



APPRAISE

Facilitating public & private security operators to mitigate terrorism scenarios against soft targets

D10.1 DISSEMINATION AND COMMUNICATION PLAN

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EXECUTIVE SUMMARY

This deliverable defines the development, implementation and maintenance of a coherent visibility, communication, and dissemination strategy for APPRAISE, comprising of all the proposed activities that will take place throughout the life cycle of the project. After a quick introduction to the goals and objectives of plan, the deliverable outlines the communication and dissemination process that will be followed and identifies the key stakeholders of the project and how we intend to engage with them. It also maps the specific communication and dissemination tools and activities, both physical and digital, that have all been designed to meet the specific needs of APPRAISE.

Finally, the deliverable discusses the monitoring and evaluation tools and guidelines, along with a content schedule of planned dissemination activities and KPI's to present an effective holistic plan for the project. The plan will ensure heightened visibility, awareness, and effective communication from all consortium partners, and in turn, will guarantee that the achievements of APPRAISE are successfully projected to the intended target audiences.

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ABBREVIATIONS

LEAs	Law Enforcement Agencies
SAB	Security Advisory Board

LIST OF FIGURES

Figure 1: Dissemination and Communication process..... 11

Figure 2: APPRAISE Stakeholder map 14

Figure 3: APPRAISE Icon and full logo 15

Figure 4: APPRAISE Colour palette..... 15

Figure 5: APPRAISE Font..... 15

Figure 6: APPRAISE Icons 16

Figure 7: APPRAISE Public Website Homepage 16

Figure 8: Initial designs for the ‘APPRAISE community’ webpage 19

Figure 9: APPRAISE press release template 21

Figure 10: PowerPoint template 22

Figure 11: Promotional pull-up banners 22

Figure 12: A4 Flyer 23

Figure 13: E-Newsletter template..... 23

LIST OF TABLES

Table 1: Dissemination and communication approval processes..... 11

Table 2: APPRAISE Publications 25

Table 3: Conferences, seminars and workshops..... 27

Table 4: Potential business / sector events 28

Table 5: APPRAISE Content schedule..... 30

Table 6: Key performance indicators 31

TABLE OF CONTENTS

1	Introduction.....	7
1.1	Purpose of the document	7
1.2	Intended audience	7
1.3	Structure of the document	7
2	APPRAISE dissemination AND communication plan.....	8
2.1.1	Dissemination strategy	9
2.1.2	Communication strategy.....	10
2.2	Dissemination and Communication within APPRAISE	10
2.2.1	About APPRAISE	10
2.2.2	Dissemination and Communication process.....	11
2.3	Target Audiences	13
2.4	dissemination and Communication channels.....	14
2.4.1	Visual identity	15
2.5	Communication channels.....	16
2.5.1	Website	16
2.5.2	Stakeholder engagement.....	17
2.5.3	Social Media	20
2.5.4	Meetings and Events.....	21
2.5.5	Media	21
2.6	Communication products	22
2.6.1	PowerPoint presentation template	22
2.6.2	Roll-up promotional banner.....	22
2.6.3	A4 Flyer	23
2.6.4	e-newsletter template	23
2.6.5	internal communication.....	24
2.6.6	WP10 Communication	24
2.7	Dissemination channels	24
2.7.1	Publications.....	25
2.7.2	Conferences, seminars and workshops	27
2.7.3	Business/sector fairs and user events.....	28
2.7.4	Workshops, training and demonstrations	28
2.7.5	Policy briefings	28

2.7.6 Networking Activities and Links to other projects and EC initiatives 29

3 Monitoring and evaluation 30

3.1 Planning and tracking..... 30

3.1.1 Communication and dissemination log 30

3.1.2 Content schedule 30

3.1.3 Key performance indicators..... 31

4 Communication and dissemination guidelines..... 32

5 Conclusions..... 33

Annexes..... 34

APPENDIX 1 34

APPENDIX 2 35

Approach 37

Post 1 39

Post 2 39

Post 3 40

Post 4 40

Post 5 41

Post 6 41

1 INTRODUCTION

1.1 PURPOSE OF THE DOCUMENT

This deliverable is the second of two deliverables under task T10.1 ‘Dissemination campaigns and awareness raising’ and should be read in conjunction with D10.2 APPRAISE Identity Kit (submitted M3) that details APPRAISE’s unique visual identity.

This deliverable outlines the strategic activities that will be implemented throughout the lifecycle of the project to optimise communication between the project members and external stakeholders, as well as, maximising the visibility and dissemination of the project itself and the expected results.

1.2 INTENDED AUDIENCE

This deliverable has been classified as ‘Public’ and once it is approved by the European Commission it will become publicly available on the APPRAISE website. As a publicly available document, it is hoped that the deliverable will provide clarity to the APPRAISE community and stakeholders by detailing the reasoning behind our dissemination and communication activities and outlining exactly what we are expecting to achieve through their implementation.

1.3 STRUCTURE OF THE DOCUMENT

This document includes the following sections:

- Section 1: an overview of the document is provided.
- Section 2: the goals and objectives of the dissemination and communication plan are discussed, along with an outline of the project’s audiences and thorough details of the tools and activities within both the dissemination and communication strategy.
- Section 3: the monitoring and evaluation techniques that will be used to measure impact.
- Section 4: presents the communication and dissemination guidelines.
- Section 5: concludes the document and contains the Annexes.

2 APPRAISE DISSEMINATION AND COMMUNICATION PLAN

Outstanding research activity requires effective dissemination and communication to create the desired impact. Through strategic communication and dissemination, the wider societal relevance of APPRAISE will be conveyed to ensure that ultimately, the uptake of the project's results are driven forward within the Law Enforcement community.

The overall aims of the APPRAISE dissemination and communication plan are threefold:

1. Identify key target groups for engagement in order to create an APPRAISE community that together will build a strong network of stakeholders, alongside potential opportunities for wider visibility. Considering the nature and topic of the project, the strategy will carefully consider and set out how APPRAISE will be promoted publicly to avoid any overly explicit or graphic descriptions of the research activities.
2. Define the necessary communication and dissemination tools and activities required to ensure the maximum impact of the project results.
3. Outline robust methods for monitoring and evaluating the project's communication and dissemination efforts.

As a result, the following outcomes will be achieved:

- An enhanced awareness of APPRAISE amongst significant stakeholders.
- A specific network of end-users who will engage with the project from the outset and be interested in utilising the end results.
- Robust collaborations with practitioners and stakeholders working in the security and law enforcement domains to create future exploitation opportunities.
- Alliances with other closely linked and relevant EU projects to share knowledge, expertise and create impact.

When devising such a lucrative plan it is important to identify the segregation between dissemination and communication so that they can be conveyed appropriately and in line with the contractual obligations of the Grant Agreement, firstly we consider dissemination. The EC Research & Innovation Participant Portal defines **dissemination** as "The public disclosure of the results by any appropriate means" with an aim to "enable others to use and take up results", whereas **communication** is, a purposefully planned process "that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results"¹. Whilst there are differences between the two concepts it is worth mentioning that there is a degree of potential overlap between dissemination and communication activities, an aspect which has been considered within the deliverable.

¹ EC Research & Innovation Participant Portal Glossary/Reference Terms

2.1.1 DISSEMINATION STRATEGY

An important element of dissemination under H2020 directives is that projects must “transfer knowledge & results with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research”¹. Dissemination activities within APPRAISE will enable the public disclosure of certain project results, this will enable the transference of knowledge to audiences that may take a particular interest (e.g. LEAs and private security companies) and potentially use and take up the results. The active and effective dissemination of project outcomes and results will be a consistent priority for APPRAISE throughout the duration of the project and beyond in order to maximise impact.

To accomplish this, *what* and *how* to disseminate must be considered, both internally and externally to ensure a reliable and consistent dissemination process is established amongst all project partners. This, along with clear guidelines on implementation, will provide a standardised approach from the very beginning of the project and will be undertaken by implementing a dissemination strategy with a specific three-phase approach (the indicated dates are in line with the applicable version of the Grant Agreement dated 23/04/2021):

Phase 1: Stakeholder’s outreach plan (M1-M8)

- **What:** Development of a comprehensive dissemination plan, initiate stakeholders’ community building and inform the identified target audiences regarding the scope and the objectives of APPRAISE, and its innovation potential. This will raise awareness around the motivation of and reasoning behind the project that will attract stakeholders to get involved, as well promoting the projects objectives and initial results.
- **How:** This will involve setting up the project website, stakeholder network and social media channels, creation of a project leaflet and press releases.

