

Communications Team

VSE General Meeting 2025

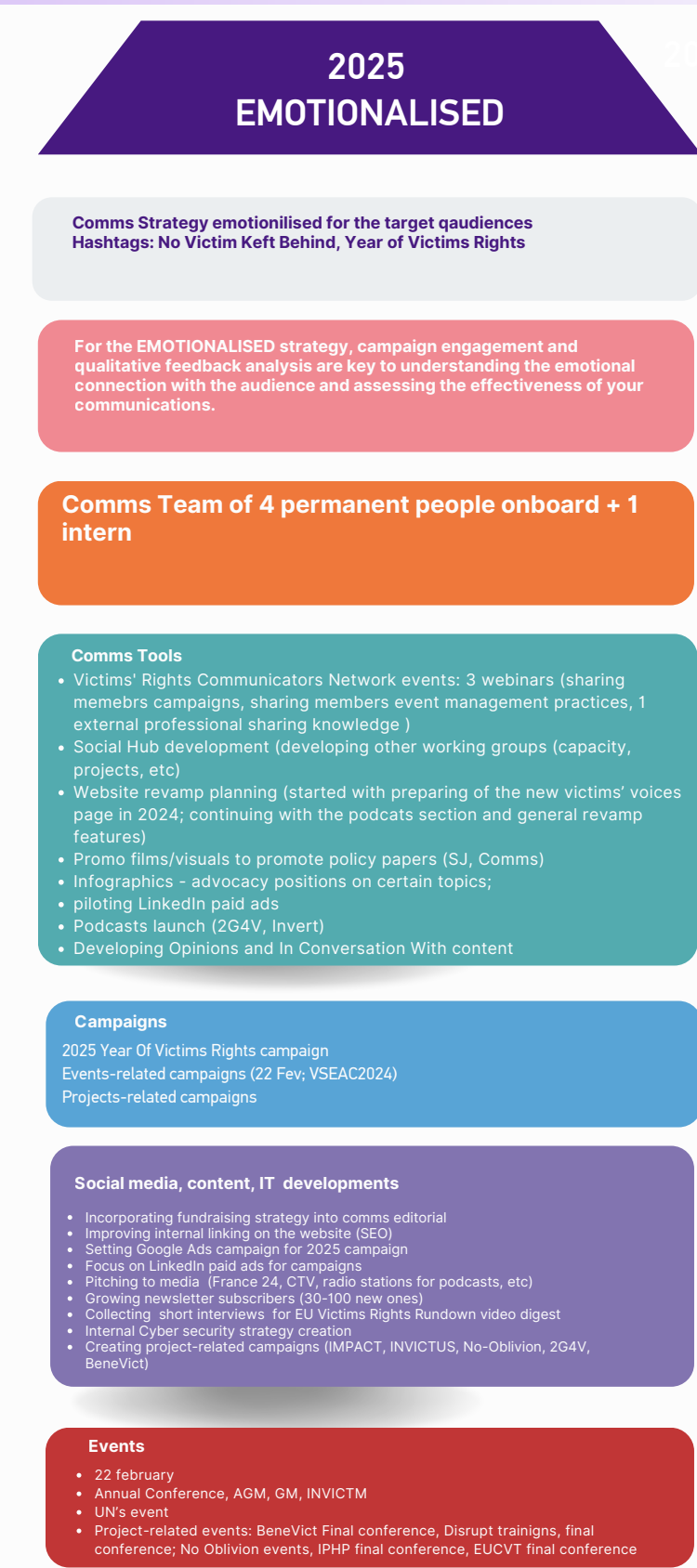
Activity Report May 2025 – December 2025

