



promoting youth involvement and  
social engagement

**PROMISE:** Promoting Youth Involvement and Social Engagement: Opportunities and challenges for ‘conflicted’ young people across Europe.

## Plan for the Exploitation and Dissemination of Results (month 12)

**Summary:** A good PEDR defines clear objectives and sets up a concrete strategy for exploitation and dissemination – key aspects for H2020. Each PEDR is dependent on the unique aspects of the specific research project, but all respond to questions such as:

- What kind of needs does the project respond to?
- What new knowledge (results) will the project generate?
- Who will use these results?
- How will end users be informed about the generated results?

This PEDR will be updated throughout the life of the project, and the final version will be submitted to Brussels at month 36.

This was submitted to the EC as deliverable 15 (D8.1).



## Background and Aims of PROMISE

PROMISE explores the role of young people (aged 14 to 29 years) in shaping society; past, present and future. It addresses their engagement with social, environmental and political issues and the potential, across Europe, for youth involvement in positive social action and sustainable change.

Using both qualitative and quantitative methods, PROMISE focuses specifically on young people ‘in conflict’ with authority (and usually, therefore, in conflict with social norms), who are seen to be the most ‘problematic’ in terms of positive social engagement, often triggering negative and punitive responses from authority, in turn furthering marginalisation and stigmatisation. The negative effects of stigma and marginalisation reduce opportunities for young people to engage positively in social action, and as a result, much of the creativity, innovation and energy within these groups is directed away from positive social change. Such ‘conflicted youth’ present significant opportunities for change and should therefore be the prime focus of policy makers and practitioners. PROMISE will explore the opportunities and means for converting conflict into positive social achievement amongst conflicted youth across Europe. Our overall aim is to unlock the potential and ‘promise’ of Europe’s youth.

The aims of PROMISE are:

- To provide a picture of the nature and extent of the multiplicity of young people’s involvement in society, barriers and opportunities to participation and future potential for engaging in social change.
- To identify and analyse the particular conditions that encourage or prevent youth participation.
- To explain the nature of relationships that present barriers for socio-ecological transition in diverse groups of young people across Europe.
- To identify and analyse the unique context of conflicted youth that contributes to the creation of youth on the margins across Europe.
- To provide an analysis of normative responses to the conflicts young people face.
- To understand the role of gender in youth participation: specifically to understand the experiences of young women and girls and how this can be addressed.
- To understand the roles of generation, ethnicity, class and other areas of diversity in youth participation and how these can be addressed.

The objectives will be achieved through analysis of existing data, and through of new data collected in the ten participating countries.



## Plan for the Exploitation and Dissemination of Results (updated at month 12)

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## Section 1: Objectives, Beneficiaries and Target Groups

### 1.1 Background and Aims of the PEDR

The dissemination and exploitation of the messages from PROMISE will occur in six main ways:

1. Advancing current academic knowledge and debates around young people’s participation in society, the impact of conflict and controls in their lives, and the potential of different groups to engage fully towards a socio-ecological transition.
2. Embracing social media as an interactive engaging communication tool with hard-to-reach young people, general public, policy makers and stakeholders alike, and following the innovative social media style management process.
3. Producing innovative outputs to stimulate debate and action: video, cartoons, blog, photo exhibition.
4. Influencing policy in a variety of ways through policy forums, policy briefs, blogs and dissemination events, building on previously successful impact strategies such as MYPLACE, Age-Friendly Neighbourhoods.
5. Taking research beyond the academy by engaging as fully as possible with mechanisms of involvement (with all parties) that provide us with the greatest potential for impact.
6. Creating a European Youth Database, gathering in one place three distinct types of data: quantitative data from several European surveys addressing youth participation in society, our additional quantitative survey data on young people and conflict, and our ethnographic data addressing specific sites of conflict and innovation. This will be available for multiple research use after the life of the project.

Gender will play a key role in three main ways: (i) in the target audience (to ensure that women are reached), (ii) in who leads the dissemination (to ensure that women give the presentations, lead the discussions, are senior authors on publications, and that all contributors receive appropriate acknowledgement), and (iii) in the messages the we produce (to ensure that they are written and presented in ways that women do not find negative or off-putting).

This PEDR has been prepared in line with the Proposal template “Draft ‘plan for the dissemination and exploitation of the project’s results’”, and the EC’s Fact Sheet “Plan for the Exploitation and Dissemination of Results in Horizon 2020” (July 2015). This living document will be updated throughout the life of the project.

### 1.2 PROMISE Project Consortium and Work Packages

PROMISE explores young people’s role in shaping society; past, present and future. It addresses their engagement with social, environmental and political issues and the potential, across Europe, for youth involvement in positive social action and sustainable change. PROMISE *involves twelve partners in ten countries*.

The objectives will be achieved through analysis of existing data, and through of new data collected in the ten participating countries (three of the twelve PROMISE partners are located in Germany):

No.	Principle researcher	Location	Country
1	Jo Deakin (coordinator)	Manchester	UK
2	Raffaele Bracalenti	Rome	Italy
3	Eckart Müller-Bachmann	Hamburg	Germany

4	Zyab Ibanez	Barcelona	Spain
5	Raquel Matos	Porto	Portugal
6	Ivan Chorvát	Banská Bystrica	Slovakia
7	Kaisa Vehkalahti	Helsinki	Finland
8	Annett Wiedermann	Stuttgart	Germany
9	Anna Markina	Tallinn	Estonia
10	Markus Quandt	Cologne	Germany
11	Elena Omelchenko	St Petersburg	Russia
12	Ben Perasović	Zagreb	Croatia

The work is divided into nine work packages (WPs); WPs 7 and 8 are primarily involved in dissemination and exploitation activities:

WP	Title
1	Management and Scientific Coordination
2	Developing theoretical, methodological and practical approaches
3	Opportunities and barriers to social engagement: National and Historical contexts
4	Attitudes and Behaviours among Europe's Young: a baseline
5	Conflict and control: Generating survey data across Europe
6	From conflict to innovation: Ethnographic case studies
7	Promoting engagement
8	Creating impact through dissemination
9	Ethical issues

