Novel Strategies to Fight Child Sexual Exploitation and Human Trafficking Crimes and Protect their Victims

H2020 – 101021801

www.heroes-fct.eu

D10.10 Communication Plan - V2

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Abstract (for dissemination)
This deliverable presents the project roadmap for the management of communication activities during the 3 years of the project. The project communication strategy establishes the overall communication plan, including the objective, roles and responsibilities.

Keywords	Activities of Dissemination, Exploitation and Communication

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Table of Contents

List of Figures

List of Tables

Executive summary

This deliverable defines the communication strategy of the HEROES project. The purpose of the document is to develop the communication plan that details the different types of stakeholders to whom the project is directed and the importance of defining the message for users, as well as the different dissemination activities carried out throughout HEROES. The deliverable describes the visual identity of the project such as the logo and presentation templates, as well as the social networks in which the project will be present. From a communication activities perspective, the development of the public website is used for the dissemination of detailed information about the consortium, research publications, related news, public deliverables, and any event related to the project. It also describes the promotional material in which a brochure (in digital format) will be distributed to the members of the consortium to facilitate the dissemination of the project at events, conferences, and symposiums, as well as the development of the Newsletter, templates for Posters and the Roll-Up.

The results of the information obtained in the HEROES project are products generated during the project and are elements such as knowledge, technology, processes, which have the potential to contribute to future work, research, or innovation. In addition, they can be used by the project partners themselves or by other interested parties.

This deliverable is a second version of the deliverable D10.3 "Communications Plan – V1". D10.3 which outlines the communication methods that will be used in the HEROES project for communication with partners and the general public. In this second deliverable D10.10 "Communications Plan - V2", a description of the communication activities was added, which is divided into three parts, i. internal; ii. external communication, and iii. activities in general, including collaboration with other EU projects section was updated to better represent the projects with which HEROES has synergies. Moreover, a reorganisation of the themes was carried out, dividing the communication activities by categories, namely a section that details how visual identity was integrated, with highlight to the importance of the communication of the Logo, dissemination in social media networks, and presenting the e-mail as the most important vehicle to transmit and share information with project partners. The communication plan further describes the promotional material that will be used to promote the results and activities of the HEROES project.

Abbreviations

CA	Consortium Agreement
CSA/CSE	Child Sexual Exploitation and Abuse
CSOs	Civil Society Organization
D	Deliverable
DMS	Data Management Strategy
DMP	Data Management Plan
DoA	Description of the Action, Annex 1 of the Grant Agreement
GA	Grant Agreement
M	Month
THB:	Trafficking in Human Beings
T	Task
TIC:	Technology of the Information and Communication
THB:	Trafficking in Human Beings
WP	Work Package

1. Introduction

Human trafficking (THB) and child sexual abuse and exploitation (CSA/CSE) are two major problems in our society. Inadvertently, new information and communication technologies (ICTs) have provided a space for these criminal phenomena to develop and take on new forms, compounded by the lockdown caused by the COVID-19 pandemic. At the same time, the technical and legal tools available to stakeholders that prevent, investigate and assist victims, such as law enforcement agencies (LEAs), prosecutors, judges and civil society organisations (CSOs) fail to keep pace with criminals using new technologies to continue their abhorrent acts. In addition, assistance to victims of THB and CSA/CSE is often limited by a lack of coordination between these stakeholders. In this regard, there is a clear and vital need for joint working methodologies and the development of new strategies to address and assist victims. In addition, due to the cross-border nature of these crimes, the harmonisation of the legal frameworks of each of the affected countries is necessary to create bridges of communication and coordination among all stakeholders in order to help victims and reduce the occurrence of these horrific crimes. To address these challenges, the HEROES project presents an ambitious, interdisciplinary, international, and victim-centred approach. The HEROES project is structured as a comprehensive solution that encompasses three main components: Prevention, Investigation and Victim Assistance. Through these components, our solution aims to establish a coordinated contribution with LEAs by developing an appropriate, victim-centred approach that is able to address specific needs and provide protection. The main objective of the HEROES project is to use technology to improve the way help and support can be provided to victims of THB and CSA/CSE. In addition, the HEROES project will establish innovative new strategies that, in the short, medium, and long term, will improve the way LEAs and CSOs conduct criminal investigations, help rescued victims and prevent the occurrence of these crimes.

2. Key concepts and objectives

2.1. Objectives

HEROES is an ambitious, multidisciplinary, and international project with a victim-centred approach, HEROES' primary aim is to strengthen and enhance the coordinated response of LEAs and other stakeholders in relation to the prevention, investigation, and assistance to victims of THB and CSA/CSE crime. To this end, the HEROES project will adopt best practices to comply with relevant legislation related to the processing and exchange of digital evidence.

