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Monitoring and Detecting Online Hate Speech

D1.1: Dissemination Plan

Abstract: This document describes the activities that formulate the project dissemination strategy.

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1. MANDOLA PROJECT OVERVIEW

MANDOLA (Monitoring AND Detecting OnLine hAte speech) is a 24-months project co-funded by the Rights, Equality and Citizenship (REC) Programme of the European Commission. The project is led by the project coordinator FORTH (Foundation for Research and Technology – Hellas) in a consortium of Aconite Internet Solutions (Ireland), the International Cyber Investigation Training Academy (Bulgaria), Inthemis (France), the Autonomous University of Madrid (Spain), the University of Cyprus (Cyprus) and the University of Montpellier (France).

MANDOLA aims at improving the public understanding of how on-line hate speech prevails and spreads. The project also aims at empowering ordinary citizens to monitor and report hate speech. MANDOLA's objectives are:

- To monitor the spread and penetration of on-line hate-related speech in EU member states using a big-data approach, while investigating the possibility to distinguish between the potentially illegal hate-related speech and non-illegal hate-related speech;
- To provide policy makers with information that can be used to promote policies for mitigating the spread of on-line hate speech;
- To provide ordinary citizens with useful tools that can help them deal with on-line hate speech irrespective of whether they are bystanders or victims;
- To transfer best practices among member states.

The MANDOLA project addresses the two major difficulties in dealing with on-line hate speech: lack of reliable data and poor awareness on how to deal with the issue. Although in general on-line hate speech seems to be on the rise, it is not clear which member states seem to be suffering most. It is not even clear which kind of on-line hate speech (e.g. homophobia? Xenophobia?) is on the rise. Moreover, the available data generally do not distinguish between illegal or potentially illegal hate content and harmful but not illegal hate content. The different legal systems in various member states make it difficult for ordinary people to make such a distinction. It is even more difficult for citizens to know how to deal with potentially illegal hate content and to know how to behave when facing harmful but not illegal hate content. Without reliable data it is very difficult to make reliable decisions and push policies to the appropriate level.

The project has two main innovative aspects. The first is the extensive use of IT and big data to study and report on-line hate speech, and the second is the research on the possibility to make clear distinction between legal and potentially illegal content taking into account the variations between EU member states legislation.

MANDOLA is serving: (i) policy makers - who will have up-to-date on-line hate speech-related information that can be used to create enlightened policy in the field; (ii) ordinary citizens - who will have a better understanding of what on-line hate speech is and how it evolves, will be provided with information for recognising legal and illegal on-line hate-speech and will know what to do when they encounter illegal on-line hate; and (iii) witnesses of on-line hate speech incidents - who will have the possibility to report hate speech anonymously.

In order to achieve the set up objectives the project envisages several activities:

- An analysis of the legislation of illegal hate-speech at national, European, and international level will be conducted.
- The legal and ethical framework on privacy, personal data and protection of other fundamental rights will be identified and analyzed in order to implement adequate safeguards during research and in the system to be developed.
- A monitoring dashboard will be developed. It will identify and visualize cases of on-line hate-related speech via social media (such as Twitter) and the Web (such as Google).
- A multi-lingual corpus of hate-related speech will be created based on the collected data. It will be used to define queries in order to identify Web pages that may contain hate-related speech and to filter the tweets during the pre-processing phase. The vocabulary will be developed with the support of social scientists and enhanced by the Hatebase (<http://www.hatebase.org/>).
- A reporting portal will be developed in accordance with all legal and ethical requirements. It will allow Internet users to report potentially illegal hate-related speech material and criminal activities they have noticed on the Internet.
- A smartphone application will be developed. It will allow anonymous reporting of potentially hate-related speech materials noticed on the Web and in social media.
- A Frequently Asked Questions document will be created and disseminated. The FAQ document will answer questions like: What is on-line hate speech? Which forms are legal and which - potentially illegal? What can Internet Service Providers do? What can users do if they encounter a hateful video, blog, group in Facebook or similar networking site, receive a hate e-mail or come across a hate-related web site? What can they do if they become target of hate-related comments on-line? How to protect themselves and their children in social networks? The FAQ document will be disseminated via the project portal and the smart-phone app.
- A network of National Liaison Officers (NLOs) of the participating member states will be created. They will act as contact persons for their country and will exchange best practices and information. They will also support the project and its activities with legal and technical expertise when needed.
- Landscape and gap analysis. Some countries still do not have sufficient methods or structures to handle complaints or reports about hate speech. That is why a

landscape of current responses to hate speech across Europe will be developed and Best Practices Guide for responding to on-line hate speech for Internet industry in Europe will be created and disseminated. A comprehensive survey among key stakeholders - major Internet Service Providers and Law Enforcement will be conducted. They will identify the key challenges and best practices in responding to hate speech trans-nationally.

1.1. Dissemination Within Project Context

In order to ensure all this, efficient communication and dissemination tools need to be employed. The approach demands good consideration of the characteristics of the target groups and good planning which will assure that the project communication activities will be tailored to the needs of the various target audiences.

The communication tools used will be adjusted according to the needs of the project partners, as will be the languages used. The project will be disseminated nationally and on European level. Each partner will participate in the definition of the target groups for a coordinated dissemination. Good communication of the project towards the target groups and the general public will thus be ensured through relevant and diversified project materials.

2. COMMUNICATION AND DISSEMINATION STRATEGY

2.1. Goals and Objectives

The overall goal of MANDOLA project dissemination strategy is to ensure wide reaching impact, uptake and use of project deliverables among identified stakeholders. It must therefore be guaranteed that the project activities and materials are extensively disseminated and promoted within the communities, widely announced via appropriate channels, and fully grasped by the targeted stakeholders.

The objectives of the dissemination strategy are:

- To effectively disseminate project goals, activities and findings, promoting networking and wide impact creation.
- To disseminate techniques and results of the project to the public and interested stakeholders.
- To identify relevant stakeholders and initiatives to share knowledge, experiences and best practices.
- To perform communication activities to promote the project to Internet industry, users, NGO, victim support services, academia and law enforcement.
- To deliver presentations and write publications at policy and scientific levels.
- To support user community and raise awareness in the broader European area of the relevance of the issues.
- To promote widespread adoption of the technology developments and support the reporting structures developed by the project.

