



# TECHNOLOGY, TRAINING AND KNOWLEDGE FOR EARLY-WARNING / EARLY-ACTION LED POLICING IN FIGHTING ORGANISED CRIME AND TERRORISM

## D8.2 - COMMUNICATION PLAN

**Grant Agreement:** 786687

**Project Acronym:** COPKIT

**Project Title:** Technology, training and knowledge for Early-Warning / Early-Action led policing in fighting Organised Crime and Terrorism

**Call (part) identifier:** H2020-SEC-2016-2017-2

**Document ID:** CPK-1202-WP08-002-V1.3-DV-PU

**Revision:** V1.3

**Date:** 12/02/2020

Project co-funded by the European Commission within the H2020 Programme (2014-2020)		
Dissemination Level		
<b>PU</b>	Public	<input checked="" type="checkbox"/>
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	<input type="checkbox"/>
<b>EU-RES</b>	Classified Information: RESTREINT UE (Commission Decision 2005/444/EC)	<input type="checkbox"/>
<b>EU-CON</b>	Classified Information: CONFIDENTIEL UE (Commission Decision 2005/444/EC)	<input type="checkbox"/>
<b>EU-SEC</b>	Classified Information: SECRET UE (Commission Decision 2005/444/EC)	<input type="checkbox"/>

## Revision history

Revision	Edition date	Author	Modified Sections / Pages	Comments
V.1.0	28/09/2018	Corinna Pannofino, TRI (main author)  <u>Reviewers and contributors:</u>  Angelo Napolano, Angeliki Gkourdouki (TRI), David Diaz (ISDEFE)	Full document	First version submitted to the EC on 28/09/2018
V1.1	28/11/2019	Corinna Pannofino, TRI (main author)	Full document review, with significant changes in the executive summary, sections 2.4.1, 2.4.2, 2.4.3, 2.4.6 to include achieved results	The deliverable has been reread in full and revisited to evaluate the communications plan for the project and make sure it is still relevant for achieving impact. The necessary changes were made in the mentioned sections.
V1.2	29/01/2020	Corinna Pannofino, TRI (main author)	Full document, with changes in section 4.4.1 (KPI table), 5 and Annex III in particular	Editorial and formatting corrections to full document, updated KPIs and timeline of activities in Annex III and conclusion
V1.3	12/02/2020	Corinna Pannofino, TRI (main author), Raquel Pastor (ISDEFE)	Full document review	Editorial changes

## Executive summary

This deliverable report defines the Communication Strategy for COPKIT, which complements the Dissemination and Exploitation plan outlined in D8.1 and focuses on promoting and informing different audiences about COPKIT's results.

The document covers the following:

- The communication strategy, including the main messages emerging from COPKIT that need to be shared with a wider audience, the audiences targeted by the project's communications, and the tools and channels we will use to reach them;
- how we will implement the communication activities, including the guidelines for using project materials (visual identity), how we will build our network, and the timing for COPKIT's communication activities;
- how we will monitor and evaluate the effectiveness of COPKIT communications.

### Revision notes

This communications plan has been reviewed in M18 and been found still relevant and appropriate to meet the goals set out in M4 (September 2018) when this deliverable was first written. Furthermore, table 3 shows that we have already reached most of our KPIs and are on track with all planned activities.

## Table of Contents

<b>Executive summary .....</b>	<b>2</b>
<b>1. Introduction .....</b>	<b>7</b>
1.1 Document Structure.....	7
1.2 Glossary .....	7
1.3 List of acronyms/abbreviations .....	8
<b>2. Communication strategy.....</b>	<b>9</b>
2.1 Communication objectives.....	9
2.2 Target audiences.....	9
2.2.1 General public.....	9
2.2.2 The media .....	9
2.3 Communication messages .....	9
2.3.1 Key messages for promoting the project .....	10
2.4 Communication tools and channels.....	10
2.4.1 Project website.....	10
2.4.2 Social media .....	12
2.4.3 Printed materials .....	15
2.4.4 Press releases .....	18
2.4.5 Blog articles .....	18
2.4.6 Short videos .....	19
2.4.7 E-mails .....	20
<b>3. Implementation of the communication activities .....</b>	<b>20</b>
3.1 Defining a visual identity.....	20
3.2 Building a network .....	20
3.2.1 Media list (list of journalists and press interested in this subject) .....	20
3.3 Timing of communication activities.....	20
<b>4. Monitoring and evaluation .....</b>	<b>21</b>
4.1 Evaluation of the communications plan .....	21
4.1.1 KPIs to evaluate communication channels' performance .....	21

---

<b>5. Conclusions .....</b>	<b>23</b>
<b>Annex I – Visual identity guidelines .....</b>	<b>24</b>
<b>Annex II – COPKIT Press Release – July 2018.....</b>	<b>27</b>
<b>Annex III – Gantt of WP8 activities .....</b>	<b>29</b>
<b>Annex IV – COPKIT Monitoring tool.....</b>	<b>30</b>
<b>Annex V – Monitoring tool guidelines.....</b>	<b>31</b>

## List of Figures

Figure 1 Screenshot of the COPKIT website .....	11
Figure 2 COPKIT website analytics .....	11
Figure 3 Visitors to the COPKIT website.....	11
Figure 4 Screenshot of COPKIT's Twitter account .....	12
Figure 5 Screenshot of COPKIT's Facebook page .....	13
Figure 6 Screenshot of COPKIT's LinkedIn page .....	14
Figure 7 COPKIT YouTube Channel.....	15
Figure 8 Project flyer .....	16
Figure 9 COPKIT poster.....	17
Figure 10 COPKIT pull-up banner.....	17
Figure 11 Screenshot of the COPKIT video.....	19
Figure 12 Full COPKIT logo .....	24
Figure 13 COPKIT symbol .....	24
Figure 14 PowerPoint template.....	26
Figure 15 Public deliverable template .....	26

## List of Tables

Table 1 Glossary of terms .....	8
Table 2 List of acronyms and abbreviations.....	8
Table 3 Key performance indicators for communication activities .....	23
Table 4 COPKIT colour codes .....	25

## 1. Introduction

This document defines the Communication Strategy for COPKIT, which complements the Dissemination and Exploitation plan outlined in D8.1 and focuses on promoting and informing different audiences about COPKIT's results. This means reaching out to the media and the general public, by:

- Defining key messages to promote COPKIT to a wider audience
- Identifying communication tools and channels
- Defining a process for monitoring and evaluating the project's communications

The strategic approach leads to an implementation plan which structures key processes and schedules for the COPKIT consortium in order to:

- Build an online presence
- Build a network including media lists
- Plan and develop promotional material
- Schedule processes for monitoring and evaluating communications

The principal aim of the communication activities is to show how intelligence-led Early Warning/Early Action can benefit society through a reduction in organised crime and terrorism. The detailed communication plan will serve as a guide for all partners in the consortium to contribute to communications to a wider public.

TRI will lead the project's communications plan and its implementation; however, all partners are expected to contribute to its implementation. Each partner will be responsible for the translation of press releases from English into their country's principal language. All partners will meet face to face and/or via conference calls at least quarterly to discuss the progress in implementation of the project's communications plan.

### 1.1 Document Structure

The communications plan complements the previous deliverable on dissemination and exploitation and covers:

- The communication strategy, including the main messages emerging from COPKIT that need to be shared with a wider audience, the audiences we will target for communication, and the tools and channels we will use to reach them (Section 2);
- how we will implement the communication activities, including the guidelines for using project materials (visual identity), how we will build our network, and the timing of COPKIT's communication activities (section 3);
- how we will monitor and evaluate the effectiveness of COPKIT communications (section 4).

