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D5.8 – FIRST AWARENESS CAMPAIGN REPORT

CAMPAIGN DELIVERY AND AUDIENCE PARTICIPATION DIGITAL RESULTS AND CONTINUATION PRIORITIES

COMBATHATE
COMBATING HATE SPEECH AND HATE CRIMES AGAINST INDIVIDUALS WITH MENTAL DISABILITIES.

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ABOUT THE PROJECT

PROJECT NAME
COMBATHATE (Combating Hate Speech and Hate Crimes Against Individuals with Mental Disabilities)

PROJECT NUMBER
101205522

EU PROGRAMME
Citizens, Equality, Rights and Values (CERV)

WHY THIS PROJECT?
Individuals with mental disabilities frequently face hate speech and hate crimes that undermine their dignity, safety, and well-being. COMBATHATE seeks to address this challenge by developing tailored support systems, raising public awareness, and strengthening cooperation between civil society and public authorities (including law enforcement).

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PROJECT CONSORTIUM

Document control and contents

This public report presents the first COMBATHATE awareness campaign cycle, with results recorded up to 24 September 2026 within the Month 16 reporting window ending 30 September 2026. It brings together public events, participant feedback, communication outputs and actual digital results reported for the campaign. Public sources and project records provide the evidence trail; metric definitions and calculations are set out in the annexes.

Document responsibility	Role
MUSIKART	WP5 lead; campaign reporting and continuation coordination
Nooruse Maja, Amanita, Gli Amici di PUCK, PROVISION	Country implementation, public events, project results and supporting records
Audience and dissemination	European granting authority, partner networks, practitioners and the public
Evidence boundaries	Event aggregates, activity and publication records, confirmed digital monitoring figures and public source links. No identifiable participant records.

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Reading guide: activity records document delivery; monitoring figures report digital results; calculated ratios show the stated numerator and denominator. Public links provide access to project information and selected results. Different audience and activity measures remain separate.

1. Executive summary

COMBATHATE has established a multi-country awareness and dissemination system linking project information, practical support tools, community dialogue and academic dissemination. By the documentary cut-off, all five first-wave public events had been delivered, one by each beneficiary, and project pages and the shared Facebook and Instagram channels were in use. The campaign connects the support systems and training resources produced under WP2 with audiences in Estonia, Italy and Bulgaria. [S02–S08, S10–S16]

Documented result	Interpretation at the reporting point
5 public events / 250 attendances	First-wave delivery target achieved; 50 attendances at each event.
184 female / 66 male attendances	73.6% female and 26.4% male across the first-wave event records.
249 evaluable questionnaire records	One of the 250 returned forms was blank; valid response counts vary by item.
232/249 positive on usefulness	93.2% found support-system information useful.
226/249 positive on perceived awareness	90.8% positively assessed the item on increased awareness immediately after the event.
234/248 positive on satisfaction	94.4% positive overall satisfaction among valid responses.
1 published open-access article	MAP Social Sciences, 30 July 2026; a reusable scholarly dissemination output.

In SYGMA communication/dissemination pages partners have loaded 22 distinct communication records and 16 distinct dissemination records. These are documented registry entries, not a complete post archive and not a measure of people reached because partners will add further evidence. They include partner webpages, local cultural outreach, institutional/media coverage, newsletter activity, training recaps and practical micro-learning videos. [S10–S11]

The campaign combines completed public-event delivery, favourable immediate participant feedback and measurable digital exposure and resource access. Partner reports also identify demand for practical demonstrations, clearer referral information and cooperation between services. These findings support an accessible, tool-centred continuation strategy. [S04–S08, S19]

Digital campaign results

The campaign recorded 55,500 social impressions / content views, 2,520 interactions, 15,800 video views, 6,380 partner-page views and 1,110 resource-access events. The wider campaign audience is reported as 38,000, including partner amplification. Each measure retains its own counting scope. [S19]

2. Scope, evidence and counting rules

2.1 Reporting period and assessment questions

D5.8 is the first awareness campaign review, due in Month 16. The scheduled window is 1 June 2025–30 September 2026; the results in this version close on 24 September 2026. The report assesses delivery, event participation, feedback, public access to results and digital performance, and sets priorities for the final campaign phase. No activity after the cut-off is included in achieved totals. [S01–S03, S19]

2.2 Evidence hierarchy

Evidence class	Use in this report
Project description and campaign plan	Objectives, deliverables and target benchmarks
D5.3–D5.7 event reports	Dates, attendance, roles, rating distributions and discussion narratives
SYGMA platform	Visible activity names, categories and recorded status
Public webpages	Observed project information and selected result/download routes
Published article	Publication identity, date and reusable academic output
Consolidated digital monitoring return	Actual reported channel results, video ranges and calculated ratios

2.3 Units are kept separate

Attendance is counted once per public event. The sum of 250 represents event attendances and cannot be treated as 250 deduplicated individuals across countries or as social-media reach. Similarly, a video repost, website publication and event can describe the same project output through different channels. Their audience counts must not be added without an explicit deduplication method.

Survey indicators use the valid denominator for the question, not automatically the attendance total. “Positive” means ratings 4 or 5 for numeric five-point items; for the categorical PUCK questionnaire it means Agree/Strongly agree, or Satisfied/Very satisfied for the satisfaction item. Missing answers are excluded from that item only. No missing response is imputed.

2.4 Proportionate interpretation

The evaluation combines descriptive campaign monitoring with immediate post-event feedback. Reported digital results document exposure and online actions. Participant feedback documents perceived usefulness, awareness and satisfaction. Lasting attitude change, resource reuse and service uptake require their own follow-up measures; they are not inferred from views, clicks or favourable ratings.

Source: S01–S11 and S19; event calculations in Annex C; digital definitions and arithmetic in Annex E.

3. Campaign strategy and intervention logic

The campaign strategy combines visibility with access to practical support. Its intended audiences include people with mental disabilities, families and supporters, educators, social and health services, civil-society organisations, public authorities and the wider community. The needs assessment informed the focus on understandable information, stigma, reporting barriers and fragmented support. D5.8 assesses the dissemination response without treating the needs-assessment sample as a measure of campaign impact. [S02–S03]

Message strand	Campaign expression	Expected next step
Dignity and inclusion	Public discussion, cultural outreach and non-stigmatising messages	Recognise harmful language and support respectful participation.
Know where to obtain help	Help Maps and national referral information	Identify an appropriate service or trusted contact.
Accessible reporting	Icon form, supported/proxy reporting and simple explanations	Understand the reporting options without pressure to disclose.
Safe first response	PFA micro-learning, communication and boundaries	Offer calm support and connect to qualified help where needed.
Cooperation and reuse	Stakeholder dialogue, public documents and academic synthesis	Use the tools and discuss local referral arrangements.

3.1 From materials to participation

The documented pathway is coherent: D5.1 defines the strategy; D5.2 establishes campaign materials and channels; D5.3–D5.7 bring WP2 results into public discussion; WP3 workshops and repeated support sessions provide an implementation context; and D5.8 consolidates the first campaign evidence for further dissemination. The published article adds an academic route for accessing and discussing the same implementation experience. [S02–S09, S17]

The communication package documented in D5.2 includes the logo set, EU visibility elements, print-ready roll-up and A4 flyer, alongside public pages and short learning videos. These reusable assets connect campaign messages to the PFA Card, icon and proxy reporting, Evidence Bundle, legal flowcharts and national Help Maps. No print-run or distribution quantity is inferred. [S03]

3.2 What constitutes campaign effectiveness here

Three levels are distinguished. Delivery concerns whether activities and resources exist. Immediate engagement concerns attendance, participation opportunities and post-event feedback. Sustained impact concerns subsequent tool use, referrals, changes in attitudes or repeated cooperation. The first two levels are evidenced to different degrees; the third requires follow-up measurement. This separation allows positive delivery findings without overstating the project's demonstrated effect.

3.3 Cross-country adaptability

Common messages and materials give the campaign a recognisable identity. Partner-led events allow examples and discussions to reflect local services, language and stakeholder networks. This report treats that variation as an implementation feature rather than assuming that all sites used identical facilitation or reached equivalent populations. The practical priority is to retain consistent core information while checking national referral and language details before reuse.

4. Delivery timeline and partner contributions

Period / stage	Documented activity	Campaign contribution
2025 – foundation	Needs assessment; campaign strategy; partner-page and social-channel setup; early outreach recorded in D5.2	Defines messages, establishes public entry points and introduces COMBATHATE locally.
January–March 2026	Three staff trainings; campaign materials and short guidance videos; first RNUN public event on 29 March	Converts technical tools into explainable, reusable learning and public communication content.
April–May 2026	Four further first-wave public events and four WP3 introductory workshops	Expands face-to-face discussion of the support system and gathers structured feedback.
July–September 2026	Published article on 30 July; ongoing communications; support-session cycles completed and reviewed at the 22 September meeting	Extends reuse and provides implementation experience for the final campaign phase.
Next reporting stage	Second-wave public events and final awareness, media and sustainability reports	Continuation, not completed activity within this report.

Four introductory WP3 workshops recorded 80 participant engagements. The subsequent D3.5–D3.8 reports document eight support sessions per implementing partner, or 32 sessions, completed by September 2026 and reviewed at the 22 September coordination meeting. These activities inform campaign content but are kept separate from the five public events and 250 WP5 attendances. [S09, S17, S20]

4.1 Division of responsibilities

MUSIKART leads WP5 and brings together campaign planning, shared social-media communication, local cultural outreach and reporting. Every beneficiary contributes through its own project page, public event, local network and dissemination of project results. This is a shared communication system, not an attribution of all national activity to a single organisation. [S01–S03]

Partner	Specific contribution documented for this cycle
Nooruse Maja / RNUN (Estonia)	D5.3 public event; project/result pages; newsletter and media/Living Library records; coordination interface.
Amanita (Estonia)	D5.5 public event at Villa Amanita; project page and onward link; service-oriented stakeholder discussion.
Gli Amici di PUCK (Italy)	D5.4 public event in Ercolano; WP2 technical outputs and project-page dissemination.
PROVISION (Bulgaria)	D5.6 public event in Bansko; local stakeholder network; project-page publication and authority-facing interface.
MUSIKART (Italy)	D5.7 public event in Corigliano-Rossano; WP5 coordination; cultural outreach; shared campaign channels and materials.

