



D8.2 – Dissemination and Communication Plan and Material – 2nd Release

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Executive Summary

The first release of this document (D8.1 “Dissemination and Communication Plan and Material – 1st Release”) presented a comprehensive dissemination and communication strategy and plan for the project’s activities and results, providing a holistic view of our intentions and objectives. The approach for the series of deliverables documenting the dissemination and communication aspects of TENACITY is to describe in each subsequent release, that is the 2nd release as D8.2 (M12), the 3rd release as D8.3 (M24) and the 4th release as D8.4 (M36) the necessary updates (if required) to the designed strategy and plan, as well as the specific activities that have been performed.

The decision to focus solely on updates and the details of performed activities in the subsequent releases stems from the need for transparency and accountability. As the project progresses, it becomes crucial to maintain clarity and track progress of dissemination and communication activities and their performance. By concentrating on updates and the specifics of executed activities in the subsequent releases, we aim to offer stakeholders and engaged audience a precise account of our accomplishments, challenges faced, and lessons learned. This approach fosters a more effective and efficient exchange of information, enabling us to adjust our strategies as necessary and ensure that our project remains aligned with its objectives and stakeholders' expectations.

This second release of the document (D8.2) focuses on updates and detailed activities related to dissemination and communication. However, the first release (D8.1) is essential for understanding the context and overarching strategy of the project's dissemination and communication plan. The first release provides essential information about the project's goals, objectives, and initial plan for communication and dissemination. It also sets the stage for all subsequent updates and serves as a historical record of the project's evolution in this area. By reading both releases together, stakeholders can gain a comprehensive understanding of the project's communication strategy and its unfolding narrative. This includes understanding the progress made, the adjustments undertaken, and the overarching vision that guides the project's dissemination and communication work.

The dissemination and communication plan for this project is comprehensive and solid. It includes a variety of planned activities planned, including: Developing a website and social media presence, publishing scientific articles, presenting at conferences and workshops, and working with stakeholders to communicate our findings. Satisfactory progress was made on these activities, however the most significant amount of work needs to be implemented during the next two years of the project. The website and social media are gaining traction and their trends need to be improve in subsequent months as the consortium will to produce scientific publications, communicate the project’s tangible and intangible outcomes and participate in and organize more workshops to reach a wider audience.

There is confident that the dissemination and communication plan and its execution will be successful in raising awareness of our project and its findings. The consortium is committed to communicating the project’s development in a clear and accessible way, and that the overall approach and the envisioned activities are sufficient and efficient in achieving the dissemination and communications targets.

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List of Abbreviations

Term	Description
D	Deliverable
D&C	Dissemination and Communication
DCP	Dissemination and Communication Plan
DCS	Dissemination and Communication Strategy
DoA	Description of Action
EC	European Commission
EU	European Union
FAQ	Frequently Asked Questions
HE	Horizon Europe
ICT	Information and Communication Technology
KPI	Key Performance Indicator
M	Month
MoM	Minutes of Meeting
R&I	Research & Innovation
T	Task
WP	Work Package

1 Introduction

1.1 Description of Activities

The first release of this document (D8.1 “Dissemination and Communication Plan and Material – 1st Release”) presented a comprehensive dissemination and communication strategy and plan for the project’s activities and results, providing a holistic view of our intentions and objectives. The approach for the series of deliverables documenting the dissemination and communication aspects of TENACITY is to describe in each subsequent release, that is the 2nd release as D8.2 (M12), the 3rd release as D8.3 (M24) and the 4th release as D8.4 (M36) the necessary updates (if required) to the designed strategy and plan, as well as the specific activities that have been performed.

Compelling reasons underpin the decision to concentrate solely on updates and the details of performed activities in the subsequent releases of the document. Firstly, this approach prevents redundant information, ensuring that stakeholders are not burdened with reiterative content that has already been presented in the initial release. Secondly, it contributes to document conciseness and readability, enhancing the accessibility of crucial project information. Thirdly, it allows us to direct attention to the most vital aspects that stakeholders need to be aware of, thus preventing information overload and promoting clarity. Furthermore, by focusing exclusively on updates and activity details, the subsequent releases become an invaluable resource for keeping stakeholders engaged and well-informed about the project's progress, effectively fostering a stronger connection and understanding between the project team, its stakeholders and envisioned audiences.

In this context, this document (D8.2 “Dissemination and Communication Plan and Material – 2nd Release”) will focus on describing these updates and activities in detail. This will ensure that all stakeholders and engaged audience are kept up to date on the latest developments and that the project is well-positioned for successfully communicating and disseminating findings and outcomes.

It should be noted that in order to gain a comprehensive understanding of the dissemination and communication efforts throughout the project's lifecycle, it is imperative to thoroughly review the first release of the document. While this second release (D8.2) primarily focuses on updates and detailed activities, it is the first release (D8.1) that serves as the foundation upon which this information is built. The initial document provides essential context, laying out the overarching strategy, objectives, and the initial plan for communication and dissemination. It sets the stage for all subsequent updates and serves as a historical record of the project's evolution in this crucial aspect. Therefore, by perusing the first release alongside the second, stakeholders can attain a holistic and nuanced perspective of the project's journey, enabling them to appreciate the progress made, the adjustments undertaken, and the overarching vision that guides our dissemination and

communication work. Reading both releases in tandem is, therefore, essential for a comprehensive understanding of our project's communication strategy and its unfolding narrative.

This deliverable is the result of Task 8.1, "Communication and Dissemination Plan" as part of Work Package 8, "Dissemination, Exploitation and Impact Outreach". The project's work on exploitation is the responsibility of Task 8.4, "Exploitation and sustainability plans" and is presented in D8.5. Task T8.1 is a horizontal task extending over the full lifetime of the project and being supported with feedback by every other task in the project's workplan. The deliverables and tasks with stronger relationship with T8.1 are described in D8.1 §1.3.

1.2 Structure of the Deliverable

This deliverable proceeds as follows:

Section 1.3 provides an overview of the Dissemination and Communication Strategy and Plan detailed in D8.1 serving as a link between the 1st and the 2nd release of the deliverable.

Chapter 2 focuses on updates regarding the dissemination and communication plan, namely the execution of a survey on the partners related capabilities and the conclusions drawn upon its results.

Chapter 3 describes the updates implemented in the project's communication channels while chapter 4 presents the updates on the project's dissemination and communication material.

Chapter 5 records the list of dissemination and communication activities and emphasizing the most important ones.

The deliverable concludes, in chapter 6, with a section on Performance Evaluation, describing what is intended to be achieved and how the project will monitor progress made towards the previously defined objectives, in terms of concrete Key Performance Indicators (KPIs). Moreover, it presents the evaluation of the planned activities by focusing on metric, target values and current achieved results.

1.3 Overview of TENACITY's Dissemination and Communication Strategy and Plan

! This section provides an overview of the Dissemination and Communication Strategy and Plan detailed in D8.1 serving as a link between the 1st and the 2nd release of the

deliverable. The reading of this section (section 1.3) can be omitted by anyone having an effective understanding of the concepts and details presented in D8.1.

To effectively communicate with TENACITY's audience, it is important to understand their needs and preferences. We need to open and maintain multiple communication channels to reach them, and adjust our messaging accordingly. The right message must reach the right people at the right time and through the right channel. The following aspects should be taken into consideration:

- **Understanding the audience:** We need to understand who TENACITY's audience is, what they care about, and how they prefer to communicate. This will help us to tailor our messaging and delivery methods to their needs.
- **Opening and maintaining multiple communication channels:** We need to open and maintain multiple communication channels to reach TENACITY's audience. This could include email, social media, in-person events, and more. By using a variety of channels, we can ensure that we are reaching everyone who needs to hear from us.
- **Adjusting the messaging:** We need to adjust our messaging based on the defined performance objectives. For example, if we are trying to increase awareness of TENACITY's work, we will use a different message than if we are trying to generate donations.
- **The right message:** The right message is the one that will resonate with the audience and achieve the desired outcome. We need to carefully craft our messages to be clear, concise, and persuasive.
- **The right people:** The right people are the ones who need to hear our message. We need to identify our target audience and focus our efforts on reaching them.
- **The right time:** The right time is the time when the audience is most likely to be receptive to our message. We need to consider their schedules and priorities when deciding when to communicate with them.
- **The right channel:** The right channel is the way that the audience prefers to receive our message. We need to use the channel that they are most likely to see and engage with.

