



Anti-FinTer

Versatile artificial intelligence investigative technologies for revealing online cross-border financing activities of terrorism

D5.1 Dissemination, Communication and Outreach plan

WP number and title	WP5 – Dissemination, Communication and Outreach
Deliverable number	D5.1
Version Number	1.0
Document Reference	Dissemination, Communication and Outreach plan
Lead Beneficiary	IANUS
Deliverable type	R
Planned deliverable date	2022-03-31
Date of Issue	2022-03-31
Dissemination level	PU
Authors	IANUS
Contributor(s)	AIT
Keywords	Dissemination, communication, outreach, engagement

Consortium Partners

The Anti-FinTer Consortium consists of the following partners:

Participant No	Participant organisation name	Short Name	Country
1	TECHNOLOGY GMBH	AIT	Austria
2	IDRYMA TECHNOLOGIAS KAI EREVNAS	FORTH	GREECE
3	FUNDACION CENTRO DE TECNOLOGIAS DE INTERACCION VISUALY COMUNICACIONES VICOMTECH	VICOM	Spain
4	IANUS CONSULTING LTD	IANUS	Cyprus
5	CFLW CYBER STRATEGIES BV	CFLW	Netherlands
6	UNIVERSITY OF LIMERICK	ULIM	Ireland
7	FINANSINIU NUSIKALTIMU TYRIMO TARNYBA PRIE VIDAUS REIKALU MINISTERIJOS	FCIS	Lithuania
8	AGENCIA ESTATAL DE ADMINISTRACION TRIBUTARIA	AEAT	Spain
9	Ministério da Justiça	MJPJ	Portugal
10	GLAVNA DIREKTSIA BORBA SORGANIZIRANATA PRESTUPNOST	GDCOC	Bulgaria

Document History

Version	Date	Status	Author(s), Reviewer	Description
V0.1	2022-03-14	Draft	Andria Hadjithekli (IANUS)	First Draft
V0.2	2022-03-23	Reviewed	Michela Vignoli (AIT)	Review
V0.9	2022-03-29	Released	Andria Hadjithekli (IANUS)	Final version
V1.0	2022-03-31	Final	Ross King (AIT)	Submitted version

Legal Disclaimer

This document reflects only the views of the author(s). The European Commission is not in any way responsible for any use that may be made of the information it contains. The information in this document is provided “as is”, and no guarantee or warranty is given that the information is fit for any particular purpose. The above referenced consortium members shall have no liability for damages of any kind including without limitation direct, special, indirect, or consequential damages that may result from the use of these materials subject to any liability which is mandatory due to applicable law. © 2020 by Anti-FinTer Consortium

Disclosure Statement

The information contained in this document is the property of Anti-FinTer Consortium and it shall not be reproduced, disclosed, modified or communicated to any third parties without the prior written consent of the abovementioned entities.

Definitions, Acronyms and Abbreviations

Acronyms/ Abbreviations	Description
LEA	Law Enforcement Authority
PMC	Project Management Committee
QC	Quality Control
URL	Uniform Resource Locator
CA	Consortium Agreement
DoA	Description of Action
GA	Grant Agreement
KOM	Kickoff Meeting
KPI	Key Performance Indicator
PC	Project Coordinator
ToC	Table of Contents
WP	Work Package
WPL	Work Package Leader

Table of Contents

Executive Summary	7
1 Introduction.....	8
Purpose of the Document	8
2 Project Overview	9
3 Anti-FinTer Communication Plan	11
Figure 1. Anti-FinTer Communication and Dissemination plan phasesResponsibilities	12
4 Target Groups and Messages	13
4.1 Target Groups.....	13
4.1.1 European Network of Law Enforcement Services (ENLETS).....	13
4.1.2 Innovation Law Enforcement Dialogue (I-LEAD)	14
4.1.3 Security Clusters/Associations.....	14
4.1.4 Law Enforcement Working Party (LEWP)	15
4.1.5. General public.....	15
4.2 Messages	16
5 Anti-FinTer Communication means.....	17
5.1 Website.....	17
5.2 Social Media	17
5.3 Poster.....	17
5.4 Brochures.....	18
5.5 EC Communications Mechanisms and Tools.....	18
6 Dissemination Materials and Activities	19
6.1 Dissemination Materials.....	19
6.1.1 Presentations.....	19
6.1.2 Newsletters.....	19
6.1.3 Publications/Reports	20
7 Evaluation and Reporting.....	21
7.1 Key Performance Indicators (KPIs)	21
9 Conclusions.....	23
10 References.....	24

List of Figures

Figure 1. Anti-FinTer Communication and Dissemination plan phases.....	12
Figure 2. Law Enforcement Working Party Groups	15

List of Tables

Table 1. Document Sections and description	8
Table 2. Targeted Security Clusters	14
Table 3. List of Key Performance Indicators	21

Executive Summary

Deliverable D5.1 “Dissemination, Communication and Outreach plan” is the strategic document, in which all project dissemination and communication activities are defined with specific timelines, responsibilities and measurable results.

