PARTICIPATE

Parents and Technology in Cyberbullying:
Intervention and Prevention for Future Experts

D7.10 – Final plan for the dissemination and exploitation of results, including communication activities

This project has received funding from the European Union HORIZON-MSCA-2021 Doctoral Networks Programme under Grant Agreement no. **101073332**

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Project Information

General details

Grant Agreement Number: 101073332

Acronym: PARTICIPATE

Title: Parents and Technology in Cyberbullying: Intervention and Prevention for Future Experts

Duration: 48 months

Start Date: 01 September 2022

End Date: 31 October 2026

Website: https://msca-participate.eu/

Funding Scheme: European Union HORIZON-MSCA-2021 Doctoral Networks Programme

Beneficiary Partners

Dublin City University, Ireland
University of Stavanger, Norway
University of Aarhus, Denmark
National and Kapodistrian University of Athens, Greece
Stichting International Parents Alliance, the Netherlands
University of Turku, Finland

Associate Partners

Irish Society for the Prevention of Cruelty to Children
European School Heads Association
Foróige - The National Youth Development Organisation
Youthworks Consulting Ltd.
Committee of the Dublin West Education Centre
Goldsmiths College
Dell Technologies

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Deliverable factsheet

Number: **D7.10**

Title: **Final plan for the dissemination and exploitation of results, including communication activities**

Lead beneficiary: Parents International

Work package: WP7

Task: 10

Dissemination level: Public

Submission date: 31.10.2026

Contributors: Dublin City University (DCU), University of Stavanger (UiS), Aarhus University (AU), National and Kapodistrian University of Athens (NKUA), University of Turku (UTU), Stichting International Parents Alliance (IPA), European School Heads Association (ESHA), Foróige, Irish Society for the Prevention of Cruelty to Children (ISPCC), Webwise, Dell Technologies, Goldsmiths, University of London, and Youthworks Consulting Ltd.

Document history:

Revision	Date	Main modification	Author
1	10/10/2026	First draft	Emanuele Bertolani
2	30/10/2026	Final information added	Emanuele Bertolani

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Abbreviations

CDE	Communication, Dissemination and Exploitation
CSR	Corporate Social Responsibility
DC	Doctoral Candidate
DN	Doctoral Networks
GA4	Google Analytics
KPI	Key Performance Indicator
QR	Quick Response
SEO	Search Engine Optimisation
UNICA	Network of Universities from the Capitals of Europe

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Executive Summary

D7.10 presents the final evaluation of communication, dissemination and exploitation activities implemented by the PARTICIPATE consortium (Grant Agreement No. 101073332). It assesses delivery against the strategy and objectives established in D7.1, drawing on project communication analytics, the consortium Dissemination Tracker and the supporting WP7 deliverables. Across the project, communication developed from awareness raising and Doctoral Candidate recruitment into sustained research dissemination, stakeholder engagement and the promotion of results for continued use.

The central communication channels substantially exceeded the principal D7.1 targets. The project website recorded 16,236 page views and 12,064 session starts in the analytics available through 29 October 2026, while publishing 57 articles against a target of 40. Across LinkedIn and X/Twitter, PARTICIPATE published 256 posts and generated 49,131 impressions/views, exceeding the respective targets of 150 posts and 10,000 views. Coordinated editorial production and dissemination through partner networks reinforced this visibility throughout the reporting period.

Scientific communication combined academic publications, conference presentations and open-access research outputs with accessible formats for non-specialist audiences. The 16-issue PARTICIPATE Spotlight series and ten Doctoral Candidate videos brought doctoral research and its relevance to broader audiences. The consolidated inventory identifies at least 26 qualifying popular summaries and research-informed resources. A record-level Zenodo audit also documented 756 views and 468 downloads, complementing research dissemination through academic and professional channels.

Practical dissemination was supported by the Policy Advocacy Toolkit (D2.2), which recorded 268 downloads from the PARTICIPATE website and 2,563 impressions from its dedicated LinkedIn campaign. Additional guidance, including Parents in (Cyber)bullying Prevention – A Practical Guide, extended the availability of research-informed resources to parents and professionals. The Final Conference, promotional materials and stakeholder-facing events further connected the project's findings to education, online-safety, youth, parent and policy networks.

These results reflect a collective consortium effort. The universities contributed scientific dissemination and researcher-led engagement, while the associated partners opened established professional and community networks. Five Marie Curie Ambassadors carried out 14 distinct activities, exceeding the programme's output targets. The continued availability of publications, toolkits, guidance and digital resources, together with the exploitation arrangements set out in Chapter 12, provides a foundation for further dissemination and use after the funding period.

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1. Introduction

1.1 Purpose of the report

This deliverable presents the final assessment and update of PARTICIPATE's dissemination and exploitation strategy, including communication activities, initially established in D7.1.

It examines the implementation of the planned activities, the results achieved through project-level and partner-level communication and dissemination, and the extent to which the original objectives and key performance indicators (KPIs) were met.

The report covers project communication channels, consortium dissemination activities, the involvement of Doctoral Candidates, scientific dissemination, stakeholder engagement, public-facing resources, events, promotional materials, and the exploitation and sustainability of project results.

In addition to assessing activities undertaken during the project, the deliverable identifies opportunities for continued dissemination and exploitation, taking into account the responsibilities established in D7.1 and the Consortium Agreement.

1.2 Relation to D7.1 and WP7

D7.1, submitted in September 2023, established PARTICIPATE's initial strategy for communication, dissemination and exploitation. It identified the principal target audiences, communication channels, dissemination phases, expected outputs, exploitation opportunities and performance indicators.
D7.10 provides the final update of this framework, assessing its implementation during the project and documenting the results achieved.
The assessment also draws on the evidence presented in the other WP7 deliverables, particularly D7.2 (electronic newsletters), D7.3 (distribution of promotional materials) and D7.6 (Marie Curie Ambassadors).
Regarding exploitation, the report retains the distinction established in D7.1 between consortium-wide dissemination activities and the responsibility of individual partners for the protection and exploitation of their own results and intellectual property.

1.3 Methodology and evidence base

The assessment draws on quantitative and qualitative evidence collected through PARTICIPATE's communication channels, consortium dissemination records and completed WP7 deliverables.
The principal sources are summarised below.

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Evidence source	Information used
Project website analytics	Page views, sessions and website engagement
Project social media analytics	Publications, impressions/views and engagement
D7.2 – Electronic newsletters	Newsletter production, distribution and visibility
Consortium Dissemination Tracker	Partner activities, conferences, workshops, stakeholder engagement and reported reach
Event and participation records	Event formats, participants and target audiences
D7.3 – Promotional materials	Materials produced, distribution activities and practical resources
D7.6 – Marie Curie Ambassadors	Ambassador participation, events and audiences
Resource-specific records	Documented access and downloads of public-facing resources
Scientific and professional publication records	Scientific dissemination and publication outputs

The final assessment also takes into account the extension of the project until 31 October 2026.

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2. Overview of the D7.1 Communication, Dissemination and Exploitation Strategy

2.1 Strategic objectives

1. communicate PARTICIPATE's identity, objectives and progress;
2. disseminate research findings to academic and non-academic audiences;
3. make project knowledge accessible to parents, schools, NGOs, policymakers and practitioners;
4. support the visibility and communication capacity of the 10 Doctoral Candidates;
5. produce and distribute practical resources, toolkits, guidelines and policy/practitioner outputs;
6. support public engagement through events, videos, newsletters, social media and Marie Curie Ambassadors;
7. support the exploitation, continued accessibility, reuse and sustainability of project results, in accordance with the responsibilities of individual consortium partners.

2.2 Expected impacts addressed by dissemination

D7.1 identified scientific, economic/technological and societal impacts as the principal areas to which PARTICIPATE's communication and dissemination activities were expected to contribute.

For the purposes of the final assessment, these objectives are examined through six complementary dimensions: scientific dissemination, doctoral training and researcher visibility, societal engagement, policy engagement, technological and economic relevance, and sustainability. The following table identifies the activities and evidence considered in assessing these contributions.

These dimensions provide a framework for assessing how PARTICIPATE's communication and dissemination activities contributed to scientific visibility, researcher development, professional exchange, policy dialogue and the accessibility of project results.

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Impact area	Relevant dissemination and exploitation activities
Scientific impact	Publications, conferences, interdisciplinary research visibility, new research models involving parents
Training impact	DC communication skills, training materials, doctoral network visibility
Societal impact	Parent engagement, school/practitioner uptake, awareness of cyberbullying prevention
Policy impact	Policy advocacy toolkit, special reports, policy briefings, stakeholder reach
Technological/economic impact	Engagement with technology/social media companies, CSR/outreach relevance, employability of DCs
Sustainability impact	Continued availability and reuse of resources, training materials, website, partner networks

2.3 Target audiences

Audience	CDE purpose	Main channels
Researchers and academics	Scientific dissemination and uptake	Publications, conferences, academic networks
Doctoral Candidates and early-career researchers	Training, visibility, professional development	Training events, videos, ambassador programme
Parents and parent organisations	Awareness, empowerment, practical guidance	Toolkits, guidelines, website, social media, Parents International channels
Schools, professional educators and school leaders	Prevention/intervention support	Parent Toolkit, public talks, events, partner networks
Practitioners and NGOs	Practice-oriented uptake	Toolkits, reports, workshops, briefings
Policymakers and public authorities	Policy relevance and recommendations	Policy Advocacy Toolkit, special reports, direct communication
Technology/social media companies	CSR/outreach and duty-of-care relevance	Events, targeted invitations, resource promotion

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2.4 Key messages

- Parents are central actors in cyberbullying prevention and intervention.
- Cyberbullying prevention requires cooperation between families, schools, researchers, practitioners, policymakers and technology actors.
- Responses to cyberbullying must account for gender, disability, ethnicity, sexuality and broader social inequalities.
- PARTICIPATE trains future experts while producing practical, research-based outputs for real-world use.
- Research findings must be communicated in accessible formats and adapted for different audiences and national contexts.

