European Commission

Advanced Tools for fighting Online illegal trafficking

D11.4 – Report on Dissemination Activities 2nd release

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The ANITA Consortium consists of the following partners:

Participant No	Participant organisation name	Short Name	Type	Country
1	Engineering Ingegneria Informatica	ENG	IND	IT
2	Centre for Research and Technology Hellas CERTH - ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS	CERTH	RTO	GR
3	Centro Ricerche e Studi su Sicurezza e Criminalità	RISSC	RTO	IT
4	Expert System S.p.A.	EXPSYS	SME	IT
5	AIT Austrian Institute of Technology GMBH	AIT	RTO	AT
6	Fundacio Institut de BioEnginyeria de Catalunya	IBEC	RTO	ES
7	Istituto Italiano per la Privacy	IIP	NPO	IT
8	SYSTRAN SA	SYSTRAN	SME	FR
9	Stichting Katholieke Universiteit Brabant	TIU-JADS	RTO	NL
10	Dutch Institute for Technology, Safety & Security	DITSS	NPO	NL
11	VIAS Institute	VIAS	RTO	BE
Law Enforcement Agencies (LEAs)				
12	Provincial Police Headquarters in Gdansk	KWPG	USER	PL
13	Kriminalisticko-Policijska Univerzitet	UCIPS	USER	RS
14	Home Office	HO	USER	UK
15	National Police of the Netherlands	NPN	USER	NL
16	General Directorate Combating Organized Crime, Ministry of Interior	GDCOC	USER	BG
17	Local Police Voorkempen	LPV	USER	BE

To the knowledge of the authors, no classified information is included in this deliverable

Document History

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0.1	14/07/2019	11.3 Draft	EXPSYS	First version M1 – M14 shared with WP11 Team
0.2	26/07/2019	Draft	EXPSYS	Update with first Newsletter and other activities
0.3	18/10/2019	Ready for internal review	EXPSYS	Final Version M1-M18 sent to internal reviewers
0.4	29/10/2019	Reviewed	KWPG	Reviewed
1.0	30/10/2019	11.3 Final	EXPSYS	Some minor changes. Version ready for submission
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1.7	11/11/2021	Final	EXPSYS	Some minor changes. Version ready for submission
2.0	12/11/2021	Final	ENG	Submission

Definitions, Acronyms and Abbreviations

ACRONYMS / ABBREVIATIONS	DESCRIPTION
ANITA	Advanced Tools for fighting Online illegal trafficking
LEA	Law Enforcement Authority
PMC	Project Management Committee
QCB	Quality Control Board
SAB	Security Advisory Board
URL	Uniform Resource Locator

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Executive Summary

"The dissemination of the project results and the exploitation of the achievements of ANITA are the key element for the success of ANITA and the main activities to maximize the expected impacts" form ANITA Proposal Section 1-3 – cap 2.2 Measures to maximise impact.

How to achieve these targets? It is not easy to communicate result of RIA project focused on illegal trafficking. Research results are unpredictable, potentially secret and usually measured at the end of the project. Some content may be confidential or, if published, it can be misunderstood or generate false alarms... At the same time technicians, experts and LEAs are interested only in very specific topics and results and avoid too generic news. Based on its communication strategy the Project has tried to avoid those issues, approaching dissemination in three main phases. In the first phase, the main objective was the creation of a recognizable identity of the project and a general attention to the issues it addressed. Progressively communication activities has been more focused on ANITA results.

In this report we report the communication and dissemination activities carried out in the second period of the project, focused on research results and the development of the ANITA platform. The impact of the "general purpose" communication activities has become visible with the significant activity on the website, the effectiveness of the newsletters and the constant growth of contacts and followers on the main social networks such as Twitter, VKontakte Youtube and LinkedIn. The Strategic Communication Plan has been adapted to the pandemic, which has obviously significantly impacted these activities as well, as our entire existence. Especially since the final phase was planned to involve intensive relations through face-to-face meetings and conferences in various countries but was impacted by the pandemic, so new strategies had to be adopted.

For example, by forging more relationships with other projects (sister projects), which have doubled since the first phase and exploiting the opportunities of online events to still try to create attention towards the project, especially among experts. Finally, other activities including exploitation and training, show that the ANITA project meets a market which is increasingly demanding for AI technologies and the desire to be constantly updated is widespread.

The table below (Table 1) summarizes the main changes from deliverable D11.3 that are included in this deliverable.

