



LAGO

Lessen Data Access and Governance Obstacles

D8.1 Dissemination and Communication Plan, Toolkit and Report

Lead Beneficiary:	CENTRIC
Dissemination Level:	PUBLIC
Date:	25/04/2023
GA Number	101073951



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Main Author(s)	Roxana Pelin (CENTRIC)
Contributors	Helen Gibson (CENTRIC); Petra Saskia Bayerl (CENTRIC)
Document Reviewers	Jorge García (VICOM); Romaric Audigier (CEA)
Security Reviewer	Fabio Barba (ENG)
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1.1	25/04/2023	Roxana (CENTRIC)	Minor changes and formatting.

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List of Abbreviations

AI	Artificial Intelligence
BD	Big Data
CMS	Content Management System
D	Deliverable
D&C	Dissemination & Communication
EC	Deliverable
EU	European Union
EUCI	European Union Classified Information
FCT	Fight against Crime and Terrorism
GA	General Assembly
H2020	Horizon 2020
HTTPS	Hypertext Transfer Protocol Secure
IC	Innovation Cycle
IPR	Intellectual Property Rights
IT	Information Technologies
KER	Key Exploitable Result
KPI	Key Performance Indicator
LAGO	Lessen data Access and Governance Obstacles
LE	Law Enforcement
LEA	Law Enforcement Agency
M	Month
ML	Machine Learning
MS	Member State
NGO	Non-Governmental Organisation
PC	Project Coordinator
PMC	Project Management Committee
PO	Project Officer
RDE	Research Data Ecosystem
RTO	Research and Technology Organisations
SAB	Security Advisory Board
SELP	Societal, Ethical, Legal and Privacy
SM	Scientific Manager
SME	Small and Medium-Sized Enterprises
T	Task
TM	Technical Manager

TMC	Technical Management Committee
TRL	Technology Readiness Level
WP	Work Package

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Executive Summary

This deliverable outlines in full the project's communication and dissemination strategy. It also acts as a reference document for all partners to help communication and dissemination operations, and as a guide for the LAGO consortium to increase the project's visibility among target groups.

This document describes the plan for how LAGO will connect with stakeholders across the EU, with a particular emphasis on those in data-dependent areas such as artificial intelligence, security, and other related domains. The deliverable specifies the brand identity and communication channels for LAGO, including social media accounts, website, and collaboration tools. This deliverable goes further by describing how LAGO will approach the transmission of project information and distribution of project results via the creation and organisation of material, the execution of multi-channel awareness-raising activities, and collaboration with relevant projects.

The strategy ensures that LAGO successfully targets and communicates with LEAs, the public, civil society, and EU agencies and organisations to achieve the desired impact within its research and interest community.

This document is intended to establish an initial communication plan for the project by identifying target audiences and defining internal communication procedures and channels. This covers both online and offline media, with the intention of reaching individuals who are interested in the research, results, outcomes, and exploitation of LAGO.

This document sets out the project's communication and dissemination strategy. As the project develops, additional resources will be created as necessary to reflect the project's status and outcomes, and they will be summarised at the culmination of the project in M24.

1 Introduction

Over the last few years, the portfolio of European Union (EU) research projects dedicated to the Fight against Crime and Terrorism (FCT) has increasingly emphasised applied research, bringing researchers and industries together with Law Enforcement Agencies (LEAs) and security practitioners to address relevant security threats and find ways to improve societal resilience.

Increasingly, complex criminal activities employ cutting-edge technology. Identifying, preventing, and combating modern crimes requires the application of innovative technologies and techniques.

The EU-funded LAGO project will deliver the foundation for a trusted EU FCT Research Data Ecosystem (RDE) to address the so-called “Data Issue” in the FCT research landscape, i.e., the lack of domain-specific data in sufficient quality and quantity to enable appropriate training and testing of the developed methods, platforms and tools. LAGO will be instrumental in identifying common barriers and subsequently providing the structural, governance and technical foundations to foster and innovate data-oriented research collaboration among LEAs, security practitioners, relevant EU agencies, academic and industry researchers, policy makers and regulators.

For this purpose, LAGO will develop an evidence-based and validated multi-actor Reference Architecture for the FCT RDE for these actors to deposit, share and co-create data and tools for FCT research purposes based on common rules, protocols, standards and instruments in a trusted and secured environment. The envisaged Reference Architecture and accompanying governance framework will be based on the design principles of decentralisation, data sovereignty, data quality, openness, transparency and trust and comply with EU values and principles on data protection, privacy and ethics.

The Technology Readiness Level (TRL)-7 integrated, modular, and flexible LAGO framework will include Law Enforcement (LE)-specific effective, efficient, and automated data mining and analytics services to address intelligence and investigation workflows, extensive content acquisition, information extraction and fusion, knowledge management, and enrichment via novel applications of Big Data processing, ML, AI, predictive, and visual analytics.

The LAGO system and tools will be made available to LEAs through a secure sandbox environment that intends to improve the technological readiness of the solutions by applying them in an operational setting with real data. LAGO will lay the groundwork for a trusted European RDE to address the "data issue" in the research environment for combating crime and terrorism.

1.1 About LAGO

LAGO will address the shortage of domain-specific data of sufficient quality and quantity to allow for adequate training and testing of the created methodologies, platforms, and tools. LAGO will be instrumental in identifying common barriers and then providing the structural, governance, and technical foundations for LEAs, security practitioners, relevant EU agencies, academic and industry researchers, policymakers, and regulators to foster and innovate data-oriented research collaboration. It will construct an evidence-based and validated multi-actor Reference Architecture for the FCT RDE to allow various actors

to deposit, exchange, and co-produce data and tools for FCT research objectives in a safe and secure environment, based on common rules, protocols, standards, and instruments. The proposed Reference Architecture and governance structure will be built on the design concepts of decentralisation, data sovereignty, data quality, openness, transparency, and trust, and will be in accordance with EU values and principles on data protection, privacy, and ethics.

The Reference Architecture will be supplemented by a TRL-7 Reference Implementation with added-value technological solutions to ensure the Reference Architecture's practical realisation as numerous data spaces and throughout the complete spectrum of specific usage situations. Finally, a Roadmap will include streamlined regulations, requirements, and considerations for the actual deployment of the EU FCT RDE. LAGO's ultimate goal is to go beyond the creation of a common repository in order to innovate the FCT data-oriented research sphere by laying the groundwork for the long-term, safe, and trusted creation, co-creation, sharing, and maintenance of training and testing datasets for the FCT research domain.

1.2 Purpose of the deliverable

This deliverable will report on the communication and dissemination plan for the duration of the project.

LAGO is a European Union-funded security-focused initiative with 25 partners from 14 European countries, including 7 LEAs. To maximise the project's exposure and expected benefits, it is important to capitalise on the project's significant impact and the influence provided by such a vast number of partners.

While developing a robust communication and dissemination strategy, planning and processes must coexist harmoniously so that all partners' activities are synchronised from the start and throughout the project's lifecycle.

This LAGO dissemination and communication plan outlines how all project partners will collaborate to raise awareness of the project's research activities and results among targeted stakeholder groups and the general public by using straightforward, clear messaging that focuses on the benefit of the action. The strategy is supported by the implementation plan provided in this document, which combines directions for the LAGO consortium to improve online visibility, network growth, and timetable methods for evaluating and measuring the scale and impact of communication and dissemination activities. The document is organised around five major themes:

- LAGO Visual identity.
- Dissemination and communication strategy - this section focuses on objectives, target groups, key messages, and channels.
- Dissemination and communication channels - the channels we utilise to promote LAGO.
- Monitoring and evaluation of dissemination and communication activities - a section providing mechanisms for successful and efficient collaboration among partners.
- Management of communication and dissemination operations - this section covers the duties of partners, how to communicate during a crisis, how approvals are made, and other topics.

This deliverable (D8.1) is part of T8.1 'Dissemination and communication' task within WP8.

1.3 Relationship to other deliverables

LAGO's dissemination and communication activities are linked to a number of other project tasks and deliverables.

Table 1: Key links to other LAGO tasks

Task	Lead Beneficiary	Relationship to the D&C Plan
T1.5 Innovation Management	VICOM	Set up an Innovation Management Plan to keep track of technology trends that may affect the potential solutions developed by LAGO and to grasp innovation ideas on the FCT research landscape (technological and non-technological), which may arise from the project innovation cycles and the needs and ideas derived from validations.
T7.1 Demonstration scenarios definition	FRMOI	Define realistic scenarios for demonstrating the concepts, the models, the architecture of the foreseen RDE and the proposed tools and services being part of the reference implementation. Demonstrations will involve all relevant stakeholders such as researchers, and LEAs (represented by the partners) as well as EU security agencies and other relevant practitioners, which will be engaged as part of the larger community set up by the Task 8.4.
T7.4. Evaluation and assessment	KEMEA	This task deals with the definition of a suitable evaluation and assessment methodology to evaluate the quality of project results. The evaluation will ensure multi-stakeholder perspectives are reflected in the design of the LAGO Roadmap as per WP8.
T8.2 Sustainability models and exploitation planning	VICOM	Sustainability models for the proposed RDE will be analysed. The plan will be based on a detailed analysis of all aspects and key success factors that may contribute to the potential exploitation and adoption of the proposed RDE.
T8.3 Training schemes and activities	IANUS	Define and develop the training framework, methodology, materials, curricula, and activities to boost the adoption of LAGO approach and RDE.
T8.4 FCT research data community building	CEA	Establish a multi-stakeholder FCT research data community, including LEAs, researchers, representative of EU security agencies, providers of relevant datasets, FCT solution providers, policymakers, etc.
T8.5 Recommendations for policymaking, LEAs, and research community	CENTRIC	LAGO results will be solidified into a strategic, yet practical Roadmap towards the implementation of the EU FCT RDE as envisaged by LAGO.

Each task will also be responsible for producing academic or other outputs that contribute to the project's overall communication and dissemination activities.

2 LAGO Visual Identity

The LAGO visual identity will serve as the foundation for all other project design elements. Developing a distinct and consistent brand for the project requires a powerful visual identity. The subsequent parts describe the logo, colour scheme, and design components.

2.1 Logo and colours

The logo represents the core of the LAGO branding. The logo is intended to reflect a modern, simple representation of data. This has been accomplished by placing a matrix of geometrical forms adjacent to the project's acronym. The matrix can be used on its own to accentuate presentations of the project.

The objective was to create a design that could be utilised well on both light and dark backgrounds. The logo is available in both a standalone configuration and with a full tagline.



Figure 1: LAGO standalone logo



Lessen Data Access and Governance Obstacles

Figure 2: LAGO logo with strapline

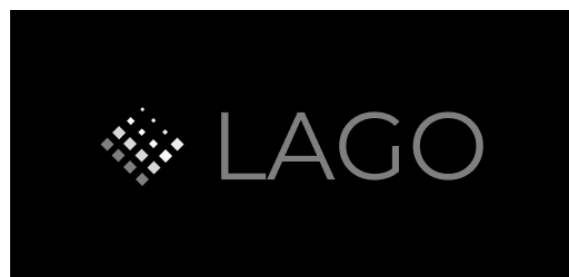


Figure 3: LAGO logo for dark background



Figure 4: LAGO logo with tagline for dark background



Figure 5: LAGO greyscale logo



Figure 6: LAGO greyscale logo with tagline

All logo variations are available in a variety of resolutions in vector and PNG formats.

The primary colour palette¹ is comprised of four colours that appear in the LAGO logo and four secondary colours.

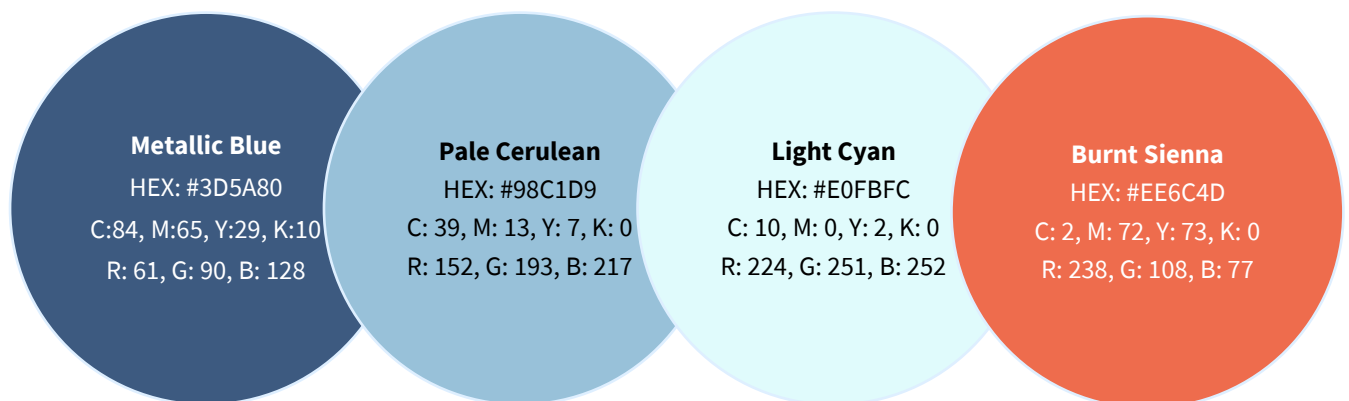


Figure 7: The LAGO primary colours

Four light colour elements are also included for usage with dark backgrounds.

