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# Communications Strategy

## 2025

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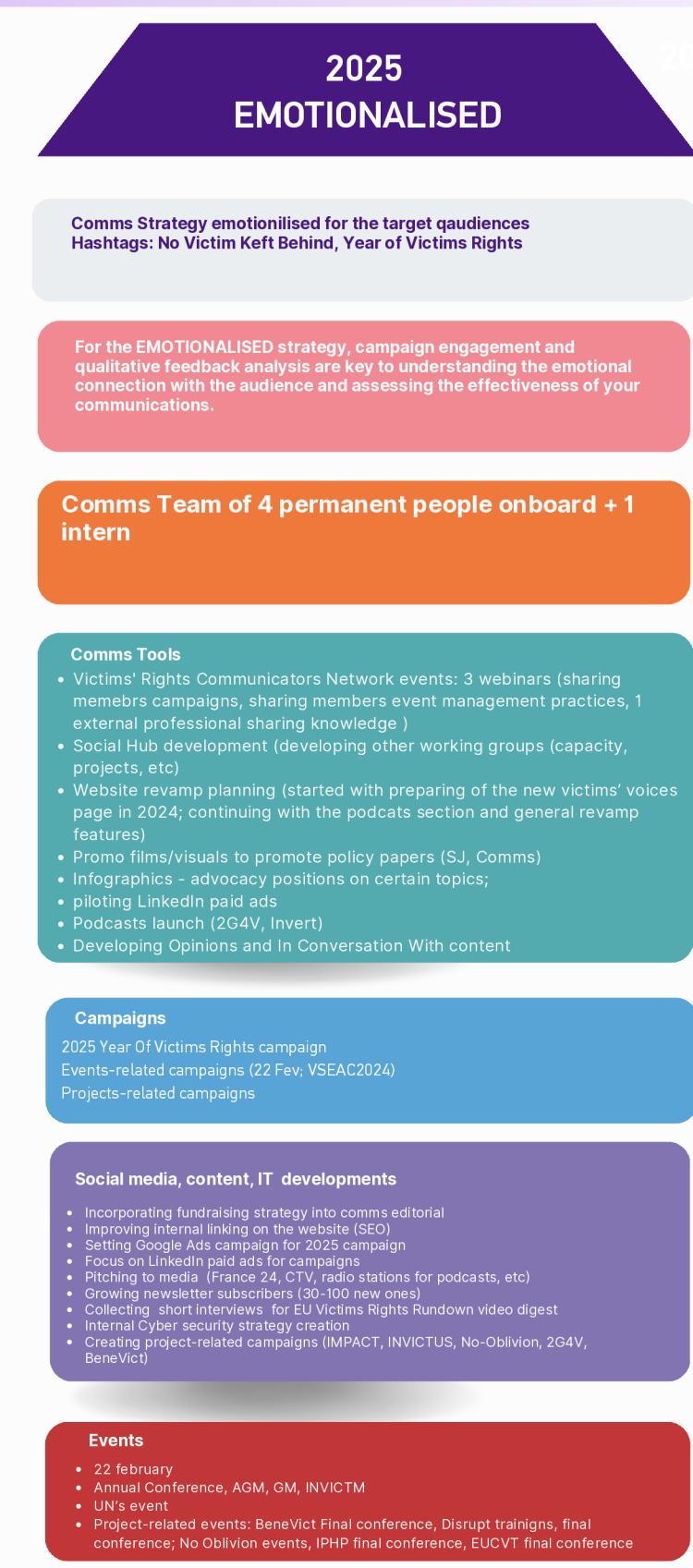


# 9-Year Roadmap of VSE Communication development for organisational growth

2018 INITIAL	2019 MANAGED	2020 DEFINED	2021 QUANTIFIED	2022 OPTIMISED	2023 ENHANCED	2024 DEEPENED
<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>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 Tools Growth</b> <ul style="list-style-type: none"><li>Victims' Rights Communicators Network event calendar 2023: 4 webinars</li><li>Social Hub opening</li><li>Training Academy (more publicity)</li><li>Building-up database of quotes/testimonies</li><li>Website content vislisation</li></ul>	<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>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>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 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>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>	<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>	<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/functionalties</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>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>



# 8-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.

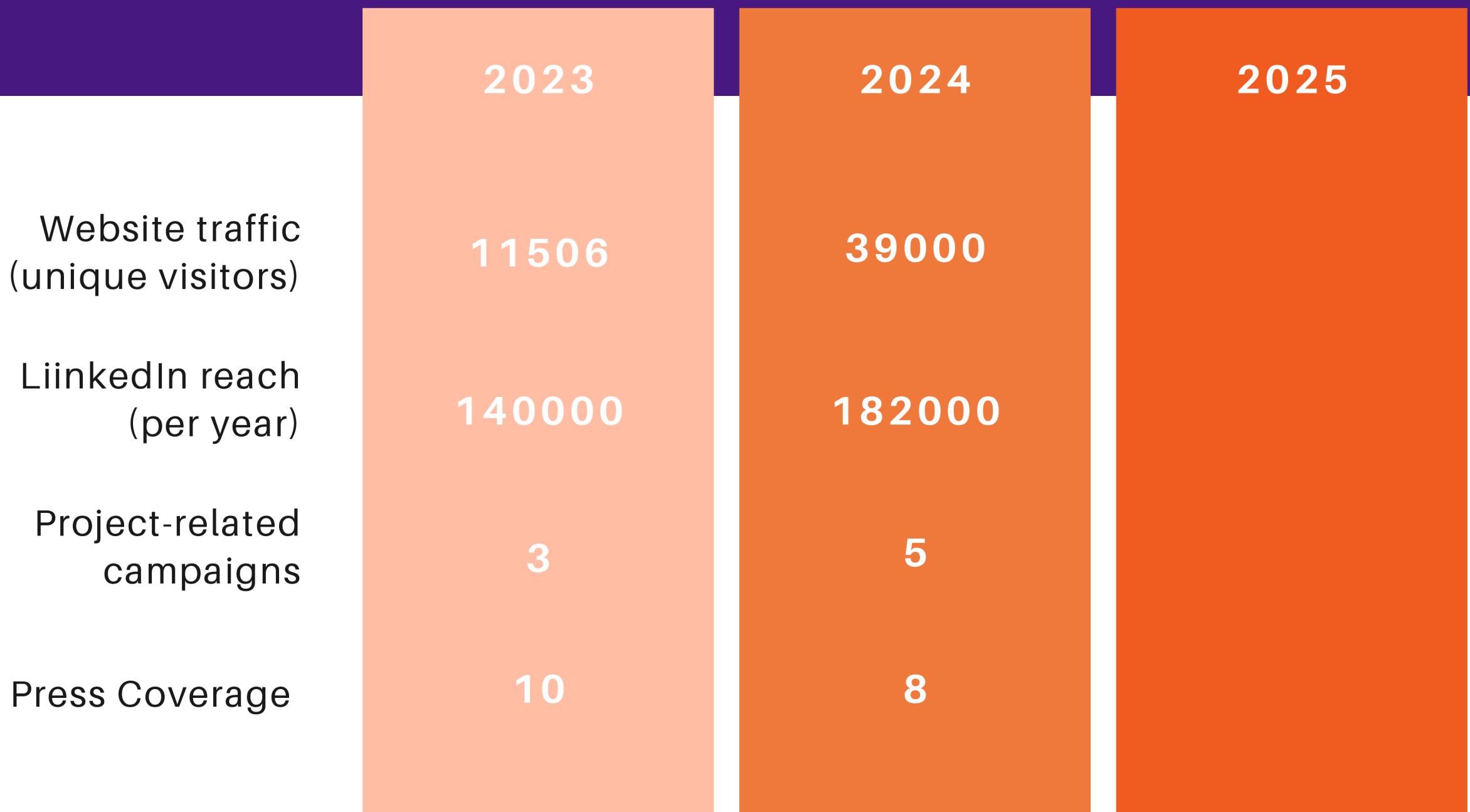
To address these issues, the 2025 **EMOTIONALISED** strategy introduces the following solutions:

- 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)
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.



