



IcARUS

INNOVATIVE APPROACHES TO URBAN SECURITY

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Deliverable 5.2

Strategic Dissemination and Communication plan. V1



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Strategic Dissemination and Communication plan. V1

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1. Executive Summary

The objective of this deliverable is to provide a detailed overview on the dissemination and communication strategy that will be implemented during the IcARUS project. This strategy is integrated under WP5: *Communication and dissemination*.

As WP5 leader, LOBA will be responsible for the overall management and support of activities defined under the present dissemination and communication plan, including monitoring the performance. They will also develop the main dissemination and communication channels, tools and materials to be used during the project.

All partners will be actively involved in the dissemination and communication actions implementation, contributing through:

- Implementing publicity and dissemination campaigns in their own countries and at European level;
- Exploiting their contacts and networks;
- Supplying news and updates for the web portal and newsletter;
- Helping to keep the project's Social Media Accounts (SMAs) alive and active;
- Participating in relevant events to promote the project and its outcomes;
- Contributing with scientific papers acknowledging the IcARUS project.

The present document outlines:

- The project's identity (branding);
- The objectives of the strategy;
- The main target audiences;
- The main communication messages;
- The main communication channels to reach audiences;
- The main activities including an indicative timeline for their implementation;
- A set of Key Performance Indicators (KPI).

2. Introduction to IcARUS

The project's main objective is to rethink and adapt existing tools and methods to help security actors to better respond to security challenges in the context of:

- The decline of citizens' trust in institutions, local elected officials and other security and prevention actors;
- The consequences of drastic budgetary cuts affecting local and national authorities as well as various contemporary crises;
- The development of smart cities, which requires local authorities to become more efficient in their crime prevention policies, notably through the use of technological innovations.

The specific objectives of the project are to:

- Foster an integrated approach to urban security, that addresses the lack of a coordinated approach and that promotes a multi-level decision making process;
- Consolidate the knowledge and learning of the last 30 years and design modes of innovative delivery and stakeholder engagement;
- Equip local practitioners with forward thinking solutions to understand mutations of delinquency and crime and better anticipate emerging security challenges.

IcARUS will focus on four areas that have been identified by local and regional authorities as their main security challenges:

- Preventing Juvenile Delinquency;
- Preventing Radicalisation leading to violent extremism;
- Preventing and Reducing Organised Crime and Trafficking;
- Managing and Designing Safe Public Spaces.

These will also be examined in the light of four cross-thematic issues: governance and diversification of actors, technological change, gender approaches and internalisation and cross border issues.

3. Identity

LOBA, with the contribution of Efus, created the brand for IcARUS, that will be used in different materials produced under the frame of the project, such as templates, brochures, website, posters, roll-up banners, videos, etc. IcARUS' brand identity encompasses different noticeable elements (such as colours, logo, etc.), that can instantly be associated with the project. The logo can be seen in figure 1.



Figure 1 – IcARUS logo

A brand manual dictating the rules and guidelines on the elements of IcARUS' identity and how it should be used, has also been developed. Deliverable D5.1 – *Visual Identity* gives further details on the creation of the IcARUS visual identity.

4. The Dissemination and Communication Plan

As the leader of the Work Package 5, LOBA is responsible for the communication, dissemination and exploitation of the project's objectives, activities and outcomes. To accomplish successful results, LOBA, with the contribution of Efus, will define guidelines for a high impact communication strategy in collaboration with the consortium, following three main stages:

- 1st stage: establish the conditions for a successful dissemination (plan, identity, tools, channels);
- 2nd stage: maintain a continuous and steady dissemination – create and increase awareness;
- 3rd stage: intensify the dissemination towards the project's sustainability and exploitation.

The main Dissemination and Communication objectives of the project are to:

- Raise awareness on the project's activities and events;
- Communicate and disseminate the results of the project among the main target groups that include local and regional authorities, civil society organisations, citizens, as well as private enterprises and start-ups working in the field of security, and all security stakeholders;

- Make use of a variety of channels to efficiently communicate on the project amongst the main target groups;
- Develop printed and electronical support materials (such as poster, roll-ups, stationary, etc.) and digital materials (videos, infographics, etc.) when necessary;
- Create and reinforce a link to other existing projects that deal with security issues in the EU;
- Ensure regular communication to keep the target groups and the media updated on the project, through press releases and newsletters.

5. Strategy

The dissemination and communication strategy outlined in this document will be reviewed and updated at month 25. For the successful implementation of this plan, LOBA and Efus will be following a plan divided in three stages:

1. Knowledge: defining a coherent and consistent campaign strategically aligned with the IcARUS scope;
2. Strategy: creating a holistic dimension considering IcARUS' brand, values and attributes;
3. Action plan: detailed planning of communication activities considering a broader approach, but also targeted campaigns to specific groups and audiences.

