



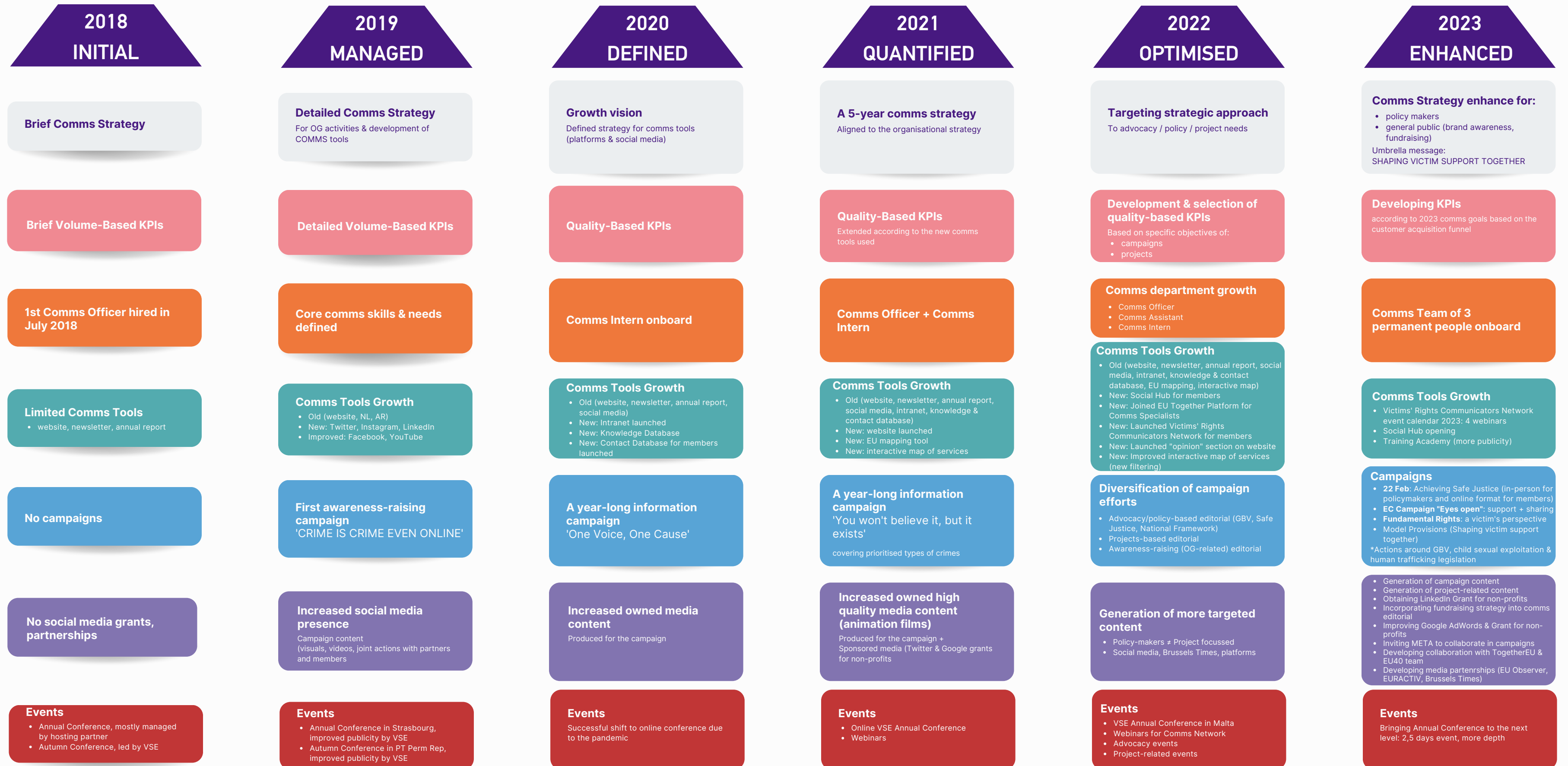
Communications Team

VSE General Meeting 2023

Overview activities Jun - Dec 2023

Forward look 2024

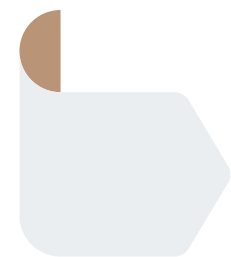
5 year Roadmap of VSE Communication development for organisational growth



An Audience conversion funnel:

a process that takes potential customers on a journey towards using our services and responding to our calls to action. They're the cornerstone of all marketing communications.

