



# Plan for the Exploitation and Dissemination of Results (PEDR)

University of Göttingen  
*Claudia Neu (PI)*

*Ljubica Nikolic (Project  
Manager)*

Max Planck Society  
(Population Europe)

*Andreas Edel*

*Öndercan Muti*

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## PEDR Plan for the Exploitation and Dissemination of Results DEM (WP1, WP7)

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HORIZON.2.2.1 - Democracy and Governance

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**We-ID Identities - Migration - Democracy** is a three-year project (2025-2028) that analyses the transformation of individual and collective identities, social cohesion and democracy in the midst of migration, demographic change and current crises in Europe. The consortium includes eight partners: Georg August University of Göttingen, the University of St Andrews in Scotland, the Bocconi University, the Institute for the Study of Population and Human Studies (Bulgaria), the Institute of Social Sciences Ivo Pilar (Croatia), Max Planck Society (Population Europe), the Council of the Baltic Sea States, and The Civics Innovation Hub.

Website: <https://www.uni-goettingen.de/We-ID>

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## 1. Control Sheet

Version History			
Version	Date	Modified by	Summary of Changes
D1.4 PEDR V1.0	31.07.2025		Initial Version

## 2. List of Participants

Participant No.	Participant Organisation Name	Country
1 (Coordinator)	University of Goettingen (UGOE)	Germany
2	Bocconi University (UB)	Italy
3	University of St. Andrews (USTAN)	Great Britain
4	Institute for Population and Human Studies (IPHS)	Bulgaria
5	Institute of Social Sciences Ivo Pilar (IPI)	Croatia
6	Max Planck Society (MPG)/Population Europe	Germany
7	Council of the Baltic Sea States (CBSS)	IGO, Sweden
8	THE CIVICS Innovation Hub (CIVICS)	Germany

## 3. Objectives

The European Union's promise of prosperity and security is based on the principle of "unity in diversity" and the guarantee of fundamental freedoms, rights and democratic participation of its citizens. The vast majority of EU citizens share these values. At the same time, democracies are in crisis. Populist parties are fuelling fears and spreading the narrative that migration leads to a loss of identity. There is no doubt that migration always raises the question of identity and belonging. How do we organize integration and participation in such a way that cohesion is created despite diverse identities? The project "Identities - Migration - Democracy" (We-ID) is therefore concerned with the transformation of individual and collective identities, social and territorial cohesion and democracy under the conditions of demographic change, particularly with regard to migration and growing population diversity. We-ID follows an innovative research path by a) analysing the impact of migration on identities, belonging, cohesion and democracy, taking into account both the impact on host communities and the changes in the identities of migrants and their descendants, and b) elaborating



the interrelationship between identities, cohesion, resilience and democracy. In addition to quantitative data analysis, we will use qualitative methods at the local level (e.g. pilot study in a border region, content analysis, case studies) to look for factors that strengthen resilient democratic communities. By consistently pursuing a transdisciplinary approach within our Policy, Advocacy and Research Lab (We-PARL) throughout the project, we will create a platform for mutual learning between different stakeholders from the European to the local level, while at the same time contributing to evidence-based and thoroughly discussed policy recommendations. In addition, based on our findings, we will develop materials such as toolboxes that can be used by practitioners and local actors (We-SCOUTS).

In detail, We-ID pursues the following objectives:

- Objective 1:** Revise and evaluate the relevant conceptual issues concerning identities, belonging and cohesion, and establish their relationship with resilience and democracy, with a particular emphasis on migration.
- Objective 2:** Map trends and patterns of identities, belonging and cohesion together with their drivers, including geographic differences, gender, age and education, as well as immigrant status and employment.
- Objective 3:** Investigate how the social identities and political participation of immigrants and their descendants differ across European countries, what factors influence identity and participation of immigrants, and what assumptions can be made for the future.
- Objective 4:** Extending objectives 2 and 3 through a regional pilot study in a Bulgarian border region. To analyse, how migration flows affect both the migrant communities themselves and their identities, and the communities exposed to new and large-scale immigration.
- Objective 5:** Development of an inclusive concept for resilient democratic communities (ReDeCos), through the identification (five case studies) of local factors that hinder or strengthen belonging.
- Objective 6:** In addition, development of a Civic Competences Toolbox (CCT) for local actors (We-SCOUTS) equipped with civic skills and competences to support local communities, moderate conflicts and controversies and create spaces for participation.
- Objective 7:** Establish the We-PARL - Policy, Advocacy and Research Lab - transdisciplinary platform, the tool which supports all thematic research areas foreseen in the project.
- Objective 8:** To disseminate We-ID findings, drawing on the outcomes and findings from the We-PARL, communicating them to a broader audience.
- Objective 9:** The project will identify factors at both national and local level that hinder social and political participation and at the same time develop policy recommendations on how to achieve equality and mitigate discrimination against women, LGBTIQ+ and ethnic minorities.



## 4. Purpose of the Deliverable

The Plan for the Exploitation and Dissemination of Results (PEDR) presents the concrete actions that will be undertaken for the communication, dissemination, and exploitation of We-ID's project results, and how their efficiency will be measured and evaluated in the project. It includes the main objectives of the strategy, target audiences, activities planned, timeline and the Key Performance Indicators (KPI) that will be used to evaluate the efficiency of the strategy and eventually make adaptations if necessary. It ensures constant awareness of important aspects, leads continuously review and improvements, so that necessary adaptations can be made at any time. Regular improvements should be made based on lessons learned. All partners will be involved in the process and kept regularly updated.

The project dedicates three work packages for non-scientific impact: WP1 – Project Management/Dissemination, Exploitation & Communication, WP6 – ReDeCos and WP7 – We-PARL. Research, communication and dissemination will go hand in hand from the beginning until the end of the project. The activities included within the PEDR will be evaluated on a constant basis and will be reported to the European Commission in the Deliverable Reports for Work Packages 1, 6 and 7.

Two work packages are connected to the Exploitation and Dissemination of Results: WP1 – Project Management/Dissemination, Exploitation & Communication and WP7 – We-PARL

We-ID's outreach and policy dialogue activities strongly build on transdisciplinary approaches, with the involvement of various international stakeholders and policy audiences throughout the project

We-PARL will activate the stakeholders and establish a transdisciplinary process of mutual learning involving research, policymaking, business and civil society

## 5. Operational Capacities

As laid out in the grant agreement, dissemination, exploitation and communication activities are part of WP1 (Lead: Georg August University of Göttingen), while policy dialogue and stakeholder engagement are covered by WP6 (Lead: Institute of Social Sciences Ivo Pilar) and WP7 (Lead: Max Planck Gesellschaft – Population Europe).

The Georg August University of Göttingen has appointed a full-time equivalent position to a project manager Ljubica Nikolic. She has experience in project and product management, marketing, public relations and scientific writing. Communication and dissemination activities will be supported by Johanna Groß, a half-time equivalent to a communication officer. She has experience as a science journalist, author, in public relations and filmmaking. Georg August University of Göttingen also commissioned a project We-ID-logo for branding, for clear communication and recognizability. For visibility, business cards, postcards and informative flyers with the We-ID logo are created. The We-ID flyers were printed so that they could be handed out at specialist talks and conferences and were also sent to consortium partners to be shared with key stakeholders (see We-ID WQAP).



MPG has assigned a full-time equivalent position to a senior coordinator - Dr Öndercan Muti - to work on WP7 and WP1. He has solid experience in coordinating policy dialogue projects and worked, amongst others, for a Horizon Project (Mapineq) in communication and dissemination work packages as well as “Regional population diversity and social cohesion in the local context” funded by the Stiftung Mercator. The communications division at the Georg August University of Göttingen will support and assist the communication activities further.

In addition to the communication and dissemination teams in Göttingen and Berlin, all members of the consortium are committed to making the best use of their own communication channels to advertise the project and disseminate its results, including through the website, social media accounts and other communication and dissemination tools of their own institutions and research centres.

In the first months of the project, Ljubica Nikolic, Johanna Groß and Öndercan Muti had a series of talks with the PI and heads of communication from the different partner institutes to foster close collaboration on communicating project results. The goal of this effort was not only to optimize the outreach strategy by using as many channels as possible, but also to inform partners on how they can best use the project’s communication and dissemination tools, regarding the recent developments in social media.

## 6. Communication and Dissemination Strategy

We-ID aims at formulating policy recommendations to address negative trends, including piloting of strategies and frameworks to prevent discrimination, marginalisation and alienation, in line with the expected impacts of the call – which consist of setting out a credible pathway to contributing to the expected impacts of the Horizon Europe Strategic Plan 2025-2027, namely 1) making Europe more resilient, competitive, inclusive and democratic; by 2) producing evidence-based strategies to manage demographic change, mobility, and migration, and foster the inclusion of refugees and migrants in European society; and 3) helping increase social resilience, tackle polarisation and political extremism by contributing to the fight against hatred, antisemitism and conspiracy theories, and build trust in democratic governance.