The main goal is to use technology to improve the way in which assistance and support can be provided to victims of Trafficking of Human Beings (THB) and of Child Sexual Abuse and Exploitation (CSA/CSE).

Prevention:

- To provide a variety of preventive measures to reduce THB and CSA/CSE crimes.

- To reduce the demand of services that place potential victims, in both legal and illegal sectors, at risk of victimisation.

- To reduce the risk of (re-)offending by better understanding the behaviour of abusers and potential abusers.

Investigation:

- To analyse possible involvement of organised crime groups implicated in THB and CSA/CSE in other crimes.

- To develop new approaches to investigate THB and CSA/CSE crimes.

- To address the new threats of child abuse and coercion and extortion of victims that have escalated in the last years.

- To provide Law Enforcement Agents with effective means to detect, investigate and bring down open and hidden peer-to-peer networks and websites.

Victim Assistance:

- To develop a set of holistic measures to ensure adequate THB and CSA/CSE victims' protection and assistance.

- To develop new approaches to mitigate the impact on victims of THB and CSA/CSE and to reduce re-victimisation in the short and long term.

2.2. Communication

Communication activities shall be defined as those described in Article 38 of the Grant Agreement and shall involve the promotion of the action and its results by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner. Communication activities will involve a strategically planned process, starting from the beginning of the action and continuing throughout its useful life, with the aim of promoting the objectives, activities, findings, products and achievements of HEROES Therefore, communication activities will contribute to and support the objectives of dissemination and exploitation, at the same time that they will target stakeholders and audiences beyond the objectives of dissemination and exploitation (e.g. the general public, the media).

The objectives of the Communication are:

- Raise awareness and ensure maximum visibility of the facts, objectives, activities, and key results of the project among relevant stakeholders and the public.

- Announce and promote HEROES events, to maximise attendance and participation potential.

- Identify new stakeholders throughout the project, who can contribute to the sustainability of the activities developed as part of HEROES.

- Share experiences and lessons learned with other researchers.

- Provide information about the Consortium and how to interact with project partners.

- Support dissemination objectives.

- Link different communication channels to implement a strategy and maximise the reach of communication activities.

2.3.   Roadmap

The activity of Dissemination, Exploitation and Communication will be divided into a series of phases:

- **Planning phase (M1 – M4)**: official launch of the project, development of the project website; development of the project communications manual; development of strategies for the dissemination, exploitation, and communication of projects; development of communication tools; Social media posts and interactions to build a network of followers.

- **Awareness phase (M4 – M24)**: Publications on social networks; first contacts with relevant stakeholders; distribution of project flyers/promotional materials at relevant events; further development and updates on the project website and communication tools; further development and refinement of dissemination, exploitation, and communication strategies; monitoring and evaluation of dissemination and communication activity; progress and monitoring of operating activity.

- **Preliminary results and ongoing activity (M25 - M34)**: improved project visibility; ongoing engagement with relevant stakeholders; wide public dissemination of project results and outputs; analysis and evaluation of the impact and success of dissemination, communication, and exploitation activities against key performance indicators; further improvement of dissemination, exploitation and communication strategies.

- **Final results and exploitation (M30 – M36)**: wide public dissemination of the results and final products of the project; analysis and evaluation of the impact and success of communication and exploitation dissemination activities against key performance indicators; preparation of final exploitation and dissemination plans; establishment of the post-project impact committee.

- **Post-project phase (2 years after the project)**: Analysis and evaluation of the impact and success of the exploitation and dissemination activity to identify the best practices to disseminate and widely exploit the added value of the assets generated in the HEROES project.

The strategy will focus on communication activities aimed at increasing awareness of the project among relevant target audiences. These activities will serve to establish a community of stakeholders who are aware of the project and may be the subject of further outreach and exploitation as the project progresses. These activities can also be a useful channel through which participants could be recruited for both the user requirements gathering phase of the project and for testing.

2.4. Roles and Responsabilities

The pooling of competencies and experiences of each member of the consortium in the fundamental in order to catalyse the adoption of HEROES results. Details of the project's complementary tasks, deliverables, and work packages are established in the "Grant Agreement-101021801-HEROES.pdf" document.

3. Communication activities

Communication activities will be divided into:

- **Internal Communication**: project evaluation reports will be included, access to updated planning and management documents (Work Plan, Task Distribution, Collaboration Agreement, Report Templates, Press Release Models, Satisfaction Questionnaire Models, Manual of Corporate Image) and useful links for the partners' work, including periodic management meetings, telecommunication tools (telephone, email, fax, videoconference, messaging).