Section	Description
1	New version of the Logo and plan adaptation to COVID-19 pandemic
2	New Online dissemination activities
3	New Collaboration with other projects
4	New Conferences and Publications

Table 1: Summary of changes from deliverable D11.3

1   Introduction

This report details all the communication activities that have been carried out throughout the course of the project (M1-M42). The report is based on the Communication Plan delivered in M6. It details the work carried out to promote the project and its outcomes through a website, social accounts, the use of community-based open source platforms and promotional material designed to that purpose, handed in various events attended by the different partners.
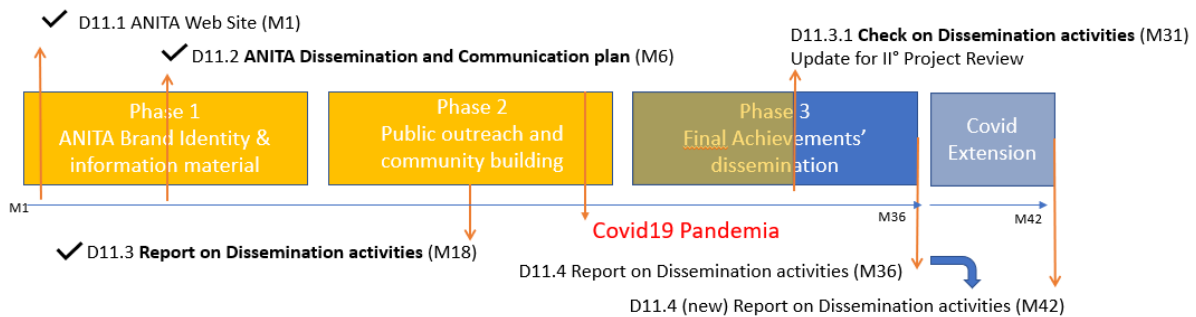
Figure 1: The Schema of Communication Plan and its progress.

The pandemic had a great impact on the Communication Plan, which at the time of the first lockdown was entering the third phase: that of greater interaction with users and a huge number of scheduled events. ANITA immediately adapted the Plan to the new conditions. For example, it was among the very first H2020 Projects to adapt its logo in order to convey the need to reduce contact and at the same time send a message of hope: *not everything stops*.

Figure 2: the new logo

1.1 **Communication material and channels**

A set of communication and promotional material has been produced and shared throughout the duration of the Project in the ANITA portal, the common online working environment for all partners, reachable from the private area of the official site. Particularly, in the second phase the tools already used in the first one, have been constantly updated, and new channels have been added, such as the Youtube one with some in-depth videos or the distribution of branded gadgets to targeted users. A specific technical output promoted in the second phase of the project, are the ontologies available for download in the section of the website dedicated to the publication. The main results are:

- Project branding: logo COVID-19, slide templates, report templates
- Promotional material: logo / leaflet / brochure / poster /rollup / video
- ANITA on the WEB: Project Website / Zenodo portal / sister projects websites / partners websites / Sysma dataset
- Social Presence: Twitter / Linkedin / Facebook/ VKontakte / Youtube
- Branded gadgets production and distribution
- Open source resources available for downloading: Knowledge base, Ontology and Newsletters

The URLs of Social media and web coverage is presented in the following Table:

WEB	ANITA official H2020 webpage	https://www.anita-project.eu/
WEB	Brochure PDF dowlable from the homepage	https://www.anita-project.eu/assets/anita.pdf
WEB	Video embedded in the homepage	https://www.anita-project.eu/
WEB	Partner's webpages	Each Partners has created a Page dedicated at the projects in its website
WEB	Ontologies and Knowledge base download	https://www.anita-project.eu/deliverables.html
mailchimp	Newsletter channel	https://mailchi.mp/c5d565ace45a/anitaproject
YouTube	Youtube channel	https://www.youtube.com/channel/UC_bKtXWvezfh9wFnjwBfAzw
Twitter	Twitter profile	@AnitaProject
in	Linkedin profile	linkedin.com/in/anita-project-61a02217a
VK	ВКонтакте – VKontakte Profile	https://vk.com/
f	Facebook Group	https://www.facebook.com/ANITA-Project-101461887937212/
WIKI	ANITA WIKI: WP11 Anita repository (only for Partners)	original files in different definitions and format: logo, brochures, Poster, templates of .doc, ppt, etc.
	ANITA Gadgets	Cups, pens, sticks

Table 2: Social media and web coverage URLs

Moreover, detailed information are reported below.

1.2 **Shared information.**

As defined in the previous D11.3 Report, in ANITA there are *three level of classified information*, and all partners had to pay attention to the level of confidence of the content they managed.

- Only *unclassified information* (PU) was supposed to be published online and accessible by the potential general PUBLIC.
- *Confidential content* could be shared only internally whit the CONSORTIUM.
- *Secret content* could be read only by the specific PARTNERs involved.