To achieve these goals, the objectives of We-ID’s impact strategy is divided into five pathways, listed below:

### 6.1. Scientific Impact

The project has been designed to improve the understanding of the long-term drivers and patterns of identity, belonging and cohesion and how they relate to resilience and democracy, with a particular focus on the impact of migration. The goal is to

- a) revise and evaluate the relevant conceptual issues, and establish their relationship with resilience and democracy, with a particular emphasis on migration;
- b) map trends and patterns of identities, belonging and cohesion together with their drivers, including geographic differences, gender, age and education, as well as immigrant status and employment;
- c) investigate how the social identities and political participation of immigrants and their descendants differ across European countries, what factors influence identity and participation of immigrants, and what assumptions can be made for the future.





### 6.2. Development of an Inclusive Concept for Resilient Democratic Communities (ReDeCos)

The project proposes a way forward to provide a knowledge base for the development of future policies towards resilient democratic communities (ReDeCos), based on the involvement of stakeholders from research, policy, business and society in the co-creation of new knowledge. Based on content analyses and case studies on the development of ReDeCos in selected partner countries, We-ID will develop the concept of (local) resilient democratic communities (ReDeCos) as places where belonging and cohesion are created and democracy is negotiated. Here, our aim is to contribute to a new design and implementation of policies that no longer focus solely and separately on identity or migration or cohesion or resilience or democracy, but take an integrated and holistic approach to strengthen resilient democratic communities. In addition, based on our findings, we will develop materials such as toolboxes that can be used by practitioners and local actors (We-SCOUTS).

### 6.3. A Transdisciplinary Approach: Policy, Advocacy and Research Lab (We-PARL)

The project aims at a transdisciplinary process of mutual learning and knowledge co-creation based on the latest evidence, as well as practitioners' experiences and citizens' perspectives. The series of online and live events will include feedback loops, evidence-based fact-checking of assumptions and effectiveness of policies and evaluation of best/worst practices, as well as regular relevance checks of the research outputs produced by the project. Finally, We-PARL will also support the dissemination of the knowledge generated in this workflow to a wider audience and the use of the results for decision making. Policy relevant publications will target a variety of audiences, while ensuring that the strategy is inclusive and that stakeholder engagement is sustained from the beginning to the end of the project. Therefore, the project started with a closed kick off meeting in Brussels with policy and civil society experts in April 2025, an online agenda setting workshop with professionals from different fields and an online meeting with the stakeholder advisory board in June 2025 who will actively assist and evaluate the project for three years.

### 6.4. Methodology and Research Strategy

The project will explore the relationship between identities, migration, cohesion and (changes in) democracy benefits from the combination of quantitative and qualitative methods (mixed methods approach) and our transdisciplinary workflow. It will apply systematic overview of relevant concepts through ESS and Eurobarometer, qualitative and quantitative analysis, including new surveys.

Case studies will be conducted and supported by stakeholder dialogue to co-produce, create and test the toolbox for We-SCOUTS. By doing so, our goal is to significantly go beyond the state-of-the-art and achieve to the co-production of knowledge with stakeholders and the involvement of policy experts will promote qualitative analysis and enrich our findings with practitioners' experiences. This will also contribute to the advancement of science and its approaches, methods, and insights within, across and beyond each of the disciplines associated to the project.

These objectives are defined to promote discussions and dialogue with local communities and society at large about our scientific results and methodology-related outputs. We aim to reach mass media to amplify our key messages, and to generate visibility of the project by addressing timely topics and engaging on social media platform and multipliers. We will use social and other media to promote of our policy dialogue activities and key messages, and to increase participation and co-creation at the We-PARL. Our engagement activities strongly build on applying a non-technical and accessible



language and transdisciplinary approaches, with the involvement of multiplier organisations and the activation of local, national and international stakeholders, policy audiences and citizens from the onset.

**Finally, in line with the expected outcomes of the call, the project will aim at ensuring long-term sustainability and impact while understanding of the long-term drivers and patterns:** We will develop a Civic Competences Toolbox (CCT) for local actors, so-called We-SCOUTS, who are active in the workplace, in administration or in social places. We-SCOUTS will be equipped with civic skills and competences to support local communities in solving problems related to the integration of migrants/new residents, to moderate conflicts and controversies, and to create spaces for participation of local old and new residents in order to deal with transformation and change and to strengthen cohesion. The CCT for We-SCOUTS is being piloted and is part of the We-ID toolbox.

### 6.5. Project Results to be Disseminated

The We-ID project will generate multiple outputs. Therefore, “project results” refer to any project output in the broadest sense, including:

1. Methodological innovations: Combination of quantitative and qualitative research (media content analyses, case studies) with dialog formats aimed at scientific community, politicians, administration, companies and civil society.
2. Research findings at any stage of the project (including peer-reviewed papers and research reports)
3. Outputs for the use of practitioners (We-ID toolbox, We-ID handbook) and policymakers (policy insides, policy recommendation)

### 6.6. Target Audience

#### 6.6.1. External Audience

**Scientific audience.** The project will address a broad scientific audience, composed of researchers who are interested in migration, demographic diversity, integration, democracy and belonging. This includes a wide range of disciplines, such as social sciences, demography, economics, social psychology, educational sciences, geography and political science. All consortium members have ample experience in scientific dissemination, e.g., continuously published in high-ranking, peer-reviewed journals and discuss their research results as chairs, presenters or discussants at important international conferences. Thus, the project will be able to translate this experience into the project’s scientific dissemination objectives and to reach out to other disciplines. Particular attention will be devoted to the scientific collaboration with the EU-funded sister projects: ENGAGED: Political and community engagement, trust and identity among European adolescents and emerging adults (ID: 101178889), TaCT-ForSED: Tackling Conspiracy Theories by Fostering Resilience and Political Self-Efficacy in Democracies (ID: 101178926), MAGnituDe: Migration, Affective Geopolitics and European Democracy in Times of Military Conflicts (ID: 101178269). And other **projects funded by Horizon Europe Programme**, for example, the projects: PREMIUM\_EU, (ID: 101094345, 2023-2026); FUTURAL (ID: 101083958, 2023-2026); Whole-COMM (ID: 101004714, 2021-2024); MATILDE (ID: 870831, 2020-2023) and EXIT (ID: 101061122, 2023, 2022-2026).

Similarly, a close collaboration with JRC will ensure the reach out to policy related research audience: Researchers at the Migration and Demography Unit are invited to the agenda setting workshop, and a

workshop will be organized with the JRC Community of Practice of the JRC Competence Centre on Participatory and Deliberative Democracy.

Scientific audiences will be informed on a continuous basis through our reports and scientific publications (see below), research digests (i.e. short, comprehensive summaries of research results) and through a series of thematic roundtables with high-level experts from the academic and policy communities to discuss policy-relevant aspects of the research findings. Quantitative and qualitative research methods and results as well interdisciplinary approach of integrating the practitioner experience in the research will be shared with the scientific audience in an interactive manner.

Particular emphasis will be devoted to **policy audiences**, addressing decision-makers from politics, international and civil society organisations, in order to come up with elaborated policy recommendations, nurtured by scientific evidence and practitioner experience. The project follows a **transdisciplinary approach**: instead of knowledge transfer and traditional dissemination strategies that are often conceived as a one-directional action, the project aims to engage through a two-directional strategy, bringing experts together to think outside of their silos and to learn from each other. This will help to unlock the complexity of socially-embedded policies and to thoroughly formulate policy recommendations that take as many facets as possible into regard.

**Stakeholders (practitioners and policymakers)** in the areas of migration, integration and democracy are a key target group of the project. We plan to actively engage with stakeholders outside academia in the stakeholder advisory board, thematic workshops, narrative workshops and a scenario building exercise. In the case studies, we will also make direct contact with citizens on the ground, conduct interviews and carry out case observations.

In addition to a kick-off-meetings in Brussels and Berlin, the online agenda setting workshop the project will reach to a wider policy and civil society audience by organizing another stakeholder conference in Stockholm and a final meeting in Brussels. The results of stakeholder engagement events will be published via different formats like digests and event reviews.

