



IDENTIFYING FUTURE CAPABILITIES FOR COMMUNITY POLICING

D6.1 – KOBAN Dissemination and
Communication Plan & Activities including
Awareness Raising Campaign

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Consortium Partners

No.	Participant organisation name	Short Name	Country
1	NETHERLANDS POLICE	NPN	NL
2	STOWARZYSZENIE POLSKA PLATFORMA BEZPIECZENSTWA WEWNETRZNEGO	PPHS	PL
3	NEDERLANDSE ORGANISATIE VOOR TOEGEPAST NATUURWETENSCHAPPELIJK ONDERZOEK TNO	TNO	NL
4	IANUS TECHNOLOGIES LTD	IANUS	CY
5	SAHER (EUROPE) OU	SAHER	EE
6	FUNDACION CENTRO DE TECNOLOGIAS DE INTERACCION VISUAL Y COMUNICACIONES VICOMTECH	VICOMTECH	ES
7	ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS	CERTH	EL
8	TIMELEX	TLX	BE
9	MINISTRY OF THE INTERIOR	FIMOI	FI
10	KOMENDA WOJEWODZKA POLICJI Z SIEDZIBA W RADOMIU	KWPR	PL
11	AYUNTAMIENTO DE VALENCIA	PLV	ES
12	CAMARA MUNICIPAL DE LISBOA	CML	PT
13	QUALIFY JUST - IT SOLUTIONS AND CONSULTING LDA	IPS	PT
14	ERASMUS UNIVERSITEIT ROTTERDAM	EUR	NL
15	FORUM EUROPEEN POUR LA SECURITE URBAINE	EFUS	FR
16	POLICEJNI PREZIDIUM CESKE REPUBLIKY	CP	CZ
17	ZONE DE POLICE BRUXELLES IXELLES	POLBRU	BE
18	SHEFFIELD HALLAM UNIVERSITY	CENTRIC	UK
19	HOME OFFICE	HOME	UK



Executive Summary

The KOBAN project focuses on improving how Law Enforcement Agencies (LEAs) work with diverse communities, both online and offline, in today's rapidly changing world. As societies grow more complex, LEAs face challenges in building trust and ensuring safety for everyone.

KOBAN aims to improve these issues by creating new ways for LEAs and communities to collaborate, emphasizing teamwork, trust, and respect. This approach helps everyone feel safer and makes policing more effective, especially for groups that are harder to reach.

Deliverable D6.1 outlines the plan for sharing KOBAN's ideas, tools, and results with key audiences, including LEAs, local governments, researchers and the general public. It explains how KOBAN will raise awareness, engage people, and promote its solutions.

The document structure serves to define the following:

- Dissemination Purpose and Objectives
- Branding and Visual Identity
- Target Audience
- Key Messages
- Communication Channels and Tools
- Dissemination Activities
- Performance Metrics
- Awareness-Raising Campaign

This deliverable provides a clear plan for communicating KOBAN's work, raising awareness about its benefits, and helping communities and LEAs work together for a safer future. It's about building trust and improving security in ways that meet the needs of today's diverse societies.



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1. Dissemination and Communication

Effective dissemination and communication are essential to reaching the relevant audiences, informing them about the project's results, and ensuring the benefits of these outcomes are understood and utilized. KOBAN's dissemination strategy is based on a broad set of measures aimed at creating wide visibility across target audiences.

1.1. Purpose & Objectives

The purpose of the Dissemination and Communication Plan is to effectively communicate and disseminate the KOBAN project's results and outcomes to relevant audiences, ensuring their use and long-term sustainability. The plan aims to maximize impact by raising awareness and engaging key stakeholders.

Objectives:

- Develop and communicate a Community Policing (CP) Culture, EU-wide.
- Enhance communities' trust towards LEAs and CP, thus improving cooperation among communities and LEAs and ameliorating law enforcement.
- Develop tailored approach to communicate and engage with various communities, to fortify D, C & E of results and empower communities.
- Render KOBAN the EU-wide point of reference for CP, including CP models, best practices, CP technology and all KOBAN results.
- Diffuse knowledge on CP and demonstrate KOBAN Results and Impact, with focus on communities with non-existent or immature CP Practices.
- To design, develop and update the Portfolio of Solutions to store, showcase and share the solutions to LEA's, other community actors and providers

The main goal of the Dissemination and Communication Plan is to ensure the project's results have a lasting and widespread impact, supporting the effective deployment of KOBAN's tools and strategies across Europe.

1.2. Target Audience

The target audience for the KOBAN project's communication plan includes:

- Police Chiefs: They make key decisions in police organizations and can influence how Community Policing (CP) is carried out. Their support is essential for implementing KOBAN's strategies.
- Law Enforcement Agencies (LEAs): This includes police forces from both the KOBAN consortium and other agencies outside it. LEAs will directly benefit from KOBAN's new CP models and tools, helping them improve their skills and work better with the community.
- Community Members: People living in the areas where KOBAN is being tested.
- Public Authorities: Local, regional, and national institutions involved in law enforcement, civil protection, and community safety. KOBAN will improve relationships between police, authorities, and the public, leading to better security.



- General Public: People who have little or no experience with CP, like young people, elderly people, immigrants, and others who may feel disconnected from society. KOBAN will raise awareness about CP and its benefits for these groups.
- Research and Academia: Universities, researchers, and students who are interested in Community Policing. They will contribute to and benefit from KOBAN's research and testing in different regions.
- Policy Makers and Regulators: People who make or influence laws and policies related to community policing. KOBAN will provide insights to help create better policies based on the project's findings.
- Project Stakeholders: Partners, sister projects, and other EU initiatives (like ENLETS, CEPOL) involved in KOBAN. The project offers a chance for these groups to collaborate and share knowledge.
- Social Sciences and Humanities Experts (SSH): Experts who study how KOBAN affects people, both from the police perspective and the community viewpoint. Their feedback will help identify the human impact of community policing.