### 1.2 Glossary

Term	Explanation
Communication	Reaching out to society and communicating about the project and its results to a multitude of audiences, including the media and the public <sup>1</sup>
Early Action/Early Warning	Early Warning explains how crimes are evolving, identifying "weak signals", warnings, new trends, and forms a basis for assisting decision-makers, at both strategic and operational levels, in order to develop Early Action (preparedness, mitigation, prevention and other security policies).
Intelligence-led policing	Having intelligence (encompassing all types and time-scales of intelligence) guiding the operations as a means to optimize resources and prioritizing case investigation
Key messages	The main points COPKIT wants target audiences to hear, remember and act upon.
Stakeholder	A relevant actor (persons, groups or organisations) who: (1) might be affected by the project; (2) have the potential to implement the project's results and findings; (3) have a stated interest in the project fields; and, (4) have the knowledge and expertise to propose strategies and solutions in the fields of law enforcement, communication technologies, computer science and engineering
Target Audience	Group targeted by COPKIT communication or dissemination activities.
Visual identity	Graphical identity and other visual components (such as logo, colour scheme, fonts) used in COPKIT communication/dissemination tools (i.e. web, printed materials, report and presentation templates).

Table 1 Glossary of terms

### 1.3 List of acronyms/abbreviations

Abbreviation	Explanation
DEP	Dissemination and exploitation plan
EC	European Commission
GDPR	General Data Protection Regulation
KPIs	Key performance indicators
LEAs	Law Enforcement Agencies

Table 2 List of acronyms and abbreviations

<sup>1</sup> EC definitions taken from <https://www.iprhelphdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E.pdf>



## 2. Communication strategy

### 2.1 Communication objectives

- Draw the attention of relevant stakeholders, including the media and public, to the issues raised by intelligence-led policing; why it is important for public safety and security, what it means and examples of how it is implemented.
- Build trust between COPKIT and stakeholders, including the media and the public, assuring the public that its taxpayer-funded research brings benefits to the public.

### 2.2 Target audiences

Alongside the stakeholder groups identified in the Dissemination and Exploitation plan (D8.1), COPKIT's communications will reach out to a diverse audience, including the public and the media, in order to raise awareness about the project.

#### 2.2.1 General public

This category includes two sub-groups:

- citizens reading papers and watching/listening to the news every day, with no special interest in intelligence-led policing;
- people with an interest in policing, technology and IT, including specialists and professionals in the fields of computer science and engineering.

#### 2.2.2 The media

The media will include popular and specialist press. For the latter, we will target and engage with journalists and bloggers that have previously written about policing, law enforcement, emerging technologies, computer science, etc. Having previously written about these topics indicates their interest in the topics covered by COPKIT and they are therefore likely to pick up our press releases for their news stories.

### 2.3 Communication messages

Transparency is fundamental to trust. COPKIT will optimise transparency of its project by posting its deliverables on the project website and by actively taking the appropriate measures to communicate with its stakeholders, including the media and public, to inform them about the project, about why intelligence-led policing is important to the safety and security of citizens, about the measures we will take to protect personal data and to address ethical issues (Task 3.3). In these and other ways, COPKIT will foster trust between the project and stakeholders, as well as with the EC's security agenda of which COPKIT will be a response. The partners will compile evidence of an improvement in trust, especially anecdotally, in our exchanges with and feedback from stakeholders.

Although the consortium aims at establishing a transparent, two-way conversation with stakeholders, partners are aware that the project focuses on a sensitive matter (organised crime and terrorist activities) and therefore care must be taken when communicating with the public and media to avoid unnecessary misunderstandings about the nature of the project and incorrect perception of its activities. The partners must be aware that the online communities (e.g., as embodied in discussion forums or comment threads on news and websites) can easily misunderstand and misrepresent potentially controversial projects (and COPKIT is one of them, as it covers high-profile topics, i.e., organised crime and terrorism, LEAs operations, as well as privacy and security issues).

### *2.3.1 Key messages for promoting the project*

---

The main messages for the public will be general information about the project, its goals, funding, consortium, etc. but we will also focus on the legal and ethical aspects of the project.

On the one hand, the rationale behind informing the public about the project, its goals, funding, consortium, etc., is to generate greater awareness about why intelligence-led policing is beneficial to public safety and security, including it being cost effective at a time of tight budgets. On the other hand, we will ensure that the compliance with GDPR and national laws, as well as the ethical approach to privacy, data protection, citizens' rights, etc., are fully communicated, since these topics are most likely to influence the public's attitude and trust towards COPKIT.

Furthermore, we will update the above-mentioned key messages and define new ones regarding the main project results as they become available.

The timing for communicating the first set of messages will follow the Gantt chart in Annex III, while the timing for the messages that are closely related to the results of the project will be decided upon in due course.

## **2.4 Communication tools and channels**

The partners will use a variety of channels for communication purposes:

- Website
- Social media (i.e., Twitter, Facebook, LinkedIn, YouTube channel)
- Project brochure or flyer
- Press releases
- Blog articles
- Videos
- Emails

We will review these instruments at regular intervals for efficacy (months 18, 36).

### *2.4.1 Project website*

---

Because we believe that LEAs and industry stakeholders will be mostly interested in learning about the project and its results, the project website (<https://copkit.eu>) is expected to be the main channel for dissemination. However, our general aim is to raise awareness about COPKIT and its mission and obtain a wide dissemination and communication of results, including to the public and the media. Therefore, we will make sure the contents of the website are engaging and accessible for all audiences.

ISDEFE has set up the website in M3 (August 2018) and will be responsible for managing it with collaboration from all partners. Visits to the website will be monitored throughout the project lifetime to keep track of the number of visitors and evaluate the effectiveness of dissemination (see image below).

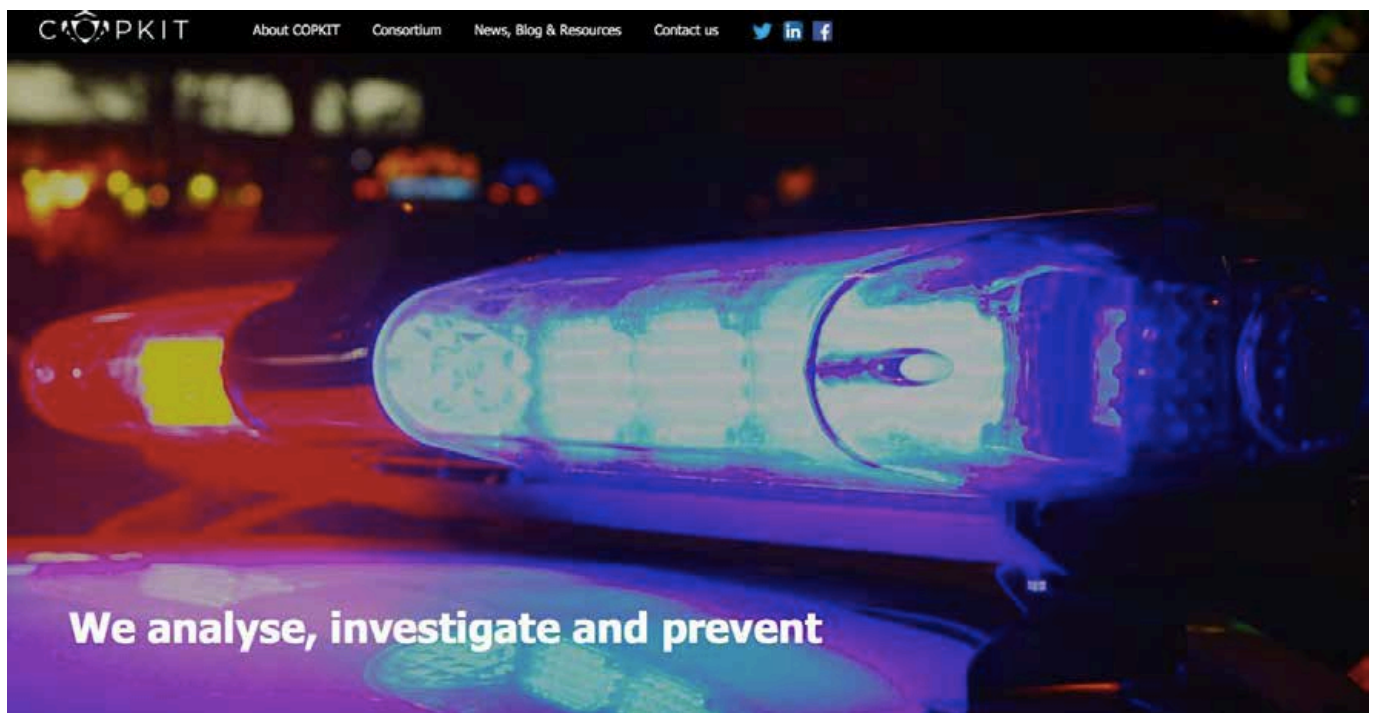


Figure 1 Screenshot of the COPKIT website

As shown in the figure below, during the first 18 months of the project, the website has been visited 62,460 times by 32,023 visitors, greatly exceeding our planned KPI for this task (see section 4.1.1 of this document).