Within the dissemination activities tailored to stakeholders, we will particularly invite **European-wide networks** (such as AGE Platform Europe, COFACE – Families Europe, Social Platform Europe, AEIDL - European Association for Innovation in Local Development), Assembly of European Regions (AER), Eurocities, EU Committee of the Regions, Council of European Municipalities and Regions (CEMR), European Network for Rural Development (ENRD), Euromontana), dealing with the multi-faceted aspects of migration, integration, demographic changes and belonging including challenges at regional and local levels. As **networks** with numerous member organisations in almost all EU member states, they can not only provide insights from groundwork but also a comparative perspective to the situation in most of the European countries.

With regard to the **broader audience**, the stakeholder advisory board meetings and thematic workshops will allow for interactive participation of practitioners within the debate. To ensure that stakeholders have direct access to the project members to further clarify questions following our events, the project website will offer an online form for consultations. The questions and replies will be available in the form of a Q&A section on the website and further communicated on social media. This will contribute to ensuring an advertising strategy to sustain content production following our events (WP1).

In addition, we foresee interactions with **some**

### 6.6.2. Internal Audience

The internal audience comprises all members of the consortium. Continuous communication is the basis of successful project implementation and assures that project's outputs can be disseminated in time to maximise the project's impact. In fact, the first consortium meeting took place in person in Brussels in April 2025, two months after the official start of the project.

To make sure to openly share updates and credits across the teams, the consortium members meet every first Monday of each month online. The consortium will also hold one annual face-to-face meeting to present and discuss the progress of the project and take strategic decisions.

In the period between meetings, communication will be mostly online. Researchers can share their updates via the project's mailing list in which all project's members are included. Additionally, the project has a shared Own Cloud management folder containing key files to keep the overview of the project. This will allow us to monitor the deliverables and key milestones including the progress and to reach of our communication activities. The management WP (1) will also facilitate project monitoring by the European Commission in addition to regular reporting. A guideline (included at the end of this document) for internal use in the project will ensure that all dissemination and communication activities follow common standards and include proper acknowledgement of the EU funding.

### 6.7. Dissemination and Policy Dialogue Activities

To reach target audiences, dissemination activities tailored to the project's several audiences will take place throughout the project's duration.



### Scientific Publications

#### *6.7.1. Scientific Publications*

Scientific publications are the main output of the project and remain among the most appropriate means to reach scientific audiences. The scientific publications will also serve as a basis for presentations by the project's members at international workshops and conferences. All project publications will be open access.

### Thematic Roundtables

#### *6.7.2. Thematic Roundtables*

We will organize a series of three thematic stakeholder meetings each year, with a selected group of 10-15 participants from research, policy, the economy and civil society. The meetings will be held in different online formats to allow for an open discussion that goes beyond silo thinking and to allow for more substantive policy recommendations to be made. The meetings will offer and promote different elements of We-ID's research results as well as feed the expertise and experiences of practitioners into We-ID's research process. These meetings will also serve to establish a continuous communication pathway with stakeholders from science, policy and civil society. The results will be shared in policy documents of the project and the We-ID Toolbox.

### Scenario Building Workshops

#### *6.7.3. Scenario Building Workshops*

For political and societal actors at the local, regional and EU levels, scenario building will be employed as a process-oriented tool throughout the project to support the co-creation process and mutual learning between the project target groups and the research process. While the first workshop will be designed to collect input to research themes, the second and third workshops will facilitate broader reflection from targeted stakeholder groups and enable to transform and adjust research process and results. Foresight recommendations will be translated into concrete political action for today and tomorrow and provide an outlook for

political and societal actors. Content for the foresight process will be based on the qualitative and quantitative data provided by project as well as the knowledge acquired through other dialogue formats with stakeholders and expert participants. The content developed by multiple WP for foresight and scenarios will be tested and validated in these workshops, which will, in turn, provide roadmaps for the participants and multipliers to prioritise scenarios and concrete political actions. The results will be shared in policy documents of the project and the We-ID Toolbox.



### *6.7.4. Monitoring activities: Agenda-setting, Mid-term Revision and Final Outlook Workshops with the Stakeholder Advisory Board*

We will organise online workshops during the first six months of the project, at mid-term and at the end, which will allow us to hold discussion in a confidential atmosphere with the members of the Stakeholder Advisory Board and a selected group of 15-20 high-level policy and civil engagement experts, in order to adapt, if necessary, the thematic framework of the stakeholder dialogue activities throughout the project and beyond to the latest developments and information needs. These monitoring and exchange meetings will give thematic orientation to the research and policy dialogue activities.



### *6.7.5. Co-Creation with Local Actors: New Narrative Workshops and Ladies Lunch*

In addition to local research with citizens in selected communities (our case studies), thematic roundtables and scenario building workshops, the project will organize annual new narrative workshops to discuss their latest findings and share practical experience of best practice in framing identities (e.g., for classroom education, museum workshops, workplace integration) with the We-ID researchers. The target groups will include, for example, teachers, journalists and writers, museum curators and exhibition makers, artists, employers, trade unions, religious communities, local authorities and political parties in chosen countries. Cooperation with the Community of Practice of the JRC Competence Centre on Participatory and Deliberative Democracy will be put into action to design and implement at least one hybrid event within the series of these workshops.

To reach out to women in rural and remote regions who often do not have sufficient access to local and regional communication for a, we will set up the “Ladies Lunch” module (for

WP6, WP7), intending to focus on women and the female perspective regarding the relationship between identities, migration, belonging and democracy. The heterogeneity of the target group will be considered with an intersectional approach: migrant city dwellers meet female farmers, women with a strongly conservative or even foreign-sceptical worldview meet representatives of the second generation, or young white women meet PoC-seniors.



### 6.7.6. Research Digests

Digests are short summaries of policy-relevant peer-reviewed publications by the consortium members will be produced over the project duration. These have proven to be an efficient communication tool, particularly for decision-makers, as this allows them to easily stay updated on recent research results. The summaries will be shared with the general public in a non-technical language via the project's social media channels, the project's newsletter and Population Europe's dissemination channels. Research digests will also help our communication team to easily produce press releases. To ensure that deliverable reports are also widely disseminated, we will prepare blog entries summarising their contents and spread the word via social media channels and newsletters.



### 6.7.7. Policy Documents

One outcome of our project will be a series of policy documents that will be produced and disseminated to a wider policy audience across Europe and also at regional level. These materials will include, for example, a) working papers, summaries of We-ID research findings or reviews of state-of-the-art literature and b) opinion pieces, event reviews, policy insights, all of which are highly relevant to the project. In order to address decision-makers, developers of the We-ID policy documents follow the basic principle - "short, sharp and stimulating": max. 1-2 pages with a well-defined key message and clear policy and advocacy recommendations.

A final discussion paper will conclude and make results accessible after the end of the project. This "We-ID Policy Handbook" will include accessible explanations of the main concepts, as laid out in the project, and recommendations for practitioners and civil society.

While this publication is tailored mainly to the policy arena, the outcomes of the We-PARL activities addressing local and regional actors will feed into the We-ID Toolbox, which also includes the results of the Civic Competences Toolbox (CCT) for We-SCOUTS: We will provide modules that can be used by, for example, teachers, exhibition managers, community leaders, civic educators, local journalists and employers/HR managers to write, exhibit, teach and discuss. about identity, intergenerational relations, migration, population diversity, participation, resilience, social rights and social cohesion.



## 6.8. Communication Tools and Activities



## 6.8.1. Project Website

The project website (<https://www.uni-goettingen.de/We-ID>) is the central communication platform that presents the project in a simplified and easily accessible way. As such, the project's website targets all project's audiences from the specialised scientific community to the stakeholders, and citizens. The website centralises all the news and developments of the project, to be shared through our social media channels (such as LinkedIn project's account). The website also hosts all project's outputs, this includes most of the project deliverables (e.g., working papers and reports) whose confidentiality was defined as public under the grant agreement, and communication outputs such as the blog series, digests, and the newsletter archive. The We-ID project website is integrated into the structure of the Georg-August-University Göttingen website. The obvious foundation for website functionality is that they are easily accessible and have long-term technical support, what includes creation, hosting and maintenance. While being a subpage of the university it offers the advantage that hosting and technical updates are automatically provided and we can leverage the expertise and infrastructure of the communication department of the university. And the question of where the website will remain after the end of the project and who will be responsible for it is also irrelevant, since the Chair of Rural Sociology, to which the website is assigned, will remain responsible for the website even after the end of the project. An institution hereby assumes the long-term maintenance and archiving of the website content (see DMP Data Management Plan).

During the project period, the communication officer and the project manager will share responsibility for maintaining the website content. To ensure a continuous flow of text contributions, they are in





close contact with the project partners. As editors, they ensure that the work is kept up to date throughout the project.

