



D9.2 COMMUNICATIONS PLAN

Grant Agreement:	833635
Project Acronym:	ROXANNE
Project Title:	Real time network, text, and speaker analytics for combating organised crime
Call ID: Call name:	H2020-SU-SEC-2018-2019-2020, Technologies to enhance the fight against crime and terrorism
Revision:	V1.5
Date:	30 December 2019
Due date:	31 December 2019
Deliverable lead:	CAPGEMINI
Work package:	WP9
Type of action:	RIA

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Project co-funded by the European Commission within the H2020 Programme (2014-2020)		
Nature of deliverable:		R
Dissemination Level		
PU	Public	<input type="checkbox"/>
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* R: Document, report (excluding the periodic and final reports) DEM: Demonstrator, pilot, prototype, plan designs DEC: Websites, patents filing, press & media actions, videos, etc. OTHER: Software, technical diagram, etc.		

Revision history

Revision	Edition date	Author	Modified Sections / Pages	Comments
V1.0	17.12.2019	Francesca Kuhanuka	All	Original draft
V1.2	22.12.2019	KEMEA LUH, AEGIS, TRI,	All	Feedback
V1.3	27.12.2019	Francesca Kuhanuka	All	Modifications
V1.4	29.12.2019	Petr Motlicek (IDIAP)	All	Proof-reading
V1.5	30.12.2019	Francesca Kuhanuka	All	Modifications
V1.5	31.12.2019	Petr Motlicek (IDIAP)	All	Document style minor modifications

Executive summary

This project handbook describes some internal procedures of the ROXANNE project. It provides the overall guidelines and procedures for the ROXANNE project. The handbook is supposed to be used as the main source of administration related to issues within the project.

This document builds on many of the guidelines and procedures from the Grant and Consortium agreements and attempts to define a practical approach to their implementation. In the instances where a contradiction may arise between this handbook and either the Grant Agreement (GA) or the Consortium Agreement (CA), the latter documents take precedent. Any issues related to precedence will be resolved by the Project Management Board, as required. This body has the power to amend this handbook as it sees fit throughout execution of the project

This document is a living document; it will be updated as the project progresses and as the need for amendments, changes in processes, or additional content emerges.

Table of contents

Disclaimer	2
Copyright notice	2
Revision history	3
Executive summary.....	4
Table of contents	5
1. Introduction	6
1.1. Background.....	6
2. Communication Strategy.....	7
2.1 Stakeholder engagement.....	7
2.2 Communications objectives	7
2.3 Identify a diverse audience and define key messages	8
2.3.1 Key Messages	8
2.3.2 Define communication formats and channels	9
2.4 Building a network.....	10
2.4.1 Stakeholder contact list	10
2.4.2 Media list (list of journalists and press interested in this subject).....	10
3. Implementation of the communication activities	10
3.1 Defining a visual identity	10
3.2 Project website.....	11
3.3 Social media	11
3.3.1. Social Media Strategy	12
3.4 Press releases	12
3.4 Blog articles.....	13
3.5 Project brochure or flyer.....	13
3.6 Project videos.....	13
3.7 Newsletter.....	13
4. Define Processes to implement, monitor and evaluate communications	14
4.1 Work package meetings	14
4.2 Project KPIs and success indicators.....	14
4.3 Monitoring communications	15

1. Introduction

1.1. Background

This deliverable D9.2 responds to the requirements of WP9 of the ROXANNE project. This document outlines the Communication Strategy for ROXANNE.

Organized crime is the most challenging type of crime for Law Enforcement Agencies (LEAs) to investigate, and a substantial threat for modern societies as well as to national and international security. ROXANNE project aims to enable LEAs to discover criminal networks and identify their members by combining the capabilities of speech and language technologies, visual and network analyses. ROXANNE focuses on privacy-aware link analysis and speaker data mining to provide LEAs with a legal framework as well as the technical tools to track and uncover criminals.

