

# Communications Team

VSE Annual General Meeting 2025

Activity Report Nov 2024 – May 2025

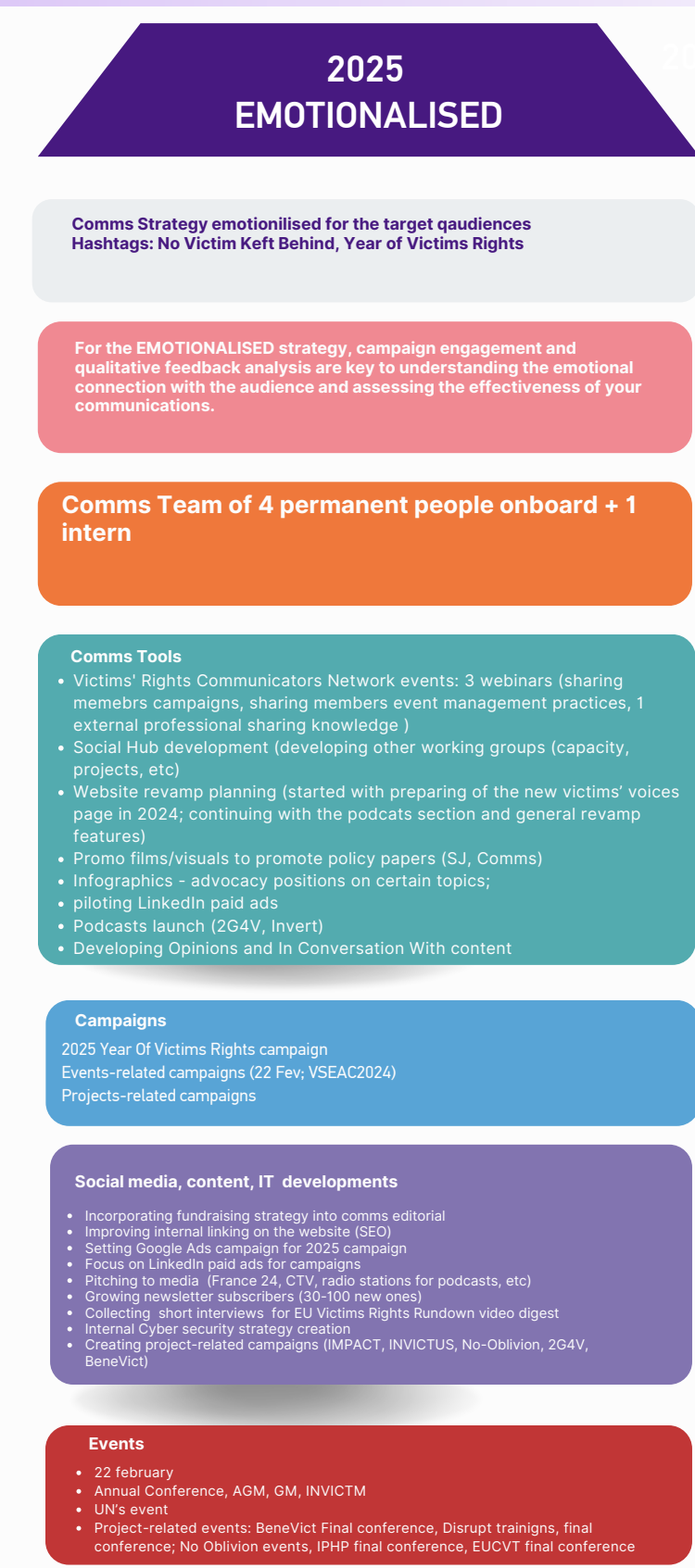
Future look May – Dec 2025



# 7 year Roadmap of VSE Communication development for organisational growth

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

# 8-Year Roadmap of VSE Communication development for organisational growth



The We Are Sapience evaluation of VSE’s 2024 communication assets highlighted two main problems:

- 1.Cold & Rational Communication Approach: The reliance on text-heavy, rational arguments.
- 2.Abstract & Generic Communication Approach: Overuse of abstract messaging, lacking personalization and human connection.

