

Tools4LEAs |

A project of the European Anti-Cybercrime Technology Development Association
(EACTDA)



D2.1 Communication and Dissemination Management Handbook



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1. Introduction

1.1. Overview of the Tools4LEAs project

EACTDA is the acronym of the European Anti-Cybercrime Technology Development Association, which is a private non-profit association, established in San Sebastian, Spain. The members of the Association include European Union (EU) public entities fighting cybercrime, universities and research technology organisations, for-profit private companies, and other relevant actors in the field of the EU security research and innovation.

The Tools4LEAs projects are a series of projects that receive a Direct Award under the ISFP programme, and which main goal is to facilitate and promote the uptake of innovative technologies by EU public entities fighting cybercrime. EACTDA, via the Tools4LEAs projects, aims at further developing pre-existing assets, mainly from EU-funded security research and development projects, so that they are offered with no license cost and with access to the source code to EU public entities fighting cybercrime.

In the first Tools4LEAs project (v1; Jul'21 to Jun'23), the focus was on designing and setting up the infrastructures, processes, and governance / decision-making mechanisms, whilst delivering the first set of “fully-tested and operational-ready” tools via Europol’s Tool Repository. Though 11 tools were further developed in the v1 project, it is expected that 3 of them will not be released to their targeted audience as they do not pass the pre-established quality threshold of “operational-ready”. Also, an End-User Advisory Board (EUAB) composed as of Jul'23 by 23 members from 14 EU member states and co-chaired by two Europol units (EC3 and Innovation Lab) was established and it is the body responsible for identifying and prioritising end-user needs and which has veto right over the decisions done by EACTDA/Tools4LEAs with regard to the tool development roadmap.

In the second Tools4LEAs project (v2; Jul'23 to Jun'25), it is proposed to double the number of tools delivered. Also, the repository of tools implemented in v1, and currently used to host the results of the Tools4LEAs projects, will be enhanced and reused to host the results of EU-funded security research projects (when relevant in the field of cybercrime). EACTDA will play the role of custodian of these results, and the technical, IPR, and administrative aspects needed to create this new repository of security research results will be put in place. In addition, the v2 project will include a pilot to proof the concept of initial and limited support&maintenance periods for a selection of tools. Besides, a pilot of the concept of EACTDA National Nodes (NN) will be included, with nodes planned in Lithuania, France, Spain, and maybe one or two additional ones. Also, a platform for end-users to evaluate online tools will be implemented. Finally, the v2 project will include activities to further build the community of Tools4LEAs stakeholders and to promote the creation and/or adoption of technical blueprints, and in general, of commonly accepted best practices.

1.2. Main objective of this document

Communication is essential to the proper promotion of the project and its results, whilst dissemination activities will focus on ensuring that the project results are made available to the intended targeted audiences. This document will present the plan to effectively and efficiently manage the communication and dissemination activities of the Tools4LEAs v2 project.

It is important to note that this document is based on the Tools4LEAs first iteration project Communication and Dissemination document (2021-2023), updated according on the experience gained and adapted to the specific scope and objectives of the Tools4LEAs-v2 project (2023-2025).

1.3. Relation to other deliverables

This deliverable is closely related to the following deliverables:

- **D1.1 Project Management Handbook:** Deliverable D1.1 presents how project communication management is going to be handled in the Tool4LEAs project. A set of initially identified communication elements and channels is listed.
- **D2.2 Report on communication and dissemination activities:** Deliverable D2.2 reports on the communication and dissemination activities conducted during the project lifetime.

1.4. Structure of the deliverable

Section 2 of this document describes the communication and dissemination strategies of the Tools4LEAs project and the principles that guide them.

Section 3 describes what is new in the Tools4LEAs-v2 project with respect to the previous Tools4LEAs project.

Section 4 presents the objectives, intended audience, and communication plan for the project.

Section 5 presents the objectives, intended audience, and dissemination plan for the project.

Finally, section 6 summarises the goals and key aspects of this document, and presents areas of future work that have already been identified.

2. Strategy and general aspects

Dissemination aims at maximising the impact of research results; therefore, it is a fundamental to the success of the Tools4LEAs project. The dissemination strategy of the project will pursue the following goals:

- Identifying the right target audience(s), focusing on potential users of the project results (the scientific community, stakeholders, industry, policy makers, investors, civil society, etc.).
- Identifying and listing all types of potential primary and secondary results of the project.
- Identifying the means to conduct the dissemination activities (e.g., scientific papers, public/private databases, workshops, etc.).

Communication goes beyond dissemination, as it does not involve project results only but also the project in general. Therefore, communication activities target a much wider audience, including the media and the general public. The communication strategy of the Tools4LEAs project will have to answer the following questions:

- Who needs to be engaged?
- How can the different audiences be grouped?
- What messages should be targeted to specific audiences?
- Why should the audience accept the message?
- What channels for what audiences would be most efficient?
- When specific audiences should be engaged?

In both cases, communication and dissemination activities should comply with the following principles:

- Targeted audiences should be identified as early as possible.
- Long- and short-term goals of the project should be considered, all activities have to support these goals.
- Communication and dissemination goals should be established for each targeted audience.
- Messages should be clear, concise, and adapted to the targeted audience.
- Communication and dissemination channels have to be chosen considering the maximum possible impact.
- When several options, the best value for money approach should be followed.
- Finally, the communication and dissemination activities should reflect the project's core values and goals.

All communication and dissemination materials must use the project's logo, and recognised the EU co-funding.

In a continuous effort, communication and dissemination materials and resources are being produced to facilitate the whole process. These materials and resources are available at EACTDA Secretariat's content management system.

