



Communications Team

VSE Annual General Meeting 2024

Activity Report Jan - May 2024

Future look May - Dec 2024

7 year Roadmap of VSE Communication development for organisational growth

2018 INITIAL	2019 MANAGED	2020 DEFINED	2021 QUANTIFIED	2022 OPTIMISED	2023 ENHANCED	2024 DEEPENED
Brief Comms Strategy	Detailed Comms Strategy For OG activities & development of COMMS tools	Growth vision Defined strategy for comms tools (platforms & social media)	A 5-year comms strategy Aligned to the organisational strategy	Targeting strategic approach To advocacy / policy / project needs	Comms Strategy enhance for: <ul style="list-style-type: none"> policy makers general public (brand awareness, fundraising) Umbrella message: SHAPING VICTIM SUPPORT TOGETHER	Comms Strategy deepened for: <ul style="list-style-type: none"> policy makers general public (brand awareness, fundraising) Umbrella messages: NO VICTIM LEFT BEHIND, VICTIM SUPPORT FOR ALL
Brief Volume-Based KPIs	Detailed Volume-Based KPIs	Quality-Based KPIs	Quality-Based KPIs Extended according to the new comms tools used	Development & selection of quality-based KPIs Based on specific objectives of: <ul style="list-style-type: none"> campaigns projects 	Developing KPIs according to 2023 comms goals based on the customer acquisition funnel	Developing KPIs according to 2024 comms goals based on the customer acquisition funnel
1st Comms Officer hired in July 2018	Core comms skills & needs defined	Comms Intern onboard	Comms Officer + Comms Intern	Comms department growth <ul style="list-style-type: none"> Comms Officer Comms Assistant Comms Intern 	Comms Team of 3 permanent people onboard	Comms Team of 3 permanent people onboard + 1 intern + 1 volunteer
Limited Comms Tools <ul style="list-style-type: none"> website, newsletter, annual report 	Comms Tools Growth <ul style="list-style-type: none"> Old (website, NL, AR) New: Twitter, Instagram, LinkedIn Improved: Facebook, YouTube 	Comms Tools Growth <ul style="list-style-type: none"> Old (website, newsletter, annual report, social media) New: Intranet launched New: Knowledge Database New: Contact Database for members launched 	Comms Tools Growth <ul style="list-style-type: none"> Old (website, newsletter, annual report, social media, intranet, knowledge & contact database) New: website launched New: EU mapping tool New: interactive map of services 	Comms Tools Growth <ul style="list-style-type: none"> Old (website, newsletter, annual report, social media, intranet, knowledge & contact database, EU mapping, interactive map) New: Social Hub for members New: Joined EU Together Platform for Comms Specialists New: Launched Victims' Rights Communicators Network for members New: Launched "opinion" section on website New: Improved interactive map of services (new filtering) 	Comms Tools Growth <ul style="list-style-type: none"> Victims' Rights Communicators Network event calendar 2023: 4 webinars Social Hub opening Training Academy (more publicity) Building-up database of quotes/testimonies Website content visualisation 	Comms Tools Growth <ul style="list-style-type: none"> Victims' Rights Communicators Network event calendar 2024: 3-4 webinars (engagement for the elections campaign) Social Hub opening (create other working groups (capacity, projects, etc)) Training Academy (new webpage?) Website content visualisation (start with preparing of the new victims' voices page for 2025; Building-up database of quotes/testimonies) Fundraising printed materials Promo films to promote policy papers (NF, SJ) Infographics - advocacy positions on certain topics; standards, victims rights probing AI tools Upgrading Interactive Map of Support Services
No campaigns	First awareness-raising campaign 'CRIME IS CRIME EVEN ONLINE'	A year-long information campaign 'One Voice, One Cause'	A year-long information campaign 'You won't believe it, but it exists' covering prioritised types of crimes	Diversification of campaign efforts <ul style="list-style-type: none"> Advocacy/policy-based editorial (GBV, Safe Justice, National Framework) Projects-based editorial Awareness-raising (OG-related) editorial 	Campaigns <ul style="list-style-type: none"> 22 Feb: Achieving Safe Justice (in-person for policymakers and online format for members) EC Campaign "Eyes open": support + sharing Fundamental Rights: a victim's perspective Model Provisions (Shaping victim support together) *Actions around 8 March - GBV, Infovicims and National Framework paper	Campaigns <ul style="list-style-type: none"> EU Elections 2024 campaign Events-related campaigns (22 Feb; VSEAC2024) Projects-related campaigns *Actions around 8 March - GBV; 21 August, 26 Nov
No social media grants, partnerships	Increased social media presence Campaign content (visuals, videos, joint actions with partners and members)	Increased owned media content Produced for the campaign	Increased owned high quality media content (animation films) Produced for the campaign + Sponsored media (Twitter & Google grants for non-profits)	Generation of more targeted content <ul style="list-style-type: none"> Policy-makers ≠ Project-focused Social media, Brussels Times, platforms 	<ul style="list-style-type: none"> Generation of advocacy-related content Generation of project-related content Generation of capacity-building-related content Incorporating fundraising strategy into comms editorial Improving Google AdWords & Grant for non-profits Inviting META to collaborate in campaigns Developing media and influencer partnerships (Brussels Times+influencers) 	<ul style="list-style-type: none"> Generation of capacity-building-related content Incorporating fundraising strategy into comms editorial Improving internal linking on the website (SEO) Inviting META to collaborate in campaigns Developing media and influencer partnerships (Brussels Press club, Brussels Times+influencers) Upgrading newsletter design/functionality Launching EU Victims Rights Rundown video digest press (paid + organic) get influencers on board to cover VSE activities coverage/mentioning of VSE in national media via members cyber security protocol/strategy creation
Events <ul style="list-style-type: none"> Annual Conference, mostly managed by hosting partner Autumn Conference, led by VSE 	Events <ul style="list-style-type: none"> Annual Conference in Strasbourg, improved publicity by VSE Autumn Conference in PT Perm Rep, improved publicity by VSE 	Events Successful shift to online conference due to the pandemic	Events <ul style="list-style-type: none"> Online VSE Annual Conference Webinars 	Events <ul style="list-style-type: none"> VSE Annual Conference in Malta Webinars for Comms Network Advocacy events Project-related events 	Events <ul style="list-style-type: none"> Bringing the Annual Conference 2023 to the next level: 2,5 days event, more depth Planning ahead 2024 and 2025 VSE Conferences to get more sponsors 	Events <ul style="list-style-type: none"> Bringing the Annual Conference 2024 to the next level: more depth, more interactivity (panels, speedtalks, more thorough workshop selection) Planning ahead of 2025 activities (the year of celebrations) 22 Feb event -more depth (length, speakers, topics)