Firstly, the project communication plan with its main elements is defined. This includes the target group identification, definition of main messages for the identified target groups, as well as the communication channels to pass on these messages. These actions are to be followed by the consortium management structures and partners throughout the project lifetime. The Anti-FinTer communication plan is based on previous work, EC related publications to project communication activities and best practices from other research projects.

The second section defines the dissemination activities, mainly consisting of two major actions; the production of supporting documentation (i.e. presentations, newsletters, exploitation of project results) and the dissemination activities (i.e. workshops and collaborations with other related projects/ events).

Evaluation and reporting is an important part of all dissemination and communication activities. Therefore, we define the main Key Performance Indicators (KPIs) in order to monitor and evaluate the effectiveness of our plan along with reporting responsibilities.

The project’s communication and dissemination are continuous activities taking place throughout the duration of the project, but also exceed that. The consortium can assure that the Anti-FinTer website, publications, newsletters and any other non restricted materials will be available online, for several years after the end of the project.

1 Introduction

Purpose of the Document

This deliverable focuses on the communication plan and the dissemination activities of the project. It is the strategic plan for all communication efforts and dissemination activities. This deliverable consists of the sections as described in Table 1 below:

Table 1. Document Sections and description

Section	Title	Description
Section 2	Project overview	Summary of Anti-FinTer's main concept and impact
Section 3	Anti-FinTer Communication Plan	Overview of the communication plan and outlines its phases.
Section 4	Target Groups and Messages	Analysis of the various target groups, the main messages and guidance on how to communicate the project objectives and results.
Section 5	Anti-FinTer Communication Means	Introduction of the main communication means with responsibilities for design, development and management.
Section 6	Dissemination materials and Activities	Presentation of dissemination actions with the description of the related documentation to be used in the various dissemination activities.
Section 7	Plan Monitoring and Evaluation	KPIs for the evaluation of the dissemination and communications plan.

2 Project Overview

Anti-FinTer will improve law enforcement capabilities, increase capacity and develop expertise in the area of terrorist financing associated with activities in the Dark Web, crypto-assets, new payment systems and darknet marketplaces. To maximize its impact and long-term sustainability of the project outcomes, particular attention will be given to establishing a long-term Public-Private Partnership (PPP) initiative through the involved partners connections (the EACTDA association, ENLETS, UN-OICT, I-LEAD and related networks). Improvements in investigative capabilities will be brought about by three distinct actions: first, through the facilitation of knowledge exchange among stakeholders and the documentation of best practices, risk analysis and policy recommendations in four workshops and monthly virtual meetings; second, through the integration of existing TRL6+ tools to create a Toolkit for training investigators and analysts in new investigative techniques that include crypto-asset analysis, text and image analysis from surface web, dark web and social media channels to identify common actors and correlate terrorist activity with cryptocurrency transactions, and artificial intelligence analytics for detecting transaction anomalies; third, through the development of training curricula and an exercise environment used in two virtual and three face-to-face training events and Hackathons that will be organized and carried out during the project along with two train-the-trainer events that will ensure a wider impact for the curricula. Dissemination and outreach activities are planned, including webinars and large face-to-face events if possible, to encourage dialogue among the individual project beneficiaries and between the community of beneficiaries, stakeholders and the Commission services and promote more interaction about project outputs and innovations, thus increasing visibility, learning effects and synergies.

Expected impact:

1. Through cooperation with the UN-OICT, the project will directly impact Financial Investigation Units (FIUs) throughout Europe that have made use of the goAML tool in the past and will make use of the goFintel platform in the future.
2. The project's bundled tools, training environment and training materials will be developed primarily for Europe which after the project has finished, they will be curated and sustained via the European Anti-Cybercrime Technology Development Association (EACTDA). EACTDA-curated results will be made available for free to European law enforcement stakeholders, ensuring the long-term and wide-spread impact of the project.
3. The integrated results from the Anti-FinTer project will aid increase European capacity for the investigation of terrorist financing but also contribute to European technological sovereignty.
4. International impact to be strengthened through direct participation in the participation in the INTERPOL Working Group on Dark Web and Virtual Assets by partners AIT and CFLW to vitally contribute to the semantic integration of forensics tools through common, shared taxonomies for crypto-asset-related intelligence.