Communication and dissemination materials and other resources include things such as:

- Templates (e.g., for documents/reports, presentations, social-media and web publications)
- Multimedia content resources (e.g., logos, images, audios, 2D/3D models, video-clips)

- Final versions of communication and/or dissemination contents (e.g., leaflets, newsletters, presentations, videos).

All the aforementioned materials and resources are available at EACTDA Secretariat's content management system. ANNEX I includes a few illustrative screenshots of some of these materials and resources.

3. What is new in the Tools4LEAs-v2 project with respect to the previous project

3.1. Greater focus on the public

Tools4LEAs' communication strategy must consider the growing influence of public perceptions regarding innovations utilized by Law Enforcement Agencies (LEAs). Consequently, it is important to enhance and maintain public engagement, awareness and support. For this, in Tools4LEAs-v2 project specific effort will be applied to these aspects:

- Develop easily comprehensible and engaging content for the public. This can include reports, videos, and infographics that explain the importance of Tools4LEAs in the realm of fighting cybercrime.
- Collaborate with entities and institutions that represent the EU societies such as the European Parliament and well-known and generally well-accepted non-governmental organizations (NGOs) in order to provide transparency, build trust, amplify the positive impact of the project, and discuss risks of innovations and their mitigation strategies.
- Ensure that Tools4LEA adheres to ethical standards and emphasize the importance of privacy and security in all communication efforts.

Furthermore, in the Tools4LEAs-v2 project following aspects will be accounted for:

- Establish internal communication and dissemination strategy for onboarded & committed community members.
- Branding and reputation management through internal and external communication.
- Organisation, tracking and monitoring of the results and KPIs of the project.
- Clearly identifying the relation between the Tools4LEAs project(s) and EACTDA as an entity.
- Continue building and strengthening the links with the national nodes that will be created/piloted during the project.
- Establish continued and consistent communication to maximize success of EACTDA and Tools4LEAs activities – tools, experimentation, and skills development.
- Create a strategy and an approach on how to interact with society.

3.2. The role of EACTDA National Nodes in dissemination and communications activities

In the Tools4LEAs-v2 project, EACTDA national nodes (NN) will be established. Three NNs are planned in a pilot phase. These NNs group different types of key stakeholders on a national level. With regard to these NNs, it is important to consider and appropriately manage the following aspects:

- Identification and Engagement: Identify and establish contact with NN in diverse EU Member State (MS) National Nodes to serve as pivotal entities within national innovation ecosystems and to help playing a crucial role in enhancing the capabilities of national LEA's. NNs can possess valuable insights and they can offer substantial support to the Tools4LEA project.
- Collaborate with NNs on joint initiatives, such as workshops, training programs, and information sharing networks, to foster trust and cooperation within the security stakeholders at MS level.
- Collaborative Planning: Work closely with NN to develop a unified communication strategy. This should include regular meetings or workshops to align objectives, messages, and tactics.

- **Message Consistency:** Ensure that messages across all communication channels, including social media, newsletters, and webinars, are consistent and reflect the collaborative nature of Tools4LEA and its work with all the NNs.
- **Use of NN Communication Channels:** Identify the most effective communication channels employed by the NNs. These might include government and universities websites, social media platforms, and mailing lists.
- **Leverage NNs as a gateway to access the knowledge and skills of a diverse expert's community.** Engage in activities such as innovations demonstrations, Hackathons, webinars, conferences, or forums that bring together security practitioners, industry representatives, and end-users. These events serve as valuable platforms for knowledge exchange and the cultivation of an expert community spirit.
- **Establish Information Sharing:** Create channels for facilitating the exchange of information between the Tools4LEAs project at EU level and the NNs regarding the outcomes of demonstrations and challenges encountered by practitioners throughout implementation and operational use of Tools4LEAs tools.
- **Feedback Mechanisms:** Establish feedback loops to gather input and suggestions from the end-users in the different NNs. Use surveys, focus groups, or online forums to ensure that Tools4LEAs communication strategy evolves to meet the changing needs of LEAs.

3.3. The role of Traineeship Programmes in dissemination and communication activities

During the Tools4LEAs-v2 project an effort is going to be made to leverage the already established EACTDA Traineeship programmes. During the Tools4LEAs first iteration/project (2021-2023), EACTDA established a traineeship programme with the University of Deusto, in Spain. In this programme four trainees from the university worked with EACTDA during their academic year in research activities that are of interest to EACTDA. This programme proved to be very successful, as many of the results of the work done by the trainees has been customised and adopted by EACTDA as part of its operational processes.

In the Tools4LEAs-v2 project, a second collaboration programme is to be launched with the Kaunas University of Technology, in Lithuania. The latter programme follows the programme initiated in 2021 with Deusto.

The EACTDA Traineeship programmes can act as communication channel to promote Tools4LEAs results within the student's community, opening the possibilities for obtaining benefits such as:

- **Knowledge Dissemination:** Trainees can assist in disseminating Tools4LEAs project results to a broader audience of students. They can translate achieved results into more accessible formats, such as blog posts, infographics, or videos, making the information more digestible and engaging for the public.
- **Expanded Outreach:** By collaborating with universities, Tools4LEAs will join a network of potential partners, stakeholders, and future professionals. Trainees may become advocates for the project, spreading awareness of its goals and objectives among their peers and faculty.
- **Diverse Perspectives:** Trainees often come from diverse academic backgrounds, bringing varied viewpoints and skill sets to the table. This diversity can be leveraged to cultivate next generation expert communities.