The project homepage can be accessed via the short URL: [www.uni-goettingen.de/We-ID](http://www.uni-goettingen.de/We-ID)

This landing page provides a rough overview of the project's topic and then links to the subpages: "Project Description", "Current Events and Information", "Publications" and "Press reviews" (not yet activated). All pages are available in both English and German. The language can be changed via an icon. With the information content being the main focus, texts are not too short, but also not artificially stretched.

For the German version, all explanatory text passages are translated into "easy language" in the sense of low-threshold to the project content. This is essentially for a project that deals with migration and whose results will certainly also be of interest to people with migration experience and limited German language skills. By pressing the following icon, you can immediately access the text passages in "Easy language":





GEORG-AUGUST-UNIVERSITÄT  
GÖTTINGEN

Department für Agrarökonomie und Rurale Entwicklung

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[ARBEITSBEREICHE](#)
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[PROF. DR. CLAUDIA NEU](#)
[PROJEKTE](#)
[WE ID IDENTITIES - MIGRATION - DEMOCRACY](#)

[SUCHEN](#)
[ENGLISH](#)

### We-ID Identities - Migration - Democracy

#### Cohesion through resilient democratic Communities

European societies are undergoing a profound demographic transformation: falling birth rates, rising life expectancy and migration are increasingly shaping the proportion of people in different age groups, ethnic diversity and cultural identities. At the same time, challenges such as climate change, the Covid-19 pandemic along with the associated economic crisis, the war in Ukraine and the crisis of the rule of law are putting pressure on Europe's integration processes. These crises are exacerbating lines of conflict that often run along issues of identity and democracy.

The European Union's promise of prosperity and security is based on the principle of "unity in diversity" and the guarantee of fundamental freedoms, rights and democratic participation of its citizens. The vast majority of EU citizens share these values. At the same time, democracies are in crisis. Populist parties are fueling fears and spreading the narrative that migration leads to a loss of identity. There is no doubt that migration always raises the question of identity and belonging. How do we organize integration and participation in such a way that cohesion is created despite diverse identities?

The new EU joint research project We-ID led by the University of Göttingen is specifically designed to analyse the transformation of individual and collective identities, social cohesion and democracy in the midst of migration, demographic change and current crises in Europe.

- [Project Description](#)
- [News](#)
- [Publications](#)




A joint research project funded by the European Union in the program HORIZON 2.2.1 Culture, Creativity and Inclusive Society - Democracy and Governance.  
Grant agreement ID: 101177925



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"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them."

In Cooperation with:

In addition to the logos of the project partners, the European flag with funding statement and the disclaimer are also shown here. On the German page both parts are translated.

Just like the landing page, the „Project Description“ homepage is a fixed page that does not change over the course of the project – unlike the “Current Events and Information”, “Publications” and “Press Release” pages. This page introduces the contact persons for the We-ID project at the University of Göttingen and then describes the project in the chapters “Project Idea”, “Specific Objectives”, “Methodology/Conceptual Framework”, “Interdisciplinarity”, “Work plan and Resources” and last but not least, the project flyer is shown for download and printing.

### Project Description



The aim of We-ID is, to establish the links between identities, belonging, cohesion and democracy under the conditions of ongoing migration in order to develop a concept for resilient democratic communities (ReDeCos) culminating in recommendations for action to protect democracies, support social and territorial cohesion and build a diverse Europe together.

### Project Idea

In the coming years, the effects of climate change and accelerating demographic processes such as ageing and migration will become even more noticeable and influence European societies in terms of their age structure, ethnic composition and social, cultural and political identities. The project "Identities - Migration - Democracy" (We-ID) is specifically designed to analyse the transformation of individual and collective identities, cohesion and democracy in the midst of migration. In order to protect European democracies from the potential threats of political crises and extremist hostility, it is essential to analyse and understand how resilient democratic communities can actively promote cohesion and a sense of belonging.

The project takes an inter- and transdisciplinary approach, involving researchers from the fields of sociology, demography, psychology, geography and political science, as well as a range of practitioners from local government and civil society.

The research questions will be addressed using mixed methods, utilising both qualitative and quantitative methods. The project will build on European and regional datasets on population trends, the development of political processes, regional disparities and identities, and will produce new case studies on selected communities in the partner countries.

Based on this data, we are creating a concept for resilient democratic communities (ReDeCos) and developing a Civic Competences Toolbox (CCT) to strengthen local actors (We-SCOUTS). An important innovation is the establishment of a Policy, Advocacy and Research Lab (We-PARL) with the aim of supporting the research process and reflecting on the results achieved in the course of the project. The We-PARL will be composed of academics, policy makers and civil society and will promote a double learning loop and feedback to enable the development of joint solutions. A number of activities are planned for structuring the We-PARL, including roundtable discussions (i.e. focusing on providing input on specific research topics in the respective working groups), dialogue forums (i.e.



#### Project Lead:

Prof. Dr. Claudia Neu  
Georg August University of Göttingen  
Department for agricultural economics and rural development  
Chair of Rural Sociology  
Platz der Göttinger Sieben 5  
37073 Göttingen  
Tel.: +49 (0)551/39 24818, Secretariat: 24804  
Room: MZG 10.122 (Göttingen, "Blauer Turm")  
[claudia.neu@uni-goettingen.de](mailto:claudia.neu@uni-goettingen.de)

#### Projekt Manager:

Ljubica Nikolic, M.Sc.  
Georg August University of Göttingen  
Department for agricultural economics and rural development  
Chair of Rural Sociology  
Platz der Göttinger Sieben 5  
37073 Göttingen  
Tel.: +49 (0)551/20097083  
[ljubica.nikolic@uni-goettingen.de](mailto:ljubica.nikolic@uni-goettingen.de)

#### Projekt Communication:

Johanna Groß, M.F.A.  
Georg August University of Göttingen  
Department for agricultural economics and rural development  
Chair of Rural Sociology  
Platz der Göttinger Sieben 5  
37073 Göttingen  
Tel.: +49 (0)551/3929891  
[johanna.gross@uni-goettingen.de](mailto:johanna.gross@uni-goettingen.de)

## D1.4 Plan for the Exploitation and Dissemination of Results (PEDR)

The subordinate website „Current Events and Information“ is continuously updated, most recent event at the top.

[HOME](#) [STRUCTURE OF THE DEPARTMENT](#) [CHAIRS](#) [EVENTS](#) [DISCUSSION PAPER](#) [LIBRARY](#) [DARE-IT](#)

[CHAIRS](#) > [PROF. DR. CLAUDIA NEU](#) > [PROJECTS](#) > [WE-ID IDENTITIES - MIGRATION - DEMOCRACY](#) > [NEWS](#)



[SEARCH](#) [DEUTSCH](#)

### Current Events and Information

#### 2025

**June 18, 2025**  
**9:30 - 10:00 CEST Stakeholder Advisory Board meeting**  
**10:30 - 12:00 CEST Agenda Setting Workshop**

- 10:30 - 10:40 Welcoming remarks and introduction to We-ID  
Claudia Neu, University of Göttingen  
Alberto Domini, DG Research and Innovation
- 10:40 - 11:10 Small group discussions in breakout rooms I of the question  
"Which current social, political, or economic developments do you consider most relevant for shaping migration, integration, and sense of belonging in Europe?"
- 11:10 - 11:40 Small group discussions in breakout rooms II of the question  
"What do you see as the main challenges to democratic resilience in Europe today—particularly in light of rising disruptive populist politics and increasing global competition for skilled workers?"
- 11:40 - 12:00 Plenary meeting: Wrap up of breakout rooms & discussion



The subpage “Publications” is also continuously updated, with the most recent publication at the top.

### Publications

#### The 2025 German Federal Election from a Demographic Perspective

##### Interview with Claudia Neu

In this interview, Claudia Neu shares her thoughts on what we can learn from a demographic perspective about the outcome of this year's German federal election.



On February 23, 2025, German citizens elected a new federal parliament. During the election campaign, polls showed that far-right parties were gaining increasing support, which was of great concern to everyone devoted to finding sustainable ways to build and maintain societal resilience.

[Read more](#)

##### Policy Insights

#### Integration Succeeds Locally: New EU-Funded Project We-ID Explores Resilient Communities

##### By Claudia Neu

Despite limited resources and investment in infrastructure, many communities find innovative ways to sustain public life and integrate newcomers. This new policy insight highlights the need for more local spaces, partnerships between civil society, local administrations, and private enterprises, and intergenerational collaboration to tackle future challenges, including integration.