# Comparison Chart

Major Statistics 2023 - 2024





# 2025 VSE Communications Objectives, Target Audiences, Channels and Tools

01

## Communications Objectives 2025

- **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 LinkedIn ads +sponsors+coverage in national contexts via members/projects+revamp of the website + Emotionalising the creative content); 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 2025

### 4 Ps

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

## 03 Channels 2025

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

## New Tools in 2025

- Website revamp plan (podcast page + planning of layout and navigation improvements)
- Preparing promo films on Safe Justice + Comms + Police Film
- Preparing slides with summaries of advocacy positions on certain topics
- Developing Victims' Rights Communicators Network (3 meetings - focus on comms/events features)
- Podcasts and a graphic novel promotion
- VSE Online Brandbook Manual

04

## A step forward towards greater visibility/exposure

- SEO ( improving internal website links)
- Building partnerships within the 2025 campaign (Polish and Danish presidencies, UN, FRA, Brussels airport police, etc)
- Newsletter subscribers growth
- Building up podcast for launch in 2025 (2gether4victims, Litigate)
- Preparing the podcasts page for 2025 launch +webiste revamp plan
- Preparing a new video for police training (Malta)







# 2025 VSE Communications Messages (campaign ‘Year of Victims’ Rights’) and their relation to the 2025 Comms Objectives

## The seven Key Messages (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.

Here's how the campaign messages connect to the 2025 communications objectives:

### Communications Objective 1: Mainstream the victims' rights issues and services

Key Asks that align:

**Key Ask 1:** Promoting the universality of victims' rights, victim support as essential for health and justice, and fostering activism addresses the mainstreaming of victims' rights by embedding them as core societal values.

**Key Ask 3:** Mainstreaming the need for generic support services further reinforces public understanding of why victims' services are necessary.

**Key Ask 6:** Increasing awareness of support services ensures these services are more widely recognized and understood by the general public.

**Connection:** These messages aim to normalise the discussion of victims' rights and make support services integral to broader societal conversations, ensuring they gain recognition across multiple sectors.

### Communications Objective 2: Build engagement with the VSE brand

Key Asks that align:

**Key Ask 2:** Positioning victims at the center of EU responses and policies aligns the VSE brand with leadership and advocacy, creating a strong identity associated with prioritising victims' rights.

**Key Ask 4:** Advocating for comprehensive national frameworks showcases VSE as a credible authority pushing for impactful systemic change, reinforcing engagement with the organization.

**Connection:** These messages emphasise VSE's role as a thought leader and driving force behind advocacy and policy, fostering trust, credibility, and deeper engagement with the brand.

### Communications Objective 3: Grow support for our cause and our campaigns

Key Asks that align:

**Key Ask 1:** Fostering activism around victims' rights inspires others to join the cause, contributing to campaign momentum.

**Key Ask 5:** Advocating for robust legislation engages policymakers and supporters alike, who align with efforts to establish structural change.

**Key Ask 7:** Calling for consistent budgets attracts allies and funders who support sustainable efforts for victims.

**Connection:** These messages aim to build a movement by mobilising stakeholders, supporters, and advocates around clear, actionable goals.

### Communications Objective 4: Help generate more money through fundraising

Key Asks that align:

**Key Ask 6:** Raising awareness of the availability and importance of support services can inspire donors to see the value in contributing to these initiatives.

**Key Ask 7:** Advocating for sufficient and consistent funding highlights the urgent need for resources, which can encourage individual and institutional donors to contribute.

**Connection:** These messages underscore the financial needs required to advance victims' rights and services, creating a direct link to fundraising efforts.



# Overview of Communications work in 2025



## VSE Communications 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)

### Projects Comms

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

- BENEVICT
- No-Oblivion
- 2Gether4Victims
- Litigate
- Disrupt
- INVERT
- IMPACT
- INVICTUS

### Capacity Building Comms

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

- Staff exchange report 2025
- Centre of excellence meetings and workshops
- National meetings news

### OG activities and events

Information campaign to promote 22 February Symposium, VSEAC2025, UN’s event

Annual Report 2024

4 Newsletters

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

Organisation of AGM and GM

Organisation of VRCommsNet online events (3 webinars)

# 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 demonstrable  
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



# Overview of VSE Communications KPIs in 2025



## COMMS GOALS & KPIs 2025

### Key Performance Indicators (KPI's) 2025

- Impressions/reach on social media platforms
- Engagement rate on social media platforms
- Number of website and Intranet page views
- Number of newsletter recipients
- Impressions/reach on media outlets platforms
- Number of event attendees
- Number of campaign MEP supporters
- Number of campaign toolkit translations

### BIG KPI goals:

- to increase newsletter subscribers from 1022 to 1050/1100
- to increase LinkedIn followers from 3772 to 3872/4000
- to increase website traffic from 39K per year to 50K per year

### 1. Broaden support for victims' rights (REACH - increase awareness)

#### Types of content:

- \* Media and social media materials to promote victims' rights issues
- \* Achievement of members and expansion of membership
- \* Expand partnerships/collaborations

#### KPIs for this goal:

- \* Number of webpage visits
- \* Engaged time on site
- \* Number of victims supported per year + number of new members per year
- \* Number of victims' rights related materials translated to national contexts per year
- \* Number of new partnerships and collaborations

### 2. Build engagement with the VSE brand (Emotions - increase overall audience engagement)

Focus on content that will catch the attention of a lot of people. Think about content that's not only rational but also appeals to emotions.

Drive a higher number of users to all owned and earned content.

#### Types of content:

- \* Infographics/papers/videos/articles about a particular topic within our sector
- \* Co-branded content (joint statements, events, campaign toolkits, etc.) created in partnership with another organisation in your industry

#### KPIs for this goal:

- \* Increased views and shares across social media platforms
- \* Increased return website visitors (percentage of return visitors)
- \* Increased number of sessions/users on VSE website
- \* Increased time on site
- \* Qualitative feedback (surveys, quotes, video interviews)

# Overview of VSE Communications KPIs in 2025



## COMMS GOALS & KPIs 2025

### 3. Grow demonstrable support for our cause and for our campaigns

**Subgoal:** Drive more traffic to your website, YouTube channel, newsletter subscribers (RELATIONSHIP:increased awareness+engagement)

#### Types of content:

- \* Posts with calls to action, such as downloading a piece of content from a landing page
- \* Social media posts that link to the campaign page
- \* VSE Newsletters
- \* Content by partners, which promotes our cause on other sites/newsletter
  - First-hand Interviews with partners

#### KPIs for this goal:

- \* Number of website visits per month
- \* Percentage of returning readers
- \* Engaged time on site
- \* Conversion rates for call-to-action content (number of pledge signs, toolkit translations)
- \* New newsletter subscriptions
- \* Press clippings, partner content
- \* Qualitative feedback (surveys, quotes, video interviews)

### 4. Help generate more money through fundraising

#### Types of content:

- \* Fundraising webpage
- \* Social media posts that link to the fundraising page
- \* Printed and online fundraising materials

#### KPIs for this goal:

- \* Number of donations per year
- \* Amount of funds raised
- \* Number of pro-bono or barter partners gained

# Types of KPIs for 2025, based on the communication objectives and the channels we use

## Event KPIs

### 1. Qualitative Feedback Analysis:

Surveys and Polls: After an event, use open-ended questions in surveys or polls to capture participants' emotional responses. Examples include:

"How did this event make you feel?"