Outcomes:

1. Knowledge transfer and capacity building for the stakeholders (LEAs/FIUs) to be kept up to date with current technological tools to collect intelligence and subsequently to combat the phenomenon.

2. Provision of relevant datasets including: transaction data from at least four different cryptocurrencies; historical data from at least four different dark web markets, and more than ten thousand images from dark web markets
3. Development of an environment for joint exercises of and organisation of Hackathons that allow stakeholders to use and evaluate the Anti-FinTer Toolkit.

Type and Number of Outputs to be produced:

1. 4 outreach events; (2 webinars and 2 seminars)
2. 1 Kick-off meeting and 3 consortium meetings
3. 4 meetings with end-users for knowledge hub

Number and type of beneficiaries:

10 consortium partners, including operational stakeholders (4 partners from 4 EU Countries) as well as research and technology providers (6 partners, including 2 SMEs from 6 EU Countries).

3 Anti-FinTer Communication Plan

EC decision C (2014)4995 [1] states that “Activities to disseminate information and exploit research and innovation results as well as carry out communication activities will be an important and integral part of Horizon 2020”.

The Anti-FinTer consortium adheres to this direction and aims to inform the public about project activities and results; set up the needed communication links to attract and interact with a targeted audience including stakeholders from both the public and private sectors; and communicate the project results in a variety of activities and actions. Therefore, a well-defined communication plan is necessary to act as a guide that will lead the consortium communication efforts to the maximum level, taking into account existing capabilities, security concerns, resources and budget constraints, as well. The dissemination plan needs to be streamlined to the Anti-FinTer dissemination guidelines and to the Quality Plan for External Communication included in D1.2

The Anti-FinTer communication plan is the key strategy paper for all communication activities within the project. It defines a clear strategy in terms of responsibility, timing, tools and communication channels. This plan is based on best practices and guidance, available in [1], [2], [3], [4].

To this end, the Anti-FinTer communication plan aims to:

- Identify the target groups that are key to follow on the results from this project. In addition to EU Agencies, these groups include LEAs, LEA networks and the general public.
- Create key messages for each of the relevant target groups, defining and relaying the benefits and vision of the project.
- Describe how to reach the specific target groups (which channels will be used; communication mix). Target group specific actions and activities will be planned (implemented in other tasks) including physical or virtual meetings and networking (annual workshops, joint workshops with relevant networks) and the publication of information on project activities or results (website, press releases, articles, blogs, news, and Newsletters).
- Create guidelines for using the developed project identity in the correct way (e.g. rules for publications, which will also be enclosed in the Consortium Agreement).
- Create social network forums in order to keep a continuous interaction and dialogue between Anti-FinTer, interested parties and individuals.
- Increase the visibility of project partners’ approaches EU-wide.
- Initiate networking and joint actions with other initiatives and relevant LEA networks.

Therefore, bearing in mind the above objectives, the Anti-FinTer communication plan is based on four phases and outlines the tasks associated with each phase (Figure 1).

In the Plan analysis phase, we analyse the main objectives of the communication plan, the target groups and the partners' responsibilities associated with this communication plan. This action will be completed by M3 of the project with the submission of this deliverable.

In the Design phase, we define the communications tools and the means to pass through the project messages and results. In this phase we plan to have the Anti-FinTer web site up and running by M3 of the project while supporting documentation (newsletters, brochures, presentations etc.). We will follow an iterative development cycle in order to include the most up to date information, based on the project outcomes, and being in line with the global project management plan and the Quality Plan (D1.2).

In the implementation phase, we put in action a number of dissemination activities including organisation of project workshops, publications and linking activities with other practitioner networks and related projects.

The final phase is related to continuous monitoring of results, as well as, reporting procedures and responsibilities. This feedback will be used for undertaking corrective actions based on the predefined set of KPIs.