Bildnachricht: Bild © Tobias Brömmel

*"The cohesion of our society will depend crucially on how well we can utilise the potential of a diverse population while promoting stable, democratic structures locally. This is the only way to prevent these changes from becoming a threat to democracy in Europe."* [Claudia Neu]



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### Project Blog

#### 6.8.2. We-ID Blog

Since blogs are the most accessible way to open research processes and results, a web design agency is actually creating the We-ID blog. Blogs, along with websites, are the most sustainable form of digital science communication compared to social media posts, which quickly disappear. With good search engine optimization, exciting blog posts can still be found even years later. And they serve as a showcase for researchers' expert knowledge.

Currently a blog strategy is developed that will enable to run a science blog about the We-ID research project as team. The aim is to reach our peers, as well as politicians, administrative staff working on the issue of migration, civil society activists and the broad, interested public. The blog will be written in English and German.



### Social Media Channels

#### 6.8.3. Social Media Channels

All research activities and outputs will be advertised on social media. Social media platforms are one of the most efficient ways to approach a broad audience, to speak directly with citizens to inform and engage them and to make connections and build networks. A particular attention will be devoted to keeping a LinkedIn account active and interacting with the accounts of key experts and stakeholders. Additionally, accounts will be installed on Instagram and mastodon. We will ensure a continuous and



active presence online by producing user friendly contents on the research and policy dialogue activity results, that will be shared and produced in collaboration with well-known and respected social media figures and accounts. Social media will disseminate the reach widely to enable the take-up and use of results.

Local organizations and actors and their social media accounts will play a key role in project's social media presence as well. Johanna Groß, communication officer, will manage and ensure high-quality presence in social media based on her experience in audio-visual production and communication and network. Project members are encouraged to share the content posted on the project's accounts through their already existing networks and communities. Social Media will be bilingual, reels and videos are going to be subtitled.



### *6.8.4. Newsletter*

Besides social media, the project also plans to distribute a newsletter to share the latest news and developments of the project. The newsletter is distributed using the email-marketing software Clever Reach for mass mailing. Subscribers will join the newsletter list by filling up the form on the project's website. The newsletter will be issued regularly every 6 months.

The messaging across all We-ID channels, project blog and website as well as potential newsletters are aligned. The unique visual identity created by Project Logo and Color Code are effective ways of doing this.



### *6.8.5. Press releases*

Press releases will provide the project with another tool to reach general audiences through news media. Press releases will be prepared based on Research Digests and distributed by Georg August University of Göttingen's communications unit. Additionally, the communications unit of the consortium partners will share the press releases in multiple languages and develop and maintain a contact list of interested international journalistic audiences. We will have at least 3 press releases along the lifetime of the project to showcase the major project's outputs. Consortium partners are also encouraged to have constant media presence via interviews and piece opinions for national and international media outlets.



Marketing  
Package: Flyer,  
Postcards,  
Templates

### 6.8.6. Marketing Communication Package

A communications package was developed to unify the brand identity of the We-ID project, including all its products and external appearances. A project logo with high recognition value was created and is already being used extensively in communication. It is available in print, web and as Outlook signature version in the shared OwnCloud folder.



The logo, in turn, provides the project colour codes that should be used for all marketing materials, presentations, reports and communication tools.

#### Colour Codes We-ID

**Orange:** CMYK (0/64/87/0) RGB (238/117/44)

**Apricot:** CMYK (0/29/38/0) RGB (250/198/162)

**Dark Grey:** CMYK (0/0/0/80) RGB (87/87/86)

**Light Grey:** CMYK (0/0/0/60) RGB (135/135/135)

All publications should clearly indicate their connection to the We-ID project and must carry beside the We-ID logo the EU logo with the note that this project is funded by the European Union.

A joint project flyer has already been developed, personalized for each project partner in the contact field. This ensures the quality of the content, taking into account the individual institute presence of the project partners. This flyer file is suitable for both printing and uploading to a website.



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Figure 1. WE-ID Flyer

**The aim of We-ID is:**

- to establish the links between identities, belonging, cohesion and democracy
- under the conditions of ongoing migration
- In order to develop a concept for resilient democratic communities (ReDeCos)
- culminating in recommendations for action
- to protect democracies, support social and territorial cohesion and **build a diverse Europe together.**

**Logos:** GEORG-AUGUST-UNIVERSITÄT GÖTTINGEN, University of St Andrews, Università Bocconi, IPHS, PILAR, POPULATION EUROPE, THE CIVICS INNOVATION HUB, COUNCIL OF THE ATLANTIC SEA STATES, and the European Union flag.

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**Contact:**  
 Prof. Dr. Claudia Neu  
 University of Göttingen  
 Rural Sociology  
 Tel: +49 (0)551 39-24804  
 Email: claudia.neu@uni-goettingen.de  
 www.uni-goettingen.de/We-ID

**We-ID**  
 Identities – Migration – Democracy

**Identities Migration Democracy**  
 Cohesion through resilient democratic communities

**Background and Ambition**

European societies are undergoing a profound demographic transformation. At the same time, challenges such as climate change, the Covid-19 pandemic along with the associated economic crisis, the war in Ukraine and the crisis of the rule of law are putting pressure on Europe's integration processes. These crises are exacerbating lines of conflict that often run along issues of identity and democracy.

The European Union's promise of prosperity and security is based on the principle of „unity in diversity“ and the guarantee of fundamental freedoms, rights and democratic participation of its citizens. At the same time, democracies are in crisis. Populist parties are spreading the narrative that migration leads to a loss of identity. There is no doubt that migration raises the question of identity and belonging.

**How do we organize integration and participation in such a way that cohesion is created despite diverse identities?**

*»The cohesion of our society will depend crucially on how well we can utilise the potential of a diverse population while promoting stable, democratic structures locally. This is the only way to prevent these changes from becoming a threat to democracy in Europe.« Claudia Neu*

**The Project**

A new EU joint research project led by the University of Göttingen is specifically designed to analyse the transformation of individual and collective identities, social cohesion and democracy in the midst of migration, demographic change and current crises in Europe.

**A key objective is to find out how resilient democratic structures can strengthen local communities.**

We-ID follows an innovative research path by

- analysing the impact of migration on identities, belonging, cohesion and democracy, taking into account both the impact on host communities and the changes in the identities of migrants and their descendants, and
- elaborating the interrelationship between identities, cohesion, resilience and democracy

The project takes an inter- and transdisciplinary approach, involving researchers from the fields of sociology, demography, psychology, geography and political science, as well as a range of practitioners from local government and civil society.

**Conceptual Framework**

The research questions will be addressed using mixed methods. The project will build on European and regional datasets on population trends, the development of political processes, regional disparities and identities.

In addition to quantitative data analysis, the project will use qualitative methods at the local level to look for factors that strengthen resilient democratic communities.

By consistently pursuing a transdisciplinary approach within our Policy, Advocacy and Research Lab (We-PARL) throughout the project, it will create a platform for mutual learning between different stakeholders from the European to the local level, while at the same time contributing to evidence-based and thoroughly discussed policy recommendations. The We-PARL will be composed of academics, policy makers and civil society.

In addition, based on the findings, We-ID will develop a concept for **resilient democratic communities (ReDeCos)** and develop a Civic Competences Toolbox (CCT) to strengthen local actors (We-SCOUTS).

In addition, an accompanying card was developed that can also bring the We-ID project into focus in non-project-related communication.



Figure 2. Accompanying Card We-ID



All materials, colour codes and instructions are available in the corresponding OwnCloud folders.

Regularly  
Consortium  
Meetings

### 6.8.7. Regularly Face-to-Face and Remote Consortium Meetings

Consortium meetings play a crucial role in the We-ID's communication strategy. Through consortium meetings the team strengthens collaborations between partners and builds synergy to pursue the project's goals. Regular online consortium meetings offer a platform for the project team to share

updates and discuss progress. They provide the communications team with information for foreseeing content and momentums to communicate the project.

