FAL CON
Fighting Corruption
& Organised Crime

Deliverable D7.1
Communication and Dissemination
Plan and Report

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Abstract: The present deliverable contains the first iteration of the Communication and Dissemination Plan and Report of the Project, which defines the communication and dissemination strategy and the main channels for these purposes, alongside with the first results obtained in the field of communication.

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Glossary

C&D	Communication and Dissemination
CRM	Common Representational Model
D	FALCON Deliverable (followed by the number of the Deliverable)
FCT	Fight against Crime and Terrorism
GDPR	General Data Protection Regulation
IPR	Intellectual Property Rights
KPI	Key Performance Indicator
LEA	Law Enforcement Agency
M	Month (followed by the number of the month within the project's duration, starting with M1 = September 2023)
R&I	Research and Innovation
SEO	Search Engine Optimisation
SO	Specific Objective
T	Task (as sub-unit of Work Package)
WP	Work Package

Executive Summary

The present communication and dissemination plan and report (D7.1) outlines the approach, objectives and intended audiences for the communication and dissemination (C&D) activities to be implemented in the Horizon Europe funded "FALCON: Fight against Large-scale Corruption and Organised Crime Networks" project. FALCON officially started in September 2023 and will run for three years. FALCON's main objective is to support the composition, update, and management of comprehensive corruption intelligence pictures, within domains and jurisdictions of interest. This will be accomplished following a multi-actor, evidence-based, data-driven approach.

The global objective of the C&D activities in this project will be to showcase the relevance, Impacts and benefits of FALCON to the relevant **stakeholders and audiences**. These are identified as follows: law enforcement agencies (e.g., police authorities), public sector (e.g., national anti-corruption agencies), industry (e.g., GovTech companies, banking institutions), research community, policy makers and policy advisory organisations at local, national, and EU level, and civil society (independent actors like NGOs, EU citizens). These are the target groups for both Communication and Dissemination, whereby the latter concentrates on the professional audiences, and civil society is rather an audience for Communication.

Section 3 describes the project's **communication strategy** in more detail: Why, to whom, what, and how FALCON is going to communicate, and how the impact will be measured. The communication **channels** that are going to be used are: the project website (www.falcon-horizon.eu), social media channels on LinkedIn, Twitter/X and YouTube, press releases, newsletter, media assets (videos, illustrations, presentation slides), offline communication (flyers, brochures, posters). Each channel, including KPIs, is briefly presented in Section 3.5. Section 3.6 contains the preliminary schedule for the project's C&D activities.

Section 4 outlines FALCON's **dissemination strategy**, which consists of three phases: 1. Awareness building / making the project known, 2. Participation by identified target groups, 3. Action to receive feedback on results, alternative approaches or new reference implementations. The foreseen dissemination **channels** are: scientific publications and conferences, end-user events, outreach and networking beyond the academic community, policy briefings, and trainings.

Section 5 summarizes the preparations and procedures put in place for dealing with critical events and negative media coverage, i.e., **crisis communication.**

1 Introduction

1.1 Overview and Context of the FALCON Project

FALCON is motivated by the observation that the global fight against corruption faces serious challenges: policy decisions are not well informed, the corruption landscape is enormous and complex, while measuring corruption is so far mostly based on subjective approaches, and there is lack of appropriate technological tools to support anti-corruption. To address these challenges, FALCON is designed and dedicated to support the composition, update and management of comprehensive Corruption Intelligence Pictures (CIPs), within domains and jurisdictions of interest. A Corruption Intelligence Picture (CIP) provides a holistic (multi-dimensional) view of a specific corruption phenomenon that is of interest. A CIP is composed of different 5 dimensions:

I) **Criminological dimension:** It includes information on the facilitators, schemes, modi operandi, interlinks with OCGs and inter-links with money laundering that was encountered in the corruption phenomenon under study.

II) **Impact dimension:** It includes information and estimations on the economic and societal impacts for the specific corruption phenomenon.

III) **Spatio-temporal dimension:** It includes information on the spatial and temporal scale of the corruption phenomenon under study, i.e., clues or evidence for the existence of cross-border acts, transnational corporate structures, international financial flows, as well as information on the context, opportunities, and trends of the corruption phenomenon.

IV) **Policy dimension:** It includes information on legislation and policies that have a relevance to the corruption phenomenon.

V) **Indicators and Measurements dimension:** It includes applicable corruption risk indicators (subjective and/or objective) and corresponding measurements.
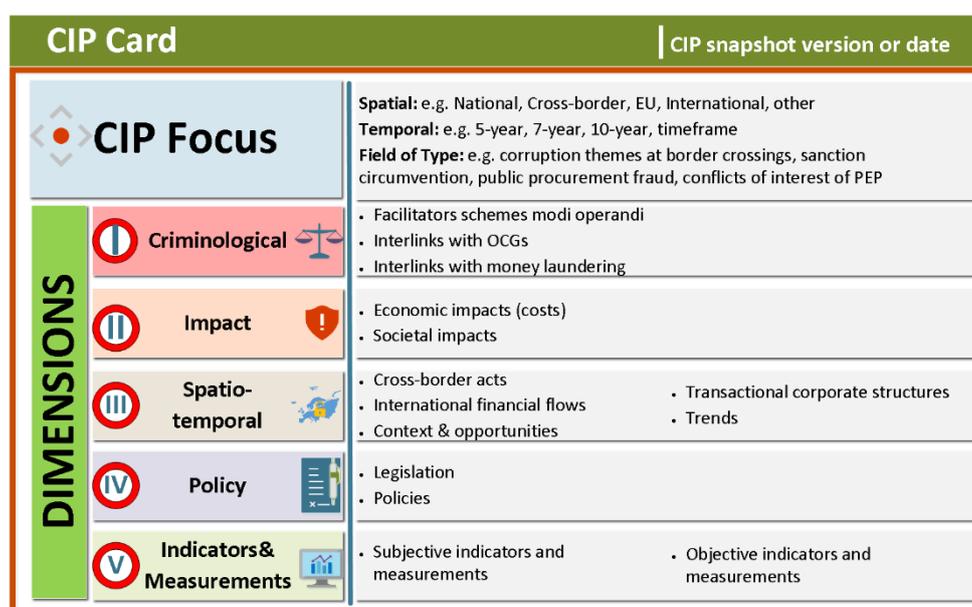

Figure 1. General structure (template) of a Corruption Intelligence Picture (CIP)

1.2 FALCON Objectives and Interdisciplinary Approach

The FALCON project will develop and validate improved and actionable corruption indicators which can be utilised for taking informed policy decisions. Also, it will encompass the design, implementation, and integration of powerful tools for data analytics, supporting the management of the entire lifecycle of corruption intelligence. The main objectives of FALCON are summarised in the following table:

Table 1. FALCON Specific Objectives

Specific Objective (SO)	Description
Analysis of the Corruption Landscape	Analyse the forms, modi operandi, international dimension, impacts and interlinks of corruption, defining and producing improved and actionable indicators, following an interdisciplinary, evidence-based approach.
Data Acquisition and Analytics Tools	Provide technological tools that can underpin the acquisition and analysis of corruption data of various types and from various sources.
Risk Assessment, Investigation and Decision Support Tools	Provide tools and applications tailored to the needs of end-users.
Capacity Building, Framework Co-design, and Pilots Implementation	Adopting a multi-actor and iterative approach, co-design the FALCON framework, evaluate project results through pilots, and improve anti-corruption capacity through an innovative training package.
Security, Privacy, Ethics, and Legal Aspects and Trustworthy AI	Ensure that security, privacy, ethics, and legal aspects of the project are continuously monitored and sufficiently addressed, placing emphasis on guaranteeing the robustness and trustworthiness of the proposed AI techniques and tools.
Impact and Policy	Issue policy recommendations based on the project's results and findings and carry out multi-faceted communication, dissemination, and exploitation activities to maximize its impact.

The above objectives will be accomplished following a multi-actor, evidence-based, data-driven approach, building upon existing assets and prior work of consortium partners. This approach is depicted in Figure 2.
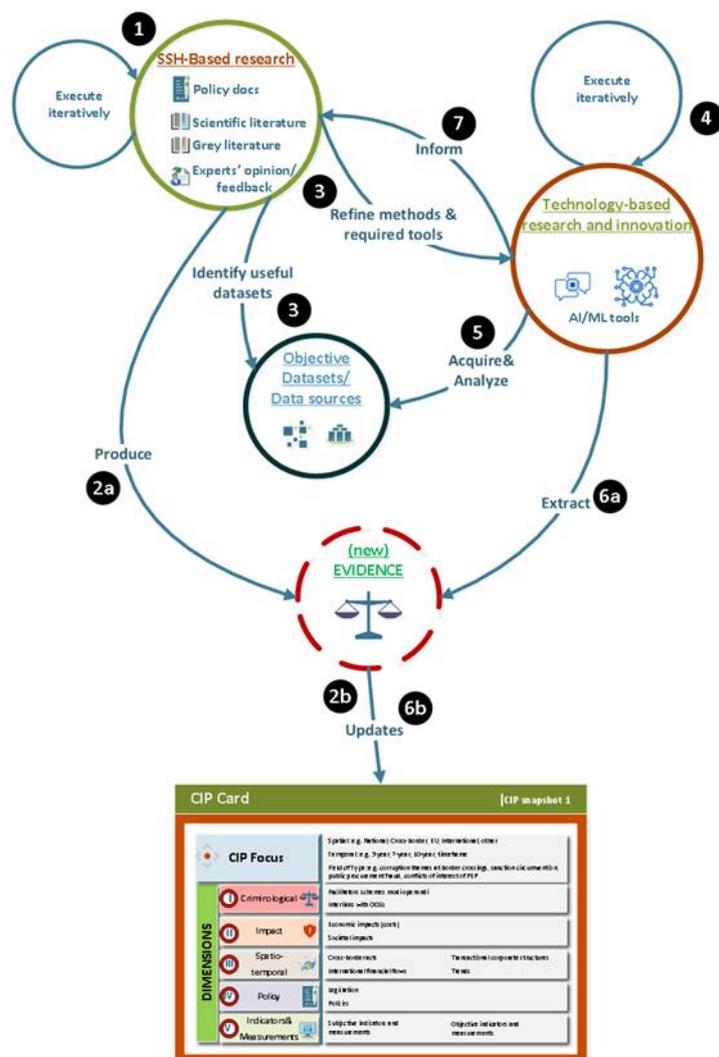
Figure 2. FALCON's interdisciplinary, evidence-based, multi-actor approach

1.3 Relation to Other Deliverables and Work Packages

All work packages and their results will, in principle, serve as input to Communication and Dissemination (C&D) activities. In particular, public deliverables will be made public and disseminated through C&D channels.

On the other hand, all consortium partners are responsible for contributing to C&D activities based on their contributions inside the FALCON project. They will do this by promoting the project, raising awareness and disseminating project results through attending events, presentations, publishing posters and papers, and through their personal and their institutions' communication channels.

All activities in WP6 – Capacity building, societal engagement, pilots, and evaluation as well as the rest of the tasks in WP7, namely:

- ▶ T7.2 Exploitation and business strategies – Innovation and IPR management,
- ▶ T7.3 Networking and joint activities – Open standards, data and tools, and
- ▶ T7.4 Policy recommendations, and guidelines for improving international cooperation,

are directly connected to C&D activities. WP6 activities, and especially the demonstrations/pilot executions, will aid C&D by providing particularly interesting input for communication activities. Through these activities tangible results of the FALCON project will be available to end-users who can further spread the work as well as technical partners who can publish scientific papers, take part in workshops and events in order to further disseminate the project technical results. The aforementioned tasks as well as the issuing of policy recommendations are activities that are of particular interest to the dissemination and communication of the FALCON project.

1.4 Deliverable Structure

This Section contains the overview, context and objectives of FALCON as well as the connection of T7.1 with other Tasks and Work Packages. Next, the deliverable focuses on the communication and dissemination plan of FALCON, providing details about its scope and target audiences (section 2). Section 3 describes the communication strategy and activities of FALCON, followed by Section 4 which focuses on the dissemination plan and activities of the project. Section 5 revolves around the crisis communication of FALCON and finally Section 6 contains the conclusions of the deliverable as well as the related future actions.

It is worth noting that, as both the project and its societal and discursive context evolve dynamically, the C&D plan will be updated, substantiating points that now seem inexplicit and making adjustments wherever appropriate. Updated versions of this Deliverable D7.1 will be submitted in M14 and M26. Of course, C&D results available at the respective milestones are also to be incorporated in the Deliverable, transforming the "plan" gradually towards a "report". As a final stage of this development, the Communication and Dissemination report D7.4 will be presented at the end of FALCON (M36).

2 Communication and Dissemination Overview

2.1 Scope

The European Commission prompts EU funded projects to be communicated and disseminated with the best possible way as it is crucial to make the project visible, to reach out to relevant stakeholders and build new collaborations [1]. Within the framework of the FALCON project, Communication and Dissemination (C&D) play an important role in establishing exchange with the scientific and professional communities dealing with anti-corruption and assuring the desired, significant impact of the project. Therefore, T7.1 of FALCON is explicitly responsible for the effective communication and dissemination of the project goals, results, and achievements. FALCON is going to strive for a systematic and broad dissemination of the project's technical and policy outcomes as well as the lessons learned. There is a broad range of identified potential audiences in the domain of security and anti-corruption at national, European, and global level.