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3. Implementation Across the Three Dissemination Phases

D7.1 organised PARTICIPATE's communication and dissemination strategy into three successive phases, reflecting the progressive development of the research and the availability of project results.

The original timeline comprised an Initial Phase (September 2022–August 2024), a Work Phase (September 2024–February 2026) and a Follow-up Phase (March–August 2026). Following the extension of the project until 31 October 2026, dissemination and exploitation activities continued throughout September and October 2026.

The following assessment examines the implementation of these phases and the evolution of the project's communication priorities.

3.1 Initial Phase: September 2022 – August 2024

The initial phase concentrated on establishing PARTICIPATE's public identity, communicating its objectives and supporting the development of the research network.

The project website was established as the principal public communication platform, providing information about the project, its consortium, research activities and expected results. Dedicated LinkedIn and X/Twitter accounts complemented the website and supported the circulation of project announcements and updates.

During this phase, communication focused primarily on project awareness, recruitment and the introduction of the Doctoral Candidates and their research topics. Partner institutions contributed through their established websites, social media channels and professional networks.

As the individual research projects were still developing, communication placed greater emphasis on the project's objectives, activities and areas of investigation than on completed research findings.

This approach established the communication infrastructure subsequently used for the dissemination of substantive results.

3.2 Work Phase: September 2024 – February 2026

During the Work Phase, communication progressively shifted from introducing PARTICIPATE to reporting on research progress, stakeholder engagement and the activities undertaken by Doctoral Candidates and consortium partners.

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The project website and social media accounts continued to provide regular updates, while partners disseminated research through academic conferences, professional events, workshops, publications and institutional communication channels. These activities contributed to the visibility of the developing research and created opportunities for exchange with academic and non-academic audiences, including parents, professional educators, school leaders, youth organisations and policymakers.

The involvement of Doctoral Candidates in conferences, webinars and professional activities also supported their development as researchers capable of communicating their work to audiences beyond their immediate academic disciplines.

In June 2025, the project discontinued its X/Twitter activity. Subsequent central communication concentrated more heavily on LinkedIn and the project website, while dissemination through partner networks and events continued. The Work Phase therefore maintained the project's visibility while preparing the transition towards communication of completed research findings and practical resources.

3.3 Follow-up Phase: March – August 2026

The Follow-up Phase concentrated on the dissemination of completed research results, the promotion of practical resources and the preparation of opportunities for their continued use.

One of its principal communication outputs was the PARTICIPATE Spotlight series, launched in April 2026. The series comprised 16 electronic newsletters, including ten issues dedicated to individual Doctoral Candidates and six addressing project outputs, activities and participants.

The Spotlight series was accompanied by a dedicated LinkedIn campaign, documented in **D7.2**, which generated **8,624 impressions** across **41 posts**.

The project also published ten short videos featuring the Doctoral Candidates and their research, providing an accessible format for communicating scientific findings to wider audiences.

The PARTICIPATE Final Conference, held in Brussels on 11–12 June 2026, provided an important opportunity to present research findings, practical toolkits and policy implications to academic and professional stakeholders.

As documented in D7.3, the conference also supported the physical distribution of promotional packages containing printed Spotlight issues, stationery and QR-code stickers directing recipients to the project website.

The dissemination of public-facing resources was further supported by the promotion of the Policy Advocacy Toolkit and by the development of *Parents in (Cyber)bullying Prevention – A Practical Guide*, based on PARTICIPATE research. The

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guide was made freely available through the ParentHelp Library and recorded 65 views.

The Marie Curie Ambassador programme, documented in D7.6, involved five Doctoral Candidates in 14 distinct activities, including workshops, webinars, presentations and professional engagement. Following the project extension, dissemination continued during September and October 2026 through partner activities and international professional networks. These additional opportunities supported the visibility and continued application of PARTICIPATE's research during the final months of the project. The final phase also provided the basis for assessing exploitation opportunities and the continued accessibility and potential reuse of project results.

3.4 Phase-by-phase evaluation

The implementation of PARTICIPATE's communication and dissemination strategy followed the broad progression established in D7.1, moving from project awareness and recruitment towards stakeholder engagement, scientific dissemination and the communication of completed research findings.

The timing of individual outputs was adapted to the progressive availability of substantive research results. In particular, the concentration of the Spotlight series in the final phase differed from the original quarterly newsletter model but allowed research findings to be communicated in accessible formats developed in collaboration with the Doctoral Candidates. Throughout the project, digital communication was complemented by academic dissemination, professional events, stakeholder engagement and the activities of the Marie Curie Ambassadors. The transition from X/Twitter to increased reliance on LinkedIn and the project website also demonstrated the adaptation of communication channels during implementation.

The final phase was particularly significant for the communication of research results and the distribution of practical resources. Together with the continued activities of consortium partners, these outputs established a basis for further dissemination and exploitation beyond the project's completion.

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4. Project-Level Communication

4.1 Website analysis and evaluation

The PARTICIPATE website served as the project's principal digital communication and dissemination platform, providing public access to project information, research updates, news articles, partner information and public-facing resources.
According to the final Google Analytics export, covering the selected reporting period up to 29 October 2026, the website recorded

- **16,236 page views**
- **12,064 session starts**
- **9,647 users associated with page-view events**.

The analytics also recorded

- **9,739 first-visit events**
- **8,752 user engagement events**
- **3,428 scroll events**
- **295 click events.**

These figures demonstrate that the website substantially exceeded the visibility benchmarks established in D7.1. The target of 1,000 website views was exceeded more than sixteenfold, while the related benchmark of 10,000 website visits was also surpassed, using session starts as the corresponding indicator.

Beyond its role as an information repository, the website functioned as an active editorial and dissemination platform. It hosted 57 articles, exceeding the D7.1 target of 40, and provided access to project results and resources developed during the research programme. The engagement, scroll and click statistics indicate that visitors interacted with the website and its contents, complementing the evidence provided by page views and session starts.

It should be noted that reliable website tracking was only available from July 2024. The available figures therefore document the results captured by Google Analytics rather than the complete lifetime performance of the website. Earlier activity cannot be reconstructed with sufficient reliability.

The assessment of downloads of specific project resources is based on the relevant source records rather than generic Google Analytics download events. These results are reported separately in the sections concerning the individual outputs.

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Indicator	Documented Result	D7.1 target / relevance	Assessment
Page views	16,236	Minimum 1,000	Exceeded
Session starts	12,064	Minimum 10,000 visits	Exceeded
Users associated with page views	9,647	Website audience	Documented
First-visit events	9,739	New visits	Documented
User engagement events	8,752	Website engagement	Documented
Scroll events	3,428	Content interaction	Documented
Click events	295	Navigation and interaction	Documented
Blog/news articles	57	Minimum 40	Exceeded

Source: Google Analytics export, selected period ending 29 October 2026; PARTICIPATE website editorial records.

4.2 Social media analysis and evaluation

PARTICIPATE used social media to communicate project developments, research activities, events and results, as well as to promote public-facing resources and opportunities for stakeholder engagement.
The project's centrally managed social media activity concentrated on LinkedIn and X/Twitter. According to the consolidated communication records, these channels generated **256 posts and 49,131 impressions/views**.

Platform	Posts	Impressions/views	Assessment
LinkedIn	206	46,539	
X/Twitter	50	2,592	
Total	**256**	**49,131**	Exceeded

Source: Consolidated LinkedIn analytics and X/Twitter dissemination tracker.

The results exceed both principal social media KPIs established in D7.1: a minimum of 150 shareable posts and 10,000 views.

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4.2.1 LinkedIn

LinkedIn was PARTICIPATE's principal social media communication channel, accounting for approximately 95% of the documented views generated by the project's social media accounts.

The project published **206 LinkedIn posts**, generating **46,539 impressions/views**. These publications communicated research developments, Doctoral Candidate activities, institutional news, conference participation, project results and public-facing materials.

The platform was particularly suitable for engagement with the project's principal professional audiences, including researchers, higher education institutions, professional educators, school leaders, policymakers, civil society organisations and other stakeholders concerned with cyberbullying prevention and digital safety. LinkedIn also supported the secondary dissemination of project materials through reactions, shares and reposts within professional and institutional networks.

LinkedIn was also used for targeted communication campaigns supporting specific outputs, including PARTICIPATE Spotlight, the Doctoral Candidate research videos and the Policy Advocacy Toolkit. The results of these campaigns are examined separately in the relevant sections of this report. They are included in the overall LinkedIn figures and are not added to them a second time.

4.2.2 X/Twitter

X/Twitter was used as a supplementary communication channel during the earlier stages of the project.

The available dissemination records document 50 posts published between 13 March 2024 and 12 June 2025, generating 2,592 views.

The consortium discontinued its activity on X/Twitter in June 2025. Communication subsequently concentrated on LinkedIn, the project website and the institutional channels of consortium partners. Although X/Twitter generated considerably fewer views than LinkedIn, its contribution formed part of the project's overall communication activity and is included in the consolidated social media figures.

4.2.3 Overall social media evaluation

The social media strategy successfully supported PARTICIPATE's communication and dissemination objectives throughout the project.

Both the volume of publications and documented visibility substantially exceeded the targets established in D7.1. The discontinuation of X/Twitter reduced the number of active central channels but did not prevent the achievement of the communication KPIs. Increased reliance on LinkedIn, regular website publishing and the repurposing of existing content helped maintain communication activity.

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The results demonstrate the value of combining dedicated project channels with the professional and institutional networks of consortium partners.

4.3 e-Newsletters

The production of electronic newsletters formed part of PARTICIPATE's communication strategy, with D7.1 envisaging regular newsletters to maintain stakeholder engagement and disseminate project developments and research findings.

As documented in D7.2, the project produced **16 issues of PARTICIPATE Spotlight**, beginning in April 2026.

Ten issues presented the research undertaken by individual Doctoral Candidates, developed with their active contribution and approval. Three issues focused on project outputs and resources, while the remaining three introduced the project's development, consortium partners and supervisors.

The series was designed to make scientific findings accessible to non-specialist audiences through concise, visually engaging and readily shareable editorial materials. Rather than using a dedicated email distribution list, the project adopted an open-access approach. Each Spotlight issue was published on the project website and promoted through social media, primarily LinkedIn.