Phase 2: Targeted approach (M9-M16)

- **What:** Analysis of the key players in the market and in the target users’ ecosystem, expansion of the APPRAISE community based on existing networks in order to create the Stakeholder Community (T10.2).
- **How:** Awareness will be intensified through a dedicated website page and targeting key stakeholders with specific messaging via social media channels and a targeted email marketing campaign to Law Enforcement Agencies (LEAs) inviting them to the community. Attendance at key and relevant events, and publications will also help to showcase APPRAISE objectives.

Phase 3: Community and Public outreach (M17-M24)

- **What:** Consolidation of the APPRAISE community and support within the Stakeholder Community.
- **How:** Through networking and the organisation, and attendance of, local and national events, workshops and demo’s specifically targeting end users, developers, the general public and other key stakeholders (e.g. policy makers).

The priorities for dissemination may shift throughout the project lifecycle depending on evaluation of impact. Initially activities will primarily be focussed on raising awareness, gaining a following, exchanging and gathering knowledge of user’s needs, by the end of first year effort will be more

concerned with actively involving stakeholders and building momentum for the development and uptake of initiatives.

2.1.2 COMMUNICATION STRATEGY

The APPRAISE communication strategy aims to create awareness of the project through various communication actions; namely, the utilisation of specific communication tools and activities throughout the project. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public, engaging in a two-way exchange. The overarching objective of the communication activities will be to reach out to the wider society and demonstrate the benefits of APPRAISE.

The main objectives of the communication strategy are summarised as follows:

- Visibly communicate the objectives and benefits of APPRAISE via clear and consistent messages that will attract and connect to multiple audiences.
- Identify key target communities such as LEAs, private security companies, venue owners and managers the media and the general public, whereby adapted messaging will be created to inform and raise awareness of the project and thus create meaningful relationships.
- Determine the fundamental tools for carrying out the dissemination activities to ensure that the established goals of the project are reached whilst promoting awareness of the project using the most effective channels available (website, social media, publications etc.).

2.2 DISSEMINATION AND COMMUNICATION WITHIN APPRAISE

2.2.1 ABOUT APPRAISE

The presence of the APPRAISE project is propelled by the increase of malicious attacks by criminals and terrorists, who in recent years, have exploited the open nature of easily accessible soft targets such as parks, sporting events and shopping centres in order to maximize casualties, chaos, and social impact. Some of the more recent terrorist attacks at shopping centres (Munich 2016), airports (Brussels 2016), transport systems (Madrid 2004, London 2005), squares and streets (Paris 2015, Berlin 2016, Nice 2016, Stockholm 2017), and sports events (Boston 2013) have all emphasised the extreme vulnerability of public venues and the challenges posed.

To combat this, APPRAISE aims to revolutionise the protection of soft targets by developing a state-of-the-art framework for soft target protection with a particular focus on active, audited, and well-defined information and intelligence exchange among private and public sector security practitioners to enable an effective collaboration, at the information and the operational levels.

There are five core concepts at the heart of APPRAISE:

- A scalable, flexible, and efficient data intelligence platform for threat detection,
- Actionable threat intelligence to proactively detect vulnerabilities and analyse imminent and on-going crimes or terrorist attacks,
- Soft target risk assessments based on both web content, social media analysis and on-site sensor data,
- Instant situational awareness to plan and execute mitigation actions and;

- Collaboration capabilities to collaboratively mitigate incidents from the earliest stage of their detection.

2.2.2 DISSEMINATION AND COMMUNICATION PROCESS

Whilst the differing functions of communication and dissemination are clear they can often have similarities. This, alongside the complex and the security sensitive nature of the project (as detailed above) and the large numbers of consortium partners, means a stringent dissemination and communication process is vital to ensure that consortium partners are mindful of all the required steps they should take prior to releasing any information about the project into the public domain.

Therefore, the predominant process all partners must consider when intending to disseminate or communicate about the project is as follows:

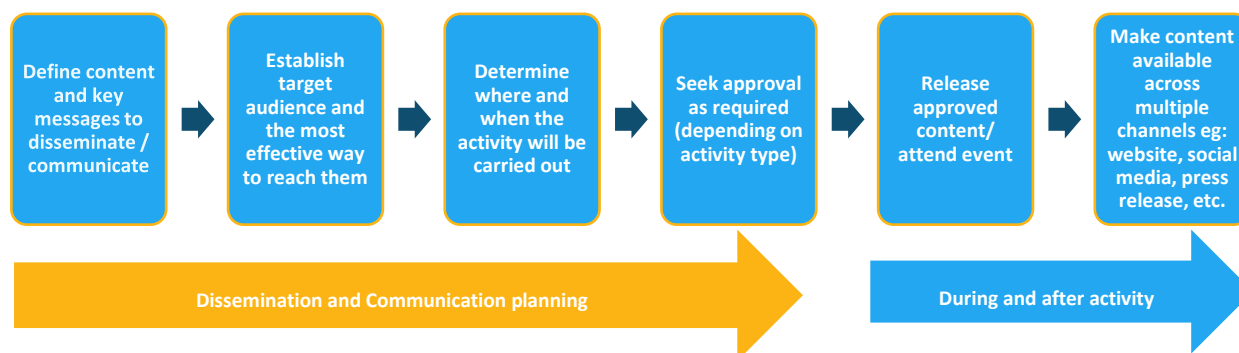


Figure 1: Dissemination and Communication process

Given the understandable public sensitivity to the nature of research within APPRAISE, and the necessity to ensure a coordinated and concise message, all project members must seek pre-approval (if required, see below) of intended dissemination and communication prior to releasing it into the public realm. This will ensure that all content is suitable for public disclosure and avoid potential security issues relating to the sensitive nature of the project and the confidentiality of completed research. However, additional levels of security relating to the release of information can also require additional time and resources, therefore, to streamline this process we have devised specific approval processes for differing types of activity, this will aid a more fluent and rapid approval process as identified in Table 1 below.

Table 1: Dissemination and communication approval processes

Activity type	Practice	Approval process
Presentations at events, conferences, workshops, meetings etc	Content presented should be based on publicly available information such as that available on the APPRAISE website or previously delivered and approved presentations.	Contact the WP10 leader to assess relevance, specific target audience intended. If the presentation is not based completely on publicly available content can be escalated to the Security Advisory Board (SAB) for further approval. In the event that the background of another beneficiary has been used or that the presented results are subject to a joint

Activity type	Practice	Approval process
<p>Publications – articles, journals, conference papers</p>	<p>APPRAISE has regular meetings of each WP where any preparation of each paper should be pointed out, to allow for discussion.</p>	<p>ownership, all concerned partners must be informed and consulted.</p> <p>The next approval steps are designed to comply with the APPRAISE grant agreement:</p> <ol style="list-style-type: none"> 1. 45 days in advance, notify all partners and the SAB via email with sufficient information on the results that are going to be published. It is preferable to send abstract or as much relevant information as possible, such as which other partners are involved and what information relevant to APPRAISE is going to be published. 2. All partners and the SAB have 30 days to object on the publication if it would harm the project’s interests. 3. If the publication outside the EU is planned, a request for covering the costs is to be sent by the coordinator to the PO. There is no explicit deadline for the PO, besides the mentioned 45 days. 4. Finally, before submission, you must obtain explicit approval by emailing the SAB. It is up to you to organise the timings to ensure full approval is given before the deadline of the publication. <p>Note: This approach will be used unless otherwise agreed. WP10 reserves the right to adapt the process in a manner to facilitate and stimulate the dissemination within APPRAISE, while ensuring the safety of the information.</p>
<p>Social media and website posts – from APPRAISE managed accounts</p>	<p>Primarily content should be applied from the approved ‘APPRAISE awareness toolkit’ and will be managed by CENTRIC.</p>	<p>CENTRIC to seek approval from the project coordinator prior to release. Note: depending on the content the project Coordinator will consult other competent parties.</p>
<p>Social media and website posts – from partner accounts</p>	<p>Content should be applied from the approved ‘APPRAISE awareness toolkit’.</p>	<p>If a post is required that is not in the ‘APPRAISE awareness toolkit’ then approval must be sought from the WP10 leader.</p>
<p>Blog posts</p>	<p>Content will be collated from all partners and edited by CENTRIC for inclusion on the ‘updates’ section of the website.</p>	<p>Approval must be sought from SAB prior to release. In the event that the background of another beneficiary has been used or that the presented results are subject to a joint ownership, all concerned partners must be informed and consulted.</p>

Activity type	Practice	Approval process
Press releases	Utilise press release template.	Contact and the WP10 leader to assess relevance, specific target audience. If the press release is not based completely on publicly available content can be escalated to the SAB and other relevant parties for further approval. In the event that the background of another beneficiary has been used or that the presented results are subject to a joint ownership, all concerned partners must be informed and consulted.