LOBA, with the contribution of Efus will follow a defined timeline to implement the plan, as follows:

1. Planning of Activities (M1 – M3): Identify the communication and dissemination strategy and plan to ensure the best impact of IcARUS' outcomes.
2. Implementation Phase (M1 – M48): Produce a comprehensive set of tools (supports and channels) to disseminate key messages extracted from IcARUS' results to stakeholders in a way that encourages stakeholders to be connected with the project.
3. Monitoring Activities (M3 – M48): Carefully analyse and assess the impact and success of dissemination activities against pre-established key performance indicators (KPI's).
4. Sustainability (M30 – M48): Identify and establish mechanisms needed to ensure persistent and long-lasting visibility of IcARUS' outcomes.

5.1. Stakeholder Engagement

The involvement of stakeholders is a key element of the IcARUS' methodology, and as such we have defined the following objectives and associated steps to ensure a successful engagement of stakeholders.

Each of these steps are outlined below and followed by a brief description.

Identify stakeholder categories and decide on the level of granularity of stakeholder types.

An initial taxonomy of stakeholders is outlined in section 5.2, based on the identification and analysis of stakeholders' categories first identified during the development of the proposal. These categories have been revised and expanded based on inputs from other organisations and contacts identified in the interim period between the proposal and the project kick-off.

Identify stakeholders' motivations and why each stakeholder type should be engaged.

For developing an efficient engagement strategy, it is important to define the reasons for reaching each type of stakeholder and identify their driver and motivations, because it allows us to tailor our discussion and messages towards the different types of stakeholders.

In particular, identifying stakeholders' motivations and the reasons why each stakeholder type should be engaged enables us to make sure that the topics for discussion raised by the project match stakeholders' interests, needs and expectations.

Thus, we want to engage stakeholders in ways that are useful to them, by providing a useful service and to encourage them to continue an active engagement and involvement with IcARUS.

Match the right means and media/channels with type of stakeholders.

For this, we have identified via different means (one-way dissemination vs. two-way communication) and media/channels (e.g. e-mails, press releases, articles in dedicated blogs, websites, conferences, workshops, advertising, social networks) through which different stakeholder types should be reached.

The project will adopt this approach in order to optimise project resources and ensure that communications are relevant to as many different categories of stakeholders as possible.

Evaluate the cost-effectiveness of each of the different ways of reaching out to stakeholders and decide how cost-effectiveness is to be evaluated or measured.

Aside from the economic and time costs that need to be considered, it is also important to recognise tools that may be costly in terms of time and resources, since they can offer potential to attain a certain strategic objective.

5.2. Target Groups

IcARUS covers a large range of target groups at many different levels. They can be divided in the following groups:

- **Local and regional authorities** not involved in the project but facing urban security challenges and therefore interested in using the toolkit;
- **Cities and Regions** interested in being part of the Consultative Committee of Cities and also our partners City of Stuttgart, City of Riga, City of Rotterdam, City of Nice, City of

Lisbon and City of Turin, as well as local police, participating in the workshops and consultations with experts, partner meetings between target groups, etc.;

- **Civil society organisations** working on urban security and prevention in urban areas to be informed about the good practices and the content of the toolkit;
- **Citizens** to learn about the best security practices and tools used by local authorities, in order to be active in the construction of local security, by taking part in local meetings and trainings open to the wider public;
- **Private sector enterprises and start-ups** working in the field of security on a large scale. They will be targeted and informed about the results of the project through specialised press releases and articles in specialised press according to their sector, in several European Countries.

5.3. Tools and channels

To successfully put into practice the Dissemination and Communication plan, IcARUS will make use of several tools and channels. As the dissemination and communication leader, LOBA will ensure to exploit the synergies between the project's activities to make the most out of the content produced within the project, by disseminating the knowledge in different ways (infographics, videos, GIFs, images, etc.) for different channels (website, social networks, media, etc.) to support the dissemination of the right messages to the targeted audiences.

5.3.1. Website

IcARUS' website will allow world-wide access to the project's main materials and reports (that are authorized for public dissemination), and it will allow external parties to express their interest in the project. The website will be constantly improved and updated throughout the duration of the project, based on Google Analytics and Google Webmaster Tools (including search engine optimisation - SEO) and the project's developments.

A website splash page has already been created (<https://www.icarus-innovation.eu/>) as a basic version of the website, while the official version is being developed and will be launched in Month 4. The website will include information on the project's objectives and activities as well as materials and reports collected during the project.

The website will also be regularly updated with news, events, relevant findings, achievements and content extracted from the deliverables and reports. Regular maintenance of the website will be conducted.