The Spotlight campaign comprised **41 LinkedIn posts**, generating **8,624 impressions**, **328 clicks, 332 reactions**, and **61 reposts**. The overall **click-through rate was 3.80%**, while the **engagement rate was 8.37%**.

The campaign also included **ten video publications** associated with the Doctoral Candidates, which recorded **697 video views**.

Although the newsletters were concentrated in the final phase rather than distributed quarterly throughout the project, their production was aligned with the availability of substantive research findings. This enabled the communication team to prioritise the relevance and scientific accuracy of the material.

All 16 issues remain publicly accessible through the PARTICIPATE website and are available for continued consultation and dissemination. The detailed production, dissemination and performance assessment of PARTICIPATE Spotlight is provided in **D7.2. e-Newsletters**. Contributions through the institutional channels of individual consortium partners are documented separately in the partner-level dissemination assessment.

4.4 Blog, news and press stories

The PARTICIPATE website also operated as an editorial platform, publishing news and articles concerning project activities, research developments, events, findings and public-facing resources.

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A total of **57 articles** were published, exceeding the D7.1 target of 40.

The editorial approach sought to maintain regular communication while making research-related information accessible to audiences beyond the academic community. To maintain regular communication and make research findings accessible to wider audiences, the central communication team combined editorial planning, search engine optimisation and the adaptation of project activities and research outputs into accessible articles. This approach supported a consistent flow of publications across the project's digital channels.

Website articles also provided material for social media dissemination. Research updates, announcements and other editorial content could be adapted into LinkedIn and X/Twitter publications, supporting the integration of the project's communication channels.

This approach became particularly important following the discontinuation of X/Twitter in June 2025, when LinkedIn and the website assumed a greater role in central communication.

Alongside the centrally managed website, consortium partners communicated project findings and activities through institutional news services, professional publications, newsletters and other editorial channels. These contributions are examined in the partner-level dissemination section.

Indicator	D7.1 target	Documented result	Assessment
Website page views	Minimum 1,000	16,236 GA4 page views	Exceeded
Website visits / visibility	Minimum 10,000	12,064 GA4 session starts	Numerically exceeded using sessions as a visit proxy
Blogs on news — articles	Minimum 40 articles	57 published articles	Exceeded
Blogs on news — social promotion	Minimum 50 posts	60 qualifying LinkedIn posts identified in the post-level export (Oct 2025–Sept 2026)	Exceeded; conservative documented subtotal
Blogs on news — combined reach	Minimum 5,000	1,220 GA4 Blog views + 8,146 qualifying LinkedIn impressions = 9,366 combined views/impressions	Exceeded; exposure measure, not deduplicated individuals
Shareable project social posts	Minimum 150	256 posts (206 LinkedIn; 50 X/Twitter)	Exceeded

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Overall project social visibility	Minimum 10,000 views	49,131 platform impressions/views (46,539 LinkedIn; 2,592 X/Twitter)	Exceeded on available platform measures
Electronic newsletters	4 per year; 16 overall	16 open-access PARTICIPATE Spotlight issues	Overall volume achieved; schedule and distribution model adapted
Spotlight promotional campaign	Supporting campaign; no separate target	41 LinkedIn posts; 8,624 impressions	Documented subset of overall project LinkedIn totals

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5. Partner-Level Communication and Dissemination

5.1 Partner reporting methodology

The consortium-wide dissemination assessment is based on the final PARTICIPATE Dissemination Tracker, updated in October 2026. The workbook contains individual reporting worksheets for the six beneficiary institutions and seven associated partners. Each entry identifies, where available, the activity type, date, delivery format, social media channel, number of people reached and a supporting link. The tracker is complemented by the detailed evidence in D7.2, D7.3 and D7.6, together with project-channel analytics. Supporting material consists primarily of links to social media posts, news stories, conference records and institutional publications, where supplied.

5.2 Partner summaries

The following summary presents the activities and audience figures reported through each partner's worksheet in the Communication and Dissemination Tracker.

Partner	Recorded Actions	Reported reach
Dublin City University (DCU)	104	50,700
University of Stavanger	40	4,000
Aarhus University	35	3,204
National and Kapodistrian University of Athens (NKUA)	19	4,468
Parents International / Stichting International Parents Alliance	219	30,766
University of Turku	15	881
BENEFICIARY PARTNERS' TOTAL	**432**	**94,019**
Foróige	3	41
Goldsmiths, University of London	3	Not reported

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Irish Society for the Prevention of Cruelty to Children (ISPCC)	8	Not reported
Webwise	3	Not reported
Dell Technologies	0	Not reported
European School Heads Association (ESHA)	4	10,825
Youthworks	0	Not reported
ASSOCIATED PARTNERS TOTAL	**21**	**10,866**
CONSORTIUM TOTAL	**453**	**104,885**

DCU

DCU recorded 104 dissemination actions, with at least 50,700 reported impressions, views or participants. Its activity combined researcher and institutional social media, scientific conference contributions, professional workshops and keynote presentations, news and media contributions, and two public events. The figures include 4,500 views associated with a teacher-training keynote and conservative minima of 30 and 50 reported for the Final Conference and Parents Evening. Three future-dated DCU entries are retained in the worksheet as scheduled activities rather than completed actions.

Activity Type	Actions	Reported reach
Social media posts and reposts	72	45,889
Conference papers	14	Not reported
Workshops, talks, keynotes and webinars	9	4,731
Publications and media contributions	7	Not reported
Final Conference and Parents Evening	2	At least 80
TOTAL	**104**	**At least 50,700**

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University of Stavanger

The University of Stavanger recorded 40 dissemination actions, with 4,000 reported views or exposures. Activities included research news and blog articles, conference papers and posters, institutional or personal social media, a newsletter, interviews and professional or school-based presentations. Five conference contributions are dated for November 2026 and are therefore distinguished from completed activities.

Activity Type	Actions	Reported reach
News and blog articles	14	4,000
Conference papers and posters	17	Not reported
Social media posts	3	Not reported
Newsletter	1	Not reported
Interviews	2	Not reported
School/professional and other presentations	3	Not reported
TOTAL	**40**	**4,000**

Aarhus University

Aarhus University recorded 35 dissemination actions and 3,204 reported impressions or participants. Alongside researcher and institutional profile links, the record documents academic presentations, workshops, seminars and activity around the European Youth Week 2026. Nineteen LinkedIn posts or reposts were reported; four posts contained textual impression counts totalling 3,192, which have been included in the audience figure. A university lecture recorded 12 participants.

Activity Type	Actions	Reported reach
LinkedIn posts and reposts	19	3,192
Institutional and researcher profiles	3	Not reported
Professional email signatures	2	Not reported
University lecture	1	12
Workshops	2	Not reported

Seminars	2	Not reported
Conference papers	4	Not reported
European Youth Week dissemination session	1	Not reported
Associated European Youth Week article	1	Not reported
TOTAL	**35**	**3,204**

National and Kapodistrian University of Athens

NKUA recorded 19 dissemination actions and 4,468 reported views or participants. Its contributions included conference papers, workshops, research colloquia and presentations, LinkedIn communication, a policy paper, an interview and professional signatures. Two LinkedIn posts accounted for 4,448 reported impressions, while colloquia and presentations supplied a further 20 participants.

Activity Type	Actions	Reported reach
Conference papers	5	Not reported
Workshops	3	Not reported
Colloquia and presentations	5	20
LinkedIn posts	2	4,448
Policy paper	1	Not reported
Interview	1	Not reported
Email signatures	2	Not reported
TOTAL	**19**	**4,468**

Parents International

Parents International, the WP7 lead, combined institutional digital communication with direct engagement of parents, professional educators, school leaders, researchers and policymakers. Its activities encompassed social media, newsletters, website articles, conferences, workshops, keynote presentations and other public or policy-facing dissemination. The latest dissemination records document 219

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identifiable activities and 30,766 reported or conservatively estimated views, circulation figures or participants, including the 15th NIS Conference in Astana (29–30 October 2026).

Activity Type	Actions	Reported reach
LinkedIn posts	59	8,119
X/Twitter posts	60	2,632
Facebook posts	47	1,935
IPA newsletters	23	13,014
IPA website articles	16	956
Parent Summit 2024	1	40
Parent Summit 2026	1	200
Cyberbullying telesummit	1	500
Other completed conferences, workshops and outreach activities	9	970
AEDE Newsflash	1	400
15th NIS Conference, Astana (29–30 October 2026) — keynote speech	1	2,000
TOTAL — recorded activities	**219**	**30,766**

University of Turku

The University of Turku recorded 15 dissemination actions, with a reported reach of 881. Activities combined conference papers or posters, research and professional presentations, webinars, a workshop for school leaders, LinkedIn communication and a book addressed to professional educators and the wider public. The reported audience includes 185 attendances associated with five conference contributions and 596 LinkedIn impressions.

Activity Type	Actions	Reported reach
Conference papers and poster	5	185
Talks and presentations	5	65

Webinars	2	10
Workshop for school leaders	1	25
LinkedIn post	1	596
Book for professional educators/general public	1	Not reported
TOTAL	**15**	**881**

European School Heads Association

ESHA reported four dissemination actions, reaching a combined 10,825 impressions, circulation figures or participants. They included professional events and publications distributed through school leadership networks.

Activity Type	Actions	Reported reach
ESHA Biennial 2025	1	750
ESHA Magazine article	1	5,000
Headstart publication	1	5,000
International School Principals Conference, Türkiye	1	75
TOTAL	**4**	**10,825**

Foróige

Foróige reported three activities, comprising two Connect Safely training sessions and one parent/guardian support evening. The latter recorded 41 participants; attendance for the two training sessions was not reported.

Activity Type	Actions	Reported reach
Connect Safely training sessions	2	–
Parent/guardian support evening	1	41
TOTAL	**3**	**41**

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Goldsmiths College

Goldsmiths reported three dissemination actions: an anti-bullying policy roundtable, a blog article and a conference research poster. No numerical reach was entered for these activities.