2.3 TARGET AUDIENCES

APPRAISE has identified a variation of audiences towards which dissemination and communication activities will be aimed, these have been categorised into three main groups:

- **Critical stakeholders** - who will be targeted to engage with from the inception of the project. To achieve the most impactful results and outcomes of the project APPRAISE's success relies on a two-way process of continual engagement with LEAs and private security practitioners to understand their processes, investigative workflows and requirements for clearly defined outcomes.
- **Defined target audience** – such as EU and national authorities, research institutes and universities who will be targeted with further precision through a range of dissemination activities with distinct messaging that will enable them to make use of the projects results.
- **Wider community** - such as the general public and the media who will be reached out to and kept informed of the projects progress and ongoing results.

APPRAISE's stakeholders overlap and interrelate; they hold different levels of knowledge and interest and are all important for the research, development, and exploitation of the project. With such a wide scope of potential audiences, clarity and consistency in communication and dissemination activity is a key priority. These stakeholders have been classified into four groups, who reflect crucial targets to engage with from the inception of the project whilst maximising opportunities to deliver long-term impact.

These stakeholders are:

1. **Designated end-users** – in particular LEAs, relevant authorities and private security practitioners interested in improving their crime threat intelligence and crime detection capacity. As APPRAISE has been developed using a ground up approach the consortium was created to ensure a focal point involving LEA practitioners, however, this reach must be broadened in order to gain further insights and create more of a significant impact;
2. **Legislative authorities and policy makers** – such as the European Commission, European Parliament and Council of the EU at EU and national level, interested in proof-of-content with regards to criminal activities;

3. **Technology providers** – such as those interested in technologies and tools as means of innovation, business development or economies of scale;
4. **Research institutes and academics** - interested in valuable improvements of existing technologies such as big data analysis and artificial intelligence an also non-law enforcement experts in addressing terrorism, cybersecurity etc.

To visualise APPRAISE’s multi-layered stakeholder audience, the four stakeholder groups outlined above have been mapped onto a stakeholder model (see figure 2. below). By identifying the differing stakeholders, they can each be effectively targeted with consistent, relevant messaging and key project results appropriate to them, which in turn, will provide enhanced visibility of the project.

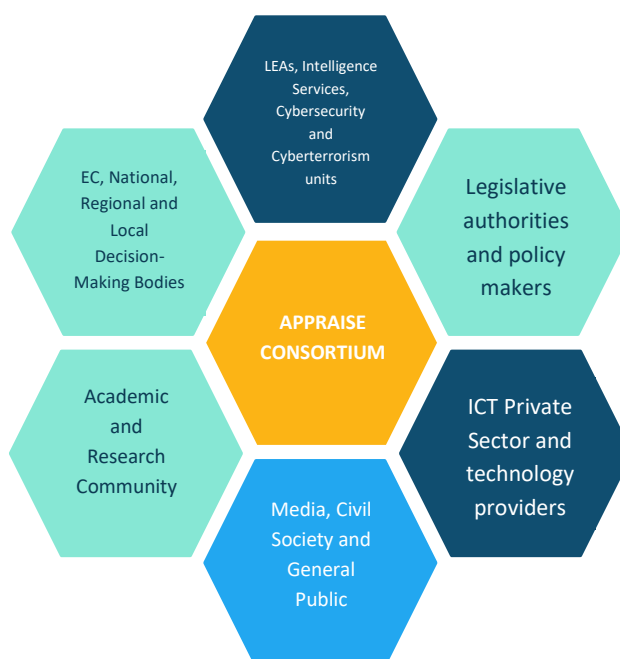


Figure 2: APPRAISE Stakeholder map

2.4 DISSEMINATION AND COMMUNICATION CHANNELS

The following sections outline the primary dissemination and communication channels that will be applied to deliver targeted messages to the audiences identified above and is divided into three sub-sections. The first sub-section discusses the visual identify of APPRAISE and how all the tools and materials, have been designed with the APPRAISE common identity that forms the overall look and feel of the brand. The subsequent sub-sections define the channels and resources for communicating about APPRAISE and disseminating project results and findings.

The branding guidelines are discussed further within D10.1 APPRAISE Identity Kit (submitted M3) however, to provide a clearer perspective on the holistic approach the key elements of the brand are discussed in brief below.

2.4.1 VISUAL IDENTITY

With such a large project consortium the consistency of messaging is vital. A uniformed approach to the project's brand identity by establishing guidelines on implementation from the very beginning will ensure that this is observed by all project partners. Brand guidelines have been implemented to ensure a consistency in look and feel between all communication and dissemination materials created for the project and have been distributed to all project partners as a dissemination pack that includes all the logo raster and vector formats, colour scheme with fonts and iconography to utilise as and when required.

2.4.1.1 LOGO

The APPRAISE logo is a distinctive two-tone icon of the project and is the focal point of the brand. It has been designed to represent the integrated security approach of the project, bringing together public and private security operators to achieve common goals. The logo must be visible on all communication content and products and, where possible, should be placed in the heading of all communications materials, ideally against a white background.



Figure 3: APPRAISE Icon and full logo

2.4.1.2 COLOUR PALETTE AND FONTS

The following primary and secondary colour palettes have been applied to all APPRAISE branded materials and products.



Figure 4: APPRAISE Colour palette

The typeface used for communication materials is 'Montserrat', a geometric sans-serif, chosen for its simple, clean distinctive style that is inspired by urban signage

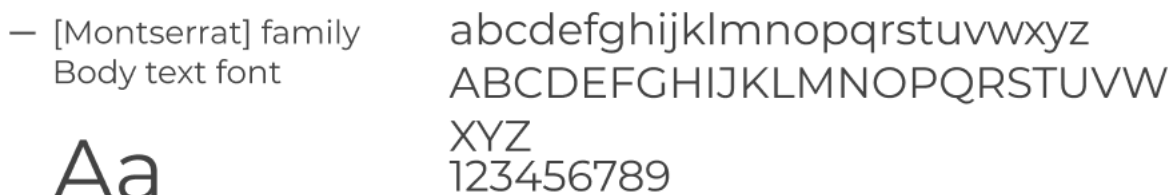


Figure 5: APPRAISE Font

2.4.1.3 ICONOGRAPHY

One-of-a-kind iconographies have been designed for the brand for use within the project website and other digital materials. The icons are minimal in shape but recognisable and transferable amongst the dissemination and communication materials, whilst complementing the look and feel of the logo. The icons are all the same colour of green, used to symbolise ‘facilitation’, one of the core values of APPRAISE.



Figure 6: APPRAISE Icons

2.5 COMMUNICATION CHANNELS

2.5.1 WEBSITE

Due to unexpected delays with securing an EU domain, the APPRAISE website, <https://appraise-h2020.eu/> was launched in January 2022 and has been developed to provide the focal point of the project’s online presence. The website will be used as a source of both communication and the dissemination around the project by providing a central supply of information regarding the projects aims, objectives, activities, and results. The website is an ever-evolving entity that will develop further as content is added, it features an ‘updates’ section that will provide relevant information, project e-newsletter, regular updates on project progress as well as short-form articles reporting research activities and news from the fields of Cybersecurity, Terrorism, Big Data Analytics and AI.

The website will also play a pivotal role in creating the foundations of our two-way exchange with our key target audience via the APPRAISE community (see section 2.5.2 for more details.)



Figure 7: APPRAISE Public Website Homepage

The website also features all consortium partner's logos with links to their institutional websites, access to publicly available deliverables, links to social media and a contact point for those wanting further information about the project.

In addition, project partners will be encouraged to publish publicly available information and content on their own organisational websites, this will enhance the visibility of the project as well as increase traffic to the APPRAISE website. The website will be managed by CENTRIC and will be updated on a regular basis in accordance with the content schedule and with constant support from the consortium partners.

To track activity, and support levels of engagement with the website, the analytics engine plausible.io² has been linked to the site. Plausible describes itself as: '... lightweight and open-source web analytics. No cookies and fully compliant with GDPR...'. Plausible has been chosen, as opposed to other web analytics services, due to its increased focus on privacy and its ability to provide the service without the use of cookies. CENTRIC is using a self-hosted version of Plausible.

As discussed previously, the website will naturally evolve as content is added, work on the website is an ongoing process and will soon be made 'mobile friendly' along with more links to relevant EU sister projects and a "Communication kit" that enables visitors to download dissemination materials such as project leaflets and posters.