¹<https://www.schemecolor.com>

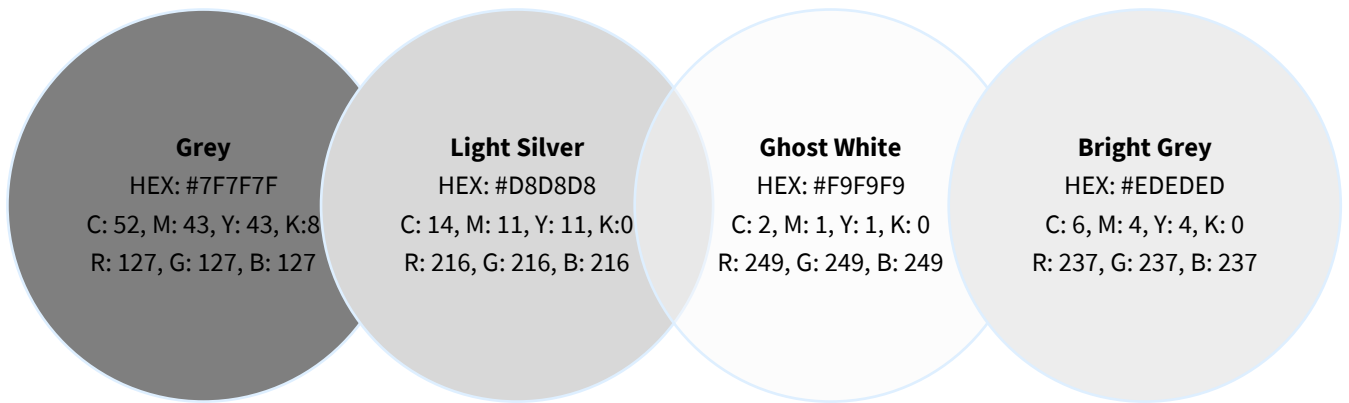


Figure 8: The LAGO secondary colours

There are three main fonts used across the LAGO materials: the Montserrat² font family used for titles and headings, and in the logo, the Source Sans Pro³ font family used for body text and the Archivo⁴ font family used for headings and body text on the website. All three fonts are under open-source licenses and without cost.

Montserrat

- Lowercase: abcdefghijklmnopqrstuvwxyz
- Uppercase: ABCDEFGHIJKLMNOPQRSTUVWXYZ
- Bold: **abcdefghijklmnopqrstuvwxyz**
- Italic: *abcdefghijklmnopqrstuvwxyz*

Source Sans Pro

- Lowercase: abcdefghijklmnopqrstuvwxyz
- Uppercase: ABCDEFGHIJKLMNOPQRSTUVWXYZ
- Bold: **abcdefghijklmnopqrstuvwxyz**
- Italic: *abcdefghijklmnopqrstuvwxyz*

Archivo

- Lowercase: abcdefghijklmnopqrstuvwxyz
- Uppercase: ABCDEFGHIJKLMNOPQRSTUVWXYZ
- Bold: **abcdefghijklmnopqrstuvwxyz**
- Italic: *abcdefghijklmnopqrstuvwxyz*

²<https://fonts.google.com/specimen/Montserrat>

³<https://fonts.google.com/specimen/Source+Sans+Pro>

⁴<https://fonts.google.com/specimen/Archivo>

2.2 Design elements

A variety of design components that represent key aspects of the project have been developed to support the creation of the initial set of communication materials. This includes a set of icons that are in line with the LAGO objectives and guiding principles, border elements for documents or presentations, and illustrative artwork that may be used in presentations, on social media, and in other forms of communication.

2.2.1 Icons

Icons facilitate the representation of particular ideas or concepts. Seven major parts of the LAGO objectives have been represented by graphical symbols:

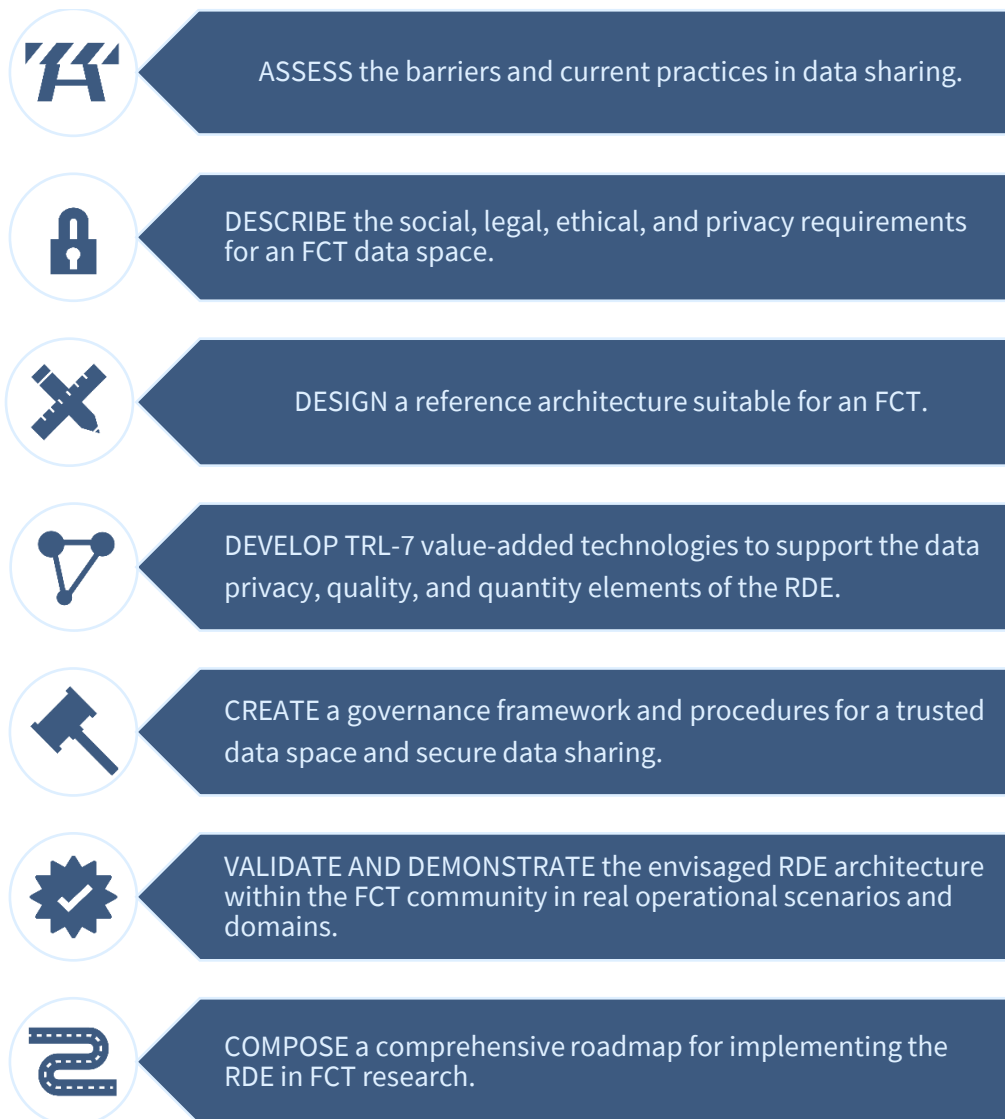


Figure 9: Icons to represent the LAGO objectives

Similarly, ten icons have been created to represent the ten core principles within the project. These are: decentralization, data sovereignty, security and trust, data quality, openness, transparency, proportionality and risk, interoperability, portability, ethics, legality, and privacy.



Figure 10: Icons to represent the LAGO's 10 core principles

Further domain-specific icons will be developed in line with the evolution of the project's activities.

2.2.2 Imagery

A set of images to represent the project's vision and activities is also beneficial in the creation of various communication materials. When using images, it is critical that proper attribution is given based on the image's licence. Stock photography can be obtained from a variety of collections. We've identified some significant photos and sources that can be used to illustrate the LAGO project below.

Microsoft Office365 subscribers now have access to a library of stock photos, movies, and symbols that can be used in presentations and documents.

CENTRIC also has a licence to purchase imagery from Canva⁵, which can be used in Canva designs – this will be primarily for online dissemination such as social media posts and similar. Pixabay⁶, Pexels⁷ (subsidiaries of Canva), and Unsplash⁸ are also used for royalty-free images. They all offer free stock photography that can be used with credit to the site and the creator. As well as that, CENTRIC also has licencing right over a large gallery of Shutterstock⁹ photos.

⁵<https://www.canva.com/>

⁶<https://pixabay.com/>

⁷<https://www.pexels.com/>

⁸<https://unsplash.com/>

⁹<https://www.shutterstock.com/>

Below are some examples of relevant images:



Figure 11: Examples of stock images from Microsoft’s creative content repository

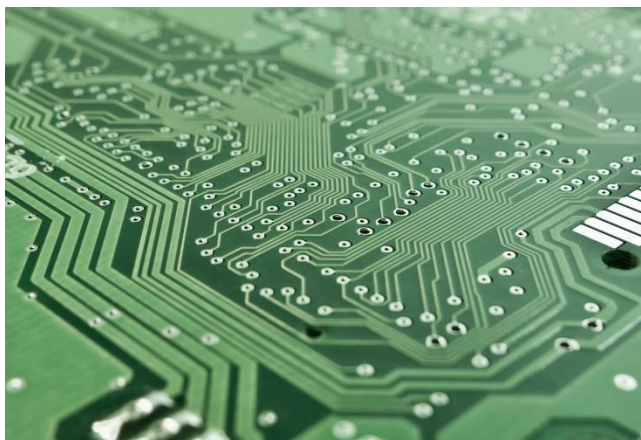


Image by Michael Schwarzenberger from Pixabay

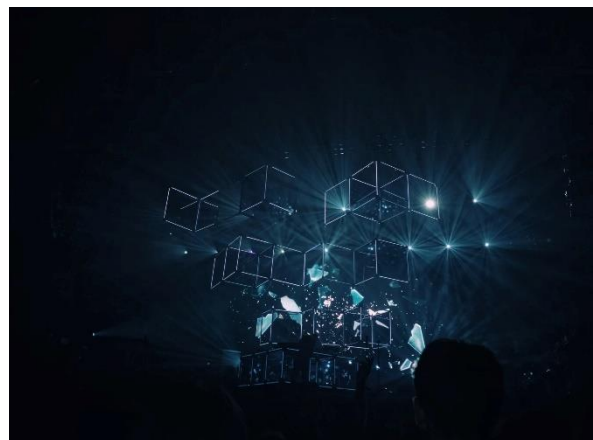


Photo by fabio on Unsplash

Figure 12: Examples of images from Pixabay and Unsplash with attribution

2.3 Funding acknowledgement

As an EU-funded Horizon Europe project, LAGO must acknowledge the EU support in all project-related communication activities and display the European flag (emblem) and funding statement (translated into local languages, where appropriate): Funded by the European Union.

The figure 13 below provides an example.



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

Figure 13: Example acknowledgement of EU funding

For all project-related publications, the following disclaimer should be added:

“Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.”

2.4 Dissemination materials

A set of digital dissemination materials and templates has been created exclusively for addressing LAGO's identified audiences. All the templates have been designed in accordance with the LAGO identity and are available to download from the project repository.

All documents can be readily updated and printed locally by partners as needed, allowing them to be used for their own specialised communication and dissemination efforts.

2.4.1 Document templates

Document templates have been prepared for deliverables and minutes, in addition to a base document template that can be used to create any kind of Word document with the design and layout of LAGO. These document templates may be found on the LAGO portal.

2.4.1.1 Deliverable template

The templates for the deliverables have been prepared in two different versions: one for deliverables with either a public or confidential level of dissemination, and another version that is compliant with all the necessary security guidelines and is intended for deliverables with EU-restrictions.

Project Information	
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Funding Scheme	Innovation Action
Start Date	01/11/2022
Duration	24 Months
Coordinator	ENG

Document Information	
Work Package	WPX: Title
Deliverable	DX.X Name
Date	DD/MM/YYYY
Type	[REPORT][ETHICS]
Dissemination Level	[PUBLIC][SENSITIVE]
Lead Beneficiary	
Main Author(s)	Name
Contributors	Name (Organisation); Name (Organisation);
Document Reviewers	Name (Organisation); Name (Organisation)
Security Reviewer	Name (Organisation)
Ethics Reviewer	Name (Organisation)

Figure 14: Front matter of deliverable template (for non-EUCI)

2.4.1.2 Minutes template

The agenda and minutes template can be used to capture and record meeting participants, minutes, and action items as necessary.