The website will feature the following structure:

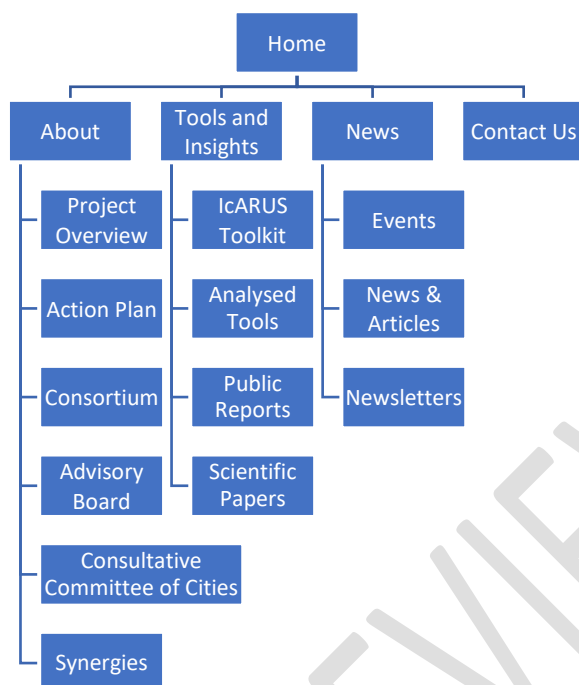


Figure 2 – Website structure

The main sections of the website include:

- The 'About' section with various subsections that provide general information on the project, its specific objectives, the consortium, the advisory board, the consultative committee of cities, and synergies with related projects;
- A 'Tools and Insights' section that includes the tools and toolkits designed in the context of the project, as well as public reports and scientific papers;
- A 'News' section that will be constantly updated with information on the project's events, news and articles, and also serve as a repository of IcARUS' newsletters;
- A 'Contact Us' page, containing a contact form, IcARUS' email (info@icarus-innovation.eu), and social media handles.

The progress of the project will be closely monitored and reflected in the project's website.

The domain link for the website will be included in all promotional and communicational materials developed by LOBA with the contribution of Efus. The goal is to strategically use different communication and dissemination actions, which reach different types of audiences, and direct them to the IcARUS website. The website will also include Google Analytics as a way to monitor the efficiency and performance of the dissemination activities that target the increase in website traffic, as well as evaluate the visibility/usability of the content made available on the website.

A detailed briefing and explanation of the project's website will be made available on D5.3 - *Creation of the project's webpage and social networks (M4)*.

5.3.2. Social Media

IcARUS' official social media pages have already been launched. They include [Twitter](#), [Facebook](#) and [LinkedIn](#). A [YouTube](#) channel was also created to serve as a repository of the project's videos. The objective of these social media channels is to increase awareness and engagement within the targeted audience.

Starting on M4, the social media pages of the project will be updated on a weekly basis with posts concerning the project's latest updates, activities and materials, as well as relevant news and articles regarding the project or posts that tackle common themes (e.g. juvenile delinquency in Europe, public space issues, etc.). For this, LOBA, with the support of Efus creates a monthly social media plan with the copy, hashtags, mentions and images/videos per post. Although the social media plan is developed on a month in advance, any additional posts that are needed can always be added. On the first 6 months of the project, only 1 post per week will be developed (excluding additional retweets and shares), and after that, once the project has more content to disseminate, we will start doing 2 posts per week.

Posts related to the project and its results may, when possible and relevant, mention some of the following accounts in order to increase reach:

- Research Executive Agency: @REA_Research
- DG Research & Innovation: @EUScienceInnov
- DG Migration & Home Affairs: @EUhomeAffairs
- CORDIS: @CORDIS_EU

As well as the hashtags:

- #urbansecurity
- #icarusinnovation
- #securityunion

Partners are encouraged to use their own (institutional or personal) social media pages to boost IcARUS, through sharing IcARUS' website and social media pages, and using IcARUS' handles (@IcarusH2020) whenever posting content related to the project through their own channels. Partners have already shared their personal accounts (even though we have not included them in this deliverable due to privacy concerns), as well as the organisation's social media accounts, that are listed below:

1 E f u s	Organisation's social media url:
	https://www.linkedin.com/company/european-forum-for-urban-security-efus-

	https://twitter.com/Efusnews https://www.facebook.com/efus.page/
2 · F H S	https://twitter.com/fhsalzburg https://facebook.com/fhsalzburg https://www.linkedin.com/school/fhsalzburg
3 · + E T H I C S	https://twitter.com/Plus_Ethics https://www.linkedin.com/company/plus-ethics
4 · E U R	https://www.facebook.com/ErasmusUniversity https://www.instagram.com/erasmusuniversity/ https://www.linkedin.com/school/erasmus-university-rotterdam/ https://twitter.com/erasmusuni https://www.youtube.com/user/ErasmusUniversity
5 · P A N T E I O N	https://www.facebook.com/eastepanteion https://www.linkedin.com/groups/13500983/
6 · U S A L	-
7 ·	