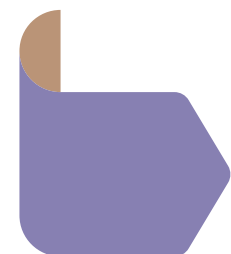
Based on this funnel, we identify our KPIs



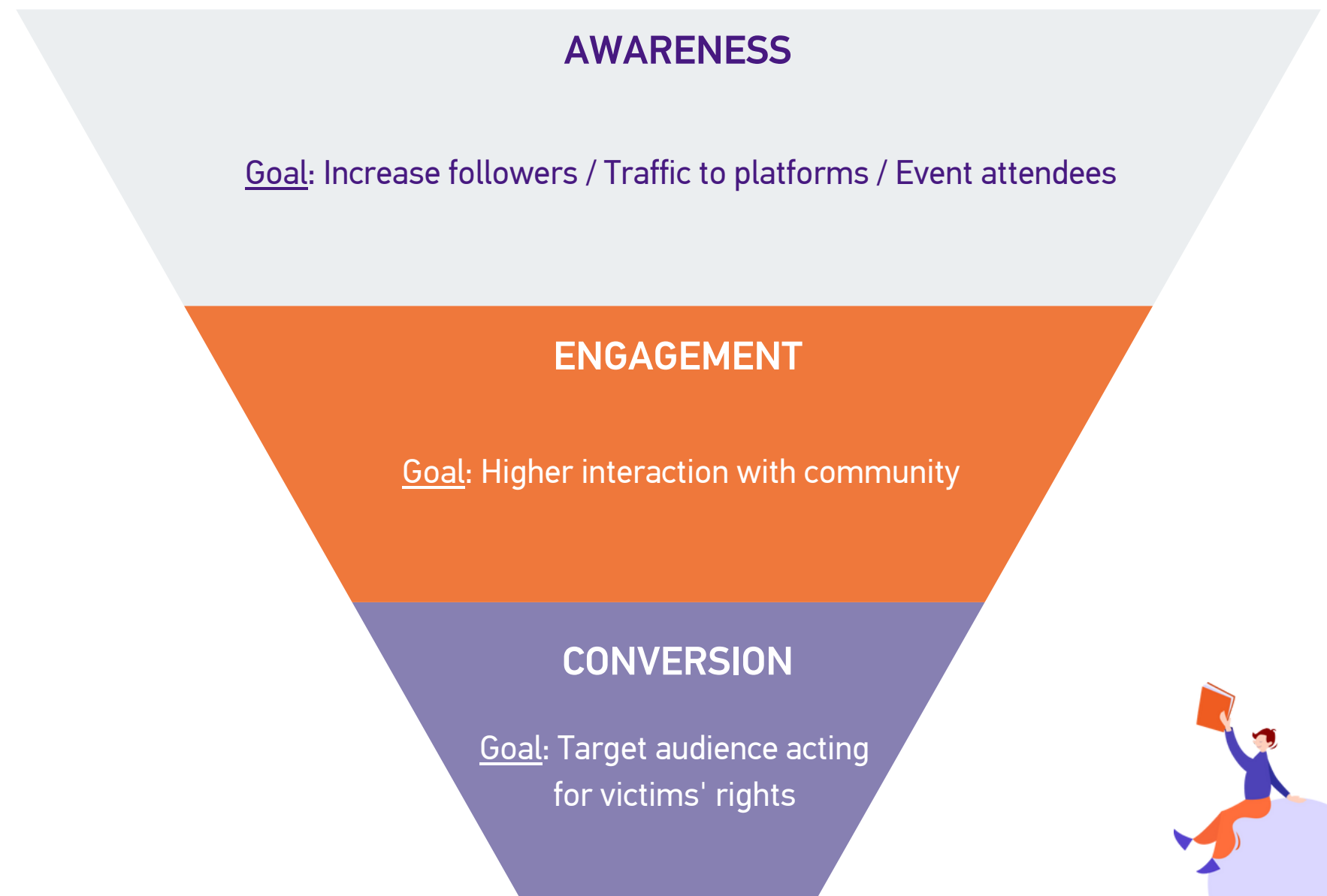
Those with low awareness of VSE & victims' rights



Those followers, who are aligned with our cause, prospects



Those who most strongly align with our cause: members, loyalists, advocates, policy makers