This deliverable complements the previous deliverable D9.1 which focused predominately on building the visual identity of the project. D9.2 focuses on the appropriate channels and key messaging used to inform about and promote the ROXANNE projects' results among its identified targeted stakeholder groups and the general public.

The communication plan is aligned with the previous deliverable D9.1. The aim of the communication strategy is to spread awareness of the project's research activities and results to the wider public, consisting of non-specialists, in a clear, digestible approach.

The strategic approach is supported by the implementation plan, detailed in this report, which structures key processes and schedules for the ROXANNE consortium in order to:

- Build a digital presence
- Build a project network consisting of stakeholder and media lists
- Schedule processes for monitoring and evaluating communications

2. Communication Strategy

The aim of ROXANNE is to maximize the speed of the investigations by advancing privacy-aware network analysis and speech/text/video data mining to provide LEAs with a legal framework as well as the technical tools to track and uncover criminals.

ROXANNE communication strategy is comprised of 3 main elements:

(i) Outreach, communication and engagement of LEAs and public bodies

Developing an approach to effectively and efficiently reach the target audience of cyber systems platform owners, application developers and entrepreneurs so that they engage not only in learning, but also in providing feedback about, and experimenting with ROXANNE offerings.

(ii) Outreach and communication to broader communities

Business and policy makers: the provided information will help policy makers to understand the main ROXANNE' research approach and the implications that it has for the sustainability of these systems and the value they bring to the economy, without delving into the technical details of the approach. Emphasis should be placed on benefit factors and implications at policy level.

(iii) EU, National, Regional and Local authorities (NRLAs)

ROXANNE's communication will also be aimed at helping NRLAs to understand how the ROXANNE approach could affect the way crime investigation operates using the ROXANNE platform and the benefits that will be sustained in the long term.

2.1 Stakeholder engagement

Partners on the ROXANNE project will work together to develop an approach to effectively and efficiently reach relevant stakeholders and partners, who may contribute to further enhance the scope of the ROXANNE platform. This will help create a self-sustainable future environment involving end-users that will continue attracting the attention of LEAs, entrepreneurs and researchers.

Within this context, the main communication challenges consist in:

- Defining distinct messaging that will be engaging for LEAs, policy makers, SMEs, innovators and the general public in a way all audiences are able to understand and digest, in order to maximise engagement and therefore impact.
- Targeting the appropriate messaging to each specific stakeholder group in a way that is easily digestible and encourages them to engage with the project and employing the right communication channel to do so.

2.2 Communications objectives

ROXANNE's communications aim to:

1. Draw the attention of relevant stakeholders, including the media and public, to the issues raised by intelligence-led policing, drawing attention to benefits which new technologies, particularly ROXANNE, will bring to policing.
2. Build a rich network of stakeholders, including the media and the public.

2.3 Identify a diverse audience and define key messages

ROXANNE’s communications will reach out to a diverse audience with a view to raising awareness about the project and achieved results. When addressing the general public, the tone of voice of the communications and the messages are defined by exploring how the innovative impact of the project addresses general societal needs and how the project’s topic has engaged public interest along with the general and specialised media’s interest.

2.3.1 Key Messages

The communication plan sets out specific, relevant target groups covering the full range of potential persons/groups/organisations of the ROXANNE solutions. All communications will be tailored to the specific group according to the specific message to be conveyed:

Stakeholder	Key message/ Communication Objective
LEAs	Help them understand the additional capabilities offered by ROXANNE and benefits with respect to existing solutions
Public and private organisations	Make them aware of the project as potential adopters of the ROXANNE solutions and make them aware of restrictions posed by law.
The academic and industrial R&D community	Make them aware of the project results and potentially incorporate them as part of more a complex/complete solution or product
Policy makers	Let them know the progress accomplished by ROXANNE with respect to technologies for fighting crime and terrorism and how they can contribute to battle against crime.
General public and user groups	To enable them to understand why the ROXANNE approach is needed in crime investigation and highlight the potential



Stakeholder	Key message/ Communication Objective
	benefits it can bring to wider society, especially juries, prosecutors and judges
European Network of Forensic Science Institutes (ENFSI), European institutions and NGOs	To help them understand how the ROXANNE approach could affect the way crime investigation operates using the ROXANNE platform and the benefits that will be sustained in the long term.
Developers, other SMEs and Innovation Communities	Make them aware of the project results and to potentially incorporate them as part of more a complex/complete solution or product

Table 1 Stakeholder segmentation and key messages.