Overview of Communications work in January - June 2024



VSE Communications

Advocacy+Policy Comms

Information campaign to promote VSE advocacy and policy work:

LEAVE NO VICTIM BEHIND for EU Elections
(<https://victim-support.eu/media-center/campaigns/campaign-for-european-elections-2024/>)

Campaign milestones:

- 22 Feb Symposium
- VRComNet webinar on How to use Election Toolkit for members
- Online campaign
- Dissemination of the campaign materials to parties/MEPS to sign the pledge
- Launch of the animation film to promote National Framework of Victim Support policy paper at the VSEAC2024

Projects Comms

Information campaign to promote VSE projects (all project comms are aligned with the VSE Comms for policy/advocacy):

- BENEVICT
- COVIS
- INVERT
- 2Gether4Victims
- Disrupt

Capacity Building Comms

Communications for capacity-building (following the capacity building work programme 2023):

- staff exchange report 2023
- members' online map upgrade

OG activities and events

Information campaign to promote 22 February Symposium

Comms Strategy 2024

Annual Report 2023 prep

Spring Newsletter 2024

3 Opinion Pieces by partners and members

1 In Conversation Piece

Organisation of AGM and the Annual Conference 2024

- 1 Workshop on VRCommsNetwork

Information campaign to promote VSE Annual Conference 2024

How did members benefit from your current work?

Tools:

- **Social hub** – two-way communication with members, especially for the Victims’ Rights Communicators network events
- The **Victims’ Rights Communicators network** delivered one workshop “Harnessing the Power of Advocacy Materials for the EU Elections”
- New filtering system and alphabetic presentation of support services per country is introduced on the **INTERACTIVE MAP OF SUPPORT SERVICES**
- New pieces in ‘**Opinion**’ Section on the VSE’s website to increase the exposure of members’ expertise
- **Members’ activities exposure** through VSE’s Intranet, newsletter and social media channels
- Invitation to join five **VSE's advocacy/policy-related information campaign related to the EU Elections 2024** (joint statements, toolkits, editorials)
- **Members’ survey** for the Annual Report 2023
- **Members’ involvement** in the translation of EU Elections toolkit
- Involvement of members in the **Annual Conference main programme, side events and coffee speed talks**
- Involvement of members in the preparation of **2024 AGM Round Table**
- Involvement of board members in the initial brainstorming for 2025 joint activities



How did members benefit from your current work?

Events:

- Knowledge exchange at the VSE's 'Victims' Rights Communicators Network' two workshop on "Harnessing the Power of Advocacy Materials for the EU Elections"
- Knowledge exchange at 22 February Symposium, VSE AGM and Annual Conference 2024
- Members' involvement in the elections 2024 information campaign 'Leave No Victim Behind'
- Members' exposure at VSE AGM 2024
- Members' exposure at the Annual Conference 2024: main programme, side events and coffee speed talks



Future look on activities May - Dec 2024

- VSE Newsletters: Summer, Autumn, Winter editions 2024
- Publication of VSE Annual Report 2024
- Publication of two articles on the European news websites
- Publication of Opinion pieces and In Conversation news pieces on the website
- Establishing the multimedia studio at the VSE office
- Organising 2-3 more VRComNet online events
- Action Plan 2025
- Project comms: 2gether4victims 2nd stage campaign, Benevict 2nd stage campaign, Benevict Final Conference, COVIS final conference, 2gether4victims podcast development, DISRUPT graphic novel coordination
- Staff Exchange 2024 comms
- Cyber Security Strategy Development and Implementation





THANK YOU!

COMMUNICATIONS TEAM

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