2.2. Dissemination Plan

To put the whole dissemination work in perspective, we present the current Dissemination Plan (deliverable D1.1) which will guide the work and serve as a benchmark for the evaluation of the success of the dissemination activities. All dissemination activities - planned and already implemented are included in the Dissemination Plan. It will be used as a basis for the development of the midterm and final dissemination reports.

The current Dissemination Plan is prepared under the management of the International Cyber Investigation Training Academy and with the involvement of all project partners.

2.3. Partners' Roles

Dissemination activities are part of Workstream 1 "Awareness and Dissemination" and are meant to prolong throughout the whole project duration. Partner organizations will share

communication and dissemination tasks and will actively participate in all activities. ICITA being the leading partner of Workstream 1 will coordinate all communication activities. ICITA will also lead the task “Dissemination in Traditional Media” (WS 1.1). The project coordinator FORTH will lead the tasks “Dissemination in On-line Media” (WS 1.2) and “Advisory Board” (WS 1.3).

All project members have contributed to the diary of dissemination activities by recording information about individual contributions to events, conferences, workshops, media activities, etc. where the objectives of MANDOLA project have been/will be publicised and presented. (See Annex 1) Consortium members have also actively participated in discussion of the initial dissemination activities such as the identification of dissemination opportunities in their countries / domains of expertise.

2.4. Internal and External Communication

The MANDOLA dissemination strategy covers both internal and external communication and dissemination.

For internal purposes, this dissemination strategy provides members of the MANDOLA consortium with an effective and efficient blueprint to follow in disseminating the work and results of the project. Internal communication will itself be conducted via email, video-conferencing, periodic face-to-face meetings. Shared documents (including administrative project documents, reports and publications) are stored in OwnCloud, giving all partners access at all times. The project website has both internal and external audiences in mind.

External communication will be implemented by a set of tools: project website, media communications - targeting printed, electronic and Internet media, dissemination of press releases, social media, and participation in different events - conferences, forums, workshops, etc.

Any dissemination activities and publications in the project will acknowledge the Rights, Equality and Citizenship (REC) Programme of the European Commission funding.

3. TARGET GROUPS

Based on the MANDOLA project goals and target groups, we have defined a list of stakeholders that should be included in the current dissemination plan and reached via communication tools and channels, defined in Chapter 4. Dissemination Approach.

| Stakeholders | Why to be reached |
|---|---|
| Policy makers | <ul style="list-style-type: none">- To inform them about the policy issues addressed by the project.- To engage them in a dialogue about the on-line hate speech.- To invite them to consider recommendations made by the project. |
| ICT industry, i.e. Internet Service Providers | <ul style="list-style-type: none">- To inform them about the findings made by the project.- To invite them to consider recommendations made by the project.- To engage them in mitigating on-line hate speech activities and updating corporate policies. |
| Law enforcement agencies, magistrates | <ul style="list-style-type: none">- To inform them about the latest updates in on-line hate speech policies and legal frameworks.- To equip them with knowledge to recognize legal and illegal on-line hate speech. |
| Academic and research organizations | <ul style="list-style-type: none">- To encourage them to conduct further research in regard to on-line hate speech. |
| NGOs | <ul style="list-style-type: none">- To encourage them to lobby policy-makers to consider the findings, made by the project. |
| Ordinary citizens | <ul style="list-style-type: none">- To raise awareness of what on-line hate speech is and how it evolves.- To equip them with knowledge to recognize legal and illegal on-line hate speech.- To make them known how to encounter illegal hate speech. |
| Witnesses of on-line hate speech incidents | <ul style="list-style-type: none">- To inform them how to report hate speech anonymously. |

| Stakeholders | Why to be reached |
|------------------|--|
| Media | <ul style="list-style-type: none">- To inform them about the project goals and results.- To make them aware of on-line hate speech related issues.- To encourage them to be more engaged in disseminating and raising public awareness of on-line hate speech. |
| Project partners | <ul style="list-style-type: none">- To be up-to-date with the project progress. |

4. DISSEMINATION APPROACH

In order to reach maximum effectiveness of the dissemination strategy a three-pillar approach based on traditional dissemination, on-line dissemination and External Advisory Board setting up will be used and multiple communication channels will be considered.

4.1. Traditional Dissemination Approach

4.1.1. Project Logo

Definition of common dissemination “images” among all partners, such as the project logo, ensures uniformity of the MANDOLA appearance to third parties. MANDOLA logo and documents templates and have been developed in the first month of the project implementation (Annex 2).

4.1.2. Project Events

Project events are meant to be a tool for internal and external dissemination. Consortium partners will use these events to discuss, present and deliberate project related matters and findings to different stakeholders.

As part of MANDOLA project will be conducted several conferences, workshops and events:

- Kick off meeting of the MANDOLA project. The event was held on October 12, 2015 in Crete, Greece. Participants: 15 representatives of project partners.
- Periodic project meetings - every 4 month (6 meetings as total). One meeting was already held on the February 11, 2016 in Cyprus. Participants: 14 representatives of project partners.
- MANDOLA workshop
- Ethics Committee meetings (2 meetings)

Outcome measure: number of events conducted, number of participants, range of stakeholders represented, participant feedback.

4.1.3. Presentations at External Events

Conferences are means of developing national, European and international connections with different stakeholders and engaging in a direct, face-to-face communications and discourse. The consortium partners will prepare and deliver papers, slide show presentations and lectures at seminars and will organize booths at relevant events and selected European and international conferences in order to give high visibility to the project. A list of conferences to be targeted will be developed throughout the course of the project, with the aim of achieving a good disciplinary and national spread.

Outcome measure: number of conference papers and presentations, number of events, type and size of events, event attendance.

4.1.4. Media Communications

Media communications are key factor to elicit participation and generate interest in MANDOLA project. The current dissemination strategy targets all kind of media in all project partners' countries:

- **Printed** - newspapers, magazines, journals, etc.
- **Electronic** - radio and TV
- **Internet** - news websites, news agencies, etc.

Media will be reached by direct communication and by periodically developed and disseminated press releases.