3.4. Strengthening content creation and management capabilities

In order to allow increasing and improving the communication and dissemination efforts and activities, in the Tools4LEAs-v2 project new multimedia content creation and management capabilities will be built at EACTDA. Among other things that might be implemented throughout the project duration, the following new capabilities are planned:

- A part-time expert in multimedia content creation and management will join the EACTDA Secretariat team.
- A social media content management system (e.g., Buffer, Agora Pulse, MavSocial) is to be selected and adopted, to gain efficiency.
- Multimedia resources (e.g., images, audios, 2D/3D resources, videos) will be created, aligned with EACTDA's and Tools4LEAs' branding policies, so that new communication and dissemination content creation can be done faster and better when/as needed.
- New content templates will be created for the most commonly used content delivery channels.

4. Communication management

4.1. Objectives

On the communications front, the Tools4LEAs project has the following short- and long-term objectives:

- **Short-term:**
 - **Visibility:** provide transparency and visibility to the general public.
 - **Branding:** build brand recognition and preference within all key stakeholders.
 - **Media prominence:** low prominence and mainly on specialised media.
 - **Crisis communication¹:** design and implement basic yet effective crisis communication management processes so that if a crisis arises, the project will have a plan to manage it in order to lessen the actual damages inflicted to EACTDA's and/or the project's reputation.
- **Long-term:**
 - **Visibility:** go beyond transparency, identifying core values and increasing the societal impact of the project by incorporating end-user needs and understanding public attitudes and opinions, resulting in trust and awareness among the public.
 - **Branding:** build brand loyalty within all key stakeholders and brand recognition and preference in those stakeholder communities that though they are not key stakeholders, they are also interested/affected by the project.
 - **Media prominence:** low prominence in the general media and medium-to-high prominence in the specialized media.
 - **Crisis communication:** be fully prepared and trained to swiftly identify the crisis and be prepared to react to it to minimise the negative impacts by appropriately managing communications.

4.2. Target audiences

Section 3.1 of deliverable "D2.4 Stakeholders community building and management strategy and plan" includes an initial list of identified stakeholder groups of the project. These stakeholders constitute the primary audience of the communication activities. Below, we present the table that summarises these stakeholder groups (extracted from D2.4).

ID	Stakeholder category/group	Observations
STK-G#1	All end-users	Includes Europol, end-user networks such as ENLETS or ENFSI, and in general all EU public security entities
STK-G#1.1	EACTDA end-user members	Same group as STK-G#3.1
STK-G#1.2	Europol	
STK-G#1.3	End-user Advisory Board members	
STK-G#1.4	Other European end-users	
STK-G#1.5	Other non-European end-users	
STK-G#2	European Commission	Includes all affected EC DGs, Units, and EC agencies such as CEPOL or JRC

¹ <https://www.bernsteincrisismanagement.com/the-10-steps-of-crisis-communications/>

STLG#2.1	Project Officer of the Tools4LEAs project	
STLG#2.2	Policy Makers from DG HOME D4	
STLG#2.3	Policy Makers / Project Officers from DG HOME B4	
STLG#2.4	CEPOL, JRC, and ENISA	
STLG#2.5	Other EC units and agencies	Europol not included (see STK-G#1.2)
STK-G#3	EACTDA members	Includes end-user and non-end-user EACTDA members
STK-G#3.1	EACTDA end-users	Same group as STK-G#1.1
STK-G#2	EACTDA RTOs and Academia	
STK-G#3.3	EACTDA industry and others	
STK-G#4	Technology providers	From industry/market, research, etc.
STK-G#4.1	EC funded research projects	H2020, Horizon Europe, ISFP, ...
STK-G#4.2	Industry	
STK-G#4.3	Open-source communities	
STK-G#5	General public / EU citizens	Includes also non-specialised media

4.3. Identifying and planning communication activities

For every audience, it is necessary to define the communication goals and to design a work plan including tailored communication activities for each of them. Below we present the communications plan. Note that the sub-categories/groups of stakeholders inherit the same communication goals, channels, and frequencies as the whole group and that they might have (or not) additional ones.

ID	Stakeholder group	Communication goal(s)	Comm. Channels	Frequency
STK-G#1	All end-users	<ul style="list-style-type: none"> • Keep them informed of the progress of the project. • Create brand recognition. 	Website posts/news, newsletters, social media, Tools4LEAs demonstration and evaluation events, presentations in end-user fora events, workshops or conferences.	At least once every six months
STK-G#1.1	EACTDA end-user members	<ul style="list-style-type: none"> • Engage in the project activities as/when needed. 	Emails, EACTDA General Assemblies, project workshops and meetings	At least once every three months
STK-G#1.2	Europol	<ul style="list-style-type: none"> • Inform them so that they can successfully chair the end-user advisory board. 	Emails, end-user advisory board, project workshops and meetings	At least once a month
STK-G#1.3	End-user Advisory Board members	<ul style="list-style-type: none"> • Inform them timely so that they can efficiently take part in the end-user advisory board. 	Emails, end-user advisory board, project workshops and meetings	At least before all board meetings
STK-G#1.4	Other European end-users		Emails	
STK-G#1.5	Other non-European end-users			
STK-G#2	European Commission (EC)	<ul style="list-style-type: none"> • Keep them informed of the progress of the project. • Obtain and maintain their support for the project. • Create brand recognition. 	EC Participant portal, EC organised events/ webinars/etc., emails, website posts/news, social media	At least once every six months
STK-G#2.1	Project Officer of the Tools4LEAs project	<ul style="list-style-type: none"> • Report to them consistently the progress of the project 	When possible/appropriate face-to-face meetings, web- teleconferences	At least once a month
STK-G#2.2	Policy Makers from DG HOME D4	<ul style="list-style-type: none"> • Demonstrate consistently how Tools4LEA is and will be contributing to achievement of their goals • Demonstrate value of continued financing by future ISFP programmes by the direct award • Engage them in promotion of the collaboration of ISFP projects with EACTDA 	When possible/appropriate face-to-face meetings, web- teleconferences	At least once every three months

