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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.

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**.