



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

H2020 – 101021801

www.heroes-fct.eu

D10.3 Communications plan – V1

Authors

Luis Javier García Villalba Luis Alberto Martínez Fernández, Sandra Pérez Arteaga,
Ana Lucila Sandoval Orozco (UCM)

Deliverable nature	Report (R)
Dissemination level	Public (PU)
Version	1.0
Date	31/3/2022



Document Information

Project Acronym	HEROES
Project Title	Novel Strategies to Fight Child Sexual Exploitation and Human Trafficking Crimes and Protect their Victims – HEROES
Grant Agreement No.	101021801
Project URL	www.heroes-fct.eu
EU Project Officer	Laure Guille

Deliverable	Number	D10.3	Title	Communications plan – V1		
Work Package	Number	WP10	Title	Dissemination, Communication and Exploitation		
Date of Delivery	Contractual		M4	Actual	M4	
Status	Version 1.0			Final		
Nature	R		Dissemination level		PU	

Responsible partner	Name	Luis Javier García Villalba	E-mail	javierv@ucm.es
	Partner	UCM	Phone	+34 913947638
Contributing partners				
Reviewers	Laura Suarez (ICMEC CH), Mafalda Valério (APAV)			
Security Approval	Julio Hernandez-Castro (UNIKENT)			

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	HEROES, H2020, communication, dissemination.

Disclaimer:

This document contains information that is treated as confidential and proprietary by the HEROES Consortium. Neither this document nor the information contained herein shall be used, duplicated, or communicated by any means to any third party, in whole or in parts, except with prior written consent of the HEROES Consortium.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101021801. The opinions expressed and arguments employed herein do not necessarily reflect the official views of the funding body.

Version History

Version	Date	Change Editor	Changes
0.1	15/01/2022	Luis Javier García Villalba (UCM) Sandra Pérez Arteaga (UCM) Ana Lucila Sandoval Orozco (UCM)	Initial version
0.2	10/03/2022	Luis Javier García Villalba (UCM) Luis Alberto Martínez Hernandez (UCM) Sandra Pérez Arteaga (UCM) Ana Lucila Sandoval Orozco (UCM)	First draft available
0.3	15/03/2022	Luis Javier García Villalba (UCM) Luis Alberto Martínez Hernandez (UCM) Sandra Pérez Arteaga (UCM) Ana Lucila Sandoval Orozco (UCM)	Final version for review
0.4	28/03/2022	Laura Suarez (ICMEC CH)	Review and comments
0.5	28/03/2022	Mafalda Valério (APAV)	Review and comments
1.0	31/03/2022	Luis Javier García Villalba (UCM) Luis Alberto Martínez Hernandez (UCM) Sandra Pérez Arteaga (UCM) Ana Lucila Sandoval Orozco (UCM)	Final version

Table of Contents

Document Information	ii
Version History.....	iii
Table of Contents.....	iv
List of Tables.....	v
Executive summary	vi
Abbreviations.....	vii
1. Introduction	1
2. Key concepts and objectives	2
2.1. Communication	2
2.2. Roadmap.....	2
3. Managing Communication Activities	4
3.1. Project Logo	4
3.2. Project Templates	4
3.3. Website.....	4
3.4. Deliverables.....	5
3.5. Scientific Publications	5
3.6. Events and Conferences	5
3.7. News.....	5
3.8. Publications	6
3.9. Social Media.....	6
3.10. Email	6
3.11. Collaboration with other EU-Projects	6
3.12. Consortium Partners Contribution.....	7
3.13. Flayer/ Factsheet/ Newsletter	7
3.14. Key Performance Indicators	7
3.15. Dissemination Guidelines.....	8

List of Tables

Table 1: KPI by communication channel..... 7

Executive summary

The purpose of the Communication Plan is to design and execute an efficient communication strategy, starting with the key concepts and, to end with the outline of the main managing communication activities and target audiences.

Some subtasks have been already completed while most of them are ongoing according to the defined work plan. The requirements and expected results of these subtasks define the communication plan, containing the actions to be deployed and included in the final dissemination report.

Abbreviations

CSA/CSE	Child Sexual Abuse and Exploitation
CSOs	Civil Society Organisations
DoA	Description of Action
KPI	Key Performance Indicators
ICTs	Information and Communication Technology
THB	Trafficking in Human Beings.

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 problems 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 organizations (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 harmonization 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. 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 general public.
- Announce and promote HEROES events, to maximize attendance and participation potential.
- Identify new stakeholders throughout the project, who can contribute to the sustainability 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 maximize the reach of communication activities.

2.2. 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 stakeholder groups; 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 stakeholder groups; 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; increased commitment to the HAIVISIO programme to identify best practices for disseminating and widely exploiting the added value of assets generated after the programme. At the beginning of the project, there will be no results or products available, so the strategy will focus on communication activities aimed at increasing knowledge of the project among relevant target audiences. These activities will serve to establish a community of stakeholders who are aware of the project and can be the subject of more outreach and exploitation activities as the project progresses. These initial activities can also be a useful channel through which participants could be recruited for both the project user requirements gathering phase and testing.

3. Managing Communication Activities

3.1. Project Logo

The project logo is one of the most important elements of the project's identity. Its main purpose is to directly and effectively represent the core message of the project. It can also stimulate dissemination and provide an opportunity to promote results.

The logo also seeks to communicate everything related to the project with the promotional materials of the documentation, websites etc., which seeks to convey that the type of project that is being spoken only with the logo is identified.

3.2. Project Templates

Once the project logo has been designed, the templates for the different types of documents (doc., pptx) were made. Templates allow you to represent 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 / tasks - Status template (Microsoft Word).
- Risk Information Template.
- HEROES logos (small, large, vector).