The SAB (Security Advisory board) has defined the Guidelines and validate all publications in order to manage the classification of the information.

Typically, the content of the news or post published in the context of the Task 11.1 activity, were generated extracting/elaborating information from sources listed in the Table 3, each with different policies of content verification.

Source	Type of content	Dissemination
Official deliverables of the Projects	Each Deliverable is tagged with level of confidential category: only PUBLIC content can be used for promoting external info/news	PUBLIC content can be used as base for news and articles
Other document / content generated by a Partner	The originator of the content has in charge the classification of the content. (Particular attention must be given to the privacy of any images or names of persons mentioned in the article).	If the ANITA Leader of Communication & Dissemination, receive the information as "public", can share it on the main communication channels. The Partner should also upload the content in Zenodo.
Internet / news online	Public content related with ANITA domain (illegal trafficking, AI, etc.) or activities of the Partners.	Each Partner can enhance the communication using its channels (typically retweet on Social media). Interesting articles can be used in the ANITA newsletter, too.
Conference / events participated by a Partner	The participant has in charge the classification of the information and knows if can share it with the others partner	If the Leader of Communication & Dissemination, receive the information, can share it in the main communication channels. The Partner should upload material in Zenodo and also promote it with its Social media accounts.

Table 3: Dissemination action per type of content produced

Generally speaking, it's evident that the proactivity of each Partner - as reported in *ANITA Project - Cap. 2 IMPACT. - 2.2.3 Individual Dissemination and Exploitation Plans* – was fundamental to achieve the challenging Communication and Dissemination KPI.

That's' why the Task Leader have proactively stimulated all the partners to generate content, participate to events and share that information within the Consortium and the world, during all the 42 months. Dozens of official communication and emails have been produced to stimulate such activity.

ATE	SLIDE	mail
03-lug		Upcoming events for ANITA communication activities
19-giu	Presentation in General Assembly + invito to collaborate / update info
03-giu		dissemination and communication activities : UPDATE
28-mar	Presentation in General Assembly + invito collaborate / update info
18-mar		R: ANITA: Dissemination to Darknet PublicWorkShop
24-gen	Presentation in General Assembly + invito to collaborate / update info
15-gen		update dissemination and communication activities
03-dic		Anita Newsletter > ZENODO
19-nov		R: Dissemination and communication activities
23-ott		Roll Up images > available
11-ott	Presentation in General Assembly + invito to collaborate / update info
02-ott		Dissemination and communication activities
17-lug		ANITA – Twitter Account
16-lug		A4 brochure
07-lug	Presentation in General Assembly + invito to collaborate / update info

Figure 3: List of stimulus for all the partners.

Recurrent encourage to participate and contribute with content / subscriptions to all the Partners have been sent to global mailgroup *anita-project@eng.it*.

Figure 4: Examples of stimulus for all the partners.

Other emails were sent to/from specific partner. Frequent checks were scheduled with the WP Leader to enhance the active participation of all Partners, too. Between M1 and M42 EXPSYS – Task 11.1 Leader - received from Partners and LEAs, positive feedbacks on the material published and ongoing activities and received articles and documents for improving communication (e.g. newsletter), based on a plan suggested for generate targeted articles and interesting contents (see par. 2.3 Press release and targeted articles) and other methodology.

For example, during the General Assembly in Paris, a method of updating information in a participatory form has been proposed, inviting all those present to write their comments and additions on posters with the list of events recorded so far, attached on the wall of the meeting room. Similar collections of feedback were repeated during the consecutive online Assemblies.

Figure 5: Poster used for participatory update of event's list.

1.3 **WP11 Restricted Team**

Starting from June 2019, a restricted group takes a conference calls to discuss the WP11 activities. The Team, coordinated by the WP11 Leader (UCIPS), had in charge the planning and the Agenda definition for the WP11's activities.

Between M18 and M42 EXPSYS – Task 11.1 Leader - received from Partners and LEAs, positive feedbacks on the material published and ongoing activities and received articles and documents for improving communication (e.g. newsletter), based on a plan suggested for generate targeted articles and interesting contents and the indication of the WP11 Restricted Team.