The global objective of the C&D activities will be to showcase the relevance, impacts and benefits of FALCON to the relevant stakeholders and target audiences, including, among others, the security research community, law enforcement practitioners, but also the society as a whole.

More specifically, C&D pursues the following objectives in FALCON:

- ▶ Render FALCON visible and known to the target audiences specified in Section 2.2.
- ▶ Provide accessible and engaging information on the project's motivation, goals, research questions, methodological and technological approach.
- ▶ Inform about ongoing activities and events linked to FALCON.
- ▶ Transfer the technology produced to relevant actors inside and outside of the European research community by allowing the validation of the project results as well as the production of FALCON-inspired solutions.
- ▶ Provide contact points for those who want to stay informed or get in touch, thus continuously growing a distribution list for FALCON news and dissemination material.
- ▶ Foster the exchange and diffuse of knowledge, disseminate results into relevant communities, and help the anti-corruption and security cluster, thus paving the way for exploiting possible synergy effects.
- ▶ Ensure that all legal, ethical, and privacy criteria are being respected.
- ▶ Respect the Grant Agreement (GA), the Consortium Agreement (CA) as well as the project funding in order to achieve the maximum possible efficiency.
- ▶ Make FALCON a reference research effort for the future.

2.2 Target Audiences

The key target audiences that will benefit and will be reached by the FALCON project for the communication and dissemination of the results are listed in Table 2. For each target group a desired communication outcome is added together with the main channels FALCON consortium plans to use for reaching them.

Table 2: Target audiences for Communication and Dissemination of FALCON

Category	Specific groups	Why / Desired outcome	Main channels
LEAs	Anti-corruption law enforcement agencies, such as: • Police Authorities; • Border Guards, etc.	As security practitioners and potential end-users LEAs should be aware of FALCON and its results so that they can potentially apply them to their work. (CIPs, risk indicators, Toolkits)	• Targeted workshops; • Seminars; • Discussion groups; • Website; • Social Media; • Newsletter; • Offline Communications
Public Sector	• Units responsible for public procurement and purchases; • National anti-corruption agencies; • Financial supervisory authorities	Public sector stakeholders should be aware of the project, integrate its findings into their work and ideally become proponents (towards politics and LEAs) of a technology- and data-driven approach to assessing and fighting corruption	• Targeted workshops; • Seminars; • Discussion groups; • Website; • Social Media; • Newsletter; • Offline Communications
Industry/ Private Sector	• Bidding corporations; • GovTech companies; • Banking institutions; • financial intermediaries	Keeping informed technology and service providers on FALCON and its results will contribute to fighting corruption on diverse levels.	• Targeted workshops; • Seminars; • Discussion groups; • Website; • Social Media; • Newsletter; • Offline Communications
Research	Academia and scholars working in corruption analysis and security research (from both Social Sciences and technological disciplines / Data Science)	An open approach will be followed in the dissemination and exploitation of FALCON results, which aims to a wide uptake in order to accelerate R&I efforts in the FCT research sector. The main channel will be the scientific	• Targeted workshops; • Seminars; • Discussion groups; • Website; • Social Media; • Newsletter; • Offline Communications

		community's dissemination and communication channels like conferences, etc.	

Policy	• Finance, citizen protection and justice ministries at national and international level;
	• Policy makers and political consultants / lobby organizations at EU level, such as:
	   o DG HOME, DG RTD, DG JUST;
	   o EUROPOL, CEPOL, European Public Prosecutor's Office, eu-LISA, ENISA, etc.;
	   o European Banking Federation, European Money Mules Action, European Payment Council, EACTDA, EU Innovation Hub for Internal Security
		FALCON research results will provide evidence for specific policy recommendations and thus ultimately aim to contribute to the formation of a legal framework more effective in preventing and fighting corruption.	• Policy briefs;
			• Targeted presentations;
			• Targeted workshops;
			• Seminars;
			• Discussion groups;
			• Website;
			• Social Media;
			• Press Releases;

Civil Society	• Independent actors interested in anti-corruption, often acting as watchdogs, such as NGOs and investigative journalists; • General public/EU citizens	Corruption is an important topic for everyone as it harms every society as well as economies. Thus, FALCON aims to spread its research outcomes in the widest possible audience.	• Social Media; • Press Releases (journalists); • Media reports (general public).

3 Communication Strategy and Activities

A communication strategy consists of five topics/questions that need to be answered and can be summarized as follows:

- ▶ why?
- ▶ to whom?
- ▶ what?
- ▶ how? and
- ▶ evaluation.

The following subsections will address these five topics.

3.1 Why? (Communication Objectives)

The ultimate goal of FALCON communication is to support the project's desired outcome and impact as best as possible. This very topic aims to clarify the reasons FALCON wants to communicate. The answers to this question will pave the way to achieve the communication activities, based on the objectives mentioned in Section 2.1. The multiple communication objectives of FALCON can be summarized as follows:

- ▶ Convince the target audiences that the FALCON project is a reference point for achieving scientific excellence, contributing to competitiveness and solving important societal challenges like fighting corruption;
- ▶ Demonstrate that FALCON results are directly relevant to the everyday lives of a growing cohort of European citizens by creating jobs, introducing novel technologies and promoting a better way of living;
- ▶ Ensure that the FALCON results will influence policymakers and decision makers at national and European level, the scientific community, the industry, the scientific community and watchdogs in anti-corruption so to ensure the long-term impact of the project.

3.2 To whom?

Considering the nature and objectives of FALCON, as well as the societal impact and expectations, the target audience of communication activities is quite broad, ranging from the LEAs and policymakers to research community and civil society. Thus, the FALCON communication plan will ensure its effectiveness by appropriately tailoring the communicated messages and the associated communication channels according to the specific target group, suitably defining objectives and quantifiable indicators, and continuously monitoring the results based on these indicators, introducing amendments and adjustments if required. In that light, the FALCON communication strategy aims to reach a large and heterogeneous audience as described in detail in Section 2.2 and specifically in Table 2.

3.3 What? (Key Message)

FALCON is a complex interdisciplinary project with a multitude of actors and entities (Beneficiaries and Associated Partners, various Boards, Work Packages and Tasks, Special Objectives, Expected Outcomes, Use Cases, Key Exploitable Results, artefacts such as CIPs and

the CRM, etc.). Thus, it is important to reduce the complexity to a level which will be accessible to every interested person and yet will not leave out important aspects.

To this end, a simplified story is being developed that aims to give a rather compact, yet comprehensive view of the main aspects of the FALCON project:

First overview:

▶ Vision:
   "FALCON helps to (better) understand and fight corruption …"
▶ Actors:
   "… by joining the forces of law enforcement practitioners, social scientists, and experts in technology and data analysis, in an EU research project …"
▶ Approach:
   "… which is evidence-based and data-driven and aims at developing new indicators and tools."