"What part of the event resonated most with you?"

"What emotional impact did the speaker/story have on you?"

Focus Groups: Conduct focus groups with a representative sample of event attendees to gather in-depth feedback on emotional resonance and storytelling effectiveness.

Social Media and Online Conversations: Monitor qualitative feedback from social media mentions, comments, and forums where event participants share their thoughts. Look for common emotional themes, key takeaways, or shifts in attitude.

Event Testimonials: Gather direct testimonials from attendees, either written or video-based, which provide insight into the emotional impact of the event and how it influenced their actions or perceptions.

### 2. Emotional Response Tracking:

Audience Sentiment: Track the emotional sentiment in feedback (both in surveys and social media) to determine if the audience feels inspired, moved, connected, or motivated to act after the event.

Behavioral Changes: Assess if participants demonstrate changes in behavior (such as increased support, donations, or sharing the message) based on the emotional appeal of the event.

Impact on Advocacy or Action: Evaluate if emotional content led to an increase in advocacy, support for policy change, or action (e.g., signing petitions, pledging support, etc.).

## ONLINE CAMPAIGN KPIs:

### 1. Engagement Metrics:

Engagement Rate: The percentage of people who interacted with the campaign content (likes, shares, comments, retweets, etc.) relative to the total audience. This shows how well the emotional content is connecting with the target audience.

2. Survey Responses: Send post-campaign surveys to assess the emotional response of participants, asking questions like, "How did this campaign make you feel?" or "What emotions did this content evoke?"

### 3. Advocacy and Action:

Actionable Outcomes: For policy-driven campaigns, measure how many people take action (e.g., signing petitions, advocating for policy changes) as a result of emotional messaging.



# 2025 Roadmap for comms content creation

## Community Management

Posting, reposting, engaging, analysing, reporting

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

## Promoted Advertising

- Google Adwords - maintenance (to set them up for the Year of Victims' Rights campaign)
- LinkedIn paid ads
- Media and other partnerships (France 24, CTV, EuroNews, etc)

## Social Listening / Measurement

- Members' feedback (polls at the conference + comms network, etc)
- Victims' testimonies for campaigning (5 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 (Dylan to collect needed testimonies)
- Gathering quotes from professionals
- 2min video summaries from workshops (done by staff)
- podcast recording for 2gether4victims and LitiGate

## 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 content development, revamping and creating new pages



# Overview of VSE Advocacy Communications work in 2025: focus on ENGAGEMENT

## 5 POLICY & ADVOCACY PILLARS FOR 2025:



2025
<b>VSE policy &amp; advocacy team – Pillars for 2025:</b> <ul style="list-style-type: none"><li>• Advocate for <u>robust VRD revision</u>: engagement with MEPs &amp; JHA councillors</li><li>• <u>Post-2024 Elections Follow-Up</u>: Launch of the Parliamentarians' Platform: engage with newly elected MEPs, JHA Councillors, and key EU NGOs to drive forward a victim-centered agenda. Priorities include: a)Adoption of comprehensive victims' laws b)Effective implementation and transposition of existing legislation c) Securing adequate funding for initiatives supporting all victims of crime</li><li>• <u>Making VSE work known</u>, including building our capability internationally through engagement with Council of Europe, UN bodies, other organisations</li><li>• <u>Knowledge consolidation</u> : explaining VSE foundational pieces better, meaning ensuring better sharing of VSE key messaging (use of infographics, etc) &amp; understanding potential gaps in VSE policy development + evidence base collection for comms (<u>BeneVict</u>, etc)</li><li>• <u>Follow up on pending victims' legislation</u>, including the Child Sexual Abuse Directive and the Child Sexual Abuse Material Regulation to strengthen child protection. Advance the Anti-Trafficking Directive to enhance measures against human trafficking. Ensure progress on the Violence Against Women and Domestic Violence Directive to reinforce protections and support for survivors.</li></ul>

## Advocacy + Policy Comms

### Policy analysis and Advocacy development

- Development of recommendations for EU and national actions
  - 5 Advocacy meetings (at least)
  - 4 meetings of the Victims' Rights Platform
  - VRD revision: engagement with new MEPs, Council, and Permanent Representations ahead of trilogue negotiations (starting in November 2024-TBC)
    - Engagement with EU political parties' Political Advisors and EP Committee Chairs
    - Engagement with new College of Commissioners (Cabinets), Directors General, EU and EC Coordinators, Presidents of the EU institutions and bodies (EP, EC, EESC, CoR) – influence all to focus on victims and to adopt our approach on national VS framework, safe justice and effective communication
  - EU Advocacy Package for the new mandate
  - Following CoE INGO Conference
  - Compiling new VSE strategy
  - Planning for VSE Advocacy Strategy
  - Increase multi-media solutions that makes our policies more accessible to all
- In-house evidence collection and analysis of the progress done regarding the implementation of the EU Victims' Strategy (2020-5) and contribution to the upcoming Strategy (if there will be one)
  - Keep members up to date on new eu laws, discussions, priorities
  - Active advocacy role in the European Parliament with other civil society organisations and VSE members to ensure that victims' issues remain a priority on the EU agenda
  - Follow up, support, influence and analyse EU Victims' legislative files to continue advocacy endeavours and sign on potential joint CSO letters/submit feedback on EC consultations (3-5 per year)
  - Building VSE capacity and networking internationally and regionally by attending meetings, seminars, conferences and events
  - Improving internal knowledge management and filing system
  - Support projects by designing and compiling research reports, interview plans, handbooks, policy/position papers
  - Assist international, European and national stakeholders to enhance their policies on victims' rights
  - Review of the Policy directory/library and preparation of brief infographic reports
  - ECHR/ECJ case law monitoring





# Continuing Shift in comms – focus on emotional engagement rather than on pure evidence-based engagement



## Engagement = Behavioural change comms 2025

### CONTEXT:

VSE’s Policy/Advocacy objectives determine the general direction of VSE and serve as a fundament for VSE communications. Communication objectives specify the ways in which communicators will promote particular identified behaviors to achieve our policy/advocacy goals.

Thus, in order to define communications objectives, we first should identify our policy goals.

### VSE’s Core policy/advocacy strategic goals for 2021-2025:

- The full and effective implementation of the EU Victims’ Rights Directive and other EU legislation related to victims of crime (law)
- The implementation and funding of the European 116 006 helplines for all victims of crime in all EU Member States (funding)
- Victim-centred justice and compensation systems (laws and policies)
- The strengthening of victim support services through increased funding, capacity building and training (support)

**VSE’s current thematic priorities from the current Strategy are:**  
Terrorism, Gender-Based Violence, Hate Crime, Anti-trafficking.

