members of the project are, among others, professional historians, art historians, historians of religion and experts in cultural studies, it seems reasonable to assume that they are fully aware of the publication landscape in their field of study and can identify places for publication of materials originating from their activity in the project. WP7 as such strongly encourages all project members to engage in this kind of dissemination. Since the project is related to an international consortium based on collaboration between the research institutions and non-governmental organisations, it is also important that for this kind of work to be performed in the spirit of collaboration between partners representing different institutions, fields of expertise and social and cultural contexts. Therefore, WP7 puts strong emphasis on joint publications by project members and creation of bridges across the disciplinary boundaries and various kinds of expert knowledge. To that end introduces a distinction between various kinds of publications that may be used in the process:

5.3.1 Scholarly and professional articles

The most traditional form of presenting the results of a scholarly project to wider audience: based on (usually) double-blind peer review procedure, allows scholars to publish essays discussing newly found sources and new ideas, revise previous methodological and theoretical debates etc. For the project, it is important to take few factors into account:

- to balance the international circulation of ideas with the local responsibilities of scholars (WP7 thus encourages project members to publish their articles not only in the lingua franca of RETOPEA, i.e. English, but also in their national languages). To use an example, it is equally commendable to make available the results of analysis of museum discourse through an international journal, like *Journal of Conservation and Museum Studies* or any other local journal whose profile might overlap with the topic of the analysis (for Polish this might include *Przegląd Kulturoznawczy* [Cultural Studies Revie] but also *Biuletyn Historii Sztuki* [Art History Bulletin])
- to consider the quality of the publication and editorial standards associated with the journal;
- to pay attention to the publishers and editors' attitude towards open access publications: on the strenght of the GA and in relation to the general EU policy to make the publicly-funded research and activities available to the European society, it is important to secure the availability of publications to the possible stakeholders by (a) publishing in open access journals; (b) covering the costs of open access to particular article; (c) negotiating the possibility of making available the preprint without the publisher's typesetting and/or final corrections[1]
- to take into consideration the pace of publishing cycle: publishing an article in respected scholarly journals takes time so WP7 team encourages all partners to plan their publishing activities in advance to secure that at half of the scholarly articles resulting from the project gets published before the formal conclusion of the project.

[1] For this purposes WP7 designed a special template which allows the project members to paste the text of the article and publish it as an official preprint affiliated with the project and announcing the final publication under the final bibliographic address.

5.3.2. Popular articles and media presence

The variety of stakeholders includes also recipient of ideas close to the project who are not professional scholars nor policy makers or educators, but are eager to learn more about various aspects of the past and learn about some critical analyses of modern society. To this aim WP7 encourages the project members to take into consideration collaboration with the following entities:

- national newspapers and weekly magazine: despite the alleged decline of traditional media formats such as the newspaper and opinion magazine, these are still important agents shaping the intelectual scene of every country and giving the tone to the ongoing public debate; in the context of the ethnic and religious tensions which inspired the project and the debates over education which take place in many countries of projec partners, it is important for RETOPEA's dissemination that the voice of the project is present in these media;
- popular magazines dedicated to history: these may be a stand alone popular science monthly magazines like *History Today* or *BBC History* in the UK, or *Ale Historia* or *Newsweek Polska Historia* in Poland but may be also regular popular science magazines like *Focus*, published in Poland and Germany;
- online hubs: these play similar role to popular magazines; a good example can be found at histmag.org for Polish historical scene and should have its counterparts in other countries;
- radio and TV: while the journalists working on religion, history and education will be addressed mostly through the newsletter, in hope that it attracts their attention, WP7 will also try to establish direct contacts between the local journalists and project partners in order to initiate a collaboration and presence of the project in media;

5.4. Conference Presentations

The dissemination through conference presentations is equally important as publications and in the ideal situation majority of presentation should lead to turning them into a scholarly essay published in a renowned journal or collective volume. However, even without publishing, conference papers play vital role as they allow

project members to represent the project, engage in the discussion about the ideas developed by the project and increase its visibility on the academic scene, and may serve as a forum for creation of further collaboration and extension of the network established for the project (which may be beneficial for the further exploitation of the results after the formal conclusion; see D7.4). Similarly to the publications, WP7 encourages the project members to undertake team effort in preparing conference presentations as it not only strenghtens the connections between the members of the consortium but also creates conditions of possibility for creation of new kinds of knowledge originating at the intersections of various areas of expertise, both scholarly and practical.