Social funnel in relation to communication goals and strategies

SOCIAL FUNNEL

Social Profile Types

Prospects:
opinion makers

Existing loyals

Media

General public

Goals

Broaden support for
victims' rights

Build engagement with
the VSE brand

Grow demonstratable
support for our cause
and for our campaigns

Help generate more
money through
fundraising

Strategies for Engagement

Manage messages

Engage in conversation

Fuel word-of-mouth

Fuel pro-bono and other partnerships

Collect feedback

Convert to action



Targeted KPIs for 2023, based on the communication objectives and the channels we use

Comms Objective	KPI 1 Social media	KPI 2 Content	KPI 3 Emails	KPI 4 Traditional media	KPI 5 Events / Activities
Awareness	Number of followers	Number of visits to a platform (page clicks)	Delivery rate	Number of impressions	
Lead generation (engagement)	Number of shares / comments / likes / campaign hashtag use	Average time on page / session duration / bounce rate	Open rate	Clicks	Satisfaction rate
Conversion	Conversion rate	Conversion rate (# document downloads)	Conversion rate	Number of unpaid articles	Number of attendees Number of donors

2023 Roadmap for comms content creation

Community Management

posting, reposting, engaging, analysing, reporting

- Social Hub
- Comms Network events
- Member News, Opinions

Promoted Advertising

- Twitter grant
- LinkedIn grant
- Google / YouTube Adwords
- Meta boosts (collaboration start)
- Media partnerships

Social Listening / Measurement

- Big data capture through projects (BeneVict)
- Members' feedback (polls at GM, etc)
- Victims' testimonies for campaigning
- Members / Support workers testimonies for campaigns
- Leaders endorsements: on the benefits of victim support

Events as sources for content creation

- Conference intervention capture
- Interview booth
- Gathering quotes from professionals

New formats to communicate:

- Podcast series (project 'Together for Victims')
- Unconventional event formats for targeted audiences (MEPs, policy makers): brunches, soundwalks, etc.

How did members benefit from your current work in July-Dec 2023?

Tools:

- The **Victims' Rights Communicators network** is launched for knowledge exchange and development of victim support experts in communications
- New **'In Conversation With' Section** on the VSE's website to increase the exposure of members' expertise
- **Members' activities exposure** through VSE's Intranet, website, Newsletter, social media channels
- **Members' consultations** on campaigning in 2024
- **Members' exposure** through the improved VSE's website SEO and indexing in Google Search
- Q&A with members at VSE **Annual General meeting, 1 December 2023.**



How did members benefit from your work in July-Dec 2023?

Events:

- Knowledge exchange at VSE's 'Victims' Rights Communicators Network' events.
- Members' contributions to the information video campaign for the Revision of the Victims' Rights Directive (event, social media, network of interest).
- Members' participation in the mapping of the upcoming VSE Annual Conferences in 2024-2028.
- Board Members' participation in drafting the theme, visual identity and the programme of 22 February 2024.
- Board Members' participation in drafting the theme and the visual identity of the VSEAC2024.
- Members' participation in VSE Autumn Newsletter 2023.
- Members' contributions to the new website section 'In Conversation With...'
- Members' contributions to the website section 'Opinions'.
- Board Members' participation in drafting the EU Elections Toolkit for the VSE 2024 EU Elections campaign.



