

# Communications Team

VSE General Meeting 2024

Activity report May – Nov 2024

Forward look Dec – May 2025



# 7 year Roadmap of VSE Communication development for organisational growth

2018 INITIAL	2019 MANAGED	2020 DEFINED	2021 QUANTIFIED	2022 OPTIMISED	2023 ENHANCED	2024 DEEPEINED
<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>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, Infovictims 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 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>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>	<b>Campaigns</b> <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>	<b>Campaigns</b> <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/functionalities</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>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>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>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>
<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>

# 2024 VSE Communications Objectives, Target Audiences, Channels and Tools

## 01 Communications Objectives 2024

- **Mainstream the victims' rights issues and services** (reach the target audiences via clearly targeted channels: advocacy, projects, comms)
- **Build engagement with the VSE brand** (paid articles + social media+sponsors+coverage in national contexts via members/projects); promoting VSE members activities (consultations via Victims' Rights Communicators Network)
- Grow support for our cause and our campaigns** (comms for advocacy)
- Help generate more money** through fundraising

## 02 Target Audiences 2024 4 Ps

Politicians (who are elected), policymakers (who are appointed), practitioners, public.

## 03 Channels 2024

- Social media + Newsletters+Video Digest
- Website/Intranet/Hub (focus on SEO, increasing traffic via improving internal links + updating/maintenance)
- Press (paid advertising + organic reach via members)
- Direct Speech (lobbying meetings, presentations, workshops and conferences)
- Members/partners' channels
- Events

### New Tools in 2024

- Fundraising printed materials
- Preparing promo films on VS framework
- Preparing tipsheets for advocacy
- Developing Victims' Rights Communicators Network (3-4 meetings - focus on promoting policy/advocacy work)
- EU Rundown Video Digest
- Podcasts and a graphic novel
- VSE Online Brandbook Manual

## 04 A step forward towards greater visibility/exposure

- SEO (improving internal website links)
- Building partnership with comms-related stakeholders
- Building friendships with influencers/journalists/partners
- Launch of the new EU Rundown Video Digest
- Newsletter design and functionalities upgrade
- Building up podcast for launch in 2025 (2gether4victims, Litigate)
- Preparing the victims voices page for 2025 launch
- Preparing a new VR video for police training (to be filmed in March 2025)



# Overview of Communications work in 2024 (summary)



## VSE Communications 2024

### Advocacy+Policy Comms

Information campaign to promote VSE advocacy and policy work (following the advocacy work programme 2024 and comms plan for policy/ advocacy):

- campaign webpage
- campaign toolkit
- campaign manifesto (8 languages)
- campaign pledge
- tipsheet

Produced 3 In Conversation Pieces  
Produced 6 Opinion Pieces  
Produced 1 Brussels Times Article

### Projects Comms

Ran 7 Information campaigns to promote VSE projects (all project comms are aligned with the VSE Comms for policy/advocacy) :

- BENEVICT
- COVIS
- 2Gether4Victims
- Disrupt
- INVERT
- No-Oblivion
- Link

Organised the following projects' final conferences + events:

- COVIS final conference
- Disrupt training
- INVICTUS kick-off meeting
- 2gether4victims podcast Editorial Board meetings
- Litigate podcasts Editorial Board meetings

Created 6 scripts for 2gether4victims podcast + assisted in the recordings

Created scripts for Litigate podcast series + prepared the recordings

### Capacity Building Comms

Communications for capacity-building (following the capacity building work programme 2024):

- Staff exchange 2024 promotion
- Centre of excellence meetings and a workshops

Produced an Online Training Module on 'Advocacy Campaign in the context f Victims' Rights

Produced an in-person training 'Storytelling as a Tool for Advocacy and Influencing Policy Change'

Created and conducted 3 Victims' Rights Communicators Network events

### OG activities and events

Ran two information campaigns to promote: 22 February Symposium and VSEAC2024

TOTAL REACH FOR TWO CAMPAIGNS: In total, the two event-related campaigns collectively reached over 121K individuals.