STK-G#2.3	Policy Makers / Project Officers from DG HOME B4	<ul style="list-style-type: none"> Engage them in the collaboration of Horizon Europe projects with EACTDA 	When possible/appropriate face-to-face meetings, web- teleconferences	
STK-G#2.4	CEPOL, JRC, and ENISA	<ul style="list-style-type: none"> Engage in collaborate with EACTDA 	When possible/appropriate face-to-face meetings, web- teleconferences	
STK-G#2.5	Other EC units and agencies			
STK-G#3	EACTDA members	<ul style="list-style-type: none"> Inform about the progress of the project Sustain sense of engagement and ownership of the project Create brand recognition. Engage in update the inventory of pre-existing tools 	Website posts/news, emails, EACTDA General Assemblies, project workshops and meetings	At least once every three months
STK-G#3.1	EACTDA end-users	(see also STK-G#1.1 – EACTDA end-user members)	(see also STK-G#1.1)	
STK-G#3.2	EACTDA RTOs and Academia	Consolidate the long-term participation		
STK-G#3.3	EACTDA industry and others	Consolidate and diversify short- and long-term participation		
STK-G#4	Technology providers	<ul style="list-style-type: none"> Raise awareness about EACTDA and the project and its goals. Create brand recognition. Demonstrate value of becoming EACTDA members and collaboration with the Tools4LEAs project, and sustain their interest 	Website posts/news, public events and conferences, domain/sector specialised media, EC organised events/webinars etc.,	At least once every six months
STK-G#4.1	EC funded research projects			
STK-G#4.2	Industry			
STK-G#4.3	Open-source communities			
STK-G#5	General public / EU citizens	<ul style="list-style-type: none"> Create brand recognition. Inform the public about the positive impacts of the project. 	Website posts/news, social media	At least twice a month

		<ul style="list-style-type: none">• In case of communication crisis, appropriately handle it.		
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5. Dissemination management

5.1. Establishing the objectives

Dissemination of project results is all about sharing them with potential users - peers in the public security field, industry, other commercial players and policymakers. Dissemination is essential for take-up, and take-up is crucial for the success of the project and the sustainability of outputs in the long term^{2,3}.

Successful dissemination plan needs to identify the project results, the potential end-users, and how to reach them. In the case of the Tools4LEAs project, the main project results can be summarised as:

- Software tools and components within different (cyber) security topics covered
- Collaboration platforms (the repository of tools and the DevOps environment)
- Knowledge, skills, and know-how related to software development, testing, evaluation
- Policy recommendations

Considering the aforementioned project results, the short- and long-term dissemination objectives of the project are presented below.

- Short-term:
 - **Raise awareness:** inform all key stakeholders about the project, its goals, plan, etc.
 - **Inform:** educate all key stakeholders about how to participate, collaborate, and/or benefit.
 - **Engage:** get inputs/feedback from the key stakeholders directly involved in the project during its execution.
 - **Promote:** maximise the number of key stakeholders that participate in project demonstration and evaluation events and making sure that some of them decide to adopt/use the results of the project.
 - **Make sustainable:** increase the number of active EACTDA members and the number of end-users that benefit from and use the results of the project.
- Long-term:
 - **Raise awareness:** go beyond the key stakeholders and inform all stakeholders about the project, its goals, plan, etc.
 - **Inform:** educate all stakeholders about the goals and the positive impact of the project.
 - **Engage:** get inputs/feedback from the key stakeholders as/when necessary.
 - **Promote:** ensure that all key stakeholders participate (or at least are invited to do so) in project demonstration and evaluation events and that a significant number of them decide to adopt/use the results of the project.
 - **Make sustainable:** maximise the number of end-users that benefit from and use the results of the project.

² https://ec.europa.eu/research/participants/data/ref/h2020/other/events/2017-03-01/8_result-dissemination-exploitation.pdf

³ <https://ec.europa.eu/chafea/health/beneficiaries-corner/documents/factsheet-10.pdf>

5.2. Target audiences

The audience for the dissemination of project results is the same one as for communication (see section “4.2 Target audience”) with the exception of STK-G#5 - General public / EU citizens, as they will benefit indirectly from the results of the project but they are not potential users of them.

5.3. Identifying and planning the dissemination activities

Once the targeted audiences are identified, it is necessary to define the dissemination goals and then to design a work plan including tailored dissemination activities for each of them. Below we present the dissemination plan. Note that the sub-categories/groups of stakeholders inherit the same communication goals, channels, and frequencies as the whole group and that they might have (or not) additional ones.

