



DATIS

Proposal Title:

**Data for Inclusive Societies: Foes and Friends of Inclusiveness in contemporary
Greece**

D5.2 Dissemination and Communication Plan

June 2024



Introduction

The overarching goal of the proposed project Data for Inclusive Societies: Foes and Friends of Inclusiveness in contemporary Greece (DATIS) is to study the foes and friends of inclusive societies in contemporary Greece by implementing an innovative empirical research design. DATIS will be a data-driven project with the aim to explore both theoretically and empirically the enemies vis-à-vis the supporters of inclusive societies by focusing both on parties and political elites, as well as citizens. In a broader perspective, the goal of DATIS is to create an “index of inclusiveness”. At the core of our analysis are the causes and the consequences of adopting hostile attitudes towards other groups of the society both among political elites and citizens.

Moreover, we will try to shed light on possible interactions between the micro (citizens) and the meso level (political parties) and the adoption of these attitudes. In order to explore further this research direction, we hypothesize that there are some driving factors that might facilitate or impede the rise of these attitudes. On one hand, we will focus on the rise of populist attitudes both from the supply and the demand side of electoral competition and on the other hand, on the development of solidarity among Greek citizens.

This report provides an overview of the project's dissemination and communication strategy focusing on the development of appropriate communication messages, the communication tools and channels to be used during the project as well as the planning and performance evaluation of the promotion and communication processes. This is the first version of the communication and dissemination strategy while the final version will be submitted in the last month of the project.

Logo

The logo of the DATIS project is a powerful symbol of inclusivity and solidarity, featuring a circle that encapsulates five people holding hands, each person adorned in one of the colors of the rainbow. This design represents the diverse and interconnected nature of inclusive societies, where every individual, regardless of their background, is valued and supported. The circle signifies unity and wholeness, reflecting the project's commitment to fostering a sense of community and togetherness. By embracing the spectrum of human diversity, the DATIS logo underscores the project's dedication to mutual respect, understanding, and collective progress. This visual identity is a reminder that through solidarity and inclusiveness, we can build stronger, more resilient societies.



DATIS

**Data for Inclusive
Societies**

Website

The DATIS website is one of the main sources of information about the project's actions and is available to all stakeholders (i.e. citizens, scientists and businesses). The website will contain both the articles resulting from the analysis of the data from META (Facebook, Instagram), while it will also act as a means of promoting the datasets, reports and findings of the project, which includes the data from the questionnaires about the 2024 Elections for the European Parliament, ISSP 2024, ISSP 2025 and the survey specifically on inclusive societies. Additionally, the website will be linked to the project's Twitter, Facebook, Instagram and LinkedIn accounts. Finally, there will be the possibility for the website visitors to subscribe in order to receive newsletters regarding the activities of the project.

The creation and use of the DATIS website aims to provide information to interested parties about the project's actions such as the promotion of the datasets, reports and findings, as well as articles by the members of the project's research team. The project website is available at: <https://datis.gr/> The website was created in the first month of the project (M1) and will remain available for at least 5 years after its end.

The DATIS project logo is included on every page of the website. Also, each page of the website includes a text referring to the funding of the project by the Hellenic Foundation for Research and Innovation (HFRI) under the National Recovery and Resilience Plan "Greece 2.0" funded by the European Union- NextGenerationEU with the relevant logos. The text regarding the financing of the project is as follows: **“The project is carried out within the framework of the National Recovery and Resilience Plan Greece 2.0, funded by the European Union - NextGenerationEU (Implementation Body: HFRI)”**

Social Media Accounts

Social media accounts (Facebook, Instagram, Twitter (X), LinkedIn) are a critical part of the DATIS project's dissemination and communication strategy, due to their widespread use, they allow us to reach a large part of society, including people in isolated areas who would otherwise not have access to information about the project's actions.

Activities such as new articles, participation in conferences, information on the research on inclusive societies, Colloquiums and other local study groups, and information on the Project Conference will be promoted through social media. These means contribute to the dissemination of the project's actions both in society and in the scientific community, while existing accounts (e.g. from past and current related projects such as Elnes, DataPopEu, ProCon, Helpmevote, etc.), groups and pages will be used to create a buzz and continuously promote the project and its findings.

Although social media does not offer a distinct way of approaching businesses, it can spark the interest of the business sector, especially research firms and those involved in software, data storage and retrieval, to adopt the project's methodology. The project's social media pages will use the project's logo as the profile image, while the project's poster with the logo and key information (such as the full name, budget, beneficiaries, implementing body and context of the action) is used as the cover photo.

Conferences

The DATIS Project research team has already participated in conferences on the dissemination of knowledge on the issues addressed by the project. There have been several presentations on the individual themes addressed by the project at conferences and meetings. They are presented in detail below.

1. ISSP General Meeting 2024

Sydney, April 27- May 1, 2024

Title:" Survey Data Quality Methods Developed in DATIS."

Presenter: Ioannis Andreadis

2. Global Forum on Democracy and Development

Regional Networking and Team Populism Joint Conference, Central European University, May 29-30 2024

Title: "Data for Inclusive Societies (DATIS) and populism."

Presenter: Ioannis Andreadis

3. 2nd International Statistics Conference, University of Western Macedonia, May 16-19 2024

Panel: "ISSP in Greece with the support of DATIS"

Title: "ISSP in Greece- social surveys and data for a deeper understanding of important social issues"

Presenter: Ioannis Andreadis

4. 2nd International Statistics Conference, University of Western Macedonia, May 16-19 2024

Panel: "ISSP in Greece with the support of DATIS"

Title: "The survey of ISSP 2022. Political attitudes towards changing gender roles and family."

Presenter: Nikoletta Sivenou

5. 2nd International Statistics Conference, University of Western Macedonia, May 16-19 2024

Panel: "ISSP in Greece with the support of DATIS"

Title: "The survey of ISSP 2023. The impact of National Identity and Citizenship on political attitudes."

Presenter: Styliani Tseliou

6. 2nd International Statistics Conference, University of Western Macedonia, May 16-19 2024

Panel: "ISSP in Greece with the support of DATIS"

Title: "The pilot survey of ISSP 2024. Political Attitudes and digital society."

Presenter: Eleni-Maria Papachristou

7. 2nd International Statistics Conference, University of Western Macedonia, May 16-19 2024

Panel: "ISSP in Greece with the support of DATIS"

Title: "The pilot survey of ISSP 2025. Work Orientations."

Presenter: Georgios Alexandros Miliadis

8. EEPE & EKKE event on European Elections 2024. Political and Electoral Analysis, Athens, June 14, 2024

Title: "European elections 2024 : a first reading of the result."

Presenter: Eftichia Teperoglou