U N I V E R S	https://www.facebook.com/universityofleeds/ https://twitter.com/UniversityLeeds
8 · L · S T U T T G A R T	https://www.facebook.com/Stadt.Stuttgart https://twitter.com/stuttgart_stadt https://www.instagram.com/stuttgart.meine.stadt/ https://www.youtube.com/user/stuttgartlhs
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L	https://www.instagram.com/camara_municipal_lisboa/?hl=en
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C	https://www.instagram.com/eurocirclemarseille/
I	
R	https://fr.linkedin.com/company/eurocircle-europedirect
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Table 1 - Consortium's Social Media Channels

All Social Media visuals will be cohesive and showcase the project's identity. Therefore, LOBA will design tailored banners, illustrations, GIFs, graphics (etc.) whenever necessary, for posts, or social media profile and cover images.

Paid campaigns (ads) will be built around three core goals: i) enlarge and engage the community, ii) build an email contact list, iii) increase website traffic. Facebook, Twitter and LinkedIn campaigns will unfold whenever IcaRUS has important milestones/ deliverables/achievements to announce. Social Media statistics will be closely and regularly monitored and analysed, in order to identify any need for improvement, or adjust the strategy implemented for each target group.

A detailed briefing and explanation of the project's strategy for the social media channels will be made available on D5.3 - *Creation of the project's webpage and social networks (M4)*.

5.3.3. Videos

LOBA, with the contribution of Efus will develop an IcaRUS promotional video that will be shared on the project's digital channels and used to promote the project or introduce it at events, following the steps below:

1. Conceptualisation;

2. Pre-Production;
3. Production;
4. Post-Production;
5. Marketing & Distribution support.

Additional videos will be developed if necessary.

5.3.4. Stationary and Promotional Materials

Stationary and promotional materials aim to support partners in their formal and informal communication and dissemination, such as in the reporting process (e.g. deliverables template), presentations in meetings and events (e.g. PowerPoint template), participation in events (e.g. folders, letter head paper and business card), and mass mailing announcements or communication (e.g. email signature). The first version of the main stationary materials for IcARUS can be seen below:



The figure shows three templates for deliverables. The first is a cover page with the IcARUS logo and a title field. The second is a content page with a title field and a table for deliverables. The third is a contributors and revision page with tables for contributors, peer reviews, and revision history.

Figure 3 – Deliverables Template

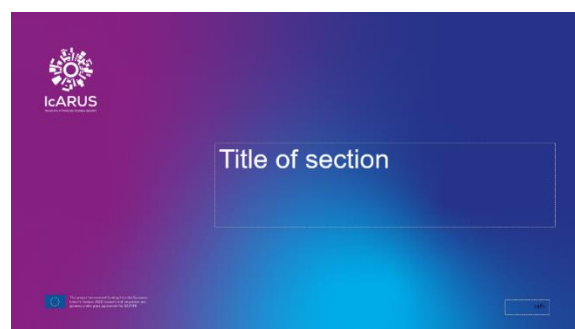


Figure 4 – PowerPoint Template



Figure 5 – Folder, Letterhead Paper, Business Card



Figure 6 - Email Signature

For promotional purposes, the project will have a brochure, poster, roll-up and stand, which are under development, since we are currently redefining the key messages that will appear on them:

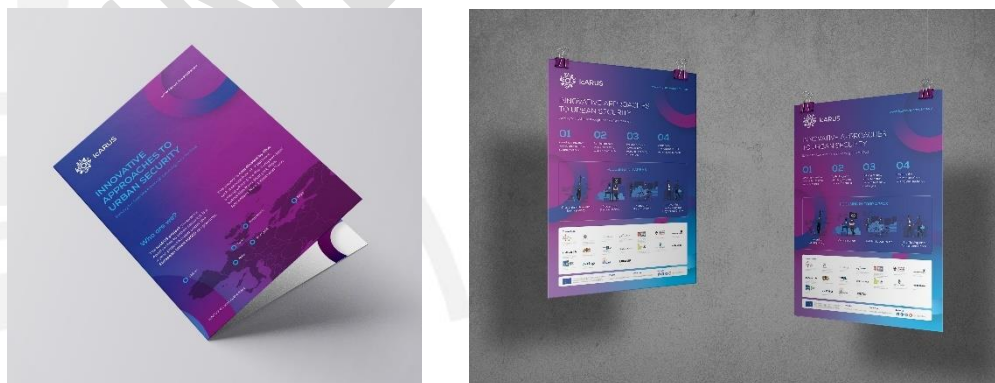


Figure 7 – Brochure, Poster



Figure 8 - Roll-Up, Stand

Under normal circumstances, LOBA would have rapidly produced and sent these materials to each member of the consortium. Due to COVID-19, the shipping of the materials has been put on hold. To get around this issue, LOBA is working on a digital version of the brochure, as well as a PowerPoint presentation of the project. Later on, the introductory video can become another solution for presenting the project at online events/meetings.

