

**The Europeanisation of Everyday Life:  
Cross-Border Practices and Transnational Identifications  
Among EU and Third-Country Citizens**

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Dissemination Plan

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This document originates from the research project *The Europeanisation of Everyday Life: Cross-Border Practices and Transnational Identities among EU and Third-Country Citizens* (acronym: EUCROSS).

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The research consortium is formed by:

- Università 'G. d'Annunzio' di Chieti-Pescara, Italy (coordinator: Ettore Recchi);
- GESIS–Leibniz Institut für Sozialwissenschaften, Mannheim, Germany (coordinator: Michael Braun);
- Aarhus Universitet, Denmark (coordinator: Adrian Favell);
- IBEI–Institut Barcelona d'Estudis Internacionals, Spain (coordinator: Juan Díez Medrano);
- University of York, United Kingdom (coordinator: Mike Savage);
- Universitatea din Bucuresti, Romania (coordinator: Dumitru Sandu).

The EUCROSS project and this working paper series are coordinated by Ettore Recchi at the Università 'G. d'Annunzio' di Chieti-Pescara.

For additional information: [www.eucross.eu](http://www.eucross.eu).

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## **Executive summary**

This document provides an overview of the dissemination activities of the EUCROSS project to be implemented in line with the rules and practices of FP7. Dissemination activities represent a key factor in pursuing the EUCROSS objective to foster awareness and information on the relevance of cross-border and international activities on the European identity and the legitimacy of the EU.

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***Dissemination Plan***

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**Introduction**

This Dissemination Plan:

- identifies different target groups;
- describes measures and activities to be implemented in order to ensure the largest possible awareness of project objectives and results within such target groups;
- sets a schedule for dissemination;
- lists different opportunities and methods to be taken or implemented, including dissemination tools such as the project website, presentation modules, documents formats etc.

This document represents the D9.2 deliverable of the EUCROSS project delivered at month 6 of the activities. As the initial version of the dissemination plan, it will be updated as the project evolves and the additional activities implemented will be stated in the progress reports of the project and reflected in the Final Dissemination Plan delivered in Month 36 as a part of the EUCROSS final report.

***Project and dissemination objectives***

The primary goal of Activity 8.5 ('The Citizen in the European Union') in the 2010 FP7 Cooperation Work Programme is to explore European citizenship and its relation to identities and practices. In particular, Area 8.5.2 ('Diversities and commonalities in Europe') focuses on understanding the future of Europe on the basis of different cultural and social experiences, taking into account knowledge, attitudes and practices of European citizens and third-country nationals. From a policy point of view, the suggestion is that research is thus needed to assess the impact of the ongoing internationalisation of everyday social practices in Europe on European identity, and consequently tailor local, national and European Union policies that promote a spirit of EU-wide cohesion and commonality.

The EUCROSS project fully addresses these objectives focusing on the whole range of cross-border practices that are experienced by individuals living in the EU, distinguishing three main groups: nationals, EU mobile citizens and third-country nationals. The encompassing chart of physical and virtual cross-bordering carried out by the project will enable the analysis of these effects differentially in various national contexts, and across

age, gender, social class, and cultural distinctions, thus aiding the precise prioritisation of policy support for related interventions.

The EUCROSS dissemination strategy is then aimed at fostering awareness and information on the impact of cross-border and international activities on the European identity and the legitimacy of the EU. The EUCROSS project will deepen empirically-based knowledge of the relationship between practices and identities, and thus offer data to policy-makers wishing to ground their interventions in a more solid foundation about the mechanisms of identification with Europe.

Based on the recognized need to move beyond the one-way model of dissemination in which researchers present their results en bloc as a *fait accompli* at the end of a project, the EUCROSS dissemination strategy gives importance to the dialogue between researchers and the intended beneficiaries of their work (i.e. policy-makers and the public) and sustain that dialogue throughout the lifetime of a project.

### **Target Groups**

EUCROSS contents can and should be of interest to the following dissemination target groups:

- Academic institutions, research centers, think-tanks;
- Journalists and the media;
- National and European policy-makers;
- Stakeholders (i.e. transnationally active individuals, mobile EU citizens, migrants);
- NGOs and interest groups in the field of EU citizens' rights;
- Interested public.