2.5.2 STAKEHOLDER ENGAGEMENT

To effectively achieve the development and delivery of a successful collaboration framework at the information and the operational levels a real multi-agency, multi-stakeholder, multi- /interdisciplinary approach is required. This multi-stakeholder collaboration is central the ethos of the APPRAISE project and will bring together a wide range of stakeholders such as: users, security practitioners, local government organisations and other first responders, which through encouragement and exchange will increase trust in the process and in the project.

Through the establishment of the 'APPRAISE Community' we can draw upon the experience and expertise of such individuals and organisations, actively involving members of the stakeholder community in validating user requirements, assessing societal acceptance and in the piloting process, whilst utilising their skills, knowledge and identifying good practices and existing gaps within the current approaches.

Simultaneously, this collaborative approach also ensures that the stakeholders have a direct involvement in the research and evaluations of the project. To achieve this goal, a coherent stakeholder identification, involvement, and engagement process are essential to ensure that the overall objectives of the APPRAISE project are accomplished.

Whilst Task 10.2 Stakeholders' community building and management focusses specifically on the development and outcomes of the 'APPRAISE Community' it is important to provide a roadmap of the initial steps towards the development of hub in line with Phase 1 of the dissemination strategy (see section 2.1.1).

² <https://plausible.io/>

2.5.2.1 STAKEHOLDER COLLECTION

The first step will be focused on mapping out and collecting relevant stakeholders that will form the foundation for the community. Whilst overall stakeholder mapping has been carried (see section 2.3) out for the overall project more detailed collection is required in order to target the exact users and organisations whose input would be directly relevant for the community, thus far 4 main target groups have been established:

1. The community around **each type of use case** - police, first responders, local authorities/government etc.
2. Stakeholders with a **vested interest in protection of soft targets/public spaces** - private security practitioners, venue owners, event organisers etc.
3. **Wider stakeholder community** - including local, regional, and national authorities, and governmental organisations.
4. Identifying **similar / linked projects** and making contacts to share knowledge and research.

With the specific target participation groups identified, the initial step is to leverage and support the APPRAISE consortium in determining and attracting stakeholder groups from within their own countries, this will help the consortium partners to collect the most relevant stakeholders for the project. To guide the collection of stakeholders, an excel spreadsheet outlining the key informational areas to be populated for each target participation group will be established and available for all partners to complete on the Teams repository and will consist of the following categories:

- Institution name;
- Institution parameters- i.e. global, EU, local, regional, national;
- Country of location;
- Description of the institution's domain and field expertise;
- Institution online contact details: email address, website URL, phone, social media accounts;
- Reasoning for including the stakeholder within the target participation group and
- Relevant comments;

Whilst this data is being gathered by the project partners additional open-source data will also be utilised in gathering contact details for additional potential stakeholders such as:

- Websites: of organisations and institutions of potential stakeholders in field of public safety, protection of soft spaces, large venue owners/managers, private security practitioners etc.
- Projects and initiatives: A thorough and careful overview of government and non-government projects and initiatives and in line with APPRAISE's overarching objectives.
- Databases: database searches to establish the most relevant institutions and other relevant stakeholders e.g. policy makers and first line practitioners, NGOs, and project partners networks.

Once a thorough list of contacts has been established, they will be categorised in to the relevant stakeholder groups, each of which will then be targeted with specific messaging via a direct email marketing campaign inviting them to join the community, this campaign will include the information on the following:

- What is APPRAISE about
- Why they have been contacted
- What we want from them
- The benefits for APPRAISE
- The benefits for them
- Specific call to action – sign-up through the APPRAISE website
- APPRAISE contact details – website, social media links and contact email address
- ‘Opt-out’ option – in line with GDPR requirements

In addition to the above, regular posts will be made on APPRAISE’s social media pages and shared through the website by all project partners to expand visibility and attract further stakeholders. The APPRAISE website will play a pivotal role in attracting and engaging new and existing members of the engagement hub. A dedicated page will provide the focal point for the provision of information, such as project fact sheets, key documents, video clips and communication from the project team, it will also have a button for stakeholders to sign up and become a member of the community as seen in the initial designs below:

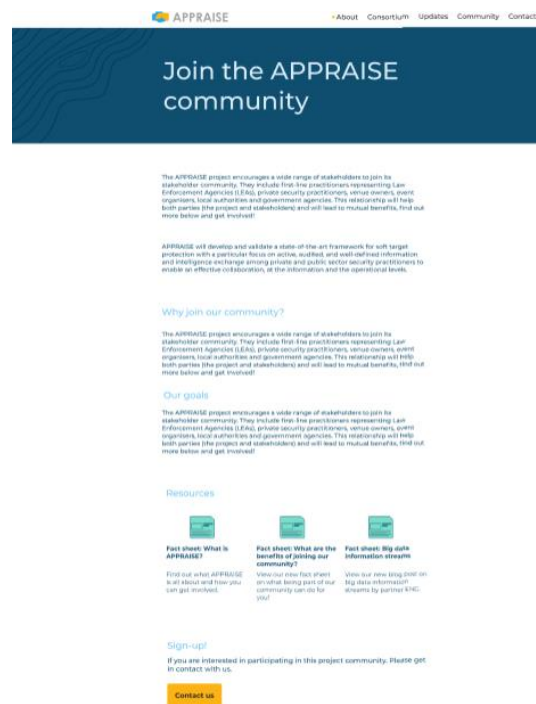


Figure 8: Initial designs for the ‘APPRaise community’ webpage

As outlined above these are the initial plans for the development of the APPRAISE community and there is significant effort required by all partners in order to make the community a success and a benefit to the project. Much further detail is also required on exact engagement plans, the retainment of the community and outcomes which will all be provided in D10.3 Report on stakeholder community building and dissemination activities (due M30).

2.5.3 SOCIAL MEDIA

APPRAISE currently has 2 dedicated social media channels that will provide the first point of access for many of the interested parties with the project:

Twitter - https://twitter.com/appraise_h2020

LinkedIn – <https://www.linkedin.com/company/appraise-h2020>

The project will have a strong social media presence which will be used to connect with relevant end users, drive engagement with the website, and promote the project's results and both channels have been designed to maximise visibility of the project and aid communication and dissemination activities in general. Twitter and LinkedIn were selected due to their popularity amongst the target audiences identified in Section 2.3. The accounts can be accessed via the project website along and are designed in accordance with the APPRAISE brand.

CENTRIC will manage the accounts and make regular posts about the project (in accordance with the KPI's in section 3.1.3), events and publications and relevant project news, whilst all consortium members will follow, share and engage with the accounts to assist in distribution and expanding reach. All intended communication and dissemination via the APPRAISE social media must be approved by the project coordinator prior to being released. This will ensure that content released via these channels is suitably appropriate for public disclosure and avoid potential security issues relating to confidentiality of work being carried out within the project.

To assist with a regular stream of information to release and how best to convey the APPRAISE message from APPRAISE's own channels, and for consortium partners to release via their own organisation's channels, an APPRAISE awareness toolkit has been devised.

2.5.3.1 AWARENESS TOOLKIT

The 'APPRAISE Awareness Toolkit' has been developed as a quick, easy and consistent means for all partners to utilise in raising the overall visibility of the project. The toolkit has been approved internally by the SAB and the project coordinator and contains messages and visuals that will communicate the 'story' of APPRAISE, explaining what the project is about, why it is important, and what we hope to achieve. As the project expands the toolkit will too, for example messages about policy recommendations and key project results.

The toolkit (see appendix 2) has the aim of providing approved and ready-to-use content that can be distributed from APPRAISE's own social media channels and also by consortium partners through their own channels. Simply by copying and pasting the messages, the hope is that it will create a routine for partners to refer to and promote APPRAISE on a regular basis and at more national levels, whilst the content is in English, it can be translated, however it is recommended that content stays as close to the original version as possible and should be handed over to those that manage social media within partner organisations in order for it to be distributed accurately.