Further explanation:

▶ Motivation:
   "Corruption is a threat to democracy, good governance and fair competition, undermining the rule of law and the fundamental values of our societies. It is a topic of serious concern in all EU countries, and while fighting corruption is a common priority, it is also a very complex challenge. Effective anti-corruption solutions and policies are still lacking."
▶ Scope:
   "In FALCON, many actors and disciplines work together to change this:
   ▶ *Social scientists analyse the corruption landscape and develop new corruption indicators, which will be implemented by …*
   ▶ *… data scientists gathering vast amounts of data from heterogeneous sources into a common model.*
   ▶ *Based on this data, analysis / AI experts will develop tools for risk assessment, investigation and decision support.*
   ▶ *Meanwhile, FALCON cooperates closely with practitioners through the co-design workshops, pilot demonstrations and training measures, …*
   ▶ *… FALCON consortium pay special attention to ethical and legal aspects such as trustworthiness of AI components or privacy and data protection, and …*
   ▶ *… tries to maximise FALCON's impact in all stakeholder groups through a wide variety of communication, dissemination and exploitation activities, including policy recommendations."*
▶ Use cases:
   "In particular, four corruption phenomena are to be addressed as use cases. These UCs assess in detail and create investigation tools for:
   ▶ *Public procurement fraud,*
   ▶ *Sanction circumvention by kleptocrats and oligarchs,*
   ▶ *Corruption schemes at border crossings,*
   ▶ *Conflicts of interest of politically exposed persons."*

The above storyline serves as an outline or blueprint and can be adapted for many communication scenarios, such as FALCON profile texts or the FALCON website, or be split into a series of social media postings.

3.4 How? (Channels, Actors, Phases …)

3.4.1 Channels

The FALCON consortium is planning to utilize numerous communication channels in order to increase stakeholders' awareness and achieve strong communication and dissemination of the project's outcome, a necessary step towards the successful exploitation of its results. A set of communication channels has already been deployed form the project's very beginning, while the remaining ones have been planned for the near future.

3.4.1.1 Website

During and after the project duration, the FALCON website [1] is the primary channel where interested audiences can access it in order to:

- ▶ be informed about the project activities and its progression, at various levels of detail,
- ▶ get in touch, subscribe to updates via e-mail and/or be led towards the FALCON social media channels,
- ▶ find other C&D material such as press releases, media assets, public deliverables, project presentations and publications.

In addition, the website offers the opportunity to make FALCON visible to people who do not yet know about it, but they are interested in (anti-)corruption research. Therefore, SEO methods will be applied in order to maximize visibility for the corresponding keywords.

The home page is presenting FALCON's main project information such as motivation, objectives, etc. in a visually attractive manner. Also, the home page is complemented with FALCON news and events, a presentation of the consortium, a call to action (to subscribe to the FALCON e-mail distribution list) and contact info. Subpages will contain more in-depth info on aspects like the structure of FALCON, its scientific and technological approach, recent activities and, later on, results.

At the time of writing this deliverable the website has been published in an initial version at the end of M3.
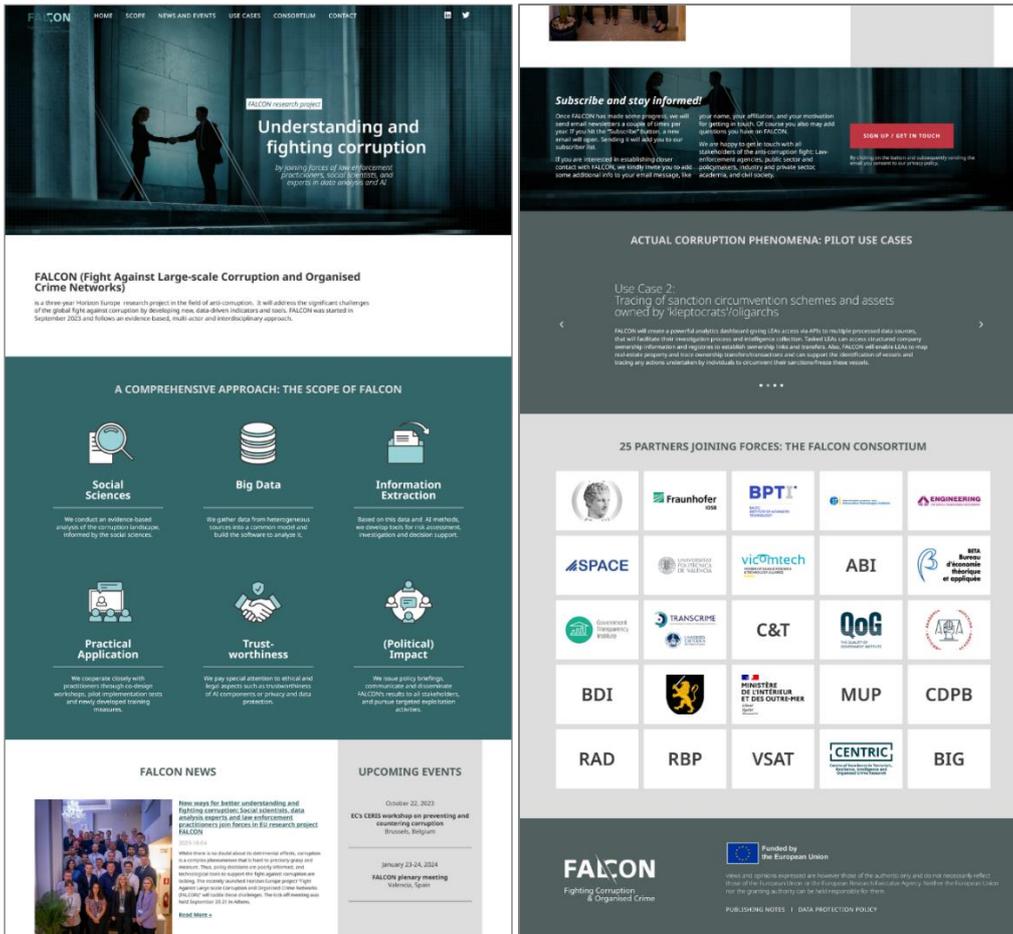
Figure 3. Screenshot of the FALCON website home screen (as of Nov 30, 2023)