ID	Stakeholder group	Dissemination goal(s)	Dissemm. channels	Frequency
STK-G#1	All end-users	<ul style="list-style-type: none"> • Inform about and offer the results of the project to as many end-users as possible. • Promote the adoption of the results of the project by as many of the end-users as possible. 	EACTDA’s repository, Europol’s Code Repository (ECR), Project website, Tools4LEAs demonstration & evaluation events, presentations in end-user fora events, workshops or conferences	At least once every six months
<i>STK-G#1.1</i>	<i>EACTDA end-user members</i>	•		
<i>STK-G#1.2</i>	<i>Europol</i>	•		
<i>STK-G#1.3</i>	<i>End-user Advisory Board members</i>	•		
<i>STK-G#1.4</i>	<i>Other European end-users</i>	•		
<i>STK-G#1.5</i>	<i>Other non-European end-users</i>			
STK-G#2	European Commission (EC)	<ul style="list-style-type: none"> • Provide policy recommendations as requested by the EC • Inform about project results 	Policy briefs, conference/workshop presentations at EC organised events, Tools4LEAs demonstration & evaluation events	At least once during the project
<i>STK-G#2.1</i>	<i>Project Officer of the Tools4LEAs project</i>	• <i>Sustain sense of engagement and ownership of the project</i>		<i>At least once a year</i>
<i>STK-G#2.2</i>	<i>Policy Makers from DG HOME D4</i>	• <i>Create links between Horizon Europe and EACTDA/Tools4LEAs</i>		<i>At least once a year</i>
<i>STK-G#2.3</i>	<i>Policy Makers / Project Officers from DG HOME B4</i>	• <i>Sustain sense of engagement and ownership of the project</i>	<i>Meetings, events</i>	<i>Regularly; when possible on a monthly basis</i>
<i>STK-G#2.4</i>	<i>CEPOL, JRC, and ENISA</i>	• <i>Establish collaboration frameworks as/if appropriate.</i>		

STK-G#2.5	Other EC units and agencies	<ul style="list-style-type: none"> • Raise awareness and identify common areas of collaboration/interest 		Ad hoc
STK-G#3	EACTDA members	<ul style="list-style-type: none"> • Inform all of them about the results of the project. • Promote the use of the project results in their other projects/work (under the EACTDA licensing conditions) so that these results evolve and are improved over time. 	Emails, newsletters, website, social media, Tools4LEAs demonstration & evaluation events, EACTDA General Assembly and other meetings	At least once every three months
STK-G#3.1	EACTDA end-users	(see also STK-G#1.1 - EACTDA end-user members)	(see also STK-G#1.1)	
STK-G#3.2	EACTDA RTOs and Academia			
STK-G#3.3	EACTDA industry and others			
STK-G#4	Technology providers	<ul style="list-style-type: none"> • Inform all of them about the results of the project. 	Tools4LEAs website, newsletter, social media, fairs, exhibitions, conferences, EC organised events	At least once every six months
STK-G#4.1	EC funded research projects	<ul style="list-style-type: none"> • Promote the use of the project results in their other projects/work (under the EACTDA licensing conditions) so that these results evolve and are improved over time. 	Tools4LEAs demonstration & evaluation events	
STK-G#4.2	Industry			
STK-G#4.3	Open-source communities			

6. Summary

6.1. Conclusion

The document defines the communication and dissemination strategies and the principles that will guide them, detailed objectives, intended audiences, preferred channels, and plans for the communication and dissemination activities of the Tools4LEAs project.

6.2. Evaluation

Tools4LEAs first iteration proved to be successful, achieving the objectives of communication and dissemination. Strategies, objectives, and plans presented in this document are based on the experience of the Tools4LEAs first iteration project as a solid starting point for this Tools4LEAs-v2 project. In addition, new communication and dissemination objectives and activities have been identified and planned for the Tools4LEAs-v2 project, as presented in section 3, which are aligned with the updates to the EACTDA and Tools4LEAs series of projects strategies defined by EACTDA's Board.

The communication and dissemination plan presented in the document will be adapted and updated as needed during the execution of the project. In this project, the same long-term strategy should continue, while adding additional elements involving other relevant stakeholders and actors.

6.3. Future work

Though there is no official/formal update of this deliverable that has to be submitted to the European Commission, during the execution of the project this deliverable will be revisited and updated if/as needed for internal use and benefit of the project team members.