Figure 15: LAGO minutes template

2.4.1.3 PowerPoint presentation templates

Sharing the project's goals, findings, and internal communication capabilities is a critical part of any successful project. A PowerPoint template presentation has been created and is now available for use in the creation of multiple presentations.

2.4.1.3.1 PowerPoint template

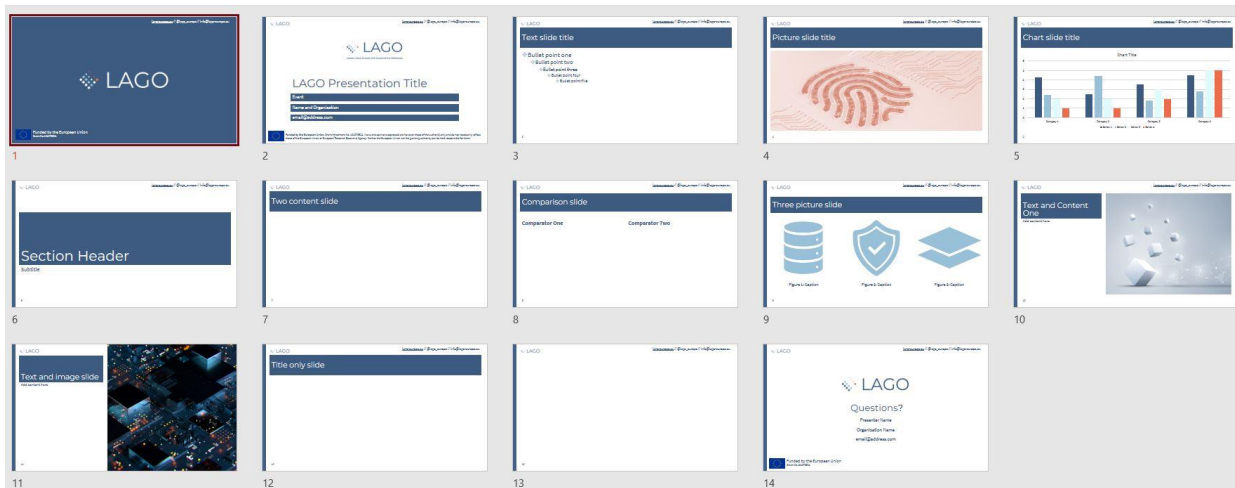


Figure 16: LAGO base slides

2.4.1.3.2 Standard LAGO PowerPoint presentation

A standard LAGO presentation featuring all the project's key information has been created and is available for all partners to present a summary of the project at various events. This template will be updated throughout the project. The following topics are covered in the slides:

- Cover slide.
- Title page.

- Key facts.
 - Project details.
 - The LAGO approach.
 - Use cases.
 - Project goals.
 - Project objectives.
 - Project outcomes.
 - The LAGO principles.
 - Consortium.
- AOB and contact details.



Figure 17: LAGO standard presentation

2.4.2 Printed media assets

Face-to-face meetings and events require the availability of resources that can be printed to promote (e.g., in an exhibition space) and distribute (e.g., to attendees) the project. LAGO has prepared an A4 leaflet and a roll-up banner that can be used for both consortium and external events.

2.4.2.1 Leaflet

The leaflet captures an overview of LAGO, offering key information about the project and incorporating design elements that are consistent with the other promotional materials. This version of the leaflet is appropriate for the initial phases of the project, as it contains generic details. As the project develops, new leaflets and media will be created to disseminate the most recent results and LAGO activities.

KEY FACTS

- Coordinator:** Engineering Ingegneria Informatica S.p.A. (Italy)
- Start Date:** November 2022
- Duration:** 24 months
- Consortium:** 25 partners from 14 countries, including 7 LEAs
- Topic:** HORIZON-CL3-2021-FCT-01-04: Improved access to fighting crime and terrorism research data
- Type:** HORIZON Innovation Actions
- Total cost:** €7.38m

CONSORTIUM

Lessen Data Access and Governance Obstacles

@lago_europe

@lago_europe

info@lago-europe.eu

lago-europe.eu

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lago-europe.eu

Figure 18: LAGO A4 leaflet – front and back

Over the past few years, EU research projects on the **Fight against Crime and Terrorism (FCT)** have increasingly focused on applied research, bringing together researchers, industries, **Law Enforcement Agencies (LEAs)**, and security practitioners to address security threats and improve societal resilience.

Data-driven and data-intensive methods like **Machine Learning (ML)**, **Artificial Intelligence (AI)**, big data analytics, and intelligence visualisation are used to leverage enormous data sets or streams in proposed security solutions. The **FCT** environment often lacks domain-specific data of sufficient quality and quantity to train and evaluate emerging algorithms, tools, and platforms. Lack of data leads to insufficiencies in **ML/AI** models and other data-intensive technologies built by researchers, making it difficult for security practitioners to benchmark, validate, and appreciate their usefulness, which compounds the lack of trust for providing further datasets.

LAGO is dedicated to addressing the data issue in the **FCT** research landscape and ecosystem by building broad consensus via an evidence-based multi-actor approach and composing a comprehensive roadmap enriched with an overarching deployable governance framework for the implementation of a trusted **Research Data Ecosystem (RDE)**, enabling multiple data spaces for **FCT** research.

WORK PACKAGES (WP)

- WP1** Project management and coordination.
- WP2** Ethical, societal and legal screening, guidance and review.
- WP3** Framework **EU FCT** trusted **Research Data Ecosystem (RDE)**.
- WP4** Research data creation and provision.
- WP5** Research data usage.
- WP6** Research dataset governance.
- WP7** Validation and demonstration in real scenarios.
- WP8** Boosting the creation of **EU Data Ecosystem** for **FCT** research.
- WP9** Ethics requirements.

OBJECTIVES

- ASSESS** the barriers and current practices in data sharing.
- DESCRIBE** the social, legal, ethical, and privacy requirements for an FCT data space.
- DESIGN** a Reference Architecture suitable for the FCT Research Data Ecosystem.
- DEVELOP** TRL-7 value-added Technological Tools to ensure data privacy, quality, and quantity for a coherent implementation of the EU FCT RDE.
- CREATE** a governance framework and procedures for a trusted Data Space and secure data sharing.
- VALIDATE AND DEMONSTRATE** the envisaged RDE architecture within the FCT community in real operational scenarios and domains.
- COMPOSE** a comprehensive road map for implementing the RDE in FCT research.

lago-europe.eu

2.4.2.2 Roll-up banner

The retractable banner can be used to promote the LAGO project at conferences and events. The banner features a condensed version of the LAGO mission elements to provide a brief overview of the project's aim, objectives, consortium members and contact details.



Figure 19: LAGO roll-up banner (W: 850mm x H: 2000mm)

2.4.3 Online and digital media

Accounts on various social media platforms are an excellent method through which the LAGO project can transmit information to various stakeholders who are located outside of the consortium. Companies and professionals who work in a wide range of industries utilise social media to communicate with one another, share information about their operations, and have conversations about issues that are relevant and timely. It has been established that LinkedIn and Twitter are the two primary social platforms for the LAGO project, and both platforms are suitable for professional communication that is related to the LAGO project.

The social media accounts and the project website will be discussed under Section 4 below.

Use of all social platforms will be kept under review to ensure they align and match the ethical values of the LAGO project and the European Union.

3 Dissemination and communication strategy

3.1 Objectives and outcomes

The dissemination and communication of LAGO's research efforts is a contractual requirement for all consortium members. To achieve the expected impact, outstanding research requires an efficient dissemination and communication plan. Creating a solid structure for strategic dissemination and communication will support clarifying the larger social importance of LAGO, assuring LEA adoption of results, and opening the door to innovative services and product opportunities.

Communication on projects is a carefully planned process that starts at the beginning of an action and goes on for its entire duration. Its goal is to spread the word about the action and the results it produces. It needs strategic and targeted ways to talk about the action and the results to a wide range of people, like the media and the public, and maybe even have a two-way conversation.

The aim of LAGO's dissemination and communication activities is to promote the project's research outputs and increase awareness of the project's goals and accomplishments.

It is anticipated that consortium partners provide the informative and engaging content for audiences ranging from the general public to central and high-level security broader community stakeholders. Therefore, the primary objective of LAGO's approach to dissemination and communication is to increase the knowledge of individuals and organisations regarding how LAGO will address the data issue in the FCT research landscape by building an evidence-based and validated multi-actor reference architecture for a trusted EU FCT Research Data Ecosystem (RDE).

Among the primary goals of the LAGO dissemination and communication strategy are:

- Identify essential stakeholder groups to interact with from the outset of the project, as well as a suitable dissemination and communication strategy for each group and prospective chances for greater visibility. The plan will also carefully assess how to enable results contained in deliverables containing sensitive information, ensuring that these are shared correctly while complying with the security requirements.
- To maximise the effect of LAGO's results, summarise the tools and strategies for interacting with stakeholders throughout the project.
- Define and implement procedures for examining and assessing the dissemination and communication efforts.

As a result, LAGO's dissemination and communication activities intend to achieve the following results:

- Increased LAGO awareness among key stakeholders.
- Collaboration with law enforcement agencies, practitioners, and stakeholders in the fields of security, cybersecurity, and artificial intelligence will offer future exploitation prospects.
- Associations with other related and pertinent EU and national initiatives and projects.

Overall, these outcomes will result in greater project visibility, awareness, and effective communication, effectively conveying LAGO's research results to its intended stakeholders.

3.2 Communication strategy

The LAGO communication strategy is a planned procedure that begins at the start of the project and continues throughout the length of the project. The purpose is to raise awareness of the project through a variety of strategic and targeted communication initiatives that deliver information to a diverse audience and attempt to demonstrate why the LAGO project is worthwhile.

There are two types of communication channels: internal and external. Project partners, the project board, and the project office communicate internally via email, hold face-to-face or team meetings, and exchange documents on a shared, secure platform. Interacting with various stakeholders who have an impact on or have been impacted by the project is a component of external communication.

We chose Twitter and LinkedIn as social media venues to reach the target demographic interested in the LAGO research findings. Even though this is a vast project, the consortium will use meetings, events, and the project website to raise awareness of the research work in the security and other relevant sectors, as well as encourage partners to disseminate information through their own communications channels.

All project-related information is available to the public on the LAGO website. The website is divided into five sections: Home Page, About, Partners, Results and Updates. The website will hold all public deliverables after they have been approved by following the project review process.

We aim to publish an annual newsletter so that the audience is informed of the project's progress and outcomes. The newsletters will be published on the project website, and Consortium members are urged to disseminate them to their own subscriber lists.

3.3 Dissemination strategy

LAGO will always put out maximum effort to get the word out about the project's outcomes and research results. All Horizon Europe initiatives must ensure that their findings are widely disseminated. To maximise the impact of an EU-funded research, the EC states that programmes must transfer knowledge and results so that others may use and implement the results. As a result, LAGO's internal dissemination activities will make it easier to share details about the project's findings. Depending on the results' level of sensitivity, these steps may involve public dissemination or to be limited to certain stakeholders (such as LEAs). This will facilitate the dissemination of information to interested parties (like LEAs) who can put the findings to good use.

In order to accomplish this, it is necessary to decide what, when, and how of dissemination in order to develop a robust and consistent dissemination effort among all project partners.

This deliverable, along with clear procedures for implementation, will provide a standardised approach from the outset and will be achieved by implementing a dissemination and communication strategy following a specific three-phase approach:

1. Awareness building phase.

The purpose of this stage is to introduce the LAGO project and its primary objectives, as well as any accessible preliminary results.

During this time, we will build the LAGO brand, launch the project website, create, and develop social media channels.

2. Participation phase.

This phase changes from a communication-focused to a dissemination-focused approach, addressing specific user groups and assisting them in understanding LAGO's concepts and findings. Based on the identification and segmentation of the key target audiences, the results, outcomes, and developments of the emerging project will be disseminated via planned and attended workshops and events organised by consortium members at local, national, EU, and international levels; conferences; journal publications; and digital media such as website updates and social media posts.

During this phase, the multi-stakeholder FCT research data community will be launched, consisting of LEAs, researchers, representatives of EU security agencies, providers of relevant datasets, FCT solution providers, policymakers, etc. Several joint project awareness-raising campaigns will be delivered via online and offline workshops and social media will bring the results to a wider audience and reinforce the capability and operational significance of the FCT research data.

3. Action phase.

This phase focuses the distribution efforts on the project's potential for exploitation and the community's long-term sustainability. These efforts will be geared towards enabling LAGO to influence security community practises, products, and standards. This phase will allow LAGO to obtain feedback through demonstrations of the results, attending and/or organising events with end users, and gathering final needs.

This phase will also place a greater emphasis on policy and legislative actions to further integrate the results of LAGO into future EU policy (e.g., the Security Union, implementation of the Artificial Intelligence Act) and to facilitate the transformation.