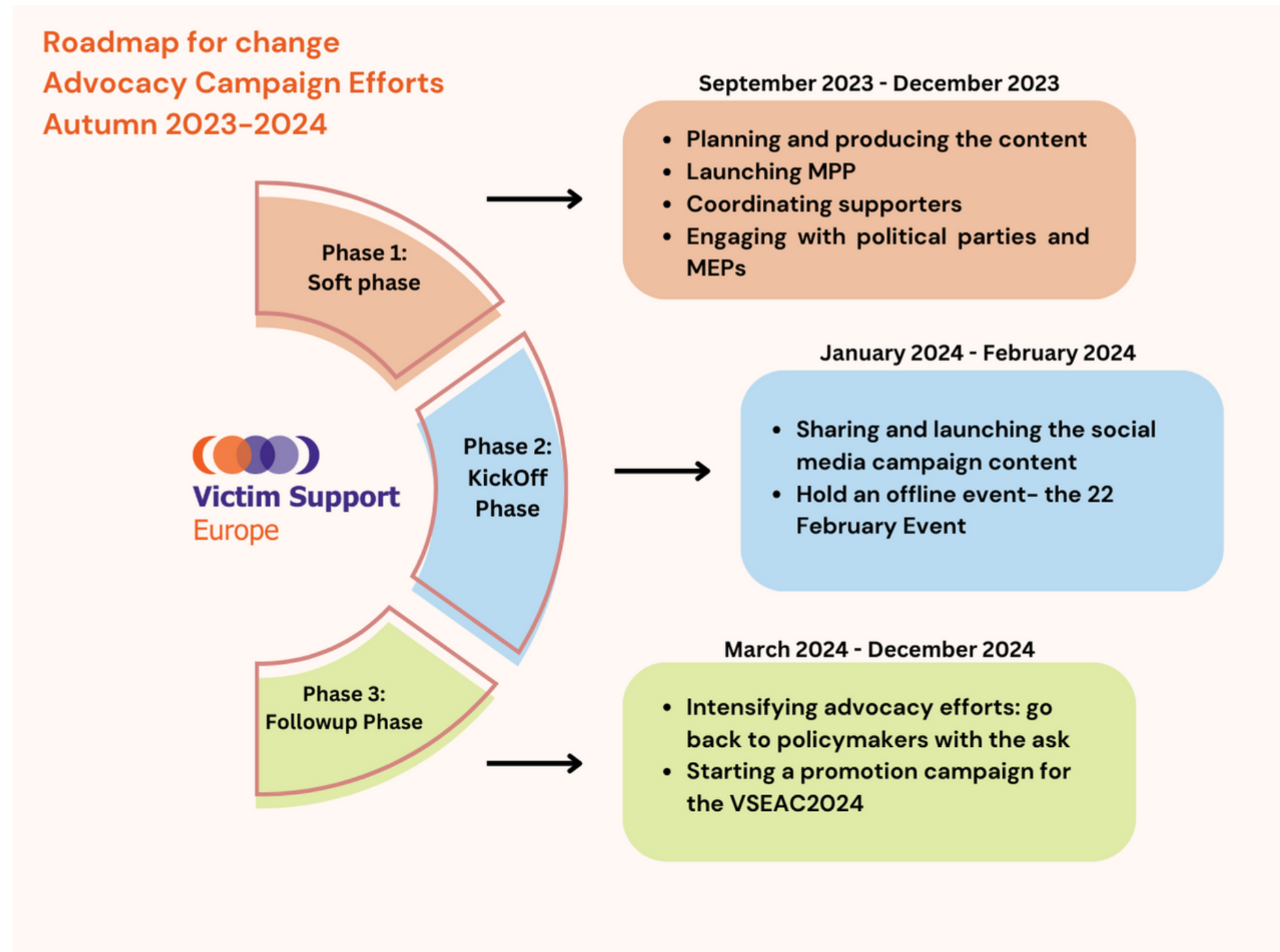
Forward look 2024

COMMS AIM: Ensuring generic support services are prioritised in all our strategic communications

LEVERS FOR CHANGE:

Lever #1: The revision of the Directive

Lever #2: 2024 EU elections



Context



Constituents to drive change in advancing generic support services

Build and use
evidence

Strengthen
organisational
Capacity and
Knowledge

Drive investments
and develop
strategies for policy
and infrastructure
change

Connect for
collective action:
advocacy planning

VSE's Advocacy & Comms Aim:

To ensure generic support services are prioritised in all our strategic communications

VSE Goals

1. EU-level: policy focus (change in laws, policies, and funding)
2. National level: establishments on the ground (change in laws, policies and services)

Roadmap for change – full version



ROADMAP

ADVANCING VICTIMS' RIGHTS IN THE EU ELECTIONS 2024

PHASE 1: SEPTEMBER 2023 - DECEMBER 2023

1. SEPTEMBER 2023: CONTACT MAJOR PRO-EUROPEAN POLITICAL PARTIES & LAUNCH MODEL PROVISIONS PAPER (MPP)

Reaching out to Political Parties:

- Identify and contact major pro-European political parties at the EU level.
- Present a proposal to incorporate victims' rights into their manifestos for the upcoming EU elections in May 2024.
- Begin discussions and negotiations with these parties.

Launching Model Provisions Paper:

- Develop and finalize a Model Provisions Paper (MPP) outlining key provisions for victims' rights.
- Promote the MPP through online channels and targeted outreach to policymakers, NGOs, and the media.