These groups will play a role in the success of KOBAN, and the communication plan will shape messages and strategies to meet their specific needs.

1.3. Key Message

The Dissemination and Communication Plan is built around two core messages: “Yes to Difference” and “Community policing is a partnership, not a one-sided effort.” These messages reflect the fundamental principles of KOBAN and serve as guiding themes for all communication and outreach efforts.

“Yes to Difference”

This message emphasizes the importance of diversity, inclusion, and respect in community policing. It highlights the need to recognize and appreciate the unique backgrounds, cultures, and experiences within communities. By acknowledging differences, law enforcement agencies (LEAs) can foster trust, reduce discrimination, and promote a more inclusive approach to public safety. This message aligns with KOBAN's goal of strengthening cooperation between LEAs and diverse communities, ensuring that community policing strategies are adaptable to various social and cultural contexts.

"Community policing is a partnership, not a one-sided effort."

This message reinforces the idea that effective community policing relies on collaboration between law enforcement and the public. It is not solely the responsibility of police forces, but a shared commitment that requires active participation from communities, local organizations, and other stakeholders. This message supports KOBAN's mission to develop a Community Policing (CP) Culture across the EU, improve trust in law enforcement, and encourage proactive citizen engagement in crime prevention and public safety initiatives.



1.4. Dissemination and Communication Plan

KOBAN has a plan to create and share important materials to spread information. The website and templates are still being worked on, while QR codes, banners, and flyers are already finished. Newsletters will be shared at different times to keep people updated. In the next phases, brochures, pens, notepads, and T-shirts will be made to help promote the project. This plan makes sure that the right materials are ready at the right time, helping to share information and connect with more people.

DISSEMINATION & COMMUNICATION MATERIAL													
MONTH	3	6	9	12	15	18	21	24	27	30	33	36	STATUS
WEBSITE	In Progress												In Progress
QR	Done												Done
TEMPLATES	In progress												In progress
FLYER	Done												Done
BANNER		In progress											In progress
BEACH FLAG	Done												Done
NEWSLETTER		Upcoming		Upcoming		Upcoming		Upcoming		Upcoming		Upcoming	
BROCHURE			Upcoming										Upcoming
PENS			Upcoming										Upcoming
NOTEPADS			Upcoming										Upcoming
T-SHIRTS			Upcoming										Upcoming

Figure 1: Dissemination & Communication Plan



2. Communication Strategy

The Communication Strategy ensures that KOBAN’s purpose, goals, and actions are shared clearly and effectively with all its audiences. It focuses on informing, engaging, and inspiring stakeholders, emphasizing collaboration between law enforcement and communities to create safer environments.

This strategy uses different tools and channels to spread messages, including digital platforms, local outreach, and storytelling. It ensures that everyone, from police officers to citizens, understands their role in community policing and how they can work together for better safety and trust. Simple, inclusive, and measurable communication is at the heart of this strategy, helping KOBAN achieve its goals.

2.1. Logo

This logo represents the KOBAN project, highlighting its focus on future capabilities for community policing. It features a circular design with interconnected nodes, symbolizing collaboration and effective communication. The central "KOBAN" title is surrounded by the phrase "Future Capabilities for Community Policing," with vibrant, differentiated colors emphasizing distinct roles and aspects.

The central "O" in the "KOBAN" title mimics people or a community holding hands, symbolizing unity and cooperation. It is styled with vibrant colors: blue, yellow, green, and white representing diversity in approaches, ideas, and roles within community policing. These colors stand out vividly against the navy-blue background, enhancing the logo's strong visual identity.



Figure 2: KOBAN Logo



2.2. Templates & Materials

Templates are essential for the KOBAN Project as they ensure consistency and professionalism across all communication and dissemination materials. By using pre-designed templates for documents, presentations, and visuals, the project maintains a cohesive brand identity, making it easily recognizable. Templates also save time, streamline workflows, and allow team members to focus on delivering high-quality content, ensuring that the project’s messages are clear, effective, and aligned with its goals.

As part of the project, we plan to create short videos that can be shared easily, either as standalone clips or as slideshows (PPT) with text. To reach more people, we will use automated translation, so the content is available in different languages. We will also conduct interviews, which may be turned into podcasts to share insights and experiences in an engaging way. Additionally, some webinars will be recorded and shared on social media, so more people can watch them later and stay informed about KOBAN’s work.

2.2.1. Templates

The figure displays six PPT template slides for the KOBAN project. Each slide features the KOBAN logo and is funded by the EU Horizon Europe research and innovation programme under GA101168312.