Before that, a "launching soon"-message was shown (Figure 4), with links to the FALCON entry in EU's CORDIS database [3] and to the FALCON LinkedIn page [4].
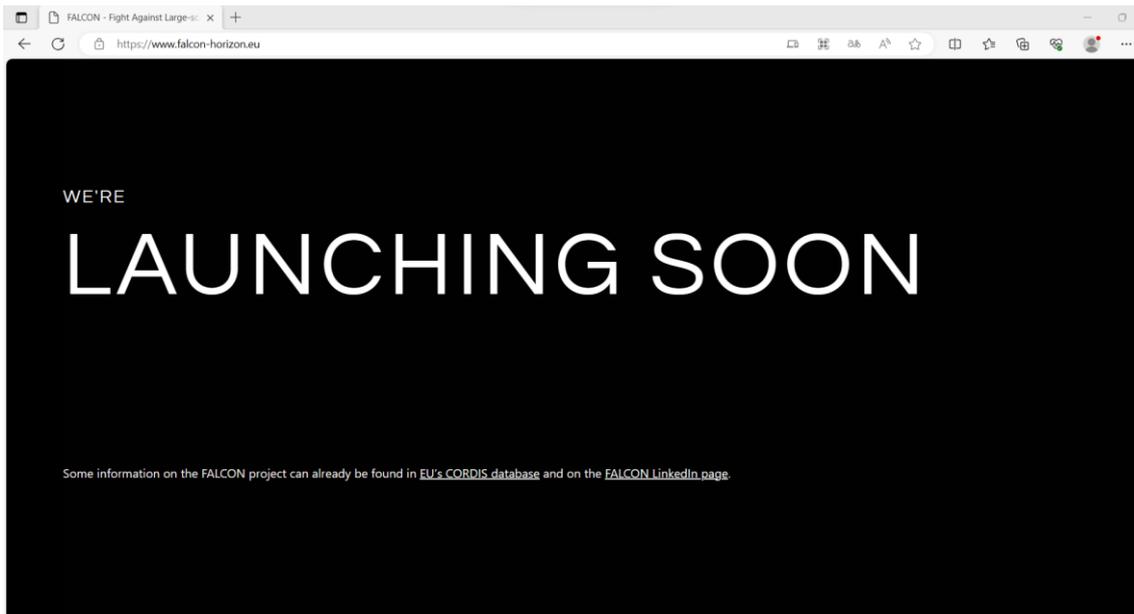

Figure 4. FALCON website "LAUNCHING SOON" home screen

This "launching soon" page already got indexed by Google and had some 80 visits in M2 and M3. The FALCON website will be constantly updated throughout the entire project period.

3.4.1.2 Social Media

Following the communication and dissemination trends FALCON, also, engages Social Media accounts. Such platforms offer great potential for networking with all the targeted audiences.

LinkedIn has been identified as the most promising platform, in which many consortium members actively participate and can spread the word about FALCON to their networks. Also, members of relevant professional and scientific communities can easily be reached, as a quick analysis of the first FALCON followers indicated.

Also, a Twitter/X account for the FALCON project has already been created, particularly in view of the great importance this platform has in the political sphere and among journalists. Given the latest developments of Twitter/X, it is worth evaluating whether the initial planning of making relevant impact here will be fulfilled, or whether FALCON C&D strategy concerning Twitter/X should be modified.

Last but not least, a YouTube channel is about to be set up as soon as video content about FALCON will be available.

As for LinkedIn and Twitter/X, the post plan is as follows:

> ▶ Series of posts detailing the motivation, objectives, scope, and use cases of FALCON.
> ▶ Recaps of important internal events (such as plenary meetings).
> ▶ Presentation of new FALCON publications (be it scientific or C&D material).
> ▶ Announcements / recaps of external events where FALCON participates.
> ▶ Postings in the context of dates and events linked to (anti-)corruption.
> ▶ Posts portraying and citing FALCON protagonists.
> ▶ Sharing of consortium members' postings linked to FALCON.

During September the LinkedIn FALCON page [4] (Figure 5) as well as the Twitter/X profile [5] (Figure 6) were set up. After the Kick-off meeting, FALCON social media accounts were updated with the first relevant posts. In LinkedIn, making use of the network capabilities described above, tagging all the meeting participants and the consortium organisations present on LinkedIn, led to around the 100 followers from this very first post.

Figure 5. FALCON page on LinkedIn (as of November 23, 2023).

Figure 6. FALCON profile on Twitter/X (as of November 23, 2023).

3.4.1.3 Press Releases

In order to address the broader public via news media, and bring the attention of Journalists to FALCON, press releases will be published on the occasion of important events and milestones. These press releases will be accessible through the FALCON website and Social Media accounts, but also, they will be distributed to journalists directly.

The goal is to generate reports on corruption (as well as on FALCON itself) in relevant news media and establish contact with the journalists. The main goal of Press Releases is to raise awareness to local, national, and European journalists for FALCON project and build a journalistic community which possibly can take part in FALCON events in order to cover them, resulting in a coverage scheme that is more comprehensive and more original.

The first FALCON press release was available right after the project kick-off meeting. It has served as content for Social Media postings and as a basis for news articles some FALCON partners published on their website. Further occasions for press releases would be for example the publication of a paper, and of course the project completion with final results and résumé.

Figure 7. 1st FALCON press release

3.4.1.4 Newsletter

FALCON will send updates via e-mail newsletter on a semi-annual basis starting from M6. The newsletter will contain announcements of upcoming events, information on new FALCON

publications and a digest of other FALCON news, showcasing the project's specific outcomes and progress.

The newsletter will be distributed as widely as possible: to everybody who has subscribed by leaving his/her e-mail address on the website, but also to consortium members and External Advisory Board members, and it will be distributed via the social media channels.

3.4.1.5 Media Assets

Media assets like videos, illustrations, presentation slides will be made available for download from the website. Additionally, YouTube will be used for the publication of the FALCON videos. FALCON consortium will create a series of media assets communication material based on unified templates in order to achieve the higher impact possible in terms of recognizability.

3.4.1.6 Offline Communications

Offline materials will comprise flyers, information sheets, brochures, and possible posters / roll-up displays. The main plan is to have printed material which will help to make FALCON visible, provide general information and, in the case of brochures, present project results in an easily consumable manner. This material can be provided to any interested audience and stakeholders such as policy makers, research actors, participants at face-to-face events, etc.

3.4.2 Actors

All C&D activities in FALCON are led and coordinated by the Fraunhofer IOSB's communication department. All FALCON partners and consortium members are key enablers in communication and dissemination activities. The role of all FALCON members is to contribute content, and to help distribute the material and media produced in their respective contexts and communities. Specifically, IOSB will lead and guide partners in order to achieve the best possible outcomes as the leader of T7.1. This includes setting up, monitoring and maintaining the channels listed in Section 3.4.1 as well as any all the C&D activities throughout the entire duration of the project.

3.4.3 Phases

Communication for a project clearly has an intense ramp-up phase in the beginning, when the communication strategy, "corporate" identity and basic tools (templates, basic storyline, social media channels, website) are being created while the project consortium still is establishing its internal guidelines and communication processes.

After that phase, which in FALCON is almost complete in M3 milestone, communication can switch to standard operational mode, tackling one by one the topics, creating a rather constant stream of output for the diverse channels and keeping an eye on the monitoring tools. Important events (both organized by FALCON and external) and major results will trigger smaller peaks of activity at dates near the FALCON plenary meetings and events as well as when milestones are achieved. Towards the end of the project, with the final prototype and other results available and final events taking place within a short period of time, a highly active communication period is foreseen for the FALCON project.