In summary, the main objectives of ROXANNE’s communications will aim to promote the project’s research outputs and raise awareness about the project’s objectives and achievements. However, partners will also create engaging content aimed at the general public, aimed to inform and engage them with the research topic. Therefore, the project’s key messages will also include real- life case studies and media examples.

ROXANNE aims to communicate how the use of innovative technology will advance the identification of criminal networks. The benefits of developing advanced investigative resources will be portrayed by using success stories in the news and specialist media, such as highlighting cases in the public domain that demonstrate the success of using artificial intelligence methods, like automatic speech recognition and natural language processing to combat criminal activity.

ROXANNE also aims to show the impact of transnational crime and complex criminal networks to international security, highlighting the importance of the project and of innovation in research and development of progressive tools and platforms

2.3.2 Define communication formats and channels

The communication formats will vary in relation to the different communication channels. ROXANNE will develop a digital presence, via:

- ROXANNE’s website, including blogs and guest-blogs,
- Social media accounts (Twitter and LinkedIn),
- Bi-annual newsletters,
- Videos,

and printed dissemination material to support the promotion of the project among stakeholders but also to a non-specialist audience when participating or organising conferences.

2.4 Building a network

2.4.1 Stakeholder contact list

ROXANNE partners will work with the WP9 leader to build a stakeholder contact list, containing contacts from each stakeholder segment for the distribution of newsletters and press releases. Each partner will be expected to share a minimum of 20 business contacts from their networks. To balance the distribution of contacts, each partner is asked to produce:

- 5 LEAs
- 5 Policy makers
- 5 media contacts
- 5 industry or civil service organisations

To leverage on the network of all partners, each partner will be encouraged to share their list of relevant stakeholders to be added to the project contact list. These contacts can be collected on the basis of legitimate interest. The legitimate interest assessment developed by Trilateral Research (TRI) partner has been confirmed with the DG JUST at the EC as the lawful basis for building a stakeholders list within EU projects. Partners are encouraged to share their contacts, referring only relevant business contacts, using organisational emails only (not personal emails).

For each communication sent from ROXANNE channels, we will give the contacts the option to opt-out from any other future communication (for example when sending the newsletter they will be provided with an unsubscribe option). The project's privacy policy will specify how the consortium is going to use these contacts and that, these contacts will be used only within the remit of the project and not repurposed for other purposes.

All contacts will be saved in one central repository, in a file located on SWITCH drive¹, which is accessible to all partners. Moreover, the project's contact list will also include all those contacts that will register via the ROXANNE website in order to receive the project's newsletters and updates. This list will be used to circulate the project's bi-annual newsletter and to keep those relevant stakeholders informed about the goals and progress of ROXANNE project.

2.4.2 Media list (list of journalists and press interested in this subject)

Media contacts will be separated from other stakeholders of the project, with the intention of leveraging these contacts to expose the project to more media coverage from relevant publications. Partners will identify specialised media contacts across predominately European countries and each contribute approximately 5 contacts to help build the media network. Media contacts will be sent the project's press releases and significant updates/project outputs with the intention of potentially securing a publication feature.

3. Implementation of the communication activities

3.1 Defining a visual identity

¹<< ROXANNE-edit / WP9/ communications /[Stakeholders_Contacts_RXNN_v1.0.xlsx](#)>>

ROXANNE's visual identity is its physical presence, in the form of its logo, colour scheme, templates which distinguish it from other projects and organisations in a way that is easily recognisable. In order to remain uniform in its communications, all partners will follow the graphic standards and templates in all project material as identified in Deliverable D9.1.

