CCi

CUTTING CRIME IMPACT

Cutting Crime Impact

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DELIVERABLE 10.5

Communication Plan

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1. Introduction

This Communication Plan is integrated under WP10 – "Dissemination, Communication and Exploitation" of the *Cutting Crime Impact* (CCI) project. The leader of WP10 (LOBA) is responsible for the overall management and support of the activities defined under the Communication Strategy Report and the present Communication Plan and will develop the main tools and materials to be used during the project. In the "Communication Strategy Report" (10.1), developed by LOBA, you will find more information about the project´s dissemination and communication strategy and the associated actions that will be implemented during the CCI project. It contains information on the following areas: Communication Approach and Methods, Target Groups, Tools, Channels and Evaluation Criteria.

This Communication Plan of the CCI project is developed by DPT-I and is a complement to the Communication Strategy Report. Its main objective is to provide partners with an overview of relevant events and activities, and to help organise their participation in these events. Participation in relevant events, in turn, serves to disseminate the project and its results. In addition, this plan—together with the Communication Strategy—sets out how other channels (e.g. website, newsletter and social media) to be used for dissemination purposes. This document is conceived as a working paper. Therefore, its contents will be regularly updated during the project.

All partners will also be actively involved in the dissemination and communication actions implementation and are highly committed to ensuring a satisfactory dissemination of the project's results.

2. Procedure

As task leader of work package 10.5, DPT-I is responsible for the development and continuous updating of a plan for the project communication actions. To this end, the following three measures have been undertaken in the project:

1. DPT-I created an events calendar that tracks all events of importance in a clear and user-friendly way. It is mainly used to get an overview of all relevant events and to organise the participation of the project partners. All project partners will actively participate in the implementation of the dissemination and communication activities. Therefore, all project partners have access to the calendar and can enter any events that might be relevant to CCI. The calendar is password protected, the username and password have been communicated with the consortium.

2. In addition, a card is created on the project management system, Trello, for each relevant event. The project partners' participation in the individual events can be planned and discussed here. Moreover, partners can add more in-depth information about the events and, for example, discuss the materials required. The continuous updating of the event calendar as well as the Trello cards by all project partners supports dissemination and tracking of activities.

3. Furthermore, LOBA has developed a spreadsheet on GoogleDocs to record the project communication and dissemination actions. After attending an event, partners provide concrete information and event details within this spreadsheet. For example, information is provided on the location, time and type of the event, type of participation (e.g. as a speaker or participant) as well as audience type and number. This information will be used to report project progress to the EU Commission.

3. Events

3.1 INTERNAL MEETINGS

The CCI consortium has a mandatory CCI Steering Group meeting every two weeks via Skype to monitor progress and identify steps to address any identified risks. The meetings are chaired and recorded by the Project Coordinator, USAL. The project management meetings consist of at least one representative from each partner and are well-attended.

The CCI consortium recognises the value of face-to-face meetings for communicating and sharing tacit knowledge. Therefore, every 6 months a face-to-face mandatory meeting is planned. Where possible, management meetings are coordinated with other activities (e.g. DesignLabs; Advisory Board meetings) to reduce budgetary costs. The following internal personal meetings are planned:

Event Type	Dates and Locations
Kick-off & Advisory Board Meeting	23–25 October 2018, Manchester
Consortium Meeting & Design Labs	19–21 February 2019, Amsterdam
Consortium Meeting	24–26 September 2019, Manchester
Consortium Meeting	28–30 January 2020, Barcelona
Consortium Meeting	22–24 September 2020, Hannover
Consortium Meeting	27–29 April 2021, Paris
Final Meeting	20–23 September 2021, Brussels

The project will make use of technologies to support communication in between face-to-face meetings. For example, by using the project management software Trello, which enables the exchange of information and documents amongst partners.

3.2 NATIONAL AND INTERNATIONAL EVENTS

Partners will participate in national and international events to promote and disseminate the CCI project. Partners have already participated in the following events or will do so in the future:

Event Title	Type of Event	Date	Participating Partners	Type of Participation	Audience	Required Materials
Prevention of Violence and Extremism Conference (PVE) Eschborn, Germany	Conference	08-09 Nov 2018	Dr. Claudia Heinzelmann (DPT-I)	Speaker	60	none
CEPOL webinar	Webinar	From 02 Dec 2018	Paul van Soomeren (DSP)	Speaker	135+	
NPCC Intelligence Practice Research Consortium (IPRC) Birmingham, UK	Working Group	From 13 Dec 2018	Anno Bunnik (RUG)	Member	25	
The future of the United Nations in International Peace and Security Copenhagen, Denmark	Conference	17 Jan 2019				
Urban Security - Municipalities and public space protection Conference Coimbra, Portugal	Conference	01 Feb 2019	Mónica Diniz, Lisbon Municipal Police (CML)	Speaker	40	
Training Crowd management and CP-UDP Utrecht, Netherlands	Training	05 Feb 2019	Paul van Soomeren, Randy Bloeme (DSP)	Speaker	10	