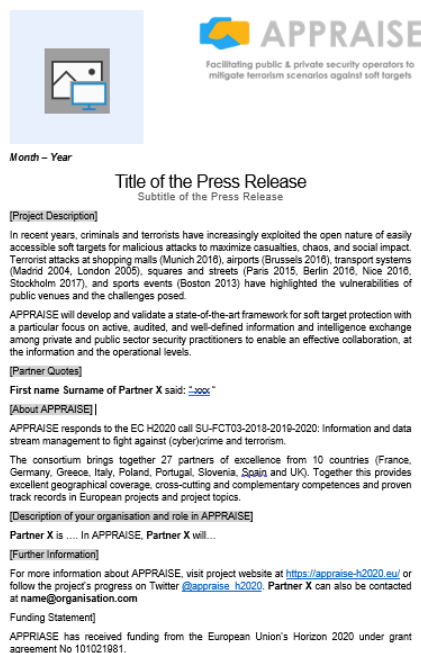
2.5.4 MEETINGS AND EVENTS

Exhibiting the project's progress at conferences, meetings and events around Europe is a fundamental aspect of the project's communication activities as to ascertain future end-users' interest and promote community building of existing and new stakeholders. Consortium partners will host and attend international, national, regional events and meetings amongst stakeholder groups with the aim of increasing the visibility of the project. Such events include conferences, exhibitions, workshops, face-to-face or virtual meetings with high-profile individuals and / or groups, commercial events and industry conferences. Even though restrictions are now easing COVID-19 could possibly restrict travel to such at events and if this transpires, members of the Consortium are encouraged to participate and / or arrange meetings and events in digital formats, such as webinars and video conferences, to engage with domain experts and stakeholders.

2.5.5 MEDIA

Members of the consortium should take advantage of opportunities to engage with the mass media in reporting on the project's progress and key activities wherever possible. This can include invitations to events or press releases to local or national outlets the daily press, wide-audience and specialised magazines, local/national TV and radio stations. Key moments for involving the press will be primarily at project milestones and the beginning and end of project. Partners should collaborate with in-house PR and communications teams to communicate through local media outlets, ensuring that all content follows the APPRAISE brand guidelines and has been approved by the SAB prior to agreeing to such requests. The SAB will then make a final decision about the suitability of the request and the relevancy and appropriateness of the media outlet involved.

To assist partners with delivering a coherent message via this marketing tool, a press release template has been devised that outlines the writing style, essential project information, logos and EU funding statement as seen below:



The image shows a press release template for APPRAISE. At the top left is a placeholder for a logo, and at the top right is the APPRAISE logo with the tagline "Facilitating public & private security operators to mitigate terrorism scenarios against soft targets". Below the logo is a placeholder for the date "Month – Year". The main title is "Title of the Press Release" with a subtitle "Subtitle of the Press Release". The body of the template includes several sections: "[Project Description]" with a paragraph about soft targets; "[Partner Quotes]" with a placeholder for a quote; "[About APPRAISE]" with a paragraph about the project's response to an EC H2020 call; "[Description of your organisation and role in APPRAISE]" with a placeholder; "[Further information]" with a paragraph about the project website and contact details; and "[Funding Statement]" with a paragraph about the project's funding from the European Union.

Figure 9: APPRAISE press release template

2.6 COMMUNICATION PRODUCTS

A selection of digital communication and dissemination products and templates have been produced, specifically designed towards effectively reaching APPRAISE’s desired target audiences. As shown in the following sections each of the templates have been created in accordance with the APPRAISE branding and are available for project partners to download, as part of the APPRAISE Identity Kit on the APPRAISE Teams repository. All the materials can be easily edited and printed locally by partners as and when required to enable them to use them as desired for their own specific communication and dissemination activities.

2.6.1 POWERPOINT PRESENTATION TEMPLATE

The PowerPoint presentation template is a professional set of slides with different layout options that include the project logo and EU funding statement that partners can utilise when presenting the project to an external audience for example; at events, conferences, workshops or meetings.

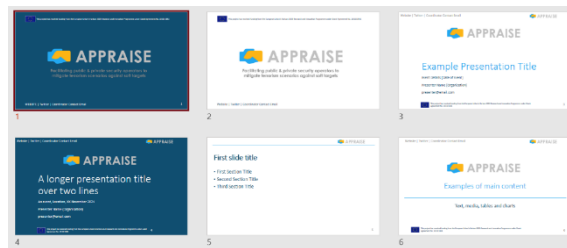


Figure 10: PowerPoint template

2.6.2 ROLL-UP PROMOTIONAL BANNER

Project banners have been designed for use by the project’s partners during official meetings and events. The banners will be used to enhance brand visibility as well as acknowledge EU funding for the project, and when required, can be printed locally by partners for planned communication and dissemination activities.



Figure 11: Promotional pull-up banners

2.6.3 A4 FLYER

An A4 FLYER template has been designed to provide a quick overview of the project and highlight the key facts. The double-sided leaflet is intended to be distributed at events or meetings to create interest, as well act as an effective way to disseminate consolidated project information.

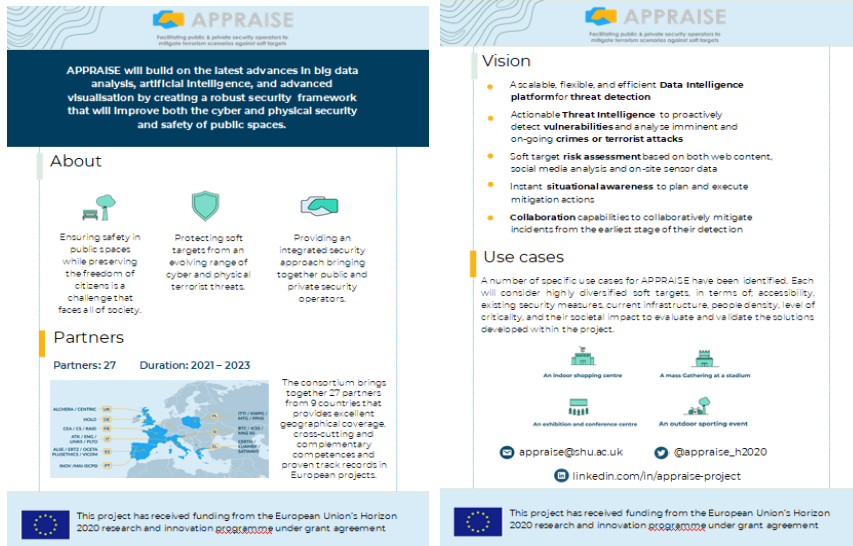


Figure 12: A4 Flyer

2.6.4 E-NEWSLETTER TEMPLATE

A template for the project's bi-annual e-newsletter has been created as a low-cost method of updating stakeholders about important project information, announcements, updates, and key project results. In collaboration with all project partners, the e-newsletters will be assembled by CENTRIC and distributed to a list of potential stakeholders and interested parties, such lists include: ECSO, Cyberconnector.eu (managed by partner ENG), OASC, ENLETS and FIWARE. Each newsletter will also be posted on the APPRAISE website and social media channels and interested parties will also be able to subscribe to a mailing list to receive future editions.



Figure 13: E-Newsletter template

2.6.5 INTERNAL COMMUNICATION

Due to the size of the APPRAISE consortium, internal communication must be seamless to ensure productivity is harmonised from the outset and several vehicles for internal communication have been established to assist with this, see D1.1 Project Management Plan for further details and members of the mailing lists created and managed by project coordinator (CS Group). The lists aim to ensure that consortium partners are not unnecessarily receiving information about work that does not directly concern them but are kept up to date with information on the project as whole, for reference the lists established are:

- Administrative and financial
- Ethics
- General Assembly
- TMC (Technical Management Team)
- SAB (Security Advisory Board)
- WP1 – Project Management
- WP2 - Co-Design of SELP compliant procedures & practices
- WP3 - Use cases, requirements and architecture
- WP4 - Internet content analysis tools for threat intelligence
- WP5 - Real-time early detection of security threats in soft targets
- WP6 - Actionable intelligence for proactive security in soft targets
- WP7 - Public-Private interoperability and collaboration services for soft target protection
- WP8 - Intelligent hypervision and operation management for soft target protection
- WP9 - APPRAISE framework validation and pilots
- WP10 - APPRAISE Outreach & Exploitation

2.6.6 WP10 COMMUNICATION

The WP10 mailing list designates at least one person per partner organisation who will be responsible for the creation and monitoring of communication and dissemination of APPRAISE and its results inside their organisation. Through the mailing list everyone is invited to take part in regular WP10 update meetings but is also kept informed about important information concerning communication and dissemination, thus ensuring that each partner is responsible for raising the overall visibility of the project.

2.7 DISSEMINATION CHANNELS

The following section discusses how APPRAISE aims to deploy a specific plan of dissemination activities constituting a multi-level approach is given. The section covers, research and scientific publications and presentations, academic conferences, training sessions, policy briefs and proposed linkages and collaborations with EU projects and initiatives.

2.7.1 PUBLICATIONS

One element of this multi-level approach APPRAISE aims to carry out is to ensure its research is made visible via a variety of crucial dissemination activities, these include journal and conference publications, white papers and book chapters.