## 7. Key Performance Indicators (KPIs)

The performance of the project's Plan for the Exploitation and Dissemination of Results, including communications activities and the overall outreach strategy will be evaluated on a constant basis, leading to eventual adjustments and adaptations whenever necessary: new communication channels of the target audiences, EU regulations on social media providers etc. Various key performance indicators (KPIs) have been established to serve the purpose of continuous evaluation. The efficiency of each activity in reaching the relevant target audiences will be measured and monitored through the following KPIs. Benchmarks indicated next to selected KPIs are not a contractual obligation, but rather serve as feasible goals on which to focus. -> see We-ID WQAP

*Table 1. KPIs (dissemination tools)*

Tools	Target audience	KPIs	Benchmark
Scientific publications	Scientific	Number of publications submitted to high-ranking and peer-reviewed journals.	20 by month 36
Participation in international conferences	Scientific	Number of presentations (both poster and oral presentations)	20 by month 36
Thematic Roundtables	Scientific, Policy, Practitioners	Online meetings on Zoom; participants' profiles including diversity of both geography and professional sector	In total 60 participants; qualitative evaluation of participants in terms of profiles; retention (length of time participants remain in the zoom meeting)
Scenario Building Workshops	Scientific, Policy, Practitioners	Online and in person; attendance (10-15 selected participants).	Qualitative evaluation of the engagement of participants in terms of willingness to contribute to and share the event review in their networks
Policy documents	Scientific, Policy, Practitioners	The performance of the policy documents, including policy insights and event reviews, will be measured through downloads and webpage visits (as publications will be available electronically), and endorsement from stakeholders involved in the events).	1000 views in total by M36, including unique webpage visitors and email clicks.
New narrative workshops	Scientific, Policy, Practitioners	Online and in person attendance, both in terms of numbers and diversity of stakeholders.	10-15 participants; qualitative evaluation of the contacts in terms of profiles; retention (length of time participants remain in the online meeting)
Monitoring activities: Agenda Setting, Mid-Term	Scientific, Policy, Practitioners	The annual events will be evaluated following the same KPIs developed for the thematic roundtables	60-80 stakeholders in attendance (online and face-to-face)

and Final Conference			
We-ID Policy Handbook	Scientific, Policy, Practitioners	The performance of the policy handbook will be evaluated following the same KPIs developed for the policy documents (downloads and endorsement from stakeholders involved in the conclusive event).	500 webpage visitors by M36
We-ID Toolbox	Scientific, Policy, Practitioners	The performance of the policy handbook will be evaluated following the same KPIs developed for the policy documents	300 webpage visitors by M36
Digests	Practitioners, General Public, Scientific	The performance of the digests will be measured through webpage visits and social media attention.	Website statistics, performance on social media

*Table 2. KPIs (communication tools)*

Tools	Target audience	KPIs	Benchmark
Project website	Scientific, Policy, Practitioners, General Public	Number of monthly visitors.	100 visitors per month
Newsletter	Scientific, Policy, Practitioners, General Public	Number of subscribers	300 subscriptions by M36
Social media	Scientific, Policy, Practitioners, General Public	Account performance: Increase in followers and visitors as opposed to the absolute number. LinkedIn: page visitors, clicks, reactions, comments, and reposts.	1000 followers by M36 over all accounts (LinkedIn, Instagram, mastodon)
Media awareness	General Public	International, national and regional media contacts; press releases.	4 press releases

## 7.1. Activities timeline

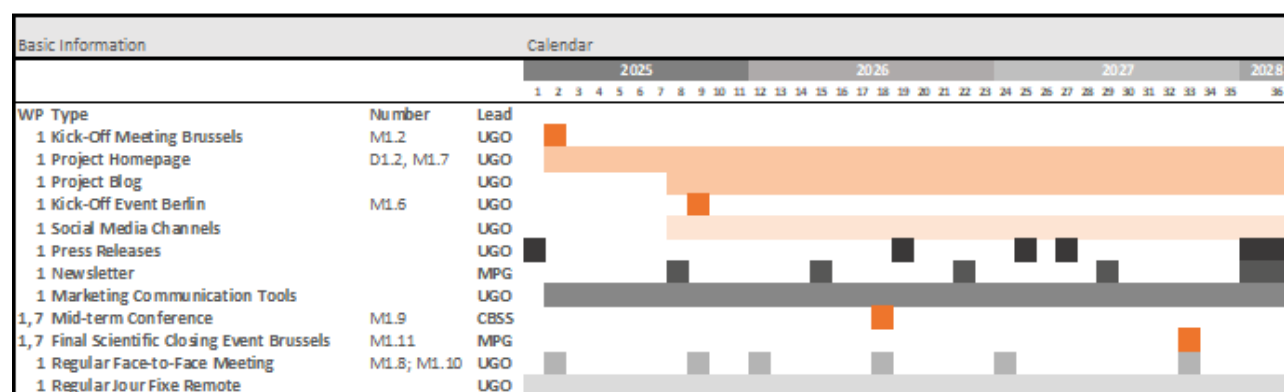
Dissemination and communication activities are spread throughout the project duration to keep engaging with target audiences on a continuous basis.

*Day to day communications* happens via our project website and social media channels. They will be updated regularly, to keep engaging with the target audiences and raise awareness on the project.

*Periodic communications* for external audiences happen biannually through our newsletters, the first one to be issued in M8 and the last one in M36; and press releases are scheduled when expected media-relevant project's outcomes in month 19, 25, 27, and 36. Figure 3 displays the scheduling of communication activities for both external and internal audiences.



Figure 3. Overview of communication activities on a timeline



Dissemination activities become more prominent after first results of the project are out (see figure 4).

Figure 4. Overview of dissemination activities on a timeline



## 7.2. Exploitation strategy

The project is committed to allow third parties to exploit our research results in a way that will further deepen and develop knowledge on inequalities over the life course. All project results, working papers, reports and metadata, will be available in open access under Creative Commons Attribution-Non-Commercial-Share Alike 4.0 International (CC BY-NC-SA 4.0) License or similar, which allows reused by third parties without other restrictions than the acknowledgement of the authorship through usual referencing modes.

## Annex A. Communication Guidelines

These guidelines establish a consistent communication strategy for the We-ID project, based on the obligations set out in the Grant Agreement. The guidelines are intended as a reference point and are by no means exhaustive.

### 1. External communication

#### 1.1. EU Funding Acknowledgement

Any material used for external communication purposes (such as posters, flyers, articles, ppt presentations etc.) must display the EU flag emblem and the We-ID logo, with appropriate prominence when displayed with other logos such the one of your institutions.

The EU flag emblem can be found on the OwnCloud shared folder and in the following link: [https://ec.europa.eu/regional\\_policy/information-sources/logo-download-center\\_en](https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en)

The following text must be included:

“This article is part of the We-ID joint research project funded by the European Union in the program HORIZON 2.2.1 Culture, Creativity and inclusive Society - Democracy and Governance. Grant agreement ID: 101177925 (<https://www.uni-goettingen.de/en/694954.html>).”

Any dissemination of results must indicate that it reflects only the author’s views. Please also include the following sentence:

“Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.”

These sentences should be translated into the language used to establish the material.

The We-ID logo, in turn, provides the project colour codes that should be used for all marketing materials, presentations, and reports.

#### Colour Codes We-ID

**Orange:** CMYK (0/64/87/0) RGB (238/117/44)

**Apricot:** CMYK (0/29/38/0) RGB (250/198/162)

**Dark Grey:** CMYK (0/0/0/80) RGB (87/87/86)

**Light Grey:** CMYK (0/0/0/60) RGB (135/135/135)

Reports and deliverables will be produced in Microsoft Word, final release versions as a PDF file. Time sheets and budget reports or financial statements will be created in Excel. For all reports, regardless whether resulting from Word or Excel, all pages should be numbered. All reports and deliverables should carry the We-ID logo. For PowerPoint presentations the developed template should be used.



### *1.2. Project website*

The project website (<https://www.uni-goettingen.de/We-ID>) includes a “news” and a “publication” section to advertise the project’s outputs. Project partners are encouraged to share any activity and research output directly related to the We-ID project with the Project Manager (PM) (Ljubica Nikolic) or the Communication Officer (Johanna Groß), who will update the website accordingly. The Communication Officer and the Project Manager will share the news on the project’s social media accounts. The Chair of Rural Sociology, headed by Prof. Dr. Claudia Neu, is responsible for the content of the project website.

Project partners are also very welcome to share any of their other academic activities not related to the project, which we may advertise on the project website and social media accounts whenever appropriate.

### *1.3. LinkedIn page, Instagram and mastodon account*

The We-ID Instagram and mastodon account and LinkedIn page are managed by the Communication officer and the Project Manager. All social media channels serve to engage in a dialogue with the scientific community, the relevant stakeholders and the broader public. Project research outputs and activities will be announced and advertised.

### *1.4. Newsletters*

We-ID plans to issue regular newsletters in order to inform on the project’s outputs. Newsletter will be issued every six months starting in month 8. The consortium partners will be contacted by the coordination team in advance to ask for contributions.

### *1.5. We-ID PowerPoint template*

Early research outputs will be shared in conferences. To strengthen We-ID’s visual identity, reduce the workload of project members, and meet EU funding requirements, a PowerPoint template has been created. Partners are encouraged to use the project template available in the shared OwnCloud Project management folder.