Source: S01–S08, S10–S17. September implementation status follows the 22 September meeting record; final campaign work remains prospective.

5. Public-event reach and gender profile

The first public-event cycle consisted of five one-day events, with 50 recorded attendances at each. The first-wave target of five events and 250 attendances was achieved. Relative to the full two-wave plan of ten events and 500 attendances, this represents 50% of the planned event volume and attendance volume, not completion of the final campaign. [S01, S04–S08]

Event / lead	Date and location	Female	Male	Total
D5.3 • RNUN	29 March 2026 • Pärnu	43	7	50
D5.4 • PUCK	20 May 2026 • Ercolano	25	25	50
D5.5 • Amanita	16 May 2026 • Villa Amanita, Pärnu	42	8	50
D5.6 • PROVISION	16 May 2026 • Bansko	47	3	50
D5.7 • MUSIKART	12 May 2026 • Corigliano-Rossano	27	23	50
First-wave total	Five events in three countries	184	66	250

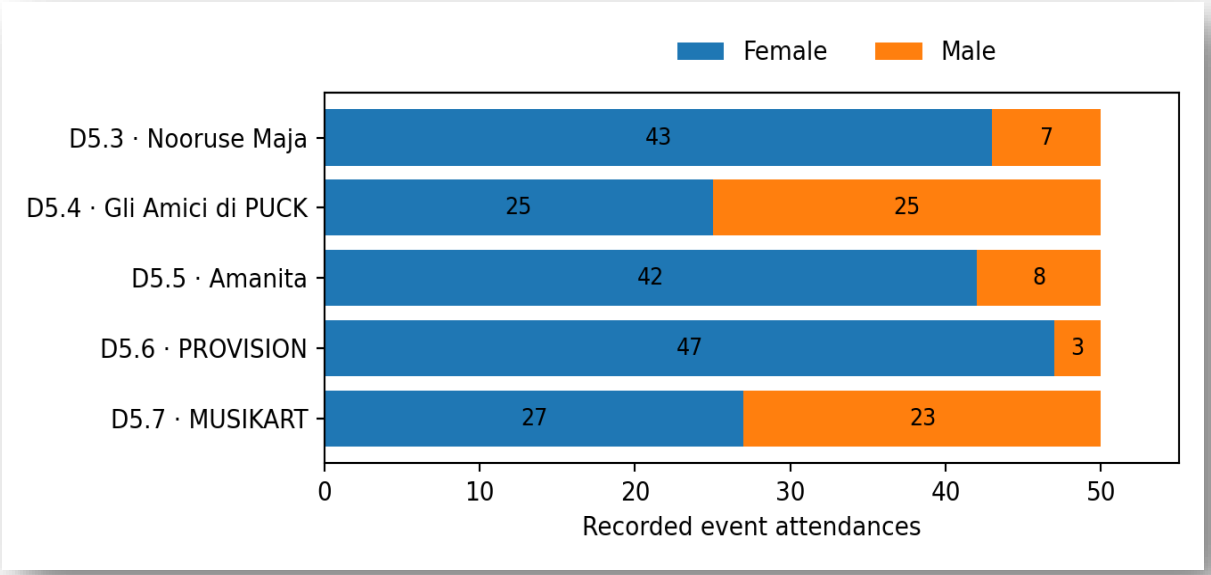


Figure 1. Gender composition recorded in event attendance summaries. Counts are event attendances, not deduplicated campaign users.

Estonia and Italy each account for 100 attendances (40% of the total); Bulgaria accounts for 50 (20%). The distribution reflects the five-partner design, with two implementing beneficiaries in Estonia and Italy and one in Bulgaria. It is not a population-adjusted country reach comparison.

Women account for 73.6% of recorded attendances and men for 26.4%. The participation-volume target was met; the approximately balanced gender profile envisaged for public events in T5.2 was not achieved overall. The second wave will benefit from additional invitation routes for men and underrepresented community groups while retaining accessible participation for existing audiences. [S01, S04–S08]

Source: S04–S08, attendance sections. Gender is reproduced as reported; no inference from names or photographs is used here.

6. Stakeholder demographics and audience fit

Role profiles are available for 249 evaluable questionnaire records. For comparability, the table uses self-declared questionnaire roles at every event, not a mixture of survey and attendance-list occupation categories. One PUCK form had no usable role information. [S04–S08]

Role / harmonised category	RNUN	PUCK	Amanita	PROV.	MUSIKART	Total
Educators / trainers	18	9	2	36	14	79
Health / social services	1	8	37	0	2	48
NGO / civil society	6	4	0	9	4	23
Local authorities	9	6	1	4	0	20
Law enforcement	0	3	2	0	0	5
Citizens / community	16	10	4	1	12	43
Other / student / unemployed	0	9	4	0	18	31
Recorded roles	50	49	50	50	50	249

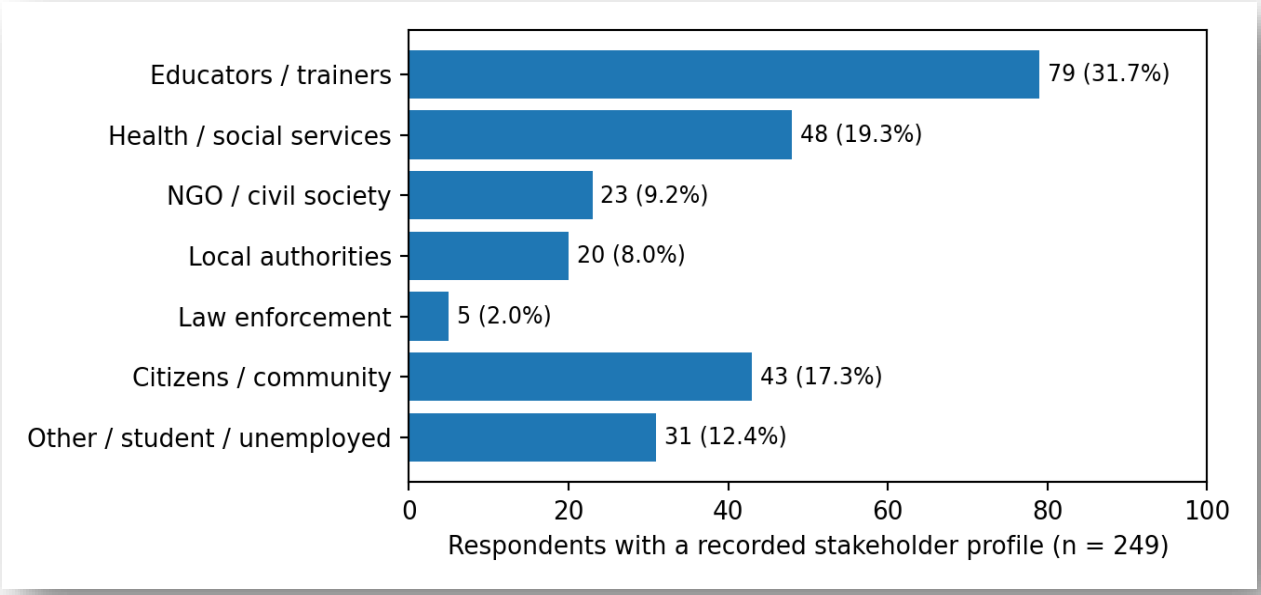


Figure 2. Stakeholder profiles across 249 questionnaire records. “Other” retains unclassified roles; it is not interpreted as a diagnostic or beneficiary category.

Educators/trainers form the largest group (79; 31.7%), followed by health/social-service professionals (48; 19.3%) and citizens/community members (43; 17.3%). These audiences are relevant to awareness and onward communication, but their professional role does not demonstrate that they subsequently acted as multipliers or used a tool.

The harmonisation combines Amanita’s “Police” and “Law enforcement” labels into one category. Its three students and one unemployed respondent are included under “Other”. Age bands, disability types, accessibility needs and online demographics are not pooled because comparable records for those dimensions are not part of this dataset.

Source: S04–S08, questionnaire profile tables; detailed coding in Annex C. PROVISION’s attendance occupation split differs from its survey self-description and is not used in this pooled table.

7. Evaluation design and data denominators

7.1 What the feedback instrument measured

The public-event questionnaires assessed objective clarity, project presentation, usefulness of support-system information, perceived increased awareness, speaker communication, stakeholder dialogue and satisfaction. They also asked about interest in future collaboration or follow-up. These are immediate experience and intention indicators; the instrument did not observe changes in reporting behaviour, service uptake or discrimination rates. [S04–S08]

Event	Attendance	Returned forms	Any evaluable data	Valid Q1 / Q7	Valid Q2–Q6
D5.3 RNUN	50	50	50	50 / 50	50
D5.4 PUCK	50	50	49	48 / 48	49
D5.5 Amanita	50	50	50	50 / 50	50
D5.6 PROVISION	50	50	50	50 / 50	50
D5.7 MUSIKART	50	50	50	50 / 50	50
Total	250	250	249	248 / 248	249

7.2 Missing data and response coding

The PUCK event report identifies one blank/incomplete form and additional item omissions. Accordingly, valid denominators are 48 for objectives, satisfaction and future-interest questions, and 49 for the remaining scored questions. Across all five events there are 1,741 valid answers to the seven main items out of 1,750 possible answers: nine missing item cells. These are not nine missing participants.

Positive percentages are calculated as the number of positive answers divided by the number of valid answers to that item. Four event reports use numeric five-point scores. PUCK reports agreement and satisfaction categories. Only semantically equivalent positive categories are pooled; means are not pooled across these different reporting formats.