5.3.5. Goodies

Goodies will be distributed at events with the purpose of brand promotion and brand awareness. Goodies are also a technique used to attract visitors to the booth, and use that as an opportunity to create awareness about the project's objectives or engaging them on the project's activities and events. Goodies will include IcARUS' logo, URL and claim. These materials have not been thought out at this point, as due to the world pandemic, physical events will be difficult to attend and therefore it will be difficult to distribute merchandising/goodies.

5.3.6. Press Releases

At least two press releases will be sent to specific media outlets and relevant stakeholders will be informed as well. A first press release will be sent to media outlets on M5 to present the project. A first draft can be seen below:

IcARUS begins: the European Commission's project on urban security

Starting in September 2020, the IcARUS project is brought to life under the European Commission's Horizon 2020 Research and Innovation programme. The project's main objective is to generate a coordinated approach to urban security, reliant on a collaborative strategy that includes all relevant urban stakeholders (public, private and civil society actors).

The IcARUS project's outcomes will serve as an answer to three main trends: the decline in confidence in public institutions, the drastic cuts in public funds which negatively impact the implementation of public policies, and the increased interconnected nature of cities. To tackle these challenges, the project will analyse the urban security and local responses to criminality over the last 30 years, in order to identify what can be improved to address the current EU challenges, and develop and implement a toolkit in six partner municipalities, involving various security actors in its elaboration, with the goal of making it transferable to a wider audience.

The main security areas in which IcARUS' integrated, evidence-based and multi-stakeholder approach will operate are juvenile delinquency, trafficking and organized crime, public spaces and radicalisation.

The consortium of the project is composed by 18 organizations from 11 EU countries that together will approach urban security strategically and globally.

Stay updated through www.icarus-innovation.eu

Stay in touch through info@icarus-innovation.eu

Figure 9 - IcARUS Press Release

In addition, LOBA will make use of over 800.000 contacts of journalists which is a valuable asset for press release distribution to ensure wide media coverage, which can be configured for geo-specific campaigns.

5.3.7. Newsletters

At least four newsletters will be sent every year (three concise ones featuring the project's main updates, and a final one that will more extensively cover the respective year), to specific media and stakeholders that wish to be updated on the project. LOBA will include a specific registration form for newsletters on the IcARUS website. The consortium will contribute to the development of the contents, and LOBA will ensure the mass distribution of the newsletters to the list of subscribers (complying with GDPR). These newsletters will be sent proactively to subscribers, and partners will also actively share the newsletters with their own contacts in both a personal and professional level.

Each newsletter can include articles, interviews, videos, infographics and social media posts and will be uploaded to the News section of the website. LOBA will keep track and analyse newsletter statistics based on the number of recipients, the number of newsletters opened, and the number of clicks. LOBA will not keep track of contacts who unsubscribed and will make sure to delete their personal details from its database.

Although the website will be launched on M4 and the project therefore does not yet have a mailing list of subscribers, the first newsletter is already under development. It will be uploaded on the project's website and promoted on the social media channels and by partners. The first issue of the newsletter aims to introduce the project and its activities. Partners are already working on the following articles:

- Welcome to the IcARUS Project (Efus)

- The article will introduce the focus areas of the project:
 - Preventing Juvenile Delinquency (Efus)
 - Preventing Trafficking and Organized Crime (Efus)
 - Managing and Designing Public Spaces (Efus)
 - Preventing Radicalisation leading to Violent Extremism (Efus)
- Design Thinking in Urban Security and Crime Prevention: The IcARUS Innovative Approach (EUR)
- Urban Security in the last 30 years: An upcoming in-depth analysis (UNIVLEEDS)
- The IcARUS Toolkit
 - Supporting European Local Authorities (USAL)
 - The Implementation, Testing and Evaluation (Efus)
- Ethics, Law and Privacy: The IcARUS way to go (+ETHICS)

Additionally, articles produced by the project will be published in the Efus' newsletter and sent monthly to over 8,500 actors of urban security in local and regional authorities, European and international administrations, as well as representatives of civil society and the private sector.