ANNEX I – Communication and dissemination materials and resources



Figure 1 - Logo
















 <p>A project of the European Anti-Cybercrime Technology Development Association (EACTDA)</p>  <p><u>Dx.y Title-of-the-deliverable</u></p> 	<p>Tools4LEAs  </p> <table border="1"> <tr><td>Version:</td><td>01</td></tr> <tr><td>Delivery date:</td><td>Month Year (e.g., July 2021)</td></tr> <tr><td>Dissemination level:</td><td>Public</td></tr> <tr><td>or</td><td>CONFIDENTIAL (only for members of the consortium, including the Commission services)</td></tr> <tr><td>Status:</td><td>DRAFT</td></tr> <tr><td>Nature:</td><td>Report</td></tr> <tr><td>Main author(s):</td><td>xxxxxx EACTDA</td></tr> <tr><td>Contributor(s):</td><td></td></tr> </table> <p>DOCUMENT CONTROL</p> <table border="1"> <thead> <tr><th>Version</th><th>Date</th><th>Author(s)</th><th>Change(s)</th></tr> </thead> <tbody> <tr><td>0.1</td><td>dd/mm/yyyy</td><td>Full name, (EACTDA)</td><td>TDC and initial text</td></tr> <tr><td>0.2</td><td>dd/mm/yyyy</td><td>Full name, (EACTDA)</td><td>First revision: for all sections completed. Requested contributions from EACTDA members and key stakeholders.</td></tr> <tr><td>0.3</td><td>dd/mm/yyyy</td><td>Full name, (EACTDA)</td><td>Updated with revised feedback</td></tr> <tr><td>0.0</td><td>dd/mm/yyyy</td><td>Full name, (EACTDA)</td><td>Final version, ready to be submitted</td></tr> </tbody> </table> <p>Page 2 of 7 The Tools4LEAs project() </p>	Version:	01	Delivery date:	Month Year (e.g., July 2021)	Dissemination level:	Public	or	CONFIDENTIAL (only for members of the consortium, including the Commission services)	Status:	DRAFT	Nature:	Report	Main author(s):	xxxxxx EACTDA	Contributor(s):		Version	Date	Author(s)	Change(s)	0.1	dd/mm/yyyy	Full name, (EACTDA)	TDC and initial text	0.2	dd/mm/yyyy	Full name, (EACTDA)	First revision: for all sections completed. Requested contributions from EACTDA members and key stakeholders.	0.3	dd/mm/yyyy	Full name, (EACTDA)	Updated with revised feedback	0.0	dd/mm/yyyy	Full name, (EACTDA)	Final version, ready to be submitted	<p>Tools4LEAs  </p> <p>TABLE OF CONTENTS</p> <ul style="list-style-type: none"> 1. Introduction 4 1.1. Overview of the Tools4LEAs project 4 1.2. Main objective of this document 4 1.3. Relation to other deliverables 4 1.4. Structure of the deliverable 4 2. Introduction to XXXX 5 2.1. xxxxx 5 3. Summary 6 3.1. Conclusion 6 3.2. Evaluation 6 3.3. Future work 6 <p>Page 3 of 7 The Tools4LEAs project() </p>
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<p>Tools4LEAs  </p> <p>1. Introduction</p> <p>1.1. Overview of the Tools4LEAs project</p> <p>EACTDA is the acronym of the European Anti-Cybercrime Technology Development Association, which is a private non-profit association, established in San Sebastian, Spain. The members of the Association include European Union (EU) public entities fighting cybercrime, universities and research technology organisations, for-profit private companies, and other relevant actors in the field of the EU security research and innovation.</p> <p>The Tools4LEAs projects are a series of projects that receive a Direct Award under the ISP programme, and which main goal is to facilitate and promote the uptake of innovative technologies by EU public entities fighting cybercrime. EACTDA, via the Tools4LEAs projects, aims at further developing one-off-time assets, mostly from EU-funded security research and development projects.</p>	<p>Tools4LEAs  </p> <ul style="list-style-type: none"> • Dc-XXXXXXXXXX 00000000 • Dc-XXXXXXXXXX 00000000 • Dc-XXXXXXXXXX 00000000 <p>1.4. Structure of the deliverable</p> <p>Section 2 of this document introduces the concept of</p> <p>Section 3 describes what a</p> <p>Finally, section XXXX summarises which is the goal and key aspects of this document, it acknowledges that there is still work to be done to improve the document, and it presents some of the areas of future work that have already been identified.</p>	<p>Tools4LEAs  </p> <p>2. Introduction to XXXX</p> <p>xxxxxx</p> <p>2.1. xxxxx</p>																																				

Figure 2 - Deliverable template (applicable also for public deliverables)