1.3.1 Objectives

The achievement of effective and efficient dissemination and communication in TENACITY is formed around the following concrete project objectives (analysed in D8.1 §):

- Maximisation of impact for LEAs and other user organisations,

- Market uptake to enable exploitation by project partners,
- Promotion of the project's innovation,
- Network building and visibility,
- Sharing of scientific and technological knowledge,
- Provide feedback to policymakers and other decision makers,
- Awareness raising and earning the trust of European citizens.

The project's dissemination and communication activities will undergo continuous monitoring to ensure alignment with the project's goals and objectives. This monitoring aims to evaluate the consortium's communication efforts and establish effective communication channels within TENACITY. The primary objective of this strategy is to provide the project's target audience with essential information about its achievements and contributions to the development of travel intelligence in Europe. To evaluate these activities, Key Performance Indicators (KPIs) have been established, enabling both qualitative and quantitative performance assessments to be presented in each deliverable version.

1.3.2 Audience and Communication Channels

The identified audience of the TENACITY dissemination and communication activities, grouped into three major categories that invite a similar dissemination and communication approach, is:

- Public authorities
 - Law enforcement agencies/ PIUs
 - Member States/ ministries/government departments
 - Regulators and policy-makers
- Scientific society/ Infrastructure & technology
 - Carriers/ Airline companies
 - Data providers/ Data Service providers, i.e.travel operators, tourism organisations
 - Technology/ service providers, investors
 - Standardisation bodies

- Scientific R&D institutions
- General public
 - Passengers/ Citizens
 - Media

TENACITY will assess and, when advantageous, use any available communication channels, including traditional venues, such as academic publishing, and modern ones, such as social media. The envisioned prominent communication channels comprise the following:

- Website
- Social media
- Press releases
- Newsletter
- Workshops
- Policy briefs
- Scientific publications
- International fora & events

Below is a correlation matrix of the choice of most promising channels that TENACITY will use depending on the audience addressed.

Table 1. Correlation Matrix between TENACITY communication channels and Target Audiences

	Website	Social Media	News-letter	Workshops	Press Releases	Scientific Publications	Industry Innovation Events/ Fairs	Policy Briefs
Law Enforcement Agencies/ Pius	✓	✓	✓	✓			✓	
Carriers/ Airline Companies	✓	✓	✓	✓			✓	
Data providers/ Data Service providers	✓	✓	✓	✓		✓	✓	

	Website	Social Media	News-letter	Workshops	Press Releases	Scientific Publications	Industry Innovation Events/ Fairs	Policy Briefs
Technology/Service Providers, Investors	✓	✓	✓	✓		✓	✓	
Member States/ Ministries/ Government Departments				✓				✓
Regulators and Policymakers		✓		✓	✓	✓	✓	✓
Passengers/ Citizens	✓	✓			✓			
Standardisation Bodies						✓		✓
Media	✓	✓	✓		✓			
Scientific R&D institutions		✓		✓		✓	✓	

1.3.3 Dissemination Activities

In Table 2 a plan of the intended dissemination activities planned is presented. This plan will be the guideline and basis for evaluation for all dissemination and communication activities during the project lifetime. An extensive description of the planned dissemination activities is described in D8.1 §3.2.

Table 2. Dissemination Plan Details

Activity	Schedule	Responsibility
Exhibition stands in industry events/fairs	M1-M18: Participate in at least 2 external industry events <hr/> M19-M36: Participate in at least 3 external industry events	Coordination: HSE, ED Contribution: All Partners

Activity	Schedule	Responsibility
Scientific publications (in highly ranked international journals, and magazines and international peer-reviewed conferences, under open access principles)	M1-M18: 2 publications in international journals and magazines (possibly in the pre-publication pipeline, due to the short time available until M18), 2 publications in international conferences <hr/> M19-M36: 13 publications in international journals and magazines, 6 publications in international conferences (in addition to the above)	Coordination: ED, ICCS Publications by: ED, IANUS, KEMEA, BRNO, UCSC-TC, SPH, ICCS, HSE, NMT, USFD Contribution: All Partners
Thematic Workshops	M1-M18: Organise at least 1 workshop to engage specific audiences and promote specific aspects of the project (preferably within the scope of larger international events to promote wider discussion with stakeholders) <hr/> M19-M36: Organise at least 3 workshop to engage specific audiences and promote specific aspects of the project (preferably within the scope of larger international events to promote wider discussion with stakeholders)	Coordination: HSE, ED, IANUS Contribution: All Partners
Cluster with related European projects and other initiatives	M1-M18: Participate in at least 8 clustering events with related projects or initiatives <hr/> M19-M36: Participate in at least 12 clustering events with related projects or initiatives	Coordination: ED Contribution: All Partners
Meetings with policymakers and regulators	M1-M18: Participate in at least 3 meetings with policymakers or regulators <hr/> M19-M36: Participate in at least 3 meetings with policymakers or regulators	Coordination: ED Contribution: All Partners
Virtual Large-scale Exercise	M30-M36 Organise and implement a large-scale demonstration event of the integrated TENACITY Framework based specifically on stakeholders' engagement	Coordination: ED Contribution: All Partners

1.3.4 Communication Activities

In Table 3 the plan of the intended communication channels and related activities is described.

Table 3. Communication Plan Details

Channel/Activity	Schedule	Responsibility
Project Website	M1-M2: Design, development and deployment of the first version of the project's website	HSE
	M3-M6: Review and update website structure/static content. Establish newsletter subscription and visitor tracking mechanisms. Include appropriate public ethical compliance, privacy and data protection policies disclaimers	Coordination: HSE Contribution: All Partners
	M3-M36: Regular update of the website content	
Social Media	M1-M2: Establish the project's presence on LinkedIn and Twitter	HSE
	M3-M6: Explore potential suitability of additional social media to extent online presence	Coordination: HSE Contribution: All Partners
	M3-M36: Post project updates and news to online communities (optionally engage in discussions and exchanges)	
Brochure	M1-M32: Produce and distribute project brochures in both electronic and printed formats (at events, workshops, meetings etc) providing overview of the project its challenges and expected impacts	Coordination: HSE Contribution: All Partners (Optionally, partners will adapt selected brochures to national context for each different country/language in the project)

Channel/Activity	Schedule	Responsibility
Poster/ Banner	M1-M32: Design project banners providing overview of the project its challenges and expected impacts for use/exhibition at events, workshops and meetings as well as at partners' premises	Coordination: HSE Contribution: All Partners (Optionally, partners will adapt selected poster/banner to national context for each different country/language in the project)
Project Presentation	M1-M3: Produce project presentation including basic information about the project (activities, objectives, partnerships, events) M4-M32: Update and/or create additional versions of the project presentation to meet project's communication needs	Coordination: HSE Contribution: All Partners (Optionally, partners will adapt the presentation to national context for each different country/language in the project)
Trial videos	M1-M32: Produce and distribute via all available communication channels a set of videos presenting the TENACITY platform scope, demonstration use cases as well as the tested and evaluated technologies	Coordination: HSE Contribution: All Partners
Infographics	M1-M32: Design a series of infographics to depict the project details and results in a clear and simple manner	Coordination: HSE Contribution: All Partners
Final Publishable Report	M31-M36: Produce report with the tangible results of the project, lessons learnt, and impacts achieved	Coordination: ED Contribution: All Partners
Articles	M1-M18: Compose, at least, 2 articles or conduct interviews for publication in electronic or printed media focused on TENACITY related AI topics, technology advancements, security practitioners' methods and demonstration results	Coordination: HSE Contribution: All Partners