EXPSYS, DITSS, CERTH and ENG participated like task leaders and project coordinator but also other partners were invited to the calls for specific issues. The topic of the meetings was related with all WP11 activities:

- Task 11.1 Dissemination and communication
    - (**Leader EXPSYS**; Participant: ALL)
- Task 11.2 LEAs and stakeholders community engagement and management
    - (**Leader DITSS**; Participant: ENG, RIISC, TIU-JADS,ISBR,HO)
- Task 11.3 Best practices and guidelines for curricula
    - (**Leader HO**; Participant CERTH, ISSC, I BEC, TIU ,KWPG, UCIPS, NPN, GDCOC, LPV)
- Task 11.4 Training activities
    - (**Leader: UCIPS**; Participants: ENG, CERTH, EXPSYS, AIT, IBEC, SYSTRAN, KWPG, HO,NPN,GDCOC,LPV)
- Task 11.5 Organization of Workshop
    - (**Leader: UCIPS**, Participants: ENG,CERTH,RISSC,EXPSYS,DITSS)
- Task 11.6 Exploitation
    - (**Leader: ENG**, Participants; CERTH, RISSC, EXPSYS, AIT,IBEC,SYSTRAN)

2 Online Communication and Dissemination Activities

As stated in the communication plan, there were three major communication phases for the project. The goal of the first phase was primarily to create awareness about the ANITA project. The second phase aimed at connecting to relevant communities and the third engaging users to try out prototypes and demonstrating the added value of ANITAs' platform, and how it will contribute to their activities. In the following chapters, the communication activities from M1 to M42, are presented grouped by the specific channel and wherever applicable, the effects of the communication activities are shown in numbers in order to concretely attest the impact that ANITA's dissemination has proven.
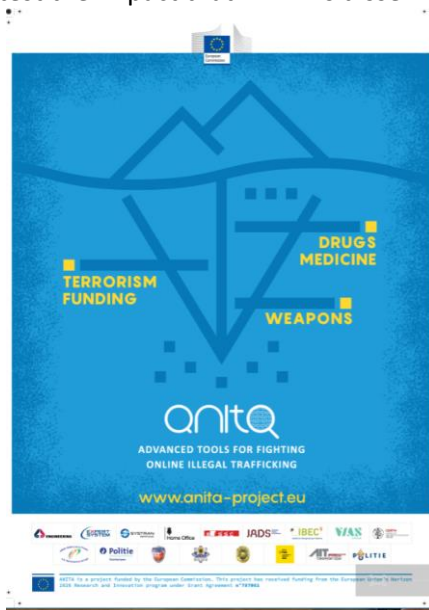
Figure 6: The standard format of the ANITA POSTER

2.1   Website

The website, available from M1, has continuously been updated throughout the lifespan of the project and served as the major online communication channel. It has been designed as a central information place with key information about the latest developments and achievements of the project. It also has been used to announce the series of conference/webinars and invite people to participate in the finals events. A particular attention, in the development and management of the site, has been placed towards its use with portable devices and smartphones, in order to allow the best use in mobility.
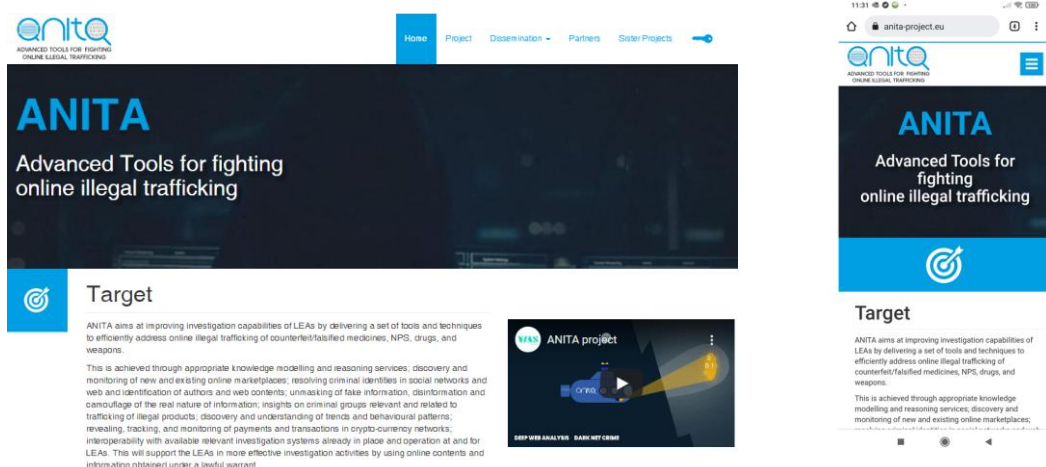
Figure 7: The homepage of ANITA project on PC and smartphone

More than 6.000 visits/years were registered throughout these years, for a total of more than 15.000 visits of single user, greatly exceeding our planned KPI for this task. Throughout the lifespan of the project, the page that has been most frequently visited by users, was the "ANITA Project" page.