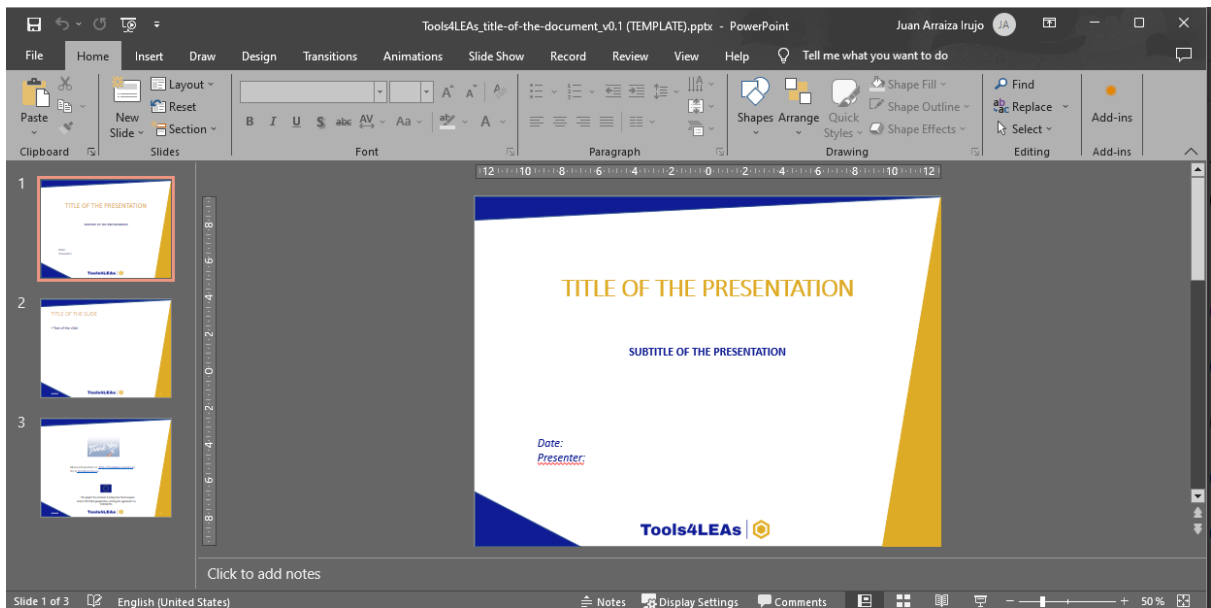


Figure 3 - Presentation template

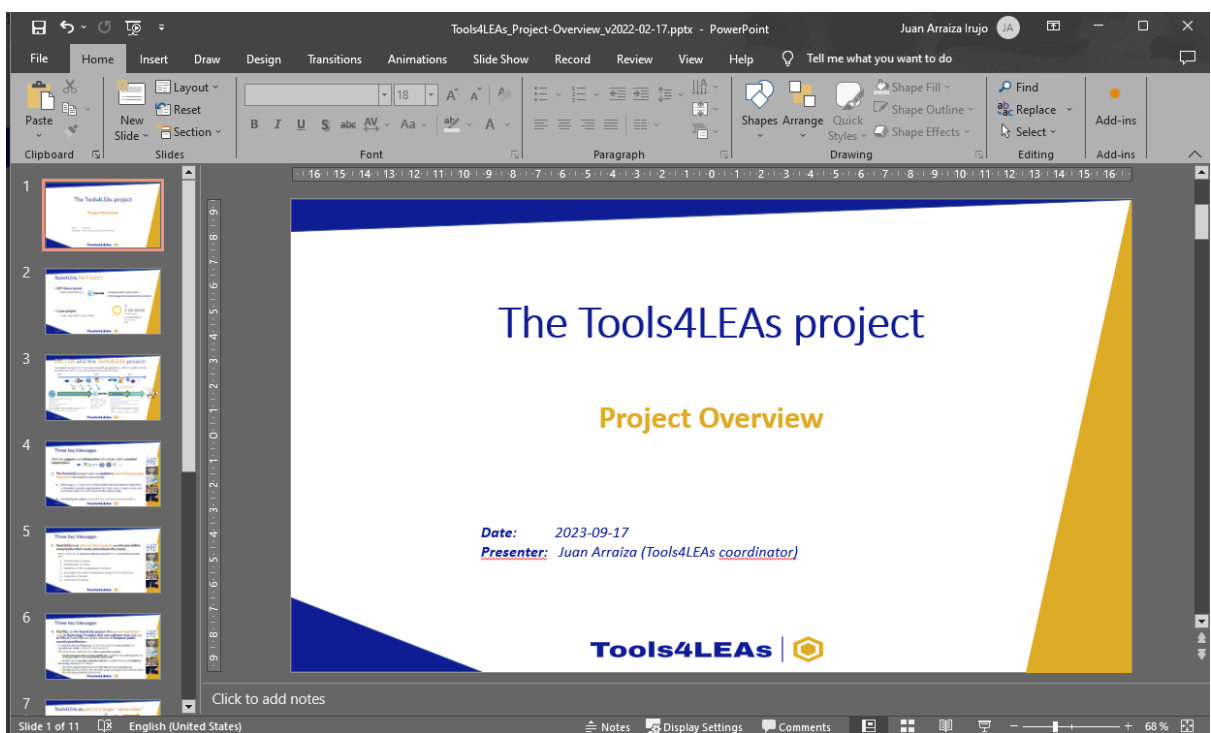
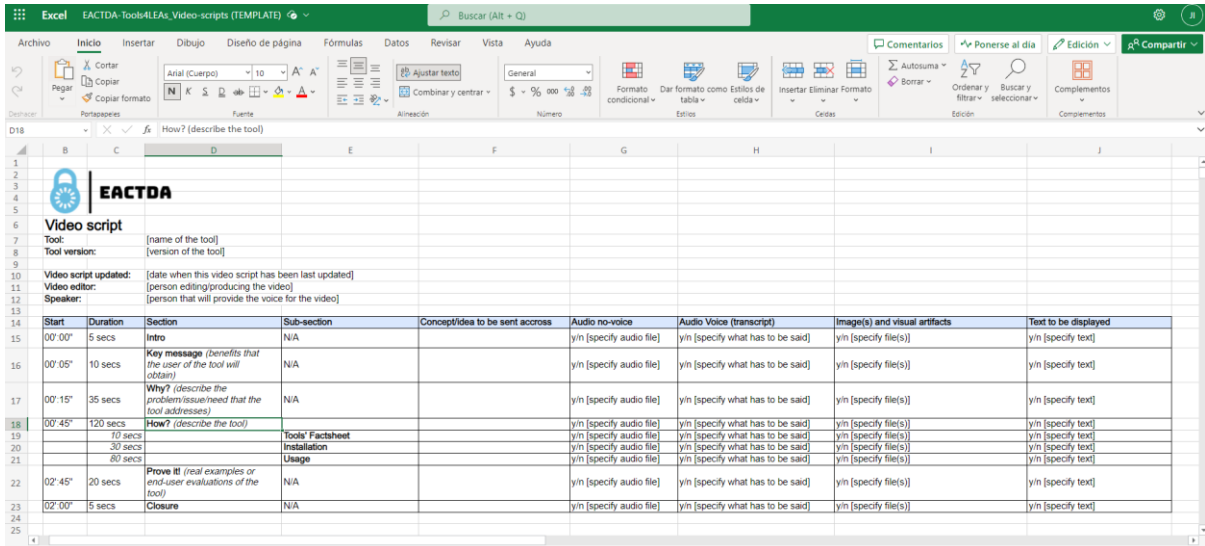


Figure 4 - Project overview presentation



Start	Duration	Section	Sub-section	Concept/Idea to be sent across	Audio no-voice	Audio Voice (transcript)	Image(s) and visual artifacts	Text to be displayed
00:00	5 secs	Intro	N/A		y/in [specify audio file]	y/in [specify what has to be said]	y/in [specify file(s)]	y/in [specify text]
00:05	10 secs	Key message (benefits that the user of the tool will obtain)	N/A		y/in [specify audio file]	y/in [specify what has to be said]	y/in [specify file(s)]	y/in [specify text]
00:15	35 secs	Why? (describe the problem/issue/need that the tool addresses)	N/A		y/in [specify audio file]	y/in [specify what has to be said]	y/in [specify file(s)]	y/in [specify text]
00:45	120 secs	How? (describe the tool)			y/in [specify audio file]	y/in [specify what has to be said]	y/in [specify file(s)]	y/in [specify text]
	10 secs		Tools Factsheet		y/in [specify audio file]	y/in [specify what has to be said]	y/in [specify file(s)]	y/in [specify text]
	30 secs		Installation		y/in [specify audio file]	y/in [specify what has to be said]	y/in [specify file(s)]	y/in [specify text]
	80 secs		Usage		y/in [specify audio file]	y/in [specify what has to be said]	y/in [specify file(s)]	y/in [specify text]
02:45	20 secs	Proofs III (real examples or end-user evaluations of the tool)	N/A		y/in [specify audio file]	y/in [specify what has to be said]	y/in [specify file(s)]	y/in [specify text]
02:00	5 secs	Closure	N/A		y/in [specify audio file]	y/in [specify what has to be said]	y/in [specify file(s)]	y/in [specify text]