- **Press Releases**

Press releases will be developed and disseminated for the key stages of the project implementation: project start, project end, on completion of specific project milestones and deliverables. They will be issued in English and translated in partners' national languages and distributed to key national and European media and other stakeholders. The first press release, announcing the project start was disseminated on December 16, 2016. (Annex 3)

Media monitoring and media clipping will be developed in order to evaluate the media communications and media coverage.

Outcome measure: number of press releases circulated, number of media communications issued, number published, media interviews, geographical scope and range of publication, media used, size of distribution list.

- **Publications in Scientific Journals**

Scientific journal articles are a resilient and broad-based dissemination tool. They will be main target for publication as they attract numerous scientists and practitioners in the field. The project aims to have journal publications in the later steps of the project to reach a broader audience. These will ensure that MANDOLA has a long-lasting impact beyond the project duration, particularly in relation to academic discourse in the area.

Outcome measure: number of journal reports and scientific articles submitted and published, type of journal (industry, academic), journal impact factor (although these vary considerably by field) and circulation.

- **Articles in the Popular Press**

The project partners will seek out opportunities to publish articles in popular magazines or newspapers that help with the promotion of the project. This is in addition to all the articles submitted, and published, to scientific journals, and the goal is to reach a broader audience.

Outcome measure: number of articles submitted and published, type of press, press impact factor and circulation.

4.1.5. Direct Marketing

One of the primary means of stakeholder outreach in MANDOLA will be via e-mail to inform interested parties about events and activities.

Outcome measure: numbers of outgoing and incoming e-mails, expansion of network of contacts, requests for information received.

4.2. Online Dissemination Approach

4.2.1. MANDOLA Project Website

The project website is meant to be an effective tool for making project results and the latest developments available to interested third parties, as well as creating a place for project partners to share information and news. It will also contain a wealth of information about the on-line hate speech legal framework. The flagship publication will be the Frequently Asked Questions on “Responding to on-line hate speech”.

By the time of the Dissemination Plan development the project website is already developed and available at <http://mandola-project.eu>. It includes information about the project, the project partners, access to all project deliverables, publications and articles, presentations and is linked to Facebook, Twitter, Digg it!, Reddit, Delicious and StumbleUpon. The website is constantly updated in order to reflect the project evolution. (Annex 4)

Outcome measure: website hits, page views, deliverable/document downloads, comments received, requests for information received.

4.2.2. Social Media

Online social networks are another potentially useful dissemination tool and channel. We have created online presence on social networking sites such as Facebook, Twitter and LinkedIn, and we will use them to disseminate the results of the projects to our community. (Annex 5)

Outcome measure: number of members/followers, network page views, page comments, mentions, shares, re-tweets.

4.2.3. Project Partners’ Websites

Project partners will upload periodically information about key project stages, milestones and deliverables on their websites. (Annex 6)

Outcome measure: website hits, page views, requests for information received.

4.2.4. Smartphone App

MANDOLA will develop an awareness raising and reporting app for smartphones and tablets that will be used by citizens to report hate-related on-line speech. The same app will be used as an awareness vehicle to push hate-speech-related awareness information to users. Indeed, users will periodically receive (push-based) updates and information about on-line hate-related speech in their countries. Such updates will consist of small easy-to-digest information that will keep users in the loop.

Outcome measure: number of downloads, number of information updates.

4.3. External Advisory Board

To further enhance the impact and the dissemination of the project's ideas as well as to foster dialogue and debate, the project will form an External Advisory Board (EAB). The progress and the results of the project as well as new ideas will be discussed on EAB meetings in order to receive valuable feedback and market guidelines. The EAB will play an important role in the promotion of the developed technologies and tools. It will also serve as a source of expertise that could be summoned in a short notice. Two meetings will be conducted during the project implementation.

Outcome measure: number of events conducted, number of participants, range of stakeholders represented.

5. MAPPING OF TOOLS TO STAKEHOLDERS

The following table outlines the main dissemination and communication tools that will be used to reach the already defined stakeholders. Therefore, as project deliverables become available or as events are undertaken, the project partners will consider which stakeholder groups the deliverable or event is most applicable to and will publicise the activity using those means.

| Stakeholder | Dissemination and Communication Tools |
|---|--|
| Policy makers | <ul style="list-style-type: none"> - Project events - Presentations at external events - Media communications - Publications in popular press - Project website - Project partners' websites - Social media - External Advisory Board |
| ICT industry, i.e. Internet Service Providers | <ul style="list-style-type: none"> - Project events - Presentations at external events - Media communications - Publications in popular press - Direct marketing - Project website - Project partners' websites - Social media - External Advisory Board |
| Law enforcement agencies, magistrates | <ul style="list-style-type: none"> - Project events - Presentations at external events - Media communications - Publications in popular press - Direct marketing - Project website - Project partners' websites - Social media - External Advisory Board |
| Academic and research organizations | <ul style="list-style-type: none"> - Project events - Presentations at external events - Media communications - Publications in popular press - Publications in scientific journals - Direct marketing - Project website - Project partners' websites - Social media - External Advisory Board |

| Stakeholder | Dissemination and Communication Tools |
|--|---|
| NGOs | <ul style="list-style-type: none"> - Presentations at external events - Media communications - Publications in popular press - Direct marketing - Project website - Project partners' websites - Social media - External Advisory Board |
| Ordinary citizens | <ul style="list-style-type: none"> - Media communications - Publications in popular press - Project website - Project partners' websites - Social media - Smartphone App |
| Witnesses of on-line hate speech incidents | <ul style="list-style-type: none"> - Media communications - Publications in popular press - Project website - Project partners' websites - Social media - Smartphone App |
| Media | <ul style="list-style-type: none"> - Presentations at external events - Media communications - Press releases - Direct marketing - Project website - Project partners' websites - Social media - Smartphone App |
| Project partners | <ul style="list-style-type: none"> - Project events - Press releases - Direct marketing - Project website - Social media |

6. CONCLUSION

This Dissemination Plan provides the MANDOLA project with a solid framework for the implementation of its dissemination activities. As the project implementation work progresses the plan could be updated in order to answer the current demands of the project.