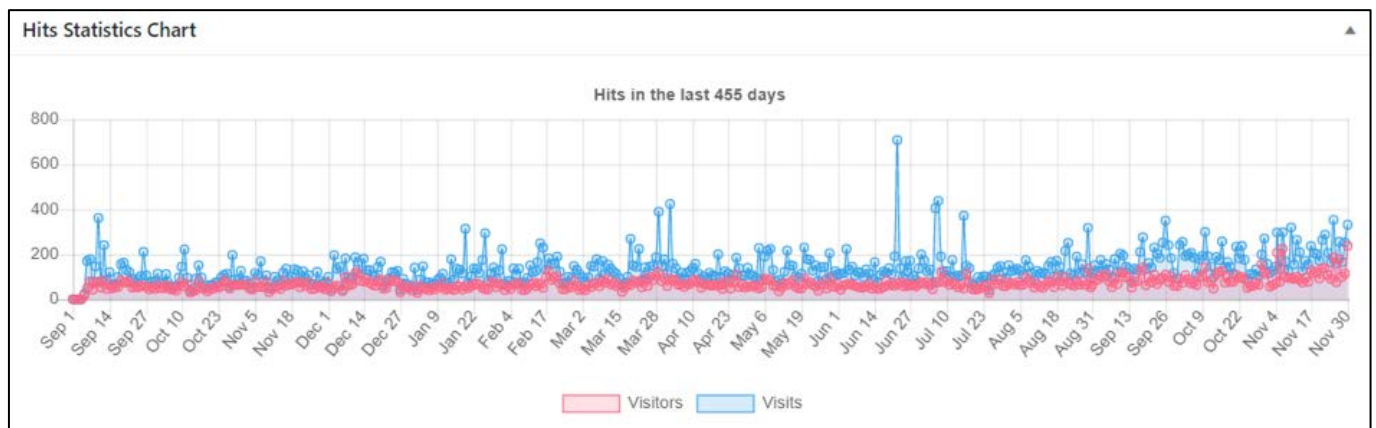


Figure 2 COPKIT website analytics

Hits Statistics Summary		
	Visits	Visitors
Chart Total:	62,460	32,023

Figure 3 Visitors to the COPKIT website

## 2.4.2 Social media

Publication of new information on the COPKIT website automatically syndicates all social media platforms so that tweets and posts are created with the latest project news.

Many of the topics covered by COPKIT are already discussed on social media platforms. To ensure COPKIT is part of this discussion and help extend the reach of COPKIT communications, we will use a combination of official COPKIT social media channels and channels owned by partners and stakeholders in the project.

TRI has set up the following social media accounts in M3 (August 2018) and will be responsible for managing them:

- Twitter ([https://twitter.com/Copkit\\_EU](https://twitter.com/Copkit_EU))
- Facebook (<https://www.facebook.com/CopkitProject/>)
- LinkedIn (<https://www.linkedin.com/company/copkit-eu/>)
- YouTube Channel  
([https://www.youtube.com/channel/UC3JTffq9MwsZnfJQdj1\\_NEQ?view\\_as=subscriber](https://www.youtube.com/channel/UC3JTffq9MwsZnfJQdj1_NEQ?view_as=subscriber))

As of 29 January 2020, we have 252 followers on Twitter, 53 followers on Facebook, 196 connections and 111 followers on our LinkedIn page.

### Twitter

Twitter will be the main social network used to post news about the project because of its widespread use by policymakers, European projects, researchers, influencers and other stakeholders (including the public and the media).

Other social media platforms will also be used to promote content (e.g., videos) and further results when they become available.



Figure 4 Screenshot of COPKIT's Twitter account

### Facebook



The Facebook account will be used to post the same content as on Twitter and it will be an important tool for distributing project news to a wider audience. TRI will use Hootsuite to plan and schedule posts on Facebook and LinkedIn.

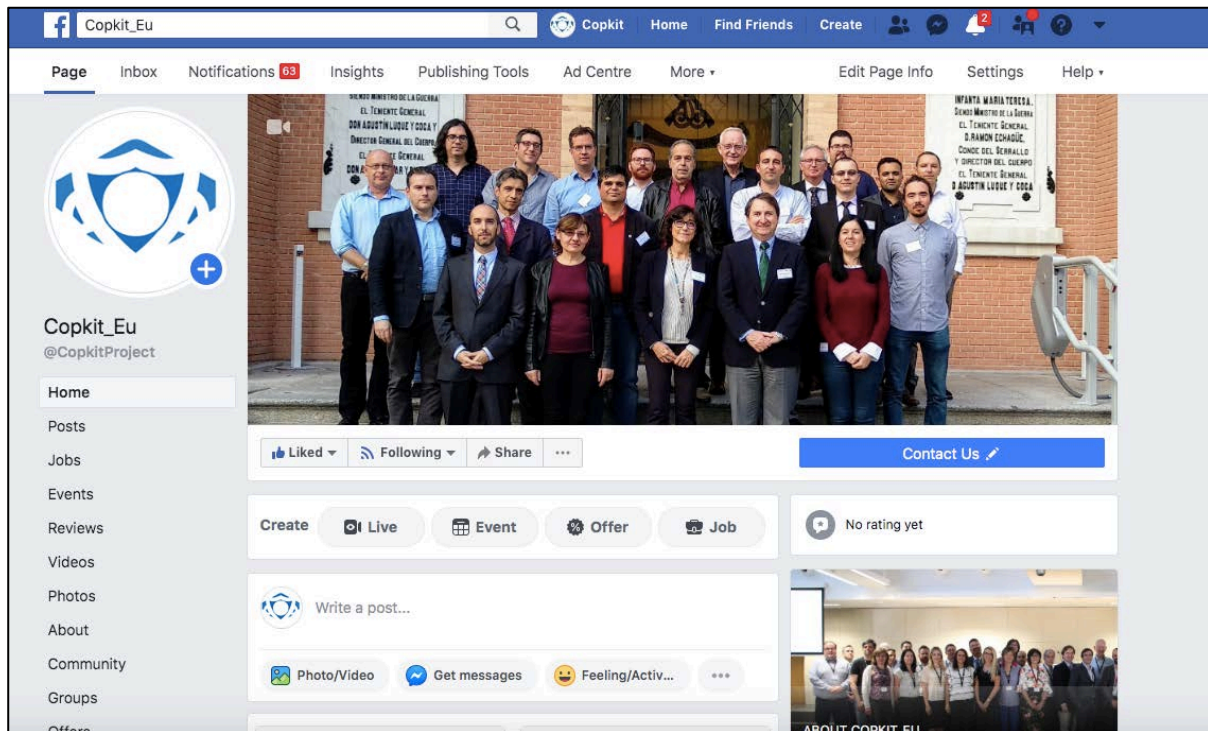


Figure 5 Screenshot of COPKIT's Facebook page

## LinkedIn

LinkedIn will be used to post the same contents as those shared on Facebook and Twitter, but it will serve also as a means for growing our network by gathering connections and followers from academia, the industry or the public sector that may have legitimate interest in the project and may be interested in future collaborations.