### 1.3 Expected impacts

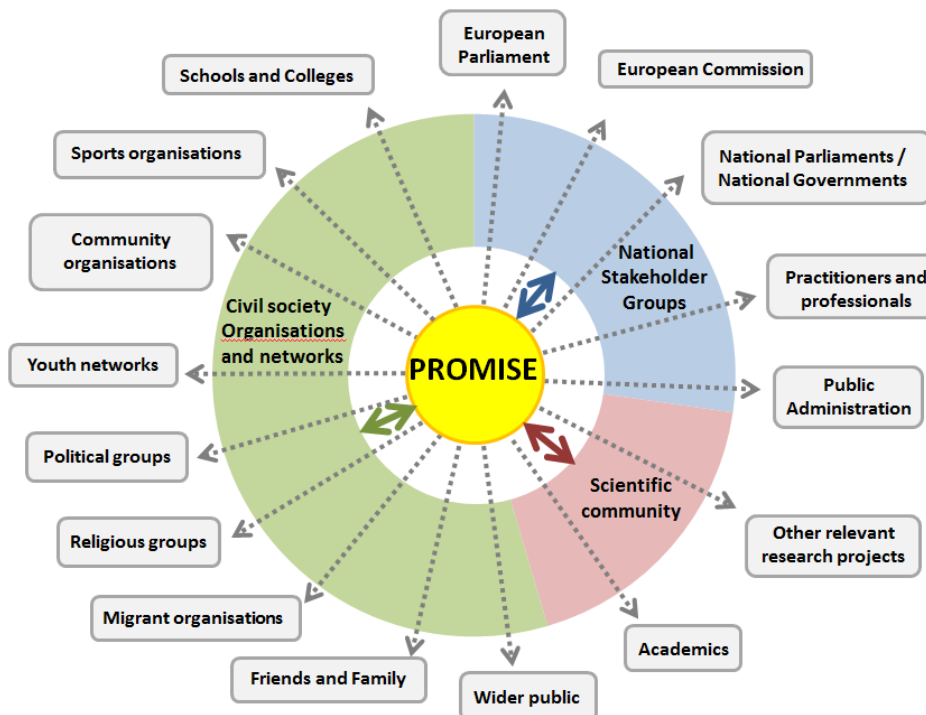
The table below shows how PROMISE is expected to contribute to each aspect of the call's impacts:

<u>Expected impact</u>	<u>How PROMISE will contribute</u>
<b>Provide insights into the perspective of socio-ecological transition from the point of view of young people.</b>	Analysis of existing data representing all young people across Europe and addressing their views on all aspects of socio-ecological transition. (WP4) Additional survey data gathered (WP5) specifically focusing on areas of conflict for young people and controls imposed to manage them.
<b>Advance our knowledge about young adults in Europe, their values, norms, expectations needs and political ambitions.</b>	WP4 and WP5 will both contribute to advancing our knowledge about the norms, values, attitudes and ambitions of young people in Europe, across all areas of social life, with hard quantitative data. WP6 will provide insights into specific groups of conflicted youth via ethnographic case studies.

<p><b>Through comparison with older generations, identify the intergenerational differences regarding the organization of economic, social, political and private life in Europe.</b></p>	<p>National reports delivered in WP3 will provide a picture of how life for young people has changed in the participating countries in relation to their economic, social, political and private lives.</p> <p>WP4 survey data will also address the intergenerational differences and estimate generational value gaps. This will be supported by in-depth analyses of intergenerational differences in attitudes within each of the case studies (WP6)</p>
<p><b>Contribute to public policies to meet the challenge of transition into a more sustainable economic, political and social model respond to YP needs and expectations</b></p>	<p>WP7 and WP8 are dedicated to the co-production of outputs that respond to the needs of young people raised in the research. The outputs will be disseminated in a variety of ways and used to influence policy makers. The approach of PROMISE is policy-focused with every effort made to engage busy policy-makers in the debates of the research.</p>
<p><b>Identify the areas where education could play a role in shaping attitudes of young people towards the necessary evolution of our lifestyles.</b></p>	<p>The PROMISE project as a whole is geared towards finding areas of conflict that could be transformed, through education as well as other means, into socially responsible sites of innovation and participation. WP6 will address 20 sites of conflict and explore the potential within each for innovation: educational initiatives will play a key part in this. Improving knowledge, awareness and appropriate education options will be explored in each of these sites.</p> <p>Knowledge from WP3, WP4, WP5, WP6 will be integrated into a variety of outputs and strategies. These will highlight areas where education could shape attitudes, improve participation and encourage socio-ecological transition.</p>

**1.4 Key target and user groups**

The key target and user groups are shown in the figure below.



### 1.5 Methodologies used to reach the key target and user groups

Pro-active strategies will be adopted to ensure that policy makers are aware of research findings that have policy implications, persuaded of their importance, and prepared to implement policy to reflect them; we want to inform regulatory changes, institutional framework redesign and redistribution / changes in public expenditure related to policies impacting on young people. Our strategy in PROMISE is designed specifically to increase our chance of success in reaching and influencing policy-makers; particularly those who are dealing with education, employment, housing, political participation.

As indicated in the figure above, PROMISE will reach targeted groups via three facilitating stakeholder communities:

1. National Stakeholder groups (including the European Commission, the European Parliament, national governments and parliaments);
2. Civil society organisations and networks (including migrants, youth sports clubs, etc.); and
3. The scientific community.

The methodologies used to reach the target groups and spread awareness of PROMISE will be many and varied, including:

- a) Project deliverables (submitted directly to the EC)
- b) Policy briefs (to politicians and decision-makers, at the local, regional, national and EU level)
- c) National Policy and Practice Networks (NPPNs) and European Policy Network EPN
- d) The interviewed young people and their groups/organisations
- e) Peer-to-peer contacts
- f) The public website (<http://www.promise.manchester.ac.uk/en/home-page/>), and links from the partners' websites
- g) Social media (e.g. Twitter - @H2020Promise, Instagram – H2020Promise, etc.)
- h) Films/videos posted on the H2020Promise YouTube 'playlist', etc.
- i) Radio and TV appearances (to the general public)
- j) National and international conferences (to the scientific community and civil society)
- k) Journals and other publications (both academic and non-academic)

## Section 2: Management of the Impact and Dissemination Strategy

Impact and dissemination activities have taken place from the start of the project with the construction of the public website and social media accounts and will run throughout the 3 years feeding into a 12-month dissemination and knowledge transfer period. This linked impact and dissemination strategy has been built into the project timeline to ensure that targeted and measurable dissemination occurs, and impact can be measured, within the life of the project. Project findings and policy implications will be communicated to policy makers through regular web-page updates, blog posts, social media activity and 'Policy Briefs', designed to convey key messages succinctly and without 'dumbing down'. Evaluation measures are in place to evaluate our success in all areas including meeting impact objectives.

The impact of PROMISE will be ensured via two main pathways:

## 2.2 Management structure

The PROMISE impact strategy is led by the Strategy Sub-committee reporting directly to the Research Hub Management Committee (RHMC). This Sub-committee is supported by a Dissemination and Impact Strategy Group (members: Claire Fox [P1], Alessia Mefalopulos [P2], Zyab Ibanez [P4] and Annett Wiedermann [P8]), formed from the leaders and key researchers of WPs 7 and 8 (the WPs most involved with dissemination and exploitation activities).