Channel/Activity	Schedule	Responsibility
	<p>M19-M36: Compose, at least, 3 articles or conduct interviews for publication in electronic or printed media focused on TENACITY related AI topics, technology advancements, security practitioners' methods and demonstration results</p>	
Newsletters	<p>M1-M6: Produce and circulate the 1st TENACITY newsletter issue</p> <hr/> <p>M7-M12: Produce and circulate the 2nd TENACITY newsletter issue</p> <hr/> <p>M13-M18: Produce and circulate the 3rd TENACITY newsletter issue</p> <hr/> <p>M19-M24: Produce and circulate the 4th TENACITY newsletter issue</p> <hr/> <p>M25-M30: Produce and circulate the 5th TENACITY newsletter issue</p> <hr/> <p>M31-M36: Produce and circulate the 6th TENACITY newsletter issue</p>	<p>Editor: HSE Contributors: All Partners (All partners will provide potential contacts to send it. Anyone interested can subscribe through website)</p>
Press releases	<p>M1-M18: At least 1 International (European) press releases about the project</p> <hr/> <p>M19-M36: At least 1 International (European) press releases about the project</p>	<p>Editors: HSE, ED Design/Templating: HSE Contributors: All Partners (Moreover, partners may adapt the press releases to national context and transmit to local media for each different country in the project)</p>
Talks in workshops	<p>M1-M36: Communicate the project activities and results in workshops and international events when invited</p>	<p>Coordination: ED</p>
Market Uptake Launch-Event	<p>M31-M36: Organise and hold at least one Market Uptake Launch-Event of selected project's result(s)</p>	<p>Coordination: ED Contributors: All Partners</p>

2 Dissemination and Communication Plan Updates

In this second release of the deliverable, it is essential to recognise that our previously devised dissemination and communication strategy and plan stand as a solid foundation for our project's success. However, our focus now shifts towards the meticulous execution of this plan, where specific aspects and activities require increased attention to attain our targeted values for related Key Performance Indicators (KPIs):

- **Targeting the right audience:** The communication plan needs to be targeted to the specific audience that the project is trying to reach. This means understanding the needs and interests of the audience, and tailoring the messages accordingly.
- **Using the right channels:** The communication plan needs to use the right channels to reach the target audience. This could include email, social media, in-person events, or a combination of channels.
- **Measuring the results:** The communication plan needs to be measurable so that the project can track its progress and make necessary adjustments. This could involve tracking things like website traffic, social media engagement, or event attendance.

To ensure the effectiveness of our execution, we have placed emphasis on a custom survey within the consortium to serve as a pivotal tool in deriving a shared understanding of our dissemination and communication needs, capabilities, resources, access to channels, and ongoing initiatives among all consortium members. This shared understanding is paramount as it allows us to coordinate our efforts effectively and efficiently, fostering synergy and collaboration in our dissemination and communication tasks throughout the project's lifecycle. By aligning our actions with the insights gathered from this custom survey, we are poised to optimise our communication approach, better engage our stakeholders, and ultimately, achieve the desired impact and success for our project.

2.1.1 Dissemination and Communication Survey

Throughout the documented stage of the DCP (M3-M12) we designed a Dissemination and Communication Survey (see ANNEX I Dissemination and Communication Survey), shared it to all partners and collected their responses online. By carefully examining and consolidating the data, we drew meaningful conclusions to abide by during related activity execution.

The survey's results, offering a clear overview of the key insights and trends that emerged from the gathered responses, include the following outcomes:

- In general, the outcomes of the survey align with our expectations, as the established communication channels for the project (project website, Twitter, LinkedIn) have proven to be the most frequently utilized and preferred by all partners involved.
- Based on the survey results, a minimal number of partners (3 responses) utilize a digital newsletter as their regular communication channel, while two (2) of the respondents reported using a printed newsletter. Consequently, these findings indicate that neither a digital nor a printed newsletter of the partners would be an effective communication tool for TENACITY-related activities.
- The only worrying discovery from the survey is the limited intention or experience by some partners to produce research publications. The partners that intent to publish academic journals should have in mind that there may be partners needing assistance in documenting and disseminating research results.
- Based on the votes received, here is a short summary of the target audience groups for the TENACITY project, arranged in descending order of importance:
 1. Law enforcement agencies/Intelligence agencies
 2. Member States/ministries/government departments
 3. Regulators and policy-makers
 4. Data providers/Data service providers (travel operators, tourism organizations)
 5. Technology/service providers, investors
 6. Passengers/Citizens
 7. Media
 8. Scientific R&D institutions
 9. Standardization bodies

The results of the voting from the target audience groups for the TENACITY project indicate varying levels of importance assigned to the project's objectives. The groups that considered the project most important were law enforcement agencies/intelligence agencies, with a significant majority voting it as very important. Member States/ministries/government departments and regulators/policy-makers also deemed the project highly important, although with slightly lower votes. Data providers/data service providers and

technology/service providers/investors received moderate importance ratings. The opinions of passengers/citizens, media, and scientific R&D institutions were relatively evenly distributed across different levels of importance. Standardization bodies received a considerable number of votes on the second level of importance. Overall, these votes provide valuable insights into the perceived importance of the TENACITy project by its target audience groups. Please note that these rankings are based on the votes provided, and the importance of each audience group may vary depending on the specific objectives and context of the TENACITy project.

- The partners viewpoints regarding which communication channels/tools should receive the greatest attention in TENACITy are consistent with the existing communication channels of the TENACITy Project.

3 Dissemination and Communication Channels Updates

The most significant updates regarding the Dissemination and Communication channels of the TENACITY Project, primarily centre around the project website, particularly in its structure and the introduction of a newsletter subscription feature. As for the project's presence on social media platforms such as Twitter and LinkedIn, as well as our approach to press releases, have remained unchanged as of the latest update. More comprehensive information regarding the project's social media profiles can be found within D8.1 §4.3.

3.1 Website

The website's homepage is presented in Figure 2. The website is the main tool for dissemination and communication of the project activities continuously and publicly. It includes a FAQ section, where all important information about the project is provided in form of answers to specific questions. This feature provides to all project participants, individuals or organisations, the option to directly redirect inquiries about the project to this information repository independently of their project-internal authorisation level and/or knowledge of the project's specificities.

At the current phase of the project's website development, a detailed description of the updates made to the project website is presented below:

- Website structure and content improvement: The website's structure and static content have undergone a review and update process with the collaboration and involvement of all partners.
- Introduction of newsletter subscription: A newsletter subscription form has been successfully incorporated into the project website for better dissemination and communication of the project's latest updates and achievements.
- Implementation of Visitor Tracking Mechanisms: A cookie-less visitor tracking mechanism has been put in place to gather essential insights and analytics regarding user interaction with our website.
- Included appropriate public ethical compliance, privacy and data protection policies disclaimers.

- Introduction of a Blog/Articles Section: A dedicated section has been established on the website to host articles focusing on specific project topics and aspects. These articles are thoughtfully curated by various consortium partners.
- Introduction of a Dissemination Material Section: We've established a dedicated website section to store all public dissemination materials designed to meet the requirements of the events in which the project has actively participated

The structure of the website's current version is depicted in Figure 1 Sitemap of the current phase of TENACITY Website.