Project's outputs and deliverables have been conceived since the initial phase of the proposal's definition bearing in mind this set of target groups and using two general categories to summarize them:

- academic audience, interested in the project's results but also in the methodological approach and the research tools' development;
- non-academic audience, interested in EUCROSS findings to better understand the reality of today's Europe and as a key to develop policies and civil society initiatives.

### **EUCROSS deliverables and dissemination**

In order to foster awareness and information on EUCROSS contents and findings the following deliverables are foreseen with respect to the two general categories identified:

#### dissemination among academic audience

- an openly distributed dataset on cross-border practices in the EU. Data from both quantitative and qualitative survey will be made available freely to researchers based in EU academic institutions and official research centres for further investigation.

- the EUCROSS working paper series (six titles foreseen). These working papers shall be published on the website and made freely available through open access social science repositories:
  1. State of the art report
  2. Measuring Transnational Behaviours and Identities
  3. Europeanisation and Forms of Mobility
  4. Europeanisation and Globalisation
  5. Europeanisation and Romania
  6. Europeanisation and Turkey.

dissemination among non-academic audience

- three press releases reporting on:
  1. the research issue and the launch of the EUCROSS survey
  2. first results of the EUCROSS and EUMEAN survey
  3. main research findings.
- three policy briefs addressing the key issues of the project and summarizing the basis of research progresses:
  1. Transnational Living in Europe: Policy Issues
  2. Is There a Local-Cosmopolitan Divide among Europeans? Policy Issues
  3. Policy Implications of Cross-Border Practices and Changing Identifications in the EU.
- an EC-dedicated workshop to be held in Chieti-Pescara before the final project report and the final conference where findings of the research will be discussed with the European Commission
- a final conference in Brussels to present the overall results and the final report.

The overall results will be presented in a final report addressing the key issues of the project providing empirically-based answers to the questions and reporting the implementation of the research.

The project website ([www.eucross.eu](http://www.eucross.eu)) has been created with the aim to promote on-line EUCROSS contents and results providing updates on activities, progress and achievements of the project. The website includes functionalities meant to support the internal on-line communication and in its public version presents the objectives of the project, its structure and organization (Workpackages and Deliverables), the partner institutions and the staff involved in each partner unit of the research project. Two other sections (News and Links) of the website are aimed to support discussion and debate on the EUCROSS contents providing spaces to highlight events and news on the project's implementation as well as on general information about the issues of the project (publications, other research, events, institutional and non-institutional initiatives, ...) and links to on-line resources. These two sections are updated by the research teams but are intended to stimulate external contributions. The project site, finally, collects and presents on-line all the EUCROSS deliverables in the Project's Docs section.

***EUCROSS deliverables for dissemination, work-packages and responsible teams***

<b>Del. no.</b>	<b>Deliverable title</b>	<b>Month of delivery</b>	<b>Lead team</b>
D9.1	Opening of project website	Jun 11	UNICH
D2.2	First EUCROSS Working Paper: State of the art report	Sept 11	AU
D9.3	First policy brief ('Transnational Living in Europe: Policy Issues')	Mar 12	UNICH
D9.4	First press release on EUCROSS activities	Mar 12	UNICH
D9.5	2 <sup>nd</sup> EUCROSS Working Paper, tentative title: 'Measuring Transnational Behaviours and Identities'	Sept 12	GESIS
D9.6	Second policy brief ('Is There a Local-Cosmopolitan Divide among Europeans? Policy Issues')	Mar 13	UNICH
D9.7	Second press release on EUCROSS activities	Mar 13	UNICH
D9.8	3 <sup>rd</sup> EUCROSS Working Paper, tentative title: 'Europeanisation and Forms of Mobility'	May 13	UNICH
D9.9	4 <sup>th</sup> EUCROSS Working Paper, tentative title: 'Europeanisation and Globalisation'	May 13	UNİYORK
D9.10	5 <sup>th</sup> EUCROSS Working Paper, tentative title: 'Europeanisation and Romania'	Nov 13	UNIBUCH
D9.11	6 <sup>th</sup> EUCROSS Working Paper, tentative title: 'Europeanisation and Turkey'	Nov 13	GESIS
D9.12	Third policy brief ('Policy Implications of Cross-Border Practices and Changing Identifications in the EU')	Dec 13	IBEI
D9.13	EC-dedicated workshop	Dec 13	UNICH
D9.14	Third press release on EUCROSS activities and findings	Mar 14	UNICH
D9.15	EUCROSS and EUMEAN public datasets	Mar 14	UNICH
D9.16	Final conference	Mar 14	UNICH
D9.17	Final report	Mar 14	UNICH
D9.18	Final website (with all project-generated materials)	Mar 14	UNICH