- **External Communication**: With the direct recipients and potential beneficiaries of the project results.

- **General Dissemination**: Decision Makers and society in general will be informed through press releases, containing all relevant information about HEROES' activities, results and expected impacts.

3.1.   Standards for HEROES Deliverable Editing

HEROES, in order to increase the scope of dissemination, has established collaboration with other EU projects. HEROES has collaborated with the following projects:

- **RAYUELA**: Empowering and education of young people about the internet through pedagogic and playing activities. The project studies the human factors that lead to criminality and implements training programs for youth and children. It was designed to empower and educate young people (children and teenagers primarily) in the benefits, risks and threats intrinsically linked to the use of the Internet by playing, thus preventing and mitigating cybercriminal behaviour (https://www.rayuela-h2020.eu/about-us/).

- **CC-Driver**: Researching cyber criminality to design new methods to prevent, investigate, and mitigate cybercriminal behaviour. It studies the human factors responsible for youth cybercrime and computer hacking among adolescents. The findings will help the development of mitigation and deterrence strategies. The project investigates "cybercrime as a service" to design policy models to combat online cybercrime and develop an online self-assessment analytic tool for young people designed to understand cybercriminal behaviour and generate positive pathways, (https://www.ccdriver-h2020.com/).

- **INSPECTr**: Intelligence network and secure platform for evidence correlation and transfer. The principal objective of INSPECTr will be to develop a shared intelligent platform and a novel process for gathering, analysing, prioritising, and presenting key data to help in the prediction, detection, and management of crime in support of multiple agencies at local, national, and international level (https://inspectr-project.eu/).

- **AIDA**: Artificial intelligence and advanced data analytics for law enforcement agencies. AIDA will develop a Big Data Analysis and Analytics framework equipped with a complete set of effective, efficient, and automated data mining and analytics solutions to deal with standardised investigative workflows, extensive content acquisition, information extraction and fusion, knowledge management and enrichment through novel applications of Big Data processing, Machine Learning, AI, and predictive and visual analytics. It will do so in a way that ensures societal benefits and consequences are an integral part of design and deployment efforts (https://www.project-aida.eu/).

- **THORN**: Build technology to defend children from sexual abuse. It now houses the first engineering and data science team focused solely on developing new technologies to combat online child sexual abuse (https://www.thorn.org/).

- **ANITA**: Advanced Tools for Fighting online illegal trafficking. ANITA aims to enhance the investigative capabilities of LEAs by delivering tools and techniques to efficiently address the illegal online

trafficking of counterfeit/counterfeit medicines, NPS, drugs and weapons (https://www.anita-project.eu/).

- **LOCARD**: Lawful evidence collecting and continuity platform development. LOCARD is a project funded through the European Commission's Horizon 2020 program aiming at automating the collection of digital evidence in any electronic format and medium. Its goal is to provide a comprehensive management approach to handle digital evidence presented in a court of law, mitigating many issues of current art and practice. LOCARD aims to increase trust in the handling and processing of digital evidence and the management of a chain of custody by providing transparency and using an immutable chain of custody stored with blockchain technology (https://locard.eu/).

- **AVIATOR**: Augmented Visual Intelligence and Targeted Online Research, is an efficient tool that helps classify and prioritise all aspects of NCMEC reports. In addition, AviaTor can automatically crawl online sources for additional information for investigations in accordance with the national legal requirements (https://aviatorproject.com/).

3.2. Consortium Partners Contribution

Interaction and communication with all consortium partners and interaction with all WPs are necessary to successfully disseminate the project results.

All partners involved shall participate in outreach activities by:

- Providing the contents of their particular work packages: press releases, presentations, articles, publications, etc.

- Informing about dissemination opportunities and awards.

- Participating and presenting the project in relevant events: conferences, workshops, etc.

- Regularly filling out the checklist of planned and carried out dissemination activities.

- Reporting on the dissemination activities carried out.

3.3. Project Templates

The templates for the different types of documents (doc, pptx) were developed. Templates allow the consortium to represent and present the project evenly. All templates are available to project partners and additional templates will be added if necessary.

The available templates are listed below:

- General deliverable and document template (Microsoft Word).

- Meeting template (agenda, meeting minutes) (Microsoft Word).

- Presentation template (Microsoft PowerPoint).

- Project - and monthly work package - Status template.

- HEROES logos (small, large, vector).

With these templates we aim to gather project information for transmission to and from the whole consortium, thus enabling identification in a very simple manner.