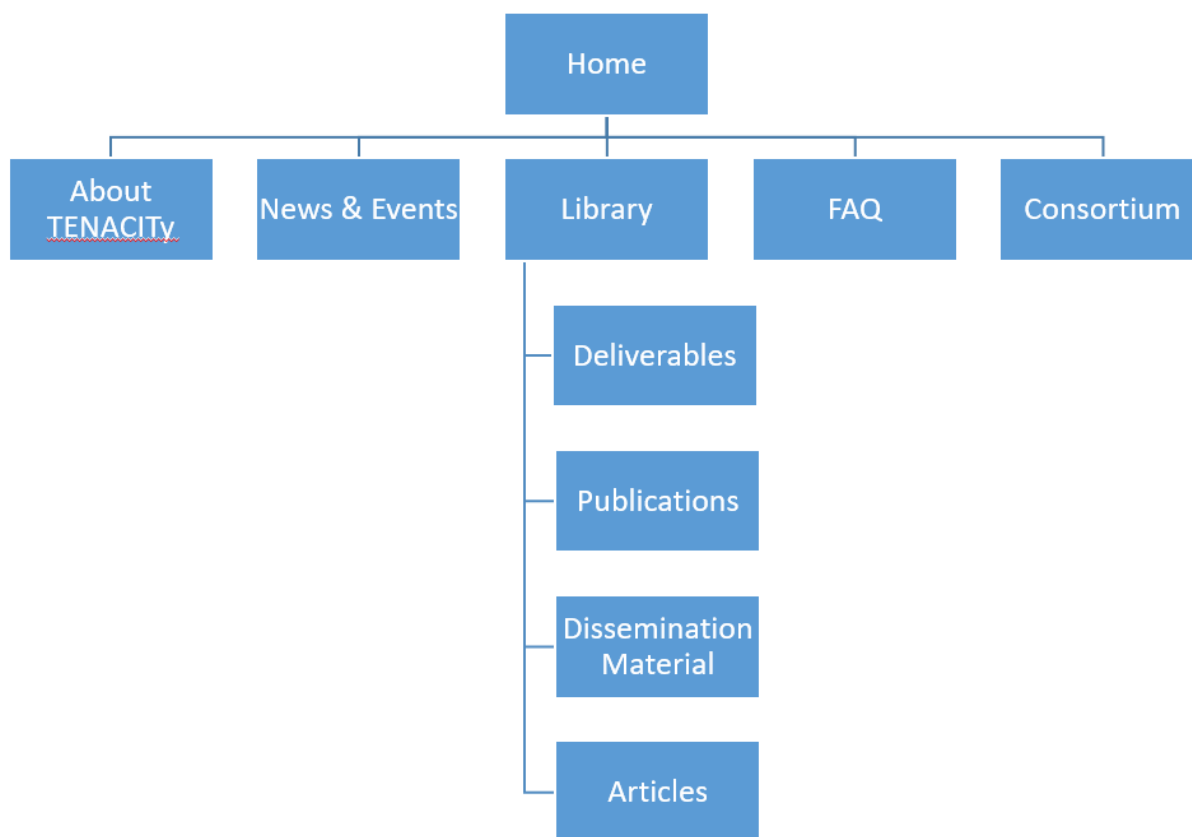


Figure 1 Sitemap of the current phase of TENACITY Website

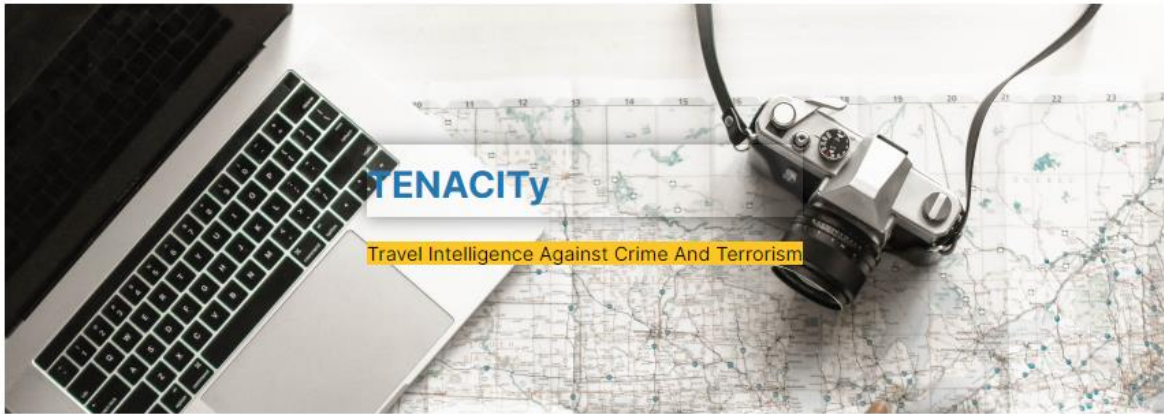
The website is registered and can be accessed under the following domain name:

tenacity-project.eu

The project website is expected to be live on the internet for at least three years after the end of the TENACITY project. It will constitute the project's main communication channel for online dissemination and communication while the additional channels presented in the next sections below will serve as amplifiers to the project's messages.



[Home](#)
[TENACITY](#)
[News & Events](#)
[Library](#)
[FAQ](#)
[Consortium](#)



Modern Tools

TENACITY will propose an interoperable open architecture for the integration and analysis of multiple data from a variety of sources, by exploiting game changing digital technologies.

Living Labs


TENACITY envisions training tools through living labs to organize hackathons, workshops for all relevant stakeholders who would benefit from the implementation of modern concepts and the use of digital technologies.

Travel Intelligence

A Governance Framework that will incorporate a holistic approach to crime prevention, ensuring that technology will identify the modus operandi of criminal and terrorism organizations.



Subscribe to our newsletter

Signup for project news and updates



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101074048

TENACITY Social

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Figure 2. The Homepage of TENACITY Website (Current Version – August 2023)

3.2 Newsletters

In TENACITY, as indicated in Table 3, a project newsletter will be generated twice a year to engage and update subscribers of important news and advances the project is making. The development of the newsletter will be based on workflow used for the creation of the press releases detailed in the previous section. The TENACITY newsletter will be sent to all recipients who opted-in via the dedicated form in the TENACITY website.

We have integrated a newsletter subscription form into the TENACITY project website's homepage as well as a dedicated page accessible at (<https://tenacity-project.eu/tenacity-newsletter/>). To meet our specific requirements, we have chosen MailerLite (<https://www.mailerlite.com/>) as our commercial platform of choice. MailerLite not only facilitates a user-friendly and automated subscription and unsubscription process for our audience but also offers an effortless experience without the need for additional consortium intervention or monitoring. Furthermore, it equips us with a comprehensive dashboard that provides valuable insights for evaluating the effectiveness of our project newsletters.

In addition to this, the first issue of the TENACITY newsletter has been released. This issue features an introduction to the project itself, its objectives, and the latest news and developments, all of which are conveniently linked to the TENACITY website and our social media platforms. By creating interactive newsletters that are linked to posts and articles on the project's website and social media, we aim to enhance stakeholder awareness of our project activities and foster increased interaction through our project's communication channels, therefore enhancing the online presence and dissemination of the project.

3.3 Articles

To effectively showcase our project's achievements and engage with the public and stakeholders, it is important that we develop articles covering various project-related topics. We anticipate contributions from all partners, particularly those involved in multiple project tasks. These articles will be developed based on the specific tasks and deliverables that each partner leads or participates in.

These articles may contain some of the following information:

- **Elaboration on Technological Aspects:** We will provide a comprehensive explanation of the current or envisaged technologies we employ and how they contribute value to the overarching project vision.

- **Documentation of Achievements:** Our articles will include detailed descriptions of the results and outcomes we have attained, offering a clear understanding of our accomplishments.
- **Methodological Insights:** We will present a structured methodology for approaching specific procedures, tasks, or issues, enhancing understanding and replicability.
- **Addressing Challenges and Best Practices:** We will candidly address the challenges and obstacles encountered during task progression, accompanied by best practices for effective resolution.
- **Significance and Wider Impact:** Each article will underscore the significance and broader implications of the task's results, both within the project and in broader contexts.

The content of these articles should be directly related to the project, its domain, or the technologies and methodologies employed in the development of the TENACITY platform. It's important to note that these articles will not contain any confidential or sensitive information that could compromise the confidentiality or security of the project. As we also plan include them in the communication channels of the TENACITY project.

3.4 Additional Communication Instruments

In addition to the communication channels analysed the previous sections, the following ones are envisioned to be part of the TENACITY DCP as specified in Table 3:

- Discussions in Workshops
- Market Uptake Launch-Event
- Final Publishable Report

Regarding discussions in non-TENACITY organised workshops, the objective is to communicate the project activities and results in workshops and international events when invited. These after-invitation discussions will depend on the project's awareness built in the sector by the overall DCP activities performed and their impact. All related events will be documented in the future releases of the deliverable.

The Market Uptake Launch-Event and the Final Publishable Report are communication instruments that, according to the current DCP, will be organised and developed at the last semester of the

project, therefore details about them will be documented in the third release of this deliverable (M24).

4 Dissemination and Communication Material Updates

4.1 Project Identity Material

This section provides an overview of the current status of the project's identity material development, emphasizing its pivotal role in establishing a cohesive and easily identifiable presence for our diverse range of target audiences and stakeholders. As we delve into this presentation, it is worth noting that there have been no recent developments in the colour scheme, project logo, or file templates; these elements remain unchanged and have been defined in the previous deliverable D8.1 §5.1.1, §5.1.2 and §5.1.3. However, our focus has primarily shifted towards the enhancement of project dissemination material, including brochures and banners, designed to meet the specific requirements of events in which the project has participated. Additionally, a more comprehensive version of the project presentation has been released. In the subsequent sections, we will provide a comprehensive and detailed overview of these updates.

4.2 Project Dissemination Material

Besides the aforementioned D&C material in the previous sections, additional material will be created as foreseen in the DoA:

- Project Presentation(s)
- Project Video(s)
- Brochure(s)
- Poster(s)/ Banner(s)
- Trial videos
- Infographics

This material will be created at specific points in the project's lifetime either when certain project milestones have been reached or when partners or the whole consortium participate in particular events (workshops, industry events, presentations of publications etc.).