Activity Type	Actions	Reported reach
Policy roundtable	1	–
Blog article	1	–
Research poster	1	–
TOTAL	**3**	**Not reported**

ISPCC

ISPCC recorded eight dissemination entries spanning training, articles, a toolkit and guidance documents. No reach figures were provided in the worksheet.

Activity Type	Actions	Reported reach
Training activities	2	–
Articles	3	–
Toolkit	1	–
Guidance documents	2	–
TOTAL	**8**	**Not reported**

Webwise Ireland

Webwise reported three LinkedIn dissemination entries.

Activity Type	Actions	Reported reach
LinkedIn dissemination posts	3	–
TOTAL	**3**	**Not reported**

Youthworks Consulting Ltd, DELL TECHNOLOGIES

No dissemination activities were reported.

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6. Doctoral Candidate Communication and Visibility

Communication by the Doctoral Candidates (DCs) formed an important part of PARTICIPATE's dissemination strategy. Alongside communicating the findings of their individual research projects, the DCs contributed to making the project's work accessible to academic, professional and wider public audiences.

6.1 DC communication role

The DCs contributed to the communication of PARTICIPATE through research presentations, conference participation, publications, public engagement activities, and the preparation of accessible research materials. Their involvement connected the work of the individual research projects with the consortium's broader communication and dissemination activities.

The PARTICIPATE Spotlight series included ten issues dedicated to the research of individual DCs. These issues were prepared with the active involvement and approval of the researchers, combining accessible language and visual presentation with scientific accuracy. The production, contents and dissemination performance of all 16 Spotlight issues are documented in D7.2 – e-newsletters; the overall newsletter results are also summarised in Section 4.3 of this report. Research communication also took place through the consortium partners' conference presentations, workshops and institutional channels. These activities are assessed in Section 5 (partner-level dissemination) and Section 8 (scientific dissemination); they are not counted again as separate project-level outputs in this section.

The Marie Curie Ambassador programme provided an additional opportunity for DCs to present their research, engage non-specialist audiences and communicate their experiences of doctoral training. Its activities are evaluated below, with the full individual records provided in D7.6 – Marie Curie Ambassadors.

6.2 DC research videos

D7.1 established a target of at least ten short videos explaining the DCs' research to a general audience, with a minimum of 200 views. The project produced ten video posts associated with the DC research communication series, promoted through the project's LinkedIn account as part of the PARTICIPATE Spotlight campaign. According to D7.2, the ten video posts generated 2,044 impressions and 697 video views, together with 102 clicks, 50 reactions and ten reposts. Both the output target of ten videos and the overall benchmark of 200 views were therefore exceeded.

Indicator	D7.1 Target	Documented Result	Assessment
DC research videos	At least 10	10 video posts	Achieved

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Video views	At least 200	697 video views	Exceeded
Video-post impressions	Not separately specified	2,044	Documented
Video-post engagement	Not separately specified	102 clicks; 50 reactions; 10 reposts	Documented

These video results form part of the Spotlight campaign and the overall LinkedIn communication statistics reported elsewhere in D7.10. They are not added to the project-level social media totals a second time. For the individual DC Spotlight issues, the video and non-video campaign breakdown, and the complete supporting analytics, readers are referred to D7.2, particularly Section 2.4 and its annexes.

6.3 Marie Curie Ambassador programme

The Marie Curie Ambassador programme encouraged participating DCs to communicate their research beyond academia, engage professional and public audiences, and promote awareness of Marie Skłodowska-Curie Actions doctoral research and career opportunities.
As documented in D7.6, five Ambassadors contributed to 14 distinct events and presentation activities, representing 18 individual Ambassador participations. The distinction reflects activities involving more than one Ambassador; shared events are counted only once in the overall event total.

Marie Curie Ambassadors	Recorded participations
Anastasiia Petrova	4
Luca László	7
Meghmala Mukherjee	2
Kainaat Maqbool	3
Ebru Özbek	2
Total individual participations	**18**

The activities included workshops, public talks, webinars, conference presentations and educational sessions, in settings in Georgia, Italy, Greece, Ireland, Kazakhstan and Türkiye, as well as online. They addressed parents, young people, professional educators, school leaders, youth workers, researchers and policymakers. The programme communicated both research findings on bullying and cyberbullying and the experiences and opportunities associated with MSCA-funded doctoral training.

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Indicator	D7.1 Target	Documented Result	Assessment
Ambassadors	4	5	Exceeded
Events	At least 5	14 distinct activities (18 participations)	Exceeded
Researchers reached	30	No systematic audience-category count in D7.6	Not quantitatively verified
Policymakers reached	50	No systematic audience-category count in D7.6	Not quantitatively verified
Practitioners reached	200	No systematic audience-category count in D7.6	Not quantitatively verified

The programme therefore exceeded both the Ambassador-number target and the event target. While the activity records establish engagement with the intended stakeholder groups, D7.6 does not contain consistent attendance data broken down into researchers, policymakers and practitioners. The three audience-category benchmarks cannot be confirmed individually from those records.
For the full account of each Ambassador's activities, including dates, venues, presentation topics and supporting links, readers are referred to **D7.6 – Marie Curie Ambassadors**, particularly Sections 3–5. This section summarises the results for the final dissemination assessment rather than reproducing the individual activity reports.

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7. Public-Facing Outputs, Tools and Resources

D7.1 identified a series of public-facing resources intended to translate PARTICIPATE research into accessible information, practical guidance and policy-relevant materials. This section distinguishes the outputs developed under the responsibility of individual research partners from the Policy Advocacy Toolkit delivered by Parents International, and assesses dissemination only where supporting information is available. Subsection numbers below refer to the structure of D7.10, not to the deliverable numbers.

7.1 Parent Toolkit

The Parent Toolkit for Teachers and Other Professionals Working with Parents was developed under the responsibility of Dublin City University (DCU). D7.1 envisaged dissemination through the project website, partner communication channels and relevant professional networks, with targets of at least 200 downloads and 1,000 social media views.
The evidence available to WP7 does not provide a toolkit-specific count of downloads, social media views or circulation at events. Consequently, this report records the output but does not assess these dissemination indicators as achieved or missed. This DCU resource is distinct from the Policy Advocacy Toolkit discussed in Section 7.2 and from the supplementary guide discussed in Section 7.6.

7.2 Policy Advocacy Toolkit

The Policy Advocacy Toolkit, From Bystanders to Leaders – Parents in (Cyber)bullying Advocacy (Deliverable D2.2), was developed under Parents International's responsibility and submitted by 30 June 2026. The toolkit translates PARTICIPATE research into practical support for parent leaders and other stakeholders seeking to influence policies, institutional practices and responses to cyberbullying. It combines accessible explanatory material with advocacy tools, adaptable templates and training activities.

The complete toolkit is available on the PARTICIPATE website at https://msca-participate.eu/wp-content/uploads/2026/06/Advocacy-Toolkit_Deliverable-version.pdf and was also made available through the ParentHelp Library.

Its dissemination extended beyond publication online. Parents International promoted the toolkit through its institutional and project communication channels and incorporated it into conferences, workshops and stakeholder outreach undertaken after submission, including Parent Summit 2026 and the XV NIS Conference in Astana on 30 October 2026. These events are also recorded in the IPA dissemination tracker (Section 5). Their overall attendance is not treated as a separate count of verified toolkit recipients.

A dedicated LinkedIn campaign comprised 21 posts, including 17 video and four non-video publications, and generated 2,563 impressions/views, 76 clicks, 86

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reactions, two comments and 21 reposts. The campaign figures form part of the project's central LinkedIn results and are not added again to the aggregate social media total.

Parents International also reports 268 resource-specific downloads of D2.2 from the PARTICIPATE website. This exceeds the D7.1 benchmark of 200 downloads. Together with the recorded social media views, the evidence confirms achievement of both quantitative dissemination indicators for this toolkit.

Indicator	D7.1 Target	Documented Result	Assessment
Toolkit produced	1	D2.2 submitted by 30 June 2026	Achieved
Downloads	At least 200	268 downloads from project website	Exceeded
Social media views	At least 1,000	2,563 LinkedIn impressions/views	Exceeded
Stakeholder dissemination	Presentation and promotion	IPA conferences, workshops and outreach; including Parent Summit 2026 and XV NIS Conference	Documented; no separate recipient count

7.3 Digital Safety Guidelines for Parents

The Digital Safety Guidelines for Parents was developed under DCU's responsibility.

7.4 Policy and practitioner briefs

D7.1 envisaged the production and design of policy- and practitioner-facing briefs to support the communication of research findings to non-academic audiences. The available WP7 evidence does not include a consolidated inventory identifying which individual briefs were completed, their dissemination channels or their audience figures.

7.5 Special reports on WP2–WP5 findings

D7.1 envisaged special reports communicating findings from Work Packages 2–5, with an intended reach of at least 100 policymakers and 200 other stakeholders. Responsibility for the underlying research outputs remained with the relevant work packages.
No consolidated, report-by-report evidence of circulation, recipient categories or audience figures has been supplied for this assessment.

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7.6 Videos, infographics and visual communication tools

As WP7 communication lead, Parents International devoted substantial editorial and design work to making PARTICIPATE's public-facing materials visually coherent, easy to navigate and understandable to audiences without specialist knowledge of the research. This involved attention to the organisation of information, visual hierarchy, concise language, practical formats and consistency across outputs. The intention was to help audiences locate relevant information and make use of it, rather than simply reproduce technical research documents.

The Policy Advocacy Toolkit (D2.2) is a central example. Its design incorporates clear navigation between different advocacy needs, explanatory sections, adaptable templates and eight advocacy training modules. The published document also includes an explicit credit for graphic design and layout. Its structure makes it possible for readers to approach the material according to their immediate objectives, from understanding an issue to preparing advocacy materials or planning action.

A further example is Parents in (Cyber)bullying Prevention – A Practical Guide, a supplementary, non-contractual resource developed by Parents International and Youthworks from project research, particularly D2.2. It presents practical information for parents in a concise and accessible form and is publicly available through the ParentHelp Library: https://library.parenthelp.eu/parents-in-cyberbullying-prevention-guide/. Its development, circulation and use at international events are documented in D7.3 – Distribution of Promotional Materials, especially Section 2.4.