- Slide 1: KOBAN Value Proposition**
 - STRENGTHS:**
 - KOBAN Interdisciplinary Consortium.
 - Strong links between research, development and end-users.
 - Wide networks for testing and receiving feedback.
 - Direct access to the end-market (communities and LEAs).
 - KOBAN is an LEA-led initiative, in direct contact with ENLETS.
 - WEAKNESSES:**
 - Wide range of technology tools targeted for LEAs, creating high overlapping potential.
 - Lack of appropriate funding allocation.
 - OPPORTUNITIES:**
 - Growing Market for LEAS Software.
 - Gaps in the implementation and efficiency of future-oriented measures.
 - Need for EU-wide harmonisation for Community Policing Future Capabilities.
 - Lack of community policing model that encompasses community needs with LEA capabilities and technological advancements.
 - THREATS:**
 - Lack of skilled LEA personnel, lack of training.
 - Absence of harmonised procedural framework for CP.
 - Constant technological advancements.
 - Regulatory changes.
- Slide 2: Work Packages**
 - WP1: Project Management & Coordination (PM)**
 - WP4: KOBAN in action – pilots with CP stakeholders including citizens (PPH)**
 - WP2: Defining capabilities for Community Policing (TNO)**
 - WP3: Development of solutions for effective citizen-centred community policing (CE3HH)**
 - WP5: Strengthening competences and skills of community actors (SAB)**
 - WP6: KOBAN Communication, Dissemination, awareness raising, Exploitation and sustainability (IAMUS)**
- Slide 3: KOBAN Methodology**
 - Phase 1:** KOBAN involves and builds trust
 - Phase 2:** KOBAN reviews and identifies
 - Phase 3:** KOBAN is scalable
 - Phase 4:** KOBAN tests and validates
 - Phase 5:** KOBAN makes an impact
- Slide 4: KOBAN Impact**
 - Modern information analysis for Police Authorities, allowing them to efficiently fight criminals and terrorists who use novel technologies. (Economic and Society)
 - Improved forensic and lawful evidence collection, increasing the capabilities to apprehend criminals and terrorists and bring them to the court. (Economic and Society)
 - Enhanced prevention, detection and deterrence of societal issues related to various forms of crime, including cybercrime, and terrorism, with an impact on public safety, domestic and personal violence, or juvenile offenders. (Scientific, Societal and Economic)
 - Increased security of citizens against terrorism, including in public spaces (while preserving their quality and openness). (Scientific and Economic)
 - Improved intelligence picture and enhanced prevention, detection and deterrence of various forms of organised crime. (Scientific, Economic and Society)
 - More secure observations for citizens, especially children, through a robust prevention, detection, and protection from cybercriminal activities. (Society)
- Slide 5: KOBAN Consortium**
 - 19 Partners | 12 Countries | 6 LEAs
 - Partners include: POLITIE, IANUS, CERTH, POLICE, CENTRIC, Home Office, SAHER EUROPE, TIME LEX, POLIISI, vicomtech, TNO, Liirboa, and others.
- Slide 6: KOBAN Logo and Mission**
 - FUTURE CAPABILITIES FOR KOBAN COMMUNITY POLICING**
 - KOBAN**
 - Identifying future capabilities for Community Policing

Figure 3: PPT Template & Presentation

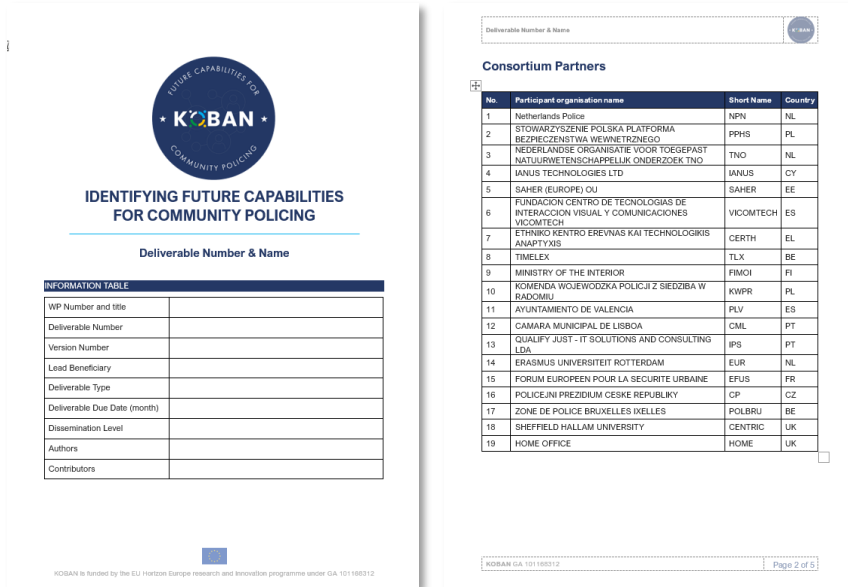


Figure 4: Word Document Template

2.2.2. Flyer

This flyer was distributed at the Kick-Off Meeting and the First General Assembly Meeting in Valencia to introduce the KOBAN project and its objectives. It serves as a key dissemination tool, providing an overview of KOBAN’s mission to enhance community policing by equipping law enforcement agencies with future-ready capabilities.

The flyer highlights KOBAN’s approach, which emphasizes small, decentralized police units, citizen participation, and the development of customized solutions through the KOBAN App Factory. It also explains the Capability-Driven Approach, ensuring that policing strategies can adapt to evolving social and technological challenges.



Figure 5: Flyer

2.2.3. Beach Flag

The KOBAN flag featuring the QR code is designed to stand out at all events and serve as a central point for engagement. Its vibrant design and prominent QR code invite attendees to scan and access the project's website instantly. With dimensions of 300 cm in height and 60 cm in width, the flag ensures high visibility, while its map and logo elements effectively highlight the project's European focus.



Figure 6: Beach Flag

2.2.4. Other Dissemination Materials

At the next General Meetings and Pilot activities, we will create additional dissemination materials to distribute to partners. These will include non-woven bags, pens, notepads, lanyards, t-shirts etc. ensuring greater visibility for the KOBAN project. These materials will help strengthen the project's identity, support engagement at events, and provide useful tools for participants while promoting KOBAN's key messages.