Produced Annual Report 2023

Produced Summer, Autumn and prepared Christmas Newsletters + Video Digests

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

Organised GM - Dec 2024

Created the cybersecurity strategy for the webiste and Intranet for 2025

Set out the action plan for in-house cyber security strategy for all IT sift and hardware



Victim Support Europe



Co-funded by  
the European Union

# 2024 Roadmap for comms content creation

## Community Management

Posting, reposting, engaging, analysing, reporting

- Social Hub (working groups)
- Comms Network events
- Member News, Opinions
- Involving partners in the creation of campaign content
- Involving journalists and influencers in our work

## Promoted Advertising

- Google Adwords - maintenance
- Meta boosts (collaboration to discuss)
- Media and other partnerships (brussels times, Brussels Press Club)

## Social Listening / Measurement

- Big data capture through projects (BeneVict)
- Members' feedback (polls at GM + conference + comms network, etc)
- Victims' testimonies for campaigning (5-10 testimonies)
- Members / Partners/ Support workers testimonies for campaigns (videos, etc)
- Leaders endorsements: on the benefits of victim support

## Events as sources for content creation

- Conference intervention capture
- Interview booth (Ruben to collect needed testimonies)
- Gathering quotes from professionals
- 2min video summaries from workshops (done by staff)
- podcast recording for 2gether4victims at the VSEAC2024

## New formats to communicate:

- Podcast series (project 'Together for Victims, Litigate')
- Unconventional event formats for targeted audiences (MEPs, policy makers): press club, brunches, soundwalks, etc.
- Website traffic improving through internal linking, content development



# How did members benefit from your current work in 2024?

## Tools:

- The **Victims' Rights Communicators network** is maintained for knowledge exchange and development of victim support experts in communications (3 online meetings took place)
- **'In Conversation With' Section** on the VSE's website to increase the exposure of members' expertise (6 pieces published)
- **'Opinion' pieces** on the VSE's website to increase the exposure of members' expertise (3 pieces published)
- **Members' activities exposure** through VSE's Intranet, website, Newsletter, social media channels
- **Members' consultations** on campaigning in 2025 (co-prepared the 2025 joint campaign)
- **Members' exposure** through the project-related campaigns (7 campaigns)
- Q&A with members at VSE **Annual General meeting, May 2024, Zagreb.**
- **Members exposure** in the podcasts (2gether4victims, LitiGate)
- **Members exposure** in The Brussels Times article (published in November 2024)
- **Board members exposure** in the promo animation film 'National Framework'
- **Members' exposure** in VSE Newsletters 2024.
- Board Members' participation in drafting the VSE **cyber security** strategy and action plan for 2025.
- **Board Members' participation** in drafting the **theme and the programme of the campaign** '2025 -The Year of Victims' Rights'.
- **Members' comms officers participation** in drafting the activations and the visual identity of the upcoming campaign '2025 -The Year of Victims' Rights'.
- Members' contributions to the **information campaign 'No Victim Left Behind' for the EU Elections 2024** (events, social media, network of interest); 8 manifestos produced in 8 different languages.



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

## Events:

- Knowledge exchange at VSE's 'Victims' Rights Communicators Network' events (3 events).
- Members' participation in the 22 February Symposium in Brussels
- Members' participation in VSE Annual Conference 2024
- Members' participation in VSE's fundraising cocktail in Brussels, Dec 2024



# Forward look 2025

**In 2025, Victim Support Europe (VSE) spearheads a pivotal initiative termed "The Year of Victims' Rights," marking a significant milestone in the advocacy for victims of crime across Europe.**

**This year-long endeavor, driven by VSE and its 80 member organizations, aims at advancing the cause of victims' rights through three core objectives: universality, progress, and engagement.**

**Culminating in a special event scheduled for November 2025 (and executed in collaboration with the UN), this initiative will unveil strategic pathways and visionary ideas for the future enhancement of victims' rights across the continent.**

## **LEVERS FOR CHANGE:**

Lever #1: The revision of the Directive

Lever #2: The celebrations

## Campaign Messages

The seven Key Asks are:

1. Advance understanding and action towards recognizing the universality of victims' rights, acknowledge victim support as an essential component of health and justice, and foster the activism associated with these efforts.
2. Ensure victims are included and at the center of the EU response to crime, security, and justice, and reflected across all EU policies including mental health, education, economy, digitalization, and global affairs.
3. Mainstream the societal necessity of establishing and advancing all-crime (generic) support services.
4. Ensure victims are effectively and adequately supported, by requiring Member States to establish national frameworks for comprehensive support and safe justice systems.
5. Introduce robust legislation and policies for all victims of crime at the EU level and ensuring they are fully implemented by Member States.
6. Increase awareness of the existence of support services or increase availability of support services.
7. Foresee sufficient and consistent (not project-based) budget for efforts that affect all victims of crime.
8. The campaign hashtag is #NoVictimLeftBehind. It builds on the VSE's 2024 campaign, which calls for the development of strong national victim support frameworks, effective access to justice for cross-border victims, involvement of support professionals in policy development, sustainable migration systems, and improved implementation of the European Protection Order.





# THANK YOU!

## COMMUNICATIONS TEAM

## VICTIM SUPPORT EUROPE

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