The PARTICIPATE Spotlight e-newsletters provide a third example. The series comprised 16 visually designed issues, including ten developed with individual Doctoral Candidates to communicate their research. The complete editorial approach, distribution arrangements and performance statistics are documented in D7.2 – e-newsletters, particularly Section 2. The associated ten Doctoral Candidate video posts are assessed separately in Section 6 of the present report, with the underlying data in D7.2.

The Spotlight issues were also adapted for print and included in the promotional packages distributed at the Final Conference, alongside stationery and QR-code stickers linking to the project website. Production and distribution of these materials are documented in D7.3, Section 2.3.
These examples demonstrate the contribution of editorial and visual communication to making PARTICIPATE's research outputs accessible through digital publications, social media, printed materials and resources suitable for further dissemination and reuse.

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8. Scientific Dissemination and Academic Outputs

PARTICIPATE disseminated research through academic publications, conference contributions, open-access repositories and accessible outputs for professional and public audiences. This chapter assesses the evidence against D7.1, drawing on the consortium Dissemination Tracker, the 64-record Zenodo inventory, repository-usage figures supplied on 30 October 2026, and the outputs documented in D7.2 and D7.3. Different forms of publication and exposure are assessed separately to avoid double counting.

8.1 Academic publications and popular research summaries

D7.1 included a broader intention to produce approximately 40 scientific publications, while its detailed KPI table established a minimum of 20 academic publications. The two references are retained distinctly: the minimum of 20 is the explicit numerical KPI, while the figure of approximately 40 expresses the wider publication ambition. Neither target should be evaluated by treating every repository deposit as a peer-reviewed journal article.
The supplied Zenodo inventory comprises 64 records covering all ten Doctoral Candidates. After excluding records marked as drafts, untitled entries and repeated titles, the inventory contains 48 distinct titled resources, encompassing 28 conference-paper or proceedings titles, seven presentations, two posters, three records described as publications and eight other outputs. Some items listed as “Publication” are practical resources or conference abstracts, rather than journal articles. The available metadata therefore do not substantiate a final count of peer-reviewed publications; this remains unverified even though the consortium clearly produced a large body of scholarly and related material.

The original target of 20 popular summaries can, however, be assessed directly. A conservative inventory identifies at least 26 distinct, accessible research summaries and research-informed resources, excluding general project announcements, recruitment notices and three institutional Spotlight issues. The qualifying publications are distributed as follows:

Output category	Qualifying items	Evidence / selection basis
PARTICIPATE Spotlight — Doctoral Candidate research	10	Research presented for non-specialist audiences; D7.2
PARTICIPATE Spotlight — project findings and resources	3	Research-output issues; D7.2
PARTICIPATE website research articles	8	Distinct research-based public articles
Parents International research articles	2	Distinct accessible research articles

ESHA HeadLight and HEADstart	2	Professional research-informed publications
Parents in (Cyber)bullying Prevention — A Practical Guide	1	Standalone practical resource based on project findings; D7.3
TOTAL	**26**	**Minimum identified; 130% of D7.1 target**

For transparency, the 13 qualifying publications outside Spotlight are identified below. They are counted once as editorial outputs even where related findings were also discussed in conferences or promoted on social media.

No.	Publication / resource	Channel
1	Social media platforms frequently recommend harmful content to young people	PARTICIPATE blog
2	Living Archives – Insights into racial cyberbullying experiences	PARTICIPATE blog
3	Understanding Parental Involvement in Cyberbullying Interventions	PARTICIPATE blog
4	Unpacking Netflix's Adolescence for Parents	PARTICIPATE blog
5	Comprehensive Perspective on Cyberbullying Research	PARTICIPATE blog
6	The Impact of Adult Bullying on Children Becoming Bullies	PARTICIPATE blog
7	From Care to Control: Gendered Parenting in the Age of Data-Capitalism	PARTICIPATE blog
8	What Is Looksmaxxing?	PARTICIPATE blog
9	Empowering Parents: Understanding the Strong Impact of Adult Behaviour on Cyberbullying	Parents International
10	Bullying, Trust in Parents, and Digital Resilience	Parents International
11	Holistic School Leadership for Preventing (Cyber)Bullying	ESHA HeadLight
12	HEADstart no. 22 — (Cyber)bullying and school leadership	ESHA HEADstart

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13	Parents in (Cyber)bullying Prevention – A Practical Guide	ParentHelp Library

The 16-issue Spotlight series was promoted through 41 LinkedIn posts generating 8,624 impressions/views. This exceeds D7.1's benchmark of 500 views for popular summaries at campaign level.

D7.1 academic / summary indicator	Original target	Documented result	Assessment
Academic publications	At least 20	28 distinct Zenodo conference-paper/proceedings titles; peer-reviewed journal tally not established	Scholarly contributions documented; journal-publication KPI not verified
Broader scientific ambition	Approximately 40	48 distinct, titled non-draft Zenodo resources of mixed types	Not directly comparable with 40 scientific publications
Popular research summaries	At least 20	At least 26 qualifying, itemised outputs	Exceeded (130% of target)
Academic-portal shares	At least 60	Zenodo access data available; no count of shares	Not verifiable from views/downloads
Views of popular summaries	At least 500	8,624 Spotlight campaign impressions/views	Exceeded at campaign level

8.2 Professional press and non-academic publications

D7.1 envisaged a minimum of 32 professional or non-academic publications relating to WPs 2–5, alongside 96 academic-portal shares and a minimum of 500 views. These are separate targets from the academic-publication indicators in Section 8.1. PARTICIPATE results were communicated through institutional and professional publications, the project website, parent-facing editorial channels and supplementary practical guidance. The following sources provide documented examples:

Publication channel	Documented output / scope	Primary audience
PARTICIPATE website	57 blog/news articles in total; eight individually identified above as qualifying research summaries	General public, professional educators, researchers
Parents International website	Research-based articles including the two individually identified above	Parents, parent organisations, professional educators

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ESHA professional publications	HeadLight article and HEADstart no. 22	School leaders and professional educators
AEDE Newsflash	One documented article on digital literacy education	Education stakeholders
Parents in (Cyber)bullying Prevention – A Practical Guide	Separate supplementary practical guide made openly available through ParentHelp Library	Parents, practitioners, civil society
Other consortium institutional channels	Professional contributions recorded in partner dissemination sheets	Higher education and professional stakeholders

8.3 Conference papers and presentations

Academic conference dissemination was undertaken by Doctoral Candidates and consortium researchers through papers, posters, symposia and presentations.

Academic conference	Partner	Reported attendances
Workshop on Aggression 2024	University of Turku	15
INVEST Conference 2025	University of Turku	15
European Conference on Developmental Psychology 2025	University of Turku	25
World Anti-Bullying Forum 2025	University of Turku	30
International Society for the Study of Behavioural Development (ISSBD) 2026	University of Turku	100
TOTAL — five conference contributions	University of Turku	185

The 185 recorded attendances across these five contributions already exceed D7.1's minimum target of 100 academics reached at conferences. Aarhus University, Dublin City University, the University of Stavanger, the National and Kapodistrian University of Athens and Goldsmiths also recorded academic conference contributions, but the relevant entries did not provide corresponding attendance figures. The consortium's actual academic conference audience was therefore broader than the 185 recorded attendances; no additional numerical estimate is assigned.

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For conference-related digital visibility, the documented campaign for the PARTICIPATE Final Conference comprised 17 LinkedIn posts and generated 3,237 impressions/views, exceeding the 1,000-view benchmark for conference communication. These are Final Conference promotional views, not a count of views attributable specifically to individual academic papers. The result is also discussed in Section 9 and is included only once in the project's overall LinkedIn figures.

D7.1 conference indicator	Target	Documented evidence	Assessment
Academic conference audience	At least 100 academics	185 attendances across five Turku academic contributions; other partners unquantified	Exceeded on documented subtotal
Conference-related social views	At least 1,000 views	3,237 views from 17 Final Conference LinkedIn posts	Exceeded for conference promotion; paper-specific views not isolated
Conference papers/presentations	Documented scientific dissemination	At least 39 tracker paper/poster entries; 28 distinct conference/proceedings titles in Zenodo	Substantial contribution; sources overlap

8.4 Open access and research visibility

Open access was an important principle in PARTICIPATE's scientific dissemination strategy, consistent with D7.1 and Horizon Europe requirements. The original 64-entry Zenodo list documents accessible outputs relating to all ten Doctoral Candidates, including conference contributions, research protocols, presentations, posters and practice-oriented resources. Zenodo is an important repository for the project but not the exclusive route by which consortium research was made available.

The completed repository-usage worksheet comprises 57 of the original 64 record numbers; 56 contain numerical usage data and one has blank fields. Summing the supplied figures yields 756 views and 468 downloads. Excluding the five retained entries explicitly marked as drafts gives 726 views and 454 downloads across 52 entries. Repeated titles may remain in those subtotals, and these figures should not be interpreted as usage by distinct publications or unique individuals.

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9. Events, Public Talks and Final Conference

Events, public talks, workshops and conferences were important components of PARTICIPATE's communication and dissemination strategy. This chapter assesses the public talk for parents, the Final Conference and other activities documented by consortium partners, using the original D7.1 indicators and the latest dissemination tracker. Attendance is described as reported or estimated according to the available evidence.

9.1 Public talk for parents at DCU

D7.1 envisaged a public talk for parents hosted by Dublin City University, accompanied by online access or a recording and a target of 200 video views. DCU organised a hybrid Parents' Evening, "Navigating Digital Challenges with Our Children", at its Glasnevin campus on 7 October 2026. The event featured project toolkits and a panel discussion with representatives of relevant partner organisations, alongside questions from participants. DCU's dissemination tracker reports attendance of at least 50.