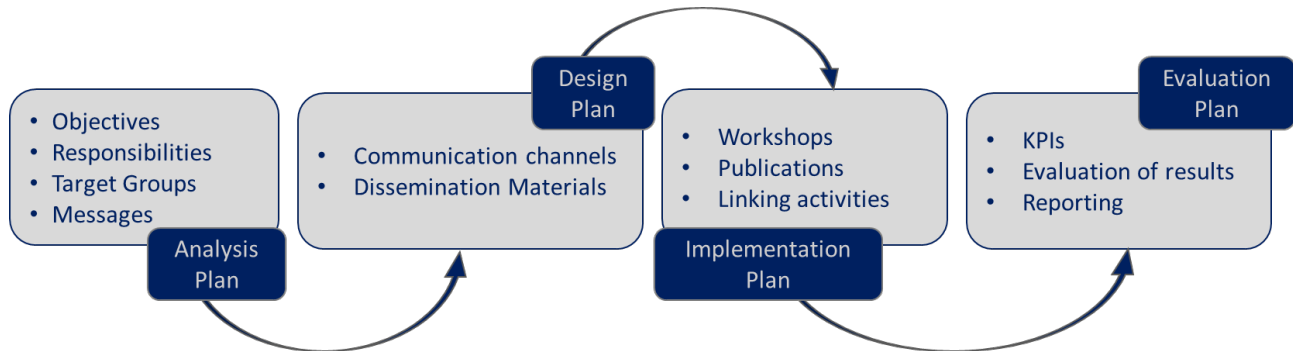


Figure 1. Anti-FinTer Communication and Dissemination plan phasesResponsibilities

The realisation of this plan requires the assignment of specific responsibilities to project key managing functions. As a matter of fact, the following tasks are assigned:

The **Project Coordinator** (PC) provides approval on the overall communication efforts. He is the last approval authority prior to any release of dissemination materials. The Project Coordinator is the official press contact of Anti-FinTer.

The **Dissemination Manager** (DM) is responsible for coordinating all project dissemination and communications activities in close collaboration with all WP leaders and the project Coordinator. Regular meetings via electronic means will be arranged frequently, in order to ensure that the objectives of the various dissemination and communication efforts are met.

4 Target Groups and Messages

When defining target audience in marketing and advertising, the definition is ‘a specific group of people within the target market at which a product or the marketing message of a product is aimed at’ [5]. The people that form this group are defined by the product or message, and could be for example a certain age group, gender, type of work, educational level etc.

The identification and profiling of the targeted audience is the first step for any communication plan. After the identification of the target audience, the second step is the definition of messages that are going to be used to get through the Anti-FinTer main selling points. The next step includes the selection of the most effective communication channels to use.

4.1 Target Groups

4.1.1 European Network of Law Enforcement Services (ENLETS)

ENLETS, established in 2008 with Council Conclusions and in 2013 tasked by the same Council to execute a technology watch function in the security domain. ENLETS is a well-recognised network holding 29-member states (Switzerland and Norway are members, Malta is not). ENLETS National Contact Points are sharing needs and opportunities and hold peer-to-peer meetings on a 6-month basis. A Core group of eleven-member states is responsible for the activities, the network and the Technology Interest Groups (IG).

ENLETS is a subgroup of the Law Enforcement Working Group (LEWP) and reports to the Standing Committee on Operational Cooperation and Internal Security (COSI) and support the European Chiefs of Police, a network where National Police Chiefs are discussion strategic challenges including terrorism threats. ENLETS holds a wide community of police colleagues across Europe, based upon the project and program management from 2014, bringing EU police officers together in various operational technology interests.

Within Anti-FinTer the focus will be on the relevant subgroups:

- **Surveillance:** This subgroup is working on comparison of low-light cameras, transmissions and ICT platforms, best practices in standardization of testing technology in order to secure the chain of custody.
- **OSINT:** This subgroup is working on comparison of the latest tools in OSINT, application of OSINT tools for daily police practice, integration of related sensor information as facial recognition, cooperation with the Joint Research Center and combined OSINT Community for Law Enforcement.
- **SIGINT:** This subgroup is working on ICT platform for integration of sensor information
- **Biometrics - Facial Recognition:** This subgroup is working on comparison of vendors of facial recognition technology, best practices in use of facial recognition, use of facial recognition in operations.
- **Procurement:** This subgroup is working on best practices is Body Worn Video, analysis on the procurement needs; challenges in European procurement of Law Enforcement technology.
- **Operations Centers:** This subgroup is working on best practices and technological tools needed for information exchange between the various National OCs.

4.1.2 Innovation Law Enforcement Dialogue (I-LEAD)

I-LEAD is a HORIZON 2020 funded network since 2017 [7] with a duration of five (5) years and its focus is on the incapability of groups of operational Law Enforcement Agencies (LEA) practitioners defining their needs for innovation. I-LEAD builds the capacity to monitor the security research and technology market in order to ensure a better matching and uptake of innovations by law enforcement agencies with the overarching aim to make it a sustainable Pan-European LEA network. I-LEAD indicates priorities in five practitioner groups as well as aspects that needs (more) standardization and formulate recommendations how to incorporate these in procedures. As a final step, i-LEAD will make recommendations to LEA members on how to use Pre-Commercial Procurement PCP) and Public Procurement of Innovation (PPI) instruments.