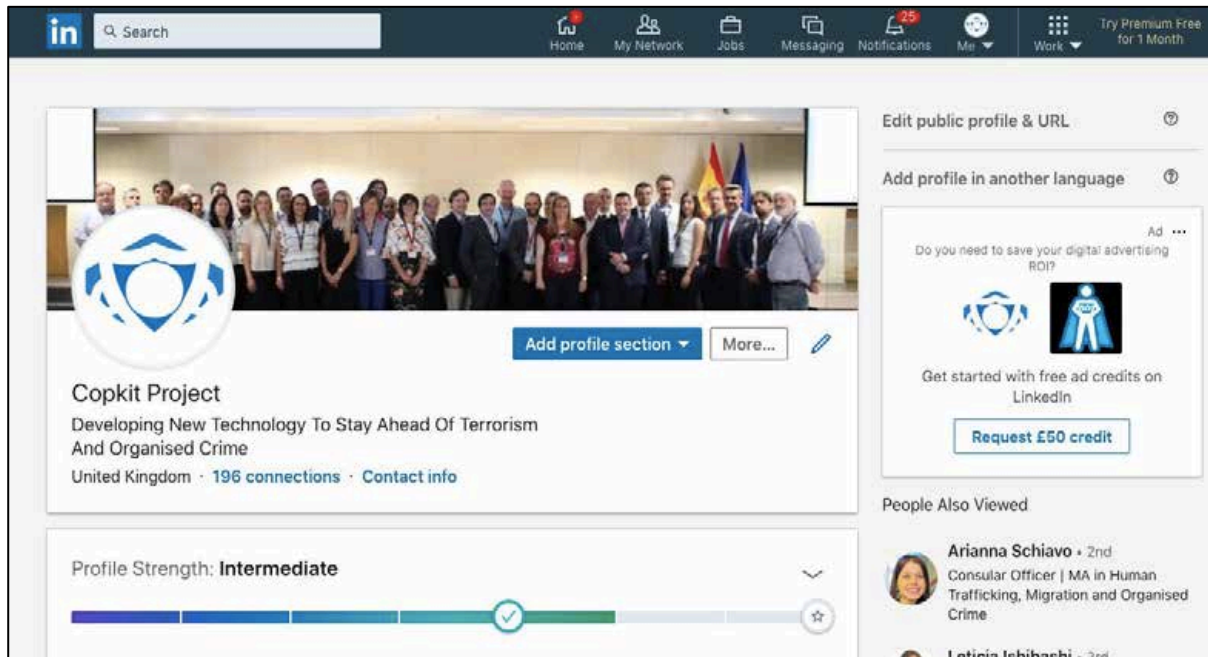


Figure 6 Screenshot of COPKIT's LinkedIn page

## YouTube

The COPKIT YouTube channel will be used as a platform for hosting project videos, as they become available (unlisted or private until ready to be shared with the public). Once the videos are finalised, we will embed them onto the website and include relevant keywords and phrases to ensure they are picked up by search engines and visitors alike.

The channel currently hosts the first project video and the versions with subtitles in other languages (see section 2.4.6 of this document):

- [English](#) (original version, no subtitles)
- [Spanish subtitles](#)
- [Latvian subtitles](#)
- [Greek subtitles](#)
- [Dutch subtitles](#)
- [Romanian subtitles](#)
- [French subtitles](#)
- [Bulgarian subtitles](#)
- [German subtitles](#)
- [Danish subtitles](#)

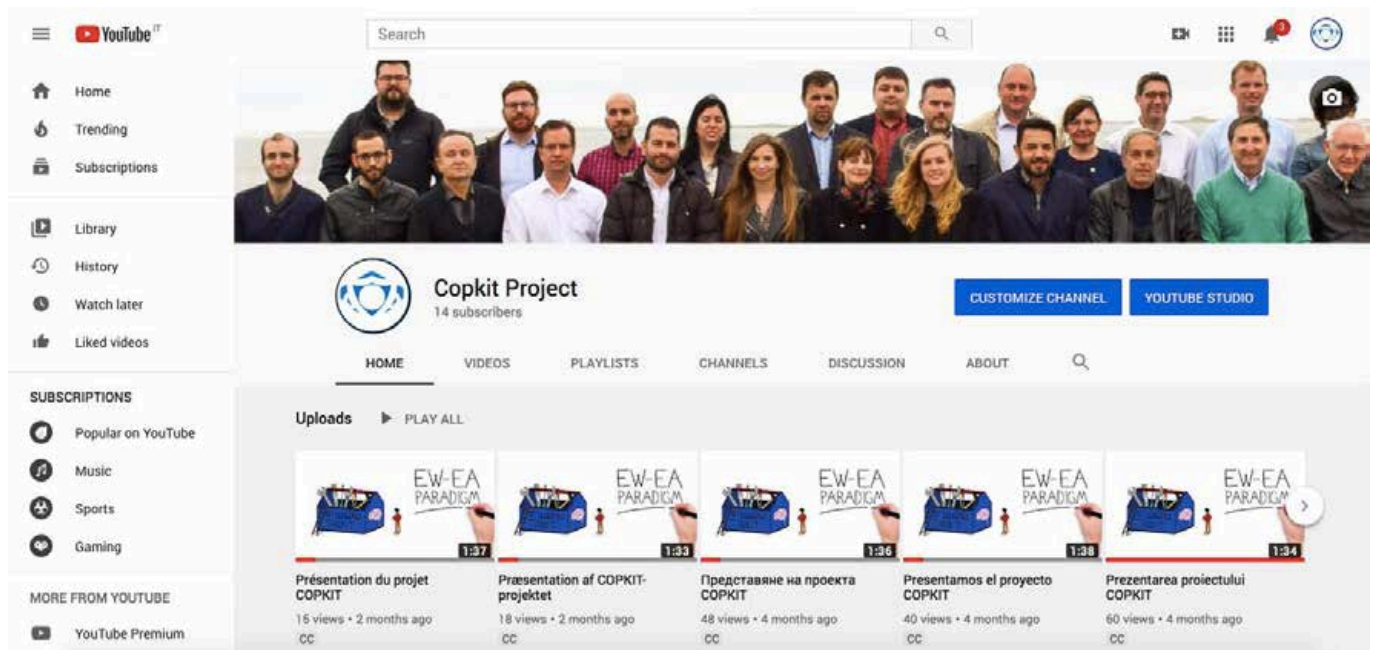


Figure 7 COPKIT YouTube Channel

## Social media strategy

The @Copkit\_EU account follows partners, organisations, other EU projects and individuals. Consortium members are asked to follow us back and help share information their networks by re-tweeting content from the account.

Content relating to the project launch on partner websites and other media outlets will be shared on a regular basis (at least 4 times/week) to showcase the international and multidisciplinary nature of the project. Project videos and website content will also be shared, followed by public deliverables, publications from the project and interesting news and insights related to policing, organised crime, terrorism, etc. We will also re-tweet posts that are relevant to COPKIT and the copy of each tweet will be carefully planned and written to include engaging messages, relevant hashtags and Twitter handles where possible, and links to direct traffic to the COPKIT website.

Project partners are expected to help raise awareness about COPKIT and its outcomes through their social media accounts. Individuals can also use their personal LinkedIn profile to reach out to their network. When posting on Twitter, we recommend using the project's Twitter handle (@Copkit\_EU) and relevant hashtags (e.g., #IntelligenceLedPolicing, #policing, #police, #crime #counterterrorism #terrorism #lawenforcement #LEAs, #OrganisedCrime, #technologies etc.) to give the tweets more visibility. When tweeting, an URL-shortened link should be used if there is the need to point at specific pages of the website considering the limited number of characters. Furthermore, we recommend using images to create more engaging content for the tweets. Only images that are free for reuse (under Creative Commons License) are to be used, except of course, when using pictures taken during project events (with consent from participants) or COPKIT materials.