Although the preceding phases are portrayed as discrete, in practise they will overlap based on the availability of results and the requirement for the project to adapt to a shifting security environment. Moreover, due to the number of consortium partners and the evaluation of impact, the project's distribution priorities may fluctuate or shift throughout its lifetime. In M24, the final version of this deliverable will document any updates and modifications of the plan during the project lifetime. This version of the strategy provides a complete picture of LAGO's dissemination and communication strategy, focusing on the activities implemented during the awareness-building phase, whereas M24's effort will report on the results of the participation and action stages.

3.4 Target audiences

Audiences and stakeholders for LAGO overlap and interrelate; they all have various degrees of knowledge and interests and are crucial to the project's research, development, and exploitation, ranging from local

education authorities and research agencies to journalists and the general public. LAGO has been constructed from the ground up. The consortium was formed to ensure that LEA practitioners had a focal point, with a total of seven LEAs as project partners.

With such a vast array of possible audiences, it is essential that dissemination and communication activities are clear and consistent. Priority has been given to certain organisations and individuals with whom we will seek to have an intensive dialogue about the content of LAGO's research and demonstration activities, while others represent critical target groups to engage with from the project's inception in order to maximise opportunities for long-term impact.

These categories are:

1. Security R&I community

- Academia, RTOs, and industry engaged in the development of new technologies and solutions aiming at the different knowledge and operational fields addressed by the FCT sector on a broad basis (digital forensics, cybersecurity, AI applications, intelligence) and/or interested in the development of new anonymisation and masking technologies for data sharing. This group also encompasses associations engaged in the dissemination and uptake of technologies by end-users such as EACTDA¹⁰.
- R&I related projects under HE Cluster 3 topics (HORIZON-CL3-FCT-2021-01-01 - TENACITY¹¹, HORIZON-CL3-FCT-2021-01-05 - TENSOR¹² and HORIZON-CL3-FCT-2022-01-01¹³, as well as HORIZON-CL3-FCT-2022-01-02¹⁴) and H2020 projects such as STARLIGHT¹⁵.
- Universities and individual researchers active in open-source data acquisition; data cleansing, integration, transformation, and reduction; NLP; transcription and translation; image and audio processing; visual recognition; audio recognition; tamper detection; ML/AI for multiclass classification and clustering; interactive visualisation; immersive reality; ethical and legal aspects of the use of ML/AI for LE purposes.
- Research and development intensive SMEs and industry players.
- H2020 projects and other relevant ongoing initiatives with shared objectives, especially if EU funded. See Section 4.1010 for a preliminary list.
- EU bodies engaged in research: European Parliament's EPRS¹⁶, Joint Research Centre¹⁷.
- Other research initiatives covering synergistic subject matters.

¹⁰ <https://www.eactda.eu/>

¹¹ <https://tenacity-project.eu/> ; <https://cordis.europa.eu/project/id/101074048>

¹² <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-details/horizon-cl3-2021-fct-01-05>

¹³ <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-details/horizon-cl3-2022-fct-01-01>

¹⁴ <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-details/horizon-cl3-2022-fct-01-02>

¹⁵ <https://www.starlight-h2020.eu/> ; <https://cordis.europa.eu/project/id/101021797>

¹⁶ <https://www.europarl.europa.eu/at-your-service/en/stay-informed/research-and-analysis>

¹⁷ https://commission.europa.eu/about-european-commission/departments-and-executive-agencies/joint-research-centre_en

- Research communities in areas of direct, specific relevance to the project research such as related EU projects with cybersecurity capabilities or those specialising in relevant security and AI fields or dedicated security networks such as the European Network of Forensic Science Institutes (ENFSI¹⁸).
- Experts on criminal procedure from EU MS and associated countries.
- CERIS¹⁹, EACTDA, ENFSI, ECSO²⁰, Europol Innovation Lab²¹, ECTEG²².
- Wider research community in areas related to LAGO project activities.

2. Law Enforcement and Internal Security community

- Member States LEAs.
- Members of the EU Innovation Hub for Internal Security (Europol²³, eu-LISA²⁴, Frontex²⁵, CEPOL²⁶, etc.), and other initiatives involved in the training of LEAs such as the European Network of Forensic Science Institutes (ENFSI) or the European Cybercrime and Training and Education Group (ECTEG).
- LEAs in EU Member States (MS) that did not participate as partners in the project.
- Individual LE departments dedicated to research, development, and innovation.
- Individual officers with expertise in the fight against cybercrime and counterterrorism.
- Multipliers: organisations, initiatives, consortia, and projects enabling access to large LE communities. A preliminary list includes: ENLETS²⁷, SIRIUS²⁸, EC3 SPACE²⁹.

3. Policy makers and regulators

- European Commission, European Parliament, and Council of the EU as well as specific DGs (e.g., DG HOME³⁰, Directorates B and D, DG JUST³¹, Directorates B and C, DG CNECT³², Directorates A and H, DG IPOL³³, Office of the Counterterrorism Coordinator at the Council³⁴).

¹⁸ <https://enfsi.eu/>

¹⁹ https://home-affairs.ec.europa.eu/networks/ceris-community-european-research-and-innovation-security_en

²⁰ <https://ecs-org.eu/>

²¹ <https://www.europol.europa.eu/operations-services-and-innovation/innovation-lab>

²² <https://www.ecteg.eu/>

²³ <https://www.europol.europa.eu/>

²⁴ <https://www.eulisa.europa.eu/>

²⁵ <https://frontex.europa.eu/>

²⁶ <https://www.cepola.europa.eu/>

²⁷ <https://enlets.eu/>

²⁸ <https://www.europol.europa.eu/activities-services/sirius-project>

²⁹ <https://www.europol.europa.eu/about-europol/european-cybercrime-centre-ec3>

³⁰ https://home-affairs.ec.europa.eu/index_en

³¹ https://commission.europa.eu/about-european-commission/departments-and-executive-agencies/justice-and-consumers_en

³² https://knowledge4policy.ec.europa.eu/organisation/dg-cnect-dg-communications-networks-content-technology_en

³³ <https://the-secretary-general.europarl.europa.eu/en/directorates-general/ipol>

³⁴ <https://www.consilium.europa.eu/en/policies/fight-against-terrorism/counter-terrorism-coordinator/>

- Policy officers within the EU JHA agencies' network (CEPOL, eu-LISA, Eurojust³⁵, FRA³⁶).
 - Policy officers at international organisations (Council of Europe³⁷, UNODC³⁸, UNCTED³⁹).
 - EU Advisory Groups and High-Level Expert Groups (e.g., FCT Community of Users, HLEG on AI in the domain of Home Affairs).
 - Other policy makers at European, national, or regional level.
4. Data Spaces ecosystem
- Public and private initiatives involved in the creation of European Data Spaces such as Business Alliance – GAIA-X⁴⁰, IDSA⁴¹, Digital Europe's Common Data Support Centre⁴² or ADRA Partnership⁴³.
 - Consortium from DIGITAL-2022-DATA-SEC-LAW-03-ENFORCE - Data space for security and law enforcement⁴⁴
5. Societal
- Mass media and the civil society, specifically in relation to the topics of data sharing at cross-border level, the potential use of personal data in security research, the non-discriminatory and non-biased use of AI in new security related solutions and technologies.
 - Civil Society organisations, interest groups, NGOs, and non-profit organisations.

3.5 Key messages and outputs

The key messages of LAGO's dissemination and communication strategy are tied to the project's specific goals.

3.5.1 Key messages

Each of the aforementioned target audiences will be addressed by LAGO's dissemination and communication strategy with pertinent, tailored messaging. These communications will place particular emphasis on the following important points that will emphasise the main advantages of the LAGO project:

- The LAGO Roadmap and future Data Space will provide access to relevant and representative research datasets as well as accompanying procedures for supporting the EU Security ecosystem,

³⁵ <https://www.eurojust.europa.eu/>

³⁶ <http://fra.europa.eu/en>

³⁷ <https://www.coe.int/en/web/portal>

³⁸ https://www.emcdda.europa.eu/about/partners/unodc_en

³⁹ <https://www.un.org/securitycouncil/ctc/>

⁴⁰ <https://www.data-infrastructure.eu/GAIA/Navigation/EN/Home/home.html>

⁴¹ <https://internationaldataspaces.org/>

⁴² <https://dssc.eu/>

⁴³ <https://adra-e.eu/>

⁴⁴ <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-details/digital-2022-data-sec-law-03-enforce>

composed by LEAs, members of the Innovation Hub for Internal Security, academia, and industry. LAGO will heighten the innovation potential and professionalisation of multi-stakeholder research collaborations.

- In the long-term, the implementation of EU FCT RDE will lead to the development and testing of new solutions based on modern information analysis capabilities and will directly impact the investigative and operational capacities of LEAs and other enforcers across security fields, specifically improved forensics and lawful evidence collection, improved intelligence for the prevention, detection and deterrence of various forms of organized crime and a more secure cyberspace for citizens, as referred in the Destination impacts.
- LAGO will provide the much-needed framework for efficient development of cutting-edge, innovative AI solutions, operational and scientific evidence to enable further research and technological adoption for LEA operational environments and allow more effective cross-border data exchange enabled by cutting edge cryptography and data handling techniques, built on current and future scientific-technological concepts.
- LAGO will increase the capacities of the EU Security ecosystem. Importantly, knowledge, processes and structures created in LAGO will help remove barriers to inter-operation of stakeholders engaged in FCT research and innovation, providing the foundation for security innovations serving the safety of society.
- The LAGO Architecture and Roadmap will ensure that future data sharing solutions will have societal concerns as well as privacy, ethics, human rights, and legal concerns at their heart.
- Improved algorithms and methods as well data handling techniques for faster, more efficient, more precise crimes related content and activity detection, identification and gathering enforced with new levels of automation for precise assessment of probabilities of malicious activities to be linked, associated with crimes and criminal actors.
- Contributing to the establishment of a strong EU security industry, thus enhancing the EU’s strategic autonomy in the field of AI for LEAs.
- Improved global European response to criminal threats, thus disrupting criminal activities, reducing risks to society, and addressing concerns of EU citizens.

Examples of the type of messaging related to stakeholder segmentation can be seen in the table below.

Table 2: Stakeholder segmentation and key messages

Stakeholder	Communication objectives	Examples of key messages
Security R&I community	<p>The research community is the main beneficiary of a successful LAGO project as it is creating best practices for sharing data to improve research tools.</p> <p>Progress on the scientific, technology, legal and ethical fields leading to the proposal of the RDE Reference Architecture. Universities will use scientific knowledge and results to expand their research capacity and</p>	<p>The LAGO project is utilising a variety of cutting-edge ML/AI technologies to create a reference architecture and prototype implementation of a dataspace with some value-added supporting tools that will enhance the investigation procedure.</p> <p>Ingenious methods of combining ML/AI applications of network analysis, visual</p>

	<p>portfolio through publications, keynotes, and similar activities; integration of results into educational curricula and future specialised offers executive education; and potential technology transfer to industry through technology transfer initiatives.</p>	<p>analysis, speech, and natural language are being developed by the LAGO project.</p>
<p>Law Enforcement and Internal Security community</p>	<p>The delivery of new governance models, architectures and frameworks leading to trust building in the cross-border data sharing for research purposes; further strengthen the trust building efforts will be achievable through LAGO's open and easy to integrate anonymization and masking technologies and data harmonisation efforts.</p> <p>To meet their technical and operational demands, LEAs can contribute and assist in the development of tools.</p> <p>They can also provide some insight into the typical LEA procurement practices, which are crucial for the exploitation and sustainability of LAGO.</p>	<p>The LAGO project is focused on creating a data pool that will assist LEAs in conducting quicker and more accurate criminal activity investigations and aid in the fight against terrorism.</p> <p>LAGO will lead to the development and testing of new solutions based on modern information analysis capabilities.</p> <p>To help LEAs integrate LAGO into their existing systems, LAGO will offer a training resource.</p>
<p>Policy makers and regulators</p>	<p>LAGO solutions must integrate and be compatible with numerous international, national and EU regulations aimed at increasing digital transparency and trust in EU digital policy, including GDPR amendments, e-privacy, and e-commerce Directives, as well as the upcoming governance and framework for EU Data Spaces proposed by Digital Europe's Data Spaces Support Centre (DSSC),</p>	<p>LAGO's Reference Architecture will have strict adherence to fundamental rights and legal, ethics regulations at his core, while supporting sufficient flexibility to accommodate variations (e.g., for cross-border exchanges).</p>
<p>Data Spaces ecosystem</p>	<p>LAGO will engage the FCT community in assessing its outputs, to select the most promising and acceptable approaches as recommendations for the future. This will ensure that the LAGO Architecture will be accepted and taken up to its full potential.</p>	<p>The LAGO project is creating novel approaches to integrate ML/AI technology in order to give LEAs greater tools for investigating criminal networks.</p>

<p>Societal</p>	<p>To inform the general public and the media of the project and its potential.</p> <p>Keep them updated on the project's development and let them know how they may contribute to the FCT.</p> <p>Increased public acceptance of new technology will result from communicating the underlying legal protections used in LAGO.</p> <p>Support from the media can increase other key stakeholders' awareness of LAGO.</p>	<p>Data privacy is a crucial component of the tool because the project is supported by stringent ethical and legal safeguards. LAGO will contribute to better protect the EU and citizens against Crime and Terrorism.</p>
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4 Dissemination and communication channels

4.1 Website

The LAGO website (lago-europe.eu) will serve as the project's central communication and distribution platform. The primary purpose of the project's initial phase is to give a consistent set of information about the project, its vision, objectives, and partners. The website address is <https://lago-europe.eu>. As the project progresses, this will be supplemented with further information, notably that which presents the project's results. LAGO's website was built to ensure that it is:

- modern, visually appealing, and consistent with the project's established visual identity.
- user-friendly and intuitive, allowing for a frictionless user experience.
- responsive to the most popular Internet browsers and digital devices.