The terms of reference for the Strategy Sub-committee are:

- i. To check all manuscripts etc., prior to publication;
- ii. To advise on the most appropriate journal (e.g. with highest Impact Factor, etc.);
- iii. To monitor the public website and social media;
- iv. To ensure that the dissemination is as wide as possible;
- v. To interact with the media (and offer advice on interactions).

The management structure also incorporates a 'Dissemination and Impact Lead' (Dr Claire Fox, chair of the Dissemination and Impact Strategy Group), who is in charge of coordinating activities in this area, and will contribute to the ongoing development and implementation of this Plan for the Exploitation and Dissemination of Results (PEDR), which is designed to engage and communicate with relevant stakeholders, policy makers and the general public. The efficacy of the dissemination activities will be monitored by Dr Fox in liaison with the Strategy Sub-committee and modified and extended as required. Progress will be fed into the RHMC.

## 2.2 Involvement of communities and stakeholders

Practitioners and community stakeholders play a key role in the implementation of policy; their willingness to translate policy into practice is essential for change to occur. We describe here our strategies specifically to involve communities, stakeholders, and practitioners in the making and diffusion of our research. Some of these strategies overlap with those we will use to engage policy makers.

- **National Policy and Practice Networks (NPPNs):** Each research partner has set up a network of relevant practitioners, policy makers and young people (NPPN). These networks will meet regularly during the course of the project (Skype can potentially be used) with the national team to provide guidance on dissemination of messages from the research. Discussion from these meetings will be fed back to the Dissemination and Impact Strategy Group. This will ensure the co-production of knowledge and full engagement by young people and stakeholders. These NPPNs have two functions: to ensure that the research is informed by the concerns of relevant stakeholders; and to ensure that we have an appropriate network of local contacts to facilitate the transfer of knowledge to policy and practice. Members of the NPPNs have the opportunity to comment on local research reports prior to finalisation.
- **European Policy Network (EPN):** A similar network of European-level stakeholders is also established. The EPN members are invited to comment on proposed dissemination strategies, to attend meetings of the Dissemination and Impact Strategy Group by Skype and to attend the final policy conference. While the role of this group is principally to influence policy at a European level, knowledge from the meetings is transferred to national level stakeholders, communities and practitioners via the NPPNs.



The NPPNs and the EPN act as a collaborative platform to:

- guide and inform the research process
- allow researchers to present their results to policy makers, practitioners and young beneficiaries
- guide and inform dissemination of messages from the research and facilitate the transfer of knowledge to policy and practice through dissemination and impact activities.
- identify policy implications.

Members of these networks are invited to relevant community, regional or other national events, e.g. the national showcase events.

- **Involvement of young people and communities:** The ethnographic fieldwork is designed under the principles of the co-production of knowledge. The participatory methods (such as peer research, photo elicitation) engage young people, communities and stakeholders with all elements and stages of the research, from initial design of ethnographic methods, through data gathering and analysis, to dissemination and knowledge transfer (e.g. in the co-production of short guides for showcase events). All this helps us to ensure that young people's voices, as well as local expertise regarding policy and practice, informs PROMISE, and that knowledge is transferred in the most appropriate way to the most relevant people.
- **Presentations at community events:** We are attending conferences and events of relevant professionals, practitioners (e.g. police, probation, social workers, and youth workers) and academics during the life of the project. Attendance at these events has two benefits in impact terms. First, we are able to listen to the concerns of practitioners and policy makers in relation to delinquent and socially excluded youth, helping to ensure that our research is informed by these concerns. Second, in the third year of PROMISE, we will be able to disseminate PROMISE results at these events, thereby influencing both policy and practice at both the local, national and pan-European level. We will present or speak at such events over the life of PROMISE.
- **A strong social media presence:** Currently this is specifically via Twitter and Instagram (and will involve YouTube later). Both the Twitter and Instagram feeds are featured on our public website and are followed by the key stakeholders including young people, policy and practice experts, researchers and academics. This ensures that the messages of the research, including results and policy implications are shared widely in the most engaging way with young people. The influence of knowledge transfer on social media will extend far beyond the participating countries and young people
- **Dissemination through national media:** We aim to have at least four publications in non-academic professional journals; and to have at least twenty references to our research findings in national press, radio, television and digital media.
- **Pan-European Stakeholders' Conference:** this will be held in year 3. The function of this event will be to disseminate research findings directly to European stakeholders.

## Section 3: Dissemination Tools and Channels

### 3.1 The project's visual identity

The project has a logo, which is / will be used on all dissemination material. The EC's logo is / will also be used as applicable.



### 3.1 Dissemination through project deliverables (public reports)

The table below shows the title and due date for deliverables that are relevant for dissemination. Once they have been accepted by the EC, they will become available for download from the PROMISE public website (<http://www.promise.manchester.ac.uk/en/home-page/>):

No.	No.	month	Due date	Title
<b>D3.1</b>	D4	8	31-Dec-16	Report of national 'context' in 10 participating countries (level 1)
<b>D3.2</b>	D5	8	31-Dec-16	European policy and practice report (level 1)
<b>D3.3</b>	D6	32	31-Dec-18	Policy Brief: includes 10 short national policy briefs and a Short European policy brief
<b>D4.2</b>	D8	24	30-Apr-18	Progress Report on Generational Value Gaps
<b>D4.3</b>	D9	24	30-Apr-18	Collection of comparative short national reports: National Report Level 2
<b>D5.2</b>	D11	34	28-Feb-19	Report on areas of youth conflict and measures of control: European Report Level 3
<b>D6.1</b>	D12	24	30-Apr-18	Collection of individual case study reports of ethnographic studies
<b>D6.2</b>	D19	32	31-Dec-18	Transnational, cross-case reports based on a meta-ethnographic synthesis of clusters of cases across Europe.
<b>D6.3</b>	D20	34	28-Feb-19	Report on dissemination showcase events
<b>D7.1</b>	D13	36	30-Apr-19	Report on Video montage and Photo exhibitions in each country
<b>D7.2</b>	D14	35	31-Mar-19	Short guides from the showcase event
<b>D8.2</b>	D16	35	31-Mar-19	Report on Final Conference
<b>D8.3</b>	D17	36	30-Apr-19	Final Dissemination and Exploitation Plan

### 3.3 Other dissemination tools and communication channels (website, social media, events, conferences, etc.)

A range of communication channels are employed as detailed below. These promote, encourage and facilitate:

- a. **Peer-to-peer** sharing of knowledge between young people, between stakeholders, between policy makers, and between academics.
- b. **Sharing of knowledge between groups, i.e. young people and policy makers, academics and policy makers.**

Specific activities include:

- **Publications targeting policy makers**, e.g. Policy Briefs
- **Policy-focused communication events**, e.g. National showcase events, Final policy conference
- **Online Communications and Social Media**, e.g. the public website, and social media accounts
- **Improving Innovation Capacity and the Integration of New Knowledge**, e.g.:
  - Documenting and publishing '**best practice**' approaches to engaging young people with issues of social participation through the material from the showcasing events developed into online and offline resources using virtual and visual media.
  - Working with policy makers and political institutions through **policy forums** and engaging them in workshops to bring them closer to the needs and aspirations of young people as well as promoting increased engagement by young people.