### 2.4.3 Printed materials

## Project flyer

ISDEFE designed a project flyer to be used as an outreach tool to promote the project and its objectives to LEAs, policymakers, academics, and other stakeholders, including the public and the media. The project flyer contains core information about the project and its mission, thereby providing stakeholders with a

brief introduction to the project and where to go for more information, should they wish to be actively involved in the project.

Flyers were prepared in English, printed and distributed at third-party events. To reach a wider audience, a [downloadable version](#) of the flyer has been published on the COPKIT website and shared via social media.



Figure 8 Project flyer

## Poster and pull-up banner

ISDEFE has developed a project poster and a pull-up banner based on the structure and design of the flyer with core information about the project to display at third-party events.

Both the flyer and the poster were updated in March 2019 to include VICESSE's logo and then republished.





Figure 9 COPKIT poster

The pull-up banner has been designed specifically for the MSE2019 event that COPKIT co-organised in Crete, Greece in October 2019, but can be reused at other (internal) project events.



Figure 10 COPKIT pull-up banner

---

#### 2.4.4 Press releases

---

Press releases will be one of the main formats to inform the media and achieve a wide dissemination and communication of results, especially to the public, and ultimately increase interest in COPKIT and the topics it covers both at the local and European/global levels.

Press releases will be prepared upon reaching major project milestones, such as the start and end of project and upon obtaining key results for the project. COPKIT expects to publish 10 press releases (including translations) – although this number may vary depending on the need – on the project website, social media, CORDIS Wire and other newspapers/magazines. Press agencies may be involved to increase general distribution and achieve a higher press coverage, which will be closely monitored and recorded in the shared monitoring document (see Annex IV).

The partners are invited to translate press releases and forward them to local media and their institution's press offices (when available) in order to encourage their uptake by at least one newspaper in each of the partners' countries.

TRI issued a first press release in July 2018 (Annex II) to inform the media and the public about the launch of the project. We have used a press agency for a wider distribution of the news, as well as circulating it to our media contacts. We have also published the press release on the TRI website and shared it on our social media channels. Other partners (e.g. ISDEFE, LIF, SPL, AIT) have done the same through their channels.

The press release has been published on the COPKIT website at a later stage (M3) because it wasn't up and running when we first distributed the news.

The press release was featured in the following online magazines/papers:

- [CORDIS Wire](#)
- [Journalism.co.uk](#)
- [Difesa & Sicurezza](#)
- [raytodd.blog](#)
- [Terkko Navigator](#)

---

#### 2.4.5 Blog articles

---

COPKIT partners will write short articles related to their research and the outcomes of the project to publish on the COPKIT website, in industry magazines and/or on their institutional websites. By targeting policymakers, researchers from other projects, industry associations, policymakers and regulators, (as well as the general public) who are the most likely the main readers of such magazines, we seek to influence the public opinion, but mostly to influence public policy within the law enforcement sector.

Examples of potential magazines we could target include:

- Horizon, The EU research and innovation magazine: [https://horizon-magazine.eu/content/about/horizon\\_en.html](https://horizon-magazine.eu/content/about/horizon_en.html)
- Policing Insight <https://policinginsight.com>
- Law Officer <http://lawofficer.com>
- Police Magazine <http://www.policemag.com>
- Police One <https://www.policeone.com>
- Jane's defence weekly: <https://www.janes.com/defence/janes-defence-weekly>
- Projects: [http://www.projectsmagazine.eu.com/about\\_us](http://www.projectsmagazine.eu.com/about_us)
- The Conversation: <https://theconversation.com/uk>

We will identify other good avenues for publication of opinion pieces and shorter articles based on the topic, the need and audiences we wish to reach out to.

## 2.4.6 Short videos

Partners will co-ordinate the production of 2 short videos (about 1:30 min), which are a great way to explain the key outputs of the project to a wider audience. The first one will focus on the project itself, and the second on the results of the project. Both videos will be promoted through our social media accounts.

The first video was developed by ISDEFE and published on the COPKIT YouTube channel ([https://youtu.be/iJFOJb\\_h1qs](https://youtu.be/iJFOJb_h1qs)) and on the project website, where it serves as a nice interactive and capturing header (August 2018). The main impacts we expect to achieve with it are to raise awareness about COPKIT, its mission and the need for new technology for LEAs to stay ahead of organised crime.

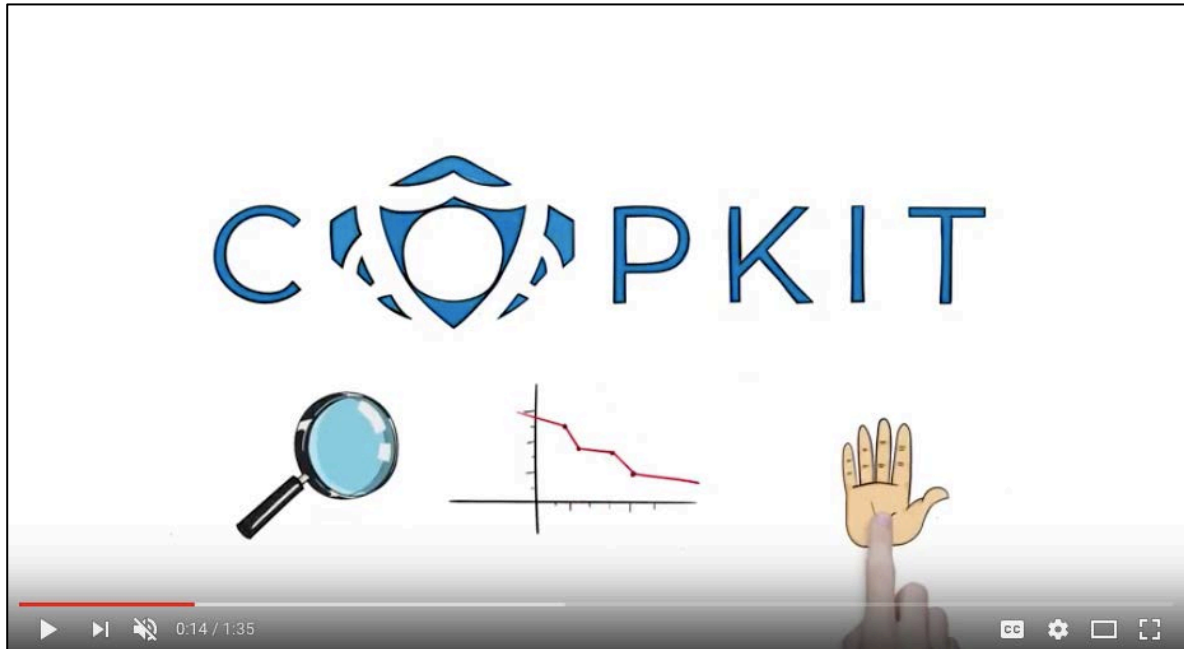


Figure 11 Screenshot of the COPKIT video

To reach a wider audience in the different countries represented by the consortium and include stakeholders that are not fluent in English and would otherwise be unable to understand the video, the partners decided to publish different versions of the project video containing the subtitles in their national languages in order to reach a wider audience

TRI prepared the translations of the video script in collaboration with the different partners and all languages have been uploaded to the COPKIT YouTube channel (and on the project website):

- [English](#) (original version, no subtitles)
- [Spanish subtitles](#)
- [Latvian subtitles](#)
- [Greek subtitles](#)
- [Dutch subtitles](#)
- [Romanian subtitles](#)
- [French subtitles](#)
- [Bulgarian subtitles](#)
- [German subtitles](#)

- [Danish subtitles](#)

To promote each of the videos, TRI, in collaboration with different partners, prepared copy to use on social media in each of the different languages to reach out to the stakeholder communities that may not be fluent in English. The videos are posted on social media on rotation to promote each of the different languages equally.

