

PREVICT



With Financial support from
the Justice Programme
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Dissemination Plan

Presented By
Victim Support Europe

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1 Executive summary

This deliverable concerns the Dissemination Plan of PREVICT project. The current document offers details on the dissemination activities to be executed from February 2021 until the end of the project and provides the project partners with detailed specifications on how to disseminate the project to targeted groups in their area.

This dissemination plan describes the project's dissemination activities led by VSE at the EU level from February 2021 until the end of the project, together with instructions and recommendations on how to prepare the national dissemination strategies for the project partners.

2 Introduction

2.1 Objectives

The objectives of the PREVICT dissemination plan are to:

- Raise awareness of the general public, victims and professional community on the project at the EU level.
- Raise awareness of local, regional and national victim support community (general public, victims, professionals) in the countries of project partners.
- Maximise victims' contacts and reporting to the police in the project partners' countries.
- Integrate networking approach to disseminate the project outputs.

2.2 *Expected Results*

The expected results of the PREVICT dissemination strategy are:

- **VSE dissemination efforts:** Awareness raising about the project activities, informing the target audiences (victim support professionals/policymakers) and the general public about the PREVICT project. This will be done during the campaign stage of the project and further on till the end of the project, and actively supported by the dissemination tools.
- **Project Partners dissemination efforts:** dissemination of the project content, communication to the target groups of the benefits that the project provides and of ways to exploit the results.

3 *VSE dissemination plan from February 2021 until the end of the project*

3.1 *Dissemination tools*

In this Chapter, a general overview of the PREVICT dissemination tools that are prepared and the dissemination activities that will be performed from February 2021 till the end of 2021 are presented. In addition, instructions and recommendations on how to prepare these activities are provided, so that it is ensured that all project partners disseminate the project information on the most effective and appropriate way. In addition, these instructions ensure that:

- All partners have access to the same information at the same time
- Each partner is aware of the dissemination efforts of other partners
- Appropriate formats and effective communication procedures are used

3.1.1 *PREVICT visual identity*

The PREVICT visual identity has already been established from the early beginning of the project. All project partners should use the agreed colour palette and logos for any graphics or colour design of PREVICT throughout the duration of the project and after its completion. Moreover, the PREVICT visual materials, and the prepared dissemination templates should be used appropriately without any modification. In addition, partners should not forget to include the EU emblem and a clear statement that the project has received funding from the Justice Programme of the European Union in any dissemination material they publicise.

3.1.2 PREVICT webpage

A user-friendly, well-designed and easily accessible webpage is going to be established on Victim Support Europe's new website and will be functioning in its full capacity. Within the duration of the campaign, the website will be constantly updated and its content will be subject to modification based on the project evolving needs. Especially when the campaign rolls out, the project webpage will be updated so as to offer better visibility to the project content (links to all videos + visual materials).

The website activity is and will be monitored using the Google Analytics, a tool that tracks and reports visitor traffic and gives a complete picture of the behaviour of the website audience.

3.1.3 PREVICT Intranet page

A user-friendly, well-designed and easily accessible Intranet page is going to be established on Victim Support Europe's Intranet portal (<https://members.victim-support.eu/>) and will be functioning in its full capacity. Within the duration of the campaign, the webpage will be constantly updated and its content will be subject to modification based on the project evolving needs. Especially when the campaign rolls out, the project webpage will be updated so as to offer better visibility to the project content (links to all videos + visual materials).

The website activity is and will be monitored using the Google Analytics, a tool that tracks and reports visitor traffic and gives a complete picture of the behaviour of the website audience.

3.1.4 Social Media Pages

Victim Support Europe's and project partners' social media pages (Facebook, Twitter, Instagram, LinkedIn and YouTube) will be conducted (from February – May 2021) represent an important way to be in touch with the PREVICT target groups, both on the EU-level as well as in the countries of the project partners.

Victim Support Europe is the overall responsible for managing and feeding its own accounts. All project partners are encouraged to share VSE's posts and send to VSE any interesting information that can be communicated via the VSE social media accounts.

3.1.5 PREVICT promotional material

3.1.5.1 Videos

Short videos have been created for the PREVICT project in order to maximise its visibility and explain the objectives of the project in a stimulating way. The videos were produced by a professional video production team: a 45 second commercial for TV produced for each country in addition to two Social Media Videos per country where Victims tell their story (1.30min). The PREVICT partners were in constant collaboration with the video production team to ensure that the final videos would be of high quality and it would clearly explain the project's objectives.

All project partners are motivated to promote the PREVICT videos in any relevant means and events in which they participate throughout the duration of the campaign.