The schedule for FALCON C&D activities, which is subject to updates during the implementation of the project, is shown in Section 3.6.

3.4.4 Visual identity

The FALCON consortium has created a unique visual identity in order to raise project visibility, and branding by enabling project identification among other relevant projects, and guarantee a homogeneous look and feel for all project materials (e.g., presentations, leaflets, etc.). A distinctive logo has been designed. Keeping consistent with the design of the logo the same colour palette it is used in all FALCON related materials (e.g., website, leaflets, etc.) strengthening the project's recognizability. All the project's documents (e.g., deliverables, presentations, publications etc.) will adopt the project's unique graphic signature. Furthermore, for consistency reasons the project's acronym will be included on all occasions as "**FALCON**", with all letters capitalized.

Figure 8: FALCON logo.

The font for the logo as well as all the document templates is the freely available Noto Sans (cf. Google fonts) in different weights. The colour values of the logo are as follows:

- R: 51, G: 102, B: 105
- R: 154, G: 211, B: 216

Secondary colours, which may be used for various purposes, are:

- R: 148, G: 144, B: 55
- R: 220, G: 225, B: 118
- R: 191, G: 53, B: 65

The font is embedded, and all colours are included (as default palette) in the Word and PowerPoint templates.

Figure 9: Template for presentations.

3.4.5 Language and Accessibility

The communication and dissemination materials will be prepared in English as this is official language for the FALCON project. Editing will be aimed at clear, easy-to-understand language in all FALCON communication activities, while the writing style as well as the technical level depend, to some extent, on the channel.

However, partners may provide and distribute translations of core information in their respective languages to reach an even broader audience at a national level.

3.4.6 Inclusive, non-discriminating language

In all FALCON communication activities, a gender-neutral language is going to be used so to avoid biases like (unintendedly) associating certain corruption phenomena with specific groups of people, with specific gender or nationality.

3.5 Evaluation (Impact)

Measuring communication activities in order to understand how effective they are is one of the basic parts for the effective communication of the project. FALCON has defined certain KPIs already during the preparation of the proposal – these will be listed below, in Table 3.

Throughout the project duration, IOSB will closely monitor these indicators, in order to be able to evaluate whether things evolve according to plan, whether corrections should be applied or whether, perhaps, unforeseen opportunities arise that can be used to maximize visibility.

Table 3: KPIs for communication activities

Channel	KPIs	Means of verification
Website	Visits/month>**120**	• Leadlab (Wiredminds) as a GDPR compliant analytics tool, which allows to measure usage, and

		• Google Search Console, which provides some insight in how easily and how often the website is found via the leading search engine
Social Media	#Followers>**200** after 12 months	• Tools and metrics offered by the social media platforms themselves to analyse reach and interactions
Press Releases	#EU countries>=**3** #Press Releases>=**3** #Websites picking up press releases>=**20**	• Indexing methods at a national level from every partner who distributed the press release in local/national media • National monitoring tools which at least some FALCON partners have at their disposal, and with the help of Google Alerts and dedicated web searches, will give an idea of the FALCON media coverage
Newsletter	#Newsletters>=**6** #Subscribers>=**80** (excluding FALCON consortium)	• Analytics tools provided by distribution list platforms in order to identify number of subscribers • Tools for redirection tracing to FALCON website and Social Media through links contained in a newsletter
Media Assets	#Media assets published>**10** #Persons in audience>**1000**	• Reporting tools to archive assets produced. FALCON repository can be also used for this functionality. • Tools calculating the unique visits/downloads/views of an asset
Offline Communication	#Brochures>=**4**	

3.6 Schedule for Communication and Dissemination Activities

The foreseen time planning for the C&D activities based on the GA and the project's milestones as well as the significant results is as follows in the Gantt chart of Figure 10.

Project Month	Year 1												Year 2												Year 3											
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
D7.1 (C&D Plan)			▓											▓												▓										
D7.4 (CD&JA report)																																				▓
Communication activities																																				
Visual Identity	▓																																			
Get website online		▓	▓																																	
Website updates			▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓
Social Media activities	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓
Press Releases	▓										‖							‖																‖		
Newsletter						▓						▓						▓					▓			▓				▓						▓
Media assets											‖							‖				‖				‖								‖		
Brochures, flyers etc.				▓														▓																		
Dissemination activities																																				
Scientific publications						‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖
Research conferences						‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖
Outreach events, networking				▓	▓	‖	‖																													
Policy briefs																																				
Workshops / trainings																‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖	‖		
Legend:																																				
activity …																																				
in the respective month	▓																																			
indicative scheduling	‖																																			

Figure 10: Gantt chart – preliminary schedule for C&D activities

4 Dissemination Plan and Activities

4.1 Strategical Considerations

Dissemination in FALCON encompasses a strategy with three phases:

1. *Awareness* building, or making the project known – this largely overlaps with Communication activities (see Section 3).
2. *Participation* of identified target groups to widen FALCON's visibility and impact.
3. *Action* to receive feedback on results, alternative approaches or new reference implementations (e.g., through co-design workshops with the end-users, interviews and questionnaires, etc.).

While the FALCON target groups remain those listed in Section 2.2, Dissemination, with its focus on project results (and their visibility, availability and adoption), concentrates on the professional audiences, particularly in research, law enforcement, public sector, and policy. Conversely, the civil society is rather an audience for Communication only, and industry is a target of particular interest for putting results into concrete, practical use.

The effective dissemination of the project's results will be an ongoing priority for FALCON and will have different strands tailored to the target audiences. Results in the case of FALCON are not restricted to scientific papers, but include technological concepts and solutions, legal and ethical aspects. While the concept of the Corruption Intelligence Picture (CIP) is of high interest to the broad Security Research community, the concrete CIPs on certain corruption phenomena, which are to be established and iteratively refined in FALCON, are of outstanding practical value for LEAs and EU policy makers.

Contrary to Communications, where the leading partner of T7.1 (IOSB) will clearly take the lead in many activities, Dissemination is a shared responsibility. All FALCON partners are committed throughout the project to actively disseminating the project's results through their networks and to approach the appropriate stakeholders in order to multiply the effects. They will ensure that dissemination activities will be carried out nationally, and if applicable will contribute to dissemination internationally.

4.2 Dissemination Channels

4.2.1 Scientific publications – Open Science Practices

The FALCON consortium will have a global approach for dissemination, expecting contribution to more than 5 research topics in scientific journals. The FALCON consortium will ensure an open access strategy for scientific publications; when feasible, open access publishing will be selected for dissemination in relevant scientific journals.