Indicator	D7.1 target	Documented result	Assessment
Public talk for parents	1	DCU Parents' Evening delivered, 7 October 2026	Achieved
Livestream / video recording	1 livestream and recording	Hybrid in-person/online format confirmed; recording not identified	Online participation documented; recording unverified
Recording / video views	200	No verified recording-view figure available	Not verifiable
Attendance	No separate target	At least 50, DCU-reported	Documented

9.2 Final Conference

The PARTICIPATE Final Conference took place in Brussels on 11–12 June 2026. The first day concentrated on practical resources and policy dialogue, including presentations of three toolkits and a cross-sector policy session. The second day addressed doctoral research findings, methodological lessons and the project's implications for bullying and cyberbullying prevention. The programme brought together researchers, professional educators, policymakers and representatives of civil society and other stakeholder organisations.

D7.1 set a minimum of 50 participants and 1,000 views through the website and social media. DCU's tracker records "30+" participants; in line with the attendance-

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estimation approach used in the dissemination tracker, 50 is a conservative working estimate for the two-day event. The project's LinkedIn campaign comprised 17 conference-related posts between April and July 2026, generating 3,237 impressions/views. This exceeded the conference visibility target through LinkedIn alone.

Indicator	D7.1 target	Documented result	Assessment
Conference delivery	Final Conference	Held in Brussels, 11–12 June 2026	Achieved
Participants	Minimum 50	30+ reported; approximately 50 estimated	Estimated target met; exact total not verified
Website/social media views	Minimum 1,000	3,237 LinkedIn impressions/views, 17 posts	Exceeded
Dedicated webpage and materials	Dedicated conference subpage and materials	Conference webpage and programme; printed promotional packages distributed	Delivered

The event was supported by a dedicated project webpage, conference programme and social media promotion. D7.3 – Distribution of promotional materials, Section 2.3, provides the detailed account of conference packages containing ten printed Doctoral Candidate Spotlight issues, stationery and QR-code stickers. All available packages were collected, but their individual recipients and subsequent QR-code scans were not counted.
The 3,237 conference-related LinkedIn impressions are included in the 46,539 project-level LinkedIn impressions reported in Section 4 and should not be added to that total again.

9.3 Other project events, workshops and public activities

Beyond the Final Conference and the DCU Parents' Evening, beneficiary and associated partners disseminated PARTICIPATE findings through scientific conferences, professional workshops, school-leadership events, webinars, policy dialogue and public-facing activities. Section 5 provides the partner-level detail; D7.6 – Marie Curie Ambassadors documents the individual contributions of five Ambassadors across 14 distinct activities. The overview below identifies supported activity groups and available attendance figures without presenting the counts as a unique-events census.

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Activity group	Documented volume	Audience / participation	Reporting qualification
Academic conference papers and posters	At least 39 paper/poster contribution entries	Researchers and academics; 185 reported attendances across five University of Turku contributions	Entries are contributions, not unique conferences. Other partners' attendance is unquantified; tracker and Zenodo inventories may overlap.
Policy and stakeholder conferences / keynote contributions	Eight identifiable IPA entries	Policymakers, professional educators and stakeholders; 2,900 reported or estimated event attendances	Includes 2,000 organiser-reported NIS Conference participants; not necessarily the audience of the keynote.
Workshops and professional training	At least 11 identifiable entries	Practitioners, professional educators and stakeholders; at least 60 reported/estimated participants across two examples	IPA Ljubljana workshop (35 estimated) and Turku school-leader workshop (25 reported); many other audiences unrecorded.
Parent-focused public events	Three identifiable IPA events	740 event attendances: Parent Summit 2024 (40), Cyberbullying Telesummit 2025 (500), Parent Summit 2026 (200)	Reported or estimated event attendance. DCU Parents' Evening is documented separately in Section 9.1 and is not added again.

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10. Stakeholder Engagement and Network-Building

PARTICIPATE combined research dissemination with engagement through education, parent, youth, academic and policy networks. This section focuses on documented opportunities for direct exchange, collaboration and stakeholder-facing presentations, rather than reproducing the full list of conferences, social media posts and publications in Sections 5, 8 and 9. The principal evidence is the final consortium Dissemination Tracker, supplemented by D7.3 (promotional materials) and D7.6 (Marie Curie Ambassadors).

10.1 Stakeholder groups engaged

The project reached different stakeholder communities through both the beneficiary institutions and the associated partners. The examples below identify the principal forms of engagement supported by the available records. Participation at an event does not, by itself, demonstrate institutional adoption of a project resource or the formation of a new partnership.

Stakeholder category	Documented form of engagement	Partners	Evidence / reach
Parents and parent organisations	Parent Summit 2024, Telavi, Georgia	IPA; Aarhus	40 participants
Parents and parent organisations	Parent Summit 2026, Astana	IPA	200 participants
Parents and parent organisations	Cyberbullying telesummit (2025)	IPA	500 participants
Parents and parent organisations	DCU Parents Evening (2026)	DCU; Foróige	50+ participants
Parents and parent organisations	Parents in (Cyber)bullying Prevention — practical guide	IPA and project contributors	Open-access resource; no event attendance figure
Professional educators and school leaders	ESHA Biennial 2025 (including Turku school-leader workshop)	ESHA; Turku	750 attendees — event-wide figure; includes Turku workshop
Professional educators and school leaders	ISPC school-principals conference, Türkiye (2025)	ESHA	75 participants
Professional educators and school leaders	Teacher-training keynote, UNESCO India (2026)	DCU	4,500 video views — not event attendance

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Young people and youth workers	"Research Meets Real Life", European Youth Week 2026	Aarhus	Session attendance not reported
Young people and youth workers	Connect Safely Training, ages 12–18	Foróige	Attendance not reported
Young people and youth workers	Connect Safely Training, ages 8–11	Foróige	Attendance not reported
Young people and youth workers	School-student engagement through Erasmus+ activities (2026)	Stavanger	Attendance not reported
Policymakers and public authorities	Ensuring Quality Education in the AI Era, Strasbourg (2025)	IPA	120 attendees
Policymakers and public authorities	UNESCO Futures of Education, Paris (2025)	IPA	120 attendees
Policymakers and public authorities	Public information event in the Finnish Parliament	Turku	Attendance not reported
Policymakers and public authorities	Presentation to Finnish Parliament Committee for the Future	Turku	Attendance not reported
Policymakers and public authorities	Council of Europe AI Policy Lab, Budapest (2026)	IPA	30 attendees
Policymakers and public authorities	Anti-Bullying Policy Network roundtable, University of Greenwich	Goldsmiths	Attendance not reported
Researchers and academic networks	UNICA Fostering Innovative Careers event, Zagreb (2026)	IPA	60 attendees
Researchers and academic networks	Seminar on PARTICIPATE at Aarhus University	Aarhus	Attendance not reported
Web-safety and community organisations	Department of Education and Youth webinar (2026)	DCU	196 attendees
Web-safety and community organisations	Roundtable on Digital Safety for Young People (2026)	DCU	35 attendees
Technology and digital-education stakeholders	Google Growing Up in the Digital Age Summit, Dublin (2026)	IPA	At least 220 event attendees

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10.1.1 Direct engagement through Parents International

The following 13 event entries are identifiable in the IPA dissemination records, with attendance figures available for all 13. Together, they account for 3,710 reported or estimated event-level exposures, including the 200 participants at Parent Summit 2026 and the 2,000 organiser-reported participants at the XV NIS Conference.

Event / engagement	Date	Participants / reach
Parent Summit 2024, Telavi, Georgia	October 2024	40
University of Glasgow webinar	2024	35
ESEP Annual Conference, Brussels	September 2025	100
Cyberbullying telesummit	October 2025	500
Ensuring Quality Education in the AI Era, Strasbourg	October 2025	120
Digital Literacy by Mutual Learning workshop, Ljubljana	November 2025	35
UNESCO Futures of Education, Paris	December 2025	120
Google Education Summit, Dublin	March 2026	220
UNICA Fostering Innovative Careers, Zagreb	March 2026	60
Digital Citizenship Education Forum, Strasbourg	May 2026	250
Council of Europe AI Policy Lab, Budapest	June 2026	30
Parent Summit 2026, Astana	October 2026	200
XV NIS Conference keynote, Astana	30 October 2026	2,000
Total		**3,710**

10.1.2 Other partners' stakeholder engagement

Associated partners and universities also contributed clear examples of direct stakeholder engagement. The most relevant activities are summarised below; their separate records remain in Section 5 and the tracker.

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Partner	Engagement evidence	Recorded reach
ESHA; Turku	ESHA Biennial 2025 (including Turku school-leader workshop)	750
ESHA	ISPC school-principals conference, Türkiye (2025)	75
Aarhus	"Research Meets Real Life", European Youth Week 2026	Not reported
Aarhus	Lecture to Master's students, Aarhus University	12
DCU; Foróige	DCU Parents Evening / Parents–Guardians support evening (2026)	50+
DCU	Department of Education and Youth webinar (2026)	196
DCU	Digital Safety for Young People roundtable (2026)	35
Turku	Talk at Save the Children event	Not reported
Turku	Public information event at the Finnish Parliament	Not reported
Foróige	Connect Safely Training, ages 12–18	Not reported
Foróige	Connect Safely Training, ages 8–11	Not reported
Goldsmiths	Anti-Bullying Policy Network roundtable, University of Greenwich	Not reported
NKUA	Workshop at World Anti-Bullying Forum 2025	Not reported
NKUA	Workshop at University of Parma (2025)	Not reported
Stavanger	Talk with counselling teachers in Çanakkale, Türkiye (2026)	Not reported
Stavanger	Meeting with high-school students and teachers (2026)	Not reported
ISPCC	Active Listening and Effective Engagement training (2025)	Not reported

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The Marie Curie Ambassador programme provided an additional route for research-based engagement with parents, school leaders, students, youth workers and professional audiences. D7.6 documents five Ambassadors and 14 distinct activities, but does not provide a full stakeholder-category attendance breakdown. Readers are referred to D7.6, Sections 3–5, for the individual activities and evaluation. The same events are not counted again as additional consortium reach in this chapter.

10.2 Technology and social media company engagement

Engagement with technology and digital-education stakeholders formed part of PARTICIPATE's wider dissemination strategy. The consortium benefited from its associated partners' professional networks, while Parents International participated in the Google Education Summit in Dublin, an international event addressing digital education and children's experiences of technology. These activities extended the project's relevance to discussions involving the technology and education sectors.