4.1.3 Security Clusters/Associations

In order to collaborate with stakeholders, it is necessary to identify and establish contact with security-related groups among Europe. There are different types of clusters in Europe that may be related to a specific professional branch or a topic in particular. Some associations are dedicated to the promotion of the inter-professional interests of their members, some other to promote collaboration on specific topics. Table 2 lists relevant security clusters for Anti-FinTer networking and dissemination activities.

Table 2. Targeted Security Clusters

Name	Nature	Site
EFUS	European Forum for Urban Security	https://efus.eu/en/
EARTO SDRG	association of Research and Technology Organisations	http://www.earto.eu
EOS	European Organisation for Security	http://www.eos-eu.com
ECSSO	Support association for the Cybersecurity PPP	https://www.ecs-org.eu/
IMG-S	Association of public and private stakeholders	http://www.imgs-eu.org/
PSCE	Association of Practitioners and Private stakeholders in Public safety communications	https://www.psc-europe.eu/
DITSS	DITSS - Dutch Institute for Technology, Safety & Security	https://www.brainport.nl/ditss
Systematic	French cluster, including a security group, fostering local industry ecosystem	https://systematic-paris-region.org/fr/
LSEC	Security cluster related to cyber security	https://www.leadersinsecurity.org/
SEREN3- SEREN4	European CSA in charge of connecting National Contact Points of the Secure Societies work programme.	http://www.seren-project.eu/

4.1.4 Law Enforcement Working Party (LEWP)

The Anti-FinTer linking activities will create the conditions and the tools for the dissemination of project results and the interaction and collaboration with transnational and regional law enforcement networks, in particular with the LEWP (Law Enforcement Working Party) and the Committee on Internal Security (COSI). To this direction, the Anti-FinTer dissemination plan will include participation to the highest possible extend in meetings of the LEWP entities to disseminate project results and receive valuable input from the LEWP subgroups. LEWP members will be invited to Anti-FinTer meetings and seminars.

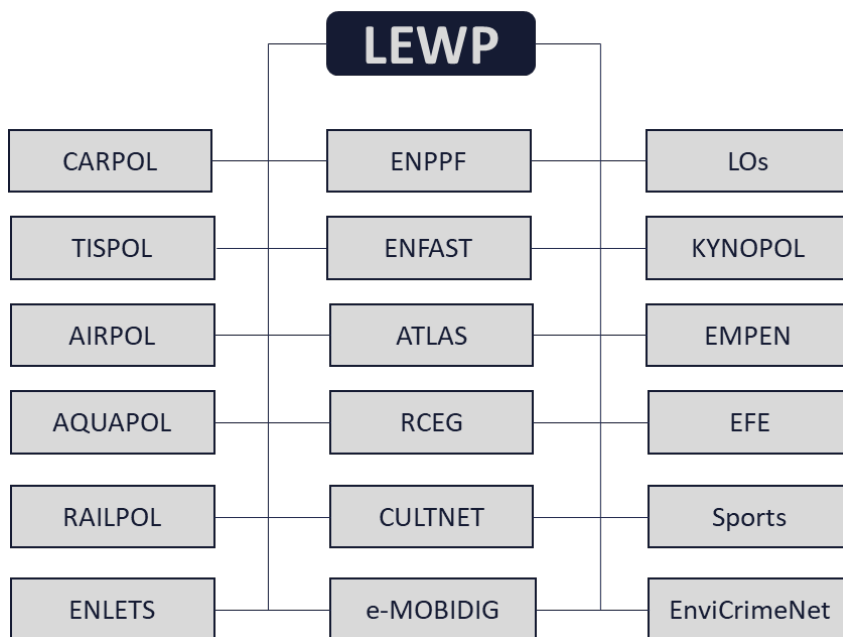


Figure 2. Law Enforcement Working Party Groups

4.1.5. General public

General public target audiences include media, press, and public bodies that might be interested in the project activities and outcomes. The public messages will adhere to the principle of transparently communicating project activities and results while taking into account ethical, legal, and societal aspects, as well as safety and security concerns.

The first sub-group includes citizens reading papers and watching/listening to the news every day, with no special interest in terrorism or cryptoforensic topics. This target group will mainly be reached through press releases and any other presence in popular media.