7.3 Comparability and limitations

The findings describe the people who attended these events. Stakeholder mixes, local facilitation, translation and response patterns differ between sites, so the results do not support a national-population inference or a causal ranking of event formats. Anonymous aggregates are not linked to individual diagnoses or subsequent service use.

Awareness is reported as a perception

A positive response to “the event increased my awareness” is not the same measurement as a percentage change between baseline and endline. The project’s 30% awareness-change target cannot be assessed from these post-event answers alone.

Source: S04–S08; project-description awareness target in S01.

8. Consolidated participant feedback

The consolidated results are favourable across all seven common dimensions. The calculations below pool positive counts over valid item denominators, rather than averaging rounded percentages across events. They provide an interim description of the five-event cycle. [S04–S08]

Evaluation dimension	Positive / valid	Positive share
Clear objectives	230 / 248	92.7%
Clear project presentation	233 / 249	93.6%
Useful support-system information	232 / 249	93.2%
Perceived increased awareness	226 / 249	90.8%
Clear speakers	236 / 249	94.8%
Stakeholder dialogue	230 / 249	92.4%
Overall satisfaction	234 / 248	94.4%

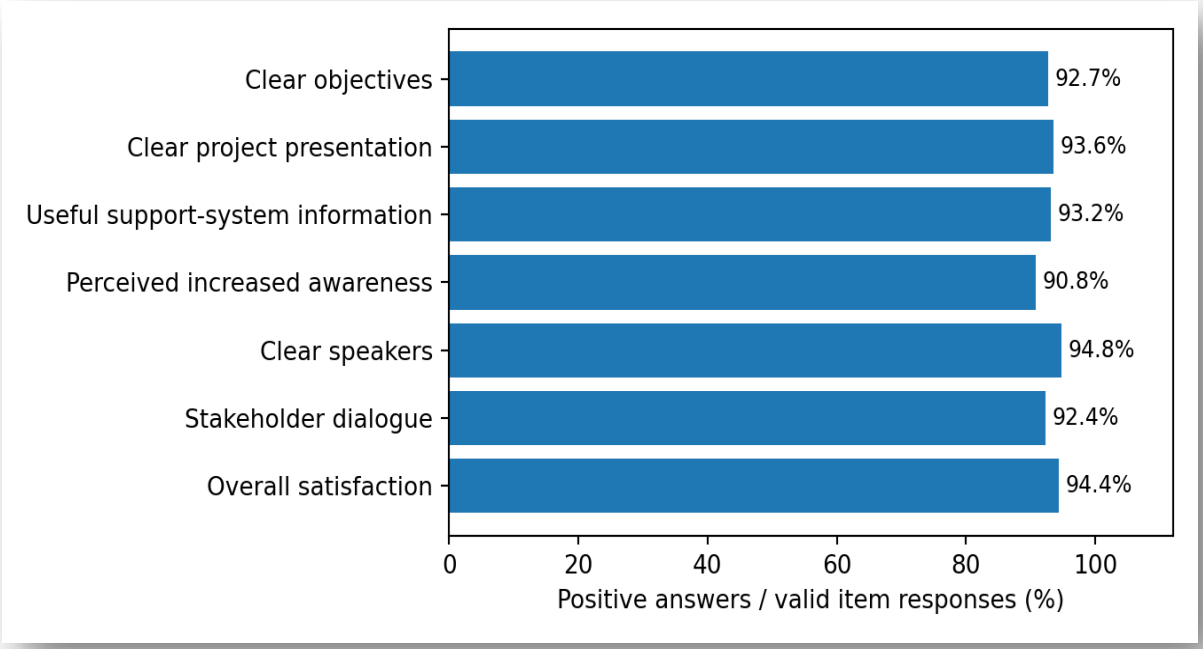


Figure 3. Positive ratings across the first-wave public events. Denominators are 248 or 249 depending on the item; scale and missing-data rules are specified in Section 7.

The usefulness of support-system information received 232 positive answers among 249 valid responses (93.2%). This indicates that the practical tools were perceived as relevant information in the public-event setting. Overall satisfaction was positive in 234 of 248 valid answers (94.4%).

Perceived increased awareness was positive in 226 of 249 answers (90.8%). Speaker clarity and stakeholder dialogue were also positively assessed. Together, these findings support the suitability of combining clear explanations, practical resources and discussion. They do not show that any single component produced the observed response or that attendees subsequently changed their behaviour.

Source: Calculated from S04–S08; full count audit in Annex C.

9. Site comparison and follow-up interest

Event	Useful information	Perceived awareness	Dialogue	Satisfaction
D5.3 RNUN	45/50 (90.0%)	45/50 (90.0%)	45/50 (90.0%)	45/50 (90.0%)
D5.4 PUCK	43/49 (87.8%)	37/49 (75.5%)	39/49 (79.6%)	44/48 (91.7%)
D5.5 Amanita	46/50 (92.0%)	46/50 (92.0%)	48/50 (96.0%)	47/50 (94.0%)
D5.6 PROVISION	50/50 (100.0%)	50/50 (100.0%)	50/50 (100.0%)	50/50 (100.0%)
D5.7 MUSIKART	48/50 (96.0%)	48/50 (96.0%)	48/50 (96.0%)	48/50 (96.0%)

Differences between events should guide local discussion, not a quality ranking. For example, PUCK's awareness and dialogue items leave more room for adaptation than its satisfaction item. Its report recommends more demonstrations, local pathway information and discussion time. The Bulgarian report shows all-positive ratings, which supports acceptability but also limits the instrument's ability to distinguish aspects needing improvement. [S05, S07]

9.1 Interest in future collaboration

Event	Yes	Maybe	No	No answer	Choice set
D5.3 RNUN	29	16	5	0	Yes / Maybe / No
D5.4 PUCK	38	9	1	2	Yes / Maybe / No
D5.5 Amanita	27	21	2	0	Yes / Maybe / No
D5.6 PROVISION	50	Not offered	0	0	Yes / No
D5.7 MUSIKART	49	Not offered	1	0	Yes / No
Recorded totals	193	46	9	2	Different choice sets

The records contain 193 "Yes" and 46 "Maybe" answers, with nine "No" answers and two omissions. The absence of a "Maybe" option in Bulgaria and MUSIKART's event means the site percentages are not strictly interchangeable. The combined count is an inventory of stated responses, not a standardised conversion rate.

9.2 From stated interest to documented uptake

Continuation should offer a clear next step: an optional mailing-list invitation, a partner contact point, a tool demonstration or an authority workshop. Interest recorded on an anonymous questionnaire does not by itself authorise contact or establish that cooperation occurred. A separate, voluntary contact route can make follow-up possible while preserving questionnaire anonymity.

Source: S04–S08, quantitative results and future-interest questions.

10. Partner-level implementation insights

10.1 Nooruse Maja – D5.3, Pärnu, 29 March 2026

RNUN's one-day event connected the project introduction with discussion of hate speech and hate crime, presentation of practical support tools, and open dialogue on institutions, reporting and access to help. It reached 50 attendances, including 43 female and seven male participants. The survey profile included 18 educators/trainers, 16 citizens/community members, nine local-authority representatives, six civil-society respondents and one health/social-service professional. [S04]

All 50 attendees returned evaluable forms. Reported means ranged from 4.36 to 4.44 out of five; each main item had 45 positive responses. Twenty-nine people selected "Yes" to future cooperation, 16 "Maybe" and five "No". The breadth of roles supports the event's function as a local discussion point linking education, community and public-service perspectives, without demonstrating formal institutional adoption.

The organiser's discussion narrative emphasises practical tools and clearer cooperation. The continuation opportunity is to make the step after the presentation more explicit: a brief locally adapted Help Map, an example of supported reporting and a contact route for those who actively request further engagement. The "Maybe" group should inform the design of low-burden follow-up opportunities rather than be counted as confirmed future participants.

10.2 Amanita – D5.5, Villa Amanita, 16 May 2026

Amanita hosted its public event at Haapsalu mnt 39, Pärnu, Eesti (Villa Amanita). The 50 recorded attendances comprised 42 female and eight male participants. Health and social services dominated the questionnaire profile (37 of 50), alongside community members, students, educators and a small number of public-authority and police/law-enforcement respondents. [S06]

The event combined an accessible introduction, presentation of the support system and a substantial open-dialogue period. Fifty valid forms were reported. Usefulness was rated positively by 46 respondents, perceived awareness by 46, dialogue by 48 and overall satisfaction by 47. Twenty-seven selected "Yes" and 21 "Maybe" for future collaboration.

The service-oriented audience creates a plausible route for embedding tools in professional practice. This remains an opportunity rather than an observed outcome: no record of new referrals, formal service agreements or institutional implementation attributable to the event was supplied. For the next cycle, Amanita should retain the practical dialogue format while inviting additional community and non-service voices and documenting requested follow-up separately.

Source: S04 and S06. Insights are report-based implementation interpretations, not new participant quotations.

10.3 Gli Amici di PUCK – D5.4, Ercolano, 20 May 2026

PUCK's event reached 50 attendances with an equal recorded gender split: 25 female and 25 male. Its programme combined project presentation, explanation of WP2 tools, local stakeholder dialogue, small-group reflection and evaluation. The 49 usable role records included citizens, educators, health/social services, local authorities, NGOs and law enforcement. [S05]

Forty-nine returned forms contained evaluable information, but the valid number differed by item. Usefulness was positive in 43 of 49 answers (87.8%); perceived increased awareness in 37 of 49 (75.5%); dialogue in 39 of 49 (79.6%); and satisfaction in 44 of 48 (91.7%). Future interest included 38 "Yes", nine "Maybe" and one "No" among 48 valid answers.

The source report recommends practical demonstrations, fictional scenarios, a one-page local pathway and more discussion time. Those recommendations are more informative than a broad claim of success alone: the pattern suggests that a well-received event can still leave questions about practical understanding. D5.8 carries these points forward as adaptation priorities, without assigning a causal explanation to the observed ratings.