#### 2.4.7 E-mails

The partners will use e-mails to reach and interact with all of the identified stakeholder communities. Therefore, (for the purpose of COPKIT's dissemination and communication plans), we have identified emails as a dissemination and communication tool to engage with the main stakeholder groups. However, they will also be used as a means to communicate with the media (e.g. to send press releases) and inform them about the project and its achievements.

As stated in D8.1, we will only use email addresses that have either been given to partners directly by the stakeholders themselves (thereby giving their consent to be contacted via that email address) or organisation email addresses that are publicly available. All personal information collected in COPKIT's contact list will be managed and used in line with the General Data Protection Regulation (GDPR).

### 3. Implementation of the communication activities

#### 3.1 Defining a visual identity

The visual identity is the project's "face and personality" presented to the global community. It results from the combination of the project logo, colour scheme, infographics, templates etc. and provides a clear and recognizable project image. All partners must follow the guidelines in Annex I, which are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials partners create will represent the COPKIT project cohesively to all audiences.

All COPKIT materials, both online and offline, must include EU funding acknowledgement.

For more details and the full guide on the use of COPKIT's logo, colour scheme etc., see Annex I.

#### 3.2 Building a network

##### 3.2.1 Media list (list of journalists and press interested in this subject)

COPKIT partners will work together to build an effective media list in order to achieve a wider distribution and press coverage for our press releases. The project's media list will be built through a concerted effort among partners who will identify the specialised and general press that, in the various European countries, has shown an interest in the themes and topics developed in the project. As part of the network building process, every partner is expected to provide at least 2 or 3 contacts for each stakeholder category in order to cover all the countries represented in COPKIT. Overseas contacts will also be included, although we will make sure the majority is European.

#### 3.3 Timing of communication activities

The timing for communicating COPKIT's key messages will follow the Gantt chart in Annex III which, if necessary, will be updated to fit with the availability of project results and outcomes.

## 4. Monitoring and evaluation

### 4.1 Evaluation of the communications plan

The partners have evaluated their communications plan at the interim review (month 18) and will again at the end of the project. If the partners think they can extract more value from a re-allocation of their budgetary priorities, they will do so. The project co-ordinator will contact the EC project officer in advance to seek his or her concurrence. Moreover, all consortium partners are encouraged to keep track of each communication activity (and the audience reached whenever possible) as they take place.


When it comes to target audiences and communication/dissemination tools and channels, there is some overlap between the two plans (D8.1 and D8.2). For this reason, we are going to use the same monitoring tool described in D8.1 to monitor both dissemination and communication activities, which is shown in Annexes I of D8.1 and IV of this document. This will avoid confusion as to which spreadsheet must be used; moreover, it will avoid having to collate information from different sources and limit the chances of losing information.




As outlined in the DEP, the monitoring tool is for each partner to complete on an ongoing basis, but especially during the reporting periods. The tool consists of an Excel spreadsheet in which the partners will have to specify the details of the dissemination and communication actions performed and the obtained impact (i.e., audience reached with each activity). The monitoring tool is designed to meet the European Commission's requests for project promotion and dissemination of results and filling it in is mandatory for reporting. The spreadsheet, along with the guidelines for filling it in correctly (Annexes I of D8.1 and IV of this document), will be available in the consortium's internally shared workspace. Regular reminders will be sent to partners to update the spreadsheet.

As in the case of dissemination, the regular use of the monitoring tool will allow us to know if we are achieving impact and how far along we are in reaching our targets (KPIs).

#### 4.1.1 KPIs to evaluate communication channels' performance

The table below illustrates a list of KPIs for the different channels used in the communication activities and the results reached by M18.

Instruments	Target stakeholders	KPIs	Expected impact	M18 results
Project website	All stakeholders	>2500 unique visitors	Raise awareness about COPKIT and its mission, wide dissemination and communication of results, including to the public	Website has achieved 32,023 unique visitors 

Instruments	Target stakeholders	KPIs	Expected impact	M18 results
Press releases (translated into different languages i.e., Spanish, French, Bulgarian, etc.)	Media (including CORDIS Wire), the public	At least 10 (including translations), targeting at least 1 medium per partner country	Raise awareness about COPKIT and its mission, wide dissemination and communication of results, especially to the public	COPKIT has issued 4 press releases so far
Project flyer (translated into different languages)	LEAs, Policymakers, Academics	At least 500 (distribution at ~10 third party events)	Raise awareness about the project, provide stakeholders with a brief introduction to the project and where to go for more information	We have distributed 789 flyers so far at a number of different third-party events 
Videos	All stakeholders	2 short videos	Raise awareness about COPKIT, its mission and the need for new technology for LEAs to stay ahead of organised crime	COPKIT developed 1 video with subtitles for the different languages
E-mails	LEAs, Policymakers and regulators, Researchers, Industry associations, Academics, the media	Building a mailing list of 300 contacts	Provide information to and gather feedback from stakeholders; engage them and influence the outcomes of the project; uptake of press releases by journalists; participation in COPKIT events	The COPKIT mailing list has 612 contacts 
Blog articles	All stakeholders	At least 1/month	Influence public policy, law enforcement authorities. Influence public opinion on intelligence-led policing and counter terrorism	COPKIT has posted an average of 1 blog/month on the project website and occasionally other blogs on external websites and magazines 




Instruments	Target stakeholders	KPIs	Expected impact	M18 results
Social media (Twitter, LinkedIn, Facebook, YouTube channel)	All stakeholders	At least 4 posts/week  Twitter followers: <100 – poor, 100-250 – good, 250+ - excellent>  LinkedIn and Facebook Followers: <100 – poor, 100-250 – good, 250+ - excellent>	Raise awareness about COPKIT, its mission and the need for new technology for LEAs to stay ahead of organised crime, promote COPKIT events, wide dissemination and communication of results, especially to the public	COPKIT posts an average of 4 posts/week.  As of 29 January 2020, we have 252 followers on Twitter, 53 followers on Facebook, 196 connections and 111 followers on our LinkedIn page.  

Table 3 Key performance indicators for communication activities

## 5. Conclusions

The Communications Plan defines and records the strategy, tools and materials that are to be used in COPKIT communication activities throughout the project lifespan. This document also provides the consortium partners with guidelines on how to communicate the results of the projects and the knowledge gathered during the process. The partners have evaluated their communications plan at the interim review (month 18) and have found the plan to be still relevant for the project. They will evaluate it again at the end of the project to measure the achieved impact and assess whether the goals in this plan have been achieved. The candidate communications actions will be continuously monitored and accordingly updated to reach the defined objectives and audiences.

## Annex I – Visual identity guidelines

### Introduction

The use of the project's visual identity is intended to create a unique and recognisable image of the project for a coherent and consistent use of the visual elements in all COPKIT's communication materials. This includes publications, presentations, and all other marketing materials both online and offline. Guidelines on correct use of the logo, the fonts, colours and templates are included.

All partners should use and follow these guidelines in all communication activities related to the project. All documents used for submission should include the grant agreement number, EU logo, funding acknowledgement, and project logo.

### Logo

The COPKIT logo may be used in two forms, as a complete logo with the symbol embedded into the wordmark or the symbol alone.



Figure 12 Full COPKIT logo



Figure 13 COPKIT symbol

The logo (either in its full form or the symbol alone) should be used in its colour form unless a dark (preferably blue or black) background is used, in which case a white version of the logo may be used.

The correct proportions must always be maintained if reducing the size of the logo is necessary. Do not distort the logo and do not reduce its size to an extent where the name of the project is no longer visible or readable.