- Building **online resources** through publically available social media platforms which can be left in the control of The YES Forum (P8) and youth participants without ongoing maintenance and hosting costs beyond the life of the funded project.
- Some **young people are being / will be trained** in the participatory photography methodology and in peer research methods. By using this approach, these knowledge and skills will remain with these individuals as a lasting legacy of the project. This will help to sustain partnerships and knowledge exchanges developed in the project. The impact of PROMISE on capacity-building is measured by: the numbers and range of young people trained in the methodologies listed above; the realisation of the outputs listed as well as monitoring to whom they are disseminated, by whom and how frequently they are used; and the usage and sustainability of online media (especially the webpage and blogs) during and after the lifetime of the project.

In addition, we will foster links with other relevant national and EU-funded research projects. Two have already been identified: we will draw on the experience and contacts from FP7-funded MYPLACE (Memory, Youth Political Legacy And Civic Engagement) (2011-2015), and we will link with H2020 DARE (Dialogue About Radicalisation and Equality) (started on 01 May 2017). We will make contact with other research projects identified during the life of PROMISE.

## Section 4: Monitoring the success of dissemination and exploitation activities

### 4.1 The three key impact areas: instrumental, conceptual and scientific

These are discussed below.

#### Instrumental Impact

The research conducted under PROMISE will impact directly on policy and practice decisions through, for example, direct communication of Policy Briefs with senior policy makers in each participating country and across Europe. It will involve young people, communities, stakeholders and practitioners working with young people in conflict with authority, social norms or older generations (many of whom will be marginalised). This will in part be achieved through our Showcase events, which will aim to disseminate the policy and practice implications of PROMISE beyond those taking part in the research.

Instrumental impact, as a result of this approach, can be measured by the implementation of specific innovative policies and programmes and the response of practitioners and policy makers to the research. It is likely that many of these impacts will be seen after the life of the funded work. However by engaging practitioner groups as non-academic partners from the early stages of the project, PROMISE aims to see early adoption at local levels among NGOs towards the end of the project. The longer-term take up of policy recommendations is likely to occur after the life of the funded project and is facilitated through the participation of policy makers and practitioners in core activities of the project. For this reason its impact will be measured through feedback from academic and non-academic partners and stakeholders in the project with whom, in many cases, project participants have long-standing collaborative relationships.

## Conceptual Impact

Conceptual impact is achieved when the research changes ways of thinking, alerting policy makers and practitioners to an issue or raising awareness and informing debates (Nutley *et al.*, 2007). It is measured by the level of engagement by different groups of stakeholders. The primary mechanism for achieving conceptual impact in PROMISE is via the implementation of evaluative focus groups at the end of the workshops, which will include young people, NGOs and policy makers and practitioners. Specific targeted outputs for policy makers will also be a key part of the pathway to conceptual impact. Feedback from these activities and events, principally via an online survey, will be sought in order to assess the extent to which key stakeholders' understanding of the issues has been affected by participation in these events.

PROMISE seeks conceptual impact through contribution, throughout the project, to national and international debates and media discourses by submitting articles to mainstream news media and professional group journals ('trade press') for relevant policy and practice groups, ensuring that the project's voice is heard in key relevant debates as they arise. Online writing is also a key element of this and producing contributions for suitable multi-author blog sites will be an important aspect of dissemination. These blogs will be embedded also in the PROMISE website. This strategy combines a 'pro-active' approach of developing relationships between PROMISE and its key stakeholders and end users throughout the project with a more reactive element, which recognises that academic projects are rarely able to set or dictate political agendas. In order to react effectively, however, PROMISE is proactive in monitoring and responding to current debates and agendas such that it can position itself to provide an authoritative expert voice in those debates during and after the project.

## Scientific Impact

PROMISE will advance the state of scientific knowledge by expanding our understanding of young people's current inclusion and participation in society, highlighting the potential for future engagement. One of the channels for dissemination of project outputs is publication in peer-reviewed books and journals. This is steered by our comprehensive Dissemination and Impact Strategy focussing on academic outputs, conference papers and events.

Additionally, this project will advance methodological knowledge in driving forward less commonly used research methods (e.g. peer research photo-elicitation) thereby increasing opportunities for co-operation and collaboration between researchers. A key element of our strategy is workshops for researchers on conducting multi-method comparative, participatory research with young people. Proposed academic papers detailing and critiquing the method will drive forward the methodological impact of PROMISE alongside the conceptual advancement in this area of youth participation long after the project has finished.

### 4.2 Table of measures to maximise impact and monitor its success

The dissemination of PROMISE begins early in WP8 and ties in with engagement activities in WP7. The table below lists the dissemination activities and measures to assess achievement.