2. OCTOBER 2023: NATIONAL LEVEL ENGAGEMENT (TBC)

- Reach out to Members of the European Parliament (MEPs) representing different countries.
- Propose a short, concise petition for MEPs to sign, committing them to advance victims' rights.
- Begin collecting signatures from supportive MEPs.

3. NOVEMBER 2023: MODEL PROVISIONS PAPER (MPP) FURTHER PROMOTION

- Develop and launch the Model Provisions Paper (MPP) miniwebsite
- Promote the MPP through The Brussels Times article.
- Promote the MPP website and the Brussels Times article through online channels and targeted outreach.

4. DECEMBER 2023: CAMPAIGN PLANNING

- Develop a detailed campaign plan for 2024 outlining the strategy for the upcoming phases.
- Secure initial commitments from political parties and MEPs.
- Toolkit development.

PHASE 2: JANUARY 2024 - FEBRUARY 2024

5. JANUARY 2024: TOOLKIT DEVELOPMENT FINALISATION AND DISSEMINATION

- Finalise the development of the Victims' Rights EU Election Campaign Toolkit.
- Create multimedia products that can be translated into national languages.
- Key components of the toolkit:
 1. EU Elections Victims Support Europe manifesto.
 2. A guide on how to use the 2030 Agenda framework to advance victims' rights.
 3. Three short animation films promoting different aspects of victim support (based on National Framework policy paper, Safe Justice paper, Communication with Victims paper)
- Begin distributing the EU Election Campaign Toolkit.

6. FEBRUARY 2024: FEBRUARY 22 EVENT

- Organize a high-profile event on February 22, focusing on victims' rights linked to SDGs.
- Invite MEPs, representatives from pro-European political parties, victim support organizations, and advocates.
- Use this event to garner support, media attention, and commitments from key stakeholders.

PHASE 3: MARCH 2024 - DECEMBER 2024

7. MARCH - APRIL 2024: EU ELECTIONS ADVOCACY

- As the EU elections approach, intensify advocacy efforts.
- Encourage MEPs and political parties to include victims' rights in their campaign platforms.
- Mobilize supporters and volunteers to advocate for victims' rights during the election season.

8. MAY 2024: EU ELECTIONS AND IMMEDIATE FOLLOW-UP

- Monitor and support the inclusion of victims' rights in election campaigns.
- Engage with voters to raise awareness about candidates and parties supporting victims' rights.