10.4 PROVISION – D5.6, Bansko, 16 May 2026

PROVISION's one-day event recorded 50 attendances, including 47 female and three male participants. Its participant questionnaire describes 36 educators/trainers, nine civil-society respondents, four local-authority respondents and one community member. The attendance record uses a different occupational classification; the two classifications are not combined in the cross-event profile. [S07]

The event used interactive presentations, case-based empathy work, stakeholder dialogue and mixed-group reflection on safe and inclusive communities. It included a dedicated presentation of COMBATHATE resources and the psychological and legal support concepts developed under WP2. All 50 forms were evaluable, and each main item received only ratings 4 or 5. Usefulness averaged 4.74, perceived awareness 4.78 and satisfaction 4.90.

All 50 respondents selected "Yes" to the binary future-collaboration question. This is a strong immediate engagement signal, but no uncertainty category was offered. The next campaign cycle should retain the combination of tools and dialogue, broaden outreach to men and less-represented community groups, and use a common future-interest question across countries to improve comparison.

Source: S05 and S07. Positive participant perceptions do not establish sustained impact or representativeness.

10.5 MUSIKART – D5.7, Corigliano-Rossano, 12 May 2026

MUSIKART organised its first public event at the Cittadella dei Bambini e dei Ragazzi, Viale B. Buozzi, Corigliano-Rossano. The event recorded 50 attendances: 27 female and 23 male participants. The questionnaire profile included 14 educators/trainers, 12 citizens/community members, four NGO/civil-society respondents, two health/social-service professionals and 18 respondents recorded as “Other”. No more specific role is inferred for that last category. [S08]

The programme combined an accessible project introduction with examples of the effects of hate speech, stakeholder responsibilities, mixed-group reflection and a presentation of COMBATHATE resources. The aim was to make the support system understandable beyond the consortium: first response, accessible documentation and connection to support were explained as practical steps rather than as an abstract technical package.

MUSIKART feedback dimension	Mean / 5	Positive / 50
Clarity of objectives	4.70	49 (98%)
Clarity of project presentation	4.66	48 (96%)
Usefulness of support-system information	4.56	48 (96%)
Perceived increased awareness	4.54	48 (96%)
Speaker communication	4.50	48 (96%)
Stakeholder dialogue	4.54	48 (96%)
Overall satisfaction	4.60	48 (96%)

Fifty valid questionnaires were reported. Forty-nine respondents expressed interest in future collaboration and one did not. The feedback is consistently positive, while the isolated low ratings are retained in the results. As with other sites, the data do not show whether attendees subsequently used the materials or took part in further activity.

10.6 Implications for the WP5 lead

MUSIKART’s role as event organiser and WP5 coordinator connects local feedback with shared communication. The digital results show that the campaign generated exposure, interaction and resource access; the next step is to connect practical demonstrations to clear resource links and to record voluntary evidence of later reuse. Event feedback and digital actions remain complementary measures. [S08, S19]

The broad “Other” category should be refined in future evaluation forms with optional role choices. Follow-up contact collection remains separate from anonymous feedback, and stated interest is not automatically counted as a subscription or later participation.

Source: S08, Sections 6–9 and the reported venue/date. Recommendations are proposed through this report.

11. Qualitative feedback and operational learning

The following synthesis draws on the event reports' descriptions of dialogue, group reflection and lessons learned. It does not create a new interview dataset, assign frequency counts to unrecorded themes, or present paraphrases as direct quotations. The evaluation forms mainly contained closed questions. [S04–S08]

Reported theme	Evidence connection	Implication for continuation
Practical tools help explain the project	All five reports link awareness discussions with PFA, reporting tools and referral resources.	Lead with a concrete support situation, then show the relevant tool and next step.
Accessible language remains essential	Reports describe plain-language explanations, visual resources and avoidance of technical overload.	Use short captions, readable documents and subtitled demonstrations; test understanding rather than assuming it.
Cooperation requires clear pathways	RNUN and Amanita narratives stress dialogue; PUCK and PROVISION describe local service gaps and responsibilities.	Provide a concise, country-specific map of who can help and what to expect.
Participation matters alongside information	MUSIKART and PROVISION describe mixed-group work and human-perspective activities.	Preserve discussion time and options to contribute without disclosing personal experiences.
Interest needs a practical invitation	All sites asked about future cooperation, with different response options.	Offer an optional next activity or update route and record actual take-up later.

11.1 What the evidence can support

The recurring association between practical presentation and favourable usefulness ratings supports continuing that approach as an implementation choice. It does not identify the independent effect of a case study, speaker, video or handout, because those elements were not separately tested. Similarly, organiser observations about empathy or improved cooperation describe the activity experience; they do not quantify changes in stigma or institutional behaviour.

11.2 What should be captured next

For future public events, a brief optional question can ask which tool the participant intends to use and what remains unclear. A later, voluntary follow-up can ask whether a resource was actually accessed or reused. These additional fields should be applied prospectively, with a documented denominator and a clear distinction between the attendee, a supporter assisting completion and a professional responding in their own role.

The completed support cycles provide further content priorities: Amanita identifies a need for simpler legal explanations; PUCK recommends short refreshers and scenario practice with families and professionals; RNUN records interest in a "PFA for myself" companion resource; PROVISION highlights realistic PFA examples and step-by-step service information. These are reported needs for continuation, not new resources already delivered. [S20]

Source: S04–S08, discussion and lessons sections; analysis in this report.

12. Public information and results-access network

Five partner project pages and the shared Facebook and Instagram accounts form the campaign's public-information network. Websites provide project descriptions and selected results; social channels distribute activity updates and practical learning content. Direct links and cross-partner navigation connect audiences to the support resources. [S02–S03, S10–S18]

Partner	Public information and result routes	Scope
MUSIKART	Project information, shared social content and public output listings.	Selected public-result access observed.
Nooruse Maja	Project page and results directory listing WP2 outputs, campaign materials and event reports.	Project and selected-results routes observed.
Amanita	Project information with an onward link to the coordinator's public information.	Public entry point and cross-link observed.
Gli Amici di PUCK	Main COMBATHATE page with a deliverables and downloads section.	Project page and selected PDF routes reviewed.
PROVISION	Partner project URL documented in campaign records and public indexing.	Partner publication route; no continuous-availability claim.

12.1 Access to public results

Readers can use the directory in this section to locate project information and the public outputs offered by the partner network. The available evidence supports selected resource routes, rather than identical, complete repositories on all five websites. Sensitive deliverables, signatures, contact lists and individual questionnaire records are excluded from the public-results offer.

12.2 Availability is distinct from traffic

Public pages document where information and resources can be found. The separate monitoring table records traffic and resource-access results. A file open or download action records access; subsequent reading, reuse or referral is assessed separately. Page listings do not imply identical repositories or continuous availability across all five sites.

Sources: S12–S18. Public routes reviewed on 24 September 2026; website monitoring results are reported separately under S19.

Website traffic and resource access

12.3 Website results at 24 September 2026

The table presents actual campaign monitoring figures confirmed for the reporting cut-off. Page views, resource-access events and outbound actions are summed across partner sites. “Users / visits” preserves the source field, which combines different website reporting units; its sum is retained for reconciliation and is not presented as unique people or a common session measure. [S19]

Partner page	Page views	Users / visits*	Resource opens / downloads*	Outbound actions*
MUSIKART	1,850	1,250	320	180
PUCK	1,250	850	240	120
Amanita	980	690	150	90
PROVISION	780	540	130	70
Nooruse Maja	1,520	1,040	270	150
Arithmetic total	6,380	4,370	1,110	610

***Source fields are retained as reported. Repeat visits and actions may occur; users / visits, resource access and outbound actions must not be added together as people reached.**

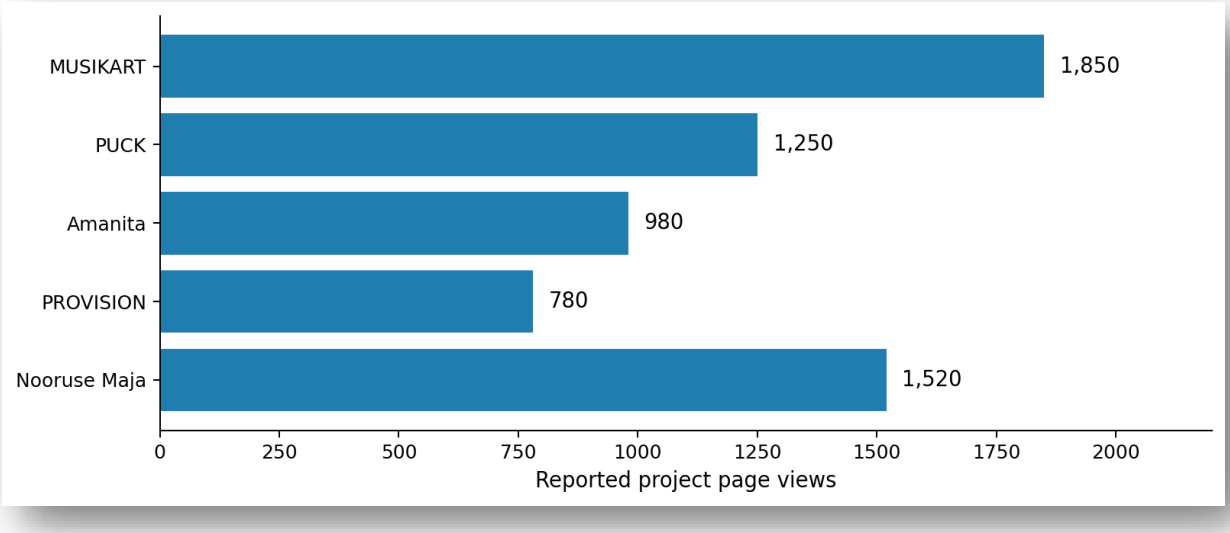


Figure 4. Reported views of partner project pages to 24 September 2026.

