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**Action Grants to Support Transnational Projects to
Promote Judicial Cooperation in Criminal Matters**

Grant Agreement No. 766468

EVIDENCE2E-CODEX

**Linking EVIDENCE into e-CODEX for EIO
and MLA procedures in Europe**

Dissemination and Communication Strategy

Deliverable D1.2

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Executive Summary

Deliverable D1.2 'Dissemination and Communication Strategy' is developed in accordance with the description of activities under Grant Agreement No 766468, 'EVIDENCE2e-CODEX Linking EVIDENCE into e-CODEX for EIO and MLA procedures in Europe' (EVIDENCE2e-CODEX). It reflects the overall objectives of the EVIDENCE2e-CODEX project and outlines the major steps in the implementation of all activities related to dissemination of information and raising the stakeholders' awareness on the collection, preservation, use and – in particular – exchange of electronic evidence; and the final products to be developed under the project, namely a secure electronic evidence exchange tool and a tailored made methodology for extending the secure electronic evidence exchange to all Member States.

The Dissemination and Communications Strategy is carried out in the context of a Work Package 1 'Management and Coordination of the Project' that serves to coordinate, administer and manage the various project activities in order to ensure that they are carried out effectively and successfully, including building strong relations with stakeholders and disseminating the project results across the widest possible range of audiences. It is closely related to all other activities of the EVIDENCE2e-CODEX project and is developed as a plan for the way in which the activities and the outputs generated by the project can be used and further exploit in the future.

The Dissemination and Communication Strategy is developed for the purposes of effective communication of the results outside the EVIDENCE2e-CODEX Consortium. It is intended to be a live folder, which will continuously be enriched with the forthcoming project's achievements and contributions from partners.

The Dissemination and Communication Strategy aims to cover all dissemination processes throughout the project by identifying each target audience and outlining the proper communication tools to reach it. It outlines a framework for structured, continuous and productive engagement of stakeholders by presenting a detailed analysis of the target groups and appropriate communication methods/tools, logo usage, project publicity and event management guidelines for all Consortium team members, and establishing criteria for measuring the impact of the dissemination processes.

Deriving from the dissemination objectives, the deliverable presents the target audiences identified by the team, clustered into primary and secondary target



audiences. The first group includes policy makers on EU and national levels, legal practitioners, digital forensic consultants, representatives from the technical community with special focus on Internet services providers and tech companies owning the majority of information ready to become evidences in an electronic format, as well as the EVIDENCE2e-CODEX External Advisory Board. As secondary audiences are identified representatives of the research, academia and e-justice projects' communities, the project partners, and the EVIDENCE2e-CODEX Communications Team. A brief description of each target audience and their relation with the project is presented, as well as considerations on stakeholders' interests and values. Based on the specifics of each target audience, key messages to be implied in the communication with them are outlined in the first part of the strategy.

The second part of the document refers to EVIDENCE2e-CODEX communication framework, providing details on each tool to be used in the process of informing and engaging EVIDENCE2e-CODEX audiences. It is complemented by Logo Usage Guidelines, Publicity Guidelines and Event Management Guidelines (Appendices 1-3).

Furthermore, a brief explanation on EVIDENCE2e-CODEX website structure and design is presented. The website design is based on the colours of the project logo, while its structure contains two main parts: a publicly available content area, and an Intranet Section. A separate Administrative Panel is developed to serve for the project website maintenance and further development. Extended report on the EVIDENCE2e-CODEX website development is provided in Appendix 4.

The website management and administration is supported by the development and establishment of general terms and conditions of the contract for the use of the information services and resources provided by the EVIDENCE2e-CODEX Consortium through the EVIDENCE2e-CODEX website regulating the relations between the EVIDENCE2e-CODEX Consortium and any user of the services and resources accessible through the EVIDENCE2e-CODEX website (Appendix 5) and the project website's privacy policy (Appendix 6).

Another element of the EVIDENCE2e-CODEX online presence included in the communication strategy is the project social media activity. The choice of social media platforms follows the needs of the main target audiences and the overall communication framework of the project and falls on LinkedIn and Twitter as most suitable for the purposes of EVIDENCE2e-CODEX project. A detailed justification of the use of each medium is presented as well as identification of the intended



target audiences. Details on EVIDENCE2e-CODEX online identity and the use of each social medium are provided as well.

Events form a significant part of EVIDENCE2e-CODEX outputs validation and improvement process and are to take place throughout the project lifetime. The technical workshops are dedicated to discussions and validations of the Evidence Exchange Standard Package Application to be developed within the project. Three other workshops and a final conference are dedicated to stakeholder engagement and the development of an Action plan for EU implementation of the 'true to life' example in all Member States. Furthermore, Kick-off Meeting and Interim Project Meetings are to be organized within the project in order to support the administration, financial and legal management of the project as well as management of the scientific results and further practical implementation of socio-economic and culture-related discoveries of the project, deliverables quality and timeframe.

Networking activities are also considered crucial for achievement of EVIDENCE2e-CODEX strategic goals.

In terms of partners' involvement, the strategy sets to implement a system in which all Communications Representatives from each work package are invited to fill in online questionnaires every time they publish, share or distribute information about the project (or on a weekly/monthly basis).

Finally, the Deliverable D1.2 concludes with the envisaged measures for monitoring of the dissemination and communication strategy actions, including monitoring the implementation of the activities, ensuring coordination and exchange of information, and providing regular and accurate updates of the disseminated information. A set of Key Performance Indicators (KPIs) is provided which refer to measurable outputs of the project dissemination activities related to the EVIDENCE2e-CODEX online presence (website and social media platforms), events attendance rates and overall partners' dissemination and publication activities. It is also considered that the KPIs would vary in time according to the dates of implementation of the public events or other dissemination activities planned within the project.