MANDOLA poses particular challenges for effective dissemination, given the variety of stakeholders involved. However, all the project partners are experienced in different project implementation and realising successful dissemination strategies.

ANNEX 1: DISSEMINATION ACTIVITIES BY PARTNERS

The table includes the project dissemination activities planned by the partners. It will be updated periodically and disseminated to all project partners.

| Partner | Planned Dates/Period | Type/Name/Topic | Place | Type of Participation (i.e. speaker, moderator, exhibitor) | Type of Audience | Size of Audience | Countries Addressed | Goals and Objectives | Expected Results |
|--|----------------------|--|-----------|---|--|------------------|---------------------|--|--|
| Events (Project events, Conferences, Forums, Trainings, Workshops, Webinars, etc.) | | | | | | | | | |
| FORTH | November 2015 | Kick off meeting of the MANDOLA project | Brussels | Attendee | Other funded projects from the same agency | 15 | European countries | Management activities of the project, internal communication | Discussed project administration issues |
| University of Cyprus | 26/01/2016 | Trustworthy Cloud Computing - Security and Trust in Cloud Computing Services | Cyprus | Speaker | Research, Industrial, end-users | 80 | Cyprus | Security, Privacy and Trust Data in Cloud Computing interdisciplinary event, to inform people about how secure is our data in cloud infrastructures; a collaboration event | Information about MANDOLA project disseminated |
| FORTH | March 2016 | Presentation of | Heraklion | Participant | Other | 15 | Two (Cyprus, | Identify | Identified |

| Partner | Planned Dates/Period | Type/Name/Topic | Place | Type of Participation (i.e. speaker, moderator, exhibitor) | Type of Audience | Size of Audience | Countries Addressed | Goals and Objectives | Expected Results |
|------------|----------------------|--|-------------------------|--|---|------------------|---------------------|--|---|
| | | MANDOLA in other related project events (SAFELINE seminar) | | | funded projects and national LEAs | | Greece) | potential synergies | potential synergies |
| FORTH | September 2016 | Organisation of the 1st EAB meeting | TBD (probably Brussels) | Host and speaker | Stakeholders from industry and academia | 20 | European countries | Identify ways of collaboration with other projects and stakeholders and share best practices | New stakeholders identified |
| FORTH | September 2017 | Organisation of the 2nd EAB meeting | TBD (probably Brussels) | Host and speaker | Stakeholders from industry and academia | 20 | European countries | Identify ways of collaboration with other projects and stakeholders and share best practices | New stakeholders identified |
| FORTH | Ongoing | Identify appropriate conferences and journals to present project's outcomes and findings | N/A | Speaker/participant | Industry and academia | N/A | International | Further disseminate project's results | The project results and findings disseminated |
| University | October | Conference: | Montpellier | Speaker, | Public and | 120 | European | Invite European | Better |

| Partner | Planned Dates/Period | Type/Name/Topic | Place | Type of Participation (i.e. speaker, moderator, exhibitor) | Type of Audience | Size of Audience | Countries Addressed | Goals and Objectives | Expected Results |
|---------------------------|----------------------|--|------------|--|------------------------------------|------------------|---------------------|--|---|
| of Montpellier | 2016 | What responses to the problems posed by hatred, xenophobia, radicalization terrorism on the Internet in general and social networks in particular. | University | moderator | private institutions, associations | | countries | experts to discuss troublesome conducts on the Internet such as Cyberterrorism, Radicalisation and specially Hate speech. To explain the results expected and achieved with the project MANDOLA. To discuss European judicial responses to improve | knowledge of legal issues raised by the fight against hate speech in Europe. To share and exchange best practices with European partners. To discuss prospective solutions. |
| University of Montpellier | January 2016 | World Forum on Cybercrime/ Presentation of the project MANDOLA by Mr JOMNI | Lille | Speaker | Cybersec and cybercrime experts | 50 | International | To exhibit an example of a European cooperation project on Cybersecurity. | To bring awareness on MANDOLA project |
| University of Montpellier | June 2016 | Training on Cybercrime for French judges | Paris | Attendee | Magistrates | 30 | France | Training workshop of the French | Provide Magistrates with relevant |

| Partner | Planned Dates/Period | Type/Name/Topic | Place | Type of Participation (i.e. speaker, moderator, exhibitor) | Type of Audience | Size of Audience | Countries Addressed | Goals and Objectives | Expected Results |
|---------|----------------------|--|------------------|--|--------------------------------------|------------------|---------------------|---|--|
| | | (organized annually by the National School of Magistrates). | | | | | | Magistrates To explain to them the problems of the cybercriminality and the various forms of hatred, xenophobia and cyberterrorism on the Internet A chapter will be devoted to hate speech on the Internet and we will take the opportunity to sensitize Judges on the topic | information on these criminal behavior on the Internet |
| ICITA | 12/05/2016 | The project was presented during the Open Cyber Security Day | Shumen, Bulgaria | Speaker | End users, Students | Over 450 | Bulgaria | To provide information about the project | Information about MANDOLA project disseminated |
| ICITA | April and May 2016 | Training Camps for Prosecutors and Judges | Bulgaria | Speaker / Organizer | Prosecutors, Judges, Law-enforcement | 80 | Bulgaria | ICITA conducted two training camps for more than 80 representatives | Information about MANDOLA project disseminated |

| Partner | Planned Dates/Period | Type/Name/Topic | Place | Type of Participation (i.e. speaker, moderator, exhibitor) | Type of Audience | Size of Audience | Countries Addressed | Goals and Objectives | Expected Results |
|---------|----------------------|-----------------|-------|--|------------------|------------------|---------------------|---|------------------|
| | | | | | | | | from Regional, District and Appellate Courts and Prosecution Offices in Bulgaria. The main topic was: techniques for conducting a cybercrime investigation and prosecution, but also the groups discussed problems such as: online hate speech and the lack of reliable data and poor awareness on how to qualify such cases, personal data protection, crypto currencies and virtual money, etc. | |