APPRAISE will ensure all scientific publications stem from completed research and available through open access in accordance with Article 29 of the Grant Agreement; notwithstanding any IRP, confidentiality, security or data protection limitations is covered by Articles 27, 36, 37 and 39. The default option will be to consider Green Open Access routes while the newly launched Open Research Europe will be considered from its launch in 2021.

Production of relevant articles will be at both scientific and general level and the publication of the project's results will generally focus on the international scientific/technical literature. The most appropriate journal(s) for each specific research topic will be targeted whilst publication in some of the more popular magazines will also be considered, as these publications have a broader readership and will widen the reach of our target audience.

Whilst new opportunities may become apparent as the project and the research develops, and such opportunities as approved as relevant by the SAB, an initial assortment of scientific/peer reviewed journals and conferences deemed appropriate for the dissemination of APPRAISE outcomes are listed below:

Table 2: APPRAISE Publications

Activity	Relevance to APPRAISE
IEEE Transactions on Pattern Analysis & Machine Intelligence	Research related to pattern recognition.
IEEE Transactions on Circuits and Systems for Video Technology	This publication covers all aspects of visual information relating to video or that have the potential to impact future developments in the field of video technology and video systems, including but not limited to: <ul style="list-style-type: none"> (a) image/video processing: (b) image/video analysis and computer vision (c) image/video compression (d) image/video communication (e) image/video storage (f) image/video hardware/software systems (g) image/video applications
IEEE Transactions on Image Processing	Covers aspects of image processing in the field of signal processing.
Journal of International Technology and Information Management	Research related to ethics, legal and privacy issues.
Journal of Policing Intelligence and Counter	The journal acts as a forum for researchers in areas such as: policing studies, terrorism, counter terrorism, cyber policing intelligence

Activity	Relevance to APPRAISE
Terrorism	and terrorism. https://www.tandfonline.com/loi/rpic20
IEEE Security and Privacy	The magazine explores other timely aspects of privacy in areas such as usable security, the Internet of Things, cloud computing, cryptography, and big data. Other topics include software, hardware, network, and systems security, privacy-enhancing technologies, data analytics for security and privacy, wireless/mobile and embedded security, security foundations, security economics, privacy policies, integrated design methods, sociotechnical aspects, and critical Infrastructure. https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=8013
The Journal of the NPS Center for Homeland Defense and Security	Homeland Security Affairs is an open access online journal of the Naval Postgraduate School Center for Homeland Defense and Security (CHDS) All the relevant stakeholders can approach from multi facet sides the field of homeland security. https://www.hsaj.org/
Drones Open Access Journal	Drones (ISSN 2504-446X) is an international peer-reviewed open access, peer reviewed journal. The journal focuses on design and applications of drones, including unmanned aerial vehicle (UAV), Unmanned Aircraft Systems (UAS), and Remotely Piloted Aircraft Systems (RPAS). https://www.mdpi.com/journal/drone
International Centre for Political Violence and Terrorism Research	The International Centre for Political Violence and Terrorism Research (ICPVTR) is a specialist centre within the S. Rajaratnam School of International Studies (RSIS) at Nanyang Technological University, Singapore. ICPVTR mainly activates in programs whom aim in the mitigation of politically motivated violence and its effects on the international system. https://www.jstor.org/publisher/icpvtr
Journal of Strategic Security	The Journal provides a multi-disciplinary forum for scholarship and discussion of strategic security issues drawing from the fields of global security, international relations, intelligence, terrorism and counterterrorism studies. https://scholarcommons.usf.edu/jss/
International Journal of Monitoring and Surveillance Technologies Research	The International Journal of Monitoring and Surveillance Technologies Research (IJMSTR) publishes cutting-edge research on monitoring and surveillance technologies. The journal combines multiple disciplines—including engineering, medicine, biology, and computer science—to solve complex problems. As such, the journal promotes hybrid solutions for healthcare, safety, and privacy. https://www.igi-global.com/journal/international-journal-monitoring-surveillance-technologies/63436
Journal of Visual Communication and Image Representation	The Journal of Visual Communication and Image Representation publishes papers on state-of-the-art visual communication and image representation, with emphasis on novel technologies and theoretical

Activity	Relevance to APPRAISE
	<p>work in this multidisciplinary area of pure and applied research. The field of visual communication and image representation is considered in its broadest sense and covers both digital and analogue aspects as well as processing and communication in biological visual systems.</p> <p>https://www.journals.elsevier.com/journal-of-visualcommunication-and-imagerepresentation</p>

2.7.2 CONFERENCES, SEMINARS AND WORKSHOPS

Academic conferences, seminars and workshops will be another key outlet for sharing research and development produced by the project as they provide excellent platforms to disseminate project findings and start immediate conversations with specific and relevant audiences such as the industry, users and academic communities. The aim will be to ascertain speaking slots at some of the most prestigious conferences for the technological areas of research in order to showcase project results.

The following conferences have been identified as potential paths for disseminating APPRAISE's outputs:

Table 3: Conferences, seminars and workshops

Event	Nature of event
<u>CS4CA</u>	Cyber Security for Critical Assets.
<u>CIPRE</u>	Critical Infrastructure Protection and Resilience Europe.
<u>ECCV</u>	European Conference in computer vision, related to APPRAISE video/image AI processing tools.
<u>IEEE</u>	The world's largest technical professional organization for the advancement of technology.
<u>CVPR</u>	Premier annual computer vision event - computer vision and pattern recognition, related to APPRAISE video/image AI tools.
<u>SRE</u>	Security research event - an annual gathering of industry, governments, and knowledge institutions to discuss the state of security research in Europe and current challenges. In addition, the SRE has a large exhibition area dedicated to EU-funded security-related projects.
<u>ICCV</u>	International Conference on Computer Vision.
<u>ICPR</u>	International Conference of Pattern Recognition - computer vision, image, sound, speech, pattern recognition, and machine intelligence. Relevant to many APPRAISE tools that process video, image and audio and use AI in general.
<u>FG</u>	The IEEE conference series on Automatic Face and Gesture Recognition is an international forum for research in image and video-based face, gesture, and body movement recognition. Its scope includes advancements in fundamental computer vision, pattern recognition, computer graphics, and machine learning techniques applicable to face, gesture, and body action, as well as new algorithms and application analysis.

2.7.3 BUSINESS/SECTOR FAIRS AND USER EVENTS

Similarly, to the above business/sector fairs and user events also offer the opportunity for the project to present its results to those within the private security industry and potential users. Additionally, many of the project partners will attend such events as a part of their general research activity and so this opportunity provides the prospect of a further source of communication and dissemination for the project.

Indicatively APPRAISE could be presented at the following business/sector events:

Table 4: Potential business / sector events

Event	Website
FIWARE Global summits	https://www.fiware.org/global-summit/
ECSO - sponsored events	https://ecs-org.eu/
International Security Expo	https://www.internationalsecurityexpo.com/
ASIS Europe	https://asiseurope.org/
Intersec	https://intersec.ae.messefrankfurt.com/dubai/en.html
IP EXPO Europe	https://dtxevents.io/manchester/en/page/dtx-manchester
SCTX	https://ctexpo.co.uk/
cyberwatching.eu sponsored events	https://cyberwatching.eu/

2.7.4 WORKSHOPS, TRAINING AND DEMONSTRATIONS

During phase 3 of the dissemination strategy a number of targeted workshops, training sessions, and demo's will be organised and delivered by consortium members. The workshops will be organised by APPRAISE partners and main stakeholders and end-users, this will be done in conjunction with Task 10.2, Stakeholders' community building and management, the training seminars will be organised concerning user partners and the Demo Days will be organised in collaboration with the piloting and technical providers of the consortium.

The purpose of the sessions is to foster networking opportunities by not only beginning, but nurturing, vital conversations, and engagement with end users about the APPRAISE approach and its results that will be communicated, discussed, and assessed, whilst simultaneously, reinforcing the capability and operational important benefits of the project.

2.7.5 POLICY BRIEFINGS

It is expected that research within the APPRAISE project will establish a number of issues and potential improvements that can be made to EU and member states policies and protocols around protection of soft targets, covering the full spectrum of activities within measures taken to early identify and

detect threats and the measures taken to secure the public spaces. With this considered, the project will produce a policy document under T10.5 Policy and Standardization, that will disseminate the results of any significant findings. The policy document will target key EU decision makers such as: IOCTA, TE-SAT, the EU Policy Cycle and other interest groups by highlighting the need for new policy measures possibly to address environmental changes or the impact of technological developments and standardising the project solutions in the broader framework of EU policy.