4.2.1 Project Presentation

The project's scope, aim and objectives, as well as an overview of what TENACITY plans to develop, demonstrate and evaluate will be included in the core TENACITY project presentation. According to the devised DCP detailed in Table 3, the project presentation should be available to all partners at the end of M3. It constitutes the basic tools for presenting and communicating the project scope in a uniform and coherent manner by any particular partner and any general-purpose situation.

As the project's activities progress, the core project presentation will be updated when necessary. This is foreseen at least towards the end of the project, where the results attained should be incorporated into a format that can be used by the partners to narrate the project's success stories and outcomes. At the current state of the project the updated version of project presentation is presented in ANNEX IV Project Presentation



Figure 3 Project Presentation Intro Slide

Additionally, the TENACITY project presentation may be adapted and/or translated by partners to meet their individual demands for different situations and contexts (e.g. national vs European events, meetings etc).

4.2.2 Brochures

At this stage of the project the dissemination material that has been designed and developed to align with the specific requirements of the events in which the project actively participated is presented in the following figures, Figure 4. TENACITY flyer presenting the project objectives and the most important project aspects and Figure 5 TENACITY Banner .

TENACITY TRAVEL INTELLIGENCE AGAINST CRIME AND TERRORISM

ABOUT TENACITY
A Travel Intelligence Governance Framework that combines digital solutions, innovative IT tools, legal and ethical guidelines, and training curricula for crime prevention, strengthening the intelligence, the analytic capacity and the decision-making of security authorities.

TENACITY OBJECTIVES

- Cooperation and trust building among authorities
- Open architecture and a novel suite of digital tools
- Advanced education for practitioners
- Support of policy makers
- Increased trust across civil actors and citizens
- Validation of tools, evaluation of processes and frameworks
- Exploitation of results, business models and services

TRAVEL INTELLIGENCE
A Governance Framework that will incorporate a holistic approach to crime prevention, ensuring that technology will identify the modus operandi of criminal and terrorism organizations.

MODERN TOOLS
An interoperable open architecture for the integration and analysis of multiple data from a variety of sources, by exploiting game changing digital technologies

LIVING LABS
Training tools through hackathons and workshops for all relevant stakeholders who would benefit from the implementation of modern concepts and the use of digital technologies.

TENACITY CHALLENGE
The EU's borders face mounting pressure from security and migration issues. Passenger Information Units (PIUs) are tasked with collecting, storing, and processing Passenger Name Records (PNR) data, which is provided by passengers and collected by air carriers and travel operators. The aim of PIUs is to analyze the PNR data to identify individuals potentially linked to terrorism or serious crime. This presents various challenges, including identifying and authenticating passengers, detecting unusual profiles, assessing potential risks, protecting passengers' privacy and data protection rights, and adhering to global standards and guidelines. Additionally, PIUs must avoid procedures that create delays and compliance issues to facilitate cooperation with other authorities.

TARGETED END USERS
The main end users to benefit from the project results are the PIUs in each member state of the European Union. Beyond PIUs, envisioned target end-users, of the overall or partial TENACITY functionality, are additionally considered all entities that transmit, use or provide standards and implementation measures of API and PNR datasets and systems including:

- Border control authorities
- Law enforcement and/or intelligence agencies
- Customs authorities
- International organizations, such as ICAO, WCO, IOM, INTERPOL and UN Counter-Terrorism Centre
- Air carriers/Travel operators

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101074048

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Figure 4. TENACITY flyer presenting the project objectives and the most important project aspects

4.2.3 Posters/Banners



Figure 5 TENACITY Banner

5 Dissemination and Communication Activities

5.1 Monitoring

All D&C actions and efforts accomplished within the project’s context are recorded in a dedicated online form, where partners can document their D&C activities as soon as they are concluded. This form serves not only for activity tracking and reporting but also enables the real-time performance evaluation of the DCP.

Partner	Type of Activity	Date [YYYY.MM.DD]	Description (location, title of event, the main content of the message, etc.)	Country	Language	Evidence Kept/URL (if applicable)	Audience Type	Esti
HSE	Article/Post on Own Web Site	2022.09.22	Website post on HSE participating in TENACITY	GR	English	https://hse.gr/hse-participates-in-the-tenacity-project/	General Public	
HSE	Article/Post on Own Social Media	2022.10.21	LinkedIn post on HSE participating in TENACITY	GR	English	https://www.linkedin.com/posts/hsegr_kick-off-meeting-activi	General Public	

Figure 6. Form for recording/monitoring/evaluation TENACITY’s dissemination and communication activities

For each activity the following information is recorded:

- Partner (Acronym),
- Type of Activity
- Date of activity (in the form: [YYYY.MM.DD])
- Description of Activity (location, title of event, the main content of the message, etc.)
- Country/Region
- Language
- Evidence Kept/URL (if applicable)
- Audience Type
- Estimated Persons Reached (after 1 month – if available)
- Additional information

5.2 Most Important Activities

Besides the social media updates and news shared by the consortium and individual partners, we have several noteworthy updates to highlight. First, we have received insightful articles from KEMEA and UCSC-Transcrime. Furthermore, our participation in the Projects to Policy Seminar (PPS) held in Brussels on June 14 and 15, 2023, was a resounding success. This event, co-coordinated by DG HOME and REA, served as a vital platform for fostering collaboration and knowledge sharing between newly launched projects and policy DGs. The seminar was structured around four key thematic areas: Fighting crime and terrorism & Infrastructure (FCT/INFRA), Strengthened Security Research and Innovation (SSRI), Disaster-resilient societies (DRS), and Border management (BM). The TENACITY team actively engaged in showcasing their advancements and benefiting from the insights of policy experts during plenary sessions and focused discussions. Additionally, we issued a press release from GRC. We also assembled a list of similar projects for cooperation and clustering (ANNEX II List of Similar Projects) and a list of related industry events (ANNEX III List of Related Industry Events). Lastly, TENACITY is excited to announce its intent to participate in SRE 2023 on October 24-25 (https://security-research-event.ec.europa.eu/index_en).

5.3 Full List of Dissemination and Communication Activities

Table 4 List of Dissemination and Communication Activities

Partner	Type of Activity	Description (location, title of event, the main content of the message, etc.)	Evidence Kept/URL (if applicable)	Date
HSE	Article/Post on Own Web Site	Website post on HSE participating in TENACITY	https://hse.gr/hse-participates-in-the-tenacity-project/	2022.09.22
HSE	Article/Post on Own Social Media	LinkedIn post on HSE participating in TENACITY	https://www.linkedin.com/posts/hsegr_kick-off-meeting-activity-6989197799410053120-2M2h	2022.10.21
IGP	Article/Post on Own Web Site	Website post on IGP participating in TENACITY	https://politia.md/ro/content/lansarea-proiectului-tenacity	2022.10.11
IGP	Article/Post on Own Social Media	Facebook post on IGP participating in TENACITY	https://www.facebook.com/politiarepublicimoldova/posts/pfbid0wzJP1vYqPRUn2y2eGSdx7FpHpJNSnZt2iJQkk6wLVFV38ASvtdNDWaqXZYgZeckUl	2022.10.11