| Partner | Planned Dates/Period | Type/Name/Topic | Place | Type of Participation (i.e. speaker, moderator, exhibitor) | Type of Audience | Size of Audience | Countries Addressed | Goals and Objectives | Expected Results |
|---------|-----------------------|---|-----------------|--|--|------------------|---------------------|---|--|
| ICITA | April 2016 | Public lecture for students | Sofia, Bulgaria | Moderator | Students | 100 | Bulgaria | The focus of the event was the Internet threats to which the youngsters are exposed - such as cyber bullying, sexual exploitation of kids online, harmful and illegal content, online hate speech etc. | Information about MANDOLA project disseminated |
| ICITA | June and October 2016 | Trainings for Heads of Departments from National Revenue Agency | Sofia, Bulgaria | Speaker / Organizer | National Revenue Agency of Bulgaria – Heads of Departments | 100 | Bulgaria | The participants in the seminar were Heads of Departments and Units from the local offices of NRA. They were introduced to the latest trends and risks related to information security; crypto currencies and | Information about MANDOLA project disseminated |

| Partner | Planned Dates/Period | Type/Name/Topic | Place | Type of Participation (i.e. speaker, moderator, exhibitor) | Type of Audience | Size of Audience | Countries Addressed | Goals and Objectives | Expected Results |
|---|----------------------|---|-------|--|--------------------------|-------------------------|---------------------|--|---|
| | | | | | | | | virtual money; illegal content and online hate speech. | |
| Press Releases | | | | | | | | | |
| ICITA | December 2015 | Press Release: MANDOLA: The Latest Transnational Innovative Approach on Monitoring AND Detecting OnLine hAte speech | Sofia | Author | Media, project partners, | Over 30 different media | European countries | To present the project to the public | The project - presented to the general public; Publications of the press release Media interest to the project followed by media participations |
| ICITA | 2017 | Press Release: for the project end | Sofia | Author | Media, project partners, | Over 30 different media | European countries | To present the project results | The project - presented to the general public; Publications of the press release Media interest to the project followed by media participations |
| Printed Media (Newspapers, Magazines, Journals, etc.) | | | | | | | | | |

| Partner | Planned Dates/Period | Type/Name/Topic | Place | Type of Participation (i.e. speaker, moderator, exhibitor) | Type of Audience | Size of Audience | Countries Addressed | Goals and Objectives | Expected Results |
|---------------------------------|----------------------|---|---|--|---|------------------|---------------------|---|---|
| ICITA | 16/12/2015 | Publication on Technews.bg: A Project Facing Hate Speech Online Has Been Launched /in Bulgarian language/ | Sofia, Technews.bg | Participant | General public, end users | | Bulgaria | To present the project | The project - presented to the general public |
| ICITA | 16/12/2015 | Publication on Klasa.bg: ICITA Involved in Project Consortium Facing Hate Speech Online /in Bulgarian/ | Sofia, klasa.bg | Participant | General public, end users | | Bulgaria | To present the project | The project - presented to the general public |
| University of Cyprus / FORTH | TBA | Publication on ERCIM News (pag 49) | http://www.ercim.eu/temp/EN107-draft.pdf | Authors | Research, and technological communities, Policy makers, Ordinary citizens | N/A | International | Project presentation, visibility, dissemination | Awareness of the project and its objectives |
| Electronic Media (TV and Radio) | | | | | | | | | |
| ICITA | 18/12/2015 | Interview on Radio Sofia: A | Sofia, Radio BNR, | Participant | General public, end | | Bulgaria | To present the project | The project - presented to the |

| Partner | Planned Dates/Period | Type/Name/Topic | Place | Type of Participation (i.e. speaker, moderator, exhibitor) | Type of Audience | Size of Audience | Countries Addressed | Goals and Objectives | Expected Results |
|---------|----------------------|---|---|--|---------------------------|------------------|---------------------|--------------------------------------|---|
| | | Dashboard Will Show the Spread of Hate Speech Online /in Bulgarian/ | http://bnr.bg/sofia/post/100639157/karta-shte-pokazva-onlain-geografskite-tochki-s-ezik-na-omrazata | | users | | | | general public |
| ICITA | 31 December 2015 | Interview on BulgariaOnAir /in Bulgarian/ | BulgariaOn Air, http://www.bgonair.bg/temida/2015-12-31/kakvo-e-rech-na-omrazata | Participant | General public, end users | | Bulgaria | To present the project | The project - presented to the general public |
| ICITA | 26 July 2016 | Interview on TV Europa /in Bulgarian/ | http://www.tvevropa.com/bg/news/entertainment/view/117077 | Participant | General public, end users | | Bulgaria | Filtering of content on social media | |
| ICITA | 29 June 2016 | Interview on BulgariaON Air | http://www.bgonair | Participant | General public, end | | Bulgaria | Latest cyber security threats | |

| Partner | Planned Dates/Period | Type/Name/ Topic | Place | Type of Participation (i.e. speaker, moderator, exhibitor) | Type of Audience | Size of Audience | Countries Addressed | Goals and Objectives | Expected Results |
|---|----------------------|---|---|--|--|------------------|--------------------------|--|--|
| | | /in Bulgarian/ | bg/direktno/2016-06-28/kakvi-riskove-ima-v-internet | | users | | | and illegal content on Internet | |
| ICITA | 19 August 2016 | Inteview on BiT television /in Bulgarian/ | http://www.bitelevision.com/bi-aj-ti-tragna-posledite-novna-izmama-vav-fejsbuk/ | Speaker | General public, end users | | Bulgaria | Latest fraudulent schemes on social websites and how to report illegal content | |
| Internet Media - News Websites, News Agencies, etc. | | | | | | | | | |
| INTHEMIS | 2016 or 2017 - | Legal publication relating to the PIA of the project and its methodology (possibly combined with the outcomes of the PIA of a | Internet | Author | Legal specialists, general public interested in privacy issues | N/A | French and international | Dissemination of project results and findings | Users following our dissemination activities and gaining more confidence in the reporting of potential illegal content |