Figure 7: Other Dissemination Materials

2.3. Channels

2.3.1. Social Media

The KOBAN Project utilizes multiple social media platforms for dissemination, including:

	LinkedIn	https://www.linkedin.com/company/koban-identifying-future-capabilities-for-community-policing
	X (Twitter)	https://x.com/KOBAN_Project
	Spotify	https://open.spotify.com/playlist/7J9P4uGCJUzqV7ZB4ZxDCs
	YouTube	www.youtube.com/@KOBANProjectEU

These channels are used to share updates, engage with the community, and disseminate key findings related to community policing and security.

2.4. KOBAN Website

The KOBAN Project website focuses on improving community policing in Europe. It highlights the project's work with small local police units, problem-solving approaches, and getting citizens involved.

One key feature is the KOBAN App Factory, which helps police create custom apps for community engagement, making it easier for citizens to connect and participate.

The website also introduces the team behind the project, including 19 partners from 12 different countries, showing a strong collaboration to create better tools and strategies for local policing.

2.4.1. Website technology

The website has been developed in a responsive design mode using the WordPress 6.7.1 Content Management System, ensuring it adapts seamlessly to various screen sizes and offers a user-friendly experience across different devices, such as mobile phones and tablets. This approach reflects the growing trend of users accessing websites via mobile devices.

The website is built using the Astra theme and has been further enhanced with Elementor PRO, which provides access to advanced, visually appealing design elements. The content management system and design have been customized by IANUS Technologies to meet the specific needs of the KOBAN Project. Key characteristics include:

- WordPress Environment
- Home URL: <https://koban-project.eu>
- Site URL: <https://koban-project.eu>
- WP Version: 6.7.1

- Theme: Astra
- Enhanced Design Tools: Elementor PRO
- Language: English

This combination of tools and technologies ensures a visually engaging, responsive, and functional platform for showcasing the KOBAN Project's goals and initiatives.

2.4.2. Website Structure

The KOBAN Project website features a user-friendly menu bar that organizes its content into several key sections:

- Home: The main landing page providing an overview of the project's mission and objectives.
- About: This section includes details on the foundational ideas and approaches of the project, outlining its core concept. It also presents the specific objectives KOBAN aims to achieve and provides information about the consortium of partner organizations
- Resources: This section includes public documents, which consist of official publications and reports related to the project. It also covers dissemination materials designed to share the project's findings and developments with a wider audience.
- News: Updates and announcements regarding the project's progress and events. It will also feature the project's newsletters once the first edition is published.
- Contact: Provides means to get in touch with the project team for inquiries or collaboration.

This structured menu allows visitors to easily navigate and access comprehensive information about the KOBAN Project's efforts in advancing community policing across Europe.

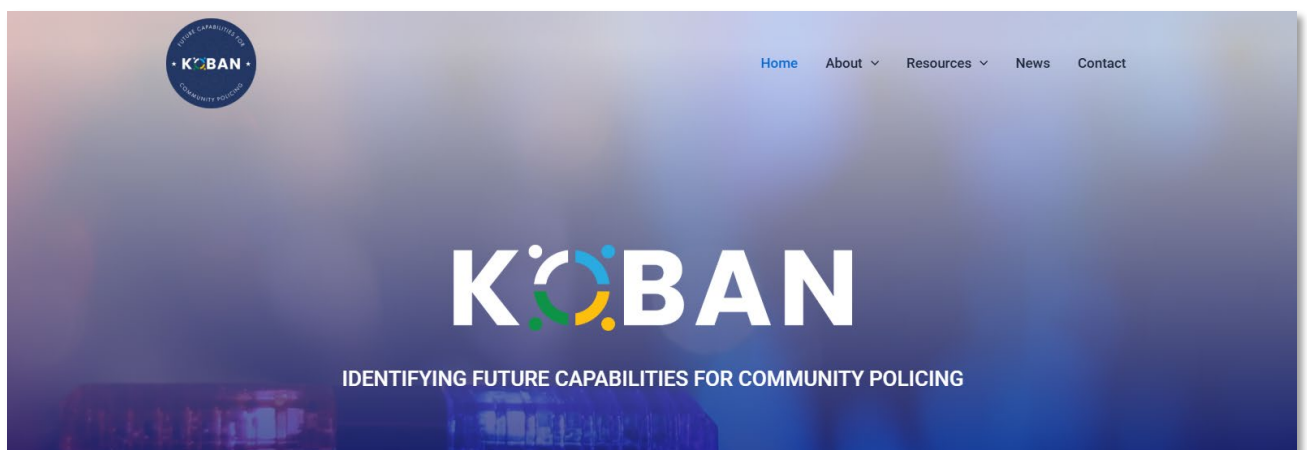


Figure 8: KOBAN Website Menu Bar

2.4.3. Website QR code

A QR code is essential for the KOBAN Project's dissemination materials as it provides quick and easy access to the website. People can simply scan it with their smartphones to instantly explore the project, saving time and effort. This makes it a powerful tool for increasing

engagement by encouraging audiences to learn more about the project and its initiatives. Additionally, the QR code bridges printed materials like brochures, flyers, and posters with the online platform, increasing visibility and reaching a wider audience. When linked to a trackable URL, it also provides valuable insights by showing how many people are using it. As a versatile and cost-effective solution, the QR code strengthens the KOBAN Project's outreach efforts and enhances its impact.



Figure 9: Website QR code



3. Dissemination Strategy

3.1. Means of Dissemination

For the Dissemination Strategy IANUS team prepared a detailed questionnaire titled KOBAN_Partners_Individual_Dissemination_Plans and shared it with all project partners to gather vital information for the dissemination plan. The questionnaire was divided into three sections

- Communication Channels & Materials Needed – to identify the specific tools and resources partners require for effective promotion.
- Scientific Publications – to outline potential publications partners may write to showcase and promote KOBAN’s outcomes.
- Event Planning – to gather details on events partners plan to attend for project dissemination.

