

# ~~HATE~~ INTO ACTION TRACKERS

## HateTrackers Into Action

### HTIA

### 101131504

### D10 - Final

### Dissemination & Communication plan



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# INTRODUCTION

This dissemination report highlights the results achieved between **Noviembre 2023 and October 2025**. The project was successfully developed in collaboration with a consortium of seven organisations representing five countries: **Italy, Hungary, Spain, Greece, Cyprus, Czech Republic and Lithuania**

Under the guidance of RINOVA the dissemination lead, all seven partners have implemented the project's communication plan, each one adapting it to local cultural contexts and specific project actions. It was also agreed that all social media posts related to the project would include the official hashtag **#hatetrackersproject**, making it easier to find relevant content online.

**We reached in total 309,684 people using different communication channels with local and international communication actions**



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**HATE** INTO ACTION  
**TRACKERS**

# BACKGROUND

Civic activation among young people is increasingly linked to digital media, which provides powerful online spaces for social change. These spaces are essential for democracy and must remain open, safe and inclusive. However, authoritarian trends, fake news, populism and specially hate speech threaten these civic spaces. Online hate speech has grown due to uncontrolled digital environment. Young people play a crucial role in countering hate and intolerance through digital activism. Engaging diverse youth groups, strengthens civic competencies, supports EU values and foster inclusion. The project goal is to build a transnational network of young activist to combat hate speech

## Objectives

- Empower young activist through education, sensitivity training and skills development to combat hate speech and promote equality
- Establish coordinated local groups with shared codes of conduct and blockchain based systems
- Organise mini-campaigns to raise awareness and counter hate speech
- Strengthen participating organizations by sharing best practices and enhancing their capacity for suture initiatives

# Results

As part of the project, the consortium involved 130+ young activist internationally.

<b>HTIA</b>	<b>Expected results as consortium</b>	<b>Achieved results as consortium</b>
<b>Young activists (SGU)</b>	130 members	144 members
<b>Social media posts</b>	210 posts	2506 posts
<b>Web 3.0</b>	1 wallet/blockchain	1 wallet/blockchain
<b>Disseminations events</b>	14 events	17 events
<b>Dissemination on national social media channel</b>	7 disseminations	6 disseminations
<b>Press releases/articles</b>	14 press releases/articles	17 press releases/articles
<b>Website</b>	1000 yearly visits	2600 yearly visits

# COMMUNICATION

## Goals

- Co-create with all partners a common message and transmit it to key audiences
- Allow each partner to adapt content to their own needs (language, local context)
- Involve the maximum number of people and maximize visibility

## Objectives

- Co-create with all partners a common message and transmit it to key audiences
- To disseminate the project objectives and results which should lead to similar actions in other countries, in order to raise awareness, engage stakeholders
- Exploiting our network of contacts and participation at relevant events at the local level, to engage other youth organizations interested in participating in the project

# AUDIENCE

Young activist to participate in the project activities.

To support them in standing up for Human Rights, online and offline.

**Young activist**

**Policy makers**

**Youth organizations**



**General public**

**Media & ICT Industry**

# CHANNELS

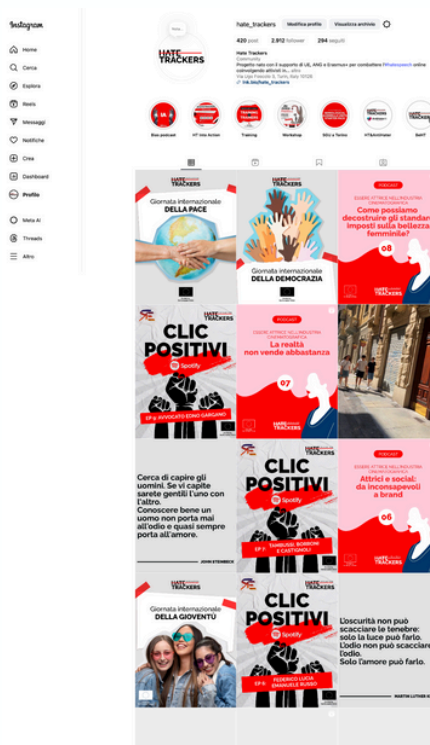
## INTERNATIONAL COMMUNICATION ACTIONS

The communication of the HTIA project has been conducted in English and partner's language, in the following channels:

- Project website: <https://www.hate-trackers.com/intoaction/>
- Project Instagram page: [https://www.instagram.com/hate\\_trackers/](https://www.instagram.com/hate_trackers/)
- Partners own social media channels and website
- HTIA web 3.0 <https://hatetrackers-fe-app-aq62c.ondigitalocean.app/>

## • Hate Trackers Into Action Instagram

HTIA a single account to bring the entire community together in one place, but we use different logos depending on the project and activities. The page has more than 2900 followers. See annex 2 for more matrices



# • Partners' own social media

Through social media we reached with **309,684 people** from our main target group: young activist, youth organizations, policy makers, Media & ICT Industry and general public.

	CIFA	Rinova	Active Youth	Hellenic Youth Participation	Hope For Children	Youth Included	CROMO
	IT	ES	LT	GR	CY	CZ	HR
FB	476	1399	38118	19479	15576	0	5419
X	0	91	0	0	0	0	0
LK	0	4898	1302	0	23499	0	0
YouTube	0	0	0	0	130	0	0
IG	5827	136	7855	91776	39669	3222	1164
Telegram	0	0	0	0	0	46749	0
Website	0	Ongoing	0	0	108	0	0
Blogs/news/articles	0	1008	1643	0	140	0	0

In total, we reached 80,467 people on Facebook.

In total, we reached 29,699 people on LinkedIn.

In total, we reached 91 people on X.

In total, we reached 149,649 people on Instagram.

In total, we reached 130 people on YouTube.

In total, we reached 46,749 people on Telegram.

In total, we reached 2,791 people on blogs/articles/news.

## LOCAL COMMUNICATION ACTIONS

All partners have contacted during these 2 years, local NGOs, associations, foundations or educational institutions

The project actively engaged a wide range of organizations;

- Civil society and NGOs: youth organizations, migration-focused organizations, human rights and community based organizations
- Educational Institutions; schools and universities
- Communities and cultural spaces
- National and Civic Bodies
- Festivals organizers and Public Events

## • Community work

During the course of the project, young activists have been developing material to spread awareness. Some of this material have been published on social media channels and others have been done in house and shared on social media

- ICT Tools against Hate Speech: The #hatetrackersproject online platform serves as an “online safe space” where activists can meet, discuss, train new members, and share their own best practices and solutions to counter this issue also with their peers in the partners’ countries
- Social media material: videos, podcasts, blogs
- Workshops, webinars, community competitions

## • Events

During the last year of the project the partners have **organised events** in order to promote the project, the activities carried out and the material developed.

- **Train of Trainers in Torino September 2024**

Torino hosted over 30 young people who came together to be trained as activist. Participants came from Italy, Cyprus, Greece, Czech Republic, Hungary, Spain and Lithuania



- **Dissemination events**

All partners had to organise two local events. The first event was focused on engaging possible members for the SGU. The second event was to present the final results of the projects; HTIA web 3.0, activities, and social media content developed.

The total number aimed to reach, in all dissemination events, as consortium was approx 560 people.

In total we had more than 14 dissemination events in which we reached more than 40,000 people. Each partners has at least, carried out 2 dissemination events.

# CONCLUSION

In conclusion, the communication strategy for the Hate Trackers project successfully met its initial goals and objectives, reaching over 300,000 **people across the EU**.

The collaboration between the **seven partners** from **Italy, Hungary, Czech Republic, Spain, Greece, Cyprus and Lithuania**, was the key to this success, as they effectively co-created content tailored to their languages and contexts. The most effective channels were the partners' websites, LinkedIn, Facebook and Instagram, where they shared project updates and progress. This approach facilitated the engagement of over **18 dissemination events**, with the final results shared with more than **40,000 people**. A well-balanced mix of online and offline communication was essential in effectively connecting with the target audience in each country.