It features a secure, up-to-date CMS that allows CENTRIC, as administrator, to easily post and alter content. The website and backend are both available over HTTPS. The website's primary language will be English. The webpage is structured as follows:

- **Homepage:** Why LAGO, The LAGO Vision, Objectives, Latest Updates, Project Facts.
- **About:** Background, Our Goal, The LAGO Principles.
- **Partners:** Partners, Related Projects.
- **Results:** Public Deliverables, Scientific Publications, Dissemination Materials.
- **Updates:** Recent Updates.

The LAGO homepage serves as the project's entry point, containing all the project's main information and facts, as well as links to contact information and social media platforms. The homepage emphasises the seven foundations of the LAGO vision, as well as the most recent updates, project facts, and consortium.

The site is built on the Drupal⁴⁵ content management system (CMS), which allows for easy customization of the site's design and the simple development of project updates (e.g., news, events, blog posts) that can be uploaded as needed. A more thorough "About" page gives more information on the project's origins and logic, as well as a more detailed explanation of the project's objectives. The "About" page also identifies the primary domain areas on which LAGO will concentrate its efforts. However, if these are revised as a result of the project's study, this page will be updated as well.

The "Partners" page provides an overview of the consortium members and currently leaves space for entries concerning LAGO advisory board members as well as associated projects.

⁴⁵<https://www.drupal.org/>

The "Results" tab will provide links to LAGO public deliverables that have been accepted by the European Commission after any review procedures, publications resulting from LAGO research, and other communication materials as needed.

The "Updates" page should be the most dynamic, as it will be regularly updated with relevant news, including news about the project, news from the research and development landscape, events organised by the project, relevant events in the field of LAGO, and/or articles about the accomplishment of LAGO's milestones. Additionally, visitors can browse and download issues of the newsletter on this page.



LAGO

About Partners Results Updates

LAGO: Lessen Data Access and Governance Obstacles

LAGO will deliver the foundation for a trusted European Research Data Ecosystem to address the "data issue" in the research landscape for the fight against crime and terrorism.

WHY LAGO?

The lack of domain-specific, high-quality representative datasets for research negatively impacts the development of methods, platforms and tools to support research into the fight against crime and terrorism (FCT). To accelerate data-oriented innovation, the security research and innovation ecosystem needs a common approach to co-create, deposit, and share data and tools in a trusted and secure manner.

THE LAGO VISION

LAGO will address the data issue in the FCT research landscape by building an evidence-based and validated multi-actor reference architecture for a trusted EU FCT Research Data Ecosystem (RDE). The RDE will be an open, transparent and secure data infrastructure where FCT-related data can be co-created, made available and shared in a trusted environment.

LAGO will achieve its vision through the following objectives:

- Assess the barriers and current practices in data sharing
- Describe the social, legal, ethical and privacy requirements for an FCT data space
- Design a Reference Architecture suitable for an FCT RDE
- Compose a comprehensive roadmap for implementing the RDE in FCT research
- Design a governance framework and procedures for a trusted Data Space and secure data sharing
- Validate and demonstrate the envisaged RDE architecture within the FCT community in real operational scenarios and domains
- Develop TRL-7 value-added technologies to support the data privacy, quality, and quantity elements of the RDE

LATEST UPDATES

LAGO's 2nd Plenary Meeting in San Sebastian
12 Apr 2023

The event was held in San Sebastian from March 14th to March 16th, 2023, and was organised by partner VIDOMTECH, one

Effective LAGO kick-off meeting
16 Mar 2023

On December 7, 2022, the project coordinator, Engineering Ingognena Informatica SPA (ENG), convened a kick-off mee

PROJECT FACTS

Coordinator ENG - Italy	Partners 25	Duration Nov 2022 - Oct 2024	Total cost €7.38m
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Figure 20: LAGO homepage (top)

The analytics engine plausible.io⁴⁶ is attached to the site to measure activity on the site and to provide reporting and levels of interaction with LAGO. Plausible describes the services it provides as: '... lightweight and open-source web analytics. No cookies and fully compliant with GDPR...'

Plausible was chosen over other online analytics platforms due to its increasing focus on privacy and ability to provide the service without the use of cookies. CENTRIC is running Plausible on its own servers.

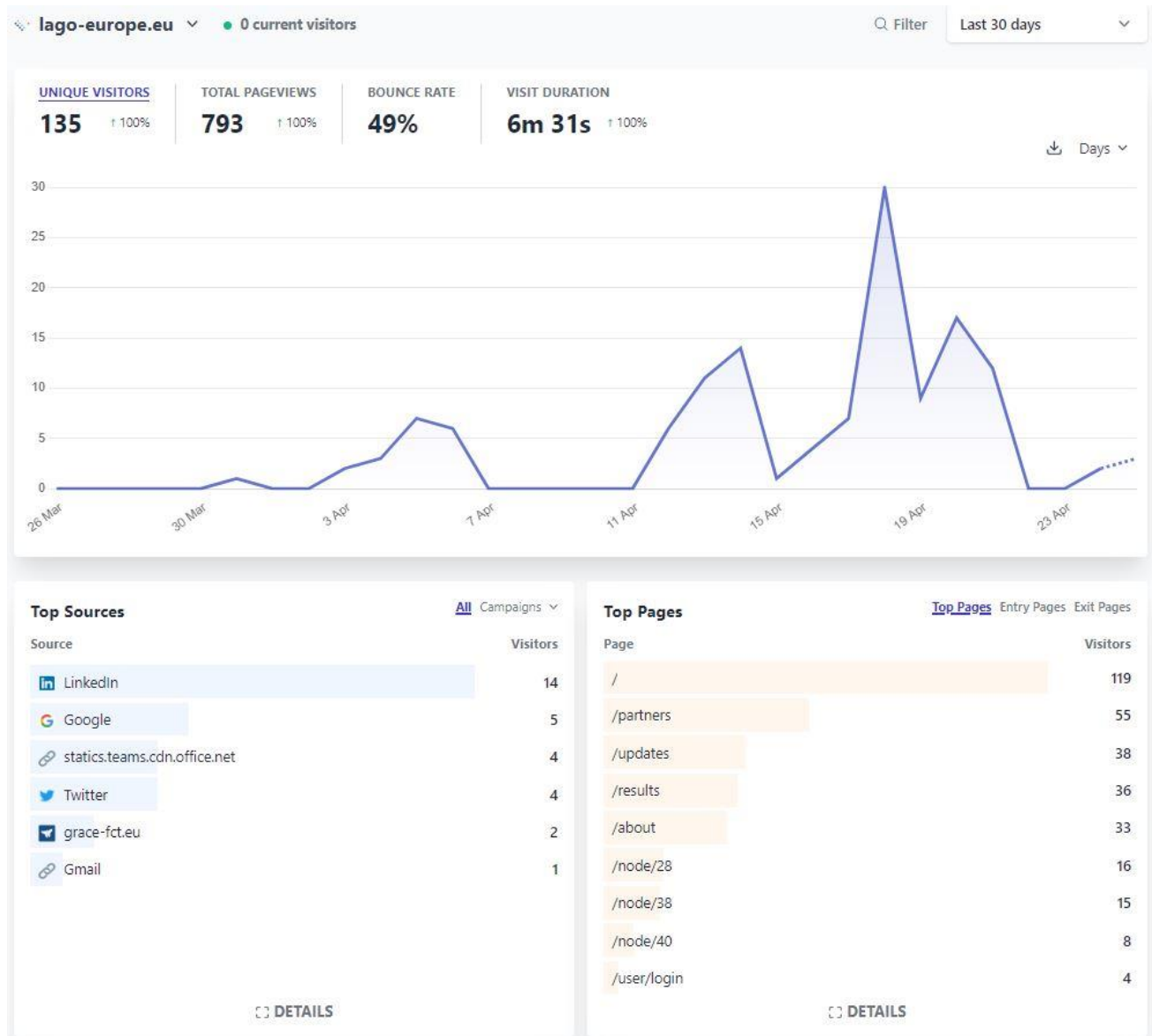


Figure 21: Website analytics for lago-europe.eu

⁴⁶<https://plausible.io/>

4.2 Newsletter

LAGO will publish a project-related annual newsletter to engage and update its audience on the current project outcomes, upcoming opportunities, and external pieces of news of potential relevance in the field of ML/AI applied to European LEAs.

The newsletter will be in PDF format and will include live links to website updates. It will be distributed to all project partners' stakeholders, shared on social media accounts, and will be available to be downloaded from the website, on the "Updates" page.

CENTRIC will create the newsletter in close collaboration with all partners. It will be created to complement LAGO's visual identity, as outlined in Section 2.

Figure 22 below depicts a preview of the newsletter; its layout will be determined by the quantity of news items included in each edition.

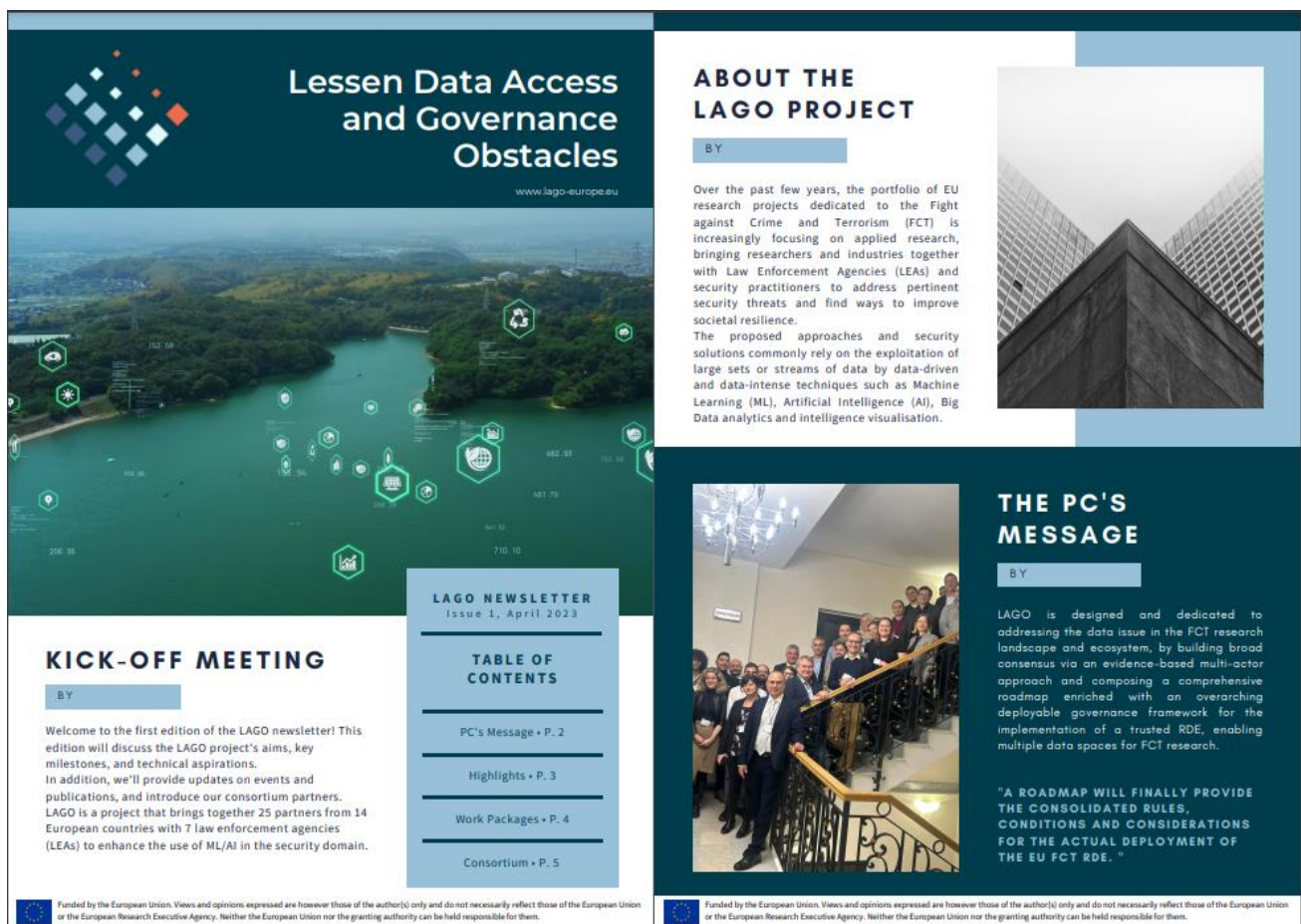


Figure 22: Layout of the LAGO newsletter

The first issue of the newsletter will cover the project's start, goals and objectives, work packages, as well as consortium members. For each issue, the following workflow will be followed:

- CENTRIC will decide on the essential topics to be discussed and who will be involved in collaboration with its partners.