Figure 10: Partners_Individual_Dissemination_Plans

After collecting responses, the data was compiled into an Excel sheet summarizing the input and forming the foundation of the dissemination plan. This collaborative process ensured the plan reflected the diverse needs and contributions of all partners.

3.1.1. Publications

Through collaborative efforts, the partners will collectively submit their scientific and technical findings for review and publication in peer reviewed conferences and journals, thereby reaching out to both industrial and academic communities. The technical outcomes will be disseminated within the computer science and engineering sectors through scholarly publications. Some specific examples journals which KOBAN aims at approaching are: Academic and professional journals in Policing, Criminology, eGovernment, AI, serious gaming, and other relevant disciplines (e. Policing: a Journal of Policy and Practice, Police and Society, European Journal of Criminology, Government Information Quarterly, AI



Society, Games and Culture, Ethics and Information Technology, European Law Enforcement Research Bulletin).

KPI: More than 9 articles and papers written.

3.1.2. Events, Workshop & Conferences

KOBAN will host a variety of interactive workshops, webinars, and conferences, both online and in person, to engage stakeholders and share project advancements. These activities will include participation in EU-wide network events, conferences, sister project initiatives, training sessions, and piloting activities. The project will culminate in a large-scale Final Conference, bringing together partners and stakeholders to showcase results and share insights.

These events serve as key platforms for exchanging ideas aligned with KOBAN’s objectives, sharing project achievements, and monitoring progress in technology, policies, and procedures. During these events, KOBAN presents its latest tools, research, and accomplishments, tailoring its message to connect with policymakers, law enforcement, researchers, and the public. Interactive sessions, including live demonstrations, Q&A opportunities, and discussions, encourage audience participation and valuable feedback. Additionally, these events foster partnerships by sharing ideas and building connections with sister projects, EU networks, and similar initiatives for greater collective impact.

KPI: organizing more than three KOBAN-hosted events, participating in over three external events, and delivering one impactful Final Conference.

EVENTS - WORKSHOPS - CONFERENCES									
No	EVENT NAME	TYPE	FIELD OF EXPERTISE	PARTNERS	LOCATION	DESCRIPTION	LINK	DATE	STATUS
1	Efus Security Democracy and Cities international conference	Conference	Urban Security	EFUS	Brussels	Security, Democracy & Cities conference	https://efus.eu/conference-security	-	Upcoming
2	Awareness campaign - "Yes to Difference."	Awareness action	Diversity promotion	IPS / PSP	Portugal	Public Security Police (PSP) awareness action called "Yes to Difference" - police units visit schools to address	https://observador.pt/2025/01/13/psp	January	In progress
3	CERIS	Conference	Security	SAHER / PLV		Community for European Research and Innovation for Security. Continuous collaboration by participating as	https://home-affairs.ec.europa.eu/	TBC	Upcoming
4	SMIZG	Conference	Civil Security	IANUS / SAHER	Paris, France	The SMIZG brokerage event gathers European-wide innovators and practitioners who are looking for further	https://ecsc-grs.eu/events/smizg	TBA	Upcoming
5	CEPOL Research & Science Conference	Conference	Research & Science	IPS	Rome, Italy		https://www.cepol.europa.eu/scientific	25-27 March	Upcoming
6	International Association of Chiefs of Police (IACP) Annual Conference and Exposition	Conference	Police	IPS	Denver, Colorado		https://www.theiacp-conference.org/	18- 21 October	Upcoming
7	Police Superintendent's Association Annual Conference	Conference	Police	IPS	UK		https://www.policesuper.com/events/annual	TBC	Upcoming
8	Global Collaboration in Evidence Based Policing Conference	Conference	Police	IPS	UK/AU/NZ		https://anzsebcconference.com.au/	TBC	Upcoming
9	Annual Conference of the Council of Europe Police Network	Conference	Police Network	IPS			https://www.coe.int/en/web/cooperation	TBC	Upcoming
10	EPC - The European Police Congress	Congress	Police	PLV	Berlin, Germany	European LEAs topics: technology, strategies, projects...	https://www.european-police.eu/	20 - 21 May	Upcoming
11	WPC - World Police Summit	Summit	Police		Dubai	This summit is where the world's law enforcement agencies strengthen their bonds, working towards a safer	https://www.worldpolicesummit.com/page	13-15 May	Upcoming
12	PSCE - Public Safety Communication Europe	Conference	Police	PLV		Its aim is to improve public safety communication systems across Europe. It often collaborates on EU-	Homepage_PSCE	TBC	Upcoming
13	MILIPOL	Conference	Security & Safety	PLV	Paris, France	Milipol Paris, the leading event for Homeland security and safety, is organised every two years under the aegis	https://milipolparis.com/	18-21 November	Upcoming
14	SER	Conference	Security Research	PLV		The Security Research Event is the recurrent major EU event where policy makers, security practitioners,	https://www.ser.eu/	TBC	Upcoming
15	EPCC - European Police Chiefs Convention	Convention	Police	PLV		The annual EPCC serves as the leading platform for international police cooperation, facilitating meetings	https://www.epcc.eu/	TBC	Upcoming
16	EUNWA	Workshop	Police	PLV		European Neighbourhood Watch Association - Security, links between the society and the LEAs	Eunwa - home	TBD	Upcoming
17	SICUR	Trade fairs	Security		Spain	Technology and innovation for a better integral security	https://www.ifema.es/sicur	TBC	Upcoming

Figure 11: Events, Workshop & Conferences list



4. Awareness Raising Campaign

The Awareness Raising Campaign (ARC) is a fundamental pillar of the KOBAN project, designed to enhance public understanding of community policing and strengthen trust between Law Enforcement Agencies (LEAs) and the communities they serve. By promoting proactive and preventive approaches to policing, the campaign encourages active citizen participation in crime prevention and public safety.