2.7.6 NETWORKING ACTIVITIES AND LINKS TO OTHER PROJECTS AND EC INITIATIVES

A crucial element of the dissemination strategy is the co-dissemination efforts that will be made in close collaboration with ongoing EU-funded projects and relevant and beneficial consortiums that can further increase the breadth of impact and benefits of APPRAISE.

Through collaboration and information sharing of relevant and non-restricted information, APPRAISE may help to reinforce and substantiate the innovation action. Moreover, the process of actively working with other European and international consortiums helps gain new insights into potential challenges and threats in the CC and CT spheres alongside methods, best practices and technologies which may be used to tackle such issues. Such co-dissemination activities could involve reciprocal posting of events, training, and project information on project websites, the marketing of newsletters, attendance at workshops, conferences etc. and the exchange of best practices, knowledge and information.

The following projects have been identified as possible collaborators by members of the consortium:

AIDA - Artificial Intelligence and advanced Data Analytics for Law Enforcement Agencies. **APPRAISE partners: CENTRIC, ENG, CERTH, VICOMTECH.**

AP4AI - Accountability Principles for Artificial Intelligence (AP4AI) in the Internal Security Domain. APPRAISE partners: **CENTRIC.**

INFINITY - Immerse. Interact. Investigate. **APPRAISE partners: CENTRIC, ENG, CERTH, VICOMTECH.**

S4AllCities - Smart Spaces Safety and Security for All Cities. **APPRAISE partners: CS Group, ERTZ.**

IMPETUS - Intelligent Management of Processes, Ethics and Technology for Urban Safety.

CREST - Fighting Crime and TerrorRism with an IoT-enabled Autonomous Platform based on an Ecosystem of Advanced IntelligEnce, Operations, and InveStigation Technologies. **APPRAISE partners: CENTRIC, CERTH.**

CONNEXIONS - InterCONnected NEXt-Generation Immersive IoT Platform of Crime and Terrorism DetectiON, PredictiON, InvestigatiON, and PreventiON Services. **APPRAISE partners: CERTH, CENTRIC, ENG.**

There are also several other European initiatives, international collaborations and networks that are relevant to the goals and objectives of APPRAISE that the project will feed into; these include:

ILEANET - Law Enforcement Agency (LEA) practitioners' network

CEPOL - The European Union Agency for Law Enforcement Training

ENLETS - The European Network of Law Enforcement Technology Services

EACTDA - European Anti-cybercrime Technology Development Association

3 MONITORING AND EVALUATION

3.1 PLANNING AND TRACKING

3.1.1 COMMUNICATION AND DISSEMINATION LOG

A dissemination and communication activity log has been created as a quick and easy recording mechanism to aid partners in documenting their completed dissemination and communication activity. The log (see appendix 1) was created in Microsoft Forms and is to be completed by all consortium partners each time they publish content or materials online, attend or organise an event, workshop or external meeting, produce and distribute project printed or audio-visual materials or represent the project in any form to an external audience.

The main intention of the log is to collate communication and dissemination information required for official EU reporting purposes, whilst ensuring that all partners are informed and updated about the communication and dissemination activities taking place within the project. This type of record keeping also enhances our capability of correcting, enhancing, and revising the dissemination strategy as necessary, to correct efficiently any issues with the fulfilment of the overall expected impact.

3.1.2 CONTENT SCHEDULE

Content schedules are a brilliant means of planning where and when forthcoming content, promotional activity and updates to existing content will be published and by whom. To effectively achieve the goals outlined in this dissemination and communication plan, a purposeful content schedule has been developed to ensure that new and engaging content is published about the project on a regular basis.

The schedule will be updated in line with the project results, relevant events taking place and the KPI's as outline in section 3.1.3. The schedule will be coordinated by CENTRIC who will frequently encourage partners to provide engaging content with our target audiences via the mechanisms already discussed.

The intended content schedule can be seen below:

Table 5: APPRAISE Content schedule

Activity	Target	Lead
Website (News/Project updates)	Minimum of 2 items posted per month.	Rolling rota between all project partners (managed by CENTRIC).
Social Media Posts (Twitter, LinkedIn)	Average of at least 2 posts per month on social media raising	CENTRIC will create 1 post per week from the Awareness Toolkit and at

Activity	Target	Lead
	awareness to the project and its activities/results. An increase of followers by 20 per month is expected.	least one other relevant post every other week.
E-newsletters	Bi- annually.	CENTRIC will collate newsletters and post through all channels. Partners are also expected to disseminate through available and relevant means.
Press releases	At least 6 press releases targeted to the General Press.	All partners.
Attendance at business/sector fairs and user events	Presentation of results in at least 6 business events.	All partners.
Technical / Scientific / Peer Reviewed Online Publications / Journals	6+ articles and publications accepted for publication by the end of the project, of which 3+ on scientific journals.	All partners.
Conferences, seminars and workshops	Presentation of results at least in 8 European and /or international events.	All partners.
Delivery of workshops, training sessions and demos	2+ EU workshops for analysis purposes, 2+ training seminars, 3+ Demo Days (on-field).	All partners
Collaborations with EU projects and other initiatives	Collaboration with 4+ projects and attendance at 2+ events	All project partners.

3.1.3 KEY PERFORMANCE INDICATORS

Several key performance indicators will also be used to assess the impact of the outlined dissemination and communication activities enabling us to adjust our plan accordingly throughout the course of the project. Metrics, numbers of interactions and impressions will be reviewed monthly to ensure consistency and effectiveness, with adjustments made at the end of each project quarter if deemed necessary. The metrics are outlined below:

Table 6: Key performance indicators

Activity	Metric	Method	Frequency
APPRAISE website	No. of unique site visits per week > 3000 total for project duration No. of downloads per week > 200 for project duration	Website analytics	Monthly

Activity	Metric	Method	Frequency
	Size of website audience		
Active APPRAISE community members (via website)	No. signed up > 300 for project duration	Completed registration forms and website analytics	Monthly
Twitter	No. of tweets > 72 for project duration No. of retweets No. of likes No. of followers > 720 for project duration posts	Twitter analytics	Monthly
LinkedIn	No. of posts > 72 for project duration No. of followers > 720 for project duration posts	LinkedIn analytics	Monthly
E-newsletters	No. of newsletters > 300 organisations receiving newsletter	Estimates based on mailing list subscribers / website analytics / social media analytics	Per newsletter
Press releases	No. of press releases	Count	Per press release
Publications	No. of publications in technical, scientific and academic journals No. of downloads No. of citations	Count	Per Publication
Attendance at events, conferences, workshops, exhibitions business/sector fairs and user events	No. of delegates No. of online attendees (in case of live events)	Count / Attendance sheets	Per event
Delivery of workshops, training sessions and demo's	No. of events No. of delegates / online attendees (in case of live events)	Count / Attendance sheets	Per event
Collaborations / Initiatives	No. of projects aligned with No. of combined events	Count	Quarterly

4 COMMUNICATION AND DISSEMINATION GUIDELINES

- The following dissemination and communication guidelines have been put in place in order to regulate compliancy with the European Commission's regulations defined for H2020 projects. The guidelines will ensure consistency and precision of the information released by all project partners about APPRAISE:
- All partners will contribute to the dissemination and communication actions outlined in this plan with the specified aim of increasing the visibility and overall impact of APPRAISE.
- All partners will include the APPRAISE logo when presenting, disseminating, and communicating about the project.

- All partners will log and keep track of their dissemination and communication activities as and when they occur, by recording them on the APPRAISE dissemination and communication log.
- All partners must inform the Project coordinator, WP10 leader and SAB (in line with the approval process outlined in table 1.) and seek approval of all planned dissemination and communication activity prior to it taking place. Only once approved can the activity take place. Partners must plan this within their timeframe for activity and be aware that this could affect expected delivery times.
- All partners are responsible, when disseminating and communicating about the project online or on printed material, ensure that the following disclaimer and European Commission funding acknowledgement are clearly displayed, alongside the EU emblem, at all times and in the following format:

Disclaimer

The contents of this deliverable are the sole responsibility of the author(s) and do not necessarily reflect the opinion of the European Union.



This project has received funding from the European Union's Horizon 2020 under grant agreement No 101021981.

5 CONCLUSIONS

This deliverable has defined the dissemination and communication plan created for the APPRAISE project. It describes the various tools, guidelines and materials that are to be applied by the consortium partners throughout the lifecycle of the project with the sole purpose of increasing the visibility and awareness of the project whilst communicating key results to the identified stakeholder community.

This is not a static plan; the document is ever evolving and must be revised as and when required. Through continuous monitoring and evaluation, the project's dissemination and communication activities plan can be adapted as necessary to reflect the present-day requirements of the project and, as a result, ensure that APPRAISE and the research it delivers is shown in the most optimum way possible.