A list of potential scientific journals will be maintained and constantly updated by the FALCON consortium. FALCON members will select to publish articles within this list, so as to perform dissemination actions (although members are not limited to choose solely from this list). A non-exhaustive list of relevant journals is presented in Table 4:

Table 4. List of relevant scientific journals

Publisher	Journal	Link
CEPOL	European Law Enforcement Research Bulletin	https://www.cepol.europa.eu/scientific-knowledge-and-research/european-law-enforcement-research-bulletin
Federal Ministry of the Interior, Sicherheitsakademie Institute for Science and Research	SIAK-Journal - Journal for Police Science and Practice	https://www.bmi.gv.at/104/Wissenschaft_und_Forschung/SIAK-Journal/internationalEdition/start.aspx
IEEE	Transactions on Information Forensics and Security	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=10206
SDIWC	International Journal of Cyber-Security and Digital Forensics (IJCSDF)	http://sdiwc.net/ijcsdf/
Elsevier	Journal of Information Security and Applications	https://www.sciencedirect.com/journal/journal-of-information-security-and-applications
IET	Information Security	https://ietresearch.onlinelibrary.wiley.com/journal/17518717#
Springer	European Journal on Criminal Policy and Research	https://link.springer.com/journal/10610
APSA	Journal of Behavioral Public Administration	https://journal-bpa.org/index.php/jbpa
Elsevier	Information Economics and Policy	https://www.sciencedirect.com/journal/information-economics-and-policy
Cogitatio Press	Politics and Governance	https://www.cogitatiopress.com/politicsandgovernance/about
Springer	International Journal of Data Science and Analytics	https://link.springer.com/journal/41060
Taylor & Francis Group	Global Crime	https://www.tandfonline.com/journals/fglc20
Springer	Trends in Organized Crime	https://link.springer.com/journal/12117
Springer	Journal of Quantitative Criminology	https://link.springer.com/journal/10940

Besides scientific knowledge, FALCON will also produce new technology tools and solutions, which will be exploitable in market products and applicable in new R&I initiatives. In order to maximize the impact, FALCON will follow an open approach in the dissemination and exploitation of such results, adopting Open Science practices, aiming for their widest uptake to further accelerate R&I efforts in the FCT research sector.

Also, it is worth noting that the results will also be published in a more accessible, less technical format for broader audiences. This is the idea of the "brochures" mentioned above (see subsection 3.4.1.6). They have been subsumed under Communication in this C&D plan but could as well be regarded as Dissemination material for non-scientific audiences.

All partners will comply with the procedures and timescales set out in the Grant Agreement and Consortium Agreement for FALCON relating to publication of results. Therefore, partners preparing the publication will give notification at least 15 days before.

4.2.2 Conferences in relevant research areas

The FALCON consortium also, considers dissemination of the project outcomes to the scientific and FCT community to be of primary importance towards the establishment of FALCON as a point of reference in fighting corruption and crime domain. For this reason, FALCON partners, especially the academic ones, will be actively involved in addition to authoring of scientific articles for publication in high quality peer-reviewed journals that mentioned in Section 4.2.1 will be actively participate in relevant scientific conferences.

These dissemination activities, besides demonstrating FALCON results, would be a great opportunity for the consortium members to receive feedback and fruitful comments from experts in the field of FCT and compare FALCON progress with other relevant projects.

A list of potential dissemination opportunities, including conferences, workshops, clustering activities etc., will be maintained and constantly updated by the FALCON consortium. A non-exhaustive list of relevant conferences, along with the respective organization information is presented in Table 5:

Table 5. List of relevant conferences

Conference	Location	Dates	Link
ARES – conference on availability, reliability and security	Vienna, Austria	30/7–2/8/2024	https://www.ares-conference.eu
EISIC – European Intelligence and Security Informatics Conference	TBA	TBA	http://www.eisic.org
CPDP – Computers, Privacy and Data Protection Conference	Brussels, Belgium	22–24/5/2024	https://www.cpdpconferences.org
SPIE Counterterrorism,	TBA	TBA	https://spie.org

Crime Fighting, Forensics, and Surveillance Tech			
EDEN Conference - Europol's Data Protection Experts Network	TBA	TBA	https://www.europol.europa.eu/europol-data-protection-experts-network-eden
EAFS – European Academy of Forensic Science Conference	Dublin, Ireland	26-30/5/2025	https://eafs2025.org
DFRWS EU Conference – Digital Forensics Research Workshops	Zaragoza, Spain	19-22/3/2024	https://dfrws.org/conferences/dfrws-eu-2024/
DFRWS USA	Baton Rouge, Louisiana, USA	9-12/7/2024	https://dfrws.org/conferences/dfrws-usa-2024/
Cybertech Europe	Rome, Italy	8-9/10/2024	https://italy.cybertechconference.com
ICLR – International Conference on Learning Representations	Vienna, Austria	7-11/5/2024	https://iclr.cc
ECIR – European Conference on Information Retrieval	Glasgow, Scotland	24-28/3/2024	https://www.ecir2024.org
MMM – International Conference on Multimedia Modeling	Amsterdam, The Netherlands	29/1-2/2/2024	https://mmm2024.org
ICDM – IEEE International Conference on Data Mining	Abu Dhabi, UAE	9-12/12/2024	https://icdm2024.josueonline.com
ASC – American Society of Criminology Annual Meeting	San Francisco, California, USA	13-16/11/2024	https://asc41.org/events/asc-annual-meeting/
ESC – European Society of Criminology Annual Conference	Bucharest, Romania	11-14/9/2024	https://www.esc-eurocrim.org/index.php/conferences/upcoming-conferences

4.2.3 End-user events, including exhibitions and research policy panels

In addition to conferences FALCON partners will participate in end-user summits and panels in the fields of corruption policy, AI, criminal threats, law enforcement, and security.

An indicative non-exhaustive list of such events is contained in Table 6.