In these templates it is intended to capture all the information of the project for transmission from all the partners of the project and to be able to identify in a simple way.

3.3. 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 partners of the project, giving accurate and concise information about it and being able to have a greater scope of dissemination of information. The URL of the project website is "<https://www.heroes-fct.eu>".

The project website will act as a dissemination center, central repository and news dissemination channel for all public information. It will contain documents and dissemination material produced as part of the HEROES project, such as press releases, a project brochure, newsletters and a project fact sheet, etc. The website will be continuously updated throughout the project to present the update of information for interested parties. The website will also serve to constantly publish all news and publications related to the project for key stakeholders, involving them in the content and objectives of the project. The design of the site has the following:

- Page the "Home".
- Page the "Project".
 - Page the "Work Plan".
 - Page the "Impact".
 - Page the "Deliverables".

- Page the "Consortium".
- Page the "Sister Projects".
- Page the "News".
- Page the "Contact".

3.4. Deliverables

Heroes project public deliverables are published on the project website and are available for download. In this way, all interested parties will be informed about the results obtained from the project. Partners are responsible for notifying the project coordinator and the Work Package leader of dissemination to publish the deliverables on the website. So far, they have already published 5 deliverables.

3.5. Scientific Publications

Consortium partners from universities (UCM, UNIKENT, VUB, UNICAMP, Lab LATITUDE) and research and technology organisations (INRIA, KEMEA, ARC) will lead the preparation of peer-reviewed scientific publications. All the HEROES' researchers will be committed to contribute on 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 foreseen of an international conference focuses with the HEROES topics. Best papers will published in a special issue of a peer-reviewed journal. Priority will be given to open-access journals, in order to allow the research results spreading internationally.

3.6. Events and Conferences

Partners will participate in external events and conferences relevant to the project to:

- Present the project and the results of the project to the audience.
- Promote the project.
- Increase project visibility
- Establish new contacts.

A basic presentation of the project has been made, and all partners can use it for dissemination purposes. It is available in the Content Management System and will be constantly updated. All partners can additionally upload it with their contents.

3.7. News

Partners are invited to share news of the project within their network of contacts and on their university website the results achieved and relevant events at local and international level.

The participation of large associations in the project will ensure a wide dissemination of the project. The main objective will be to publicize the project and its main initiatives to a large, interested audience.

3.8. Publications

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

3.9. Social Media

Social media aims to disseminate information about the project to a broad group of social media to promote the discovery of the project and encourage 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.

In order to increase visibility and engagement not only with project-specific communications, the exchange of relevant news articles on the main thematic focuses channels that are used for the dissemination of PROTECT activities are:

- Twitter: @heroes_fct
- LinkedIn: <https://linkedin.com/in/heroes-fct>

3.10. Email

Email is 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 email "heroes@ucm.es".

3.11. Collaboration with other EU-Projects

HEROES to increase the scope of dissemination will collaborate with EU projects which so far are:

- **GRACE (H2020):** Platform that integrates machine learning methods, federated learning and legal approaches to combat CSA/CSE.
- **RAYUELA (H2020):** It studies the human factors that lead to criminality and implements training programs for youth and children.
- **CC-Driver (H2020):** You will study 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 will investigate '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.
- **HoneyComb:** Project Honeycomb is an intelligence led approach to combating human trafficking and modern slavery across Greater Manchester. It will enable the Greater Manchester Combined Authority to take action on data that is spread across different organisations, integrate disparate information sources and make the best possible use of the data while respecting best legal and ethical practice. Novel insights will inform evidence-based policymaking and the design of effective awareness and prevention campaigns.
- **HumanTrafficking (ERC):** This project makes a theoretical, methodological and regulatory paradigm shift in the investigation and analysis of human trafficking, one of the most pressing moral and political challenges of our time.

- **INSPECTr (H2020):** INSPECTr is a three-year project that will develop a shared intelligent platform and 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 the local, national and international level. The €7 million project began in September 2019, has 18 partners from 13 countries and is coordinated by University College Dublin (IE).

The HEROES website contains links to the projects mentioned, as well as short presentations in the newsletters. These tasks are also implemented by the respective projects to obtain correlations between dissemination activities. Some technical information was shared with these projects, as well as discussions on best practices and common problems and possible solutions. In addition, joint conferences and events are planned, as well as the use of the Common Dissemination Booster.

3.12. Consortium Partners Contribution

Interaction and communication with all consortium partners and interaction with all WPs are necessary to successfully disseminate the results of the project. All partners involved must participate in outreach activities by:

- Provide the contents of your particular work packages: press releases, presentations, articles, publications, etc.
- Inform about dissemination opportunities and awards.
- Participate and present the project in relevant events: conferences, workshops, etc.
- Regularly fill out the checklist of planned and carried out dissemination activities.
- Report on the dissemination activities carried out.

3.13. Flayer/ Factsheet/ Newsletter

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.

3.14. Key Performance Indicators

To measure the impact of the dissemination and communication activities the list of Key Performance Indicators (KPI) shown in Table 1 will be set during the three years of the project.

Table 1: KPI by communication channel

Stage	Main Communication Channels
1 – Preliminary Project Promotion (M1 – M12)	<ul style="list-style-type: none"> • 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)

<p>2 – Project Pre-Commercialisation (M12-M30)</p>	<ul style="list-style-type: none"> • 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
<p>3 – Business Strategy (M30 – M36)</p>	<ul style="list-style-type: none"> • 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)

3.15. Dissemination Guidelines

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

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101021801.”

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