To make the most of this information gained by doing the website's analytics, the content of the page has been optimised and extended with a new organization: Label "Events" in the main menu, became "Dissemination" and contain four sections:

- Newsletter: the page with the list of the newsletters, the link to subscription form and the possibility to download the pdf version of each newsletter
- Publication: the list of publication (scientific papers or targeted articles)
- Events: listed with categories as conference, workshop, fair, General Assembly, other
- Deliverables: main public and open source technical deliverables.

This update of the website was published in July 2019, with the first launch of the Newsletter.

On September was introduced the map of the events. An interesting point of view of the dissemination activity.
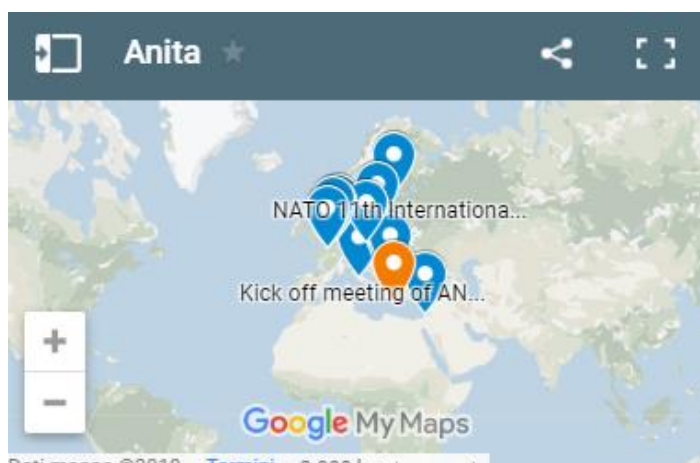
Figure 8: The Conference's map of ANITA project

Moreover, EXPSYS will maintain the project's website for at least three years after the project ends to ensure the ongoing visibility of ANITA and its results.

2.2 Newsletter

Newsletter was created in Mailchimp and used to inform general public and interested stakeholders of upcoming news and events and offers contacts to engage with ANITAs' tools and prototypes at an early stage. Starting from July 2019, a set of Newsletters has been sent to interested people (Account list) that had subscribed to this service from the website.

In order to ensure compliance with GDPR regulations, no emails collected from partners in other initiatives were used but, since December 2018, in the Homepage of the Project, people could register for this service. The content of each Newsletter, delivered by email, has also been published in the website of the Projects, in pdf version. The KPI of 10 newsletters has been successfully achieved and more than 650 downloads represent a good demonstration of the interest and effectiveness of this channel of communication.
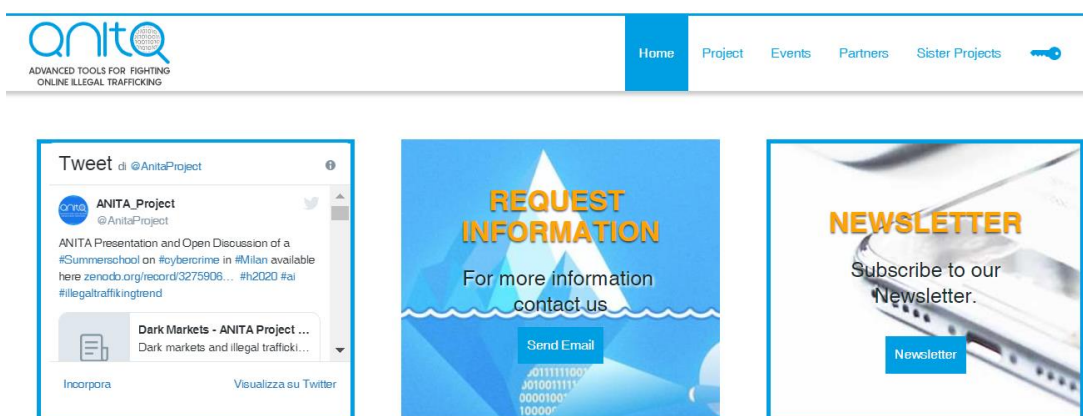
Figure 9: The link to Newsletter and Request of Information in the Homepage

Table of ANITA's Newsletters:

Date	Newsletter	Main Content	Statistics
Jul 19	Newsletter n.1	Project Preview: UCs description, general requirements and Events	Mail List: 30 accounts PDF Download: 87 (10/10/21) Open Rate: 55%
Sep 19	Newsletter n.2	Focus on Training features	Mail List: 35 accounts PDF Download: 77 Open Rate: 65,6%
Nov 19	Newsletter n.3	Focus on Events & conference participation	Mail List: 39 accounts PDF Download: 57 Open Rate: 65,6%
Jan 20	Newsletter n.4	Focus on Research Centre on Security and Crime (RiSSC) with the first results of their analysis	Mail List: 42 accounts PDF Download: 72 Open Rate: 55,8%
Mar 20	Newsletter n.5	Contributions written by CERTH and EXPSYS, which	Mail List: 46 accounts PDF Download: 49

		concern two very important technologies at ANITA: image and text analysis	Open Rate: 46,7%
Apr 20	Newsletter n.6	Tracking synthetic illicit drugs production and their traffic online: new solutions with NLP	Mail List: 50 accounts PDF Download: 78 Open Rate: 48,6%
May 20	Newsletter n.7	Investigation 2.0: Automatic Black Market Tracking and Pupils as a window to the unconscious mind	Mail List: 50 accounts PDF Download: 85 Open Rate: 44,8%
sept 20	Newsletter n.8	OPEN A DARK WEB WINDOW ON THE SURFACE WEB!	Mail List: 50 accounts PDF Download: 51 Open Rate: 43,8%
Jan 21	Newsletter n.9	Initial train-the-trainer session within Training activities	Mail List: 53 accounts PDF Download: 45 Open Rate: 29,4 %
Apr 21	Newsletter n.10	Focus on Final Events & training participation	Mail List: 60 accounts PDF Download: 42 Open Rate: 25,6%

Table 4: ANITA Newsletters

To the numbers shown in the summary table should be added those of the partners who have publicized the newsletter through their company newsletters or with communication and relaunch actions.

All partners were committed to increase the visibility of the project and promoted the ANITA newsletter using their social media and individual networks in both two categories: LEAs contacts and academic contacts.

As defined in the par. 1.3, specific activities have been done by different Partners on this issue:

Partners	*Activity*
EXPSYS	Promote the subscription internally with mails and presentation at the General Assembly and promote link with other Projects
DITSS, CERTH, ENG, UCIPS	Promote link with others Projects / Organization

This coordinated activity among some of the consortium's partners mitigated the problems arising from the adoption of GDPR rules that did not facilitate the generation of a large Account list, having to start from scratch.

2.3   **Press Releases and Targeted Articles**

This form of communication has been particularly affected by the transformations that have taken place in the wake of the pandemic. There is no doubt, in fact, that the sudden closure to the public of numerous events and fairs has also halted ANITA's promotion through press releases or articles, often created by companies to accompany these events (those events were usually useful to generate interesting content for the Newsletter or Social Media Networks, too). Anyway some articles have been published and were useful to *spread information among the general public*, addressing those segments of population which may have been completely unaware of the topics and the related results. Also television was used by UCIPS for an in-depth presentation during a well-attended show by Serbian citizens.

Figure 10: ANITA presented on Serbian TV (June 2021)

The goal of publication of news about ANITA on sector magazines and popular online magazines saw LEAs as the main authors and some articles were written by a different partner and proofread by SAB for Security Check. Some examples are:

UCIPS   Article on Sector Journal https://nbp.kpu.edu.rs/

 Vias   Articles on Regional and Sector Magazine

UCIPS   Article in Zyber Global Centre https://zyberglobal.com/

KWPG   Articles in Patrol Magazine

UCIPS   Presentation on Serbian National TV program

 ENG   Articles in Sector Magazine

NBP Journal - Science, Security, Police - Journal for Criminal Justice and Law[1] is a concrete example of a journal of a leading international significance, which publishes original scientific and review articles in the field of criminal, police, security, legal, social sciences, as well as in the field of informatics and forensics, Patrol Magazine is similar for Provincial Police of Gdansk.

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[1] http://www.kpu.edu.rs/en/academy/publishing-activity-/nbp.html