**Always use the official logo.** It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application. When reproducing any logo elements, only the original high-resolution images or vector graphic files are to be used - logos must not be taken from other documents or from screenshots.

### Colour scheme

Dark blue, light blue, grey and white are the main project colours and should be used according to the RGB codes below. **No other shades of blues or other colours are to be used** as they are not part of the COPKIT colour scheme and doing so would disrupt the project's visual identity.



## RGB colour codes

COPKIT colour scheme			
Colour	Red	Green	Blue
	31	73	125
	216	218	241
	217	217	217
	71	71	71

Table 4 COPKIT colour codes

## Fonts

We have chosen standard fonts so partners would not need to install any special fonts on their laptops or computers. Moreover, this avoids any discrepancies that might occur when using different operating systems.

The following fonts have been chosen for COPKIT materials and are to be used accordingly.

**Tahoma Geneva:** for the COPKIT website

**Arial:** for body text in deliverables and other Word documents

**Arial Negrita:** for headings in deliverables and other Word documents

**Calibri:** for PowerPoint presentations

## Templates

### PowerPoint templates

There is generally a lot of inconsistency in the templates used for presentations. For this reason, we have created a PowerPoint template for all partners to use, both internally (at project meetings) and especially for external communication (e.g., at conferences and external events).

Presentations must be made on the template as created by ISDEFE with the EU funding acknowledgement, grant agreement number and EU logo.

Reference document for EU logo: <https://ec.europa.eu/inea/en/connecting-europe-facility/cef-energy/beneficiaries-info-point/publicity-guidelines-logos>

The styles for body text and headings are assigned in the Slide Masters and will appear automatically.

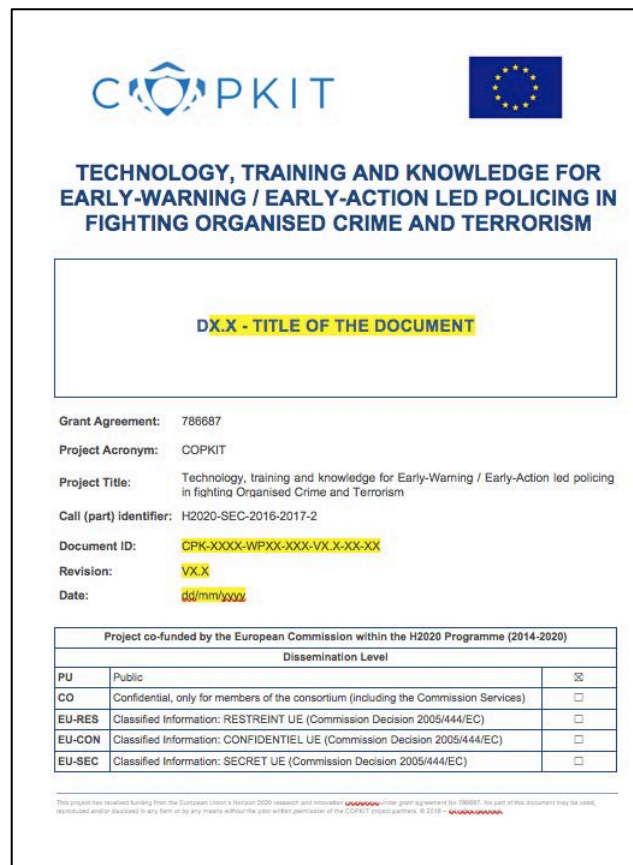


Figure 14 PowerPoint template

## Word templates

ISDEFE has prepared 3 different deliverable templates (one for public deliverables, one for confidential deliverables, and one for EU restricted information) and shared them with the consortium. Partners should use these templates appropriately.

When using a Word template, predefined styles should be used for body text and headings and must not be modified.



**TECHNOLOGY, TRAINING AND KNOWLEDGE FOR  
EARLY-WARNING / EARLY-ACTION LED POLICING IN  
FIGHTING ORGANISED CRIME AND TERRORISM**

**DX.X - TITLE OF THE DOCUMENT**

Grant Agreement: 786687  
Project Acronym: COPKIT  
Project Title: Technology, training and knowledge for Early-Warning / Early-Action led policing in fighting Organised Crime and Terrorism  
Call (part) identifier: H2020-SEC-2016-2017-2  
Document ID: CPK-XXXX-WPXX-XXX-VX.X-XX-XX  
Revision: VX.X  
Date: dd/mm/yyyy

Project co-funded by the European Commission within the H2020 Programme (2014-2020)		
Dissemination Level		
PU	Public	<input checked="" type="checkbox"/>
CO	Confidential, only for members of the consortium (including the Commission Services)	<input type="checkbox"/>
EU-RES	Classified Information: RESTREINT UE (Commission Decision 2005/444/EC)	<input type="checkbox"/>
EU-CON	Classified Information: CONFIDENTIEL UE (Commission Decision 2005/444/EC)	<input type="checkbox"/>
EU-SEC	Classified Information: SECRET UE (Commission Decision 2005/444/EC)	<input type="checkbox"/>

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 786687. No part of this document may be used, reproduced and/or disclosed in any form or by any means without the prior written permission of the COPKIT project partners. © 2018 - All rights reserved.

Figure 15 Public deliverable template

## Annex II – COPKIT Press Release – July 2018

### NEWS RELEASE

For immediate release

July 2018

### **A new intelligence ecosystem to fight terrorism and organised crime**

*Prepared by Trilateral Research on behalf of the COPKIT consortium*

While organised crime and terrorist (OCT) groups are often at the forefront of technological innovation for planning, executing and concealing their criminal activities, law enforcement agencies (LEAs) lag behind when tackling criminal activities. Within this “cat and mouse” scenario, the use of new information and communication technologies by OCT groups, or criminals is a key challenge for policy-makers and LEAs due to the complexity of the phenomenon, the number of factors and actors involved, and the great set of criminal technological activities used to finance and support criminal and terrorist actions. “Technological development is the great game changer of our present and future. Anticipation is the way forward for LEAs to change the situation from lagging behind innovation in criminal behaviour to being ahead of the curve,” says Raquel Pastor, Senior Consultant at Ingeniería de Sistemas para la Defensa de España (ISDEFE) and co-ordinator of the COPKIT project.

On 20-21 June 2018, researchers from 16 different organisations (from law enforcement, academia, industry, legal, ethics and privacy committees) in 13 European countries met in Madrid to launch the EU-funded COPKIT project which aims to create an intelligence and knowledge ecosystem for LEAs, in order to support prevention, investigation and mitigation in the context of the fight against OCT organisations. The two-day event was attended by 40 people who spent the first day of the meeting reviewing the objectives and structure of the project, including management, internal procedures, external advisory boards and LEAs’ involvement. The first day was also dedicated to ethics, privacy and data protection, as well as to the plans for dissemination, exploitation and communication of COPKIT results. The partners addressed the specific tasks and approaches of each of the work packages on the second day of the event.

The COPKIT project focuses on the problem of analysing, preventing, investigating and mitigating the use of new information and communication technologies by organised crime and terrorist groups. This question is a key challenge for policy-makers and LEAs due to the complexity of the phenomenon, the number of factors and actors involved, and the great set of criminal and terrorist technological activities in support of OC and terrorist actions. EUROPOL, the European Policy Agency, is the head of COPKIT’s Advisory Board. In its Serious and Organised Crime Threat Assessment (SOCTA) report (“Crime in the Age of Technology”) last year, EUROPOL said that “This is now, perhaps, the greatest challenge facing LEAs around the world.”