**Table of dissemination activities and achievement measures**

<b>Dissemination activity</b>	<b>Dissemination to</b>	<b>Further details</b>	<b>Impact measure</b>
<b>Project website</b>	Young people, Stakeholders, academics, policy makers, general public	Youth engagement focussed website, linking to social media and blog, housing photo montages, short video, energising findings, artwork, showcasing young people's views of social engagement and control	No. of visitors/unique visitors; no. of external websites linking to project website and resources
<b>Blogs and other social media accounts</b>	Young people, Stakeholders, academics, policy makers, general public	Facebook, Instagram, snapchat – posting links to the website, soundbites, photos.	No. of visitors/unique visitors; no. of posts reaching 100 people; engagement with content; no. of blogs reproduced in third party web publications
<b>National 1 day event in 10 countries</b>	Young people, Stakeholders	To include photo exhibition, activities for engagement, participatory methods.	No. people attending; feedback provided; follow up communication; no. spinoff research projects, networks and publication ideas; no. invited and keynote presentations.
<b>Photo exhibition</b>	Young people, Stakeholders, academics, policy makers, general public	To be toured around cafes, galleries and museums e.g. The People's History Museum and the City Library in Manchester (both sites of former project exhibitions)	Verbal responses recorded at showcase events; feedback from evaluation forms at film showings
<b>Video montage</b>	Young people, Stakeholders, academics, policy makers, general public	Footage to be recorded at showcase events and collated into an international insight into young people's engagement. Posted on webpage and sent to stakeholders and policy makers via NPPN's and EPN.	No. of visitors to this part of the website; feedback
<b>Short guides series</b>	Young people	Co-produced between national academic teams and young people involved in the case studies, these short guides will deliver key messages of the experiences and values of young people.	Verbal responses recorded at showcase events; no. taken by visitors; feedback from evaluation forms.
<b>National policy briefs in 10 countries</b>	Young people, Stakeholders, academics, policy makers, general public	Based on the findings of the national reports, these briefs, available for download from the public website, will provide information and recommendations to National policy makers and will be of interest to young people and stakeholders. (The first National and European reports (due at month 8) will provide a baseline, showing current practices and suggesting areas of potential change. Later reports will be based on the findings from PROMISE and provide recommendations)	No. downloads; no. citations; media coverage; no. NGO endorsements; no. MEP endorsements; no. of youth organisations receiving/endorsing briefs.

Dissemination activity	Dissemination to	Further details	Impact measure
<b>European policy brief</b>	European policy makers	Based on the findings of the European report, this brief, available for download from the public website, will provide information and recommendations to European policy makers	No. downloads; no. citations; media coverage; no. NGO endorsements; no. MEP endorsements; no. of youth organisations receiving/endorsing briefs.
<b>Visual representation of European policy brief</b>	Young people, general public	Synthesis of European Report findings into an engaging visual format e.g. cartoons, drawings, available for download from the public website	No. downloads; positive feedback from young people and youth organisations
<b>European conference stream</b>	Academics, some stakeholders	Presentations, papers and posters across Europe to a range of multi-disciplinary conferences including Sociology, social policy, education, criminology, anthropology, psychology, and political science (2 conferences per participant)	No. people attending; feedback provided; follow up communication; no. spinoff research projects, networks and publication ideas; no. individuals joining mailing list; no. invited and keynote presentations.
<b>Final conference</b>	Young people, Stakeholders, academics, policy makers, general public	Including policy makers and national and European levels, stakeholder, academics and young people. Engaging on different levels and encouraging interactive debate.	Evaluation forms; no. of downloads of conference documents; no. of people/range of institutions represented; no. of follow up meetings
<b>Academic publications: national</b>	Academics, some stakeholders	1 book or at least 2 high quality peer-reviewed journal articles per national team	Number of downloads; no. of times cited; Impact factor of scientific journal; reputation and international scope of publisher; open access to articles
<b>Academic publications: international</b>	Academics, some stakeholders	2 edited volumes (edited books or special journal issues) drawing together the national work to provide international comparisons	Number of downloads; no. of times cited; Impact factor of scientific journal; reputation and international scope of publisher; open access to articles

## Section 5: Dissemination of results, Open Access, etc.

### 5.1 Internal review of results prior to dissemination

Results will be reviewed by the relevant committees (e.g. Dissemination working group / Strategy Sub-committee / Ethics Sub-committee) prior to dissemination. Members of the NPPNs will also have the opportunity to comment on local research reports prior to finalisation.

Results will be disseminated in the local languages / through local / national routes, prior to being disseminated internationally.

If applicable, dissemination at conferences may be delayed for a while to allow publication in peer-reviewed journals.

### 5.2 Open Access (OA)

PROMISE will seek to make data available on an open access basis where possible in line with the expectations of the Open Data Pilot. This position will be reviewed on an ongoing basis, and any change to this, or exceptions, will be reflected in updated versions of this PEDR.

The standard approach will be to follow the 'green' route to open access. This means that copies of publications will be deposited before, alongside or after their publication. The co-coordinator, University of Manchester, has an institutional repository: Manchester eScholar ([www.manchester.ac.uk/escholar](http://www.manchester.ac.uk/escholar)). It supports all University affiliated researchers and enables them to agree for their published works to be made freely available via the Green OA route. All peer-reviewed publications produced by PROMISE will be deposited here. Deposits will be made in line with the University of Manchester's policy on open access. Other partners will also deposit copies of articles in their own institutional repositories where these exist. Consortium partners can also make use of free open access publication uploads to sites such as Research Gate (<http://www.researchgate.net/>). This approach provides a value for money solution, providing public access at no additional cost to the project. Where the Consortium identifies a strategic rationale for so doing (e.g. significantly greater impact will be achieved through open access publication by the publisher) the 'gold' route will be followed. A budget for publication through this route is included in the proposal, and decision to publish in this way will be taken by the Research Hub Management Committee, in response to recommendations from the Dissemination / Strategy groups.

### 5.3 Acknowledgement of EC funding and other disclaimers

Unless it is not possible, any dissemination of results (including electronic) should (a) display the EC emblem (in addition to the project logo), and (b) acknowledged EC-funding (through H2020) using the following text:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 693221."

### 5.4 List of Dissemination activities – achieved

Please see table below. The information has been collated and added to the Portal. (*N.B. the social media postings are too numerous to be included individually. Also, it is difficult to assess numbers reached through press releases, radio/TV interviews, and social media.*)