| Partner | Planned Dates/Period | Type/Name/Topic | Place | Type of Participation (i.e. speaker, moderator, exhibitor) | Type of Audience | Size of Audience | Countries Addressed | Goals and Objectives | Expected Results |
|--|----------------------|---|---|--|--|------------------|-----------------------|--|--|
| | | former project | | | | | | | |
| Direct Marketing | | | | | | | | | |
| FORTH | October 2015 | Direct mailing | Heraklion | Author | Project partners | 15 | Project partners | Collaboration, internal communication | Project partners informed |
| Social Media (Facebook, Twitter, LinkedIn, etc.) | | | | | | | | | |
| FORTH | October 2015 | MANDOLA Facebook and Twitter accounts | Internet | Author/moderator | Internet users | N/A | International | Dissemination of project results and findings | Users following our dissemination activities |
| FORTH | Ongoing | MANDOLA Facebook and Twitter account | Internet | Author/moderator | Internet users | N/A | International | Dissemination of project results and findings | Users following our dissemination activities |
| INTHEMIS | November 2015 | Mention of the project in the LinkedIn personal profile | LinkedIn | Personal profile | All target groups | More than 600 | International | Information on the project's existence and objective | Users following our dissemination activities |
| University of Cyprus | 10/10/15 | Retweet mandola_Project website | http://linc.ncy.ac.cy/ | Author/moderator | Research, industrial technological communities potential end-users | N/A | Cyprus, international | Project visibility; Online dissemination | Awareness of the project and its objectives |
| Project Website | | | | | | | | | |

| Partner | Planned Dates/Period | Type/Name/Topic | Place | Type of Participation (i.e. speaker, moderator, exhibitor) | Type of Audience | Size of Audience | Countries Addressed | Goals and Objectives | Expected Results |
|---|----------------------|---|----------------|--|-------------------|------------------|---------------------|---|--|
| FORTH | October 2015 | "MANDOLA: Monitoring and Detecting OnLine Hate Speech" | Internet | Author/moderator | All target groups | N/A | International | Dissemination of project results and findings | Users to be informed about project objectives and results |
| FORTH | Ongoing | Periodically update the website and its content | Internet | Author/moderator | All target groups | N/A | International | Dissemination of project results and findings | Users to be informed about project objectives and results |
| INTHEMIS | Unknown | Legal contribution as requested by the leader of the task | Internet | Author/contributor | All target groups | N/A | International | Information on legal issues and progress on legal tasks | Users following our dissemination activities; better knowledge of legal issues and more confidence in the reporting of potential illegal content, which may ease the improvement of the combat against hate. |
| Publication on Project Partners' Websites | | | | | | | | | |
| ICITA | December 2015 | News about the project launch | ICITA website: | Author | All target groups | N/A | International | Project announcement | Project announced |

| Partner | Planned Dates/Period | Type/Name/Topic | Place | Type of Participation (i.e. speaker, moderator, exhibitor) | Type of Audience | Size of Audience | Countries Addressed | Goals and Objectives | Expected Results |
|----------------------|----------------------|--|---|--|--|------------------|-----------------------|--|--|
| | | | http://www.e-crimeacademy.com/International_Cyber_Investigation_Training_Academy_entrants_a_consortium_against_hate_speech-c9-ns551_en.html | | | | | | |
| INTHEMIS | May 2016 | Mention of the project on INTHEMIS's website | Website of INTHEMIS | Author | All target groups | N/A | International | Information on the project's existence and objective | Users following our dissemination activities |
| University of Cyprus | 10/10/15 | Announcement of MANDOLA project | http://linc.ucy.ac.cy/index.php/8-linc/news/175-mandola-project-new | Author/moderator | Research, industrial and technological communities potential end-users | N/A | Cyprus, international | Project visibility Online dissemination | Awareness of the project and its objectives |

| Partner | Planned Dates/Period | Type/Name/Topic | Place | Type of Participation (i.e. speaker, moderator, exhibitor) | Type of Audience | Size of Audience | Countries Addressed | Goals and Objectives | Expected Results |
|---------------------------|---------------------------|---|---|--|--|------------------|-----------------------|--|---|
| University of Cyprus | 12/02/2016 | Announcement of MANDOLA Plenary Meeting in Cyprus | http://linc.uci.ac.cy/index.php/8-linc/news/185-mandola-plenary-ii-cyprus | Author/moderator | Research, industrial and technological communities , potential end-users | N/A | Cyprus, international | Project visibility Online dissemination | Awareness of the project and its objectives |
| University of Montpellier | September 2016-April 2017 | Information about MANDOLA | Montpellier University website | Author/moderator | Public, researcher, students | N/A | International | Dissemination of information about MANDOLA | Information about the project disseminated |

ANNEX 2: PROJECT LOGO



ANNEX 3: PRESS RELEASE



PRESS RELEASE

MANDOLA: The Latest Transnational Innovative Approach on Monitoring AND Detecting OnLine hAte speech

December 16, 2015 - A consortium of seven partners from six countries: FORTH (Foundation for Research and Technology – Hellas), Aconite Internet Solutions (Ireland), the International Cyber Investigation Training Academy (Bulgaria), Inthemis (France), the Autonomous University of Madrid (Spain), the University of Cyprus (Cyprus), and the University of Montpellier (France) announced the launch of the two-year project MANDOLA. MANDOLA is about Monitoring AND Detecting OnLine hAte speech and is co-funded by the Rights, Equality and Citizenship (REC) Programme of the European Commission. The project is led by FORTH.

MANDOLA aims at improving the public understanding of how on-line hate speech prevails and spreads. The project also aims at empowering ordinary citizens to monitor and report hate speech. MANDOLA's objectives are:

- to monitor the spread and penetration of on-line hate-related speech in EU member states using a big-data approach, while investigating the possibility to distinguish between the potentially illegal hate-related speech and non-illegal hate-related speech;
- to provide policy makers with information that can be used to promote policies for mitigating the spread of on-line hate speech;
- to provide ordinary citizens with useful tools that can help them deal with on-line hate speech irrespective of whether they are bystanders or victims;
- to transfer best practices among member states.

The project is serving: (i) policy makers - who will have up-to-date on-line hate speech-related information that can be used to create enlightened policy in the field; (ii) ordinary citizens - who will have a better understanding of what on-line hate speech is and how it evolves, will be provided with information for recognising legal and illegal on-line hate-

speech and will know what to do when they encounter illegal on-line hate; and (iii) witnesses of on-line hate speech incidents - who will have the possibility to report hate speech anonymously.