The campaign recorded 1,110 resource-access events across 6,380 page views: 17.4 access events per 100 page views. The 610 outbound actions equal 9.6 per 100 page views. These are action-to-view ratios. They document online use of the publication network without treating every action as a distinct user or completed reuse of a resource.

Source: S19; arithmetic and definitions in Annex E. Website downloads and outbound actions are not added to social clicks or video views.

Public directory and publication practice

12.4 Partner and shared communication routes

MUSIKART — project page
https://www.musikart.it/combathate

Gli Amici di PUCK — project page
https://gliamicidipuck.org/combathate/

Amanita — project page
https://amanitaeesti.ee/combathate/

PROVISION — project page
http://provisionbg.org/index.php/cerv/

Nooruse Maja — project page
https://www.noorusemaja.ee/en/cerv/

Nooruse Maja — results page
https://www.noorusemaja.ee/en/results/

COMBATHATE — Facebook
https://www.facebook.com/people/Combathate/61578210119624/

COMBATHATE — Instagram
https://www.instagram.com/combathate_ue/

12.5 Continued access and inclusion

Public-result listings should retain a clear title, deliverable code, language, version date, short description and labelled download link. Social posts should direct readers to the relevant resource rather than an internal archive. Mobile readability, text alternatives, captions and transcripts remain priorities for continued publication; no numerical accessibility-conformance score is inferred from publication alone.

Sources: S02–S03, S12–S18. Links identify the public network; the observation scope is stated in Section 12.1.

13. Social-media activity and content evidence

Facebook and Instagram are the shared COMBATHATE social channels. The communication register records their ongoing use; the content inventory identifies practical guidance and activity recaps. Platform results are reported alongside that inventory to distinguish what was published from the exposure and actions it generated. [S10–S12, S18–S19]

Content function	Documented registry evidence	Purpose
Practical micro-learning	12 delivered video-related dissemination entries	Explain support tools and accessible first-response practices.
Training recaps / highlights	3 delivered communication entries	Present project activity and direct audiences to resources.
Website publication of results	4 ongoing dissemination entries	Provide an institutional route to public deliverables.
Shared social channels	1 ongoing Facebook/Instagram communication record	Maintain presence across two platforms.

13.1 Practical learning themes

The guidance topics include Psychological First Aid; approaching a person in distress; supportive communication; PFA do's and don'ts; accessible/AAC communication; icon forms and proxy reporting; evidence preservation; legal-support information; victim rights; reporting pathways; and cooperation with authorities. Training recaps complement the practical resources by showing the learning context and the partnership's work.

13.2 Counting content correctly

A registry entry is not necessarily one unique video file or one social post. A learning video may be cross-posted or reused, while one activity entry can cover several publications. The 12 guidance and three recap records are therefore content-inventory evidence, not denominators for calculating actual views per unique video. Additional partner publications are recognised without assigning an unsupported post total.

13.3 Digital reporting basis

The digital figures are the campaign's actual monitoring results, confirmed by the reporting owner for the 24 September 2026 update. Counts and reported ranges are reproduced in their original reporting scope. Annex E defines their use and shows the arithmetic. Public post and website links establish content and access routes; monitoring figures provide the performance evidence. [S19]

Sources: S10–S12 and S18–S19. Annexes A–B preserve the recorded communication/dissemination inventory.

Social media performance

13.4 Results by platform

Indicator	Facebook	Instagram	Combined*
Reach by platform	17,900	13,600	31,500
Impressions / content views	31,600	23,900	55,500
Interactions	1,340	1,180	2,520
Video / Reel views	8,600	7,200	15,800
Page / profile visits	670	460	1,130
Social link clicks	225	165	390

*Combined reach is the sum of Facebook and Instagram reach, with possible cross-platform overlap. Link clicks total 225 + 165 = 390. “Impressions / content views” retains the exposure field used in the monitoring return.

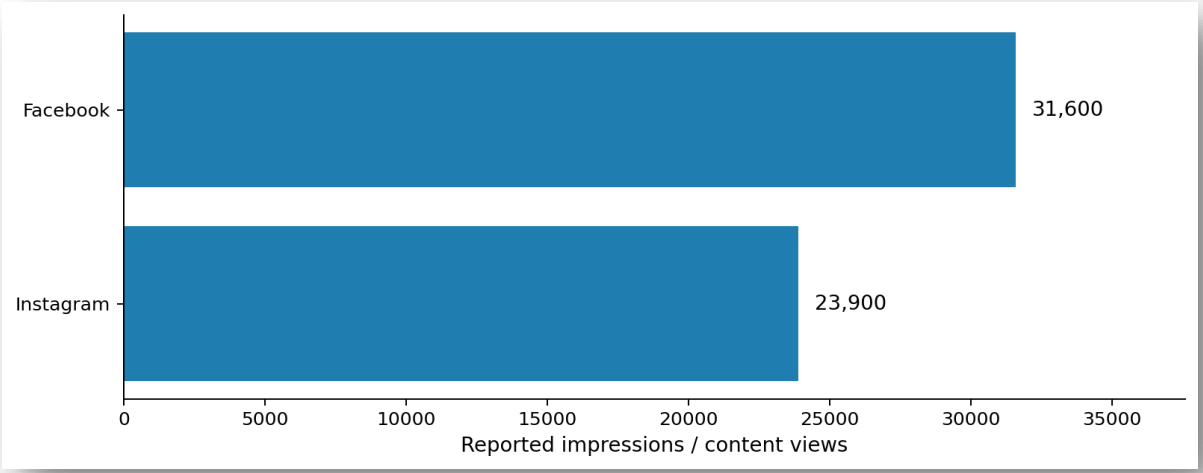


Figure 5. Reported cumulative social exposure by platform to 24 September 2026.

13.5 Derived interaction and click ratios

Calculated ratio	Facebook	Instagram	Combined
Interactions ÷ platform reach	7.5%	8.7%	8.0%
Interactions ÷ impressions	4.2%	4.9%	4.5%
Link clicks ÷ impressions	0.71%	0.69%	0.70%
Profile visits ÷ platform reach	3.7%	3.4%	3.6%

Ratios are calculated from the counts in the preceding table, using the same platform scope and cut-off. They are report-calculated measures. One person may make several interactions, and the combined platform-reach denominator can include the same person on both platforms. The denominator is therefore stated for every ratio.

Source: S19. No paid/organic split, follower-growth series or online age/gender distribution is asserted.

Micro-learning and video engagement

13.6 Reported video use

The monitoring return separates practical guidance from training recaps and reports ranges for viewing depth and interaction. The original ranges are retained without replacing them with invented exact counts. They are reporting bands, not statistical confidence intervals. Video results are included within the platform totals and are not added again. [S19]

Video indicator	Reported value	Interpretation
Practical / micro-learning views	11,000–12,500	Views / starts of practical guidance content.
Training recap / highlight views	3,000–4,000	Views / starts of project-activity recaps.
All video / Reel views	15,800	Combined platform total; the content groups are included within it.
Viewing beyond 50% of a video	6,000–7,000	Reported viewing-depth events; distinct from learning outcomes.
Full video completions	3,500–4,500	Reported completed plays; repeat viewers may occur.
Video-related interactions	900–1,100	Subset of total social interactions.
Video shares / saves	300–450	Subset of video interactions; not an additional audience.

13.7 Range reconciliation

The two content-group ranges sum to 14,000–16,500, encompassing the reported total of 15,800 video views. They do not provide an exact allocation by topic. Viewing beyond 50% corresponds to 38.0–44.3% of all video views; the reported completion range corresponds to 22.2–28.5%. These calculated bands use 15,800 as their denominator.

The 900–1,100 reported video-related interactions account for 35.7–43.7% of the 2,520 social interactions. Shares and saves form a subset of those video interactions. Viewing depth and interaction demonstrate engagement with content; they do not by themselves measure learning, distinct viewers or subsequent tool use.

13.8 Content implications

The practical-learning focus complements the event feedback on useful support-system information. Continuation should connect each short demonstration with the relevant public resource, retain captions and a plain-language summary, and separate instructional content from activity recaps in the publication log. Subsequent performance comparisons should use consistent content identifiers and metric definitions.

Source: S19 and documented video topics in S11. No clinical, learning or behavioural outcome is inferred from a video start or completion.

Reach and audience scope

13.9 Reported audience measures

Reach scope	Reported value	Counting basis
Combined platform reach	31,500	17,900 Facebook + 13,600 Instagram; potentially duplicated.
Official-channel audience	26,000	Campaign monitoring scope for the official channels; kept separate from the platform sum.
Wider campaign audience	38,000	Campaign monitoring scope including partner amplification; not added to official-channel reach.

The monitoring return records 26,000 for the official-channel audience and 38,000 for the wider campaign audience including partner amplification. The separate Facebook and Instagram reach counts sum to 31,500. These are three reporting scopes. The differences of 5,500 and 12,000 are arithmetic reconciliations, not additional audiences or an independently derived count of shared users.

13.10 Relation to the campaign reach benchmark

The official-channel audience of 26,000 is numerically equivalent to 52% of the 50,000-person benchmark. The platform sum corresponds to 63%, and the wider campaign audience to 76%; these scopes must remain labelled. The wider figure includes partner amplification and is not substituted for a deduplicated social-media-only total. D5.8 records interim progress, with further campaign delivery remaining.

13.11 Non-additivity and demographics

The 31,500, 26,000 and 38,000 figures are not additive. Website users / visits, video views, profile visits, interactions and event attendances may concern the same person. No all-channel headcount is constructed. Online age, gender and country profiles are not inferred from the public-event population.

13.12 Use in the remainder of the project

The reported results provide a reference point for the final campaign phase. Subsequent reporting should retain the same metric definitions and scope, identify each reporting period, and reconcile any change in audience calculation before comparison. Monthly and content-level records will support analysis of which formats generate exposure, access and voluntary reuse.

Sources: S01–S02 for the planning benchmarks; S19 for actual reported digital results. Audience scopes and counting rules are preserved.