3.4. Deliverables

HEROES's public deliverables will be published on the project website and will be available for download. All interested parties will, therefore, be kept informed about HEROES results. Partners are responsible for notifying the project coordinator and the WP leader for dissemination in order to publish the deliverables on the website.

3.5. Publications

Publications are intended to reach different types of stakeholders. All publications must refer to the project with the following disclaimer: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n. 101021801.".

3.6. Scientific Publications

All the HEROES' researchers will be committed to contribute with papers on international conferences and peer review journals, giving priority to open access options to maximise the dissemination of HEROES research and results.

To ensure and maximise the dissemination of HEROES research and results the communication strategy includes not only the production of papers addressed individually to peer review international journals, but also foresees the development of an international conference focused in all relevant topics addressed in HEROES. The best papers will be published in a special issue of a peer-reviewed journal.

3.7. Events and Conferences

Partners are participating in external events and conferences relevant to the project to:

- Present and promote the project, its activities and main results to relevant audiences.
- Increase HEROES visibility and expected impacts, whilst ensuring visibility of EU Funding.
- Establish new contacts.

Through the participation in events of the members of the HEROES Consortium, have a cross-cutting possibility to share their expertise, exchange knowledge and best practices with relevant audiences, including professionals from key-stakeholders. Events are an important communication channel to provide general information about the project, as well as to promote and communicate HEROES progress and results. In addition, they are an important channel to interact with the academic community.

3.8. News

Partners are invited to share news of the project within their network of contacts, as well as to share results and relevant events (at local and international levels) in all their available communication channels. While disseminating HEROES to wider audiences, the consortium potentially ensures reach of all relevant audiences, be it a local, national, and international level. The main objective will be to publicise the project and its main initiatives to a large, interested audience.

Each news must include:

- Basic information about the Project.
- Key information about the results achieved or the events to be promoted.
- Useful contacts and resources.

3.9. Website

The Website is one of the most effective sources of dissemination. It allows communication with the general public, as well as communication between the consortium, giving accurate and concise information on the standing of the project and enabling a greater scope of dissemination. The URL of the project website is "**https://www.heroes-fct.eu**".

The project website will act as a dissemination centre, central repository, and dissemination channel for news on public information. It will contain documents and dissemination material produced as part of the HEROES project, such as press releases, project brochure, newsletters, and a project fact sheet, etc. The website will be continuously updated throughout the project, thus pertaining timely information for interested parties. The website will also serve as a platform to constantly publish news and publications targeted to key stakeholders, involving them both in content and in HEROES' objectives.

The design of the site has the following:

Figure 1: HEROES web page design

4. HEROES Visual Identity

The document "HEROES Visual Identity" presents the elaboration of the visual elements for creative use of the HEROES project. This document provides a guide for the elaboration of the dissemination materials of the project, as well as information on logos, colors, fonts of the project, etc., and instructions for use. Guidelines are mentioned to reference the project in social networks and other digital media.

4.1. Project Logo

The project logo is one of the essential elements of the project's identity. Its main purpose is to represent the project's core message of the project directly and effectively whilst stimulating dissemination and provide an opportunity to promote results.

The HEROES logo shall be part of all dissemination, communication (internal and external) and exploitation activities, as well as included in all promotion materials, documentation, websites, etc.

4.2. Social Media

Social media platforms provide for a great means for dissemination of information about HEROES to a broad group of audiences, whilst promoting the discovery of its activities, results, and impacts, encouraging the creation of a two-way collaborative community of stakeholders. Social media is a very dynamic environment and one of the most popular and fastest ways to promote the project and improve its visibility.

To increase visibility and engagement not only with project-specific communications, but also with the broader topics that the HEROES project encompasses, the exchange of relevant news articles on the main thematic focuses channels that are used for the dissemination of project HEROES activities are:

Twitter	This social network is used to keep followers updated on HEROES consortium events and activities, published deliverables, and other project information updates.
LinkedIn	• This social network is used for contact with professionals interested in the themes related with HEROES.
Instagram	This social network is used to disseminate information about the events, activities, and information of the HEROES project.
You Tube	This social network is used to disseminate visual information (videos) of the HEROES project.
Facebook	• This social network is used to share visual content, send and receive messages, make contact with more audience regarding the information of the HEROES project.

Figure 2: HEROES social media

4.3. Email

Emails are a communication mechanism for creating, sending, and receiving messages through electronic communication systems. Most email systems today use the Internet, with e-mail being one of the most popular uses of the Internet.

Everything related to the project will be communicated through the Gmail address "heroes@ucm.es" with the project partners, including sensitive information.