5.3.8. Scientific Dissemination

Although scientific journal publications are not envisioned to be done within the IcARUS project, if partners do publish papers in top refereed scientific journals, they must acknowledge the project using the phrase "This [work/paper/event...] was supported by European Union's Horizon 2020 research and innovation programme under grant number 882749 - ICARUS". Papers and publications should be uploaded to Zenodo.

5.3.9. Activities and Events

IcARUS' developments and outcomes will also be disseminated through activities and events, identified below:

1. IcARUS' Mid-term International Conference will occur in M22 and will be a 2-day dissemination event organised by KEMEA. The event aims to attract at least 150 participants, and in order to stimulate debate and interest and allow the widest participation, live broadcast of the conference is planned (e.g. via Facebook or YouTube Live).
2. The Final Conference (M48) will be organised by Efus, and will gather participants from all over Europe and beyond who are involved in urban security. Therefore, this will be a great opportunity to showcase the IcARUS project and maximise its impact beyond the project's consortium.
3. Technical conferences are a key mechanism to facilitate interactions between the consortium and the scientific and industrial communities, and disseminate IcARUS'

outcomes. Some identified conferences include: Efus international Conference 2021; European Urban Resilience Forum, etc.

4. Conference booths and Dissemination events are important for increasing the project's awareness within specific target groups and present the project's concept and results. This includes for example workshops and cluster meetings arranged by the EC and European fairs/exhibitions.

5.3.10. Liaison with other projects

Furthermore, liaison with other projects is an enormous advantage of EU funded projects, since twin, similar, related projects and organisations can be used as multipliers instead of competitors (through link exchange strategies, social media collaborations, creation of articles and blogposts, etc.). The consortium will collaborate as much as possible with other ongoing projects such as the ones presented in the table below:

Project and url	Brief description
<u>CCI</u>	In October 2018, the EU project "Cutting Crime Impact – Practice-based innovation in preventing, investigating and mitigating high-impact petty crime" was launched. Efus and LOBA are participating as partners. CCI will design, develop and demonstrate four Toolkits covering: (i) predictive policing; (ii) community policing; (iii) crime prevention through urban design and planning; and (iv) measuring and mitigating citizens' feelings of insecurity.
<u>ProTECT</u>	The project aims to strengthen local authorities' capabilities in public space protection and to improve direct responses to secure public places before, during, and after a terrorist threat.
<u>Pactesur</u>	The project aims to build the capacities of cities and local actors in the field of the security of public spaces vulnerable to terrorist threats, among others.
<u>Medi@4Sec</u>	The project aims to understand the opportunities, challenges and ethical considerations of social media use for public security. Efus is part of the project and leader of a work package.
<u>Audits</u>	The AUDITS project, which started in 2013, is centred on methodological tools that can help to elaborate a local safety audit. Efus coordinated the project and will be an asset to the methodology of the audits and evaluation tools called strategic approach to urban security that is the bases of the IcARUS project.
<u>BRIDGE</u>	The overall objective of this project is to raise awareness among local actors and strengthen their capacity to reduce individual and collective vulnerability to radicalisation while mitigating the phenomenon of polarisation.
<u>PRACTICES</u>	Partnership Against the Radicalisation in the Cities aims at mobilizing professionals' network to characterize radicalisation leading to violence and produce prevention tools and practices. FHS and Efus are partners in this project, which might provide key elements when working on radicalisation in cities.
<u>PERICLES</u>	Policy recommendation and improved communication tools for law enforcement and security agencies preventing violent radicalisation.

<u>UNITY</u>	The vision of Unity is to strengthen the connection between the police and the diverse communities they serve in order to maximise the safety and security of all citizens across Europe. Since Erasmus University of Rotterdam is a partner in the project, IcARUS will benefit from its insights in the implementation of demonstrations.
<u>INSPEC2T</u>	Inspiring CitezeNS Participation for Enhanced Community Policing Actions aims at enhancing population and LEAs relations and helping understand their role. KEMEA is partner of the project.
<u>BeSecure-FeelSecure</u>	The Be Secure - Feel Secure (BSFS) project aims to reinforce urban security and promote a positive perception of urban safety by providing strategies & tools that link the main urban security stakeholders & facilitate their collaboration in physical-and-cyber space. Panteion participates as Scientific Coordinator and leads several tasks. Also, Efus participates as partner, focusing on bringing together research and practice.