IGP	Article/Post on Own Social Media	Telegram post on IGP participating in TENACITY		2022.10.11
HP	Post on social Media (Twitter)	Retweet the official account of the project	https://twitter.com/TenacityProject/status/1583410517246611456	2022.10.24
HP	Post on social Media (Linkedin)	Repost the official account of the project	https://www.linkedin.com/posts/hellenic-police-twitter-activity-6990286822941552641-3Xzl?utm_source=share&utm_medium=member_ios	2022.10.24
UCSC-TC	Article/Post on Own Web Site	Website post on Transcrime participation to TENACITY Kick Off Meeting	https://www.transcrime.it/en/tenacity-kick-off-meeting-in-athens/	2022.09.27
NMT	Post on social Media (Linkedin)	Post on TENACITY kick-off	https://www.linkedin.com/feed/update/urn:li:activity:6978609094844641280/	2022.09.22
NMT	Post on social Media (Linkedin)	Post on TENACITY kick-off	https://www.linkedin.com/company/nutcracker-research-limited/?miniCompanyUrn=urn%3Ali%3Afs_miniCompany%3A8643588&lipi=urn%3Ali%3Apage%3Ad_flagship3_company_admin%3BeGQ4spZtQhKjtJNVQZY8Cg%3D%3D	2022.10.25
NMT	Post on social Media (Twitter)	Post on TENACITY kick-off	https://twitter.com/NutcrackerRsrch/status/1572842022167273473	2022.09.22
NMT	Post on social Media (Twitter)	Post on TENACITY kick-off	https://twitter.com/NutcrackerRsrch/status/1577246226012987393	2022.10.04
NMT	Post on social Media (Twitter)	Post on TENACITY website launch	https://twitter.com/NutcrackerRsrch/status/1585247673820798979	2022.10.26
NMT	Post on social Media (Facebook)	Post on TENACITY kick-off	https://www.facebook.com/nutcrackerrsearch	2022.09.22
NMT	Post on social Media (Facebook)	Post on TENACITY kick-off	https://www.facebook.com/nutcrackerrsearch	2022.10.03
NMT	Post on social Media (Facebook)	Post on TENACITY website launch	https://www.facebook.com/nutcrackerrsearch	2022.10.25
NMT	Post on social Media (Instagram)	Post on TENACITY kick-off	https://www.instagram.com/p/CizOK00qpNo/?utm_source=ig_web_copy_link	2022.09.22
NMT	Post on social Media (Instagram)	Post on TENACITY kick-off	https://www.instagram.com/p/CjQvUPaD4kJ/?utm_source=ig_web_copy_link	2022.10.03

NMT	Post on social Media (Instagram)	Post on TENACITy website launch	https://www.instagram.com/p/CkInf6vDeVd/?utm_source=ig_web_copy_link	2022.10.25
UCSC-TC	Post on social Media (Linkedin)	Post on TENACITy project	https://www.linkedin.com/feed/update/urn:li:activity:6991319924136665088	2022.10.27
UCSC-TC	Post on social Media (Twitter)	Post on TENACITy project	https://twitter.com/transcrime/status/1585554157620137989	2022.10.27
IANUS	Post on social Media (Linkedin)	Post on TENACITy kick-off	https://www.linkedin.com/posts/ianus-consulting_intelligence-lawenforcement-europe-activity-6978614514220994560_gIA?utm_source=share&utm_medium=member_desktop	2022.09.21
GRC	Article in an in-house print/digital magazine	Article on TENACITy project and GRC's participation	https://www.celnisprava.cz/cz/onas/casopis-clo-duane/Stranky/Vydan%C3%A1-#1585554157620137989	2023.02.13
IGP	Article/Post on Own Web Site	Post on TENACITy kick-off	https://politia.md/ro/content/sedinta-plenara-cadrul-proiectului-tenacity	2023.02.24
IGP	Article/Post on Own Social Media	Post on TENACITy kick-off	https://www.facebook.com/politiarepubliciiimoldova/posts/pfbid0HnVixexrwPgafagNSiphUZRqo4bU72NkdXeoKWpeF98vQLW5oMuf9Nq3Q5Sntu6Nl	2023.02.24
IGP	Article/Post on Own Social Media	Post on TENACITy kick-off	https://t.me/Politia_Republicii_Moldova/5389	2023.02.24
ALL	Article/Post on TENACITy Website	Post on TENACITy Website – DEFEA	https://tenacity-project.eu/tenacity-project-unites-at-defea-defence-exhibition-in-athens/	2023.05.17
ALL	Post on social Media (Linkedin)	Post on TENACITy – DEFEA	https://www.linkedin.com/feed/update/urn:li:activity:7064883454672330753	2023.05.18
ALL	Post on social Media (Twitter)	Post on TENACITy – DEFEA	https://twitter.com/TenacityProject/status/1659124490926710784?s=20	2023.05.18

6 Performance Evaluation

In order to assess the consortium’s D&C performance and to take corrective actions, when necessary, all D&C efforts are continuously monitored and evaluated during the project’s lifespan. The foundation for the evaluation is provided by the definition of KPIs related to the D&C activities.

There will be 4 versions of the deliverable and probably 3 different versions of the DCP (M2, M12 and M24 if required) thus a qualitative and quantitative evaluation using these indicators will be performed at the next 3 releases of the deliverable. Depending on the performance of TENACITY’s DCP the KPI may be updated and/or adjusted in the next versions.

6.1 Objectives

Table 5 presents the quantified targets of TENACITY main dissemination activities as outlined in the DoA. The current schedule for achieving these targets is presented in the current (preliminary) DCP and specifically in Table 2.

Table 5. KPI target values of the dissemination activities within the project lifespan

Dissemination Activity	KPIs Target
Exhibition Stands in The Industry Innovation Events/Fairs	> 5
Publication In Highly Ranked International Journals and Magazines	> 15
Contributions In International Peer-Reviewed Conferences	> 8
Organisation Of Thematic Workshops	>= 4
Cluster With European Projects and Other Initiatives	> 20
Targeted Meetings with Policy Makers	> 6
Virtual Large-Scale Exercise for Stakeholders’ Engagement and Demonstration of the TENACITY Framework	= 1

Table 6 presents the quantified targets of TENACITY main communication channels and related activities as outlined in the DoA. The current schedule for achieving these targets is presented in the current (preliminary) DCP and specifically in Table 3.

Table 6. KPI target values of the communication channels and related activities within the project lifespan

Communication Channel/Activity	KPIs Target
Project website	1 (Frequently updated)
Social media interactions (po	> 50
Brochures	8
Posters/Banners	> 4
Institutional Presentation	1
Trial videos	>= 4
Infographics	6
Final Publishable Report	1
Articles	>= 5
Newsletters	> 4, periodical
Press releases	>= 2
Talks in workshops	On invite
Market Uptake Launch-Event	>= 1

The KPIs for the main communication channels (website, social media) are quite generic at this stage. For the next version of the deliverable and consequently the DCP, the related KPIs will be redesigned and adjusted based also on the performance observed of these communication channels in the time between M2 and M12.

6.2 Evaluation

The effectiveness of our dissemination and communication strategies and plans relies on achieving quantified targets as stated in the Objectives section. However, it is essential to consider additional factors during the assessment process, as outlined below:

■ Evaluation of the Website:

To assess the website’s performance, we will utilize a cookie-less analytics plugin that provides insights such as total visitors, average visitors, and unique visitors over the project’s lifetime.

■ Measuring Social Media Impact:

Quantitative measurements of social media channels include follower counts, clicks, interactions, retweets, comments, and other relevant metrics. Our partners’ social media profiles have been followed, and activities are being recorded in the TENACITY dissemination and communication activities form.

■ Monitoring Newsletter Effectiveness:

We will monitor the newsletter through the MailerLite dashboard, which offers valuable information such as the number of subscribers, newsletter opens, and clicks.

■ General Evaluation Guidelines:

During project meetings, we conduct a comprehensive evaluation of our dissemination and communication performance as a consortium. Our discussions revolve around various questions to guide us, such as whether our strategy has been faithfully implemented, identifying outstanding tasks and activities, determining next steps and responsibilities, assessing adherence to previous deadlines, ensuring progress aligns with upcoming deadlines, and evaluating whether our dissemination efforts are in line with TENACITY’s vision and objectives, as outlined in our strategy.

6.2.1 Impact of Dissemination and Communication Activities

The following table presents the targets of the dissemination and communication activities of the project and their current status:

Dissemination and Communication Channels / Activities	KPI	Target	Progress
Project website	Increase Total Visitors	1000 / year	810 Visitors/1st year
Twitter	Increasing Followers Numbers	30% / year	33 Followers/ 1st year
	Number of Posts	>50	5 Posts

Dissemination and Communication Channels / Activities	KPI	Target	Progress
LinkedIn	Increasing Followers Numbers	30% / year	54 Followers/ 1st year
	Number of Posts	>50	5 Posts
Brochures	Number of Brochures	8	1 brochure: https://tenacity-project.eu/wp-content/uploads/2023/08/TENACITY-Flyer-2-Page.pdf
Posters/Banners	Number of Posters/Banners	> 4	1 Poster/Banner: https://tenacity-project.eu/wp-content/uploads/2023/09/TENACITY-Baner-01.pdf
Project Presentation	1 Project Presentation/ updated when necessary	1	ANNEX IV Project Presentation
Trial videos	Number of Trial Videos	>= 4	n/a
Infographics	Number of Infographics	6	n/a
Articles	Number of Articles	>= 5	2 articles: https://tenacity-project.eu/the-api-pnr-state-of-play-and-challenges-in-europe/ https://tenacity-project.eu/exploring-criminal-tactics-criminal-exploitation-of-maritime-air-and-land-transport-in-illicit-trade/
Newsletters	Issue newsletter about progress of the project	> 4, periodical	1 issue
	Subscribers	200	17
Press releases	Issues a press release	>= 2	n/a
Talks in workshops		On invite	1 Projects to Policy Seminar, https://tenacity-project.eu/tenacity-participated-to-project-to-policy-seminar/