### ***Dissemination tools***

An EUCROSS presentation leaflet has been produced and made already available on the “Project’s Docs” folder of the public section of website as well as templates for deliverables and project’s presentations.

Policy briefs will be elaborated considering the hints and recommendations of the EC publications dedicated to the communication of research projects funder under the FP7. Documents and links to on-line resources on the matter are available in the “Project’s Docs” folder of the public section of EUCROSS website.

### ***Dissemination activities***

Dissemination is a shared commitment of every member of the consortium considering the allocation of tasks in drafting reports, presentations, briefs, articles and ultimately sections of the final report already agreed or to be agreed for the implementation of the project. The project’s Coordinator is however responsible of dissemination activities as leader of the Workpackage 9 – Dissemination and exploitation.

In view of the best possible exploitation of generated data and communication to the multiple audiences who can gain useful information from the outcomes of the EUCROSS project, dissemination activities will be implemented and monitored through the Project Management Committee formed by the team leaders of the partner institutions. In particular, the validation of deliverables will be accompanied by indications of the PMC on specific communication actions considering the set of dissemination activities listed below.

Actions undertaken will represent updates of this dissemination plan and will be stated in the progress reports of the project and reflected in the Final Dissemination Plan delivered in Month 36 as a part of the EUCROSS final report.

#### **Sharing the research data**

The full datasets of the EUCROSS and EUMEAN surveys will be delivered openly and freely to the research community at the end of the project. Data files shall be transferred to the Datenarchiv für Sozialwissenschaft, a member institution of the Council of European Social Science Data Archives (CESSDA), as well as a branch of GESIS. Any scholar from any credited research/learning institution will be entitled to obtain the data for further research and replicability of results at no cost from the Datenarchiv. The data of the EUCROSS survey will be made available in the form of an SPSS database, while the transcripts of the qualitative EUMEANS interviews shall be released in RTF format.

#### **Academic workshops and conferences**

Research tools and outputs will be presented in academic workshops and conferences through the lifetime of the project. Teams will exchange information on such events to plan a wide coverage of participation assuring the circulation of EUCROSS contents and achievements in the academic audience. The EUCROSS kick-off meeting held in Aarhus has been anticipated by the panel “Sociology of Europe: A Research Agenda” organized

by GLOREA (Centre for Global and Regional Ethnographies at Aarhus University), where general concepts and ideas referred to the project's issues have been introduced and discussed.

#### Updating the EUCROSS website

The EUCROSS website will have to be updated to publish the planned deliverables of the project and information on the progress of the project's implementation to be presented respectively in the "Project's docs" folder and in the "News" section. Information about publications, research, events, institutional and non-institutional initiatives on EUCROSS issues will have to be collected and presented in the "News" and "Links" sections.

#### Promoting the EUCROSS website

Link exchanges with the partner institutions member of the EUCROSS consortium are under completion. The EUCROSS website will be presented to interest groups in the field of EU citizens' rights in order to collect and exchange information and materials to be published on-line. In the "News" and "Links" pages EUCROSS website users will be requested and stimulated to propose contributions supporting the debate on the EUCROSS issues.

#### Press and media contact

Three press releases reporting the progress of the project shall be distributed with the support of the press offices of each university/research centre of the consortium to high-quality newspapers or broadcasts in each of the participating countries, as well as in the international press (like International Herald Tribune, Euronews, The Economist). We foresee that these press releases will snowball and stimulate further press coverage (e.g., interviews to national coordinators and other team members).

#### Organization of the final dissemination meetings

The overall results and the final report of the project will be presented in a final conference in Brussels foreseen for the last month of activity month 36 (April 2014). This final dissemination event will be anticipated by an EC-dedicated workshop to be held in Chieti-Pescara three months before where findings of the project will be discussed with the European Commission.