

SECURING INCLUSION – Policy Recommendation and Dissemination Toolkit

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1. Introduction

This toolkit provides a comprehensive and practical guide for disseminating the results and activities of the *Securing Inclusion* project. It has been designed to support project partners, educators, and a wide range of stakeholders in effectively communicating project outputs, enhancing visibility, and maximizing impact at local, national, and international levels.

In line with the project's commitment to inclusion, diversity, and innovation in security studies, this toolkit promotes dissemination approaches that are accessible, inclusive, and audience-oriented. It offers concrete strategies, tools, and recommendations to ensure that project results reach diverse target groups, including academic communities, policymakers, civil society actors, and the general public.

The document combines both strategic guidance and practical implementation steps. It outlines key dissemination channels such as digital platforms, social media, events, and educational resources, while also highlighting best practices for creating engaging and impactful content. Particular attention is given to the importance of adapting communication formats and messages to different audiences in order to foster meaningful engagement.

Furthermore, this toolkit aims to support the sustainability of the *Securing Inclusion* project by encouraging the continued use, adaptation, and dissemination of its outputs beyond the project's lifetime. By strengthening dissemination capacities among partners and stakeholders, it contributes to ensuring that the project's outcomes generate long-term benefits and contribute to transformative changes in the field of security studies and higher education.

2. About the Project

2.1 Aim and Vision

The aim of Securing Inclusion is to promote inclusion and diversity in the field of security studies by addressing intersectional barriers related to gender, ethnicity, and religion. The project seeks to challenge structural inequalities that shape academic environments and knowledge production in this field. It supports higher education institutions in adopting more inclusive and diverse approaches to teaching and learning. By integrating multiple perspectives and experiences, Securing Inclusion contributes to rethinking traditional curricula across European countries. The project ultimately aims to transform historically homogeneous and sometimes outdated learning environments into more inclusive, innovative, and representative spaces. Through its activities and outputs, it also strengthens the capacity of institutions to sustain these changes over time.

2.2 Specific Objectives

- Integrate diversity and inclusion into security studies curricula: ensuring that courses take into account different perspectives (gender, religion, background, etc.) and are not centered on a single worldview.
- Promote transdisciplinary approaches combining multiple disciplines (political science, sociology, law, **economics**, history, etc.) to better understand security issues.
- Empower underrepresented groups: giving more space, resources, and a voice to people or groups that are often underrepresented (for example women, minorities, etc.).
- Develop innovative pedagogical tools: creating new ways of teaching (role-playing, simulations, digital tools, interactive methods, etc.).
- Strengthen institutional capacity: improving how institutions (universities, organizations, etc.) function so they become more effective and better organized.

2.3 Project Priorities

- Inclusive curriculum development: designing courses that reflect diverse perspectives and include a wide range of voices, experiences, and backgrounds.
- Academic training and capacity-building: providing education and support to strengthen skills, knowledge, and expertise within academic institutions.
- Innovative teaching methods: using new and creative ways of teaching (such as interactive activities, digital tools, or simulations) to improve learning.
- Long-term institutional change: implementing lasting improvements in how institutions operate, rather than short-term or temporary actions.
- Cross-sector collaboration: working together with different types of organizations (such as universities, NGOs, governments, and private sector actors) to achieve common goals.

3. Target Audiences

The dissemination strategy targets:

- Academic staff in higher education
- Students
- Academic associations and research groups
- Curriculum developers
- Policy makers
- Civil society organisations
- General public

4. Dissemination Strategy Overview

The dissemination strategy is based on:

- Multi-channel communication (website, events, newsletters, etc.) to share information.
- Stakeholder engagement: actively involving relevant actors (partners, participants, institutions, etc.) in the project and its activities.
- Accessible and inclusive content that is understandable for everyone, taking into account different audiences and avoiding barriers (language, format, accessibility, etc.).
- Continuous visibility throughout the project lifecycle ensuring regular and consistent communication at every stage of the project, from beginning to end

5. Communication Channels and Tools

5.1 Website

Example: www.securing-inclusion.com

Purpose:

- Central hub for project information: A main platform where all key information about the project is gathered and easily accessible.
- Repository for outputs (reports, e-course, results): A space where all project deliverables (such as reports, online courses, and results) are stored and made available

Best practices:

- Keep content updated regularly: ensure that information is frequently updated to remain relevant.
- Use clear and accessible language: use simple and easy-to-understand terms to reach a wide audience.
- Include downloadable materials: provide resources that users can easily download (reports, guides, etc.).
- Add a “Join Us” / stakeholder section: Create a dedicated space to encourage engagement and showcase the project’s stakeholders.