To get closer to achieving these goals, we focus on the following POLICY ADVOCACY THEMES in 2025:

2025
<b>VSE policy &amp; advocacy team – Pillars for 2025:</b> <ul style="list-style-type: none"><li>• Advocate for <u>robust VRD revision</u>: engagement with MEPs &amp; JHA councillors</li><li>• <u>Post-2024 Elections Follow-Up</u>: Launch of the Parliamentarians' Platform: engage with newly elected MEPs, JHA Councillors, and key EU NGOs to drive forward a victim-centered agenda. Priorities include: a)Adoption of comprehensive victims' laws b)Effective implementation and transposition of existing legislation c) Securing adequate funding for initiatives supporting all victims of crime</li><li>• <u>Making VSE work known</u>, including building our capability internationally through engagement with Council of Europe, UN bodies, other organisations</li><li>• <u>Knowledge consolidation</u> : explaining VSE foundational pieces better, meaning ensuring better sharing of VSE key messaging (use of infographics, etc) &amp; understanding potential gaps in VSE policy development + evidence base collection for comms (<u>BeneVict</u>, etc)</li><li>• <u>Follow up on pending victims' legislation</u>, including the Child Sexual Abuse Directive and the Child Sexual Abuse Material Regulation to strengthen child protection. Advance the Anti-Trafficking Directive to enhance measures against human trafficking. Ensure progress on the Violence Against Women and Domestic Violence Directive to reinforce protections and support for survivors.</li></ul>



# What is Behavioural Change Communication And Why Do We Need It?



Behavioral change communication is about persuading people to adopt new behaviors or improve existing ones, like supporting new laws or services, by understanding and influencing their actions.

Depending on the behaviour we want to see from our audience we will be trying to influence them to:


- Adopt a new behaviour such as establishing a new law, helpline, or support service;
- Improve an existing legislation;
- Assign funding to establish new or improve an existing societal service.

# COMMS (behavioral change/engagement) GOALS

## OVERALL STRATEGIC GOAL:

Establishing comprehensive national framework for victim support in all EU Member States  
(#NoVictimLeftBehind)

## MINI (BEHAVIORAL) GOALS for 2025:

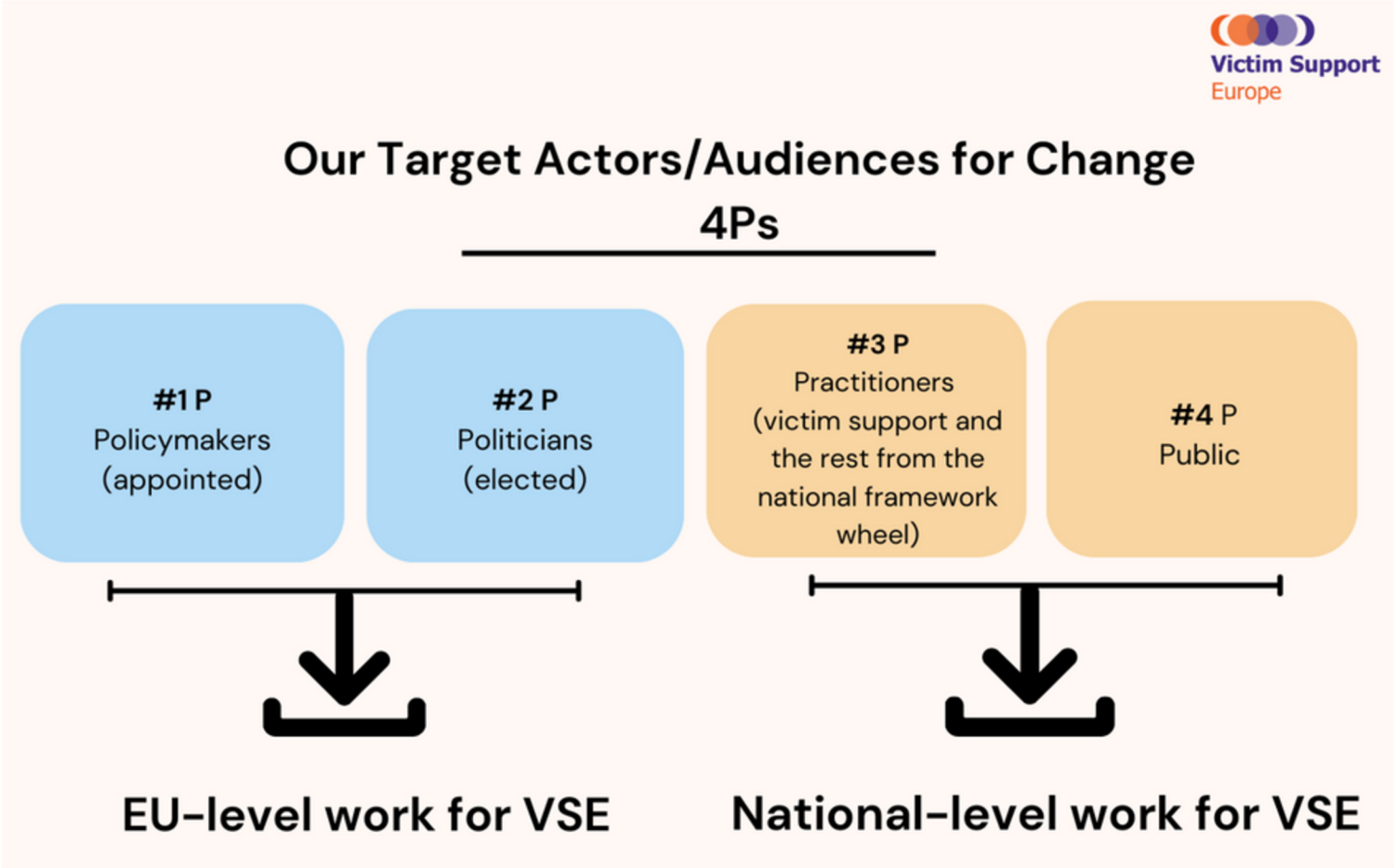
- 
1. **Advocate for robust VRD revision:** engagement with MEPs & JHA councillors (part of narrative is the evidence on the MPP microsite; part of elections narrative)
  2. **Act for Post-2024 Elections:** engage with political parties after the elections, engage with new MEPs, engage with new EC Commissioners (priorities: adoption of victims' laws; proper implementation and transposition of laws; sufficient budget for efforts on all victims of crime). To adopt VSE's policies, to make sure the VSE's guidelines are used by EU policymakers and VSE members – documents that recommend and establish principles of a practice (our 4 papers + our position on various thematic priorities). This should result in: every country must have a multi-crime victim support service.
  3. **Make VSE work known:** To mainstream victims' rights by all stakeholders (stream 9 standards we want to achieve + basic victims' rights and needs; every country must have a generic vs – no victim left behind), first in countries where it doesn't exist or exists incompletely; 4 fundamental changes we need).
  4. **Consolidate Knowledge:** content creation for 2025 comms priorities (launch of Victims' Voice page: video interviews, testimonies, podcasts, etc; launch of Victims and Youth Platform group with the victim care team).

# COMMS MESSAGES 2025: BUILT FOR SPECIFIC TARGET AUDIENCES

## 4 Ps

OUR TARGET AUDIENCES ARE SEGMENTED IN 4 Ps:  
Politicians (who are elected), policymakers (who are appointed), practitioners, public.