Future look 2026

9 year Roadmap of VSE Communication development for organisational growth

2018 INITIAL	2019 MANAGED	2020 DEFINED	2021 QUANTIFIED	2022 OPTIMISED	2023 ENHANCED	2024 DEEPEMED
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: - policy makers - general public (brand awareness, fundraising) Umbrella message: SHAPING VICTIM SUPPORT TOGETHER	Comms Strategy deepened for: - 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: - 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 - Comms Officer - Comms Assistant - Comms Intern Comms Tools Growth - 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 Team of 3 permanent people onboard	Comms Team of 3 permanent people onboard + 1 intern + 1 volunteer Comms Tools Growth - 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
Limited Comms Tools website, newsletter, annual report	Comms Tools Growth - Old (website, NL, AR) - New: Twitter, Instagram, LinkedIn - Improved: Facebook, YouTube	Comms Tools Growth - Old (website, newsletter, annual report, social media) - New: Intranet launched - New: Knowledge Database - New: Contact Database for members launched	Comms Tools Growth - 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 - Victims' Rights Communicators Network event calendar 2023: 4 webinars - Social Hub opening - Training Academy (more publicity) - Building-up database of quotes/testimonies - Website content vislisation	
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 - Advocacy/policy-based editorial (GBV, Safe Justice, National Framework) - Projects-based editorial - Awareness-raising (OG-related) editorial	Campaigns 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 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 - Policy-makers ≠ Project-focused - Social media, Brussels Times, platforms	- 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 Press club, Brussels Times+influencers) - Upgrading newsletter design/functionallities - 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 - Annual Conference, mostly managed by hosting partner - Autumn Conference, led by VSE	Events - 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 - Online VSE Annual Conference - Webinars	Events - VSE Annual Conference in Malta - Webinars for Comms Network - Advocacy events - Project-related events	Events - 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 - 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)

9-Year Roadmap of VSE Communication development for organisational growth



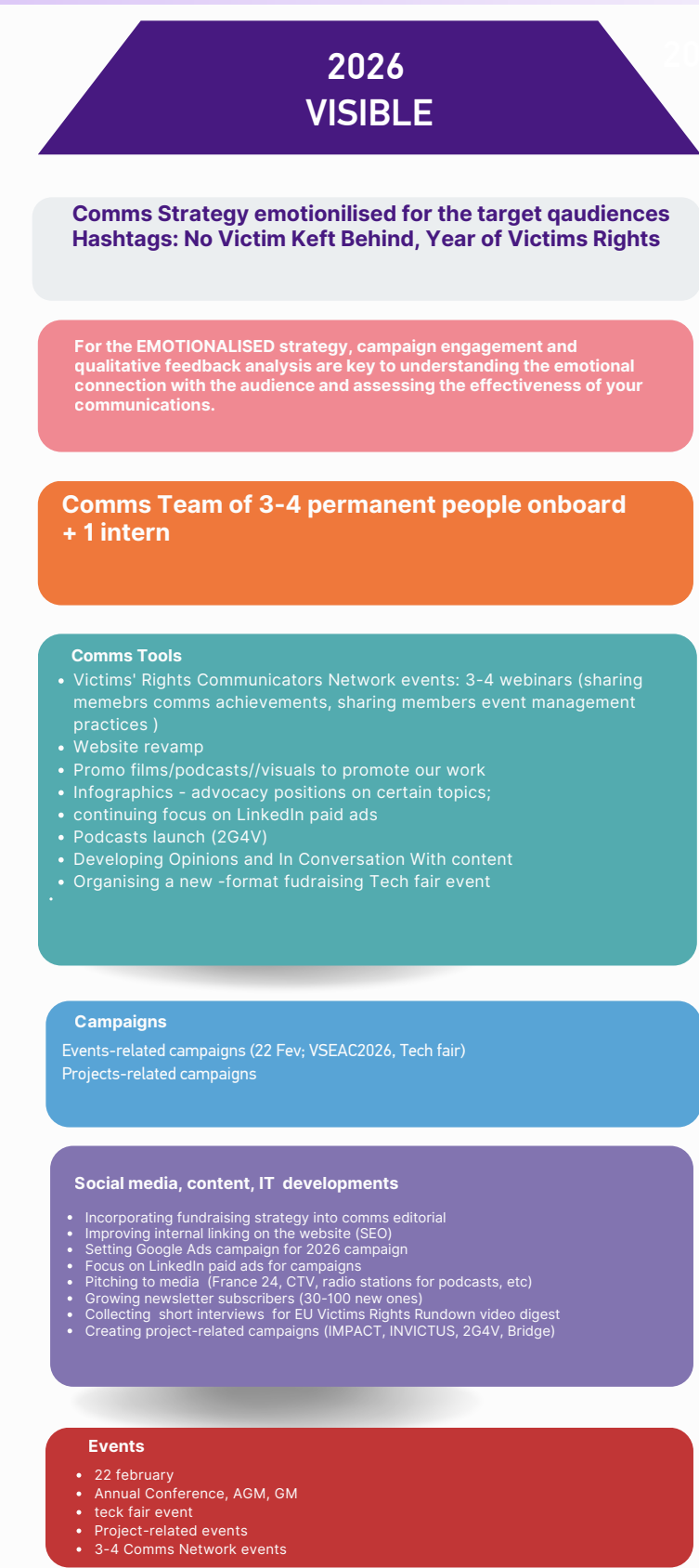
The We Are Sapience evaluation of VSE’s 2024 communication assets highlighted two main problems:

- 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)
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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.

9-Year Roadmap of VSE Communication development for organisational growth



Our 2026 ‘VISIBLE’ communications strategy will be defined by three key words:

- Clear: Messages are simple, understandable, and accessible to everyone.

KPIs: Readability scores, audience comprehension surveys, decrease in questions/clarifications.

- Reach: Our content is seen by more people, driving traffic and engagement.

KPIs: Website traffic increase (sessions, unique visitors), social media reach and impressions, newsletter open rates, click-through rates.

- Stories: Frontline experiences are highlighted, giving a human face to our work.

KPIs: Number of frontline stories published, engagement metrics on story content (likes, shares, comments), media coverage or external mentions.

Overview of Communications work



VSE Communications June-Dec 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 desgined for all members
- 40th anniverssary of the UN Declaration - history timeline animated
- 116006 Helpline Standards campaign launched (17 Nov 2025)
- VRD Adoption campaign launch (8 Dec 2025)

Projects Comms

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

- No-Oblivion
- Disrupt
- INVERT
- LitiGate
- 2G4V

CONFRENCES/EVENTS/TRAININGS:

- INVERT Final Conference
- No-Oblivion Final Project Events
- LitiGate Final Conference
- EUCVT Final Conference
- Bridge KickOff
- 2G4V podcst recordings (Ep7-10)

Capacity Building Comms

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

- Youth Platform launch
- Events and MMS platform analysis and future planning (Necx, Glue Up)
- Staff Exchnage promotion
- CoE promotion

OG activities and events

New Victim Care webpage + New Victims' Advocates Platform webpage + new Intern Diaries webpage; CYBERSECURITY INTERNAL & EXTERNAL Strategy

Information campaign to VSEAC2025 and 28 Nov final campaign event

Annual Report 2024 publication

Website Revamp Plan 2026 created and approved by the board; Social Hub evaluation

Summer, Autumn and Christmas Newsletters

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

Organisation of GM and members webinar on 116006 Helplines

Organisation of VRCommsNet online events (June, October)

5 In Conversation Interviews + 1 `2 Opinion Pieces

Organisational Culture Guidelines cted and office stickers prodced

How did members benefit from your current work?