**Table of dissemination activities achieved to date (30 April 2017)**

No.	Name of event	Location	Dates (dd/mm/yyyy)	Dissemination type	Audience (numbers)									
					Scientific community	Industry	Civil society	General public	Policy makers	Media	Investors	Customers	Other	
1	Information about start of the PROMISE project on UCP Porto website	<a href="http://www.fep.cedh.porto.ucp.pt/central-noticias/project-promoting-youth-involvement-and-social-engagement-promise">http://www.fep.cedh.porto.ucp.pt/central-noticias/project-promoting-youth-involvement-and-social-engagement-promise</a>	19/01/2016	Website										
2	Information about project kick-off meeting PROMISE on UCP Porto website	<a href="http://www.fep.cedh.porto.ucp.pt/central-noticias/kickoff-meeting-promise-project">http://www.fep.cedh.porto.ucp.pt/central-noticias/kickoff-meeting-promise-project</a>	14/06/2016	Website										
3	Promoting youth participation, Conference 2016	Liverpool , UK	23/06/2016	Participation at a conference	250	10			5					
4	<a href="http://bbonline.sk/novy-projekt-h2020-na-katedre-socialnych-studii-a-etnologie-ff-umb/">http://bbonline.sk/novy-projekt-h2020-na-katedre-socialnych-studii-a-etnologie-ff-umb/</a>	Slovakia, Online	06/07/2016	Press release										
5	<a href="http://www.teraz.sk/import/b-bystrica-ucitelia-umb-su-castou-vyskum/205453-clanok.html">http://www.teraz.sk/import/b-bystrica-ucitelia-umb-su-castou-vyskum/205453-clanok.html</a>	Slovakia (web site of Press Agency of Slovak Republic)	06/07/2016	Press release										
6	<a href="http://bystrica.dnes24.sk/bystricki-pedagogovia-sucastou-medzinarodneho-timu-riesi-otazku-mladych-europanov-243556">http://bystrica.dnes24.sk/bystricki-pedagogovia-sucastou-medzinarodneho-timu-riesi-otazku-mladych-europanov-243556</a>	Banska Bystrica, Online	07/07/2016	Press release										
7	Contemporary Political Youth Culture and Communication, University of York, UK	<a href="http://www.pilar.hr/novosti/teme/789-institut-ivo-pilar-uvomom-eu-horizon-2020-projektu-promise">http://www.pilar.hr/novosti/teme/789-institut-ivo-pilar-uvomom-eu-horizon-2020-projektu-promise</a>	10/07/2016	Website										
8	Rádio LUMEN; relácia: Zaostrené; téma: Ekonomická kríza a jej dopady na mladých ľudí na Slovensku. (Broadcaster Radio Lumen; Programme : Focused; theme : The consequences of economic crisis on young people in Slovakia.	Slovakia, Public Broadcasting (Slovakia)	18/07/2016	Communication campaign (e.g. radio, TV)										
9	Contemporary Political Youth Culture and Communication, University of York, UK	York, UK	18-20/07/2016	Participation at a conference	25	0	0	0	0	0	0	0	0	0
10	Launch of PROMISE public website (hosted by UNIMAN)	<a href="http://www.promise.manchester.ac.uk/en/home-page/">http://www.promise.manchester.ac.uk/en/home-page/</a>	23/09/2016	Website										
11	PROMISE microsite at FEP-UCP website (www.fep.porto.ucp.pt/en/project-promise?)	Portugal, online	06/10/2016	Website										
12	International project's information days	UMB Banská Bystrica	27/10/2016	Training	20									
13	YES Forum Newsletter (October 2016)	Online	28/10/2016	Social media	50	0	500	100	50	50	0	0	50	
14	Neeting. Convegno nazionale sui NEET (National conference on NEET)	Milan, Italy	03/11/2016	Participation at a conference	80	0	40	0	10	2	0	0	0	0
15	International project's information days	UMB Banská Bystrica	03/11/2016	Training	7									
16	CJD Nord Website (Project Webpage)	<a href="http://www.cjd-nord.de/angebote/migration-forschung-und-beratung/promise/">http://www.cjd-nord.de/angebote/migration-forschung-und-beratung/promise/</a>	15/11/2016	Website	50	0	500	100	10	20	0	20	10	
17	YES Forum 2016 Policy Event (PROMISE Session)	Brussels, Belgium	16/11/2016	Organising a conference	10	0	30	10	10	0	0	0	0	
18	YES Forum Facebook	Online	16/11/2016	Social media	25	0	125	50	10	15	0	0	25	
19	International project's information days	UMB Banská Bystrica	25/11/2016	Training	15									
20	Manchester Metropolitan University - Centre for the Study of Football and its Communities	Manchester, UK	30/11/2016	Other (lecture to students)	40									
21	Manchester Metropolitan University - Centre for the Study of Football and its Communities	Manchester, UK	01/12/2016	Other (lecture to students)	50									
22	GESIS website: PROMISE project webpage	<a href="http://www.gesis.org/en/research/external-funding-projects/overview-external-funding-projects/promise/">http://www.gesis.org/en/research/external-funding-projects/overview-external-funding-projects/promise/</a>	05/12/2016	Website										
23	International project's information days	UMB Banská Bystrica	09/12/2016	Training	13									
24	YES Forum Newsletter (December 2016)	Online	22/12/2016	Social media	50	0	500	100	50	50	0	0	50	
25	YES Forum Website (Project's page)	<a href="http://www.yes-forum.eu/projects/detail/">http://www.yes-forum.eu/projects/detail/</a>	01/01/2017	Website	50	0	500	100	50	50	0	0	50	
26	First UK NPPN meeting held	Manchester, UK	16/01/2017	Organising a workshop			10		1					
27	Department for Event's Preventing Extremism and Radicalisation in Education Conference	Manchester, UK	17/01/2017	Participation at a conference	20	10			30					
28	Online presentation of Promise project (in Italian)	<a href="http://www.iprs.it/progetti/promise-promoting-youth-involvement-and-social-engagement/">http://www.iprs.it/progetti/promise-promoting-youth-involvement-and-social-engagement/</a>	02/02/2017	Website										