14. Media, newsletters and cultural outreach

The communication evidence extends beyond the five formal first public events. The screenshots and D5.2 record local cultural outreach, institutional and newspaper coverage, a Living Library activity and newsletter dissemination. These routes widen the settings in which the project is discussed; no additional audience total is assigned without a supporting attendance or circulation measure. [S03, S10]

Communication route	Documented items	Treatment in D5.8
Local and cultural outreach – MUSIKART	San Cosmo Albanese; Calopezzati; Plataci; Santa Sofia d'Epiro; Tarantarsia Festival; Cassano All'Ionio; Cropalati; San Demetrio Corone; Montegiordano	9 visible delivered activity records. Not added as nine extra D5.3–D5.7 public events or as quantified reach.
Institutional coverage	SA KÜSK, Estonian CERV contact point; 23 July 2025 [S21]	1 visible delivered record; no readership total.
Media coverage – RNUN	Külauudised, Urmas Saard; 22 July 2025 [S21]	1 visible delivered record; audience/circulation not supplied.
Newsletter communication – RNUN	One "COMBATHATE FIRST Newsletter" registry entry; D5.2 refers to two editions	One umbrella activity and two documented editions are distinct counts. Recipients, opens and clicks are not available.
Living Library	KAI Inspiration Day, Pärnu	1 visible delivered activity; no verified incremental audience number in this report.

14.1 Strategic value of different settings

Cultural outreach can place the project in spaces beyond specialist service networks, while institutional coverage can give public actors a route to the project information. The Living Library format creates an opportunity for direct dialogue about stereotypes and support. These are plausible contributions to the campaign strategy, not measured changes in knowledge or behaviour. The present records do not allow a comparison of the cost or incremental audience of each route.

14.2 Evidence required for final media reporting

The final media report, D5.15, will consolidate releases and coverage by title, date, outlet, public link and activity type. Two identifiable early coverage items are the Külauudised article by Urmas Saard on 22 July 2025 and the Estonian CERV contact point SA KÜSK article by Katre Tamm on 23 July 2025. They evidence media and institutional dissemination; readership is not inferred. [S03, S21]

Source: S03, Sections 3.2–3.3; S10 communication screenshots. Additional undocumented audience numbers are not extrapolated.

15. Academic dissemination of project results

One published open-access article disseminates COMBATHATE implementation evidence to academic and professional audiences. The published article and publisher record identify the author, publication date, bibliographic details, licence and project funding acknowledgement. This provides a citable output beyond the project's own websites and events. [S09]

Publication field	Documented information
Author	Francesco Ruberto
Title	Accessible Support Pathways for Victims of Disability-Related Hate Speech and Hate Crime: Implementation Evidence from Estonia, Italy and Bulgaria
Journal / issue / pages	MAP Social Sciences, Volume 7, pp. 38–50
Publication date	30 July 2026
DOI	10.53880/2744-2454.2026.7.38
Access and reuse	Open access; Creative Commons Attribution 4.0 International, as stated in the published PDF.
Project acknowledgement	COMBATHATE, Project No. 101205522; EU co-funding under CERV.

15.1 Contribution to dissemination

The article synthesises the needs assessment, support-system documentation, staff training and aggregated workshop/public-event feedback. It presents an Accessible Support Pathway connecting initial support, communication, documentation, referral and follow-up. In dissemination terms, it offers a citable resource for professional, research and service audiences and a basis for a plain-language summary linked back to public project tools.

The article's methods describe an implementation study rather than a causal evaluation. Its reuse of project-generated evidence does not turn it into an independent replication or prove campaign effectiveness. The public-event and workshop totals reproduced in the article are not added again to the campaign attendance total. No article-download, readership, citation or other publication-impact metric was supplied.

15.2 Continuation use

MUSIKART and the partners can disseminate the citation and an accessible summary, with proper attribution and a clear explanation of what the evidence shows. A short practitioner brief can link the article's pathway to the PFA Card, icon form and country Help Maps. This is a proposed reuse action, not an additional publication claimed as already delivered.

DOI: https://doi.org/10.53880/2744-2454.2026.7.38

Source: S09. Publication date, citation, DOI and open-access status are documented in the published article and publisher record. Publisher page: https://mapub.org/ojs/index.php/mapss/article/view/214

16. Campaign effectiveness and limits of impact

Strategy / route	Supported finding	What remains unmeasured
Public events with practical tools	Five delivered events; positive usefulness and satisfaction assessments; organiser-reported dialogue.	Sustained knowledge, changes in attitudes, later tool use and service uptake.
Partner websites and repositories	Five partner routes; 6,380 page views and 1,110 resource-access events.	Later reading and reuse, complete catalogue coverage and technical accessibility.
Micro-learning videos	12 guidance-related registry entries; 11,000–12,500 reported practical-video views.	Distinct viewers, learning and attributable tool use.
Training recaps and social storytelling	3 recap / highlight entries; 3,000–4,000 reported views.	Incremental audience attributable to this format and subsequent action.
Cultural outreach, newsletters and media	Multiple documented settings and coverage routes.	Audience overlap, circulation, open/click rates and attributable learning.
Academic publication	One published, citable open-access synthesis.	Readership, scholarly uptake, citations and external adoption of the model.

16.1 Overall contribution

The first cycle combines completed public-event delivery, positive immediate feedback, a functioning publication network and reported digital results. The 55,500 social exposures, 2,520 interactions and 1,110 resource-access events demonstrate that communication generated observable online activity. These complement the 250 event attendances without being converted into an all-channel headcount.

16.2 Attribution

The records do not isolate the effect of one channel from another. An attendee may already know a partner, have seen a video or have taken part in another activity. Public events, professional training and repeated support are linked within the project, but their results should not be combined into a single causal claim. No reduction in hate incidents, national stigma level or clinical distress is attributed to the awareness campaign in this report.

16.3 Next evaluation priority

The final phase should connect the existing monitoring series with voluntary follow-up on resource reuse. Retaining consistent reach, interaction and access definitions will support period-to-period comparisons. Follow-up questions can then distinguish accessing a tool from using it in practice or initiating cooperation.

Source: S04–S16 and S19; interpretation and continuation proposals in D5.8.

17. Progress against campaign indicators

Indicator / benchmark	Evidence at cut-off	Assessment
First-wave public events: 5 events / 250 attendances	5 events; 50 recorded attendances each	Achieved for the first wave.
Full project: 10 public events / 500 attendances	5 events / 250 attendances in the documented first wave	50% of planned event and attendance volume; second wave remains.
Social-media campaign reach: at least 50,000 people	26,000 official-channel audience; 31,500 platform sum; 38,000 wider audience, with scopes kept separate.	Interim progress. Numerically 52%, 63% and 76% of 50,000; no substitution between scopes.
Awareness and attitude change references in the project description	Post-event perceived-awareness responses: 226/249 positive	Post-event perception is a different measure; change targets remain for endline assessment.
20 press releases and 10 media engagements (full project)	Partial inventory, including institutional and newspaper coverage	Full target attainment not demonstrated.
Average social engagement rate ≥5% (D5.1 project standard)	Calculated ratios: 8.0% interactions / reach; 4.5% interactions / impressions.	Interpret against the specified denominator and averaging method; not interchangeable rates.
EU visibility on all relevant assets (D5.1)	Funding and identity elements visible in supplied public materials	Observed on reviewed examples; no full asset-by-asset compliance score.
Accessibility ≥90% pass (D5.1 internal QA indicator)	Accessible formats described; no complete technical audit	No conformance percentage reported.

17.1 Consistent benchmark use

The project description contains several planning references: a 30% awareness and positive-attitude increase under Objective 5, a 25% attitude improvement in the indicator section, and a 20% societal-attitude improvement under the gender indicators. D5.1 repeats a 25% endline reference. Each requires change over time; none is equivalent to the 90.8% positive post-event awareness rating. D5.8 preserves these distinctions and does not claim an amendment or attainment of a change target. [S01–S02]

17.2 Interim progress is not final attainment

The first-wave event-volume benchmark is achieved. Digital results show interim progress, with audience scope stated explicitly. The combined interaction ratio is 8.0% by platform reach and 4.5% by impressions; these answer different questions. A 5% engagement standard must be assessed using its specified denominator and averaging rule, rather than selecting the more favourable ratio. Awareness and attitude change remain separate endline measures.

Sources: S01, Objective 5, indicators and WP5; S02, Section 6.2; S04–S08 and S19. First-wave results and full-project benchmarks are reported separately.

18. Campaign continuation action plan

The continuation actions build on the September coordination review, public-event feedback, completed support sessions and digital results. MUSIKART coordinates WP5 reporting; partners maintain their own activity evidence and publication routes. The proposed operational dates below support the remaining project work plan. [S17, S19–S20]

Action	Owner	Proposed timing	Completion evidence
Maintain the monthly digital series with the same scope, metric definitions and source references.	MUSIKART / channel administrators	Monthly, October 2026–May 2027	Dated account and content records; traceable counts, ranges and calculations.
Check public URLs, file labels/targets, versions and the PUBLIC/SENSITIVE distinction	All webpage owners; MUSIKART consolidates	By 15 October 2026, then monthly	Dated link inventory with result/title/language/status.
Use one standard post/event evidence record across partners	MUSIKART and all beneficiaries	October 2026 onward	Stable activity IDs, dates, URLs, output links and evidence owners.
Turn tools into short demonstrations with a clear next-step link	MUSIKART with WP2/WP3 leads	October–December 2026	Published content linked to a relevant public tool; later click/use metrics.
Broaden recruitment to underrepresented groups without replacing existing audiences	All event hosts	Before each next public event	Invitation channels and actual aggregate attendance recorded separately.
Standardise follow-up-interest options and keep contact opt-in separate	MUSIKART and event hosts	Before the second public-event wave	Common questionnaire; anonymised results; separate consented contact process.
Introduce a feasible awareness baseline/endline for future audiences	MUSIKART with technical leads	Before further measured campaign exposure	Dated instrument and analysis plan; changes not backfilled for earlier events.
Record actual voluntary reuse and requested cooperation	All partners	Throughout the final phase	Aggregate follow-up counts with denominators, timing and source.