The second sub-group includes people with an interest in technology and IT, including specialists and professionals in the fields of computer science, engineering and financial markets. The third sub-group includes more specialised people and organisations such as special interest groups (SIGs) or concerned citizens’ groups. These groups will also be reached through conferences, academic publications, newsletters, and social media activities.

4.2 Messages

It is important to bear in mind that the messages to spread must change during the project lifetime. In the beginning of the project, the important message to communicate includes the scope and the objectives to be achieved, but by the end of the project the focus changes and the information that must be spread is related to the actual results.

The messages must be designed by considering the target audience. For some of them, general information about the project may only be needed, but for others, the information should be more specific. The messages must be designed not only considering the target groups and the phase of the project, but also its relevance to the expectations of the specific target group.

The messages must follow some general rules:

- Must be clear and simple
- Must be consistent
- Must highlight the main points
- Must have the proper tone to the audience
- Must be truthful and inspire credibility
- Must meet the audience needs

Since the key point for a message to be effective is ensuring its constant alignment with the project's objectives, especially if these objectives change over time, it is important to describe for each phase of the project, the fundamental elements of the messages to be communicated.

PHASE-1: "Anti-FinTer is a research effort co-funded by the European Commission to improve law enforcement capabilities and develop expertise in the area of terrorist financing".

PHASE-2: "Anti-FinTer is a research effort co-funded by the European Commission that brings together LEAs, RTOs, SMEs and Academia.

PHASE-3: "Anti-FinTer is a research effort co-funded by the European Commission that brings new methodologies and tools to be used and shared amongst Police Operations Centres.

PHASE-4: "Anti-FinTer is a research effort co-funded by the European Commission that tests new technologies for information sharing amongst Police Operations Centres.

5 Anti-FinTer Communication means

In the previous sections we have defined the main target groups and the content of messages that will be spread throughout the project lifetime. In this section, we define the main communications channels by taking into account project resources and duration. The QROC communications channels will serve as means to demonstrate tangible project achievements by making use the project internal resources as well as resources provided by EC.

5.1 Website

The Anti-FinTer public website is one of the key communication tools. It serves as a public window, in which the project communicates relevant information about its goals, progress, etc. The website also includes features like search and article categorization for improved content discovery.

The development of the website used a WordPress template. WordPress is free and open source content management system (CMS) platform based on PHP, MySQL, JavaScript and CSS3. Web development on WordPress is possible with the deployment of specially designed templates which some are freely available. The platform also allows the deployment of plug-ins allowing the addition of functionality and extra features as needed.

The Anti-FinTer website also deploys mechanisms for easily sharing content via email and the social media; easily accomplished with a click of a button located under the main section of each post and page. The presence of the project on key social media websites is considered critical as it allows the engagement of large audiences who consistently check in their social media profiles. Links to the project's social accounts exists on the header of the website and are visible throughout navigation. More details related to Anti-FinTer website can be found in D5.4.

5.2 Social Media

The consortium recognizes the significance of spreading project results to a wider community. In order to increase project visibility and create a room for exchange of experiences among professionals and stakeholders the project will create a LinkedIn page where the communicates public project results to and interact with a greater stakeholder's community.

Additionally, to the LinkedIn group, a Twitter account will be created. Twitter is an excellent medium for conveying short messages to your followers. The twitter account is considered essential, especially during workshops and conference, where the activity of the consortium is advantageous to be populated instantly; the use of hashtags will also allow our vision to reach more people.

For a any post on social media, the project's dissemination guidelines need to be followed.

5.3 Poster

The Anti-FinTer poster will be prepared by IANUS and released by M6 (June 2022). The poster will provide information about:

- What is Anti-FinTer: brief introduction to the Anti-FinTer project and proposed solutions
- Overview: including expected results of the project
- Partners and project details: including duration, Grant Agreement number, Call, budget, and contact details.

- Benefits: segments of society and foreseen benefits
- Conceptual diagram of the Anti-FinTer solution

5.4 Brochures

The Anti-FinTer brochure will serve as a communication means to get through the main message of the project. The brochure will be available in both as a soft copy in the Anti-FinTer website and as hard copies to be disseminated by the partners in any dissemination event. The brochure provides information about:

- Concept: Brief introduction to the Anti-FinTer project and the main objectives
- Overview: including expected results of the project
- Partners and project details: including duration, Grant Agreement number, budget, and contact details.
- Benefits: segments of society and foreseen benefits

IANUS will prepare and release the project brochure by M6 (June 2022).