Tools:

- The **Victims' Rights Communicators network** delivered two online events on the development of a graphic novel and on the evidence-based campaign in New Zealand
- Contributed and shared the **YEAR OF VICTIMS RIGHTS** campaign materials
- 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, newsletters and social media channels
- Invitation to join **VSE's minicampaigns on 116006 Helpline Standards and VRD Adoption**
- **Members' involvement** in the 28 November final campaign event in Brussels
- Involvement of board members in the finalisation the website revamp plans and the development of the VSEAC2026 logo



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
- Members participation in the recroding of podcasts 'LitiGate' and '2G4V'



Future look on activities 2026

VSE Campaigns 2026

In 2026, three major VSE campaigns will be linked to key VSE events:

1. European Day for Victims of Crime (20 february 2026)
 - In collaboration with the Cyprus Presidency, this campaign will focus on promoting the 116 Helplines and the Helpline Standards, raising awareness across Europe about access to support services for victims of crime.
2. VSE Annual Conference 2026
 - This campaign will highlight frontline practices, priorities, and challenges in victim support. The key objective will be to promote the effective implementation of the Victims' Rights Directive (VRD) within national contexts.
3. Tech Fair – November 2026
 - Organised in collaboration with the Irish Presidency, this campaign will focus on innovation in victim support and explore opportunities for fundraising and technology-driven solutions to improve services for victims.



Future look on events 2026

Teams and reporting responsables	Events
Office Management, Admin & Finance	1. The planning for 2026 EBM meetings is available here: - Online - March 2nd - In person in Brussels - May 18th and 19th - In person in Zagreb (Croatia) - September 21st and 22nd - Online - November 17th 1. The planning for 2026 MT meetings is available here: ● 19 January ● 23 April ● 10 July ● 7 September ● 3 November III. AGM - June 2026 IV. GM - December 2026
Advocacy and Policy	- UNODC Congress on Crime Prevention and Criminal Justice (April 2026 in Abu Dhabi) - CoE CINGO Annual Conference, Autumn 2026 - ENVR conferences (sprin and autumn 2026) - Eurojust Symposium 2026 - at least 8 Advocacy meetings to mainstream the victims' rights agenda - at least 2 EU NGO roundtable events
Networks and Partnerships, membership	Staff exchange - Full member WG (2-4 meeting) - AI WG (2-4 meetings) - Centre of Excellence (2-3 meetings) - International Community of practice (kick off meeting) - Youth Platform (4 online meetings)
Training Academy	I. Launch of Training Academy: - Pilot Launch: First Quarter of 2026 - Official Launch: First Quarter of 2026 II. Staff Training: ● Finance Training: January 2026
Victim Care	- Webinar on the usage of VSE Referral System - Regular meetings of Victims' Advocates Platform members (3-5 on line and one in person)
Communications	● European Day for Victims of Crime "116006 Victim Helpline: One number. One standard. Equal support for every victim.", 20.02.2026, Brussels Press Club ● VSE Annual Conference, June 2026, Paris, France ● Tech Fair, dates TBC-Nov 2026, Brussels, Belgium ● 3-4 Online Webinars of Victims' Rights Communicators Network (Working Group)
Projects	IMPACT: ● International Executive Committee meeting #2, 3 February 2026, Brussels, Belgium ● International Executive Committee meeting #3 and #4 ● 2nd IMPACT study visit, 23-24 March 2026 (TBC), location TBC ● 3rd IMPACT study visit, 1-2 June 2026 (TBC), location TBC ● Final conference, dates TBC (Q3 of 2026), Brussels, Belgium ● Series of up to 10 webinars in 2026 INVICTUS: ● Final conference, dates TBC (Q3 of 2026), Brussels, Belgium CROSSING PROTECT: ● Working Group 3 Session, TBC January 2026, online ● Online Training Hotspot, TBC February 2026, online ● In-person training event, TBC May 2026, Poland 2G4V: ● Spring school (in-person trainings, 5 days), dates TBC (March/April 2026), location TBC (Cyprus/Portugal) ● Final conference, dates TBC (October/November 2026), Brussels, Belgium BRIDGE: ● No events planned yet OSPREY (Maria G): ● No events planned





THANK YOU!

COMMUNICATIONS TEAM

VICTIM SUPPORT EUROPE

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