- Specific content requests will be made in advance to the partners involved.
- All inputs will be incorporated into a first version by CENTRIC.
- The content-contributing partners and the SAB will examine the first draft.
- The final version will be distributed to each partner for redistribution to their respective networks.

The newsletter will also be made available on the project's website, and a part of its content will be shared on the project's Twitter and LinkedIn pages, along with an invitation for readers to email to subscribe to future issues.

4.3 Social media

The project has two social media platforms that share a common graphic line and are accessible via the project's website. LAGO's social media profiles were established to disseminate major project outcomes, updates, events, and other important information. It also ties the project to other similar projects, demonstrating the importance of interacting with a broader audience.

Due to the project's security-sensitive nature, distribution via social media platforms requires clearance from both the project coordinator and the dissemination leader.

This ensures that the material released is appropriate for public release and applicable. Section 6.5 contains more information about this procedure.

All partners are invited to spread the news about LAGO on their social media accounts by liking, retweeting, and reposting the project's tweets and posts. This will allow LAGO to reach a bigger audience comprised of each partner organization's followers, expanding its visibility.

Partners should use caution when discussing the LAGO project on Twitter and LinkedIn, as well as when mentioning LAGO in posts:

- Information that is confidential or sensitive.
- Personal data (such as pictures of people without their express consent).

4.3.1 Twitter

Twitter is a popular forum for European projects, LEAs, researchers, decision-makers, influencers, and other stakeholders. Messages of up to 280 characters in length, including audio and video links, can be shared after creating a profile.

Twitter will be used to communicate with event speakers and participants, as well as to share information about LAGO. To develop and sustain visibility on Twitter, posts should be published once a week.



Figure 23: LAGO's profile on Twitter

LAGO's Twitter handle is @LAGO_Europe. It is essential to use the correct handle when tagging a project in a tweet because other projects or businesses may have a Twitter profile with a similar handle.

The hashtags #LAGOproject, #HorizonEU, and #EUSecurityResearch will be used regularly on the LAGO Twitter account. Thanks to Twitter Analytics, which provides granular insights, the project can analyse the impact of single tweets.

4.3.2 LinkedIn

LinkedIn is mainly a social network for individuals, but companies are also quite active there. It establishes a platform for scholars, law enforcement officers, policymakers, and/or journalists to connect and share information. LinkedIn allows users to post updates, join or organise groups, and share links and media assets.

The twitter posts' content will be republished on LinkedIn in a longer version, with any new information added as it becomes available. LinkedIn is a well-known and successful platform that can assist us build a network of organisations and individuals interested in engaging in additional project activities. New content will be published on the LAGO LinkedIn account at least once a week. LAGO's LinkedIn page may be found at <https://www.linkedin.com/company/lago-europe/>.

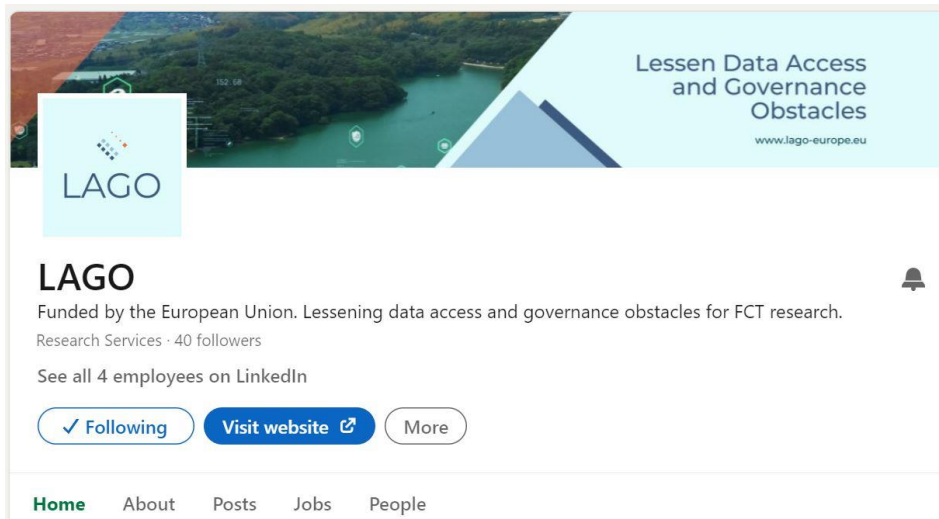


Figure 24: LAGO's profile on LinkedIn

4.3.3 Content calendar






A preliminary social media content schedule with messages and images will be accessible on the project's online collaboration platform; however, work package leaders from each partner are expected to contribute to the social media content by producing one post per month. Either new information about the ongoing research or essential project information will be shared.






On social media sites, messages covering various aspects of the initiative have been produced (see Table 3). Partners are encouraged to utilise these messages on their own social media channels (without additional approval) to promote the project's activities.

The following information is provided to partners to assist them in utilising the content and ensuring that it is shared appropriately:

- To ensure consistency, please include the pertinent messages and materials as they are provided.
- The content is written in English, but each partner is free to translate it into his or her primary language.
- There is no schedule for the recommended tweets and postings. You may release them at your discretion.
- Always include some of the suggested hashtags, #LAGOproject, #LAGOEurope, #HorizonEU, and #EUSecurityResearch, and tag our social media handles.
- You may use the hashtags in your native language, but it is recommended that you also use the English version.

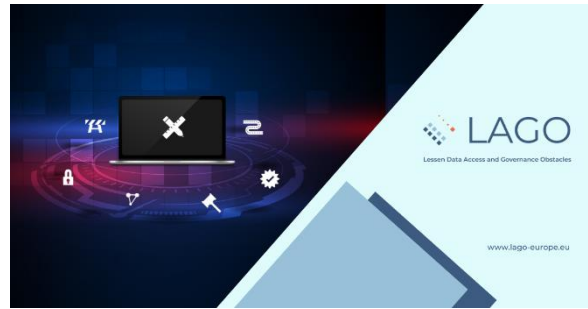
Table 3: Social media key messages and graphic content

Message	Image
<p>LAGO is a European project funded under the Horizon Europe Innovation Action Programme. Head to our website to read about our objectives and learn more about our partners.</p> <p>👉 https://lago-europe.eu #LAGOproject #HorizonEU #EUSecurityResearch</p>	 <p>The image shows a scenic view of a lake surrounded by green hills. Overlaid on the image are several green hexagonal icons representing different data and security concepts. A dark blue box in the bottom left corner contains the text 'LAGO' in large white letters, followed by 'Lessen Data Access and Governance Obstacles' and the website 'www.lago-europe.eu'.</p>
<p>The lack of domain-specific, high-quality representative datasets for research negatively impacts the development of methods, platforms, and tools to support the fight against crime and terrorism (FCT).</p> <p>Learn more 👉 https://lago-europe.eu #HorizonEU #LAGOproject</p>	 <p>The image features a dark blue background with glowing purple and blue digital security icons, including a fingerprint, a shield with a keyhole, a warning sign, and a link icon. The LAGO logo and tagline 'Lessen Data Access and Governance Obstacles' are visible in the top right, along with the website 'www.lago-europe.eu'.</p>
<p>The LAGO consortium is composed of 25 partners from 14 European countries including 7 law enforcement agencies with experienced researchers contributing to the Horizon Europe focus on secure societies.</p> <p>👉 https://lago-europe.eu #LAGOproject #EUSecurityResearch</p>	 <p>The image displays a grid of 25 partner logos from various European countries and organizations, including AtoS, THALES, CFW, ianus, AT, vicomtech, FUGV, and others. The LAGO logo and tagline are positioned in the top right, with the website 'www.lago-europe.eu' at the bottom right.</p>
<p>LAGO designs a roadmap with an overarching deployable governance framework to establish a trusted Research Data Ecosystem, enabling multiple data spaces for FCT research.</p> <p>👉 https://lago-europe.eu #LAGOproject #EUSecurityResearch</p>	 <p>The image shows a globe with a network of blue lines and nodes, representing a data ecosystem. The LAGO logo and tagline are in the top right, and the website 'www.lago-europe.eu' is at the bottom right.</p>
<p>LAGO brings together LEAs, security practitioners, relevant EU agencies, academic and industry researchers, policy makers and regulators in a coordinated and strategic effort to foster and innovate a data-oriented collaboration.</p> <p>👉 https://lago-europe.eu #LAGOproject #EUSecurityResearch</p>	 <p>This image is identical to the first one in the table, showing a lake with green hills and data icons, with the LAGO logo and tagline in the bottom left corner.</p>

<p>LAGO will deliver the foundation for a trusted EU FCT Research Data Ecosystem to address the lack of domain-specific data in sufficient quality and quantity to enable appropriate training and testing of the developed methods, platforms, and tools 📄 https://lago-europe.eu #EUSecurityResearch</p>	
<p>#DidYouKnow: the LAGO Project will continue until 2024, laying the ground for promoting the development of a future common European Security Data Space. 📄 https://lago-europe.eu #LAGOproject #EUSecurityResearch</p>	
<p>Our success formula includes: → 25 partners → 7 Law Enforcement Agencies → 12 EU Member States → 2-years funding Find out more 📄 https://lago-europe.eu #LAGOproject #EUSecurityResearch</p>	
<p>We work towards identifying the barriers to FCT research data sharing, map existing data initiatives, and build a broad consensus to address the lack of trust between different organizations. 📄 https://lago-europe.eu #LAGOproject #EUSecurityResearch</p>	
<p>The LAGO consortium prioritises understanding the social, legal, ethical and privacy requirements for an FCT data space. 📄 https://lago-europe.eu #LAGOproject #EUSecurityResearch</p>	

One of our main objectives is to provide a Reference Architecture to act as a feasibility assessment guide and steppingstone for the implementation of the FCT Research Data Ecosystem.

<https://lago-europe.eu>
#LAGOproject #EUSecurityResearch



In LAGO we develop and advance specific technological elements to ensure measurable data privacy, quality, and quantity, to be integrated into a coherent framework implementing the reference architecture.

<https://lago-europe.eu>
#LAGOproject #EUSecurityResearch



LAGO aims to create an appropriate governance framework, procedures, and services for ensuring trusted Data Space operations and secure and seamless data sharing and exchange.

<https://lago-europe.eu>
#LAGOproject #EUSecurityResearch



LAGO will validate and demonstrate the envisaged RDE architecture within the FCT community in real operational scenarios and domains.

<https://lago-europe.eu>
#LAGOproject #EUSecurityResearch



The LAGO consortium will collaborate with EU policy makers and compose a comprehensive roadmap for the implementation of the Data Space for FCT Research.

<https://lago-europe.eu>
#LAGOproject #EUSecurityResearch



We assist LEAs in achieving their objectives by co-designing innovative solutions and harnessing the opportunities of a dynamic technological advancement. We transform their activities and processes by utilising new core values and digital ecosystems.

<https://lago-europe.eu>



LAGO focuses on creating data and tools for FCT research purposes based on common rules, protocols, standards, and instruments in a trusted and secured environment.

<https://lago-europe.eu>
 #LAGOproject #EUSecurityResearch



4.3.4 Awareness toolkit

Given the scale and diversity of the LAGO consortium and the prominence of social media, LAGO will also aim to capitalise on each partner's current communication channels by encouraging them to communicate project-related information via these channels.

The LAGO Awareness Toolkit has been established as a quick, simple, and uniform resource for all partners to use on their respective social media accounts to support this initiative. During the transition between the awareness-building and participation phases of the communication and distribution strategy, partners will be encouraged to use the kit's components to enhance the project's overall exposure.

The objective of the toolkit is to provide brand-appropriate, approved, and ready-to-use material that can be delivered via the social media channels of LAGO and consortium partners.

It is anticipated that partners will develop the habit of regularly referring to and promoting the project to their most engaged stakeholders by sharing the messages. Even if the content is published in English, it may be translated; however, it is encouraged that the content remains as close to the original version as possible and be sent to individuals who handle social media inside partner organisations in order for it to be delivered appropriately.

The Project Coordinator has internally authorised the toolkit, which contains messages and graphics that will initially tell the "story" of LAGO, describing what the project is about, why it is significant, and what its objectives are. As the communication and distribution plan proceeds through its different phases and the project evolves, so will the toolkit. Messages will develop to reflect policy suggestions and major project outcomes, for example.