“To be able to act earlier, earlier and better knowledge and intelligence are required. That’s why we will develop a toolkit supporting the Early Warning (EW)/Early Action (EA) methodology and enabling LEAs to stay ahead of the curve of new developments in the use of technology by organised crime and terrorist groups,” says Ms Pastor. EW explains how crimes are evolving, identifying “weak signals”, warnings, new trends, and forms a basis for assisting decision-makers, at both strategic and operational levels, in order to develop EA (preparedness, mitigation, prevention and other security policies). With the involvement of technical, academic (criminology) and LEA partners from various EU countries, the COPKIT project will adopt the EW/EA methodology and the required technical support to make the approach implementable by LEAs.



**Image credits:** COPKIT Consortium

## ABOUT COPKIT

The COPKIT project – Technology, training and knowledge for Early-Warning/Early-Action led policing in fighting Organised Crime and Terrorism – has received grant agreement No 786687 under the European Union’s H2020 research and innovation programme. COPKIT will focus on several aspects: (1) developing and applying an EW/EA system and applying it to use-cases, (2) developing a toolkit for knowledge production and exploitation, tested by LEAs in their premises, (3) ensuring respect of EU legal and ethical principles, (4) developing innovative curricula for all aspects of the EW/EA methodology and eco-system to facilitate the uptake by LEAs.

### Meet the team

COPKIT is coordinated by Raquel Pastor, Ingeniería de Sistemas para la Defensa de España (ISDEFE), Spain. Its partners include Thales Nederland BV (Netherlands), IBM Ireland Limited (Ireland), Trilateral Research LTD (United Kingdom), Legind Technologies AS (Denmark), Universidad De Granada (Spain), Kentro Meleton Asfaleias (Greece), Law and Internet Foundation (Bulgaria), AIT Austrian Institute of Technology GMBH, (Austria), Ministerio Del Interior (Spain), Hochschule Fur Den Offentlichen Dienst In Bayern (Germany), Inspectoratul General al Politiei Romane (Romania), Glavna Direktsia Borba S Organiziranata Prestupnost, (Bulgaria), Iekslietu Ministrijas Valsts Policija Sta Te Police Of The Ministry Of Interior (Latvia), Ministere De L'interieur (France), Police Federale Belge (Belgium).

### Contact and further information

More information on the COPKIT website: <https://copkit.eu>

Co-ordinator: Raquel Pastor, Ingeniería de Sistemas para la Defensa de España E-mail: [rpastor@isdefe.es](mailto:rpastor@isdefe.es), phone: +34 91 411 50 11

**Disclaimer:** This text and its contents reflects only COPKIT's view. The European Commission is not responsible for any use that may be made of the information it contains.

## Annex III – Gantt of WP8 activities

		Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	
Partner	Tentative scheduling - COPKIT dissemination and	Month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
		PROJECT REVIEW PERIOD ONE																		PROJECT REVIEW PERIOD 2																		
	EC review																																					
ISDEFE	Website			✓																																		
TRI	Social media account - launch of Twitter			✓																																		
TRI	Social media account - launch of Facebook			✓																																		
TRI	Social media account - launch of LinkedIn			✓																																		
TRI	Social media account - launch of Youtube			✓																																		
ISDEFE	Flyer					✓																																
TRI	Press releases		✓																																			
TRI	Newsletters																		✓																			
TECHNICAL PARTNER	Manuscripts for submission to peer-reviewed journals																																					
ALL	Blogs		✓	✓	✓		✓	✓		✓									✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
TECHNICAL PARTNER	Presentations at third-party events		✓			✓	✓	✓			✓	✓	✓					✓	✓	✓																		
ISDEFE	Videos (two)			✓																																		
ISDEFE/TECHNICAL PARTNER	Webinars (6 - 1 every 3 months)																																					
ISDEFE/TECHNICAL PARTNER	Newsletters																																					
ALL	Project-organised events		✓			✓		✓			✓			✓						✓																		
TRI	D8.1 Dissemination and exploitation plan v1 [M4, September 2018]																																					
TRI	D8.2 Communications plan [M4 September 2018]																																					
ISDEFE	D8.3 Project Website [M3 August 2018]			!																																		
ISDEFE	D8.4 Dissemination material [M 36, May 2021]																																					
TNL	D8.5 Standardization Opportunities and action plan [M30, November 2020]																																					
TRI	D8.6 Dissemination and exploitation plan v2 [M36, May 2021]																																					
	Activity completed		✓																																			
	Activity planned		➡																																			
	EC deadline		!																																			
	Update /review of activity		⬅																																			



## Annex IV – COPKIT Monitoring tool

[illegible]

## Annex V – Monitoring tool guidelines

Communication & dissemination activity	Method to calculate the audience reached	Method to classify the audience reached
Conference (organised)	Attendance sheet	Attendance sheet ("Organization" field)
Workshop (organised)	Attendance sheet	Attendance sheet ("Organization" field)
Conference (attended)	Estimated number of participants (according to organisers if available, otherwise according to project partner's opinion)	Estimate (according to organisers if available, otherwise according to project partner's opinion)
Workshop (attended)	Estimated number of participants (according to organisers if available, otherwise according to project partner's opinion)	Estimate (according to organisers if available, otherwise according to project partner's opinion)
Other event (attended)	Estimated number of participants (according to organisers if available, otherwise according to project partner's opinion)	Estimate (according to organisers if available, otherwise according to project partner's opinion)
Press release	Number of media to whom the press release was sent	No need to classify, since all audience reached falls in the "Media" category
Non-scientific and non-peer-reviewed publication (popularised publication)	For publications on paper, 20% of readers – info can be retrieved online, 20% must be calculated from the total For publications online, 10% of website visitors	Estimate (according to project partner's opinion and considering publication type, e.g. newspaper, specialised magazine, etc.)
Exhibition	Estimated number of participants (according to organisers if available, otherwise according to project partner's opinion)	Estimate (according to organisers if available, otherwise according to project partner's opinion)
Distributed flyers	Number of actually distributed flyers (or an estimate)	Estimate (according to event organisers if available, otherwise according to project partner's opinion)
Training	Attendance sheet	Depending on the target of the training activity
Social media	Facebook: number of post visualizations (visible only by Facebook page manager) LinkedIn: number of post visualizations ("view statistics" on each post, visible only by who posts/LinkedIn page manager) Twitter: "view tweet activity" on each post, number to report: "impressions" (=the number of people that have actually seen the post) *(see images below)	All visualizations shall be classified as "General Public" (except for LinkedIn groups or other groups with limited access where it's possible to estimate the audience nature)
Communication campaign (e.g. Radio, TV)	20% of number of listeners/viewers (to be retrieved on the internet or, if it's not possible, estimated)	Estimate (according to project partner's opinion and considering broadcast type, e.g. news, specialised program, etc.)
Brokerage event	Estimated number of participants (according to organisers if available, otherwise according to project partner's opinion)	Estimate (according to organisers if available, otherwise according to project partner's opinion)

Communication & dissemination activity	Method to calculate the audience reached	Method to classify the audience reached
Pitch event	Estimated number of participants (according to organisers if available, otherwise according to project partner's opinion)	Estimate (according to organisers if available, otherwise according to project partner's opinion)
Trade fair	Estimated number of participants (according to organisers if available, otherwise according to project partner's opinion)	Estimate (according to organisers if available, otherwise according to project partner's opinion)
Participation in activities organized jointly with other H2020 projects	Depending on activity (e.g. attendance sheet/estimated number of participants according to activity organisers if available, otherwise according to project partner's opinion)	Attendance sheet ("Organization" field) if available, otherwise estimate (according to organisers if available, otherwise according to project partner's opinion)
Other	Depending on activity (e.g. attendance sheet/estimated number of participants according to activity organisers if available, otherwise according to project partner's opinion) For webinars: number of registered people, to be tracked by partner in charge of hosting/organising the webinars	Attendance sheet ("Organization" field) if available, otherwise estimate (according to organisers if available, otherwise according to project partner's opinion) For webinars: depending on the target, could be general public or retrieved from the "organisation" field if provided upon registration to webinar