Table 2 - Related Projects

5.3.11. Partners' networks

Partners' networks will be useful in disseminating the project at a national, European, and international level. Some examples can be found in the table below:

National	European	International
Austrian Society for Social Work (OGSA)	European Network of Crime Prevention (EUCPN)	UNESCO Network
British Society of Criminology	European Consortium of Political Research ECPR	UN Habitat: Safer Cities Programme
Spanish Society of Criminological Research (SEIC)	European Society of Criminology (ESC)	UNODC
Spanish Federation of Criminologist's Associations (FACE)	European Congress of Criminology	UNITAR/CIFAL
National Crime Prevention Councils (Greece)	European Designing Out Crime Association (E-DOCA)	International Society of Criminology
Greek certified real estate valuers	European Urban Knowledge Network	International Security Management Knowledge Alliance (ISM-KA)
Ibero-American Conference of Justice Ministers (COMJIB)	European Academy of Design	International CPTED Association
National Institute of Cyber-Security (INCIBE) (Spain)	European cooperation in science and technology COST Action TU1203	H2020 security practitioner networks and advisory groups

UK police networks (e.g. NPCC; Home Office, N8 PRP)	Frontex	International cooperation Agency of the Association of Netherlands Municipalities (VNG)
City Network Crime Prevention	MetropolisNet	Ashoka network
German Forum for Urban Security	NECE – Networking for European Civic Education	Conference on Computer-Supported Cooperative Work and Social Computing
Centre d'information direct Europe (Information centers)		International Conference on Web and Social Media (ICWSM)
Greek Ministry of Interior		Ubicomp
Ministry Agencies and Hellenic Ministry of Defence		Anna Linth Foundation

Table 3 – Partner's Networks

5.4. Reporting Procedure

In order to efficiently communicate with the consortium, a mailing list featuring all the partner's contacts was created, as well as a Google Drive that includes a folder for each Work Package, so that partners can upload important documents and materials and easily make them available to the consortium. Efus is creating a private space for the whole consortium on its knowledge sharing platform. This will facilitate exchanges and communication between partners and will serve as a data collection place for material that is directly (e.g. project documents etc.) and indirectly (e.g. interesting articles) relevant to the project.

In addition, to guarantee a successful dissemination of the IcARUS project as well as an efficient reporting process within the participant portal, an online spreadsheet was created featuring three sections:

1. **Participation at external events**, meant to guide the partners on how to proceed before, during and after an event, as well as a table to be filled in with information on the type of event, location, date, number and type of audience, etc. (figure 10);
2. **Dissemination of Scientific Results**, in order to register all the relevant information regarding papers, articles and publications produced within the framework of IcARUS (figure 11);
3. **Other dissemination activities (aside from events)**, also need to be reported, namely regarding the partners involved, the audience reached and the date (figure 12).

PARTICIPATION AT EXTERNAL EVENTS

Attending an event to disseminate the CARUS project and its results?

- BEFORE attending an event – Please inform EFUS (as coordinator) and LOBA (so they LOBA can publicise your participation)
- DURING an event (and after) – Please email photographs from the event with a suggested caption to LOBA, so that they can disseminate them on social media
- AFTER attending an event – Partners must enter the details of your participation into this spreadsheet. Specifically, please enter the numbers for each type of audience. You need to fill in all cells please.

		DATE OF ATTENDANCE		EVENT LOCATION (City, Country)	TYPE OF EVENT (e.g. Conference, Workshop, etc.)	TYPE OF PARTICIPATION (What was the goal of your participation? (Contribute, Network, Doing a presentation, Attending Workshop, etc.)	NUMBER OF TYPE OF AUDIENCE (Type the number of audience per type - This is for the Participant Portal)											TOTAL AUDIENCE (approx.)	PROMOTIONAL MATERIALS DISTRIBUTED (Which & how many?)	MAIN OUTCOME (What did you get for the event?)
EVENT TITLE	PARTNER ATTENDING	From (DD/MM/YYYY)	To (DD/MM/YYYY)				Scientific Community	Industry	Civil Society	General Public	Policy-makers	Media	Investors	Customers	Other?					

Figure 10 - ICARUS Dissemination Reporting: Event Participation

PAPERS/ARTICLES/PUBLICATIONS PRODUCED

In order to comply with EC's recommendations for open access, please upload your paper/publication in ZENODO (HERE) >> as you may know Zenodo is a general-purpose open-access repository developed under the European OpenAIRE program and operated by CERN. It allows researchers to deposit data sets, research software, reports, and any other research related digital artifacts.

The access for login are:
- Email: info@icarus-innovation.eu
- Username: ICARUS_Project
- Password: ICARUSH2020

Make sure you acknowledge the project including this sentence in your papers/publications:

"This [work/paper/event...] was supported by European Union's Horizon 2020 research and innovation programme under grant number 882749 - ICARUS"

Include the following disclaimer for certain publications:

"The sole responsibility of this publication lies with the author. The European Union is not responsible for any use that may be made of the information contained therein".