International Design out Crime and CPTED conference Perth, Western Australia	Conference	13-15 Feb 2019			
European Police Congress Berlin, Germany	Congress	19-20 Feb 2019			
Overcoming Urban Security Threats Tel Aviv, Israel	Conference	25-27 Feb 2019			
Safe City 1.0 KulturAktiv and National Crime Prevention Council Budapest, Hungary	Conference	07-08 Mar 2019	Paul van Soomeren (DSP)	Speaker, Panelist, Participant	100
Prevention Congress of Lower Saxony Osnabrück, Germany	Congress	11 Mar 2019	Anke Schröder (LKA), Margo Krenz (DPT-I)	A. Schröder as a Speaker about KURBAS, M. Krenz as a Participant	400	None
Policing 2.0 - Designing Policing from Scratch London, UK	Conference	13-14 Mar 2019	GMP		
Symposium of the Social Department of Munich Munich, Germany	Conference	15 Mar 2019	Anke Schröder (LKA)	Speaker, Lecture about CCI and Urban Security	60

Event	Type	Date	Person	Role	Number
13th Meeting of the Community of Users on Secure, Safe, Resilient Societies (EU Commission) Brussels, Belgium	Conference	25-29 Mar 2019			
International Congress on Public Policies to Prevent Violence and Crime with a Citizen's Perspective Nuevo León, México	Congress	25-29 Mar 2019			
Information event for international students in the State Office of Criminal Investigation of Lower Saxony Hannover, Germany	Information event	01 Apr 2019	Anke Schröder (LKA)	Speaker, Lecture about KURBAS, Divercity, and CCI	36
Expert session Design Against Terrorism (DAT) Culemborg, Netherlands	Expert Session	13 Apr 2019	Paul van Soomeren (DSP)	Expert	13
EUCPN expert meeting (EU Crime Prevention Network) Brussels, Belgium	Expert Meeting	18 Apr 2019	Paul van Soomeren (DSP)	Participant	
International EU Conference on CTER Tallinn, Estonia	Conference	19 Apr 2019	Paul van Soomeren (DSP)	Speaker	

Conferences and expert meetings for architects and planners Oslo, Norway	Conferences, Expert Meeting	25-26 Apr 2019	Paul van Soomeren (DSP)	Speaker, Panelist		
Safer Sweden Foundation Stockholm, Sweden	Conference	6-8 May 2019	Anke Schröder (LKA)	Speaker, Lecture about CCI	150	
24th German Prevention Congress (DPT) Berlin, Germany	International Congress	20-21 May 2019	Dr. Claudia Heinzelmann, Margo Krenz (DPT-I), Andrew Wootton, Prof. Caroline Davey (USAL), Anke Schröder, Max Querbach (LKA), Anno Bunnik (RUG), Francesc Guillén (INT)	Lecture given by A. Wootton & C. Davey, Lecture and Exhibition Stand by LKA, Poster by M. Krenz, Lecture by A. Bunnik, F. Guillén as Participant	3,000	Poster, roll-up banner, pens, brochures, copies of the requirements capture cards, flyer for the presentation in German & English, postcards or flyers for interesting CCI outputs
CEPOL webinar	Webinar	22 May 2019	Oskar Gstrein (RUG)	Speaker about Predictive Policing, also presenting CCI		
Stockholm Criminology Symposium Stockholm, Sweden	Symposium	10-12 June 2019				
Victim Support Europe Annual Conference (VSE) Strasbourg, France	Conference	12-13 June 2019				

Expert Symposium of the State Office of Criminal Investigation of Lower Saxony Hannover, Germany	Expert Symposium	17 June 2019	Anke Schröder, Max Querbach (LKA)	Exhibition of CCI Materials
Forum of the Criminal Institute of the BKA Mainz/Wiesbaden, Germany	Forum	24-25 June 2019	Anke Schröder (LKA), Margo Krenz (DPT-I)	A. Schröder as a Speaker about CCI, M. Krenz as a Participant
Efus General Assembly Augsburg, Germany	General Assembly	25-26 June 2019	Efus	
Intern. CPTED Association Conference - Urban Safety & Human Security Cancun, Mexico	Conference	28-30 Aug 2019	Paul van Soomeren (DSP)	
International Association of Societies of Design Research Conference (IASDR) Manchester, UK	Conference	2–5 Sept 2019	Dr Dawn Ellams, Andrew Wootton, Prof Caroline Davey	
16th Scientific Symposium of the Criminological Society (KrimG) Vienna, Austria	Symposium	5-7 Sept 2019	Dr. Claudia Heinzelmann, Margo Krenz (DPT-I)	Panelists
Sexual Violence Research Initiative Forum (SVRI) Cape Town, South Africa	Forum	16-19 Sept 2019		