No.	Name of event	Location	Dates (dd/mm/yyyy)	Dissemination type	Audience (numbers)								
					Scientific community	Industry	Civil society	General public	Policy makers	Media	Investors	Customers	Other
29	Online information about PROMISE kick-off meeting	<a href="https://www.facebook.com/Istituto-Psicoanalitico-per-le-Ricerche-Sociali-278242335585642/">https://www.facebook.com/Istituto-Psicoanalitico-per-le-Ricerche-Sociali-278242335585642/</a>	08/02/2017	Social media	8	0	20	60	1	2	0	0	10
30	16th Scientific Forum of the UCP Centre for Studies in Human Development	Porto, Portugal	13/02/2017	Pitch event	50								
31	FYRN website (Project webpage)	<a href="http://www.nuorisotutkimusseura.fi/hankeet/promise">http://www.nuorisotutkimusseura.fi/hankeet/promise</a>	15/02/2017	Website	100		200	500	50	20			
32	Website in Spain	<a href="http://igop.uab.cat/es/promise/">http://igop.uab.cat/es/promise/</a>	15/02/2017	Website									
33	Presentation to the "Humanities" public seminar of the Tallinn University Social and Cultural Anthropology Department	Tallinn, Estonia	16/02/2017	Other	40	2	7	7	0	2	0	0	0
34	YES Forum Website (News article)	Online	27/02/2017	Website	50	0	500	100	50	50	0	0	50
35	<a href="http://kommersant.ru">kommersant.ru</a>	Russia, Online	03/04/2017	Other (Interview to the media)									
36	Online information about PROMISE partners meeting 2 in Rome	<a href="https://www.facebook.com/Istituto-Psicoanalitico-per-le-Ricerche-Sociali-278242335585642/">https://www.facebook.com/Istituto-Psicoanalitico-per-le-Ricerche-Sociali-278242335585642/</a>	06/03/2017	Social media	15	0	50	90	1	3	0	0	20
37	Information about 2nd project meeting PROMISE on Ivo Pilat Institute web	<a href="http://www.pilar.hr/novosti/sve-novosti/20-izdvojeno/862-projekt-promice-2-sastanak-konzorcija-eu-horizon-2020">http://www.pilar.hr/novosti/sve-novosti/20-izdvojeno/862-projekt-promice-2-sastanak-konzorcija-eu-horizon-2020</a>	07/03/2017	Website									
38	Information about 2nd project meeting PROMISE on UCP Porto website	<a href="http://www.fep.porto.ucp.pt/pt/central-noticias/2o-encontro-projecto-promise-roma">http://www.fep.porto.ucp.pt/pt/central-noticias/2o-encontro-projecto-promise-roma</a>	08/03/2017	Website									
39	Presentation at the SIEF2017 (International Society for Ethnology and Folklore) 13th Conference	Göttingen, Germany	26-30/03/2017	Participation at a conference	15	0	0	0	0	0	0	0	0
40	<a href="http://the-village.ru">the-village.ru</a>	Russia, Online	27/03/2017	Other (Interview to the media)									
41	<a href="http://rbk.ru">rbk.ru</a>	Russia, Online	27/03/2017	Other (Interview to the media)									
42	<a href="http://fontanka.ru">fontanka.ru</a>	Russia, Online	27/03/2017	Other (Interview to the media)									
43	<a href="http://openrussia.org">openrussia.org</a>	Russia, Online	28/03/2017	Other (Interview to the media)									
44	Deutscher Jugendhilfetag	Düsseldorf, Germany	29/03/2017	Participation at a conference	20	0	500	100	50	2	0	0	20
45	BBC Russia	Russia, Online	30/03/2017	Other (Interview to the media)									
46	TV channel "St.Petersburg"	Russia	02/04/2017	Other (Interview to the media)									
47	British Sociological Association Annual Conference 2017. Recovering the Social: Personal Troubles as Public Issues	Manchester, UK	05/04/2017	Participation at a conference	15								
48	<a href="http://Lenta.ru">Lenta.ru</a>	Russia, Online	05/04/2017	Other (Interview to the media)									
49	<a href="http://www.dp.ru">www.dp.ru</a>	Russia, Online	09/04/2017	Other (Interview to the media)									
50	XVIII April International Academic Conference On Economic and Social Development	Moscow, Russia	11-14/04/2017	Participation at a conference	1500	0	300	200	100	50	0	0	50
51	<a href="http://IQ.HSE.RU">IQ.HSE.RU</a>	Russia, Online	12/04/2017	Publication in popular press									
52	Tweet - announcement - Croatian NPPN first meeting	<a href="https://twitter.com/franrenata">https://twitter.com/franrenata</a>	19/04/2017	Social media	201								
53	First Croatian NPPN meeting held	Zagreb, HR	20/04/2017	Organising a workshop	5	0	2	0	1	0	0	0	1
54	Tweet about Croatian NPPN first meeting	<a href="https://twitter.com/franrenata">https://twitter.com/franrenata</a>	21/04/2017	Social media	171								
55	XIII Russian academic conference of student and young scholars "The questions of history, archeology, political science and region studies"	Tomsk, Russia	24-26/04/2017	Participation at a conference	50	0	20	50	2	2	0	0	20
56	Online information about NPPN meeting	<a href="https://www.facebook.com/Istituto-Psicoanalitico-per-le-Ricerche-Sociali-278242335585642/">https://www.facebook.com/Istituto-Psicoanalitico-per-le-Ricerche-Sociali-278242335585642/</a>	26/04/2017	Social media	20	0	60	100	2	5	0	0	30
57	First Finland NPPN meeting held	Helsinki, Finland	28/04/2017	Organising a workshop			9						
58	Information about Croatian NPPN and first meeting of NPPN on Ivo Pilar Institute web	<a href="http://www.pilar.hr/novosti/sve-novosti/20-izdvojeno/879-promise-osnivacki-sastanak-nacionalne-mreze-za-javne-politike-i-rad-s-mladima">http://www.pilar.hr/novosti/sve-novosti/20-izdvojeno/879-promise-osnivacki-sastanak-nacionalne-mreze-za-javne-politike-i-rad-s-mladima</a>	29/04/2017	Website									

## 5.5 List of Dissemination activities – ongoing

- PROMISE public website: this was launched on 23.09.16 and is a hub for public information about the project, featuring interactive and engaging information and images, and includes a summary of the project in the main language of each partner country. In future it will include activities and videos, plus PROMISE reports and Policy Briefs, available for download. The website also features regular blogs (via the ‘News Feed’) from the participant countries and invites contributions from researchers, stakeholders and interested project participants. The blogs, in English, are aimed at policymakers across member states, and highlight specific policy areas, with the aim of encouraging policy makers to engage with the researchers in order to discuss policy options and problems. The transnational nature of the blog also encourages interactions between policymakers from across member states and practice level professionals: youth workers, practitioners, educators and NGO’s. This provides a link between the researchers, practitioners, and policy makers in a research-policy-practice synergy enabling a discussion of the intricacies and practicalities of policy in this area. It will also allow policy makers a direct link to young people from across the project partner countries. Innovation capacity will be improved, therefore, via the **sharing of ideas, inspiration and knowledge** between and within the four distinct groups: young people, stakeholder, policy makers and academics.
- Social media: A Twitter account and an Instagram feed have been set up, and project-related posts use a specific hashtag (#H2020PROMISE) to enable users to quickly locate all other posts linked to the project. The team will post regular project updates and news stories. The YouTube channel will become active later in the project to aid the dissemination of the project outputs. These accounts play a key role in promoting engagement as a site for the exchange of knowledge and ideas among project respondents on a peer-to-peer basis. These will be fed with videos, short interviews and extracts from the project’s main events. These accounts are active and partners participate and tweet / update regularly.
- **Links to partners’ institute websites:** several partners are promoting PROMISE on their institute website, and have included a link to the PROMISE public website.
- Through National Policy and Practice Networks (NPPNs)
- Through the European Policy Network (EPN)

## 5.6 List of Dissemination activities – planned

At 30 April 2017, fourteen dissemination events were planned (see table below); two involve organising a conference (in Brussels and St Petersburg), three involve participating in a conference (in Prague and Porto), and one involves a public lecture. Several NPPN meetings are also planned.