In order to achieve the set up objectives the project envisages several activities:

- An analysis of the legislation of illegal hate-speech at national, European, and international level will be conducted.
- The legal and ethical framework on privacy, personal data and protection of other fundamental rights will be identified and analysed in order to implement adequate safeguards during research and in the system to be developed.
- A monitoring dashboard will be developed. It will identify and visualise cases of on-line hate-related speech via social media (such as Twitter) and the Web (such as Google).
- A multi-lingual corpus of hate-related speech will be created based on the collected data. It will be used to define queries in order to identify Web pages that may contain hate-related speech and to filter the tweets during the pre-processing phase. The vocabulary will be developed with the support of social scientists and enhanced by the Hatebase (<http://www.hatebase.org/>).
- A reporting portal will be developed. It will allow Internet users to report potentially illegal hate-related speech material and criminal activities they have noticed on the Internet.
- A smart phone application will be developed. It will allow anonymous reporting of potentially hate-related speech materials noticed on the Web and in social media.
- A Frequently Asked Questions document will be created and disseminated. The FAQ document will answer questions like: What is on-line hate speech? Which forms are legal and which - potentially illegal? What can Internet Service Providers do? What can users do if they encounter a hateful video, blog, group in Facebook or similar networking site, receive a hate e-mail or come across a hate-related web site? What can they do if they become target of hate-related comments on-line? How to protect themselves and their children in social networks? The FAQ document will be disseminated via the project portal and the smartphone app.
- A network of National Liaison Officers (NLOs) of the participating member states will be created. They will act as contact persons for their country and will exchange best practices and information. They will also support the project and its activities with legal and technical expertise when needed.
- Landscape and gap analysis. Some countries still do not have sufficient methods or structures to handle complaints or reports about hate speech. That is why a landscape of current responses to hate speech across Europe will be developed and Best Practices Guide for responding to on-line hate speech for Internet industry in Europe will be created and disseminated. A comprehensive survey among key stakeholders - major Internet Service Providers and Law Enforcement

will be conducted. They will identify the key challenges and best practices in responding to hate speech trans-nationally.

The MANDOLA project addresses the two major difficulties in dealing with on-line hate speech: lack of reliable data and poor awareness on how to deal with the issue. Although in general on-line hate speech seems to be on the rise, it is not clear which member states seem to be suffering most. It is not even clear which kind of on-line hate speech is on the rise. Moreover, the available data generally do not distinguish between illegal or potentially illegal hate content and harmful but not illegal hate content. The different legal systems in various member states make it difficult for ordinary people to make such a distinction. It is even more difficult for citizens to know how to deal with potentially illegal hate content and to know how to behave when facing harmful but not illegal hate content. Without reliable data it is very difficult to make reliable decisions and push policies to the appropriate level.

The project has two main innovative aspects. The first is the extensive use of IT and big data to study and report on-line hate, and the second is the research on the possibility to make clear distinction between legal and potentially illegal content taking into account the variations between EU member states legislation.

For more information please check: <http://mandola-project.eu>

Or contact: Albena Spasova

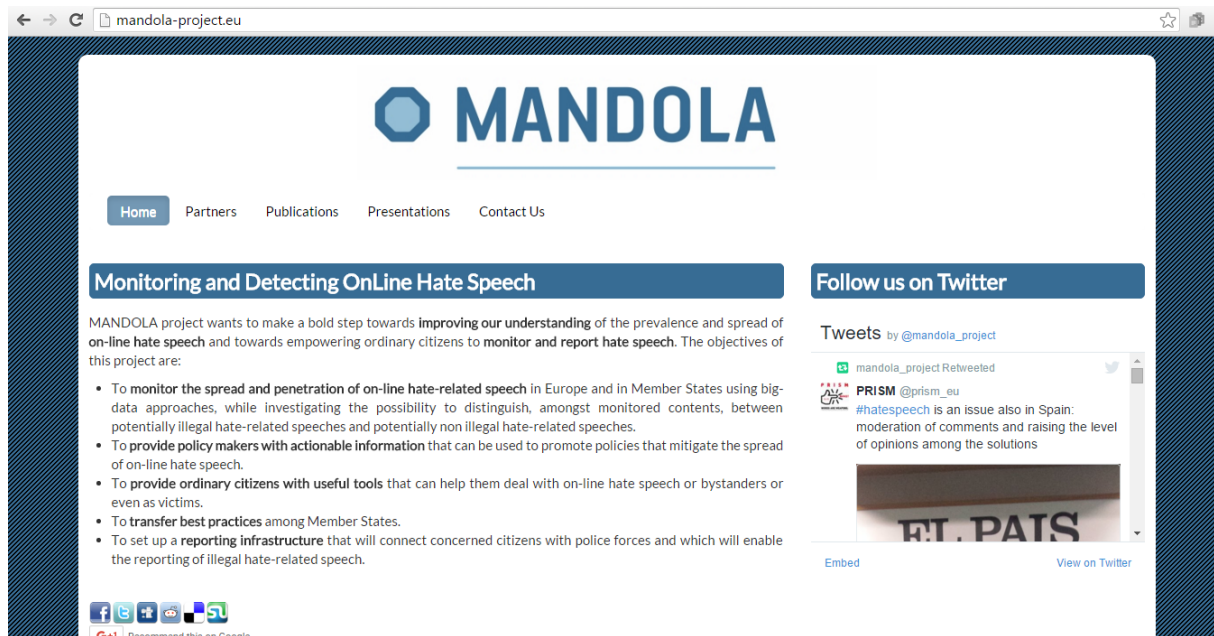
President of the Management Board

International Cyber Investigation Training Academy

Phone: 0035924215855

E-mail: info@e-crimeacademy.com

ANNEX 4: MANDOLA PROJECT WEBSITE



ANNEX 5: SOCIAL MEDIA PRESENCE



ANNEX 6: NEWS ON PROJECT PARTNERS' WEBSITES

The screenshot shows the website of the Institute of Information Technology (ITE) at the Foundation for Research and Technology (FORTH). The page is titled "Distributed Computing Systems Laboratory Funded Projects". It lists several current projects funded by the European Commission:

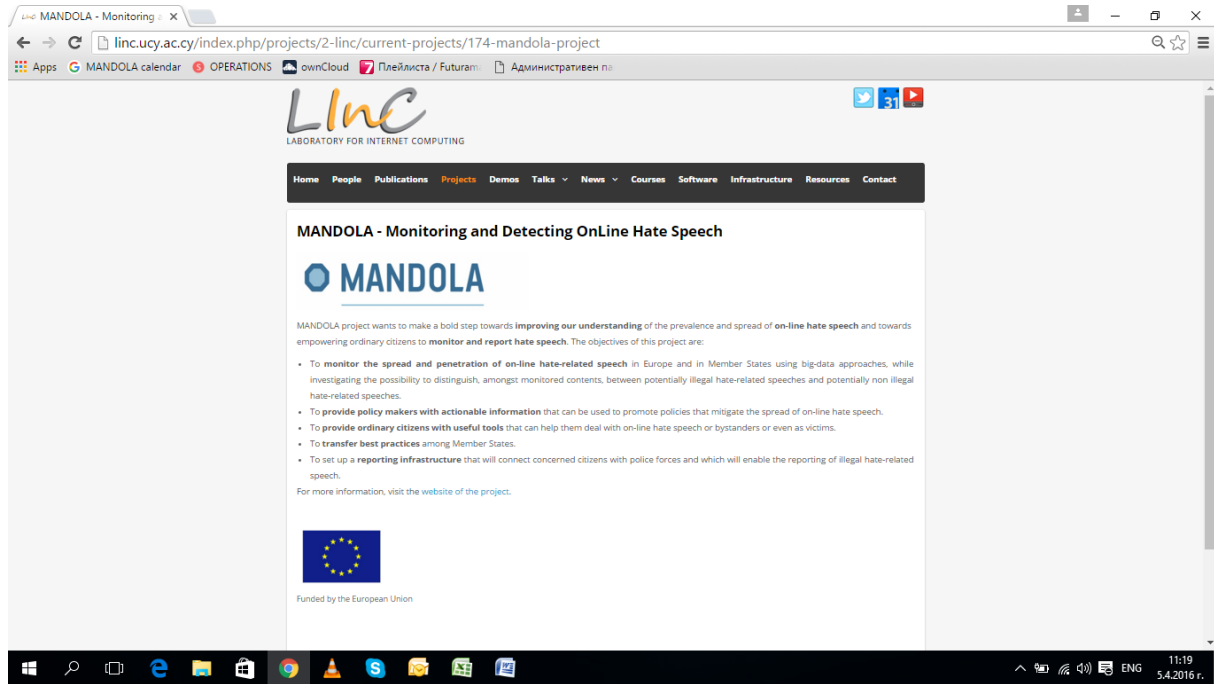
- MANDOLA: Monitoring and Detecting OnLine Hate Speech.** This project is funded by the Rights, Equality and Citizenship (REC) Programme of the European Commission. Duration 2015-2017.
- SENER: Strengthening European Network Centers of Excellence in Cybercrime.** Funded by the European Commission DG HOME. Duration 2016-2018.
- PROTASIS: Restoring Trust in the cyber space: A Systems Security Proposal.** Funded by the European Commission Marie Skłodowska Curie Action RISE. Duration 2016-2020.
- Safer Internet Center Greece: Saferinternet.gr, Help-Line.gr, SafeLine.gr (SIC Greece).** Supported by the European Commission under the Connecting Europe Facility. Duration: 2015-2016.
- SHARCS: Secure Hardware-Software Architectures for Robust Computing Systems.** This project is supported by the European Commission under the Horizon 2020 Program (2014-2020). Duration 2015-2018.
- CyberROAD: Development of the CYBER crime and CYBER terrorism research ROADmap.** Funded by the European Commission. Duration 2014-2016.
- CONNECT2SEA: Supporting European Union and Southeast Asia ICT strategic partnership and policy dialogue: Connecting ICT EU-SEA Research, Development and Innovation Knowledge Networks.** Funded by the European Commission. Duration 2013-2016.
- NECOMA: Nippon-European Cyberdefense-Oriented Multilayer threat Analysis.** Funded by the European Commission and the Japanese Ministry of Internal Affairs and Communications. Duration: 2013-2016.
- GCC: A CyberCrime Center of Excellence for Training, Research and Education in Greece.** Funded by the European Commission. Duration: 2013-2016.
- iSocial: Decentralized Online Social Networks.** Funded by the European Commission. Duration: 2012-2016.

The screenshot shows the website of the International Cyber Investigation Training Academy (ICITA). The page is titled "International Cyber Investigation Training Academy enters a consortium against hate speech". It features a "Latest News" section with the following entries:

- 23.02.2016 - ICITA has started the implementation of SENTER Project
- 18.12.2015 - ICITA developed new training modules
- 18.12.2015 - International Cyber Investigation Training Academy visited the Sofia Vocational High School of Electronics "John Atanasoff"
- 16.12.2015 - International Cyber Investigation Training Academy enters a consortium against hate speech
- 23.11.2015 - ICITA took part in the first conference about Personal Data Security held in Bulgaria
- 20.11.2015 - ICITA took part in International Cyber Security Forum in Brussels
- 05.11.2015 - Does Java has a Dark Side?
- 22.10.2015 - ICITA conducted an IS course for experts from National Revenue Agency

The main headline reads: "International Cyber Investigation Training Academy enters a consortium against hate speech". Below it, the MANDOLA logo is displayed, followed by the text "Monitoring and Detecting Online Hate Speech". A paragraph describes the consortium: "A consortium of seven partners from six countries: FORTH (Foundation for Research and Technology – Hellas), Aconite Internet Solutions (Ireland), the International Cyber Investigation Training Academy (Bulgaria), Inthemis (France), the Autonomous University of Madrid (Spain), the University of Cyprus (Cyprus), and the University of Montpellier (France) announced the launch of the two-year project MANDOLA. MANDOLA is about Monitoring And Detecting OnLine hAte speech and is co-funded by the Rights, Equality and Citizenship (REC) Programme of the European Commission. The project is led by FORTH."

MANDOLA under Projects



MANDOLA under News category