RESPONSIBLE PARTNER	FULL PAPER INFORMATION	Link to download paper	Date of Paper (DD/MM/YYYY)	Open Access? How?	CONTEXT OF PAPER (Conference, Journal, etc.)

Figure 11 - ICARUS Dissemination Reporting: Dissemination of Scientific Results

DISSEMINATION ACTIVITIES UNDERTAKEN (ASIDE FROM EVENTS)

What other dissemination activities have you carried out to raise awareness about the project? Describe them below. One activity per line.

ACTIVITY DESCRIPTION	PARTNER DOING ACTIVITY	AUDIENCE REACHED (Number and Type)	DATE OF ACTIVITY (DD/MM/YYYY)
Project presentation on website (French and English version)	Eurocircle	6000 website visitors per month	01/11/2020

Figure 12 - ICARUS Dissemination Reporting: Other Dissemination Activities

5.5. Evaluation Criteria (KPIs)

On the Grant Agreement (GA) a set of Key Performance Indicators (KPIs) have been described in order to monitor the dissemination and communication status and activities of the project. However, upon the creation of the project channels and tools for monitoring, we've come upon the realisation that some metrics are not possible to monitor or very hard to do so. Therefore, the table below shows the quantitative overview of the dissemination and communication Key Performance Indicators of the project as stated in the GA, as well as a correction to the metrics and equivalent expected results when needed.

Tools and channels	Metric method	Expected Results for M48
Website	Number of visits, time spent on the website and returning visitors; Number of countries	-200 visits per month on average 8.000 unique page views -Visitors spending an average of 1 minute or more on the website

		More than 50% of visits are from returning visitors 3.000 unique visitors to the website -Visitors from 60 different countries
Flyers/Posters/Roll-ups	Number of items distributed vs number of contacts from stakeholders	-1.600 flyers distributed
Social Media	Number of members and engagement	-400 members on Facebook -200 followers on Twitter -200 followers on LinkedIn More than 20% of posts are share 100 clicks to website
Press releases	Clipping/publications coverage Number of press releases sent Number of journalists reached	- At least 2 publications - 4 (1 per year) - 200 per press release
Newsletter	Newsletters dispatched Number of contacts on the mailing list	6 (2 per year) 16 (4 per year) newsletters dispatched to the mailing list and promoted on the website and social media -100 contacts on the mailing list
Promotional Videos	Number of visualizations	-1.000 views
Events/meetings	Number of invited participants Number of non-invited participants Participation at events/meetings to disseminate the project	25% of invitees participate 10% of non-invitees on total participants - 40 events attended by partners to disseminate the project with 50 participants per event
Final Conference/Webinars	Number of participants invited participants Number of non-invited participants	25% of invitees participate 10% of non-invitees on total participants - 50 participants per webinar - 100-150 participants for final conference

Table 4 - KPIs

5.6. Timeline

This section comprises a timeline for the launching of the main materials and tools for IcARUS' dissemination and communication strategy. The timeline only includes the tools that will be produced in the first year, and will be updated during the project:

Online & electronic dissemination tools	Indicative Timeline											
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Splash Page	X											
Website				X								
Social Media				X								
Press Release					X							
Newsletters				X				X				X
Promotional Videos									X			

Table 5 – Indicative Timeline: Online/electronic dissemination tools

Personal interaction activities	Indicative Timeline											
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Stationary				X								
Promotional Materials				X								
Participation at Events	Ad Hoc											

Table 6 – Indicative Timeline: Personal interaction activities

6. Conclusion

To successfully disseminate the IcARUS project, a consistent brand with a strong mission, supported by useful tools, fed with attractive content and driven by fully committed partners is key. Therefore, LOBA in collaboration with Efus, will proactively encourage all partners to contribute and share information about the IcARUS project in order to provide the best content possible.

This document will be updated regularly during the project and the first Communication and Dissemination Report will be provided on month 25 (Deliverable 5.5). On month 4, further details regarding the project's webpage and social networks will be provided (Deliverable 5.3 - *Creation of the projects webpage and social networks*). A second version of this document will also be submitted on M25 (Deliverable 5.4 – *Strategic Dissemination and Communication Plan v2*).



CONSORTIUM



European Forum for Urban Security (Efus)



FH Salzburg
Fachhochschule Salzburg
(FHS) Salzburg University of Applied Sciences



Plus Ethics



Erasmus University Rotterdam (EUR)



Laboratory of Urban Criminology / Panteion University of Social and Political Sciences (Panteion)



University of Salford



University of Leeds



Landeshauptstadt Stuttgart
Municipality of Stuttgart



Riga Municipal Police (RMP)



City of Rotterdam



City of Nice



Lisbon Municipal Police /
Lisbon Municipality (LMP/CML)



Local Police of Turin (PLTO)



makesense



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