



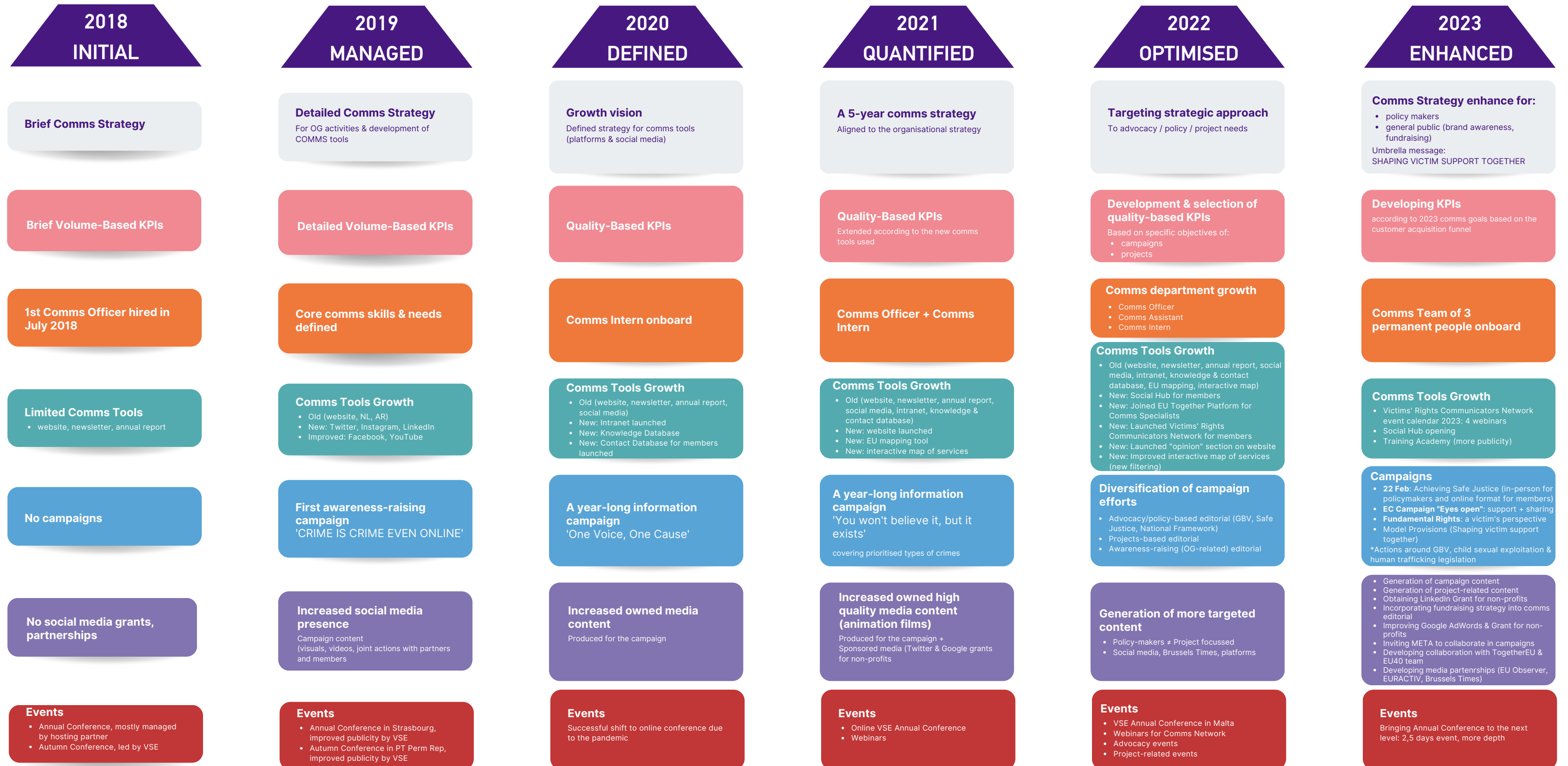
Co-funded by
the European Union

Communications Team

VSE Annual General Meeting 2023

Activity Report Jan - Jun 2023

5 year Roadmap of VSE Communication development for organisational growth



Overview of Communications work in January - June 2023



VSE Communications 2023

Advocacy+Policy Comms

Information campaign to promote VSE advocacy and policy work:

- Information campaign around 'Safe Justice' paper launch on 22 Feb (Feb-March)
- Information campaign for GBV+VRD for the 8 March 'No woman left behind'
- Action Week for the 116006 Helpline (April)
- Information campaign around 'Infovictims' paper launch (April-May)
- Video campaign on the revision of the Victims' Rights Directive (May-June)

Projects Comms

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

-AREV (final conference)
-BENEVICT
-COVIS
-CREST
-INFOVICTIMS III
-2Gether4Victims
-Chat for Victims
-Disrupt
-ENABLE
-IAPHP
-ICF (supporting the campaign)
-LINK II
-PROTECT
-VISA RoC

- Design of FYDO deliverables
- BeneVict Editorial for 2023
- COVIS Comms Strategy+sm editorial
- Infovictims campaign 2022 Report
- Disrupt Comms Strategy+Visual Identity
- 2gether4victims Visual Identity
- EUCVT conference preparation
- ICF's/EC's campaign Eyes Open - support

Capacity Building Comms

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

- planning of staff exchange
- announcing new member
- members' survey for the annual report 2022

OG activities and events

Information campaign to promote VSE Conference: Protecting Fundamental Freedoms: a victim's perspective

Comms Strategy 2023

Annual Report 2023 prep

Spring Newsletter

Brussels Trial Updates

Opinion Pieces by partners and members

Organisation of AGM and the Annual Conference 2023

- 2 Workshops on VRCommsNetwork
- new webpage on fundraising
- 2 Brussels Times articles (one paid, one organic)
- GoogleAdwords campaign 2023 tuning
- Fundraising booklet design

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 two workshops on (1) campaigning and (2) on free digital comms tools
- New **DONATE webpage on VSE's fundraising activities** is launched to better inform members on the fundraising strategies
- 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 campaigns** (joint statements, toolkits, editorials) + EC's campaign "Eyes Open"
- **Members' survey** for the Annual Report 2022
- **Members' involvement** in the translation of policy/discussion papers
- **Members' exposure** through the improved VSE's Google Adwords
- Involvement of members in the **Annual Conference icebreakers**
- Involvement of members in the preparation of **2024 and 2025 VSE Annual Conferences**
- **Exposure of members** in The Brussels Times media coverage



How did members benefit from your current work?

Events:

- Knowledge exchange at the VSE's 'Victims' Rights Communicators Network' two workshops: on (1) campaigning and (2) on free digital comms tools
- Knowledge exchange at 22 February Hybrid Event 'Safe Justice for Victims of Crime', VSE AGM and Annual Conference 2023
- Members' exposure within the EC's awareness-raising campaign 'Eyes Open'
- Members' exposure within EUCVT Conference
- Members' exposure within FYDO Conference





THANK YOU!

COMMUNICATIONS TEAM

VICTIM SUPPORT EUROPE

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