Implementation tip:

- Assign one partner responsible for updates

5.2 Social Media (Instagram & LinkedIn)

Purpose:

- Increase visibility: enhance the project's presence and awareness among relevant audiences.
- Engage wider audiences: reach and involve a broader range of people beyond the core participants.
- Promote events and outputs: publicize project activities and deliverables to ensure they are widely known and accessible.

Content ideas:

- Short videos explaining concepts (e.g. diversity in security): create short videos to make complex concepts easier to understand.
- Infographics: use visual graphics to summarize information and make it more engaging.
- Project milestones: Highlight key stages and achievements of the project.
- Partner highlights

Best practices:

- Post regularly
- Use consistent visual identity
- Tag partners and stakeholders

5.3 E-course

Role in dissemination:

- Core educational output
- Can be shared as open-access learning material

Best practices:

- Promote through universities: raise awareness among academic institutions to reach students and educators.
- Integrate into teaching: use the modules in courses or training sessions to maximize impact.
- Share clips or summaries on social media.

Additional idea:

- Create **micro-learning videos** from modules

5.4 Stakeholder Engagement Activities

Based on the Stakeholder Plan

Key actions :

- Stakeholder mapping
- Database creation
- Regular communication

Tools:

- Email campaigns
- Workshops

Best practices:

- Tailor communication to stakeholder type: customize messages according to the needs and interests of each group or actor involved.
- Maintain continuous engagement: interact regularly with stakeholders to keep them involved throughout the project.
- Use feedback loops: collect stakeholder feedback and incorporate it to improve activities and decision-making.

5.5 Events and Conferences

Types:

- Multiplier events
- Workshops
- International conference

Best practices:

- Combine presentations + interactive sessions: alternate between lectures and participatory activities to make the event more engaging.
- Invite external speakers: bring in experts or external partners to enrich content and perspectives.
- Record sessions for reuse: keep recordings to share or reuse in other contexts.

Implementation idea:

- Turn events into video content for dissemination

6. Best Practices for effective dissemination

- Use clear and inclusive language: communicate in a way that is easy to understand and accessible to diverse audiences, avoiding jargon and using inclusive terms
- Adapt content to different audiences: tailor messages and formats depending on the target group (students, professionals, general public) to ensure relevance and engagement.
- Combine academic + visual communication: present information using both scholarly content and visual elements (images, infographics, videos) to make it more engaging and easier to grasp.
- Ensure accessibility (digital + language): make content accessible by considering digital usability (e.g., readable formats, compatibility) and providing language options or simplified wording.
- Maintain consistency across channels: ensure that messaging, tone, and visual identity remain coherent across all communication platforms (website, social media, publications)
- Encourage interaction (comments, feedback): invite audiences to engage by sharing their opinions, asking questions, and providing feedback to create a more dynamic and participatory communication.

7. Practical Implementation Guidelines

Step 1 – Identify your audience

Determine who you are targeting. Is it the general public, students, decision-makers, or a specific group?

Step 2 – Choose the right channel

Select the appropriate communication channels : social media, website, events, newsletters, etc.

Step 3 – Adapt the message

Adjust the content and tone according to the audience: academic language for researchers, simpler language for the general public.

Step 4 – Produce content

Create different types of materials: videos, posts, reports, infographics, guides, etc.

Step 5 – Disseminate

Publish and share content through your channels and partners to reach the widest audience possible.

Step 6 – Engage

Interact with the audience: respond to questions, encourage discussion, collect feedback, and adjust actions accordingly.

8. Monitoring and Evaluation

To measure dissemination success:

Indicators :

- Website visits: measure how many people access the website to view project information.
- Social media engagement: track likes, shares, comments, and clicks to evaluate audience interaction.
- Event participation: number of participants in conferences, workshops, or webinars.
- Downloads of materials: check how many people download reports, guides, or other resources.
- Stakeholder involvement: assess the level of participation and engagement of partners and relevant actors.

Tools :

- Analytics (website + social media): Use data tracking tools to measure performance and content impact
- Surveys: gather participants' opinions to understand their experience and satisfaction
- Feedback forms: collect detailed comments to improve future activities.

9. Sustainability and Long-Term Impact

To ensure impact beyond the project:

- Keep website active: regularly update and maintain the website to continue sharing the project's results, resources, and news with a wider audience
- Maintain stakeholder network: keep strong relationships with partners and stakeholders to encourage ongoing communication, knowledge sharing, and future opportunities
- Integrate outputs into curricula: incorporate the project's results and tools into educational programs to ensure their long-term use in teaching and training
- Continue collaborations: sustain the partnerships developed during the project to strengthen long-term impact and support new joint initiatives.
- Reuse materials in future projects: sustain the partnerships developed during the project to strengthen long-term impact and support new joint initiatives.

10. Annex – Suggested Templates

- Social media post template
- Newsletter template
- Email invitation template
- Event agenda template