Figure 5 - Screenshot of the video-script template used to design new tool-presentation videos

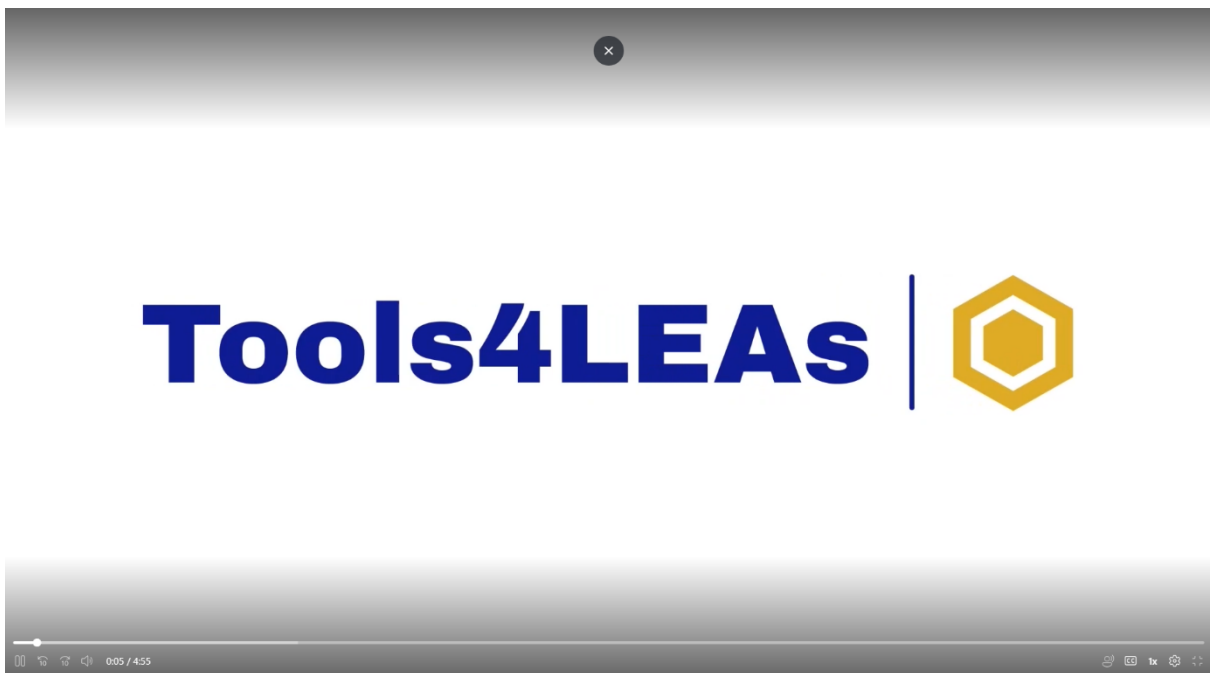
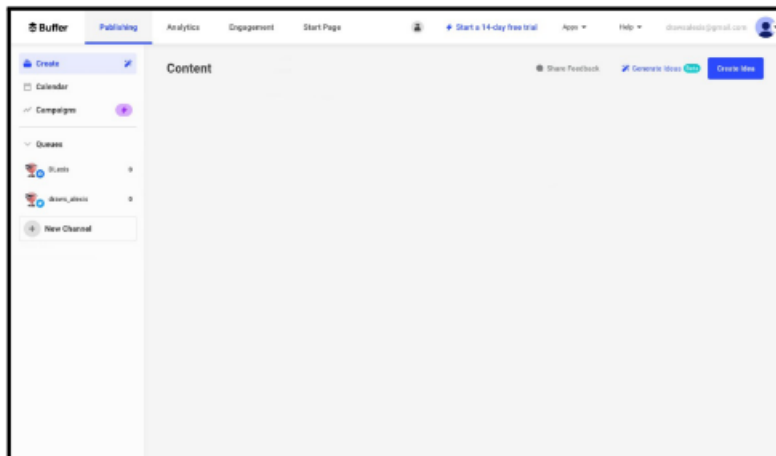


Figure 6 - Screenshot of one of the videos to present the tools delivered by Tools4LEAs

Creación de Ideas

Ya teniendo la cuenta creada y conectada a las redes sociales que nos interesa, explicaremos varios de sus usos.



En el panel de "Create" tenemos la opción para crear ideas de futuras publicaciones, o borradores si se da el caso de que dicha idea (video, imagen...) no la tengamos del todo desarrollada.

Al presionar en el botón "Create Idea" nos aparecerá esta ventana, en el que podemos ir empezando a plasmar las ideas.

- 1- Solo hay que escribir, no hay límites de caracteres o palabras.
- 2- También tiene una opción para añadir emoticonos
- 3- Una opción para añadir contenido multimedia.

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Figure 7 - Screenshot of one of the pages of the internal guide used to generate content to be published in multiple social media platforms