A key part of the ARC is reaching out to diverse communities, especially those who may struggle to connect with law enforcement. The campaign helps open conversations, clear up misunderstandings, challenge mis/dis/mal-information and encourage partnerships to keep neighbourhoods & communities safe. In each pilot area, local needs are considered, including cultural differences, how organizations work, and available technology. By focusing on these factors, the campaign ensures that community policing is inclusive, adaptable, and effective for each area. By integrating innovative communication strategies, the KOBAN ARC ensures that community policing principles are widely understood, accepted, and implemented in real-world scenarios.

To maximize its reach and impact, the campaign leverages both traditional and digital media channels. Social media platforms, blogs, and mainstream news outlets play a crucial role in spreading key messages, raising awareness, and inspiring meaningful conversations about security, inclusion, and shared responsibility. Additionally, the KOBAN App Factory and AI Assistant will play a vital role in engaging communities by integrating social, organizational, and technological differences across European countries. A key element is the development of the KOBAN App Factory, which empowers LEAs to effortlessly create, design, and deploy mobile apps for citizen use in targeted community policing. These apps can be instantiated using cross-platform Progressive Web App technology, ensuring instant access, easy maintenance, and long-term sustainability. Furthermore, they can be rapidly shared through existing social media channels to achieve quick and effective community engagement.

A series of banners will be used throughout the campaign to create a strong visual identity and ensure consistency with the project's colors and design materials. These graphics help communicate the project's core message of collaboration between law enforcement and communities, reinforcing the values of trust, cooperation, and proactive policing that KOBAN promotes.



Figure 12: Campaign Banner Sample

The image features a diverse group of illustrated individuals, including police officers, professionals, and community members, standing together in a unified stance. The color palette consists of shades of KOBAN's blue, green, yellow, and white, creating a modern and visually cohesive look. The figures are stylized with minimal facial details, emphasizing inclusivity and representation without focusing on specific identities.

4.1. Campaigns Objectives

- To raise awareness about community policing and its benefits.
- To build trust and collaboration between LEAs and citizens, especially in hard-to-reach communities.
- To encourage active participation of local stakeholders in community security initiatives.
- To dispel misconceptions and create positive narratives around law enforcement.

4.2. Activities

The ARC is designed to connect law enforcement agencies (LEAs) and citizens through various engaging and impactful activities. These efforts aim to create safer communities and build stronger relationships between police and the public. Here's what the campaign includes:

- **Social Media Campaigns: #YESstoDifference**

The ARC will launch a social media campaign with the hashtag #YESstoDifference to spread the word about community policing and public safety. People and organizations will be encouraged to share their stories, ideas, and support for the campaign using this hashtag. Updates on events, milestones, and progress will also be shared. The campaign will run on platforms like Twitter, Instagram, Facebook, and TikTok to reach as many people as possible.

- **Community Events: Meeting People Face-to-Face**

ARC will host local events to bring law enforcement officers and community members together. These events will include safety workshops to teach crime prevention tips, meetings to discuss community concerns, and open sessions where people can share ideas and ask questions.

- **Sharing Success Stories**



To inspire and unite people, ARC will share real-life stories of how community policing has made a positive impact. These stories will feature citizens and police officers working together to prevent crime and examples of trust and teamwork between the public and LEAs. These stories will be shared through social media, podcast videos, and community events to highlight the power of collaboration and the benefits of working together.

- **Educational Resources: Empowering Everyone**

ARC will create easy-to-understand materials to help both citizens and law enforcement. For citizens, guides will focus on personal safety, reporting crimes, and spotting suspicious activities. For police officers, training materials will cover working with communities, resolving conflicts, and building trust. These resources will be available in both printed and digital formats to ensure accessibility for everyone. Training sessions and workshops will also be held to teach these skills.

- **Online Activities: Reaching More People**

For those who can't attend events in person, ARC will organize webinars and online workshops. Topics will include how to reduce crime, ways to build trust between citizens and law enforcement, and strategies for creating safer neighborhoods. Expert speakers, police leaders, and community advocates will guide these discussions, making them valuable for everyone interested in public safety.

4.3. Expectations

The ARC is expected to:

- Increase public understanding of community policing.
- Strengthen trust between LEAs and citizens.
- Enhance participation in community security initiatives.
- Create a sustainable foundation for ongoing collaboration and safety improvements.

By fostering mutual trust and a shared sense of responsibility, the KOBAN ARC will contribute to building safer and more connected communities across Europe.

4.4. Campaign Evaluation

The effectiveness of the Awareness Raising Campaign will be evaluated using a combination of quantitative and qualitative methods to ensure a comprehensive understanding of its impact. Quantitative measures will include tracking engagement metrics, such as the number of interactions on social media platforms, attendance at campaign events, and responses collected through feedback forms. These metrics will provide a data-driven perspective on the reach and immediacy of the campaign's initiatives.



5. Monitoring, Evaluation, and Updates

This section covers the monitoring, evaluation, and updates for both the Communication Plan and the Dissemination Plan of the KOBAN project. We will use different methods, such as visitor tracking through social media and participation feedback, to measure the effectiveness of these plans and ensure they are reaching the right people with the right messages.

5.1. Monitoring and Evaluation of Communication Plan

The communication efforts will be monitored using both quantitative and qualitative methods to understand how well the messages are being received and whether they have an impact.