The core of bringing the messaging is storytelling – testimonies – creating a narrative for MEPs to connect too – tangible stories of human suffering - Story for each policy priority we have



### 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, Ceuol)
  - 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



# COMMS MESSAGES:

## For the Mini Goal #1

### I. EU-Level

1. The revised VRD will improve the lives of many victims and advance the well-being of EU citizens, ensure social cohesion and economic success
2. The revised VRD will improve the lives of a specific group of victims and advance their well-being

### II. National level

1. For governments: The VRD will help you improve the lives of victims (your citizens) and help MS identify the ways to do it.
2. For members: VRD will help them to push governments to do what they want



# COMMS MESSAGES:

## For the Mini Goal #2, #3 and #4

### I. EU-Level

1. EAdvancing victims' rights and services will improve the well-being of your citizens, ensure social cohesion and economic success or simpler NO VICTIM LEFT BEHIND; VICTIM SUPPORT FOR ALL
2. In countries where there are many problems, establishing victim support can make a big difference / It is more than possible to establish vs / Victims' rights are universal and we need to work together, to learn from each other in solidarity with all victims of the world/ Justice for victims brings justice for all

### II. National level

1. For members: The VSE Guidelines will help VSE members to advancing victims' rights and services in their country with the overall aim to improve the well-being of their citizens, ensure social cohesion and economic success or simpler NO VICTIM LEFT BEHIND; VICTIM SUPPORT FOR ALL
2. For VRCommsNet: Improve your communications/advocacy skills to advance victims' rights and services
3. For Ministers of Justice: Advancing victims' rights and services will improve the well-being of your citizens, ensure social cohesion and economic success or simpler #NOVICTIMLEFTBEHIND



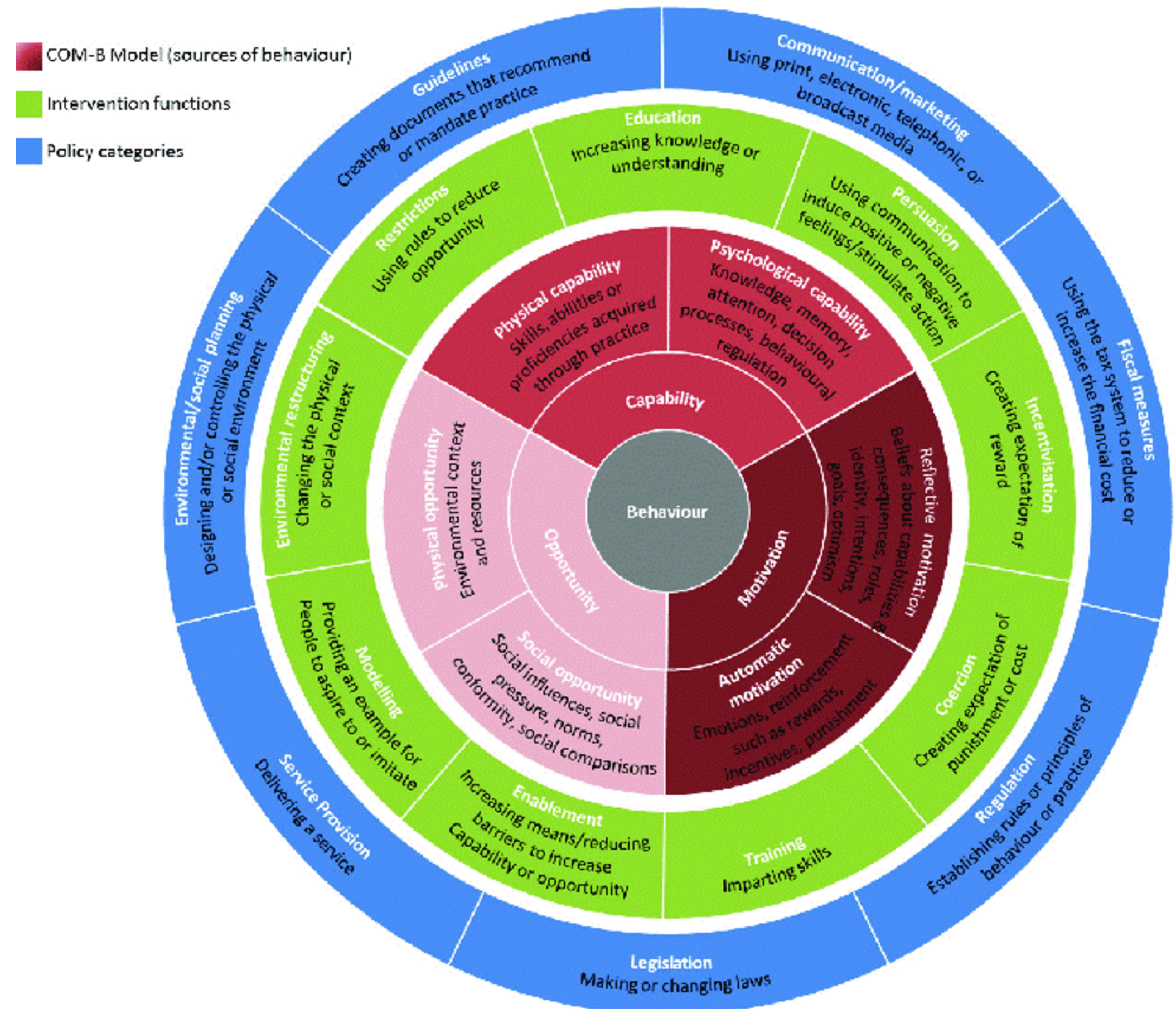


# COMMUNICATIONS ACTIVITIES:

COMMUNICATIONS ACTIVITIES are built based on the behaviour change wheel: A method for characterising and designing behaviour change interventions.

According to this model, for an individual to engage in a behavior, they must have the Capability to do so, the Motivation to do so, and external factors must provide the individual with an Opportunity to do so.

With the help of it we can identify barriers (red and pink layers of the circle) to changing behaviors and plan actions using certain techniques (green and blue layers of the circle).





# COMMS 2025 ACTIONS TABLE

Main Behavioural change objective	Establishing national framework for victim support in all EU Member States			
Mini-goal #1	Adopt Robust VRD			
Audience Segment	Comms Key Message	Desired change	Comms Activities	Indicators

--	--	--	--	--

EU Level:

1. European Commission	<p>The revised VRD will improve the lives of many victims and advance the well-being of EU citizens, ensure social cohesion and economic success In particular, the revised Directive should result in:</p> <ul style="list-style-type: none"><li>stronger language for current rights and obligations, in the inclusion of new rights and obligations, and in a systemic and coordinated approach to victims' issues at Member State level</li><li>Connecting politicians' beliefs to what we do to advance vicitms rights</li><li>Support is critical to the success of our society</li></ul>	<ul style="list-style-type: none"><li>In 2025 the EU adopts the revised VRD in accordance with our objectives</li></ul>	<ul style="list-style-type: none"><li>communicating 4 papers via comms tools and events: Framework, SJ, model provisions and infovictims (framework system narrative, victims issues are not niche, the are bridge between health and justice, central to a successful society; change in a way we measure justice)</li><li>22 Feb: EC to open the event</li><li>22 Feb Symposium addressed to the EU policymakers</li><li>providing publicity to the major activities of policy/advocacy team (in-person meetings)</li></ul>	<ul style="list-style-type: none"><li>the revised VRD is first proposed and then adopted by the EC</li></ul>
2. EU NGOs	<ul style="list-style-type: none"><li>The revised VRD will improve the lives of a specific group of victims and advance their well-being</li><li>The revised VRD is first proposed and then adopted by the EC</li></ul>	<ul style="list-style-type: none"><li>EU NGOs and partners increase their knowledge about the benefits of the revised directive, and support the proposed revision</li></ul>	<ul style="list-style-type: none"><li>Promoting MPP micro website to the members as an best practice example of evidence collection</li></ul>	<ul style="list-style-type: none"><li>number of EU NGOs that favor proposed revision</li><li>how many are prioritizing victims' agenda</li><li>number of NGOs who supported the revision</li><li>sm stats (reach)</li></ul>
3.EP+ MEPs + EP committees (FEMM and LIBE) and intergroups - children, lgbti)	<ul style="list-style-type: none"><li>The revised VRD will improve the lives of all victims and advance their well-being</li></ul>	<ul style="list-style-type: none"><li>Parliamentarians platform for MEPs within the 2025 campaign</li></ul>	<ul style="list-style-type: none"><li>MEPs to know: - 5-10 Benefits of the Revised VRD</li></ul>	<ul style="list-style-type: none"><li>number of MEPs who supported the revision</li></ul>
EP+ MEPs	<ul style="list-style-type: none"><li>The revised VRD will improve the lives of all victims and advance their well-being</li><li>For MEPs: the VRD must be revised cause it will solve the challenges your constituents face</li></ul>	<ul style="list-style-type: none"><li>EP+ MEPs increase their knowledge about the benefits of the revised directive, and support the proposed revision</li></ul>	<ul style="list-style-type: none"><li>Monitoring/Providing visibility to the meetings of policy team with EP/MEPs</li></ul>	<ul style="list-style-type: none"><li>- EP to adopt the necessary revisions</li></ul>
EU Agencies (FRA, EIGE, Eurojust, Europol, Cpol) <i>Advocacy is proactive / comms is reactive</i>				
National level: VSE members, PermReps, ENVR	<p>ALWAYS CONSULT MEMBERS! What our members say to their governments: The VRD will help you improve the lives of victims (your citizens) and help MS identify the ways to do it, and will improve the functioning pf your justice and social welfare system</p>	<ul style="list-style-type: none"><li>Increase their knowledge about the benefits of the revised directive, and support the proposed revision</li></ul>	<ul style="list-style-type: none"><li>Members' activities with their governments</li></ul>	<ul style="list-style-type: none"><li>number of governments who acted upon the VRD revision (very hard to track)</li></ul>
	<ul style="list-style-type: none"><li>For members: VRD will help them to push governments to do what they want</li></ul>	<ul style="list-style-type: none"><li>Increase their knowledge about the benefits of the revised directive, and support the proposed revision</li></ul>	<ul style="list-style-type: none"><li>Webinar with members: present the approach and activities focused on the revision of the VRD / encourage national advocacy</li></ul>	<ul style="list-style-type: none"><li>number of member organisations actively involved in advocacy and campaigning around the revision</li></ul>

# COMMS 2025 ACTIONS TABLE

Mini goal #2	Act for POST 2024 Elections followup: engage with new MEPs, engage with new EC Commissioners (priorities: adoption of victims’ laws; proper implementation and transposition of laws; sufficient budget for efforts on all victims of crime). To adopt VSE’s policies, to make sure the VSE’s guidelines are used by EU policymakers and VSE members – documents that recommend and establish principles of a practice (our 4 papers). This should result in: every country must have a multi-crime victim support service. In 2024, our lever is 2025 Year of Victims’ Rights campaign.			
EU Level:				
MEPs	<ul style="list-style-type: none"><li>Advancing victims’ rights and services will improve the well-being of your citizens, ensure social cohesion and economic success or simpler VICTIM SUPPORT FOR ALL</li></ul>	MEPs: <ul style="list-style-type: none"><li>to join the parliamnetarians platform and the campaign</li><li>to know 5 basic needs of victims (ask policy where to get this info)</li></ul>	1. The launch of the parliamentarians platform online 2. Design a card for MEPs ‘5 basic needs of victims <ul style="list-style-type: none"><li>Respect and recognition</li><li>Support and information</li><li>Protection</li><li>Justice</li></ul> -Compensation and restoration	-Number of MEPs who joined the platfiorm/2025 camapign
National level: Governments and VSE members				
VSE members	The VSE Guidelines will help VSE members to advancing victims’ rights and services in their country with the overall aim to improve the well-being of their citizens, ensure social cohesion and economic success or simpler VICTIM SUPPORT FOR ALL	-Every member to know why victims’ rights are contributing to social cohesion (Elections toolkit – SDGs part) -Every member to multiply our advocacy/comms efforts (translate the Elections toolkit and promote the pledge to be signed)	-Explanatory event 22 March on how to use the Elections toolkit - Call to action to translate the manifesto and the eelctions toolkit into their languages - Call to action to push the singing of the pledge	Number of members involved in the action (translated the toolkit and disseminated the pledge)
VRCommsNet	Improve your communications/advocacy skills to advance victims’ rights and services	Victim Support comms officers increase their knowledge in advocacy for elections	3 webinars in 2025	Number of participants
Voice amplifiers (media, influencers)	Victim Support guarantees our well being	Media and influencers mention vs and victims’ rights, victim support europe	Articles, interviews, opinion pieces	Number of published materials

# COMMS 2025 ACTIONS TABLE

Mini Goal #3	Make VSE work known: To mainstream victims’ rights by all stakeholders (stream 9 standards we want to achieve + basic victims’ rights and needs; every country must have a generic vs – no victim left behind), first in countries where it doesn’t exist or exists incompletely; 4 fundamental changes we need			
EU Level:				
EC, EP, MEPs, EU NGOs ((1 t point of VRF))	<p>- In countries where there are many problems, establishing victim support can make a big difference</p> <p>- it is more than possible to establish vs (VS Americas, VS Morocco follow-up stories)</p> <p>- victims’ rights are universal and we need to work together, to learn from each other in solidarity with all victims of the world</p>	EU level stakeholders to know about the benefits of VS	<p><b>I. PERSUASION</b> (stimulate action, using emotions):</p> <p>- using motivational video interviews to change behaviour (EU Run down videos)</p> <p>- Events to mainstream victims’ rights (22 Feb + VSEAC2025)</p> <p><b>II. MODELLING</b> behavioural technique (aspire to imitate):</p> <p>- SHOW PEOPLE PERFORM DESIRED BEHAVIOUR: various sectors (police, health, academia, private) talk about the benefits of having national victim support</p> <p><b>III. ENABLEMENT</b> (reducing barriers/increasing capability by distilling the policy papers into visual storytelling and guidelines)</p> <p>- MULTIMEDIA GUIDES: SMALL STEPS TOWARDS change - (summaries, bullet points, the film NFVS broken to episodes, etc to highlight the actions to be used by stakeholders for their purposes)</p>	Number of MEPs who received and used the materials
EC, EP, MEPs, EU NGOs	<ul style="list-style-type: none"><li>In countries where there are many problems, establishing victim support can make a big difference</li><li>it is more than possible to establish vs (VS Morocco example)</li><li>victims’ rights are universal and we need to work together, to learn from each other in solidarity with all victims of the world</li></ul>	EU level stakeholders to know about the benefits of VS	<p><b>I. PERSUASION</b> (stimulate action, using emotions):</p> <ul style="list-style-type: none"><li>using motivational interviews to change behaviour (interviews with VS Morocco/ VSAmericas/VS Asia) + squeezing those to mass media</li><li>Event to showcase the VSE, VSA, VSAmericas (43 orgs) and VS Morrocco)</li><li>promoting BENEVICT cost-benefit analysis in 2025</li></ul> <p><b>II. MODELLING</b> behavioural technique (aspire to imitate):</p> <ul style="list-style-type: none"><li>SHOW PEOPLE PERFORM DESIRED BEHAVIOUR: various sectors (police, health, academia, private) talk about the benefits of having national victim support</li></ul> <p><b>III. ENABLEMENT</b> (reducing barriers/increasing capability by distilling the policy papers into visual storytelling and guidelines):</p> <p>MULTIMEDIA GUIDES: SMALL STEPS TOWARDS change - (summaries, bullet points, 1minute videos, etc to highlight the actions to be used by stakeholders for their purposes)</p>	SM and media statistics
National level: VSE Members & Ministers/ Governments				
VSE Members	Victim Support is a basic need	National level stakeholders to know about the benefits of VS	<p>. PERSUASION (stimulate action, using emotions):</p> <p>- using motivational video interviews to change behaviour (EU Run down videos)</p> <p>- Events to mainstream vicitms rights (22 Feb + VSEAC2025)</p> <p>- promoting BENEVICT cost-benefit analysis in 2025</p> <p><b>II. ENABLEMENT</b> (reducing barriers/increasing capability by distilling the policy papers into visual storytelling and guidelines):</p> <p>- MULTIMEDIA GUIDES: SMALL STEPS TOWARDS change - (summaries, bullet points, the film NFVS broken to episodes, etc to highlight the actions to be used by stakeholders for their purposes)</p>	Number of multimedia materials shared or translated by members/coverage of vicitms issues in national media
VRCommsNet	Improve your communications/advocacy skills to advance victims” rights and services	Victim Support comms officers increase their knowledge in comms	3 webinars in 2025	Number of participants
Voice amplifiers (media, influencers)	Victim Support guarantees our well being	Media and influencers mention vs and victims’ rights, victim support europe	Articles, interviews, opinion pieces	Number of published materials/press clippings archive