2.4 **Zenodo Web Portal (OpenAIRE)**

Zenodo is the social networking site, founded by CERN and OpenAire, for scientists and researchers ANITA uses to share papers. In first months the platform was not used systematically, but a continuous stimulus on this and the progressive awareness of the importance of this channel of publication, has then resolved any resistance. On the contrary, starting from the end of 2020 a Community dedicated to ANITA has been created on Zenodo, which collects with more ease and efficiency the reviewed and published articles. The complete list of scientific articles is also available on the project website, where in particular, are also reported those under review, which do not yet appear in Zenodo, as they lack DOI, the unique identification code of scientific papers.
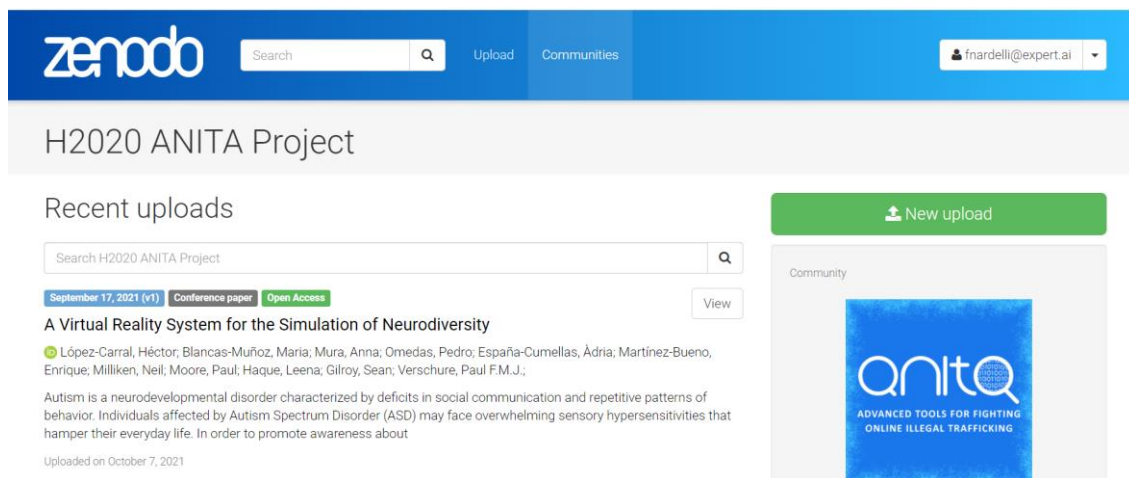
Figure 11: Overview of ANITA sources in Zenodo

2.5 **Pamphlets**

In order to support and emphasize some of the events organized during the project, some synthetic sheets of them, called Pamphlets, have been realized. Pamphlets were prepared for:

- ANITA 1st round of pilots
- ANITA 2nd round of pilots
- 1st ANITA Workshop
- 2nd ANITA Workshop
- 1st ANITA FOCUS GROUP OF EXPERTS
- 2nd ANITA FOCUS GROUP OF EXPERTS

They are available and downloadable from the site (https://www.anita-project.eu/dissemination) and have also been conveyed via email and social network, proving to be a useful tool.

Figure 12: example of ANITA Pamphlet

2.6 Social Presence

The Social Networks channels used in ANITA are:
- Twitter (managed by EXPSYS)
- Linkedin (managed by UCIPS)
- Facebook (managed by UCIPS)
- VKontakte (managed by UCIPS)

All had a steady increase in followers throughout the duration of the project.

2.6.1 Twitter

Twitter has been intensively used to inform communities about ANITA activities and achievements. By selected tweets and retweets, we created an ongoing awareness of the developments in the project in specific target groups and accounts. Additionally, Twitter was used by followers to easily engage with the ANITA project, either by following, mentioning, retweeting or commenting on our tweets. At the half of the project's life, the Twitter account had 100 followers, at the end 237. The evidence of the constant search for quality of the accounts involved is also demonstrated by the number of the accounts followed (205), significantly lower than the number of followers. On an average, this community was provided with updates twice a week resulting in over 255 posts during the project's lifespan.

Figure 13: ANITA account

Tweets with a photo got more interactions and unfortunately, the lack of in-person social events has taken away many interesting opportunities for sharing through social networks. The immediacy and spontaneity of socializing in person make this channel of communication particularly effective.
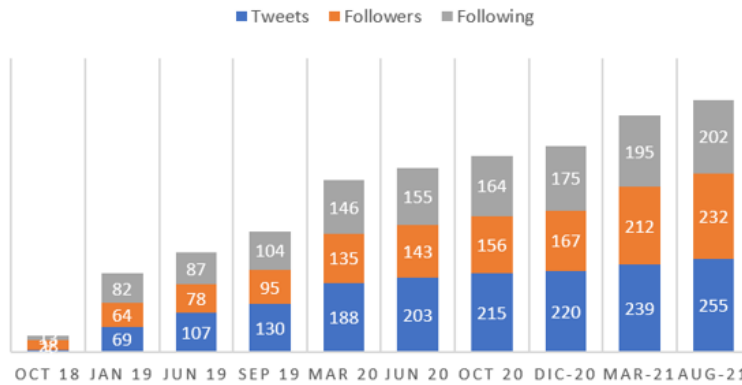
Figure 14: Account evolution