4.4 Press releases

Partners will utilise press releases to inform print and online media, institutions, and the general public about the local, European, and worldwide goals of LAGO. Section 3 outlined the communication and dissemination strategies for enhancing the content flow and workflow to external audiences.

Press releases will be generated in conjunction with major project milestones and events. At least two press releases are scheduled to be created, published on the project's website, posted on its social media platforms, and circulated to the media list. To assist sharing, partners of LAGO will be encouraged to translate project news releases into their native tongue and distribute them on their own network.

The WP8 leader, CENTRIC, and the coordinating partner, ENG, will jointly publish news releases announcing important milestones.

Any partner can suggest a press release by sending an email to CENTRIC with the subject they wish to address and add ENG in copy. After they have gained formal approval, they can upload an initial draft to the project document repository for distribution to all partners. Interactions between the partners proposing the press release, CENTRIC, and ENG continue until the final version is prepared and uploaded as a PDF to the corresponding folder.

4.5 Project video

LAGO is a complex project containing terms and concepts that may be unfamiliar or relatively obscure to some stakeholders and may be difficult to express to a larger audience. A brief film detailing the project's rationale, goals, and objectives will quickly clarify the project's nature.

We will create a short presentation video and broadcast it on our social media channels and website because videos are the most popular form of promotion on social media. The LAGO partners will work together to develop a video that will introduce the project and explain its goals to a wider audience. This will also be multilingual (with subtitles), allowing it to be consumed by target audiences from various member countries.

The LAGO video presentation will be created with the aim to raise awareness of the project, its aim, and the need for law enforcement organisations to use artificial intelligence tools and capabilities in order to stay ahead of organised crime.

4.6 Conferences and events

Academic conferences, seminars, and workshops are vital for sharing project research and development because they are excellent venues for sharing project results and initiating interactions with specific and relevant groups such as the industry, user community, and academic community.

Members of the LAGO consortium will seek speaking opportunities at some of the most important technological conferences to convey the project's findings. Partners who wish to attend specific events must contact the Project Coordinator, the Scientific Manager and the Dissemination & Communication

leader; they must also include information about their upcoming activities and needs, such as fliers, posters, banners, and social media content preparation.

The following conferences and events have been identified as potential channels for disseminating LAGO's outputs; the events are more practitioner oriented, whereas the conferences are more academically oriented, reflecting the different nature of the types of results that can be disseminated and the different target audiences as discussed in Section 3.4:

Table 4: Targeted conferences for LAGO

Main dissemination topics	Name of the conference (selection)
AI, Decision Support, Cybersecurity and Machine Learning	Cybertech Europe
	CyberSec & AI Connected
	ICLR - International Conference on Learning Representations
Legal and ethical issues in LE	EDEN Conference - Europol's Data Protection Experts Network
Data anonymization, data sensing	SPIE Counterterrorism, Crime Fighting, Forensics, and Surveillance Tech
	IEEE International Conference on Advanced Video Signal-based Surveillance
Security and data protection	ARES - International Conference on Availability, Reliability and Security
	European Intelligence and Security Informatics Conference
	CPDP – Computers, Privacy and Data Protection Conference
	European Data Protection and Privacy Conference
	SRE - Security Research Event
	PETS - Privacy Enhancing Technologies Symposium
	European Law Enforcement Research and Technology Conference
	Security and Defence 2023 Conference
Digital forensics and forensic science	EAFS - European Academy of Forensic Science Conference
	DFRWS - Digital Forensics Research Workshops
Multimedia modelling, information retrieval, and multimedia data discovery	ACM Multimedia (ACM MM)
	International Conference on Content-Based Multimedia Indexing (CBMI)

	MMM – International Conference on Multimedia Modelling
	SIGIR – International Conference on R&D in Information Retrieval
	European Conference on Information Retrieval (ECIR)
	International World Wide Web Conference (WWW)
Artificial Intelligence, Machine Learning, Computer Vision, Data Mining	CVPR: IEEE Conference on Computer Vision and Pattern Recognition
	NeurIPS: Neural Information Processing Systems
	ICML: International Conference on Machine Learning
	ICCV: International Conference on Computer Vision
	ICLR: International Conference on Learning Representations
	ECCV: European Conference on Computer Vision
	ICASSP: International Conference on Acoustics, Speech, and Signal Processing
	ICMR: ACM International Conference on Multimedia Retrieval
	ICIP: International Conference on Image Processing
	ICPR: International Conference on Pattern Recognition

The main goal of the LAGO consortium is to reach the security research community. The LAGO partners will participate in end-user conferences, summits, and panels in the fields of research policy, AI, criminal threats, law enforcement, cybercrime, security, and safety. The goal is to participate in 15 or more summits and conferences and 10 or more local, regional, or national events for LEAs.

Table 5: Targeted events for LAGO

Dissemination aspects	Name of the event (selection)
Cybersecurity, security, and safety	Security Summit
	Milipol Paris – Leading event for Homeland Security and Safety
	ISC West - International Security Conference & Exposition
	IFSEC International – Global fair and conference for the global security industry

	SRE – Annual Security Research Event – European Commission
	Community of Users on Secure, Safe and Resilient Societies
	RISE SD 2023 – Security and Defence 2023 Conference
Local and national events for LEAs	Defence Exhibition, Athens
	Innovation Festival by the Dutch Police
	SINNOVA - Sardinian Exhibition
	Veiligheid en Justitie innovatie congres by the Netherlands Ministry of Security and Justice
	SICUR - Spain's leading international security event
	AFIA workshops - AI French research community
	Council of the EU COSI and CATS meetings
	RISESD 2023 - Research and Innovation Symposium for European SECURITY and Defence
	UNICRI – INTERPOL conference on AI and Robotics for Policing
	Europol-ENISA AI /IoT Security conference
	EMPACT - European multidisciplinary platform against criminal threats
	Council of the EU's Law Enforcement Workgroup
	Annual Symposium Neue Technologien
	KI@Polizei – Germany
	DESDEi - Congreso Nacional de I+D en Defensa y Seguridad (Spain)

The project's findings will also be distributed in public-facing materials to ensure widespread adoption outside of the academic community (e.g., by industry, LEAs, policymakers, and the press). The organisation of outreach initiatives that attempt to collaborate with other relevant and useful consortia is a critical component of the LAGO dissemination strategy.

LAGO will help strengthen, validate, and broaden the outcomes of its and other consortiums' results through collaboration and the sharing of important and unrestricted information. Working closely with other European and international consortiums also aids in gaining insight into potential new channels for diffusion and commercialization.

Participation in two or more outreach events for LEAs, policymakers, and businesses, as well as three or more organised by relevant consortiums, is the goal. LAGO will also plan and organise a number of project-related events.

4.7 Publications

Publication of results is a mandatory requirement for the LAGO project. Partners must ensure open access to peer-reviewed scientific publications relating to their results. This includes articles and long-text formats, such as monographs and other types of books. Immediate open access is required i.e., at the same time as the first publication, through a trusted repository such as Zenodo⁴⁷, developed by CERN⁴⁸.

As well as that, uploading papers to arXiv⁴⁹ is encouraged as a roundabout way to ensure open access visibility, especially when conference proceedings do not offer an open access option.

All publications must respect the publication approval process detailed in Section 6.6. For all project-related publications, the following disclaimer should be added: “The work in this paper has received funding from the European Union’s Horizon 2020 Research and Innovation Programme under grant agreement No 101073951. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.”

The LAGO consortium members will ensure that all research outputs are communicated through a variety of important dissemination initiatives, such as journal and conference publications, magazine articles, white papers, and book chapters. The LAGO consortium will approach distribution from a worldwide perspective, seeking to contribute to more than fifteen research topics in scientific journals. The goal is to produce more than 10 articles in technical, scientific, and academic publications.

All completed scientific publications will be the product of completed LAGO research and will be made available via open access in compliance with the Grant Agreement (only accessible to consortium members), notwithstanding of any Intellectual Property Rights (IRP), confidentiality, security, or data protection constraints.

The consortium will ensure “green” open access for scientific publications, as well as “gold” open access publishing for dissemination in relevant scientific journals.

The appropriate papers will be written on both a scientific and a general level, and the project's outcomes will be published primarily in international scientific or technical journals. We'll look for the finest journal(s) for each specific research topic, and we'll consider publishing in some of the most popular publications as well, because they target a wider audience and will help us reach our target audience.

While new options may arise as the project and study progress, a preliminary list of scientific or peer-reviewed journals and conferences deemed appropriate for the dissemination of the LAGO findings is provided below.

⁴⁷ <https://www.zenodo.org/>

⁴⁸ <https://home.cern/>

⁴⁹ <https://arxiv.org/>

Table 6: Relevant journal publication venues

Main dissemination topics	Name of journal (selection)
Research policy and infrastructures	Research Policy
Data protection	Data Intelligence Journal
	EDPL – EU Data Protection Law Review
	IJISP - International Journal of Information Security and Privacy, IGI Global
	Journal of Cybersecurity
Ethics	Dilemata - International Journal of Applied Ethics
	Journal of Business Ethics, Springer
	The Computer Law and Security Review (CLSR)
	Ethics and Information Technology, Springer
	The Journal of Information, Communication and Ethics in Society
Multimedia modelling, information retrieval, and multimedia data discovery	ACM Transactions on Interactive Intelligent Systems
	Artificial Intelligence Journal, Elsevier
	IEEE Access
	IEEE Transactions on Information Forensics and Security Journal
	IEEE Transactions on Neural Networks and Learning Systems
	IEEE Transactions on Multimedia
	IEEE Transactions on Pattern Analysis and Machine Intelligence
	International Journal of Computer Vision
	International Journal of Multimedia Information Retrieval
	MDPI Information
Multimedia Tools and Applications, Springer	
Innovations in Law Enforcement	European Law Enforcement Research Bulletin
	SIAK - Journal (Journal for Police Science and Practice)
FCT ontologies and semantics	Semantic Web Journal
	Journal of Web Semantics
Knowledge engineering	Knowledge and Data Engineering
	MDPI Sensors
	MDPI Applied Sciences

4.8 The LAGO research repository

A LAGO community will be established in Zenodo, linked to trusted repositories such as OpenAIRE⁵⁰ and other institutional libraries (e.g., those provided by consortium academic partners KUL, CENTRIC, and UPM), where public deliverables and open, non-security sensitive datasets will be distributed under a Creative Commons licence CC BY 4.0.

4.9 Press and the media

The material that can be shared with the general public and professional press will be rather limited due to the proprietary nature of the majority of the project's outputs, as well as for security, data protection, and IPR protection. However, as long as they are managed properly, the LAGO project is open to collaborations, particularly with specialised publications. To assist project partners in working effectively with the press and media, critical public information about the project has been made accessible for download through a shared platform. This information includes:

- The project logo.
- A brief description of the project.
- A list of all partners.
- Project leaflet layout.
- Project roll-up banner layout.

Partners are encouraged to build a network of people who are interested in the project. A single database of contacts will be developed in order to communicate timely information regarding accomplishments, milestones, and opportunities. The database will be run in strict conformity with the General Data Protection Regulation (GDPR, 2016/679).

Table 7: EU networking opportunities

Media	Name	Targeted audience
Conference (annual)	Security Research Event H2020/HEU project events	Policy makers, industry, academia
Magazine	EU Results	General public
Workshops (several per year)	CERIS	Policy makers, industry, academia, LEAs

4.10 Networks and related projects

The LAGO partners are well-positioned in the landscape of EU Research and Innovation initiatives creating new technologies for LE, especially in terms of the utilisation of Big Data, Artificial Intelligence, and Machine

⁵⁰ <https://www.openaire.eu/tag/webinars/repository>

Learning. Consequently, the LAGO dissemination and communication strategy is built on tight engagement with these and other existing EU-funded projects, as well as advantageous and relevant consortiums. These types of co-dissemination initiatives will be undertaken to increase the project's effect and benefits. By collaborating and exchanging pertinent and unconstrained information, LAGO can help strengthening a community of academia, industry, and practitioners combating crime and terrorism together. In addition, by actively collaborating with other European and worldwide consortiums, LAGO will be able to learn more about potential challenges and dangers in cybercrime and AI, as well as about potential approaches, best practises, and technologies that could be utilised to address similar issues. Certain activities would have to be agreed with each project and network, such as:

- Cross-referencing project website pages.
- Opportunities and activities communicated through project websites and newsletters.
- Participation in or presentation at events, workshops, conferences, and training relating to the project.
- Internet- and social-media-based participation in the project.
- The discussion and exchange of knowledge, tools, and best practises.

Communication will be established, and a Memorandum of Understanding (MoU) will be signed if necessary to formalise the collaborations between projects that share the same objectives as LAGO. A preliminary list of ongoing projects working towards similar goals as LAGO follows.