18.1 Sequencing through the final phase

Integration work scheduled for October–December 2026 will feed the authority-facing phase, including workshops planned for January 2027. The second public-event wave should present updated implementation findings and practical resources. D5.9–D5.16 and the final awareness, media and sustainability reporting will consolidate the campaign through 31 May 2027. [S01, S17]

Source: S01–S02 and the 22 September 2026 coordination review, S17; deadlines above are D5.8 recommendations unless already fixed in the work plan.

19. Monitoring, evidence retention and public safeguards

19.1 Minimum record for each communication activity

Use a stable ID; date or date range; partner owner; activity/channel; purpose; linked project output; public URL or archived copy; language; intended audience; observed audience measure and its definition; metric period; source; and status. Keep campaign assets, platform exports and supporting evidence under the same activity ID. Cross-posts should retain distinct platform IDs but remain linked to one content item.

Measure	Calculation or reporting rule
Event attendance	Sum recorded attendance within the defined event set; disclose whether cross-event deduplication is possible.
Positive feedback	Positive valid answers ÷ all valid answers to the item × 100; publish the numerator and denominator.
Engagement rate by reach	Defined interactions ÷ matching reach × 100, only when both refer to the same account/content scope and period.
Click-through rate	Link clicks ÷ matching impressions × 100, with the platform's definitions retained.
Awareness change	Use a prospectively documented baseline/endline measure; state whether results are paired, relative change or percentage-point change.
Cross-platform audience	Keep platform reach separate unless a justified deduplication method is available.
Qualitative learning	Attribute organiser summaries and optional participant comments; no invented quotes or theme frequencies.

19.2 Public reporting and restricted evidence

This public report contains aggregate results and public reference routes. Names, signatures, contact lists, individual survey files and identifiable participant images remain outside it. Restricted partner records may support authorised verification without being released as downloadable campaign results. A participant's presence or assistance by a guardian must not be used to infer a diagnosis or publish a sensitive personal profile.

Photos or testimonials used for public communication require a suitable documented permission process. Consent to attend an activity, to complete an evaluation and to appear in public communication are separate purposes. Accessible participation and supported choice should remain central; publication should not be a condition of receiving support.

19.3 Analytical safeguards

Attendance, questionnaire responses and digital actions retain distinct units. Every reported aggregate is linked to its source and cut-off; derived ratios show their calculation. Original response categories, missing answers and reported digital ranges remain visible. Person-level records are not reconstructed from public aggregates, and campaign participation is not treated as evidence of a diagnosis or a longitudinal outcome.

Source: S02–S08 public-data and monitoring provisions; methodological rules applied in D5.8.

20. Overall conclusion

The first COMBATHATE awareness cycle has delivered its five planned public events, created repeated opportunities to explain the WP2 support system, and maintained a multi-partner communication structure. The event records account for 250 attendances across Estonia, Italy and Bulgaria. Their public reporting is supported by aggregate attendance, stakeholder profiles and structured feedback. [S04–S08]

The pooled event evidence is positive: 93.2% of valid answers assessed support-system information as useful, 90.8% positively assessed perceived increased awareness, and 94.4% were positive on overall satisfaction. These results describe participants' immediate experience of the events; they do not establish a causal awareness gain or a lasting change in behaviour. The predominantly female attendance profile and varying stakeholder composition should inform recruitment for the next wave.

The communication and dissemination records demonstrate a combination of public pages, practical video guidance, activity storytelling, cultural outreach, institutional/media coverage and newsletters. The published MAP Social Sciences article provides an additional, citable open-access synthesis of implementation experience. These outputs are assets for further dissemination, not interchangeable measures of audience size. [S03, S09–S16]

Overall campaign assessment

The first public-event wave is complete: 250 attendances and favourable immediate feedback. Digital activity recorded 55,500 social exposures, 2,520 interactions, 15,800 video views and 1,110 resource-access events. Partner result pages, practical guidance and an open-access article extend public access. These are complementary campaign results with distinct counting units. [S04–S09, S19]

Continuation combines accessible explanations, practical demonstrations, local dialogue and clear links to published results. Digital monitoring will track exposure and access, while event feedback and voluntary follow-up will help assess usefulness and reuse. Together these sources support a coherent final campaign evaluation.

D5.8 concludes the first campaign review with completed activities, actual reported digital results and a defined continuation plan. The remaining period includes the second public-event wave, institutional engagement and continued access to public results through May 2027. Full-project impact targets remain subject to the relevant final measures.

Sources: S01–S21. Results distinguish delivery, participant feedback, digital exposure and access, and future impact measures.

Annex A Communication activity inventory

Minimum inventory transcribed from the supplied SYGMA communication screenshots. Overlapping rows are counted once. Titles are shortened where necessary; no new activity dates, audience counts or posting totals are inferred. [S10]

ID	Activity (descriptive title)	Channel	Recorded status
C01	Amanita project webpage	Website	Ongoing
C02	San Cosmo Albanese local event – MUSIKART	Event	Delivered
C03	Calopezzati awareness event – MUSIKART	Event	Delivered
C04	Plataci awareness event – MUSIKART	Event	Delivered
C05	Article on CERV Estonia official website	Institutional website	Delivered
C06	Article in Estonian newspaper – RNUN	Media article	Delivered
C07	COMBATHATE FIRST Newsletter – RNUN	Newsletter	Delivered
C08	PROVISION project webpage	Website	Ongoing
C09	Living Library – KAI Inspiration Day, Pärnu	Event	Delivered
C10	Italy/Naples training course recap	Social media video	Delivered
C11	Staff Training Session 1 recap	Social media video	Delivered
C12	MUSIKART project webpage	Website	Ongoing
C13	PUCK project webpage	Website	Ongoing
C14	COMBATHATE at Tarantarsia Festival – MUSIKART	Event	Delivered
C15	Santa Sofia d'Epiro local event – MUSIKART	Event	Delivered
C16	COMBATHATE Facebook and Instagram	Social media	Ongoing
C17	Legal Rights training highlights	Social media video	Delivered
C18	Cassano All'Ionio local event – MUSIKART	Event	Delivered
C19	Cropalati awareness event – MUSIKART	Event	Delivered
C20	San Demetrio Corone local event – MUSIKART	Event	Delivered
C21	Montegiordano awareness event – MUSIKART	Event	Delivered
C22	Nooruse Maja project webpage	Website	Ongoing

Total: 22 distinct visible records – 16 delivered and six ongoing. The Facebook/Instagram record represents two platforms under one activity. The newsletter record is not a count of editions; D5.2 separately records two editions. "Delivered" is the status shown in the screenshot, not independent verification of its audience reach.

Annex B Dissemination activity inventory

Minimum inventory from the two SYGMA dissemination screenshots, with overlapping rows removed. Several names are visually truncated; descriptive titles below preserve the visible topic rather than supplying an unverified complete caption. [S11]

ID	Activity (descriptive title)	Content function	Recorded status
D01	Public deliverables on PROVISION website	Online publication	Ongoing
D02	Public deliverables on PUCK website	Online publication	Ongoing
D03	Psychological First Aid micro-learning	Guidance video	Delivered
D04	Practical legal support: how to support someone	Guidance video	Delivered
D05	Practical legal rights: five key victim rights	Guidance video	Delivered
D06	Public deliverables on MUSIKART website	Online publication	Ongoing
D07	Basic legal pathway: what to do after a hate incident	Guidance video	Delivered
D08	PFA: what to do and what not to do	Guidance video	Delivered
D09	Supportive communication / Psychological First Aid	Guidance video	Delivered
D10	Introductory PFA: what is Psychological First Aid?	Guidance video	Delivered
D11	Evidence Bundle: what to collect	Guidance video	Delivered
D12	Practical cooperation: working with authorities	Guidance video	Delivered
D13	AAC basics: communication and de-escalation	Guidance video	Delivered
D14	How to approach a person in distress	Guidance video	Delivered
D15	Public deliverables on Nooruse Maja website	Online publication	Ongoing
D16	Icon Form and Proxy Reporting: mistakes to avoid	Guidance video	Delivered

Inventory interpretation

The 16 visible entries comprise four ongoing publication activities and 12 delivered video-related entries. The screenshot's "Other" type field is not treated as an absence of dissemination: the descriptions identify practical guidance and public publication of results. The audience-category lists are qualitative labels, not headcounts.

A guidance video may originate from a WP2 training and be shared on both social platforms. Registry entries are therefore counted as activities, while platform statistics retain their own units. The same publication is not treated as an additional training or a new set of unique viewers merely because it appears in more than one register.

Source: S11. Additional partner publications are acknowledged as unquantified activity until their evidence is indexed.

Annex C Calculation and coding audit

C.1 Positive-response counts and denominators

Item	D5.3	D5.4	D5.5	D5.6	D5.7	Total
Q1	45/50	40/48	46/50	50/50	49/50	230/248
Q2	45/50	43/49	47/50	50/50	48/50	233/249
Q3	45/50	43/49	46/50	50/50	48/50	232/249
Q4	45/50	37/49	46/50	50/50	48/50	226/249
Q5	45/50	44/49	49/50	50/50	48/50	236/249
Q6	45/50	39/49	48/50	50/50	48/50	230/249
Q7	45/50	44/48	47/50	50/50	48/50	234/248

Q1 objectives; Q2 project presentation; Q3 support-system information; Q4 perceived increased awareness; Q5 speaker communication; Q6 dialogue; Q7 satisfaction. Positive share = positive count / valid item count × 100. Pooled percentages are rounded to one decimal place.