Figure 5. PPP Template We-ID



### 1.6. We-ID Word deliverable template

Most Deliverables will be publicly available on the project's website. To assure homogeneity in the publications, working papers and reports, the General Assembly has approved the use of a word template. The project deliverable template is located in the shared OwnCloud Project manager folder. Consortium partners should start writing their drafts directly in the template.

Figure 6. WE-ID Template for Deliverables



## Plan for the Exploitation and Dissemination of Results (PEDR)

We-ID deliverable D1.4

July 2025



**Funded by the European Union**

University of Göttingen  
Claudia Neu (PI)

Ljiljana Nikolic (Project Manager)

Max Planck Society (Population Europe)

Andreas Edel

Öndercan Muti



## PEDR Plan for the Exploitation and Dissemination of Results DEM (WP1, WP7)

**EU-Programme**  
HORIZON.2.2 - Culture, creativity and inclusive society Main Programme  
HORIZON.2.2.1 - Democracy and Governance

**Topic**  
HORIZON-CL2-2024-DEMOCRACY-01-04 - The interrelationship between social, cultural and political identities, as well as the sense of belonging, and democracies  
Grant agreement ID: 101177925, DOI 10.3030/101177925

Dissemination Level	Public (PU)
Work Package	WP1 Project Management/Dissemination, Exploitation & Communication (UGOE); WP7
Milestone	M1.5 PEDR (Month 6)
Deliverables No	D1.4
Version	V1.0
Submission Date	31.7.2025
Due Date	31.7.2025



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D1.4 Plan for the Exploitation and Dissemination of Results (PEDR)

### 1. Control Sheet

Version	Date	Modified by	Summary of Changes
D1.4 PEDR V1.0	31.07.2025		Initial Version

### 2. List of Participants

Participant No.	Participant Organisation Name	Country
1 (Coordinator)	University of Göttingen (UGOE)	Germany
2	Bocconi University (UB)	Italy
3	University of St. Andrews (USTAN)	Great Britain
4	Institute for Population and Human Studies (IPHS)	Bulgaria
5	Institute of Social Sciences Ivo Pilar (IPI)	Croatia
6	Max Planck Society (MPG)/Population Europe	Germany
7	Council of the Baltic Sea States (CBSS)	IGO, Sweden
8	THE CIVICS Innovation Hub (CIVICS)	Germany

### 3. Objectives

The European Union's promise of prosperity and security is based on the principle of "unity in diversity" and the guarantee of fundamental freedoms, rights and democratic participation of its citizens. The vast majority of EU citizens share these values. At the same time, democracies are in crisis. Populist parties are fuelling fears and spreading the narrative that identity leads to a loss of identity. There is no doubt that migration always raises the question of identity and belonging. How do we organize integration and participation in such a way that cohesion is created despite diverse identities? The project "Identities - Migration - Democracy" (We-ID) is therefore concerned with the transformation of individual and collective identities, social and territorial cohesion and democracy under the conditions of demographic change, particularly with regard to migration and growing population diversity. We-ID follows an innovative research path by a) analysing the impact of migration on identities, belonging, cohesion and democracy, taking into account both the impact on host communities and the changes in the identities of migrants and their descendants, and b) elaborating



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D1.4 Plan for the Exploitation and Dissemination of Results (PEDR)

the interrelationship between identities, cohesion, resilience and democracy. In addition to quantitative data analysis, we will use qualitative methods at the local level (e.g. pilot study in a border region, content analysis, case studies) to look for factors that strengthen resilient democratic communities. By consistently pursuing a transdisciplinary approach within our Policy, Advocacy and Research Lab (We-PARL) throughout the project, we will create a platform for mutual learning between different stakeholders from the European to the local level, while at the same time contributing to evidence-based and thoroughly discussed policy recommendations. In addition, based on our findings, we will develop materials such as toolboxes that can be used by practitioners and local actors (We-SCOUTS).

In detail, We-ID pursues the following objectives:

**Objective 1:** Revise and evaluate the relevant conceptual issues concerning identities, belonging and cohesion, and establish their relationship with resilience and democracy, with a particular emphasis on migration.

**Objective 2:** Map trends and patterns of identities, belonging and cohesion together with their drivers, including geographic differences, gender, age and education, as well as immigrant status and employment.

**Objective 3:** Investigate how the social identities and political participation of immigrants and their descendants differ across European countries, what factors influence identity and participation of immigrants, and what assumptions can be made for the future.

**Objective 4:** Extending objectives 2 and 3 through a regional pilot study in a Bulgarian border region. To analyse, how migration flows affect both the migrant communities themselves and their identities, and the communities exposed to new and large-scale immigration.

**Objective 5:** Development of an inclusive concept for resilient democratic communities (ReDeCos), through the identification (five case studies) of local factors that hinder or strengthen belonging.

**Objective 6:** In addition, development of a Civic Competences Toolbox (CCT) for local actors (We-SCOUTS) equipped with civic skills and competences to support local communities, moderate conflicts and controversies and create spaces for participation.

**Objective 7:** Establish the We-PARL - Policy, Advocacy and Research Lab - transdisciplinary platform, the tool which supports all thematic research areas foreseen in the project.

**Objective 8:** To disseminate We-ID findings, drawing on the outcomes and findings from the We-PARL, communicating them to a broader audience.

**Objective 9:** The project will identify factors at both national and local level that hinder social and political participation and at the same time develop policy recommendations on how to achieve equality and mitigate discrimination against women, LGBTIQ+ and ethnic minorities.



**Funded by the European Union**

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## D1.4 Plan for the Exploitation and Dissemination of Results (PEDR)