To address these issues, the 2025 **EMOTIONALISED** strategy introduces the following solutions:

- 1.**Balancing Emotional and Evidence-based** Communication: Combine emotional evidence (such as personal stories and interviews) with data, statistics, and research. This includes the "STORYTELLING" framework, which involves:
  - Who is the story about? (CHARACTER)
  - What do they want? (CONTEXT)
  - What obstacles stand in their way? (BUT! CONFLICT)
  - How do they navigate these obstacles, leading to a resolution that reinforces the message? (JOURNEY TO RESOLUTION)
  -
2. **Enhancing Emotional Impact Through Design:** Utilize design elements like imagery, colour, typography, and visual storytelling to create an emotionally engaging experience that fosters empathy and connection.

# Overview of Communications work



## VSE Communications Jan -May 2025

### Advocacy+Policy Comms

Information campaign to promote VSE advocacy and policy work 'Year of Victims' Rights) (following the advocacy work programme 2025 and comms plan for policy/ advocacy):

- campaign website
- campaign assets (more than 60: <https://victim-support.eu/media-center/campaigns/2025-the-year-of-victims-rights/campaign-materials-may-october-2025/>)
- 22 Feb memory book
- 35<sup>th</sup> anniversary materials (history timeline animated)

### Projects Comms

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

- BeneVict
- No-Oblivion
- Disrupt
- INVERT
- IMPACT
- INVICTUS
- IAPHP

#### CONFRENCES/EVENTS/TRAININGS:

- Disrupt Final Conference
- No-Oblivion Art Exhibition Launch
- Chat4Victims Online Conference
- LitiGate online trainings+podcats development
- BeneVict Online+InPerson Training
- BeneVict Final Conference
- IAPHP+EUCVT Trainings

### Capacity Building Comms

Communications for capacity-building (following the capacity building work programme 2025):

- Member survey for the Annual Report
- AI Working group meeting
- National meeting in Italy
- Victims PPlatform first meeting
- Victims Platform logo development, webpage

### OG activities and events

Information campaign to promote 22 February Symposium and VSEAC2025

Annual Report 2025 preparation

Spring Newsletter

Development of multimedia products:videos, infographics, animations for events/campaigns

Organisation of AGM and INVICTM FORUM

Organisation of VRCommsNet online event (4 April)

5 In Conversation Interviews + 1 Opinion Piece

# 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 info event "A Years of Progress: Campaign Highlights from Victim Support Portugal (APAV)"
- New **YEAR OF VICTIMS RIGHTS** campaign page (<https://victim-support.eu/media-center/campaigns/2025-the-year-of-victims-rights/>)
- New pieces in '**Opinion**' **Section** and **IN CONVERSATION WITH 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 **VSE's advocacy/policy-related information campaign YEAR of Victims Rights** (toolkits, editorials)
- **Members' survey** for the Annual Report 2024
- **Members' involvement** in the 22 February event memory book and the event itself as speakers
- Involvement of members in the **Annual Conference main programme, side events and coffee speed talks**
- Involvement of members in the preparation of **2025 AGM Round Table**





# How did members benefit from your current work?

## Events:

- Knowledge exchange at the VSE's 'Victims' Rights Communicators Network' info event "A Years of Progress: Campaign Highlights from Victim Support Portugal (APAV)"
- Knowledge exchange at 22 February Symposium, VSE AGM and Annual Conference 2025
- Members' involvement in the information campaign 'Year of Victims Rights'
- Members' exposure at VSE AGM 2025
- Members' exposure at the Annual Conference 2025: main programme, side events and coffee speed talks



# Future look on activities May – Dec 2025

- VSE Newsletters: Summer, Autumn, Christmas editions 2025
- Publication of VSE Annual Report 2025
- Publication of Opinion pieces and In Conversation news pieces on the website
- Organising 2 more VRComNet online events (July, October 2025)
- Conducting online actions within the information campaign YEAR OF VICTIMS RIGHTS (May – October)
- Organising the final campaign event in collaboration with UNODC on Nov 28+fundraising lunch
- Project comms: 2gether4victims 2nd stage campaign related to podcast launch, LitiGate campaign related to podcast launch, INVERT final conference, 2gether4victims podcast development - episodes 7-12, EUCVT final conference
- Staff Exchange 2025 comms
- Cyber Security Strategy Implementation







# THANK YOU!

## COMMUNICATIONS TEAM

## VICTIM SUPPORT EUROPE

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