# COMMS 2025 ACTIONS TABLE

Mini Goal #4	Mini Goal #4 Consolidate Knowledge: content creation for 2025 comms priorities (launch of Victims' Voice page: video interviews, testimonies, podcasts, etc; Launch of Victims-advocates group with victim care team).			
VSE Level:				
	No victim left behind	To have victims' voices as evidence for change in one place and structured	1. Launch of the victims voice page 2. Coordinate the Victims' care team to start the victims-advocates group 3. Collect victims' testimonies throughout 2025 (at VSE AC 2025, through victims' care team, members and projects)	

# COMMS DELIVERABLES 2025

Deliverable No	Deliverable Name	WP No	Lead Beneficiary	Type	Dissemination Level	Due Date	Description
D4.1	European Day for Victims of Crime (joint EC) event	4	VSE	OTHER	SEN — Sensitive	3	Joint event with the support of the European Commission, half-day hybrid event in Brussels, hosted at the EC premises. Approx. 80-120 on site participants. Target audience: victim support organisations, judiciary, policy makers, national authorities, law enforcement authorities, general public, academics, private sectors
D4.2	Annual Conference	4	VSE	OTHER	SEN — Sensitive	7	Conference and any related workshops, 2-3 day event, Lisbon, Agenda, list of participants, report (5 pages, EN, electronic). Approx. 200-250 participants. Target audience: victim support organisations, judiciary, policy makers, national authorities, law enforcement authorities, general public, academics, private sector etc.
D4.3	Event on the 40th Anniversary of the UN Declaration	4	VSE	OTHER	SEN — Sensitive	11	Celebration event (one-day event, 100 on site participants) for our year-long campaign 'The year of Victim Support' pre-scheduled for November 2025 in Brussels. This event will coincide with the commemoration of the 40th Anniversary of the UN's Declaration of Basic Principles of Justice for Victims of Crime and Abuse of Power, and will be hosted in collaboration with the UN.
D4.4	Other events	4	VSE	OTHER	SEN — Sensitive	12	Up to 2 EU NGO roundtable meetings, 15 participants, agenda, list of participants, report (5 pages, EN, electronic), 2h each. Target audience: EU NGOs Up to 3 workshops and/or webinars (2h) on topics of interest approx. 15 participants. Agenda, list of participants, report (EN, electronic). Target: VSE members, policy makers, national authorities, civil society, victim support services, general public, law enforcement, judiciary

Deliverable No	Deliverable Name	WP No	Lead Beneficiary	Type	Dissemination Level	Due Date	Description
D5.1	Annual report	5	VSE	R — Document, report	PU — Public	7	Report, English, 20 pages, Electronic
D5.2	Information campaign to promote VSE events	5	VSE	DEC —Websites, patent filings, videos, etc	SEN — Sensitive	12	Online, campaign materials (social media post, videos, articles, etc) and statistics
D5.3	Information campaign to promote VSE advocacy and policy work	5	VSE	DEC —Websites, patent filings, videos, etc	SEN — Sensitive	12	Online, campaign materials (social media post, videos, articles, etc) and statistics
D5.4	Articles in European news websites	5	VSE	OTHER	PU — Public	12	Up to 2 articles published in online european newspapers

Call: JUST-2024-JCOO-JACC-OG-SGA— Operating Grant under Framework Partnership Agreements to support European networks active in the area of facilitating and promoting judicial cooperation in civil and/or criminal matters and/or in the area of access to justice

EU Grants: Application form (JUST OG): V2.0 – 01.06.2022

D5.5	VSE Newsletters	5	VSE	OTHER	PU — Public	12	4 newsletters, 1149 subscribers, 10 pages / each, EN, Electronic
D5.6	Articles on social hub	5	VSE	OTHER	SEN — Sensitive	12	2 to 4 articles; 1 page each; Electronic, EN
D5.7	Interviews published on social hub	5	VSE	OTHER	SEN — Sensitive	12	2 to 4 recorded interviews videos; 2 to 10 min each, Electronic; EN
D5.8	Blog posts on social hub	5	VSE	OTHER	SEN — Sensitive	12	regular blog posts; 1 pages each; Electronic, EN
D5.9	Victim participation	5	VSE	OTHER	SEN — Sensitive	12	Report on VSE's engagement with victims, 5 pages, EN, electronic