<p><b>D1.4 Plan for the Exploitation and Dissemination of Results (PEDR)</b></p> <p>workshop will be organized with the JRC Community of Practice of the JRC Competence Centre on Participatory and Deliberative Democracy.</p> <p>Scientific audiences will be informed on a continuous basis through our reports and scientific publications (see below), research digests [i.e. short, comprehensive summaries of research results] and through a series of thematic roundtables with high-level experts from the academic and policy communities to discuss policy-relevant aspects of the research findings. Quantitative and qualitative research methods and results as well interdisciplinary approach of integrating the practitioner experience in the research will be shared with the scientific audience in an interactive manner.</p> <p>Particular emphasis will be devoted to <b>policy audiences</b>, addressing decision-makers from politics, international and civil society organisations, in order to come up with elaborated policy recommendations, nurtured by scientific evidence and practitioner experience. The project follows a <b>transdisciplinary approach</b>: instead of knowledge transfer and traditional dissemination strategies that are often conceived as a one-directional action, the project aims to engage through a two-directional strategy, bringing experts together to think outside of their silos and to learn from each other. This will help to unlock the complexity of socially-embedded policies and to thoroughly formulate policy recommendations that take as many facets as possible into regard.</p> <p><b>Stakeholders (practitioners and policymakers)</b> in the areas of migration, integration and democracy are a key target group of the project. We plan to actively engage with stakeholders outside academia in the stakeholder advisory board, thematic workshops, narrative workshops and a scenario building exercise. In the case studies, we will also make direct contact with citizens on the ground, conduct interviews and carry out case observations.</p> <p>In addition to a kick-off-meetings in Brussels and Berlin, the online agenda setting workshop the project will reach to a wider policy and civil society audience by organizing another stakeholder conference in Stockholm and a final meeting in Brussels. The results of stakeholder engagement events will be published via different formats like digests and event reviews.</p> <p>Within the dissemination activities tailored to stakeholders, we will particularly invite <b>European-wide networks</b> (such as AGE Platform Europe, COFACE – Families Europe, Social Platform Europe, AEIDL – European Association for Innovation in Local Development), Assembly of European Regions (AER), Eurocities, EU Committee of the Regions, Council of European Municipalities and Regions (CEMR), European Network for Rural Development (ENRD), Euromontana), dealing with the multi-faceted aspects of migration, integration, demographic changes and belonging including challenges at regional and local levels. As <b>networks</b> with numerous member organisations in almost all EU member states, they can not only provide insights from groundwork but also a comparative perspective to the situation in most of the European countries.</p> <p>With regard to the <b>broader audience</b>, the stakeholder advisory board meetings and thematic workshops will allow for interactive participation of practitioners within the debate. To ensure that stakeholders have direct access to the project members to further clarify questions following our events, the project website will offer an online form for consultations. The questions and replies will be available in the form of a Q&amp;A section on the website and further communicated on social media. This will contribute to ensuring an advertising strategy to sustain content production following our events (WP1).</p> <p>In addition, we foresee interactions with <b>some</b></p> <p> <b>Funded by the European Union</b></p> <p>11</p>	<p><b>D1.4 Plan for the Exploitation and Dissemination of Results (PEDR)</b></p> <p><b>6.6.2. Internal Audience</b></p> <p>The internal audience comprises all members of the consortium. Continuous communication is the basis of successful project implementation and assures that project's outputs can be disseminated in time to maximise the project's impact. In fact, the first consortium meeting took place in person in Brussels in April 2025, two months after the official start of the project.</p> <p>To make sure to openly share updates and credits across the teams, the consortium members meet every first Monday of each month online. The consortium will also hold one annual face-to-face meeting to present and discuss the progress of the project and take strategic decisions.</p> <p>In the period between meetings, communication will be mostly online. Researchers can share their updates via the project's mailing list in which all project's members are included. Additionally, the project has a shared Own Cloud management folder containing key files to keep the overview of the project. This will allow us to monitor the deliverables and key milestones including the progress and to reach of our communication activities. The management WP (3) will also facilitate project monitoring by the European Commission in addition to regular reporting. A guideline (included at the end of this document) for internal use in the project will ensure that all dissemination and communication activities follow common standards and include proper acknowledgement of the EU funding.</p> <p><b>6.7. Dissemination and Policy Dialogue Activities</b></p> <p>To reach target audiences, dissemination activities tailored to the project's several audiences will take place throughout the project's duration.</p>  <p> <b>Funded by the European Union</b></p> <p>12</p>
<p><b>D1.4 Plan for the Exploitation and Dissemination of Results (PEDR)</b></p> <p><b>Scientific Publications</b></p> <p><b>6.7.1. Scientific Publications</b></p> <p>Scientific publications are the main output of the project and remain among the most appropriate means to reach scientific audiences. The scientific publications will also serve as a basis for presentations by the project's members at international workshops and conferences. All project publications will be open access.</p> <p><b>Thematic Roundtables</b></p> <p><b>6.7.2. Thematic Roundtables</b></p> <p>We will organize a series of three thematic stakeholder meetings each year, with a selected group of 10-15 participants from research, policy, the economy and civil society. The meetings will be held in different online formats to allow for an open discussion that goes beyond silo thinking and to allow for more substantive policy recommendations to be made. The meetings will offer and promote different elements of We-ID's research results as well as feed the expertise and experiences of practitioners into We-ID's research process. These meetings will also serve to establish a continuous communication pathway with stakeholders from science, policy and civil society. The results will be shared in policy documents of the project and the We-ID Toolbox.</p> <p><b>Scenario Building Workshops</b></p> <p><b>6.7.3. Scenario Building Workshops</b></p> <p>For political and societal actors at the local, regional and EU levels, scenario building will be employed as a process-oriented tool throughout the project to support the co-creation process and mutual learning between the project target groups and the research process. While the first workshop will be designed to collect input to research themes, the second and third workshops will facilitate broader reflection from targeted stakeholder groups and enable to transform and adjust research process and results. Foresight recommendations will be translated into concrete political action for today and tomorrow and provide an outlook for</p> <p> <b>Funded by the European Union</b></p> <p>13</p>	<p><b>D1.4 Plan for the Exploitation and Dissemination of Results (PEDR)</b></p> <p>political and societal actors. Content for the foresight process will be based on the qualitative and quantitative data provided by project as well as the knowledge acquired through other dialogue formats with stakeholders and expert participants. The content developed by multiple WP for foresight and scenarios will be tested and validated in these workshops, which will, in turn, provide roadmaps for the participants and multipliers to prioritise scenarios and concrete political actions. The results will be shared in policy documents of the project and the We-ID Toolbox.</p> <p><b>Monitoring Activities</b></p> <p><b>6.7.4. Monitoring activities: Agenda-setting, Mid-term Revision and Final Outlook Workshops with the Stakeholder Advisory Board</b></p> <p>We will organise online workshops during the first six months of the project, at mid-term and at the end, which will allow us to hold discussion in a confidential atmosphere with the members of the Stakeholder Advisory Board and a selected group of 15-20 high-level policy and civil engagement experts, in order to adapt, if necessary, the thematic framework of the stakeholder dialogue activities throughout the project and beyond to the latest developments and information needs. These monitoring and exchange meetings will give thematic orientation to the research and policy dialogue activities.</p> <p><b>Co-Creation with Local Actors</b></p> <p><b>6.7.5. Co-Creation with Local Actors: New Narrative Workshops and Ladies Lunch</b></p> <p>In addition to local research with citizens in selected communities (our case studies), thematic roundtables and scenario building workshops, the project will organize annual new narrative workshops to discuss their latest findings and share practical experience of best practice in framing identities (e.g., for classroom education, museum workshops, workplace integration) with the We-ID researchers. The target groups will include, for example, teachers, journalists and writers, museum curators and exhibition makers, artists, employers, trade unions, religious communities, local authorities and political parties in chosen countries. Cooperation with the Community of Practice of the JRC Competence Centre on Participatory and Deliberative Democracy will be put into action to design and implement at least one hybrid event within the series of these workshops.</p> <p>To reach out to women in rural and remote regions who often do not have sufficient access to local and regional communication for a, we will set up the "Ladies Lunch" module (for</p> <p> <b>Funded by the European Union</b></p> <p>14</p>

Calibri should be used as the font. Text should be 11-inch and 1.15 line. The text color should be **Dark Grey: CMYK (0/0/0/80) RGB (87/87/86)**.

Headings should be designed as follows

Heading 1: **Calibri 16-inch bold**

Heading 2: *Calibri light 13-inch*

Heading 3: *Calibri 12-inch italics*





















Headline should always be **Orange: CMYK (0/64/87/0) RGB (238/117/44)**

## 2. Internal communication

### 2.1. *Shared OneDrive project management folder*

A shared folder has been established in OwnCloud. This folder contains all files that are necessary to keep the overview of the project, work packages, deliverables, workflow and reporting. To enable collaborative work on different documents, each project partner which access rights also has the right to edit, rename and delete.

The current list of documents in the shared folder is the following:

 Deliverables	 Materials
 Events	 Presentation Template
 GA and CA	 Project Application
 Image Gallery	 Project Description
 Jour Fixe	 Project Logo
 Literature	 Project Partner Logo
 Mailing Lists	 Reporting
 Materials	 Social Media
 Presentation Template	 Work Packages
 Project Application	 WQAP

This folder list will be updated as the project requires it.

### 2.2. Mailing List

An internal mailing list including all project members is being hosted by the University of Göttingen. The mailing list is used for internal communication purposes, and documents sent through that mailing list are confidential.

Should there be any modification in a We-ID member's email address or in team composition, they should get in touch with the Project manager, who will update the mailing list accordingly.

### 3. Data protection

Team members must abide to the EU General Data Protection Regulation (GDPR), when communicating the project. When organizing events as part of the project, it is essential to ask participants to agree to the data protection policy (GDPR compliant) before submitting their personal information (pictures, names, emails, affiliations, etc).

In case of questions regarding data protection and consent when organizing an event, team members can get in touch with the data protection officer at the respective institute who can provide further guidance.

### 4. Open access

As stated in the Grant Agreement (Part A and Part B of the Description of the Action), all research outputs from the We-ID project must be available in open access.

We-ID team members must ensure open access to peer-reviewed scientific publications. Additionally, they must ensure that:

1. at the latest at the time of publication, a machine-readable electronic copy of the published version or the final peer-reviewed manuscript accepted for publication, is deposited in a trusted repository for scientific publications,
2. immediate open access is provided to the deposited publication via the repository, under the latest available version of the Creative Commons Attribution International Public Licence (CC BY) or a licence with equivalent rights; for monographs and other long-text formats, the licence may exclude commercial uses and derivative works (e.g. CC BY-NC, CC BY-ND), and
3. information is given via the repository about any research output or any other tools and instruments needed to validate the conclusions of the scientific publication.

Beneficiaries (or authors) must retain sufficient intellectual property rights to comply with the open access requirements. Only publication fees in full open access venues for peer-reviewed scientific publications are eligible for reimbursement.

### 5. Exploitation activities after End of Project

We plan to continue with exploitation activities for four years after the end of the project. The basis for this is, that the We-ID project website is integrated into the structure of the Georg-August-University Göttingen website. Online publications need budget and "havens". The obvious foundation for website functionality is that they have a long-term technical support, what includes hosting and maintenance. While being a subpage of the university website



offers the advantage that hosting and technical updates are automatically provided and we can leverage the expertise and infrastructure of the communication department of the university. And the question of where the website will remain after the end of the project and who will be responsible for it is also irrelevant, since the Chair of Rural Sociology, to which the website is assigned, will remain responsible for the website even after the end of the project. An institution hereby assumes the long-term maintenance and archiving of the website content (see DMP Data Management Plan). In the last version of the PEDR we will outline the plans in detail.