3.1.5.2 Newsletters

Regular VSE newsletters (1452 subscribers, victim support professionals) are a key dissemination tool to inform relevant target audiences about the progress of the PREVICTM campaign. Thus, they will be produced and circulated appropriately (February, April and June 2021) and they will consist of brief articles and updates about the campaign progress.

VSE is the overall responsible for the preparation of the VSE newsletters, while all project partners will be asked to provide their contribution.

In order to engage as many stakeholders as possible, the PREVICT partners are encouraged to distribute the newsletters to their contacts who may be interested in the project. Apart from this, interested parties can subscribe to the VSE newsletters on the VSE's website. Each issue will be disseminated to the PREVICT email list, published on the website and announced through VSE social media channels for further dissemination.

3.1.5.3 News releases

News releases about the project activities and results will be prepared in English and distributed through various media channels (VSE's website, Intranet, direct emails to networks) throughout the duration of the campaign. VSE is the overall responsible for the preparation of the news releases and their distribution to international channels. Additionally, each project partner is free to translate the news releases in their language, identify the relevant local media and distribute the PREVICT news releases to them.

3.1.5.4 Print Media

The print materials, namely billboards, posters, brochures, stickers and infographics are developed using the same visual concept as the audio-visual content.

The materials will be printed by each partner who wants to use them, and will be distributed by any relevant dissemination channels until the end of the project and after its completion.

The digital version of all materials will be published in the project webpage on VSE's website, and will be used in social media campaign editorial, as well as on workshops, conferences and other events.

3.2 Dissemination activities

3.2.1 VSE Social Media Campaign

VSE will lead its own social media campaign, which will contain general information relevant to the project's progress and will go parallel to the project partners' social media campaigns held in their national contexts. VSE's campaign will start on the 22 of February and will last till the end of May.

Each project partner is free to decide which social media better meets the needs of the local community and maintain all communications in their language. In order to maximise the audience to which the PREVICT content will be communicated, each project partner will also decide upon various social media campaigning tools: paid advertisements and various motives (quizzes, contests, prizes, etc.).

VSE's social media campaign goals:

1. To boost the awareness of the audience about the EXISTING LAW and VICTIMS' RIGHTS.
2. To boost the awareness of the audience about the existence of SUPPORT SERVICES.
3. To encourage victims to REACH OUT the support services.
- 4* To boost awareness of VSE and 116006 Helpline

The campaign will encompass:

- 10 animation films produced by VSE in collaboration with 7 members (Belgium, Croatia, Denmark, Finland, France, Italy, Sweden, EU story).
- 6 videos produced for PREVICT project (6 countries): Albania, Croatia, Hungary, Lithuania, Malta, Portugal)

3.2.2 Network of Interest

The aim of the VSE's Network of Interest is to act as a main dissemination pole for the engagement of the PREVICT target groups. The network consists of:

1. **VSE members** (60 organisations from 30 countries),
2. **European networks:**
 - **EU Institutions** (the European Commission, European Parliament, European Economic Social Committee, The European Committee of the Regions, European Union Agency for Fundamental Rights, European Institute of Gender Equality, EEAS, Europol, Eurojust, CEPOL);
 - **EU NGOs** (AMBER Alert Europe, Ilga Europe, Inclusion Europe, AGE Platform Europe, Missing Children Europe, PICUM, FENVAC, European Forum for Restorative Justice (EFRJ), Transgender Europe, Confederation of European Probation (CEP), Fair Trials, European Women's Lobby, Cavarria, La Strada International, International Network for Hate Studies, European Network Against Racism (ENAR), A Jewish Contribution to Social Europe (CEJI), End FGM, Women Against Violence Europe, Mental Health Europe, International Federation for Human Rights (FIDH), European Disability Forum (EDF), European Network

on Victims Rights (ENVR), Security and Crisis Center by ECJ (SACC), EDMR Europe, European Disability Forum, V-Europe, UNIA).

- **EU-Russia Civil Society Forum** (a network of thematically diverse non-governmental organisations consisting of 174 members from Russia and 20 EU Member States).

3. International networks:

- **Victim Support Asia** (a network of support organisations from around the continent)
- **INVICTM** – International Network Supporting Victims of Terrorism and Mass Violence
- **The Indian Society of Victimology**
- **The UN**

Until now, the Network of Interest contact list contains over 1000 individual. Furthermore, the PREVICT “brand” recognition and the dissemination activities will enlarge our network of contacts, and these will be added to the Network of Interest.