# Communications Work Plan 2025 (see the Excel doc in Sharepoint)



	A	B	C	D	E	F	G	H	I	J	K	L	M
1	<b>2025 VSE Communications Work Plan</b>												
2													
3		January	February	March	April	May	June	July	August	September	October	November	December
4													
5	Comms OG Deliverables	2025 Campaign toolkit for members		VSE Newsletter - Spring 2025		Instead of Articles in European news websites (Up to 2 articles published in online european newspapers), we need to do the LinkedIn paid ads	VSE Newsletter - Summer 2025	Annual Report 2024			VSE Newsletter - Autumn 2025	Instead of Articles in European news websites (Up to 2 articles published in online european newspapers), we need to do paid LinkedIn ads	VSE Newsletter - Christmas 2025
6				Article on social hub (2 to 4 articles; 1 page each; Electronic; EN)			Article on social hub (2 to 4 articles; 1 page each; Electronic; EN)			Article on social hub (2 to 4 articles; 1 page each; Electronic; EN)			Article on social hub (2 to 4 articles; 1 page each; Electronic; EN)
7					Interview published on social hub(2 to 4 recorded interviews videos; 2-10 min each, Electronic; EN)				Interview published on social hub(2 to 4 recorded interviews videos; 2-10 min each, Electronic; EN)		Interview published on social hub(2 to 4 recorded interviews videos; 2-10 min each, Electronic; EN)	Interview published on social hub(2 to 4 recorded interviews videos; 2-10 min each, Electronic; EN)	
8			Blog post on social hub (regular blog posts; 1 pages each; Electronic; EN)	Blog post on social hub (regular blog posts; 1 pages each; Electronic; EN)	Blog post on social hub (regular blog posts; 1 pages each; Electronic; EN)	Blog post on social hub (regular blog posts; 1 pages each; Electronic; EN)	Blog post on social hub (regular blog posts; 1 pages each; Electronic; EN)	Blog post on social hub (regular blog posts; 1 pages each; Electronic; EN)	Blog post on social hub (regular blog posts; 1 pages each; Electronic; EN)	Blog post on social hub (regular blog posts; 1 pages each; Electronic; EN)	Blog post on social hub (regular blog posts; 1 pages each; Electronic; EN)	Blog post on social hub (regular blog posts; 1 pages each; Electronic; EN)	Blog post on social hub (regular blog posts; 1 pages each; Electronic; EN)
9				Victims Rights Communicators Network' with VSE members (3 webinars)			Victims Rights Communicators Network' with VSE members (3 webinars)				Victims Rights Communicators Network' with VSE members (3 webinars)		Victims consultationReport on VSE's engagement with victims (survey, consultation, attendance at meetings...)
10	Campaign #1 to promote VSE Events (Online, campaign materials (social media post, videos, articles, etc) and statistics)	22 February Symposium	22 February Symposium	VSEAC2025	VSEAC2025	VSEAC2025	VSEAC2025						
11													
12	Projects-related campaigns		IMPACT campagin launch 1st phase	IMPACT campagin launch 1st phase						2gether4victims: 2nd stage campaign to promote the podcasts	2gether4victims: 2nd stage campaign to promote the podcasts	2gether4victims: 2nd stage campaign to promote the podcasts	2gether4victims: 2nd stage campaign to promote the podcasts
13				INVICTUS campagin launch 1st phase	INVICTUS campagin launch 1st phase								
14			Benevict final conference sm efforts	Disrupt final conference campaign		INVERT Campaign dedicated to the final conference	INVERT Campaign dedicated to the final conference						
15		No-Oblivion sm efforts	No-Oblivion sm efforts	No-Oblivion sm efforts	No-Oblivion sm efforts	No-Oblivion sm efforts							
16				Litigate podcast launch	Litigate podcast launch	Litigate podcast launch							
17				IAPHIP final conference promo	IAPHIP final conference promo								
18	Campaign #2 to promote VSE advocacy work(Online, campaign materials (social media post, videos, articles, etc) - the core is 2025 Year of Victims Rights campaign		Year of Victims Rights camapign launch	Monthly thematic spotlights	Monthly thematic spotlights	Monthly thematic spotlights	Monthly thematic spotlights			Monthly thematic spotlights	40 Countdown	40 Countdown	
19			Policy served on the plate	Policy served on the plate	Policy served on the plate	Policy served on the plate	Policy served on the plate	Policy served on the plate	Policy served on the plate	Policy served on the plate	Policy served on the plate	Policy served on the plate	Policy served on the plate
20													
21	FUNDRAISING/INNOVATION CONCEPT CREATION			Promoting of sponsors within VSEAC2025	Promoting of sponsors within VSEAC2025	Promoting of sponsors within VSEAC2025		Planning for VSEAC2026	Planning for VSEAC2026	Planning for VSEAC2026	Planning for VSEAC2026	Planning for VSEAC2026	
22	Comms support to the fundraising team			Comms support to the fundraising team	Comms support to the fundraising team	Comms support to the fundraising team	Comms support to the fundraising team	Comms support to the fundraising team	Comms support to the fundraising team	Comms support to the fundraising team	Comms support to the fundraising team	Comms support to the fundraising team	Comms support to the fundraising team
23													



# Overview of VSE Capacity-Building Communications work in 2025: reactive approach

## 1. **Staff exchange** : Target date September – October 2025

Anticipated activities:

- Launch call for interest on topic
- Launch application
- Publish final report and feedback with focus on how did members benefit.

## 2. **Centre of excellence**

- Target for this year to focus on presentation and discussions for peer learning.
- Can provide report highlighting lessons learned by centre members by end of year.

## 3. **Thematic Working Groups**

- Working group on standards for 116-006 helplines
- Working group on general victim support services
- Communicators Network - Marina
- Trainers networks – Lev / Sigal
- FYDO – Aleks
- AI
- Victims Platform and Youth Platform

## 5. **National meetings**

- Ireland 20.02.
- Italy 28-29.03

## 6. **Standards and Accreditation**

- TBC

## 7. **3 workshops**

TBC

## 8. **3 webinars**

TBC



# Comms Budget 2025 (see the excel in Sharepoint)



	A	B	C	D	E	F	G	H
1		Comms Budget 2025						
2		Item	Category	OG category	Price	Comments		
3								
4	Communications	Event - 22 Feb	Other	Other works goods and services	5900	rent (1200), catering (800),other		
5	Communications	Platform maintenance	IT	Other works goods and services	5344	web, intranet, hun - elastik and charly	1440 - website, 1440 - intranet,2464- social hub	
6	Communications	IT Subscriptions:						
7			IONOS		420			
8			Typeform		330			
9			Zoom		139			
10			Slido		120			
11			Transip		313,92			
12			Firewall		160			
13	Communications	Annual conference	Goods	Other works goods and services	14000			
14		28 November UN event-campaign closing					?	
15	Communications	Information campaign to promote VSE events and presence	Graphic design and Printing	Other works goods and services	2500		1700 to pay for Adobe subscription	
16	Communications	Information campaign to promote VSE advocacy and policy work	Graphic design and Printing	Other works goods and services	2500		320 -victims voice page; 640- 2025 camapign page	
17	Communications	Promoted content on LinkedIn -2025 campaign	Online campaign	Other works goods and services	1000		instead of Brussels Times articles which were more expensive	
18	Communications	Branded stationary etc	goods	Other works goods and services	1000			
19		Good policeman film	film production		8000		Video Crew, 1000 - actors, 700 - VSMalta Script	
20				TOTAL:	41726,92			
21	OTHER							
22	Communications	VSE Board meeting - AGM and conference	Travel (incl. subs&accom)	Travel	2224		€ 34.371,00	subsistence
23	Communications	VSE Board meeting - AGM and conference	Travel (incl. subs&accom)	Accommodation	4000		€ 96.360,00	equipment
24	Communications	VSE board meeting - AGM and conference	Travel (incl. subs&accom)	Subsistence	875		€ 97.000,00	other works, costs and services
25	Communications	VSE staff at AGM and conference	Travel (incl. subs&accom)	travel	2000	250x8		
26	Communications	VSE staff at AGM and conference	Travel (incl. subs&accom)	accomodation	3168	99 x 4 x 8		
27	Communications	VSE staff at AGM and conference	Travel (incl. subs&accom)	subsistence	800	25 x 4 x 8		
28	Communications	VSE staff at conference	Travel (incl. subs&accom)	Travel	2750	250x11		
29	Communications	VSE staff at conference	Travel (incl. subs&accom)	accomodation	3276	99x3x11		
30	Communications	VSE staff at conference	Travel (incl. subs&accom)	Subsistence	825	25x3x11		
31	Communications	Speakers at conference	Travel (incl. subs&accom)	Travel	950			
32	Communications	Speakers at conference	Travel (incl. subs&accom)	accomodation	954			
33	Communications	Speakers at conference	Travel (incl. subs&accom)	Subsistence	225			
34								
35								
36								





# THANK YOU!

COMMUNICATIONS TEAM  
VICTIM SUPPORT EUROPE



Co-funded by  
the European Union

[www.victim-support.eu](http://www.victim-support.eu)

2025