9. JUNE 2024 - DECEMBER 2024: POST-ELECTION AND ONGOING ADVOCACY

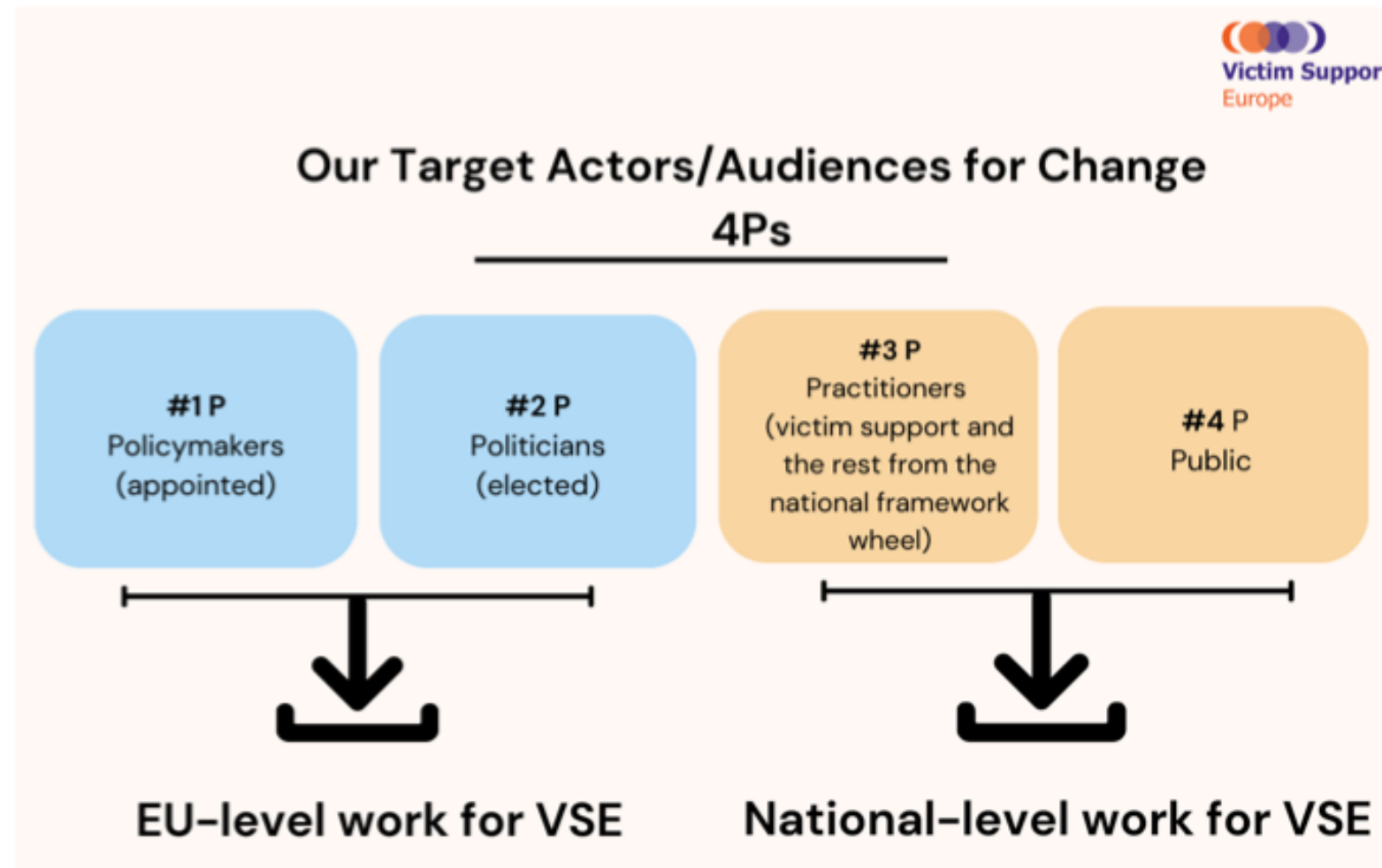
- After the EU elections, conduct a comprehensive analysis of the campaign's impact.
- Evaluate the number of MEPs who signed the petition and the parties that incorporated victims' rights into their manifestos.
- Continue advocating for the implementation of commitments made during the campaign.
- Monitor progress on advancing victims' rights at the EU level throughout the remainder of 2024.

VSE Advocacy & Comms 2023 - 2024: objectives, tactics & actors for change

Target Actors/Audiences for Change – Our Strategic 4Ps

EU-level:

- **The primary target audience:**
 - policymakers at the EU level (European Commission, European Parliament, Council of the EU)
 - politicians (political parties in the pre-election campaign)
- **The secondary target audience:**
 - EU agencies (FRA, EIGE, Eurojust, Europol, Cepol)
 - EU NGOs
 - Individuals (MEPs/assistants)
 - Academia (victimology/criminology departments)



National level:

- VSE Member organisations (who influence ministers or actors who influence national governments)
- PermReps
- ENVR
- Equality, human rights organisations and academia

VSE levers for influence 2023 - 2024

LEVER #1: The revision of the Directive
LEVER #2: 2024 EU elections

**Umbrella message for change:
NO VICTIM LEFT BEHIND**

Narrative for change #1 for the revision of the Directive (MPP promotion campaign)

The revised VRD should:

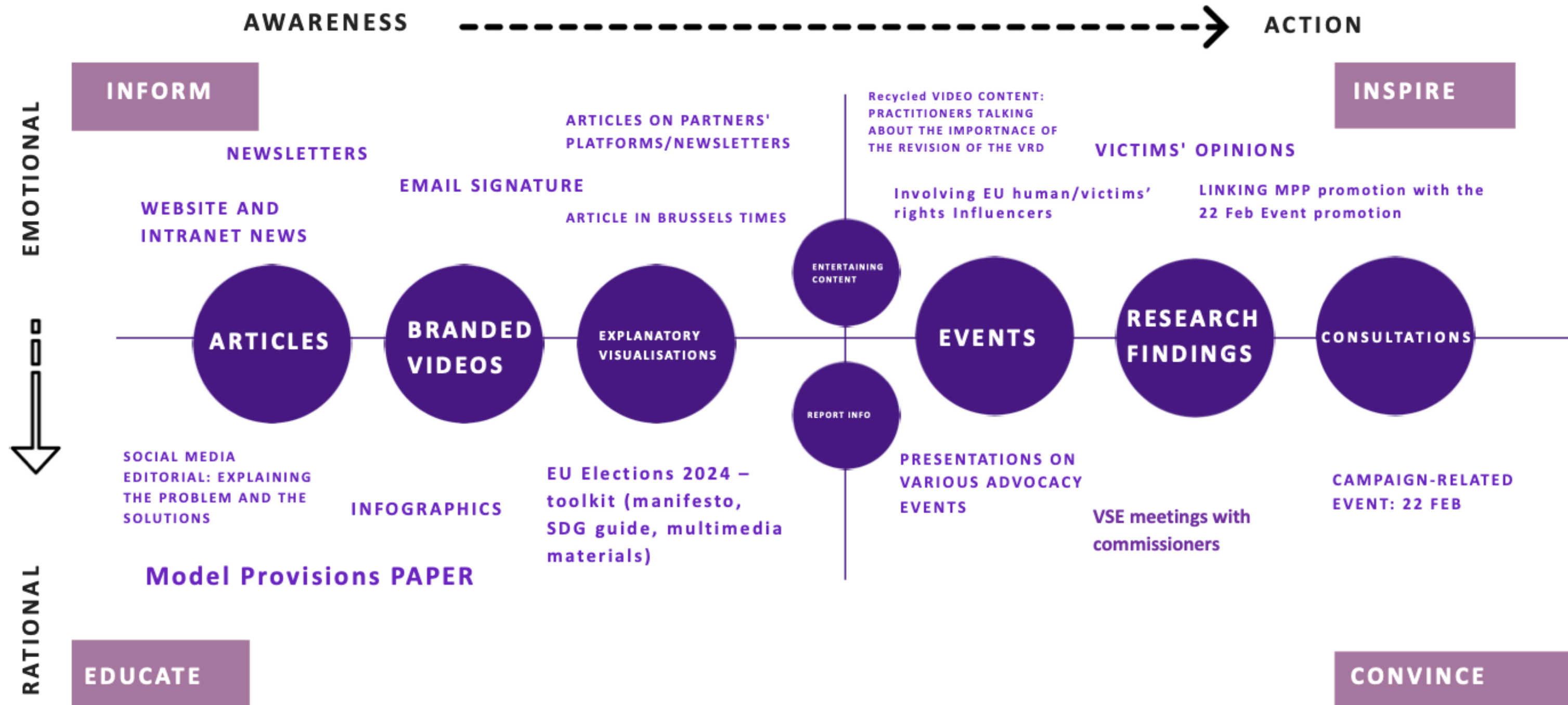
- Answer the question: Why does the VRD need to be revised in the first place?
- Strengthen existing rights and obligations with clear, more detailed drafting;
- Introduce new rights and obligations
- Develop systemic solutions in particular through a national co-ordination system to improve coordination, planning and oversight;
- Empower States, victims and organisations to ensure proper implementation through evidence, data and enforcement.

Narrative for change #2 2024 EU elections

Leaving no one behind: Victims' Rights and the Sustainable Development Goals

- using the VSE Elections 2024 Manifesto
- using a guide on how to use the 2030 SDG Agenda framework to advance victims' rights as an argumentation point
- kicking off the conversation on the link between SDGs and victims rights on the 22 Feb event
- disseminating the SDGs narrative (narrowing it "down to earth": well-being, social cohesion, education, etc) through media articles and owned multimedia products (films, video interviews, victims testimonies)

The Content Marketing Mix



Examples of Tools (Content Materials)

Developed the following items:

- Brussels Times article structure (this article will provide a comprehensive view of why victims' rights matter and feature perspectives from various stakeholders - our usual 4Ps, making it engaging and informative for readers in Brussels Times: **The Voice of an Ordinary Person - The Victim Support Practitioner - The MEP's Commitment - Insights from the EU Coordinator for victims' rights**)
- Advocacy Campaigning toolkit elements:
 - VSE EU Elections 2024 Manifesto
 - VSE Guide on how to use the 2030 SDG framework to advance victims' rights
 - 3 Film Scripts (1. National Framework for Victim Support, 2. Safe Justice, 3. Transforming How We communicate with Victims)
- Concept, logo, draft programme for the 22 February: European Day for Victims Of Crime, webpage to be announced soon





THANK YOU!

COMMUNICATIONS TEAM

VICTIM SUPPORT EUROPE

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