Until now member engagement has taken place through VSE’s Intranet, a professional mass emailing solution (Mailchimp) and direct emailing.

Other tools and actions to maintain participation and encourage active participation and expansion of the network will be employed in the period to come. Such actions and methods include:

- Posts to the VSE social media accounts by inviting the members of the network to “Like” and “Follow” the accounts.
- Intranet (over 150 individual subscribers) news announcements

3.2.2 *Mass media communication*

The scope of the mass media communication activities will be to inform the general public about the PREVICT project through mass media with general or specialised interests. These media include national and international web media, newspapers and magazines with a wide audience, such as the official web portal of the European Commission (<http://ec.europa.eu/research/index.cfm>) and EurActiv (<http://www.euractiv.com/>).

The mass media communication will be initiated when the PREVICT campaign is launched (February 2020), so that tangible results are presented to the general public. In order to avoid discrepancies among the information that will be communicated in mass media from the project partners, VSE is going to prepare an article template. The PREVICT partners are encouraged to disseminate the PREVICT project outcomes through mass media at their national level.

3.2.3 *News releases*

News releases will be issued whenever important campaign milestones are achieved. They will include important information such as the objective of the project, milestones reached and results achieved so far, and partners involved. The partners are free to prepare news releases targeting the local or national press throughout the duration of the campaign describing the objectives of the project in a simple language to highlight the benefits for their country if needed.

All VSE-generated news releases will be archived and will be available to the public through the project webpage.

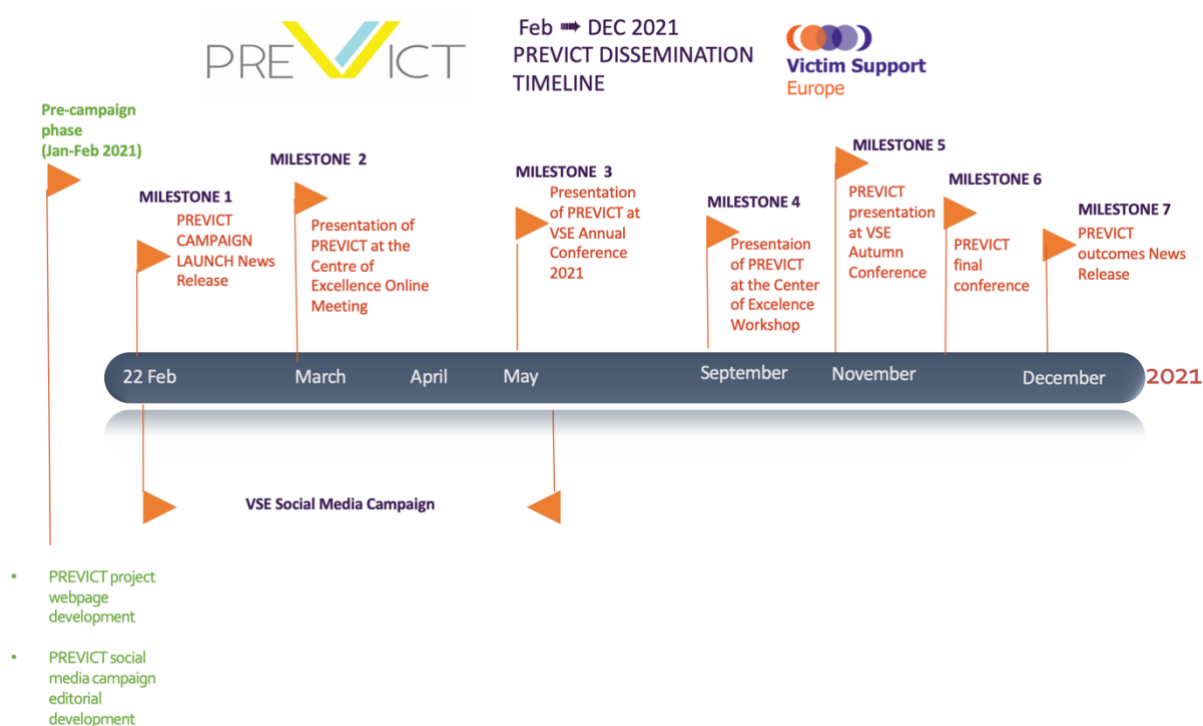
3.2.4 Participation in targeted events

Networking is a crucial way to share and exchange professional experiences and disseminate the project results. A common way to achieve an effective dissemination is the participation of the PREVICT partners in targeted events where PREVICT will be presented. Personal contacts and presentations through attendance at relevant conferences, workshops and other events are ranking top of the list of most popular dissemination channels. All project partners are encouraged to identify relevant local/ national/ international events in which the PREVICT project can be presented and reach a wide audience. The project partners can participate in any event they wish to communicate the project objectives and results. After the participation in any event, the participated partner should report to VSE describing the scope of the event, the means of the project dissemination, and the volume of audience reached.