Table 8: Related projects

Acronym	Website	LAGO partners participating
7SHIELD (Advanced Technologies against Cyber & Physical Threats for Space Ground Segments)	https://7shield.eu/	ENG (PC) & 6 LAGO partners
AIDA (Artificial Intelligence and advanced Data Analytics for Law Enforcement Agencies)	https://project-aida.eu	ENG (PC) & 8 LAGO partners
APPRAISE (Facilitating public & private security operators to mitigate terrorism scenarios against soft targets)	https://appraise-h2020.eu/	CS GROUP – France (PC) & 6 LAGO partners
GRACE (Global Response Against Child Exploitation)	https://grace-fct.eu/	VICOM (PC) & 9 LAGO partners
INFINITY (Investigative, Immersive, and Interactive Collaboration Environment)	https://h2020-infinity.eu/	AIRBUS (PC) & 8 LAGO partners
STARLIGHT (Sustainable autonomy and resilience for LEAs using AI against high priority threats)	https://starlight-h2020.eu/	CEA (PC) & 16 LAGO partners

The parameters and alignment of these initiatives are contingent on close collaboration between each project, which will involve common dissemination and communication activities and mutual support for the duration of each project.

5 Monitoring and evaluation of dissemination and communication activities

5.1 Work package meetings

WP8 is responsible for LAGO's dissemination and communication activities, which include a dissemination and communication plan, a toolkit, and a report. Work package meetings will be held on a regular basis, and will include CENTRIC, the task leaders in WP8, a representative from the coordinator, and other consortium members who choose or are asked to participate.

Progress meetings will be held every other month to identify, develop, and provide relevant content while also emphasising any deviations emerging from the monitoring of dissemination and communication activities, the status of other tasks in WP8, and the appropriate actions or outcomes.

The WP leader should provide at least ten (10) calendar days' notice to each WP member and submit an agenda in a timely manner. The WP leader is responsible for keeping and reporting the minutes of the WP meetings in the appropriate folder of the LAGO repository.

5.2 Key performance indicators (KPIs)

The key performance indicators for LAGO's dissemination and communication efforts will be monitored and assessed on a regular basis to ensure that the organisation's communication tools and strategies are continually evolving to meet the needs of its stakeholders.

Each partner is responsible for updating the activity report register document consistently to ensure accurate monitoring (see Annex 1). The leader of Work Package 8 (CENTRIC) will collect and analyse quantitative and qualitative indicators, and then give feedback at bimonthly WP8 meetings. It may be necessary to adjust the nature of the activities, the messaging, the tone of voice, or the intended audiences based on the results of these periodic reviews of the KPIs.

Table 9: C&D KPIs

Channel	Activity	KPI
Website	Online access to details about LAGO	number of website visits per month, target 100
Social media	Twitter	300 followers after 12 months
	LinkedIn	300 connections after 12 months
Newsletter	Annual	≥2 issues, audience >1000
Media assets	Library of re-usable media assets, including videos, illustrations, presentation slides, templates, etc.	target >10; audience >1,000

Flyers	High-quality pdf format	target ≥ 1
Roll-up banner	High-quality pdf format	1 design
Scientific publications		Impact KPIs
Journal publications	Articles in international referenced technical journals on AI-related areas, as well as papers presented at international technical conferences	≥ 10 publications
Conference publications	Texts that have been published as a result of attendance at relevant conferences	≥ 20 publications
Magazine publications	Printed/online publications in AI-related subjects	≥ 10 publications
Project related events		Impact KPIs
Conferences	Organising a final conference for LEAs	1 event ≥ 30 attendees; 1 planned for 2024
Workshops	Organising workshops	2 workshops ≥ 30 attendees
Local, regional, or national events	Participation in events related to cybersecurity, AI, digital forensics, criminal threats, law enforcement, cybercrime, security, and safety research	≥ 10
Meetings	Ethics board meetings	≥ 3

6 Management of dissemination and communication activities

LAGO requires a streamlined approach for dissemination and communication operations from the start, and all partners are expected to actively participate. To do this, clear management guidelines have been established for all consortium partners to adhere to. These rules are further detailed below.

6.1 Activity Report Register

A document titled "LAGO Activity Report Register" can be found on the project's online collaboration platform (see "Annex 1"). All project partners must update this document before or immediately after a communication or dissemination activity.

Each time a consortium partner publishes content or materials online, attends or organises an event, workshop, or external meeting, creates or distributes project printed or audio-visual materials, or promotes the project in any manner to an external audience, they must supply the information.

The register's objective is to compile all communication and dissemination information for official EU reporting requirements while keeping all partners aware of ongoing communication and dissemination initiatives. This method of record-keeping also improves our ability to adjust, if necessary, the approach for disseminating information and resolve issues with the success of the intended impact.

6.2 Roles of partners

The following dissemination and communication rules have been prepared to guarantee that all partners comply with the European Commission's dissemination and communication regulations as outlined for the Horizon Europe projects. The rules will ensure that the information distributed by the LAGO project is consistent and correct.

- All partners will participate to the communication and distribution actions indicated in this plan, with the explicit goal of boosting the LAGO project's visibility and overall impact.
- When presenting, disseminating, and talking about the project, all partners will include the LAGO logo and the customised templates produced and saved on the common platform.
- All partners will record and track their dissemination and communication efforts in the activity report register document and on the online continuous reporting platform as they occur.
- Before any planned dissemination or communication activity can take place, all partners must notify the Project Coordinator, the Scientific Manager, and the Dissemination Leader. The activity can only take place if it has been approved (see the publication approval process in section 6.6).
- For all project-related publications, the following disclaimer should be added: "The work in this paper has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 101073951. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the

European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.”

- Partners must incorporate this in their activity plans, especially for publications, and be aware that it may vary when things are intended to be delivered.
- When discussing the project online or in print, all partners are responsible for ensuring that the following disclaimer and acknowledgement of European Commission financing, as well as the EU logo, are clearly displayed:



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

6.3 Crisis communications strategy

If events that could jeopardise the LAGO project's reputation are observed, the team must respond correctly and effectively. The timely implementation of such steps is critical to an effective crisis communication strategy.

If a partner becomes aware of any non-consortium-initiated discussion around the LAGO project or its partners, they must notify the Communication and Dissemination team, which consists of the Project Coordinator (ENG), the Scientific Manager, and the Dissemination and Communication Leader (CENTRIC). This team can then exchange information with partners who can contribute to the situation and assist with assessment. The partners will then determine and agree on a coordinated response and the best course of action.

The website for the LAGO project is open about the initiative's goals, background, and vision. Based on the project's guiding ideas, this helps to develop a positive picture of the undertaking. To address a specific issue, the website's content might be changed or updated. Such uplifting statements that respond indirectly to the crisis while addressing specific issues can be posted on social media. Anything that has the potential to negatively harm the project or requires a direct response can be escalated to the LAGO Ethics and AI Advisory Board and ENG, the Coordinating Partner.

6.4 Deliverable restrictions

LAGO's deliverables fall under two categories of confidentiality: PU and SEN. Several dissemination and communication actions may be required depending on the level given to each product.

- PU - the deliverable may be made public by being published online. Any dissemination and communication channel, including sharing the material with relevant stakeholders, may be used.
- SEN - the deliverable may only be shared with consortium members and the European Commission. Information cannot be published online or made available to third-party stakeholders. Only a few key insights should be contained in separate documents and distributed to important parties.

Furthermore, all actions must preserve personal information during the duration of the project. All partners involved in dissemination or communication initiatives must ensure the following:

- When using contact lists to disseminate project information (such as press releases, newsletters, and so on), make sure to adhere to GDPR guidelines.
- Get permission before uploading images on social media, such as when sharing photos from an event when people's physiognomies are visible.
- Before sharing audio or video recordings of individuals, obtain consent.

Finally, LAGO's partners bring protected technology or knowledge to the project and expect to get results, either individually or collectively, that they are expected to quickly share and discuss while adhering to the Consortium Agreement's obligations to protect these results, confidentiality and security obligations, and personal data protection obligations.

6.5 Communication and dissemination approval process

As described in Section 3, despite the obvious differences between the aims of communication and dissemination, there are frequently overlaps. This, along with the complex and security-sensitive nature of the project and the large number of consortium partners, necessitates a stringent communication and dissemination approval process to ensure consortium partners are aware of all the necessary steps they must take prior to releasing any project-related information to the public.

6.5.1 Events, conferences, external website posts, etc.

As a result, LAGO partners must notify the Project Coordinator, Scientific Manager, and Dissemination Leader (referred to as the "Communication and Dissemination Team") of their planned activity in order to obtain pre-approval of communication and dissemination activity before it can be released.

This includes attendance at events, conferences, press releases, posts on their own websites, and posts on external social media channels when information about the project that is not already in the public domain is disseminated. We'll solicit input on the content and ensure that anything we share is suitable for the general audience. This manner, we can avoid security issues that may develop due to the sensitive nature of the project while still protecting the privacy of completed research.

However, if partners intend to disseminate information about the project that is already publicly available (they must confirm this beforehand), approval is not required. If any partners have any questions concerning the content they want to share, they should contact the Communication and Dissemination team mentioned above (by email).

The LAGO Activity Report Register (see Annex 1) and the online continuous reporting portal⁵¹ must then be updated with all performed dissemination and communication activities.

6.6 Publication approval process

LAGO has regular meetings of each WP where the preparation of any publication should be brought to the attention of the WP lead to allow for discussion. The next steps for approval have been planned and follow

⁵¹ <https://ec.europa.eu/research/participants/grants/101073951>

the rules detailed in the “Communication, dissemination, open science, and visibility” section (— Article 17) of the Grant Agreement:

- A partner intending to disseminate its results must give at least 15 days' advance notice to the other partners; the Project Coordinator, the Scientific Manager, the Dissemination Leader, and all consortium members will be notified via the PMC mailing list, together with as much relevant information as possible, such as an abstract detailing which other partners are involved and what information specifically relevant to LAGO is to be published.
- Any objection to the planned publication shall be made within 15 days of receiving notification in accordance with the grant agreement in writing to the PC and to the party or parties proposing the dissemination.
- If no objection is made within the time limit stated above, the publication is permitted. Examples of justified objections are: (a) the objecting party's legitimate academic or commercial interests are compromised by the publication; (b) the protection of the objecting party's foreground or background is adversely affected; (c) legal, privacy, and ethical constraints are not respected. Other objections could be justified. However, any objection must include a precise request for necessary modifications.
- If an objection is made, the partners involved should talk about how to get around the valid reasons for the objection as soon as possible, such as by changing the planned publication or protecting information before it is released. The partner who made the objection shouldn't keep it up if the right steps are taken after the discussion.
- Before proceeding with the submission, the partner must receive a written acceptance within two weeks.

7 Conclusions

This document details the processes and resources required to promote the LAGO project and its outcomes. Key concepts, objectives, messages, target audiences, channels, and procedures are all defined. It also gives consortium partners rules for communicating project findings and serves as a quick reference for all partners during the project's length.

At the end of the project, the dissemination and communication plan will be re-examined (M24). All dissemination and communication actions will be tracked indefinitely, and the Activity Report will be updated to ensure that the planned goals and audiences are met. Using the project's online collaboration platform, all document templates are available for download.

Annex 1 - Activity report register

All presentations and active participation in events in the name of the project must be announced to the Project Coordinator, the Scientific Manager, and the Dissemination Leader, and will be centrally documented by each partner involved in the Activity report register document.

The template for the Activity report document is available on the LAGO repository and the Dissemination activities has the following structure:

- Partner
- Date
- Type of dissemination activity:
 - Conferences
 - Education and training events
 - Meetings
 - Clustering activities
 - Collaboration with EU-funded projects
 - Other scientific collaboration
 - Other scientific cooperation
 - Other
- Target audience reached:
 - Research communities
 - Industry, business partners
 - Innovators
 - Investors
 - International organisation (UN body, OECD, etc.)
 - EU Institutions
 - National authorities
 - Regional authorities
 - Local authorities
 - Civil society
 - Citizens
 - Specific end user communities
 - Other
- Description of the objective(s) with reference to a specific project output (max 200 characters)
- Status of the dissemination activity
 - Cancelled
 - Delivered
 - Ongoing
 - Postponed
- Actions

The template for the Communication activities has the following structure:

- Partner
- Date
- Communication activity name
- Description
- Target audience:
 - Citizens
 - Civil society
 - EU institutions
 - Industry, business partners
 - Innovators
 - International organisation (UN body, OECD, etc.)
 - Investors
 - Local authorities
 - National authorities
 - Regional authorities
 - Research communities
 - Specific user communities (if applicable)
- Communication channel
 - Event (conference, meeting, workshop, internet debate, round table, group discussion, etc.)
 - Exhibition
 - Interview
 - Media article
 - Newsletter
 - Other
 - Press release
 - Print materials (brochure, leaflet, posters, stickers, banners, etc.)
 - Social media
 - TV/Radio campaign
 - Video
 - Website
- Outcome
 - Status
 - Cancelled
 - Delivered
 - Ongoing
 - Postponed