All ROXANNE materials, both online and offline, will include EU funding acknowledgement and the project's grant number in the footer of its material.

3.2 Project website

ROXANNE's project website (<http://roxanne-euproject.org>) will be the primary channel for dissemination. The web content will be written as to engage both expert and non-specialised audiences. The website will host all of the key information about the project; background information, objectives, partners and contact details. It will also host blog posts, news and updates about the project's research progress.

CAPGEMINI, as WP9 leader, will maintain the website and coordinate the production of content working with all partners in order to publish regular updates including blog posts, guest blogs, news and event highlights. It will be maintained and updated regularly (at least once a month) throughout the project's lifecycle. Visits to the website will be monitored to keep track of the number of visitors and evaluate the effectiveness of dissemination. The website's analytics will be monitored through Google Analytics.



Figure 1 The project's official website, Roxanne-euproject.org

3.3 Social media

ROXANNE's social media channels serve to disseminate the latest project news via posts from the website or updates from partner activities. Partners are encouraged to interact with ROXANNE social media platforms, either with personal or their organisation accounts, as often as possible, to maximise the reach of the project to relevant audiences.

ROXANNE will operate the following social media platforms, set up and managed by Trilateral Research (TRI) in M2 (October 2019):



Twitter: [@ROXANNE_project](https://twitter.com/ROXANNE_project)

LinkedIn: <https://www.linkedin.com/in/roxanne-project-4aa524195/>

Twitter

Twitter is a platform commonly used by EU projects due to its widespread use by policy-makers, European projects, researchers, influencers and other stakeholders. To grow and appeal to the relevant audience, a mixture of popular and niche hashtags such as #voicebiometrics, #natruallanguageprocessing, #criminalnetwork, along with the project hashtag #ROXANNEProject will be used on posts. In order to gain and maintain momentum on Twitter, the project Twitter account should post 2-3 times a week.

LinkedIn

LinkedIn social media posts will echo the content of the project's Twitter posts, with more detail added if available, due to the lack of restriction on character lengths. LinkedIn can be exploited as a powerful tool to gather followers from academia, industry or the public sector that may have legitimate interest in the project and may be interested in future collaborations. The LinkedIn account will publish content at least twice a week.

3.3.1. Social Media Strategy

The primary purpose of ROXANNE's social media accounts is to disseminate key project outputs, updates, project news, events and other key information. The social media also serves to bring context and relevancy to the project by linking the project to real-world news and events, highlighting the importance of analysing criminal networks to the wider public.

The project's LinkedIn and Twitter will echo each other in content and will be optimised and adapted for each platform. By using both platforms, the consortium will reinforce messaging and increase the reach of the project by expanding the reach of its online network.

Social media content will be provided to the work package leaders from each partner, in the form of one post per month. This post will either contain an update of what the partner has been working on in the project that month, or relevant news to the project. Partner social media content will be stored on Switch drive² and uploaded/approved by CAPGEMINI and Tri.

3.4 Press releases

Press releases will be one of the main formats to inform the media and achieve a wide dissemination and communication of results, especially to the public, and ultimately increase interest in ROXANNE and the topics it covers both at the local and European/global levels.

Press releases will be produced upon key milestones and events during the project. ROXANNE is expected to produce at least 10 press releases, to be published on its website, shared on its social media and distributed to its media list. Where possible, press releases will be re-published by relevant platforms and publications to achieve greater exposure. Recording and monitoring of press release coverage will be recorded in the shared monitoring document.

² ROXANNE-edit / WP9-Dissemination>Communication / SocialMedia_ContributionTracker_RXNNE

ROXANNE partners are encouraged to translate project press releases in local language for ease of sharing among native media and also encouraged to publish on their respective organisation platforms.