10.3 Cross-national engagement and assessment

The evidence demonstrates a networked dissemination model connecting universities, parent organisations, school leadership associations, youth and online-safety organisations, and public-policy forums across several countries. The combination of research presentations, practice-oriented workshops, international conferences, parent-facing events and open-access resources allowed PARTICIPATE findings to be introduced within different professional and institutional settings. The evidence is strongest for the occurrence of activities and the audiences reported or estimated for particular events. It is more limited for repeat participation, stakeholder-group composition, subsequent use of resources and longer-term organisational relationships. Event-wide audience figures, newsletter circulation and social-media views therefore remain distinct measures. This assessment documents engagement opportunities and network circulation without treating them as proof of new partnerships or policy change.

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11. Promotional Materials and Distribution

The production and distribution of promotional materials evolved alongside the availability of PARTICIPATE research results. During the initial stages, communication emphasised project awareness through the website and social media. As research findings became available, greater emphasis was placed on accessible editorial resources, printed summaries and materials facilitating access to project outputs.
The detailed account is provided in D7.3 – Distribution of promotional materials. This chapter summarises the materials explicitly documented there and their contribution to the dissemination strategy. The detailed results of project communication channels and individual outputs are reported in Sections 4 and 7, respectively.

11.1 Inventory of promotional materials

Table 11.1 summarises the principal materials documented in D7.3. The number of printed packages produced and their individual recipients were not recorded; the quantities below refer to distinct publications or the contents of each package.

Material type	Produced	Distributed	Main channels	Evidence
PARTICIPATE Spotlight (digital)	16 issues	All 16 published and promoted	Project website; LinkedIn	D7.2, §2; D7.3, §2.2
Printed DC Spotlight summaries	10 different issues per package	Included in promotional packages; all available packages collected	Final Conference, Brussels	D7.3, §2.3
Promotional stationery	Notebook and pen per package	Included in distributed conference packages	Final Conference, Brussels	D7.3, §2.3
QR-code stickers	Stickers linking to the website	Included in packages; also available separately	Final Conference venue	D7.3, §2.3
Parents in (Cyber)bullying Prevention – A Practical Guide	One supplementary digital guide	Published online and promoted through established networks	ParentHelp Library; events; partner channels	D7.3, §§2.4–2.5

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11.2 Distribution and assessment

The 16-issue PARTICIPATE Spotlight series provided reusable, accessible summaries of doctoral research and project outputs. Ten issues were dedicated to individual Doctoral Candidates and were prepared with their active contribution and approval. The complete series was published on the project website and promoted on LinkedIn. Production, editorial approach and campaign performance are documented in D7.2 – e-newsletters, Section 2.

At the PARTICIPATE Final Conference in Brussels (11–12 June 2026), ten printed Doctoral Candidate issues were combined with a notebook, pen and QR-code stickers directing recipients to the project website. All available promotional packages were collected by conference participants or other visitors to the venue. QR-code stickers were also made available separately. D7.3, Section 2.3 provides the detailed account of the packages and their distribution.

The circulation of project findings and associated practical resources extended beyond dedicated PARTICIPATE events. Through its established international networks, Parents International promoted relevant research and the supplementary *Parents in (Cyber)bullying Prevention – A Practical Guide* through conferences, training, professional publications and the ParentHelp Library. These activities are documented in D7.3, Sections 2.4–2.5, and the associated dissemination entries are assessed in Section 5 of this report. The guide is a separate, supplementary resource and should not be confused with the contractual Policy Advocacy Toolkit (D2.2).

The combination of printed research summaries, promotional stationery, QR-linked materials and openly accessible digital resources supported dissemination at the Final Conference and through the consortium's wider communication channels. D7.3 provides the detailed account of their production and distribution.

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12. Exploitation and Sustainability

This chapter presents the final exploitation framework for PARTICIPATE, building on the commitments established in D7.1 and the evidence gathered during implementation. It distinguishes the dissemination and accessibility of project outputs from their subsequent adoption or reuse. The detailed assessment of communication channels, public-facing resources and promotional distribution is provided in Sections 4, 7 and 11; the corresponding supporting evidence is documented in D7.2 and D7.3.

12.1 Original exploitation framework and objectives

D7.1, Section 5, identified exploitation as the continued use of PARTICIPATE's research findings, recommendations and practical outputs by academic, educational, policy and other stakeholder audiences. The initial plan envisaged presentations and workshops for toolkits, launches and conference dissemination for research-based reports, and the active involvement of associated partners and relevant professional networks.

The strategy also recognised that exploitation opportunities would become clearer as the Doctoral Candidates' research progressed. It envisaged further consortium discussion and arrangements to support the continuation of appropriate project results beyond the grant period.

Crucially, D7.1 assigned responsibility for the protection and exploitation of individually generated intellectual property to the respective consortium partners. Intellectual property generated jointly is governed by the Consortium Agreement. Management and coordination of intellectual property matters fall within WP1 and the responsibilities of the project coordinator. WP7's communication and dissemination role supports access to results and engagement with potential users; it does not replace these arrangements.

12.2 Results available for continued dissemination and potential exploitation

PARTICIPATE produced and disseminated a range of research-based resources suitable for continued consultation and potential use by academic, educational, professional and policy audiences. The following table summarises these outputs, their dissemination and their principal opportunities for further exploitation.

Output or result	Documented evidence	Continuing use / evidence boundary
Policy Advocacy Toolkit (D2.2)	Produced by Parents International; submitted by 30 June 2026 and made available on the	Practical reference for advocacy, professional discussions and policy

	PARTICIPATE website; 268 recorded downloads and a dedicated LinkedIn campaign generating 2,563 impressions. Promoted through IPA events and networks, including Parent Summit 2026 and the NIS Conference.	engagement. No specific institutional adoption is established by the available records.
Parent Toolkit (DCU) and Digital Safety Guidelines for Parents (DCU)	Identified in D7.1 as resources intended for presentation and dissemination. The Final Conference programme included the presentation of toolkits; resource-specific circulation or download figures have not been provided.	Potential use by education and online-safety organisations, subject to the responsible partner's arrangements. No numerical uptake claim is made.
PARTICIPATE Spotlight	16 openly accessible issues, including ten dedicated to Doctoral Candidate research; 41 LinkedIn promotional posts with 8,624 impressions. Detailed in D7.2.	Reusable summaries for consultation, professional communication and further dissemination, subject to applicable rights and hosting arrangements.
Parents in (Cyber)bullying Prevention – A Practical Guide	Supplementary guide published through the ParentHelp Library and circulated via Parents International's professional networks and events; detailed in D7.3.	Parent-facing guidance derived from project findings. It is distinct from the contractual D2.2 toolkit; its download count is not treated as the 268 D2.2 downloads.
Research findings, reports and scientific outputs	Dissemination through doctoral research communication, conferences and partner channels is documented in Sections 5, 6 and 8. D7.1 envisaged policy-facing launches and presentations for selected WP outputs.	Continued academic publication, policy exchange and professional learning. The available WP7 evidence does not confirm completion of every planned launch or subsequent external adoption.
Doctoral Candidate research videos	Ten videos published through the Spotlight campaign; 697 video views documented in D7.2.	Further research communication or educational use where permissions and technical availability allow.

12.3 Implementation of the exploitation pathways proposed in D7.1

D7.1 envisaged presenting practical toolkits at the Final Conference so that relevant stakeholders could consider incorporating them into existing online-safety or educational resources. The Final Conference took place in Brussels on 11–12 June 2026 and included the presentation of practical toolkits and discussion of policy

implications. D7.3 separately documents the distribution of printed Spotlight materials and promotional packages at the conference.

The D2.2 Policy Advocacy Toolkit was further disseminated after its publication in June 2026 through dedicated social media promotion, the project website and Parents International's established networks, and professional events including Parent Summit 2026 and the NIS Conference in Astana. Its 268 recorded downloads demonstrate direct access to the resource. They do not establish how recipients subsequently used it.

D7.1 also proposed launches and professional conference presentations for selected findings and reports concerning parent–school cooperation, digital media literacy, and societal and cross-national aspects of bullying research. The dissemination tracker documents relevant professional and policy-facing activities, but the evidence available for D7.10 does not provide a complete output-by-output record of the originally envisaged launches or subsequent uptake. Accordingly, these pathways are retained as part of the original plan, without presenting unverified launch events or adoption agreements as completed.

The supplementary practical guide described in D7.3 provides a further example of adaptation of project findings for use by parents. Its production and distribution constitute an additional dissemination and knowledge-translation outcome beyond the contractual toolkit outputs.

12.4 Open access, intellectual property and sustainability

D7.1 established two complementary principles: making research results openly accessible in accordance with Horizon Europe requirements, and respecting the ownership, protection and access-rights provisions of the Consortium Agreement. The availability of a resource online does not, by itself, determine the conditions under which third parties may reproduce, translate or adapt it. Those conditions remain subject to applicable licences and intellectual property arrangements.

The project website, the published Spotlight collection and the accessible toolkit and guide offer practical channels through which findings can continue to be consulted after the project ends. The ten research videos and materials circulated through partner networks provide further possibilities for reuse. These are existing dissemination assets, rather than guarantees of indefinite hosting, renewed production or continued funding.

The international networks of the participating universities, Parents International and associated partners offer additional routes through which the research may remain visible to professional educators, parents, researchers, youth organisations and policymakers. Any future institutional integration of a toolkit or training resource will depend on the priorities, permissions and resources of the organisations concerned.

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The sustainability approach builds on the responsibilities established in D7.1, the Consortium Agreement, the continued accessibility of project outputs and the established networks of consortium partners.

12.5 Final Exploitation Plan and Responsibilities

At the close of the project on 31 October 2026, the final exploitation approach is based on the results already produced and disseminated, the channels through which they are accessible, and the responsibilities laid down in D7.1 and the Consortium Agreement. It identifies opportunities for further use rather than imposing new post-project obligations on consortium members.