5.5 EC Communications Mechanisms and Tools

To pursue communication and networking with other ongoing related activities, we will make maximum use of the EC supported communication mechanisms, such as publication of project information on the official sites of EC. In addition, networking activities organized by European Commission are included in the EC communication mechanisms.

CORDIS Wire¹ enables users to advertise events or publish press releases relevant to Research, Technological Development and Innovation activities on the CORDIS News and Events service. PROTECT will periodically share significant project milestones that would be interesting for the community. CORDIS Wire will help us publicize important news and events and categorizing it properly per programme, country, or subject so that we can get better online visibility.

Apart from CORDIS Wire, we will explore functionalities in platforms like the OpenAIRE² project, Open Research Europe³ and ZENODO⁴ like publications or software deposit for open access. This will boost the discoverability of the project and will help us share and highlight our research results.

¹ http://cordis.europa.eu/home_en.html

² <https://www.openaire.eu/>

³ <https://open-research-europe.ec.europa.eu/>

⁴ <http://zenodo.org/>

6 Dissemination Materials and Activities

A first part of the Anti-FinTer dissemination actions is to define a comprehensive set of supporting documentation, based on the expected project outputs that will be used to disseminate the project activities and results, and assigning relevant partners for the production of this documentation. Therefore, in this section we provide the plan for the production of project presentations, newsletters, and publications along with timelines and responsibilities for the production of these materials.

A second part of the Anti-FinTer dissemination actions describes events and activities that will diffuse information about the project, its development and results, and maximizing the visibility of Anti-FinTer. In this way, potential end-users and stakeholders will be attracted, and their contribution and feedback would be considered and evaluated in order to improve the Anti-FinTer system itself, while at the same time exploitation opportunities will be investigated.

6.1 Dissemination Materials

6.1.1 Presentations

The Anti-FinTer presentation is a document with the aim to be used by the project partners in order to provide an overview of the project scope, objectives and expected results in various events (e.g., workshops, conferences, etc.).

The plan is to create new-targeted versions of the presentation based on the planned activities, the new materials available as well as tailor-made to specific events and target audience.

6.1.2 Newsletters

Periodic newsletters will be produced bi-annually, providing news, articles, and in-depth information about the project progress and outcomes, and any other relevant information that applies at the time of the publication. The newsletters will present the several activities undertaken by Anti-FinTer, describing the project developments, the deliverables' findings and the results that will be reached step-by-step. The process of the newsletter production will be based on the following steps:

- IANUS will design the newsletter template.
- All partners will provide suggested content for the newsletter to IANUS.
- IANUS will review/edit and develop the draft version that will be sent to Quality Manager.
- After Quality Management review/inputs/corrections the final draft version will be sent to Project Coordinator.
- The Project Coordinator is the approval authority for publication.
- After final approval IANUS will fit the content to the newsletter template and publish the newsletter in the Anti-FinTer website.
- All partners will disseminate the newsletter in National and International interest groups.

The newsletter will be A4 sized, and it is supposed to be constituted by 2 to 4 pages, in order to be printable in a single leaf, and to be easily folded. However, the length of the newsletter may exceed the 4-pages limit, depending on the number of news and articles to be published.

Language should be clear and as simple as possible, in order to be attractive to readers and easily understood also by non-technical experts. When available, articles will be enriched by relevant photos and images.

Graphically, the visual design will be arranged to be attractive, and conveying a strong recognition value, based on the logo and colours already chosen at the beginning of the project to characterize Anti-FinTer.

All the newsletter's issues will contain at least the following elements:

- The Anti-FinTer logo and logos of all the project's partners.
- The project details, i.e., start/end date and project duration, the specific ISFP call and the Grant Agreement reference, the budget and EU funding.
- Upcoming events related to project activities and planned workshops.
- The web address of the Anti-FinTer website
- The contact details of the Anti-FinTer project.
- The standard disclaimer for the funding program.

The newsletters will be mainly released electronically, through the Anti-FinTer website to a wide audience of all target groups and also via all partners' existing websites. Newsletters will be printed in a number of hard copies, and distributed in occasion of major events (e.g., conferences, workshops, etc.) and in any other dissemination opportunity. A new issue will be produced every six months.

6.1.3 Publications/Reports

Anti-FinTer will develop a number of public deliverables that will be available for download via the project website. The project may also have the opportunity to produce research or white papers based on project results.