Table 6. List of relevant events

Event	Location	Dates	Link
Security Summit; Milipol Paris – Leading event for Homeland Security and Safety	TBA	TBA	https://en.milipol.com
ISC West - International Security Conference & Exposition	Las Vegas, Nevada, USA	9-12/4/2024	https://www.discoverisc.com/west/en-us.html
IFSEC Global – Global fair and conference for the global security industry	London, United Kingdom	2-4/12/2024	https://www.ifsecglobal.com/event/en/about.html
SRE – Annual Security Research Event – European Commission	TBA	TBA	https://www.securityresearchevent.eu
SICUR - Spain's leading international security event	Spain	27/2-1/3/2024	https://www.ifema.es/en/sicur
AFIA workshops - AI French research community	TBA	TBA	N/A
Council of the EU COSI and CATS meetings	TBA	TBA	https://www.consilium.europa.eu/en/council-eu/preparatory-bodies/standing-committee-operational-cooperation-internal-security/ https://www.consilium.europa.eu/en/council-eu/preparatory-bodies/coordinating-committee-area-police-judicial-cooperation-criminal-matters/
UNICRI – INTERPOL Artificial Intelligence and Robotics for Law Enforcement	N/A	N/A	https://www.interpol.int/News-and-Events/News/2023/INTERPOL-and-UNICRI-release-blueprint-for-responsible-use-of-AI-by-law-enforcement

ENISA Cybersecurity Policy Conference	Brussels, Belgium	14/3/2024	https://www.enisa.europa.eu/events/2nd-enisa-cybersecurity-policy-conference/2nd-enisa-cybersecurity-policy-conference
EMPACT - European multidisciplinary platform against criminal threats	N/A	N/A	https://www.europol.europa.eu/crime-areas-and-statistics/empact
Council of the EU's Law Enforcement Workgroup	N/A	N/A	N/A
CERIS workshop on Preventing and Countering Corruption	Brussels, Belgium	22/11/2023	https://home-affairs.ec.europa.eu/whats-new/events/ceris-workshop-preventing-and-countering-corruption-2023-11-22_en

4.2.4 Outreach and networking

Project results will also be disseminated in public-facing events to ensure broad uptake beyond the academic community (e. g., by industry, LEAs, policy makers, press). An essential attribute of the FALCON dissemination strategy is the organisation of outreach activities that seek to cooperate with other relevant and beneficial consortia. Through cooperation and sharing of relevant and non-restricted information, FALCON will help reinforce, validate, and expand its own and other consortia's results. Furthermore, actively working with other European and international consortia helps gain insight into potential new avenues for dissemination and exploitation.

4.2.5 Policy Briefings

FALCON will disseminate significant policy findings, including actionable intelligence regarding corruption, as well as identified barriers and needs for new policy anti-corruption measures. Such findings form a key output and policy engagement instrument for the project. Policy briefs will be written in a succinct and accessible manner comprising introduction, evidence and analysis, policy implications and recommendations, research parameters, and project identity. Where appropriate, they may be translated into multiple languages to implement the maximum impact across stakeholders.

4.2.6 Training

Training sessions will target LEAs, watchdogs, and policy makers as end-users of FALCON solutions reinforcing the practitioner-oriented relevance of project results. Training materials will incorporate selected usage scenarios and complexities identified in the project work. These materials will also provide a scope for post-project exploitation by expanding this training to other applicable areas of investigation and research and by supporting networking and relationship building for the FALCON project.

4.3 Evaluation (Impact)

Measuring dissemination activities in order to understand how effective they are is one of the basic parts for the effective dissemination of FALCON. FALCON has defined certain KPIs already during the preparation of the proposal – these will be listed below, in Table 7.

Throughout the project duration, IOSB will closely monitor these indicators, in order to be able to evaluate whether things evolve according to plan, whether corrections should be applied or whether, perhaps, unforeseen opportunities arise that can be used to maximize FALCON dissemination outcomes.

Table 7: KPIs for communication activities

Channel	KPIs	Means of verification
Scientific publications	• #Publications>**5** • #Open datasets>**2** • #CIPS>**3** • #Open tools>**2** (shared with CERIS)	• Indexing of publications in scientific libraries, repositories
Conferences	• #Publications, presentations>**15**	• Agenda, participants lists and any other mean that can prove the active participation in a conference • Keeping record of presentations, publications in project repository
End-user events	• #Participations in summits and panels, target>**5** • #Participations in local, regional, or national events, target>**10**	• Agenda, participants lists and any other mean (e.g. video) that can prove the active participation in an event • Keeping record of presentations, publications in project repository
Outreach and networking	• #Events to LEAs, policy makers, industry >**4** • #Liaisons with sister projects and initiatives within the security research communities>**10** • #Events participation organised with or by relevant consortia>**3** • Achieve outreach to all concerned EC DGs and EU Agencies.	• Agenda, participants lists and any other mean that can prove the active participation in an event • Keeping record of presentations, publications in project repository
Policy Briefings	• #Policy briefs>**3**	• Keeping record of policy briefs and delivery list in project repository

Training	• #Multimedia modules=**10** • #Workshops=**5** • #Webinars=**5** • #Trainees=**100**	• Keeping record training material, as well as of training activities (participants list, manuals, etc.) in project repository

5 Crisis Communication

If events that could harm the FALCON project's reputation are identified, the team must respond appropriately and effectively. The key to an effective crisis communication strategy is swift execution of all measures.

Examples of such potentially harmful events could be if:

- ▶ some problematic, potentially newsworthy incident occurs in the context of FALCON activities (such as a data protection incident, or an incident causing physical harm),

- ▶ any partner is confronted with critical questions by journalists (or other researchers, of NGOs for example),

- ▶ any partner detects critical media coverage alluding to FALCON, or

- ▶ IOSB (as maintainer of the FALCON social media channels) or any other partner detects something which might evolve into a social media storm.

If a partner becomes aware of any opprobrium generated by the FALCON project or its partners, they must notify the coordinator (ICCS), the Scientific & Technical Coordinator (IOSB), and the leader of the WP responsible for communication and dissemination activities (CENTRIC) using a method such as an e-mail (marked "high priority", if possible, and stating "URGENT" in the subject line) and then the coordinator informs the EC Project Officer. This team can then share information with partners who can contribute to the situation and perform assessment. The partners will then determine and agree upon the optimal course of action.

The FALCON project's website is transparent regarding the project's objectives, history, and vision. Based on the project's guiding principles, this contributes to building a favourable image of the endeavour. The website's content can be altered or added as necessary to address a particular issue.

On social media, similar positive messages that respond indirectly to the crisis but address specific issues can be shared. Anything that has the potential to negatively impact the project or requires a direct response can be escalated to the FALCON Ethics and Advisory Board and ICCS, the Coordinating Partner.

6 Conclusion and Next Steps

This deliverable describes the FALCON Communication and Dissemination plan. Its goal is to start from a strategic perspective, appreciate the wider context, and then develop and describe the elements and tools needed for impactful C&D, which will raise awareness of FALCON and its results in the target audiences, paving the way for exploiting the results in different areas and maximizing their beneficial effects on the fight against corruption.

This deliverable also reports on the achievements of the first three months. While in Communication, the first milestones have been successfully reached and activities continue unabated, it is natural that Dissemination started slowly in this very early project phase. However, a significant increase in Dissemination activities is expected, when the first results from WP2 and WP3 will become available during the second half of the first year.

The plan will be revisited and, where appropriate, revised during the project, in order to improve its performance and to continually optimise the impact of the C&D activities by facilitating the uptake of the project results.

Changes to the plan and the progress of C&D results will be reported in the yearly updates of this deliverable (due in M14 and M26), leading to the final results in deliverable D7.4 "Communication, dissemination and joint activities report" in M36.

7 References

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