As with publications, WP7 role lays mostly in the process of control that the conference activities of project partners take place and reporting about them through the communication channels. WP7's advisory role in the execution of this part of dissemination is limited to making sure that:

- the project is present and visible at the level of important historical associations (Royal Historical Society, Polskie Towarzystwo Historyczne, Central European History Society, American Historical Association) or the recently established European Academy of Religion and their general (usually annual) conferences;
- partners and WP7 team are monitoring the appearance of new calls for papers that may be relevant to the project and may be treated as an opportunity to disseminate information about the project – this is particularly relevant for medium and small conferences and seminars which usually gather only specialists but are equally important as large-scale congresses;
- partners engage whenever it is possible in the activities of other Horizon 2020 projects that are tangentially related to the aims and theme of RETOPEA (e.g. RelReS – Research Infrastructure on Religious Studies Project which also has some activities associated with religious peace and challenges for contemporary society); this kind of collaboration is facilitated by the fact that some of consortia are already overlapping and have natural, both institutional and personal, connections (like KU Leuven, IEG and UNIWARSAW for RelReS);
- the partners attending the conference are providing the WP7 team all relevant information before the conference (in individual correspondence, during the

monthly collecting of information) in order to (a) establish an ad-hoc strategy for particular event; (b) prepare materials for dissemination through the forthcoming newsletter; (c) secure documentation for social media channels of the project;
- that the project gets proper credit during the presentation and that template for slideshow is being used (see D7.2, Appendix D).

5.5. Other

Amont the dissemination tools specific for RETOPEA one should also include two other kinds:

5.5.1. Deliverables

This is a very special kind of dissemination tool as majority of documents created in relation to the project milestones etc. are usually technical in their nature and have indirect relation to the actual topic of the project. However, even with this provision, it is important for RETOPEA not only as a scholarly 'brand' but also a cluster of ideas, values and goals to remain visible even through the technical documentation and share the experience with the next generations of scholars facing similar problems. Hence the adoption of open access policy to nearly all deliverables envisaged in the GA, which should be available through the project's repository at the final version of the website.

5.5.2. Docutubes

While the strategy for communication of docutubes is the subject of D7.2 (Appendix B), it is also important to remember that docutubes, an innovative form of interaction between the teenagers and historical materials and knowledge, are not only object of communication but also create new kind of knowledge: filtering the established historical knowledge through new technologies and the youth's sensibility and creativity may reveal new connections between well-known historical facts and figures and may create field for new interpretations of common European religious and historical heritage. In this context docutubes should be treated as element equal to standard scholarly and popularization output – a new kind of text, this time audiovisual, which is another voice in the ongoing debate about the past.

6. Evaluation: Performance Indicators and Risk Analysis

These elements are aimed at providing factors whose analysis should provide data for assessing the progress of the communication, indicate elements which require improvement or substantial revision and create tools for avoiding critical situations in the future.

6.1. Performance Indicators

At this moment it is impossible to define the performance indicators in terms of fixed values. In the light of the experience to date (the growth of the audience on a monthly basis, the level of engagement of the followers) the WP7 assumes that the figuers used in PI1–PI4 should be considered as orientation points (ideal types that should be followed), not strict targets, and the activities of the WP7 team should be adjusted according to the current evaluation of the situation.

PI1: stable creation of articles (both scholarly/professional and popular) by project partners – ca. 8–10 articles published or accepted for publication by the end of the project
Condition: support in choosing the right place for publication; active encouragement to disseminate; regular reminders about the elements of the strategy

PI2: regular participation to conferences – at least 12–14 conference papers in total delivered during the project
Condition: support in choosing the right place to deliver a paper; active encouragement to disseminate; regular reminders about the elements of the strategy;

PI3: project's presence in general media (newspapers/opinion magazines/radio/TV) – at least 1–2 media reports per partner;
Condition: facilitation of contacts with media representatives; support in creation of materials.

6.2. Risk Analysis and Response

It is assumed that the risks mentioned below should be at all times monitored by the WP7 leader and the search for their solution should be always made in collaboration with the Project Leader. Just as the positive elements of the dissemination strategy, also the possible risks should be revised systematically in order to make possible identification of new solutions to already envisaged problems and determine possible new risks.

Risk 1: Insufficient number of publications
Response: increase the activity (stronger encouragement to publish after annual review)

Risk 2: Insufficient number of conference papers
Response: increase the activity (stronger encouragement to submit paper proposals and travel to conferences after annual review)

Risk 3: Lack of cooperation from the partners (lack of information about dissemination activities etc.)
Response: Direct negotiation; if insufficient: appeals through the PL, repeated messages, attempts at determining the reasons behind this situation

Risk 3: Lack of use of visual identity materials and collaboration during communication
Response: Direct negotiation with the partner, if necessary appeal through the PL.

Risk 5: Insufficient financial resources (especially for open access licensing)
Response: Revision of the budget, limitation of other expenses and search for other sources of funding (part of indirect costs available to the co-PI, transfer from other parts of direct costs (if possible), use of other resources available at the WP7 leader's home institution) and/or negotiations with the publisher.