No.	Name of event	Location	Dates	Dissemination type
1	YES Forum 2017 Annual Event (Youth Engagement Workshop)	Brussels, Belgium	04/05/2017	Organising a workshop
2	First NPPN meeting in Slovakia	UMB Banská Bystrica	10/05/2017	Organising a workshop
3	Information about 1st Portuguese NPPN PROMISE meeting on UCP Porto website	<a href="http://www.fep.cedh.porto.ucp.pt/en">http://www.fep.cedh.porto.ucp.pt/en</a>	14/05/2017	Website
4	First NPPN meeting in Portugal	Porto, Portugal	15/05/2017	Organising a workshop
5	YES Forum and UNIMAN at the CoE/Eu Youth Partnership, Symposium ‘Youth Policy Responses to the Contemporary Challenges Faced by Young People’	Prague, Czech Republic	13/06/2017	Participation at a conference
6	First NPPN meeting in Spain	Barcelona	15/06/2017	Organising a workshop
7	First Estonian NPPN-1 meeting	Tallinn, Estonia	26/06/2017	Organising a workshop
8	First Estonian NPPN-2 (Seto) meeting	Obinitsa, Estonia	30/06/2017	Organising a workshop
9	1st European Policy Network Meeting organised by YES Forum	Brussels, Belgium	04/07/2017	Organising a conference
10	First NPPN meeting in Germany	Hamburg, Germany	20/07/2017	Organising a workshop
11	I International Conference of Research in Education	Porto, Portugal	19-21/07/2017	Participation at a conference
12	II International Seminar on Education, Community and Human Development	Porto, Portugal	20-21/07/2017	Participation at a conference
13	Urban youth cultures: solidarities, creativity, activism	St. Petersburg, Russia	30/11-01/12/2017	Organising a conference
14	Faculty of Humanities and Social Sciences, University of Zagreb	Zagreb, HR	18/01/2018	Other (public lecture)

- **PROMISE deliverable reports:** those relevant to dissemination have due dates of (months): 24, 32, 34, 35 and 36
- **Policy Briefs:** This series of briefs comprising one from each of the ten countries and one European brief is envisaged as setting out key policy issues from the integrated findings of the national context reports (WP3), the collection of short country reports (National Reports level 2, WP4), and the Individual case study reports from each country (WP6). The series will present policy recommendations collated by key themes providing a cross-WP perspective. To increase awareness of the PROMISE research, results, and implications amongst practitioners across Europe, all Policy Briefs will be published in English, as well as in the main languages of the consortium partners. They will be available for download from the PROMISE public website.
- **National Showcase events** (in each partner country): These events aim to enhance project visibility at country level. Each partner will be responsible for organising a one-day event during month 34. Each national event will also generate a series of **short, engaging ‘guides’ to key issues** raised by young people during the course of the research and at the events, aimed at promoting engagement and social inclusion more widely. These guides will be distributed via the NPPN in each country, and be available for download from the PROMISE public website.
- **Final Pan-European policy conference** (in year 3): This one day conference will present the acquired knowledge and policy implications and discuss them with top-level keynote speakers, stakeholders, young beneficiaries and other experts. We plan to subsidise travel costs for a number of stakeholders and young people who otherwise would be unable to attend. It will be open to young people involved in the project and their representatives, stakeholders, policymakers and invited academics. Young people will use a variety of creative methods to present their findings and to engage interactively with stakeholders. This is likely to include workshops, large group discussions, interactive quizzes, presentation of videos, etc. facilitated by the research teams. The facilitator’s role is primarily to elicit creative thoughts, facilitate debate and provide expert guidance where required. Consortium partners will be responsible for the delivery of all of these dissemination events but will draw on the technical and creative support of stakeholders in the implementation of this activity. The final conference is due to be held in Manchester in month 35. However if during the life of PROMISE a major and relevant international conference is identified (due to be held in spring 2019), we will investigate the potential for holding a PROMISE session within the conference, in order to disseminate to a larger and wider audience.

### 5.7 List of Dissemination activities – potential

- European Association of Social Anthropologists (EASA) <http://www.sapiens.org>
- European Association of Social Anthropologists
- <http://www.easaonline.org> (bi-annual conference; newsletter; journal)
- <https://inomics.com/it/top/sociology-anthropology/conferences> updated information on events in sociology and anthropology
- Conference presentations, e.g.:
  - National Conference on NEET, Istituto Giuseppe Toniolo, Fondazione Cariplo, Università Cattolica del Sacro Cuore, Milan, 3-4 November 2016
  - British Society of Criminology Conference (Sheffield, 4-6 July, 2017)
  - European Society of Criminology conference (2018)
  - IX ISA World Congress of Sociology Power, Violence and Justice: Reflections, Responses and Responsibilities, Toronto, Canada, July 15-21, 2018

- EuroScience Open Forum ESOF, Toulouse, Summer 2018
- We will publish results from PROMISE in non-academic professional journals aimed at practitioners and policy makers, such as: *Criminal Justice Matters* (UK) *Neue Praxis* (Germany).
- We will actively encourage local journalists to write articles in relevant newspapers about the research (and do pieces for television or radio). We are aware that some public media outlets (e.g., *the Guardian* newspaper's 'Society' section in the UK) are highly likely to have an audience within the policy and practice community, and will therefore target these specifically.
- We will respond to enquiries from the media, and will use press-releases and 'exclusives' with particular newspapers or radio/television networks in order increase control over how policy recommendations are expressed. We will aim to have at least four publications in non-academic professional journals; and to have at least twenty references to our research findings in national press, radio, television and digital media.
- Where possible, partners will endeavor to develop a network of contacts among the press and media such that, whenever some event happens involving some kind of "atypical/conflictive practices" among young people, the PROMISE project could be a source for a reasonable informed debate.
- We will seek input from all channels of the European Commission, with regards to dissemination and exploitation of the results.
- Publications in peer-reviewed journals, for example:
  - *Journal of Contemporary European Studies*
  - *Sociology*
  - *European Journal of Criminology*
  - *Sociological Review*
  - *Journal of youth studies*
- Publications in edited volumes, e.g. through:
  - Palgrave
  - Routledge
  - Policy Press
  - Edward Elgar
- Cascais (Portugal) - European Youth Capital (EYC) for 2018
- European Youth Event (EYE) in the European Parliament
- Disseminate through other projects, e.g. STYLE, CUPESSE, MYWEB, YOUNEX
- Feed into 2010-18 EU Youth Strategy's objective "encouraging young people to actively participate in society"
- Interact with European Youth Forum

**PROMISE** is a collaborative research project involving 12 partners in 10 countries.



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**For more information** Please see the website: [www.promise.manchester.ac.uk/en/home-page/](http://www.promise.manchester.ac.uk/en/home-page/)  
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