Dissemination and Communication Channels / Activities	KPI	Target	Progress
Exhibition Stands in The Industry Innovation Events/Fairs		> 5	1 Planned for SRE 2023
Publication In Highly Ranked International Journals and Magazines	Number of publications	> 15	n/a
Contributions In International Peer-Reviewed Conferences	Number of contribution in international peer-reviewed conferences	> 8	n/a
Organisation Of Thematic Workshops	Number of workshops	>= 4	n/a
Cluster With European Projects and Other Initiatives		> 20	Preliminary coordination with the LAGO project on travel intelligence data
Targeted Meetings with Policy Makers	Number of meetings with Policy Makers	> 6	Projects to Policy Seminar, https://tenacity-project.eu/tenacity-participated-to-project-to-policy-seminar/
Virtual Large-Scale Exercise for Stakeholders' Engagement and Demonstration of the TENACITY Framework		= 1	n/a

Upon conducting an evaluation of TENACITY's performance, we have identified certain areas where Key Performance Indicators (KPIs) have not been met. Particularly, our Social Media Channels, specifically Twitter and LinkedIn, have not achieved the desired number of followers, and the frequency of published posts on these platforms has been lacking.

To address this situation and align with our KPI targets we intend to elevate our social media presence by increasing the frequency of posts. By adopting a weekly or biweekly schedule on our

existing channels, we aim to engage our audience more consistently, fostering higher levels of interaction and interest.

Moreover, we are committed to intensify our outreach efforts through collaborative partnerships with the respective dissemination and communication teams within each partner organization. This proactive initiative not only strives to improve our KPI performance but also seeks to forge stronger connections with stakeholders and more effectively disseminate our mission.

7 Conclusions

The dissemination and communication survey conducted, confirmed the strength of our dissemination and communication plan, highlighting its robustness as the project activities progress. While our website and social media analytics may appear to have shown modest performance thus far, it's important to consider the broader context of our project's timeline. Looking ahead to the second year of the project, significant growth in these communication channels is anticipated. This optimism stems from the envisioned strategic shift toward producing scientific publications and actively communicating our tangible project results. The dissemination of concrete achievements and the participation in and organisation of workshops will undoubtedly elevate our visibility and engagement within our target audience. With these dynamic elements in play, we are poised to experience a substantial uptick in our online and social media presence. Thus, while our current analytics may seem somewhat underwhelming, they represent a baseline upon which we will build, ensuring that our dissemination and communication efforts align with our overarching project goals and objectives, ultimately resulting in a more impactful and successful project outcome.

ANNEX I Dissemination and Communication Survey



TENACITY Dissemination And Communication Survey

Dear

TENACITY partners, this survey aims to better understand each partner's dissemination and communication channels, activities and capabilities. This knowledge about the experience, resources and communication channels and tools you can provide should help us to have a more efficient coordination of our dissemination and communication activities within TENACITY. The survey should take approximately 15-20 minutes to fill out. Thank you in advance for your support!

1. Please select for which TENACITY partner organisation you provide information *

Choose ▼

4. Are you planning to use your website for the communication of TENACITY activities and dissemination of results? *

- Yes
 No

5. If no, please provide a short explanation why not

Your answer

6. What is the average visits per month on your Website?

Your answer

7. If you are representing a university, which parts of the website you have access to for publishing TENACITY related news?

- General university's website
 Website of our department
 Other:

2. Which communication channels/tools does your organisation use on a regular basis? *

- Own Website
 Facebook
 Twitter
 LinkedIn
 Youtube
 Newsletter and/or website of a parent organization/network
 Digital newsletter
 Printed newsletter
 Press release
 Policy brief
 Articles in magazines (to general audience)
 Academic journals
 Other:

3. If you use the newsletter/website of a parent organisation/network - please specify which organisation/network

Your answer

Own Website

8. Please select the relevant target audiences of your website

- General public
 Media
 Students
 Experts / scientific community
 Political stakeholders / NGOs
 Clients
 Other:

9. In which language(s) are contents published on your website?

Your answer

10. How complicated is it for you to update content on your website?

very easy

1

2

3

4

5

very complicated

11. Please share with us any other relevant information regarding your website that might be interesting for the dissemination and communication activities in the TENACITY project

Your answer

Facebook

12. Does your organisation have a Facebook account? *

- Yes
- No

13. If yes, what is your organisation's Facebook account URL?

Your answer

14. If yes, how many followers does your Facebook account have?

Your answer

15. If yes, do you plan to use this account for the communication of TENACITY related activities?

- Yes
- No

21. If yes, do you plan to use this account for the communication of TENACITY related activities?

- Yes
- No

22. If you don't plan to use the account for TENACITY, please explain why not

Your answer

23. In which language(s) are your Twitter posts published in?

Your answer

24. How many followers does your Twitter account have?

Your answer

25. Please share with us any other information regarding your Twitter presence that might be relevant for the dissemination and communication activities in TENACITY

Your answer

LinkedIn

16. If you don't plan to use the account for TENACITY, please provide a short explanation why not

Your answer

17. In which language(s) are your Facebook posts published in?

Your answer

18. Please share with us any other information regarding your Facebook presence that might be relevant for the dissemination and communication activities in TENACITY

Your answer

Twitter

19. Does your organization have a Twitter account?

- Yes
- No

20. If yes, what is your organisation's Twitter account URL?

Your answer

26. Does your organization have a LinkedIn account?

- Yes
- No

27. If yes, what is your organisation's LinkedIn account URL?

Your answer

28. If yes, do you plan to use this account for the communication of TENACITY related activities?

- Yes
- No

29. If you don't plan to use the account for TENACITY, please explain why not

Your answer

30. In which language(s) are your LinkedIn posts published in?

Your answer

31. How many followers does your LinkedIn account have?

Your answer

32. Please share with us any other information regarding your LinkedIn presence that might be relevant for the dissemination and communication activities in TENACITY

Your answer

Youtube

33. Does your organization have a Youtube account?

- Yes
- No

34. If yes, what is your organisation's Youtube account URL?

Your answer

35. If yes, do you plan to use this account for the communication of TENACITY related activities?

- Yes
- No

36. If you don't plan to use the account for TENACITY, please provide a short explanation why not

Your answer

42. Do you plan to use this newsletter for the communication of TENACITY related activities?

- Yes
- No

43. If no, please provide a short explanation why not

Your answer

44. Please select the relevant target audiences of your newsletter

- General public
- Media
- Students
- Experts / scientific community
- Political stakeholders / NGOs
- Clients
- Other:

45. In which language(s) are contents published in your newsletter?

Your answer

37. In which language(s) are your contents on Youtube published in?

Your answer

38. How many followers does your Youtube account have?

Your answer

39. Please share with us any other information regarding your Youtube presence that might be relevant for the dissemination and communication activities in TENACITY

Your answer

Digital Newsletter

Please fill out this section only, if your organization has a digital newsletter. If that's not the case, you can skip this part.

40. How often is the newsletter published monthly, quarterly, twice a year, etc.?)

Your answer

41. How many subscriptions does your Newsletter have?

Your answer

46. Please share with us any other information regarding your digital newsletter that might be relevant for the dissemination and communication activities in TENACITY

Your answer

Printed Newsletter

Please fill out this section only, if your organization has a printed newsletter. If that's not the case, you can skip this part.

47. How often is the newsletter published (monthly, quarterly, twice a year, etc.)?

Your answer

48. Do you plan to use this newsletter for the communication of TENACITY related activities?

- Yes
- No

49. Space to explain (it necessary)

Your answer

50. On which level(s) do you issue press releases?

European level

National level

Local level

Other:

51. At your organization, do you keep track of your press appearances or press related activities?

Yes

No

Academic Journals

52. Does anyone of the TENACITY related department/staff of your organization publish in academic journals?

Yes

No

53. Are you planning to do it related to the TENACITY project activities and results?

Yes

No

We are not sure yet

54. Which academic journals do you publish in, that are relevant for the scope of TENACITY?

Your answer

Other Dissemination/Communication channel(s) and/or activity(ies) to consider

55. Should we consider any other dissemination and communication channel(s) and/or activity(ies) besides the ones already defined in the Dissemination and Communication Plan ?