- **Quantitative Measures:** We will track the number of posts, videos, infographics, and interactions on social media. This will give us a clear picture of how many people are seeing and engaging with the content. For example, we will track the number of likes, shares, comments, and views. This will help us understand the reach of our messages.
- **Qualitative Measures:** We will also look deeper at how the campaign influences people's opinions and trust in community policing. Pre- and post-campaign surveys will help us measure any changes in public attitudes and trust toward Law Enforcement Agencies (LEAs). This will give us a better idea of how the campaign is reshaping perceptions and fostering cooperation between the community and LEAs.

5.2. Monitoring and Evaluation of Dissemination Plan

The dissemination plan will focus on spreading information about the KOBAN project to the right audiences. Similar to the communication plan, we will track the effectiveness of dissemination activities.

- **Website:** The KOBAN website will serve as a central hub for information, updates, and resources. We will track visitor numbers, time spent on the site, and the most viewed content to assess engagement.
- **Social Media and Content:** We will track how often we share content like posts, videos, and infographics on social media and how people are engaging with it. The goal is to raise awareness and increase understanding of the project's objectives.
- **Events and Outreach:** We will measure the success of events, including participation rates and feedback. This includes online events, webinars, and community outreach efforts.
- **Awareness Raising Campaign:** The effectiveness of the ARC will be evaluated using a combination of quantitative and qualitative methods to ensure a comprehensive understanding of its impact. Quantitative measures will include tracking engagement metrics, such as the number of interactions on social media platforms, attendance at campaign events, and responses collected through feedback forms. These metrics



will provide a data-driven perspective on the reach and immediacy of the campaign's initiatives.

- KOBAN Knowledge Repository: will Enhance dissemination by organizing and making project results easily accessible. Support communication by providing content for various multimedia formats and outreach efforts, ensure sustainability by keeping KOBAN's knowledge and solutions available for future use.

Ultimately, the repository will strengthen the Dissemination and Communication Plan, ensuring that the project's key messages, outputs, and outcomes are widely shared and accessible to all relevant stakeholders.

5.3. Regular Updates and Adjustments

Both the communication and dissemination plans will be updated regularly based on the feedback and evaluation results. If certain methods are not working well, adjustments will be made to improve outreach and engagement. This ensures that the plans remain effective and aligned with the project's goals.

By tracking these key indicators and gathering feedback from the audience, we will ensure that both the communication and dissemination strategies for the KOBAN project are making a real impact and continuously improving.



6. Metrics and Feedback

6.1. Website

The KOBAN Project's Website performance so far:

- Visitors: 64
- Impressions: 5000
- Total clicks: 154

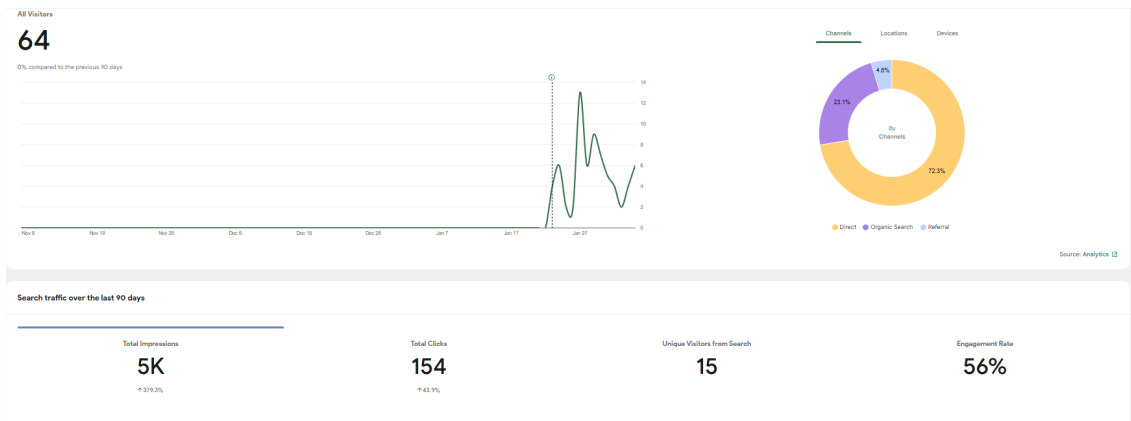


Figure 13: Website Metrics

6.2. Social Media

X / Twitter

The KOBAN Project's Twitter/X performance so far:

- Followers: 30
- Posts: 7
- Views: 521
- Likes: 16

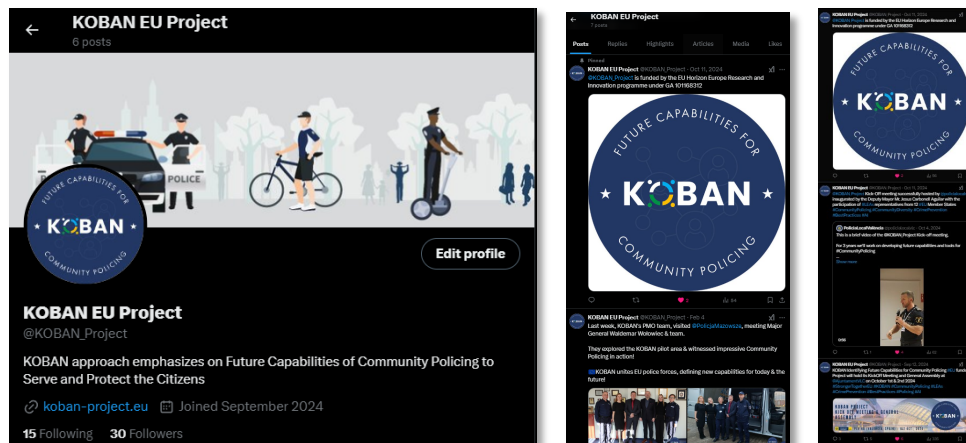


Figure 14: KOBAN Twitter/X



LinkedIn

The KOBAN Project's LinkedIn performance so far:

- Followers: 203
- Posts: 11
- Total Impressions: 3662
- Reactions: 114

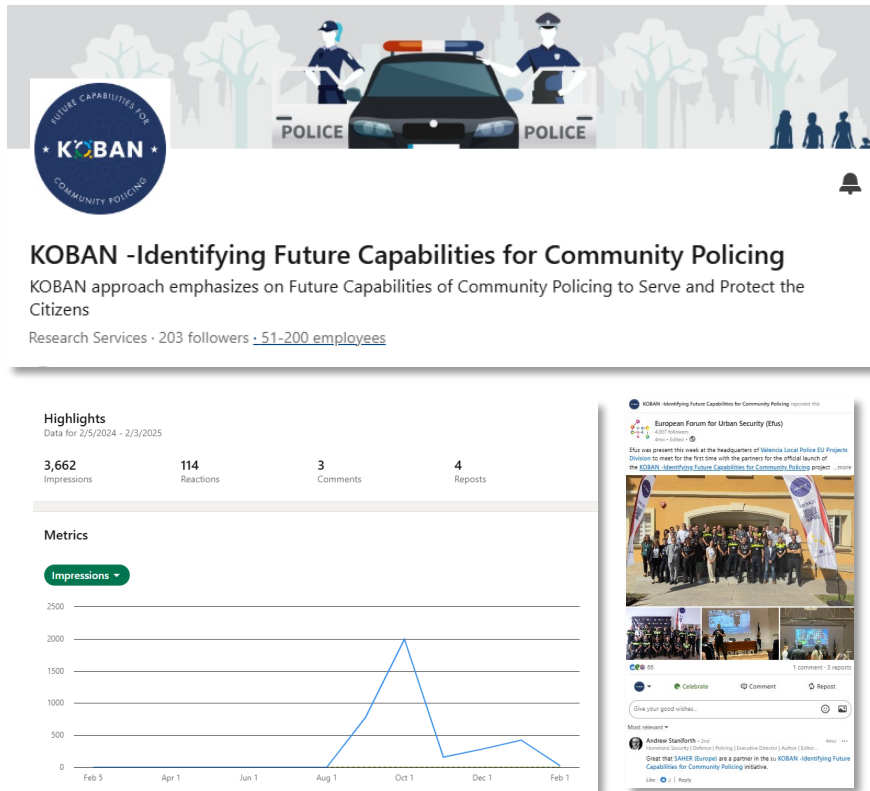


Figure 15: KOBAN LinkedIn

Youtube

The KOBAN Project's Youtube performance so far:

- Videos: 2
- Subscribers: 7

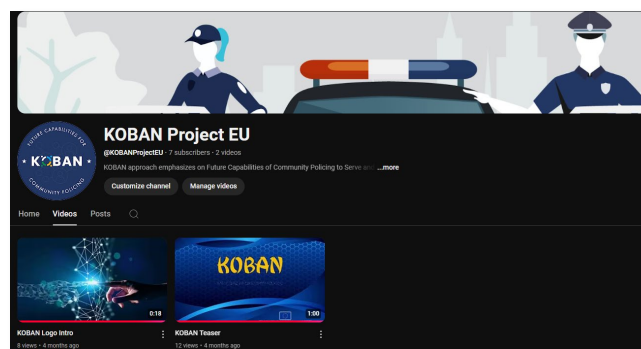


Figure 16: KOBAN YouTube



6.3. Key Performance Indicators (KPIs)

To ensure strong online visibility and engagement, the KOBAN project has set the following key performance indicators (KPIs) for its social media and digital dissemination strategy over 36 months:

- Website Visitors: Reach 1,750 visitors by the end of the project.
- LinkedIn Posts: Publish at least 60 posts to engage professional audiences.
- Twitter/X Posts: Maintain an active presence with at least 60 posts.
- YouTube Videos: Produce and upload 12 videos to showcase project developments.
- Spotify Recordings: Publish 12 podcast-style recordings to share insights and discussions.

These KPIs will help track the project's outreach, audience engagement, and overall impact across various online platforms.

SOCIAL MEDIA KPIs													
MONTH	3	6	9	12	15	18	21	24	27	30	33	36	TOTAL
WEBSITE Visitors	100	250	400	550	700	850	1000	1150	1300	1450	1600	1750	1750
LINKEDIN posts	5	10	15	20	25	30	35	40	45	50	55	60	60
TWITTER/X posts	5	10	15	20	25	30	35	40	45	50	55	60	60
YOUTUBE videos	1	2	3	4	5	6	7	8	9	10	11	12	12
SPOTIFY recordings	1	2	3	4	5	6	7	8	9	10	11	12	12

Figure 17: KOBAN KPIs Timeline



7. Conclusion

The KOBAN Dissemination and Communication Plan, along with the Awareness Raising Campaign, is key to sharing the project's goals, tools, and results with both EU citizens and professionals working in this domain. By using different communication methods, such as online content, publications, and events KOBAN helps build stronger connections between law enforcement and communities, promoting a proactive approach to community policing.

Through clear messaging, interactive events, and open discussions, KOBAN aims to ensure that its impact lasts beyond the project's timeline. The Awareness Raising Campaign plays an important role in building trust between law enforcement and the public, encouraging people to get involved in making their communities safer.

KOBAN will continue to improve and expand its communication efforts, ensuring that the project's knowledge and tools support better and more community-focused policing across Europe.