ANNEXES

APPENDIX 1



APPRAISE COMMUNICATION & DISSEMINATION LOG

This is a log of all APPRAISE project communication and dissemination activities. Please complete it anytime you represent APPRAISE at an external event or disseminate / communicate about APPRAISE.

1. Type of Activity *

- Communication
- Dissemination

2. Start date of communication/dissemination activity *

3. End date of communication/dissemination activity

4. Your beneficiary and others that were involved in the task: *

- CS
- ENG
- SATWAYS



APPRAISE

Facilitating public & private security operators to mitigate terrorism scenarios against soft targets

APPENDIX 2

APPRAISE AWARENESS TOOLKIT

MARCH 2022

INTRODUCTION

The purpose of this toolkit is to facilitate the releasing of information about the project into the public domain, by providing a number of pre-approved messages and assets that the consortium partners can further disseminate through their own communication channels. Messages will be added as the project progresses so, please keep checking for amendments.

APPRAISE stands for Facilitating public & private security operators to mitigate terrorism scenarios against soft targets. It is an EU-funded Horizon 2020 project that aims to build on the latest advances in big data analysis, artificial intelligence, and advanced visualisation by creating a robust security framework that will improve both the cyber and physical security and safety of public spaces. The consortium brings together 27 partners of excellence from 10 countries (France, Germany, Greece, Italy, Poland, Portugal, Slovenia, Spain and UK). Together this provides excellent geographical coverage, cross-cutting and complementary competences and proven track records in European projects and project topics and will run for 30 months.

This toolkit contains a range of information resources to help APPRAISE consortium partners to raise awareness through their channels.

It includes:

- Information about the project
- Target audiences
- APPRAISE website
- Social media messages

ABOUT APPRAISE

APPRAISE will develop and validate a state-of-the-art framework for soft target protection with a particular focus on active, audited, and well-defined information and intelligence exchange among private and public sector security practitioners to enable an effective collaboration, at the information and the operational levels.

APPRAISE will revolutionize the protection of soft targets by integrating the following:

- A scalable, flexible, and efficient data intelligence platform for threat detection,
- Actionable threat intelligence to proactively detect vulnerabilities and analyse imminent and on-going crimes or terrorist attacks,
- Soft target risk assessments based on both web content, social media analysis and on-site sensor data,
- Instant situational awareness to plan and execute mitigation actions and
- Collaboration capabilities to collaboratively mitigate incidents from the earliest stage of their detection.

APPROACH

APPRAISE has a clear vision that will provide cross-discipline tools that will assist end users in all aspects of their security work.

APPRAISE will achieve a more effective and efficient proactive operational security of public spaces and soft targets in the Europe by:

- Improving the current capabilities of public and private security practitioners to capitalize on big data information streams and
- Establishing a successful collaboration framework to take advantage of their complementarity in resources.

TARGET AUDIENCES

APPRAISE's stakeholders overlap and interrelate; they hold different levels of knowledge and interest and are all important for the research, development, and exploitation of the project. With such a wide scope of potential audiences, clarity and consistency in communication and dissemination activity is a key priority. These stakeholders have been classified into four groups, who reflect crucial targets to engage with from the inception of the project whilst maximising opportunities to deliver long-term impact.

These stakeholders are:

- **Designated end-users** – in particular LEAs, relevant authorities and private security practitioners interested in improving their crime threat intelligence and crime detection capacity. As APPRAISE has been developed using a ground up approach the consortium was created to ensure a focal point involving LEA practitioners, however, this reach must be broadened in order to gain further insights and create more of a significant impact.

- **Legislative authorities and policy makers** – such as the European Commission, European Parliament and Council of the EU at EU and national level, interested in proof-of-content with regards to criminal activities;
- **Technology providers** – such as those interested in technologies and tools as means of innovation, business development, or economies of scale;
- **Research institutes and academics** - interested in valuable improvements of existing technologies such as big data analysis and artificial intelligence an also non-law enforcement experts in addressing terrorism, cybersecurity etc.

APPRAISE WEBSITE

The following project page: <https://appraise-h2020.eu/>

Includes information on:

- Background and details
- Project Consortium
- Deliverables, related projects
- Updates

Consortium partners are invited to refer to and promote the project website through their own corporate channels.

SOCIAL MEDIA CHANNELS

APPRAISE currently has 2 dedicated social media channels that will provide the first point of access for many of the interested parties with the project:

Twitter - https://twitter.com/appraise_h2020

LinkedIn – <https://www.linkedin.com/company/appraise-h2020>

We have prepared messages covering different aspects of the project that can be used for both social media platforms: Twitter and LinkedIn.

Important things to note:

- Please include the relevant messages and assets as provided, without altering the content, in order to ensure alignment.
- The content is provided in English, but you are welcome to translate it to your national language.
- There is no timetable for the suggested tweets and posts. They can be used at your own convenience.
- Always include the suggested hashtags: #H2020 #EUPROJECTS, etc and tag @HorizonEU, tag @appraise_h2020 in the visuals.
- National translation of the hashtags is allowed, although it is advised to be used together with the English version.

SOCIAL MEDIA - MESSAGES

POST 1

The APPRAISE project started September 21. In 2 years, 27 partners from 10 EU countries will develop a state-of-the-art framework for the protection of cyber and physical security, and the safety of public spaces.

Let's connect! 🍷 <https://appraise-h2020.eu>

#H2020 #EUPROJECTS @HorizonEU

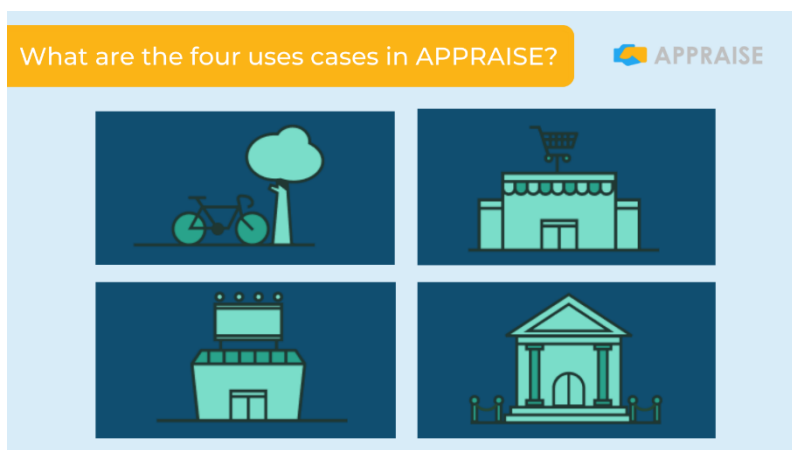


POST 2

#Didyouknow that APPRAISE aims to promote effective and efficient proactive operational security of public spaces 🌍 and soft targets in Europe?

Find out how 📖 <https://appraise-h2020.eu/about>

#SECURITY #H2020 #EUPROJECTS @Horizon



POST 3

Who is involved in the #APPRAISEEUProject? 🍷

The APPRAISE consortium brings together 27 partners from 10 EU countries. All organisations with proven track records in European projects and project topics.

Check them out here: <https://appraise-h2020.eu/>

#SECURITY #H2020 #EUPROJECTS @HorizonEU



POST 4

The formula for making the #APPRIASEEUProject into a reality:

- ✓ 27 partners
- ✓ 10 EU Member States
- ✓ 2.5 years

Discover more on the @appraise_h2020 site: <https://appraise-h2020.eu/>

#lawenforcement #H2020 #EUPROJECTS @HorizonEU

POST 5

The @appraise_h2020 will use state-of-the-art technology to protect EU citizens in public spaces.

Want to get involved? Join our community!

Sign up on the project website: <https://appraise-h2020.eu/>

#BIGDATA #AI #H2020 #EUPROJECTS @HorizonEU



Join the APPRAISE
community.

APPRAISE encourages a wide range of stakeholders to join its community, visit our website and get involved!

 APPRAISE

The banner features a dark blue background with white text. The word 'community.' is in a large, bold, yellow font. Below the text is a graphic of a network of white human figures connected by lines, with a blue circular icon containing two speech bubbles.

POST 6

#DidYouKnow #APPRAISEEUProject will run until 2024 and will provide an integrated security approach that will bring together public and private security operators?

Want to be part of it? Join the APPRAISE community 📍 <https://appraise-h2020.eu/>

#H2020 #EUPROJECTS @HorizonEU

If you have any questions about this toolkit, please contact Helen Grantham at H.Grantham@shu.ac.uk