3.4 Blog articles

Each month, one ROXANNE partner will contribute a blog post to be published on the project website. Organisation of the schedule and posting of a monthly blog post will be co-ordinated with work package leader CAPGEMINI. The short articles will be related to each partner's research and contribution to the project. In this way, the ROXANNE website will be able to offer an account of the diverse approach and perspective talking to the various stakeholders' communities represented by the partners; while being able to engage and being accessible to the interest non-specialised reader, belonging to the general public.

3.5 Project brochure or flyer

As WP9 leader, CAPGEMINI will design, print and distribute project flyers to the partners who need it. The flyers will be used as promotional tools during face-to-face meetings, networking and events. The flyer contents should include the project objectives, key messages and general information as an overview/introduction to the project.

ROXANNE official flyers are to be prepared in the project working language (English). Translations or light alterations will be available at the discretion of CAPGEMINI. Electronic versions of the flyer will also be available for download and local print, if requested by partners.

3.6 Project videos

Partners will collaborate to produce two project videos (maximum 2 minutes each) aimed at firstly introducing the project and also explain the key outputs of the project to a wider audience.

The first video will focus on the ROXANNE project, providing a clear concise overview and explanation of the project, its objectives and relevance and impact for the wider society. The second video will focus on the results of the project.

Both videos will be available on the ROXANNE website and promoted through our social media accounts. The project videos serve to raise awareness about the project, its mission and the need for new technology for LEAs to stay ahead of organised crime.

3.7 Newsletter

ROXANNE will produce a project newsletter every 6 months to engage and update its stakeholder audience with key information from the project. The newsletter will be hosted on email marketing platform MailChimp and be an interactive communication with live links to blog posts, news, media updates previously published on the ROXANNE website. Proactively reaching out to the relevant stakeholders

communities will raise awareness about the project inviting the project's stakeholders to explore the project's website and to engage with the research outputs made available.

4. Define Processes to implement, monitor and evaluate communications

4.1 Work package meetings

A WP9 meeting will be established, including all ROXANNE partners, that will meet once a month with the aim to identify, plan, highlight and deliver relevant content and monitor the dissemination and communications activities.

4.2 Project KPIs and success indicators

The KPIs for ROXANNE's communication activities provides a reference point for partners to track and evaluate the effectiveness of the communication tools and activities and redirect their effort in the most appropriate way.

A crucial tool in the monitoring process will be the monitoring sheet used to track the communication activities and to quantify their impact specifying the types of audiences and an estimate of the amount of people reached.

Table 2 below integrates the KPIs' outlined for the communication strategy in with the KPIs for the communication activities.

Table 2 Communication outputs and KPIs for ROXANNE project

Communication Channel	Activity	KPI
Project website	Web access to deliverables, technical results and presentation materials of ROXANNE	2500 visitors throughout the lifespan of the project
Push announcements	Regular push announcements through social media (Twitter, LinkedIn, ResearchGate)	Twitter followers: <100 – poor, 100-250 – good, 250+ - excellent LinkedIn Followers:
Newsletter	Regular bi-annual newsletter with the technical activities of ROXANNE	≥6 newsletters
Flyer	High-quality electronic brochure with the technical approach and activities of ROXANNE	≥500 hard copies distribution in ≥ 10 events

Project video	2 project videos	≥1'000 views
(ii) Scientific and technical publications		
Journal publications	Publications in International referred technical journals in network analysis, speech, text, video, and multimodal data related subjects including publications in international technical conferences	≥8 publications
Magazine publications	Publications in International (printed or online) magazines in network analysis, speech, text, video, and multimodal data related subjects	≥6 publications
(iii) Organization of project related events		
Conference organization	Organization of final international conference in network analysis,	1 event
	speech, text, video, and multimodal data related subjects	≥30 attendees
Workshops	Organization of workshops	2 workshops ≥30 attendees (each)
Field Test event	3 field test events	1 event per year
Meetings	Ethics board meetings; conference calls and face-to-face	1 meeting per quarter

4.3 Monitoring communications

All partners are required to log their social media posts in the social media contribution tracker. In addition, all partners will have access to the project's communications monitoring sheet, which will be continuously updated to reflect communications efforts made by partners.