4th World Congress on Probation Sydney, Australia	Congress	18-20 Sept 2019			
European Society of Criminology Conference (EUROCRIM) Ghent, Belgium	Conference	18-21 Sept 2019	RUG and INT are planning a panel	Panelists	
'Use of A/I data'. Predictive Policing Workshop, SHERPA-Project Twente, Netherlands	Workshop	25-26 Sept 2019	Anno Bunnik (RUG)	Participant	26
5th Intern. Conference on Law Enforcement & Public Health Edinburgh, Scotland	Conference	21-23 Oct 2019			
AMERICAN SOCIETY OF CRIMINOLOGY - Confronting Injustice and Inequalities San Francisco, USA	Congress	13-16 Nov 2019			
Design Research for Change Symposium London, UK	Conference	11-12 Dec 2019	USAL is interested in attending		
25th German Prevention Congress (DPT) Kassel, Germany	Congress	27-28 Apr 2020	Dr. Claudia Heinzelmann, Margo Krenz (DPT-I)		

AMERICAN SOCIETY OF CRIMINOLOGY Washington, USA	Congress	18-21 Nov 2020

This list of events will be updated continuously during the course of the project. A continuous exchange takes place about who will be participating in which events, which communication materials are needed, etc.

4.   Additional Communication Channels

LOBA was responsible for the development of a project website and will be responsible for its ongoing maintenance. LOBA is also in charge of all marketing for the project – e.g. through mass media communication to enable information to be disseminated worldwide, thus generating interest and new opportunities. In relation to the website and project marketing, LOBA works closely with the project co-ordinator and CCI partners.

The following channels will be used to communicate and disseminate the project and its results:

Website: The first version of CCI's website was launched in January 2019 at www.cuttingcrimeimpact.eu. This website will be an ongoing task and LOBA will develop its structure during the lifespan of the project. Additionally, LOBA will use Google Analytics as its web analytics service to track website traffic and collect statistics that will help to optimise the website and the communication and dissemination strategy. Deliverable 10.6 includes further details on CCI's website.

Social Media: In February 2019, LOBA launched the official social network pages of the project on *Twitter* (https://twitter.com/CCIproject) and *Facebook* (https://www.facebook.com/CCIproject/). A *YouTube channel* (https://www.youtube.com/channel/UC6f0tcp1-VYzDAkcfvXyIKA) has also been created.

After agreeing the content with the consortium, LOBA will intensify the number of publications and plans to make at least two posts per week. Possible contents of the posts are: contents from the website, fact sheets/brochures, events, project results and relevant insights extracted from the public deliverables, etc. On twitter LOBA will also do several retweets and engage with other accounts by tweeting them or/and sending direct messages.

Partners will use their existing social media pages to create a multiplier effect and promote CCI activities. All partners see themselves as creative minds behind the project's public relations work. They regularly give LOBA ideas and input for posts, tweets etc.

Communication Materials: Communication materials aim to support partners in their formal and informal communications, such as in the reporting process, presentations in meetings and events, participation in events, and mass mailing announcements or communications.

Deliverable 10.4 – Communication Materials includes further details on the communication materials of the project.

Press Releases: Press releases relevant for the scope of the project will be sent to specific media outlets. Stakeholders will be informed as well. Partners will also write press releases for distribution within their relevant countries. Several press releases and internal communications followed the launch of CCI.

Scientific Papers: Articles and publications will be developed and disseminated to relevant journals, platforms (CORDIS, journals) at national and EU level. They will also be uploaded to the website and to Zenodo for open access, where permitted.

Newsletter: The consortium foresees the production of six newsletters during the project – two newsletters per year. Possible contents include news about project activities and results, articles from partners, external news/topics relevant to the project, etc. Its purpose is to raise awareness about the project and present recent news. These newsletters will be sent proactively to the website subscribers. Partners will also actively share the newsletter with their own contacts in a personal or professional capacity.

Deliverable 10.1 Communication Strategy provides a quantitative overview of the dissemination and communication Key Performance Indicators that the project has established.

5.   Conclusion

The successful communication and dissemination of the project and the project results depends strongly on the professional output of the project as well as the communication participation and activity of the consortium. Therefore, it is critical that CCI project partners:

1. Keep each other and the Coordinator informed about upcoming events relevant to CCI

2. Actively participate in the various identified events and coordinate their participation and responsibilities with their consortium partners

3. Coordinate with LOBA in advance regarding the communication materials they require.

4. Feedback to CCI consortium members after events and, if possible, generate communication outputs

5. Actively participate in the use of social media channels and support each other in doing this.