Some of the relevant forthcoming events led by VSE in which the PREVICT project will be presented are summarised in the following template.

Event	Location	Date	Link	Participant
VSE Centre of Excellence Meeting	Online	March 2021, TBC	TBC	VSE
VSE Annual Conference 2021	Online	May 2021, TBC	https://2021.vse-conference.eu/	VSE
VSE Centre of Excellence Workshop	Online	September 2021, TBC	TBC	VSE
VSE Autumn Conference 2021	Online or in Brussels Online or in	November 2021, TBC	TBC	VSE
Final PREVICT Conference	Online or in Lithuania	End of November 2021, TBC	TBC	PREVICT

3.2.5 VSE-led PREVICT Dissemination Timeline



4 Dissemination in the project countries

4.1 National Dissemination Strategies - Outline

Within the context of the general Dissemination Strategy of the project, a specialised Dissemination Strategy outline has been developed, in order to provide guidelines for the planning and implementation of each one of the National Dissemination Strategies in the project partners' countries. Upon consultation with the project partners and taking into account the progress of the project, the content of each national dissemination strategy will be further specified.

Each national dissemination strategy will include all dissemination streams that will result from each partner's campaign tools. All the above concerned parties (project partners, field experts, local stakeholders, etc.) will make use and exploit the experience from the dissemination activities (social media campaign, media campaign, events, etc), as means of communicating themselves and creating a positive pressure stream towards the stakeholders concerned with victims' issues on national level. The

relevant means to be used include publications and mass media entries, newsletters and information and publicity activities (e.g. participation in events, public presentations, etc.).

In the next section an action plan template is provided for each of the 6 partners to be adapted to their national contexts, specifying the content of each country’s campaign, as well as the responsibilities for the partners.

4.2 Action Plans – National Dissemination Strategies

This part shows the mix of different channels, opportunities and tools that each project partner has in its own organization. Having this information is of great value to map precisely the route each partner will take to deliver campaign content and project outcomes in a more effective way. The responsibility of each partner will be to develop, monitor and implement the local dissemination strategy.

The communication tools we will use would be more or less the same, but the content we are communicating will be different. We will collect in this template the following information:

- A. Social media activities:** Channels that each partner uses to disseminate their activities and content.
- B. Networks of Interest of each partner:** These alliances will facilitate the flow of the information and help to distribute the printed and digital campaign content.
- C. Media campaign:** It’s important to get into a close contact with the local media, in order to disseminate the content and communicate the information about the project.
- D. Calendar of Events** that would be useful to participate/track/ follow, because of its impact and the presence of targeted publics .

SOCIAL MEDIA ACTIVITIES

Campaign hashtag:

#PREVICT #EUVictimsRights

Other relevant hashtags:

#EUVictimSupport #ReclaimYourSafety #TogetherWeCan

Project Parnters’ Social Media Handles

Organisation	@Facebook	@Instagram	@Twitter	@LinkedIn
VSE	@victimsupporteur ope	@victimsupport.eu	@VictimSupportEU	@Victim Support Europe
Transcendent Media	@Transcendent.M edia.Capital	@transcendentme dia	@transcendentmc	@Transcendent Media Capital
Human Rights for Democracy Centre (AL)	@Human Rights in Democracy Centre	x	x	x

Udruga za Podršku zrtvama i Svjedocima (HR)	@zrtveisvjedoci	x	x	@Udruga za podršku žrtvama i svjedocima
Fehér Gyűrű (HU)	@fehergyuruegyesulet	x	x	x
VILIAS (LT)	@pagalbanusikaltimuaukoms	x	x	x
Malta (MT)	@victimsupportmalta	@victimsupportmalta		@Victim Support Malta
APAV (PT)	@APAV.Portugal	@apav_online	@APAV_Online	@APAV Apoio à Vítima Victim Support Portugal

SOCIAL MEDIA EDITORIAL (see the editorial template as a separate doc (excel) in the attachment)