7 Evaluation and Reporting

In order to measure the impact of the planned communication activities, spanning the whole duration of the project, and to be able to adjust the communication strategy for achieving the expected outcomes and maximise visibility, distinct metrics and performance indicators have to be defined per type of activity, which will constantly be measured and monitored. To evaluate the communication activities, a number of Key Performance Indicators (KPIs) will be used, as well as various diagrams that will be included in the internal reports to the Project Coordinator.

The procedures for evaluation and reporting are defined in the Quality Plan (D1.2). The dissemination activities carried out in Anti-FinTer will be documented and evaluated in two deliverables (D5.2: Intermediate DCO activities report; D5.3: Final DCO activities report).

7.1 Key Performance Indicators (KPIs)

An indicative set of KPI's to be used for evaluating the planned communication activities within Anti-FinTer are presented in Table 3. These performance indicators capture project's performance regarding communication activities as well as performance regarding outreach and acceptance by the audience. For each KPI a target has been set to be accomplished by the end of the project. Each target is considered realistic at this time and indicative of success. KPIs and targets may be reconsidered through the lifetime of the project.

Table 3. List of Key Performance Indicators

Action	KPI	Target Range (throughout project's lifetime)
Knowledge transfer and capacity building for the stakeholders (LEAs/ FIUs)	Number of virtual Stakeholder roundtable meetings	20 by the end of the project
	Number of hub participant subscriptions	50 by the end of the project
	Number of participants in knowledge hub	25
Provision of relevant datasets provided to EACTDA	Number of datasets	≥ 3 by the end of the project
Organisation of cluster activities with other projects	Number of projects	≥ 4
Anti-FinTer Website	Number of project updates	≥ 10
	Average number of views/ project update	≥ 100
	Number of distinct visitors	≥ 600
Organisation of webinars and seminars	Number of webinars organised	2
	Number of participant/ webinar	≥ 60

	Number of seminars organised	2
	Number of participant/ seminar	≥ 50
Organisation of joined exercises and Hackathons	Number of Hackathons	3
	Number of participants/ Hackathon	20
Sharing project news on social channels (i.e. LinkedIn, Twitter)	Number of shares	≥ 30
LinkedIn Anti-FinTer page	Number of followers	≥ 200
Anti-FinTer Twitter page	Number of followers	≥ 200

9 Conclusions

The main components of Anti-FinTer's communication plan and dissemination activities were presented in this document. The main target groups were identified based on the Anti-FinTer concept and objectives. Sample sets of messages were defined by considering the project phases.

The importance of choosing the proper channels for the communication of project scope and results was assessed. To this end, we decided to make use of available open-source on-line tools and mechanisms along with the ones provided by EC via the CORDIS services. A well-designed project website is being developed and will be launched by the end of M3. In the same direction, a project LinkedIn page and a Twitter account will be created to increase the project visibility within the professional community and for knowledge sharing.

The Anti-FinTer dissemination activities were defined, which consist of two major parts. First, supporting documentation that will be used for communicating the project activities and results along with timelines and production responsibilities was defined. The supporting documentation includes a project presentation, newsletters, and publications.

The main dissemination actions are closely related to the organisation of two (2) seminars and two (2) webinars throughout the duration of the project.

Performance evaluation of the Anti-FinTer communication and dissemination plan was identified as an important element of the plan itself. Therefore, several relevant Key Performance Indicators (KPIs) were defined in line with the procedures for evaluation and reporting.

Finally, an initial exploitation plan was defined based on the expected outcomes and the project impact related to the EC action on the protection of public spaces.

10 References

- [1] European Commission Decision C (2014)4995 of 22 July 2014.
- [2] Communicating EU Research & Innovation (A guide for project participants), European Commission, Directorate-General for Research and Innovation, Directorate A, Unit A.1 — External & Internal Communication, 2012, ISBN 978-92-79-25639-4, doi: 10.2777/7985.
- [3] Fact Sheet Exploitation channels for public research results, European IPR Helpdesk, January 2014.
- [4] EU international cooperation in R&I, Transition to Horizon 2020, Communication of EU funded Projects: A Strategic Approach, Tomas Matraia Policy Officer – European Commission DG Research and Innovation (available online at: http://www.ncp-incontact.eu/nkswiki/images/a/a4/Matraia_EU_Communication.pdf).
- [5] Enhanced visibility and awareness in eHealth, Active Ageing and Independent Living projects-haiviso EU Project, <http://haivisio.eu/>
- [6] Marketing Management Millennium Edition, Tenth Edition, Philip Kotler, Copyright © 2000 by Prentice-Hall.
- [7] I-LEAD Project: <http://i-lead.eu/>, last assessed on 18 January 2019.