Your answer

In the following, several possible target audience groups for the TENACITY project are listed. Please state how important you think these target audiences are for the work we do in TENACITY

56. Law enforcement agencies/ Intelligence agencies

very important

1

2

3

4

5

not important at all



57. Data providers/ Data service providers, i.e. travel operators, tourism organisations

very important

1

2

3

4

5

not important at all

59. Member States/ ministries/ government departments

very important

1

2

3

4

5

not important at all

58. Technology/ service providers, investors

very important

1

2

3

4

5

not important at all

60. Regulators and policy-makers

very important

1

2

3

4

5

not important at all

61. Passengers/ Citizens

very important

1

2

3

4

5

not important at all

63. Media

very important

1

2

3

4

5

not important at all

62. Standardization bodies

very important

1

2

3

4

5

not important at all

64. Scientific R&D institutions

very important

1

2

3

4

5

not important at all

65. In your opinion, which communication channels/tools should receive the greatest attention in TENACITY? Please choose up to 5 from the list below

- TENACITY website
- Websites of TENACITY partner organisations
- Facebook
- Twitter
- LinkedIn
- Youtube
- Press releases
- Newsletters
- Policy briefs / expert reports for political stakeholders
- Papers in academic journals
- Articles in magazines to general audience
- TENACITY brochures, flyers, folders, etc.
- TENACITY workshops
- Presentations at expert/academic conferences

Comments and suggestions

66. Do you have any comment or suggestion regarding dissemination and communication activities?

Your answer

ANNEX II List of Similar Projects

Table 7 List of Similar Projects

Acronym	Title	Website
MEDEA	Mediterranean practitioners' network capacity building for effective response to emerging security challenges	https://www.medeaproject.eu/
TRACE	Tracking illicit money flows	https://trace-illicit-money-flows.eu/
I-LEAD	Innovation - Law Enforcement Agencies Dialogue	http://i-lead.eu/
FLEXI-cross	Flexible and Improved Border-Crossing Experience for Passengers and Authorities	https://flexicross-project.eu/
MELCHIOR	MECHANICAL IMPEDANCE and MULTIPHYSICS CONCEALED AND HIDDEN OBJECTS INTERROGATION	https://cordis.europa.eu/project/id/101073899
CYCLOPES	Fighting Cybercrime - Law Enforcement Practitioners' Network	https://www.cyclopes-project.eu/about-us
SECANT	SECurity And privacy protectionN in Internet of Things Devices	https://secant-project.eu/
STARLIGHT	Sustainable Autonomy for LEAs using AI against High Priority Threats	https://starlight-h2020.eu/updates
Anti-FinTer	Versatile artificial intelligence investigative technologies for revealing online cross-border financing activities of terrorism	https://anti-finter.eu/
POLIICE	Powerful Lawful Interception, Investigation, and Intelligence	https://poliice-project.eu/
LAGO	Lessen Data Access and Governance Obstacles	https://lago-europe.eu/
SENSOR	Reliable biometric technologies to assist Police authorities in combating terrorism and organized crime	https://sensor-horizon.eu/
CEASEFIRE	Advanced versatile artificial intelligence technologies and interconnected cross-sectoral fully-operational national focal points for combating illicit firearms trafficking	https://ceasefire-project.eu/

ANNEX III List of Related Industry Events

Event Title	Event URL
Security Research Event	https://home-affairs.ec.europa.eu/policies/internal-security/innovation-and-security-research/security-research-event_en
eu-LISA Annual Conference	https://www.eulisaconference.eu/
Berlin Security Conference	https://www.euro-defence.eu/
International Conference on Border Security and Protection	https://flexicross-project.eu/
Global Aviation Security Symposium Events	https://www.icao.int/Meetings/AVSEC2022/Pages/default.aspx
World Border Security Congress	https://world-border-congress.com
FRONTEX Border Control Conferences and Events	https://frontex.europa.eu/future-of-border-control/research-and-innovation/announcements
Border Security	https://www.smgconferences.com/defence/uk/border-security
The Official UK Government Global Security Event	https://www.securityandpolicing.co.uk/
European Police Congress	https://www.european-police.eu/

ANNEX IV Project Presentation



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101074048



TENACITY
Travelling Intelligence Against Crime and Terrorism

Project Presentation

Overview & Objectives

November 2022



Project Facts

				
Grant Agreement No. 101074048	Type of Action Innovation Action (IA)	Duration 36 Months Sept 2022 - Aug 2025	Consortium 17 Partners 10 Countries	Total Budget € 5 300 000

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Consortium

European Dynamics

Nutcracker Market Research

Space Hellas SA

Ianus Consulting

Sro University of Technology, Faculty of Information Technology

ICCS

Hardware and Software Engineering

Leibniz Universität Hannover

KEMEA

Inspectoratul General al Politiei

Aegean Airlines

TRANSCRIME

Generalni Reditelstvi Col

Mayor's Office For Policing And Crime

Hellenic Police

The University of Sheffield

TENACITY

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Motivation

- Substantial investment made by EU and Schengen States to face the increasing pressure at the EU borders
- Non-homogenised methodologies between individual countries and respective Law Enforcement Agencies (LEAs)
- Low travel intelligence systems interoperability across Europe due to regulatory and "cultural" issues
- Quality of related data and accuracy of information
- Delays on the implementation of PNR-related IT solutions to cover both national and EU needs

4

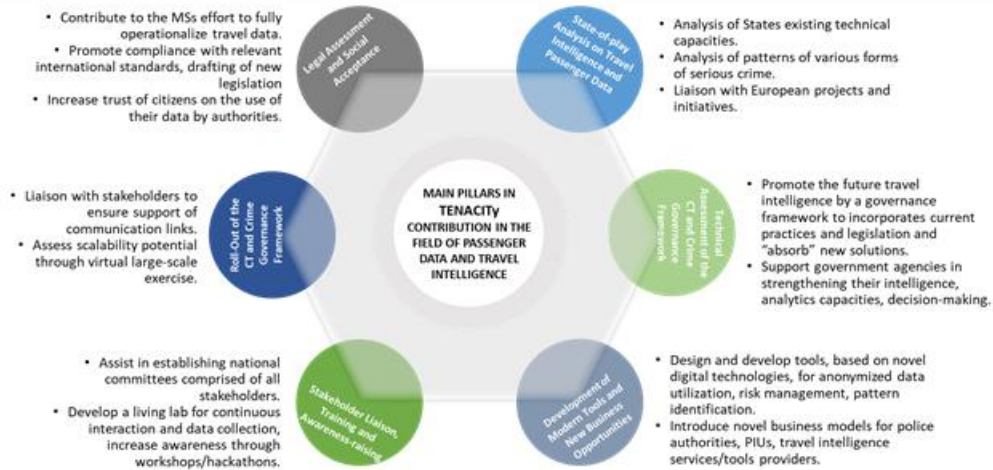


Vision

A **Travel Intelligence Governance Framework** that will incorporate a holistic approach (IT architectures, digital tools, legislative/ethics frameworks, training curricula, social acceptance approaches) to crime prevention, strengthening the intelligence, the analytic capacity and the decision-making of the security authorities



Vision Elements



Approach

Modern and effective tools for exploitation of travel intelligence data by authorities

- Interoperable open architecture for data integration
- Analysis of multiple transactional, historical data
- Machine learning and AI to extract patterns from raw unstructured data
- Risk management algorithms to exclude irrelevant data
- Blockchain and distributed ledger technologies

Training and sensitisation of LEAs' personnel

- Training curricula
- Living lab, Hackathons, Workshops
- Study visits

A holistic approach to crime prevention

- Travel Intelligence Governance Framework
- Strengthening security authorities
- Involving citizens and civil actors
- Identification of the modus operandi of criminal and terrorism organization



7

Objectives



Cooperation and trust building among authorities



Open architecture and a novel suite of digital tools



Advanced education for practitioners



Support of policy makers



Increased trust across civil actors and citizens



Validation of tools, evaluation of processes and frameworks



Exploiting results, designing services and business models



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Travelling Intelligence Against Crime and Terrorism