5. Promotional Material

In order to inform a wide range of audiences of the HEROES project and improve its visibility, different dissemination materials have been prepared. The dissemination materials contain the HEROES logo, a brief description of the project and a list of partners.

Dissemination materials are published on the website and are available for download. They are also distributed at events attended by partners to increase project visibility and expand our network and contacts.
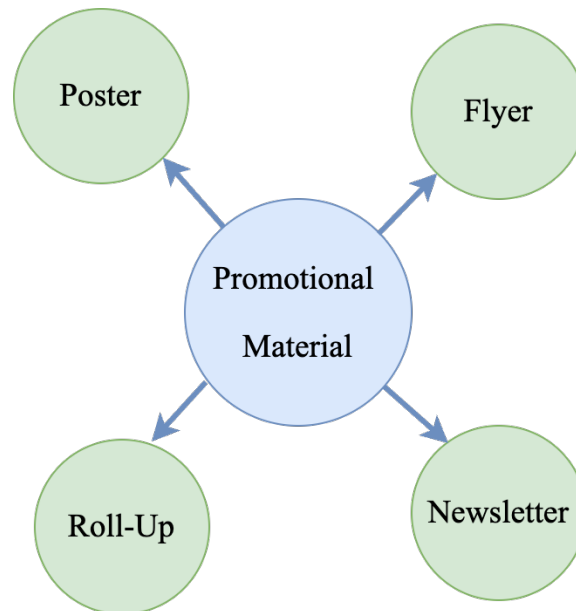

Figure 3: HEROES promotional material

- **Flyer**: The HEROES flyer was designed to present the objectives, components, and consortium. To be distributed at each event in which Consortium members participate.

- **Newsletter**: Periodical publications of a Newsletter with the latest news about the project, with the aim of presenting the project with its objectives and main activities, as well as the events carried out and upcoming.

- **Poster**: Graphic document designed to present HEROES research results at exhibitions, congresses, and other relevant events, accompanied by visually attractive graphic elements.

- **Roll-Up**: A roll-up pertaining HEROES visual identity, social media platforms and website was produced in order to publicise the project in face-to-face meeting and events.

6. KPIs Key Performance Indicators

Table 1: KPIs

Stage	Main Communication Channels
1 – Preliminary Project Promotion (M1 – M12)	- Project Website (KPI: at least 1,000 visits). - Social Media (KPI: at least 200 followers) - Press release (KPI: at least 3 release) - Leaflets (KPI: at least 100) - Posters (KPI: at least 2) - Partners social media channels and websites (KPI: at least 100 visits and 100 followers) - Presentations about project scope and objectives at conferences & workshops / presentations at scientific, technical conferences and workshops (KPI: at least 5 such events)
2 – Project Pre-Commercialisation (M12-M30)	- Project website (KPI: at least 5,000 visits). - Social Media (KPI: at least 1000 followers) - Press release (KPI: at least 6 release) - Presentations at demonstrations, conferences & workshops (KPI: at least 1000 potential viewers) - Collaboration with research projects and international networks (KPI: at least 5 projects and international networks) - Journal & conference papers (KPI: at least 5 scientific and technical contributions) organisation of an international conference
3 – Business Strategy (M30 – M36)	- Project website (KPI: at least 2000 potential viewers) - Social Media (KPI: at least 1000 followers) - Press release (KPI: at least 10 release) - Presentations at demonstrations, conferences & workshops (KPI: at least 1000 potential viewers) - One to one meeting (KPI: at least 20 meetings) - Presentations at scientific, technical conferences and workshops Journal & conference papers - Final project Brochure (KPI: at least 1000 brochures)

6.1. Dissemination Guidelines

All dissemination material needs to include the EU emblem and the following acknowledgement:

When the EU emblem is displayed together with other logos, it must have appropriate prominence.

7. Conclusions

This deliverable allows to establish a strategic communication approach by identifying the specific communication goals and objectives for the HEROES project, as well as the key messages and the appropriate channels to reach the target audiences. This communication plan has facilitated cooperation and collaboration between the different partners involved in the HEROES project by providing a clear structure for internal and external communication and fostering the exchange of information and knowledge between participants. Furthermore, it has contributed to increase the visibility and dissemination of the HEROES project through effective communication strategies, which has allowed to increase the interest towards the project. In conclusion, the communication plan of the HEROES project is essential to ensure effective communication, increase the visibility of the project, encourage the participation of stakeholders, and achieve the set objectives and has allowed the evolution and continuous improvement of the communication activities along with the tools to be implemented during the three years of the project, emphasising the actions of the first year. These actions are based on the promotion of the results obtained through communication material (e.g., brochures and roll-ups), publication of related articles in media, social networks, and public website.