Account	Name of your account	Number of followers	Timeframe	Posting times
Facebook	@Human Rights in Democracy Centre		February – May 2021	<p>Weekdays and Saturdays: 1pm – 3pm</p> <p>*The best times to post are Wednesday at 11 am and 1 pm.</p> <p>*Engagement rates are 18% higher on Thursdays and Fridays.</p>
Instagram				<p>Weekdays:</p> <p>7am – 9am (morning commute)</p> <p>12pm – 2pm (lunch hours)</p> <p>5pm – 6pm (end of work day)</p> <p>9pm – 11pm (bed time scrolling)</p> <p>Saturday & Sunday</p> <ul style="list-style-type: none"> • 9am – 11am • 2pm – 5pm

Twitter				<p>Weekdays: 8 a.m.– 4 p.m.</p> <p>Best days: Tuesday and Wednesday</p> <p>Best times to post on Twitter: Wednesday at 9 a.m. and Friday at 9 a.m.</p>
YouTube				<p>Weekdays:</p> <p>Between 2 p.m. and 4 p.m. on Monday, Tuesday and Wednesday;</p> <p>between 12 p.m. and 3 p.m. on Thursday and Friday.</p>
LinkedIn				<p>Best times:</p> <p>Wednesday from 8–10 a.m. and noon, Thursday at 9 a.m. and 1–2 p.m., and Friday at 9 a.m.</p>

(A screenshot of a social media editorial template)

PREVICT. Social Media Editorial Calendar							
Week 1:	Time	Content Type	Monday	Tuesday	Wednesday	Thursday	Friday
Facebook	1pm	video					
	3pm	visual					
Instagram	9am						
	1pm						
Twitter	9am						
	2pm						
YouTube	3pm						
LinkedIn	9am						
	1pm						
Week 2:	Time	Content Type	Monday	Tuesday	Wednesday	Thursday	Friday
Facebook	1pm						
	3pm						
Instagram	9am						
	1pm						
Twitter	9am						
	2pm						
YouTube	3pm						
LinkedIn	9am						
	1pm						

Social Media Video Tips for More Views, Shares, and Engagement:

1. Upload your video natively (do not share YouTube links)
2. Add captions (subtitles) to your videos (most Facebook users still watch videos without sound).
3. Tag project partners' and Network of Interest (use social media handles) in the accompanying posts to the videos.

NETWORK OF INTEREST

Name of the network/partner	Type	Contact person and email
Local authorities		
Health services, doctors and hospitals		
Courts		

Police		
Social services		
Academia		

MEDIA RELATED ACTIVITIES + OUTDOOR ADVERTISEMENT

Name of the media	Type: TV, Radio, Newspaper, Blog, etc	website
TV		
Radio		
Printed and Digital media outlets		
Billboards		
Public Transport		

EVENTS

Month/Date or tbc	Type of activity	Activity description /Estimated number of people reached
March 2021, tbc	Online Meeting	VSE Centre of Excellence Meeting
May 2021, tbc	Online Conference	VSE Annual Conference 2021
September 2021, tbc	Online Workshop	VSE Centre of Excellence Workshop
November 2021, tbc	Physical or Online Conference	VSE Autumn Conference 2021
End of November, 2021	Physical or Online Conference	Final PREVICT project Conference

This dissemination phase (February – end of project) includes a set of parallel dissemination activities, targeted on national level, which will provide dissemination for the main project outputs.

Specifically, each partner will be responsible for the following tasks:

- **Project webpage**
- **Media campaign**
- **Social media campaign**
- **Networks of interest**
- **Events**

4.3 Dissemination Timeline – National Dissemination Strategies

The dissemination activities and the relevant action plan that will be executed within the following months of the PREVICT project are presented in the following Table.

Activity	Delivery date
Deliverables	

Social Media Campaigns	
Execution of social media campaigns in the countries of the project partners as well as VSE-led EU-focused social media campaign.	February – May 2021
Network of Interest	
Distribution of project content (brochures, posters, stickers, infographics)	February – May 2021
Media Campaign	
News Release – launch of the campaign (regional and national printed and digital media outlets: newspapers, news websites, blogs.	February 2021
TV video ads	February – May 2021
Outdoor billboards	February – May 2021
Radio (talks about the project)	February – May 2021
Project Events	
Conferences, meetings, webinars, info sessions at the national and regional level	February – end of the project
Conferences, meetings, webinars at the EU level (led by VSE)	March, May, September, November 2021

5 Conclusions

During the four months of the campaign period (February – May 2021) of the PREVICT project, significant progress is expected to be made on the dissemination of the project outputs and its objectives so that a wide audience is informed. Some of the dissemination measurable targets set at the PREVICT proposal phase should be reached to a great extent during the campaign period, while for some other metrics the project partners should put extra effort until the end of the project to achieve the targets. In this aspect, the present deliverable describes the minimum dissemination activities that should be executed from February 2021 until the end of the project.