For each output, the originating partner remains responsible for decisions about its further exploitation, including appropriate protection of intellectual property, licensing, updates and any additional dissemination or professional use. Jointly generated outputs remain subject to the applicable joint-ownership and access-rights arrangements. Coordination and formal intellectual property management remain within the framework established under WP1.

The principal opportunities are the continued scientific dissemination of research results; the use of the Policy Advocacy Toolkit in policy dialogue and capacity-building; the potential incorporation of relevant toolkits and guidelines into education and online-safety practice; the continued consultation and appropriate reuse of Spotlight materials, videos and practical guidance; and further exchanges through existing academic, professional and parent-organisation networks.

Where further exploitation takes place, an appropriate distinction should be maintained between dissemination indicators (such as views, downloads and attendance) and evidence of adoption or practical use (such as incorporation into training, formal institutional endorsement, subsequent adaptation or documented policy application). The present report records the former where available; it does not claim the latter without supporting evidence.

Taken together, the outputs and dissemination pathways established during PARTICIPATE provide a basis for continued scientific, educational and societal value. Future activities will depend on the individual or joint decisions of the responsible organisations, their available resources and the applicable intellectual property arrangements. This final plan thus updates the direction established in D7.1 without presenting speculative activities as binding consortium commitments.

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13. Evaluation Against D7.1 KPIs

PARTICIPATE delivered a substantial dissemination and engagement programme and exceeded its principal digital communication targets. By the project close, its website, editorial channels, research communication formats, practical resources and partner networks had carried project findings to academic, professional, parent and policy audiences across Europe and beyond. This chapter evaluates performance against the commitments established in D7.1, drawing on the consolidated results presented in Chapters 4–12, the final consortium Dissemination Tracker and deliverables D7.2, D7.3 and D7.6.

The figures below distinguish project-wide channel performance from specific campaign results. Quantitative indicators are reported where measured; additional partner dissemination is considered through documented delivery and circulation rather than arbitrary estimates.

13.1 Digital communication and editorial performance

The central communication indicators were surpassed by a considerable margin. The project website recorded 16,236 page views and 12,064 session starts, while the project accounts published 256 social media posts and generated 49,131 views/impressions. PARTICIPATE also published 57 website articles against a target of 40. These results were achieved despite the discontinuation of X/Twitter in June 2025, through sustained LinkedIn publishing, editorial planning and targeted dissemination campaigns.

D7.1 indicator	Target	Documented result	Assessment
Website page views	Minimum 1,000	16,236 GA4 page views	Exceeded
Website visits / visibility	Minimum 10,000	12,064 GA4 session starts	Numerically above threshold; session-based proxy
Blogs on news: article production	Minimum 40 articles	57 articles published	Exceeded
Blogs on news: social promotion	Minimum 50 social media posts	60 qualifying LinkedIn posts identified in the post-level export (Oct 2025–Sept 2026)	Exceeded; conservative documented subtotal
Blogs on news: combined reach	Minimum 5,000	1,220 GA4 Blog views + 8,146 qualifying LinkedIn impressions = 9,366 combined views/impressions	Exceeded

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Shareable project social posts	Minimum 150	256 project-account posts (206 LinkedIn, 50 X/Twitter)	Exceeded
Overall project social reach / visibility	Minimum 10,000	49,131 impressions/views (46,539 LinkedIn, 2,592 X/Twitter)	Exceeded on available platform measures
E-newsletters	4 per year; 16 overall	16 PARTICIPATE Spotlight issues	Total production target achieved; schedule and format adapted

13.2 Research communication and practical outputs

PARTICIPATE translated doctoral research into accessible formats and practical guidance. The ten Doctoral Candidate videos generated 697 video views, while the 16-issue Spotlight programme extended the visibility of the Doctoral Candidates, research outputs and project experience. The Policy Advocacy Toolkit (D2.2), submitted on 30 June 2026, reached 268 downloads from the project website and 2,563 LinkedIn impressions across 21 promotional posts. The separate supplementary guide Parents in (Cyber)bullying Prevention – A Practical Guide expanded the practical resources available to families and professionals.

D7.1 indicator	Target	Result at project close	Evaluation
Doctoral Candidate videos	10; 200 views	10 videos; 697 actual video views	**Exceeded**
Policy Advocacy Toolkit	1; 200 downloads	D2.2 delivered; 268 website downloads	**Exceeded**
Toolkit social visibility	1,000 views	2,563 LinkedIn impressions	**Exceeded**
Parent-facing public talk	1	DCU Parents' Evening, 7 October 2026; 50+ reported attendees	**Delivered**
Talk online access / recording	1; 200 replay views	Hybrid public event delivered; replay use not separately measured	**Public talk delivered**
DCU Parent Toolkit	1; 200 downloads; 1,000 views	Toolkit developed and circulated through project and partner dissemination	**Delivered**
Digital Safety Guidelines	50 downloads; 100 event audience	Guidelines disseminated through stakeholder and professional channels	**Delivered**

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WP2–WP5 research reports	100 policymakers; 200 stakeholders	Reports and findings circulated through partner research, policy and stakeholder networks	**Disseminated**

13.3 Scientific and professional dissemination

Scientific dissemination combined academic publications, conference contributions, open-access records and communication to non-academic audiences. Chapter 8 identifies 48 distinct titled, non-draft Zenodo resources and an inventory of at least 26 accessible research summaries and research-informed resources. The Zenodo usage audit records 756 views and 468 downloads across the entries supplied. A further 185 reported attendances were recorded across five academic conference contributions by the University of Turku alone, alongside additional contributions by other consortium universities.

D7.1 indicator	Target	Result at project close	Evaluation
Popular research summaries	20	At least 26 distinct qualifying outputs	**Exceeded**
Popular-summary visibility	500 views	8,624 Spotlight campaign impressions	**Exceeded**
Academic conference audience	100 academics	185 reported attendances at five Turku contributions; further consortium activity	**Exceeded**
Academic research publications	20 minimum; approx. 40 broader ambition	28 distinct conference-paper/proceedings titles and 48 distinct Zenodo resources of mixed types; other open-access outputs	**Substantial output**
Academic portal dissemination	60 shares	756 recorded Zenodo views and 468 downloads	**Access evidenced**
Professional publications	32	Extensive project, ESHA, IPA and partner publication activity; see Chapter 8	**Wide dissemination**
Professional publication promotion	96 shares; 500 views	Promotion through partner journals, institutional websites and project social channels	**Wide dissemination**

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13.4 Events, conference communication and Marie Curie Ambassadors

The remaining D7.1 indicators concern the Final Conference and Marie Curie Ambassador programme. The table distinguishes completed activities, independently documented performance and audience-specific targets lacking comparable figures.

D7.1 indicator	Target	Result at project close	Evaluation
Marie Curie Ambassadors	At least 4	5 Ambassadors	Exceeded
Ambassador events	At least 5	14 distinct activities; 18 individual Ambassador participations	Exceeded; shared activities counted once
Researchers reached through Ambassador activities	At least 30	No consistent audience-category count in D7.6	Not quantitatively verified
Policymakers reached through Ambassador activities	At least 50	No consistent audience-category count in D7.6	Not quantitatively verified
Practitioners reached through Ambassador activities	At least 200	No consistent audience-category count in D7.6	Not quantitatively verified
Final Conference delivery	One Final Conference	Held in Brussels, 11–12 June 2026	Achieved
Final Conference attendance	At least 50 participants	30+ reported, about 50 estimated	Estimated target met; exact attendance not verified
Final Conference online visibility	At least 1,000 website/social media views	3,237 LinkedIn impressions from 17 conference-related posts	Exceeded for documented campaign
Academic conference paper-specific promotion	At least 1,000 views (conference communication benchmark)	3,237 Final Conference campaign impressions; paper-specific views not isolated	Conference-level promotion documented; paper-specific target not verified

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Final Conference webpage and promotional materials	Dedicated conference page and materials	Conference webpage and programme; printed promotional packages	Delivered; no recipient-by-recipient count

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14. Conclusions

PARTICIPATE successfully implemented the communication, dissemination and exploitation strategy established in D7.1, progressing from project visibility and recruitment support to the communication of research findings, stakeholder engagement and the promotion of results for further use. The programme was delivered through coordinated project channels and the complementary contributions of the consortium's universities and associated partners, reaching academic, professional, parent, youth and policy audiences across national and disciplinary boundaries.

The project's digital and editorial performance provides clear evidence of this achievement. By the end of the reporting period, the PARTICIPATE website had recorded 16,236 page views and 12,064 session starts, while 57 articles had been published. Project social media channels delivered 256 posts and 49,131 views/impressions. These results exceeded the principal visibility and publication targets set out in D7.1 and demonstrate the effectiveness of sustained editorial coordination and the consortium's shared dissemination effort.

Equally important was the translation of doctoral research into formats accessible beyond specialist academic circles. The 16 PARTICIPATE Spotlight issues, ten Doctoral Candidate videos and at least 26 qualifying popular summaries and research-informed resources complemented academic publications, conference contributions and open-access research outputs. The Policy Advocacy Toolkit (D2.2) was disseminated through the project website and partner networks, recording 268 website downloads; additional practical guidance, including Parents in (Cyber)bullying Prevention – A Practical Guide, broadened the resources available to parents and professionals.

Engagement was reinforced through the PARTICIPATE Final Conference, international academic and professional events, and the established networks of the participating organisations. The five Marie Curie Ambassadors carried out 14 distinct activities, contributing to dialogue with audiences outside their immediate research environments. The consortium's combination of scientific dissemination, professional exchange and accessible communication ensured that project findings were not confined to academic publication.

As set out in Chapter 12, the research outputs, toolkits, guidance materials, videos and publicly accessible resources provide a practical foundation for continued consultation, dissemination and potential use in research, education, online safety and policy dialogue. Existing partner networks offer further channels for this work, with future exploitation and intellectual property decisions remaining subject to the responsibilities and arrangements established in D7.1 and the Consortium Agreement.

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The sources below comprise the principal project documents, monitoring records and public materials used in D7.10. Individual scientific publications and dissemination activities are identified in Chapters 5, 8 and 9 and in the underlying project records.

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