C.2 Source-reported numeric means

Event	Q1	Q2	Q3	Q4	Q5	Q6	Q7
D5.3	4.36	4.44	4.40	4.44	4.42	4.44	4.40
D5.4	Cat.	Cat.	Cat.	Cat.	Cat.	Cat.	Cat.
D5.5	4.54	4.68	4.54	4.62	4.70	4.70	4.60
D5.6	4.42	4.50	4.74	4.78	4.48	4.42	4.90
D5.7	4.70	4.66	4.56	4.54	4.50	4.54	4.60

“Cat.” denotes categorical reporting in the PUCK event source. No new numeric mean is silently assigned and no grand mean across all five events is reported. The report’s cross-event comparison uses equivalent positive categories instead.

C.3 Missingness and participation

Returned forms: 250. Forms containing any evaluable data: 249. Main-item valid answers: 248 + 249 + 249 + 249 + 249 + 249 + 248 = 1,741. Possible main-item answers: 250 × 7 = 1,750. Missing cells: nine. These omissions are retained and not replaced by an average, a maximum score or a response from another item.

Female attendances: 43 + 25 + 42 + 47 + 27 = 184. Male attendances: 7 + 25 + 8 + 3 + 23 = 66. Shares: 184/250 = 73.6%; 66/250 = 26.4%. No cross-event person-level linkage is used.

C.4 Role and follow-up harmonisation

Stakeholder profiles use survey records. Amanita’s “Police” and “Law enforcement” are combined (two records); student and unemployed are retained within the wider “Other” total. Follow-up answers are not used as a comparable event-ranking measure because two questionnaires offered only Yes/No. Counts are reported with each choice set and missing answers visible.

Source: S04–S08, aggregate tables. Calculations reproduce report-based information; this is not an independent raw-data audit.

Annex D Source and evidence register

The source register identifies the project documents, monitoring returns and public routes supporting this report. Internal participant records are not reproduced. Public-page reviews establish selected access routes at the review date; performance figures are attributed to the consolidated campaign monitoring return.

ID	Source	Used for
S01	COMBATHATE project description, Application Form Part B, Project No. 101205522; Objective 5, indicator framework, T5.2 and D5.8 specification.	D5.8 scope; campaign targets; public-event and final-phase requirements.
S02	Campaign Strategy Report – WP5 (D5.1), especially Sections 1–3 and 6.	Objectives, audiences, channels, responsibilities and intended KPI collection.
S03	D5.2 DOCUMENT EN EE BG IT.pdf; English Sections 2–3.	Campaign materials, early local outreach, media, two newsletter editions and publication channels.
S04	D5.3 First Public Event in Estonia — RNUN; supplied PDF; attendance and evaluation sections.	RNUN attendance, stakeholder profile, questionnaire results and discussion summary.
S05	D5.4 First Public Event in Italy — Gli Amici di PUCK; supplied PDF; attendance and evaluation sections.	PUCK attendance, missingness, categorical feedback and recommendations.
S06	D5.5 First Public Event in Estonia — Amanita; venue and evaluation report; supplied PDF.	Corrected Villa Amanita venue; attendance; feedback and lessons.
S07	D5.6 First Public Event in Bulgaria — PROVISION; supplied PDF; attendance and evaluation sections.	PROVISION attendance; separate survey roles; scored results and binary follow-up item.
S08	D5.7 First Public Event in Italy — MUSIKART; supplied PDF; venue, attendance and evaluation sections.	MUSIKART venue, attendance, roles, feedback and lessons.
S09	Ruberto, F. (2026). Accessible Support Pathways for Victims of Disability-Related Hate Speech and Hate Crime: Implementation Evidence from Estonia, Italy and Bulgaria. MAP Social Sciences, 7, 38–50. DOI: 10.53880/2744-2454.2026.7.38.	Published output and academic dissemination; methods and limitations.
S10	SYGMA Communication Activities inventory.	22 visible records after deduplication; recorded channel and status.
S11	SYGMA Dissemination Activities inventory.	16 visible records after deduplication; practical video themes and public publication entries.

Annex D Online and supporting evidence

ID	Source / public route	Scope of observation
S12	MUSIKART: https://www.musikart.it/combathate	Project page and selected public output listings reviewed on 24 September 2026.
S13	Gli Amici di PUCK: https://gliamicidipuck.org/combathate/	Main project and deliverables page retrieved on 24 September 2026.
S14	Amanita: https://amanitaeesti.ee/combathate/	Project information and cross-link to Nooruse Maja reviewed.
S15	PROVISION: http://provisionbg.org/index.php/cerv/	Partner publication route documented in project records and public indexing.
S16	Nooruse Maja: https://www.noorusemaja.ee/en/cerv/ Results: https://www.noorusemaja.ee/en/results/	Project and results pages retrieved; selected WP2 and WP5 publication routes reviewed.
S17	D1.6 Second Intermediate Meeting Report, 22 September 2026; final PDF, Sections 1, 5, 7 and 9; restricted source.	22 September 2026 coordination status and confirmation of completed support-session cycles; no signatures disclosed.
S18	Facebook: https://www.facebook.com/people/Combathate/61578210119624/ Instagram: https://www.instagram.com/combathate_ue/	Official campaign account routes. Digital performance is reported under S19.

Digital monitoring provenance

S19 — Consolidated digital monitoring return for the first awareness campaign, cut-off 24 September 2026, as confirmed by the campaign reporting owner. The reported figures are actual results for social exposure, interaction, video use and partner-page access. Tables in Sections 12–13 reproduce the figures and reporting ranges; Annex E supplies definitions and calculations. Confirmation of the results does not change their unit or turn an action count into unique people.

Interpretation of source completeness

The activity inventories preserve the communication and dissemination records incorporated in the campaign report. Public references identify where outputs and coverage can be accessed. S19 provides the digital performance figures. Public links and aggregate monitoring serve different purposes; neither is used to invent a post total, participant profile or causal outcome.

The public report contains aggregate results and source references. Attendance signatures, personal contact details, identifiable feedback and sensitive case records remain outside this publication. The academic article is a dissemination output drawing on project evidence; its repeated project totals are not counted again.

S20 — D3.5–D3.8 support-session reports: Amanita, Gli Amici di PUCK, RNUN and PROVISION. Eight sessions per partner; used for implementation context and continuation lessons, separately from campaign attendance.

S21 — Public coverage: Külauudised, Urmas Saard, 22 July 2025, "Mis on COMBATHATE ehk vaenukuriteod puuetega inimeste vastu"; SA KÜSK, Katre Tamm, 23 July 2025, "Pärnu vabaühendus tõi Eestisse Euroopa rahastuse vaenukõne vastaseks tegevuseks".

https://kylauudis.ee/2025/07/22/mis-on-combathate-ehk-vaenukuriteod-puuetega-inimeste-vastu/

https://kysk.ee/parnu-vabauhendus-toi-eestisse-euroopa-rahastuse-vaenukone-vastaseks-tegevuseks/

Annex E Digital definitions and reporting basis

This annex defines the monitoring figures used in Sections 12–13 and provides their calculation trail. Counts are reported as confirmed for the cut-off; original ranges remain ranges. Calculated ratios are rounded to one decimal place, except link-click ratios, which use two decimal places. [S19]

Metric	Definition used in this report	Interpretation limit
Reach by platform	Reported audience reached on each social platform.	The same person may occur on both platforms.
Official and wider audience	Reported campaign scopes of 26,000 and 38,000.	Not additive; wider scope includes partner amplification.
Impressions / content views	Cumulative social exposure reported in the monitoring return.	Repeated exposure is included; retain platform definitions.
Interactions	Reported reactions, likes, comments, shares and saves.	Actions rather than unique people.
Video views and completions	Reported plays and viewing-depth bands.	Repeat viewing may occur; no learning outcome inferred.
Profile visits and social clicks	Reported account visits and link-click events.	Clicks do not establish a completed website session.
Website page views	Views of partner project pages.	Not equivalent to unique visitors.
Website users / visits	Original website reporting field retained by partner.	Mixed units; sum is not a common unique-user or session KPI.
Resource opens / downloads	Reported access events for deliverables and resources.	Does not measure unique readers or subsequent reuse.
Outbound actions	Reported outbound clicks or actions from partner pages.	May overlap resource-access and social activity.

E.1 Range and scope conventions

Single values reproduce the reported counts. Video ranges retain the precision of the monitoring return; their endpoints are not converted into exact topic totals or confidence intervals. All results close on 24 September 2026. Later September activity belongs to a subsequent update. No monthly trajectory or audience demographic distribution is inferred from cumulative totals.

Source: S19. Event counts, public-event feedback and academic publication details retain their separately documented sources.

Annex E Digital arithmetic and reconciliation

Calculation	Inputs / formula	Reported or calculated result
Platform reach sum	17,900 + 13,600	31,500
Social impressions / content views	31,600 + 23,900	55,500
Social interactions	1,340 + 1,180	2,520
Video / Reel views	8,600 + 7,200	15,800
Profile visits	670 + 460	1,130
Social link clicks	225 + 165	390
Partner-page views	1,850 + 1,250 + 980 + 780 + 1,520	6,380
Website users / visits	1,250 + 850 + 690 + 540 + 1,040	4,370; not deduplicated
Resource access events	320 + 240 + 150 + 130 + 270	1,110
Website outbound actions	180 + 120 + 90 + 70 + 150	610
Interaction / platform-reach ratio	2,520 ÷ 31,500 × 100	8.0%
Interaction / impression ratio	2,520 ÷ 55,500 × 100	4.5%
Social link-click / impression ratio	390 ÷ 55,500 × 100	0.70%
Resource-access / page-view ratio	1,110 ÷ 6,380 × 100	17.4%
Platform sum minus official-channel audience	31,500 − 26,000	5,500; difference between reporting scopes
Wider audience minus official-channel audience	38,000 − 26,000	12,000; difference between reporting scopes

E.2 Separate direct participation

Documented first-wave public-event attendance is 250. The four introductory workshops contribute 80 recorded participant engagements; together they give 330 WP3/WP5 engagements, not 330 additional digital users. The published article reproduces these project totals and is not a second independent dataset. Repeated support-session participation is not added to this first-wave total. [S04–S09, S17]