Anyway, the Twitter account was a central channel to promote ANITA and engage with an interested audience, even beyond the official end of the project.
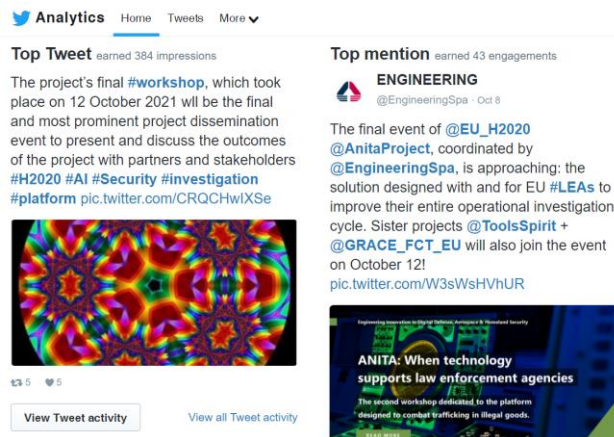
Figure 15: Two successful ANITA tweets

2.6.2   LinkedIn

The LinkedIn account of ANITA was primarily established to promote the series of final conferences and webinars. This channel has been used for major news and updates on the project specifically in respect to its platform for further exploitation purposes and is aimed to be maintained after the end of the project.

- 259 Connections
- 510 Post views

Figure 16: The LinkedIn presence of ANITA

2.6.3   Facebook and ВКонтакте

These Social Networks have been used mainly to promote the conferences and webinars. Although they had a rather limited amount of contents, they could reach a significantly large number of people.
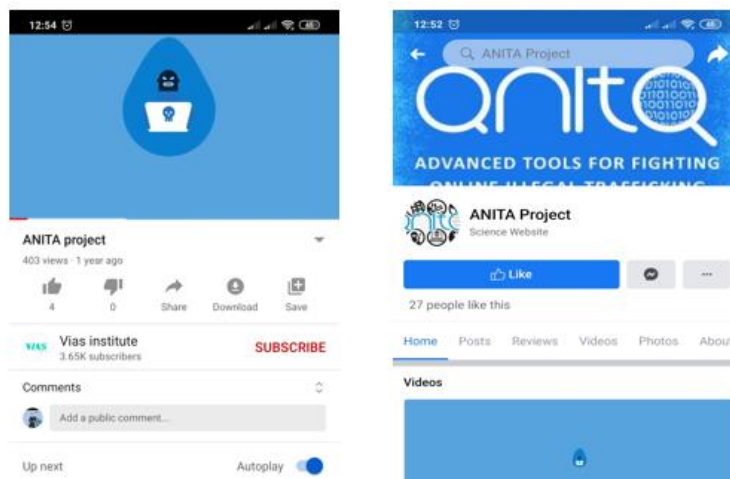
Figure 17: The Facebook and VKontakte presence of ANITA

3 Collaborations with other projects and initiatives

Collaboration with other projects (Sister projects) and initiatives including EC co-funded projects provided a valuable opportunity for exchanging ideas, findings and approaches. Existing contacts were used for communication and dissemination purposes in order to mutually inform each other about ongoing activities and to pave the way for further engagements. The limitations induced by the pandemic have, in a sense, prompted various projects to "team up" and join forces, more so than in the past. Here the list of Projects already asked for collaboration:

H2020 Project	Contacted	Link Activated
Proton	YES	YES
Dante	YES	YES
Lion DC	YES	YES
Copkit	YES	YES
Magneto	YES	YES
Connexions	YES	YES
Spirit	YES	YES
Wildlife Cybercrime	YES	NO
Asgard	YES	NO
Grace	YES	YES
AIDA	YES	YES
Infinity	YES	YES
Smartlight	YES	YES

Table 5: ANITA Sister projects

The full list of Sister projects is available here: https://www.anita-project.eu/sister-projects.html, on the ANITA website in the section 'Sisters Projects'.

Figure 18: ANITA Sister Projects webpage

4 Conferences and Publications

In this chapter we report the material produced to support visibility and presence of ANITA in peer-reviewed conferences or open workshops/meetings.

4.1 Media productions

All elements stated in the Communication plan have been used to create a consistent and strong visual appearance throughout the project.

Obviously, the cancellation of most in-person events limited the use of tools such as leaflets or posters in the second phase, shifting the focus to digital presentations and video, however, physical promotional media distribution goals were also fully achieved.

4.1.1 Leaflet

An ANITA project flyer was designed and produced since the first phases. Its main purpose was to reach the ANITA's audience and provide an overview of the project, its goals and its members. It furthermore shows the available ANITA's components and corresponding contacts. It has been used as a handout and widely spread when partners were attending events, conferences and workshops, in hundreds of copies.

Figure 19: The ANITA flyer

4.1.2 Rollup and poster

The ANITA rollup and poster has been showed during conferences and fairs and had two basic functions. Firstly, its aim was to catch the visitor's eyes and make them curious to learn more about the project. Secondly, it is supposed to give a first impression of the architecture and the key features of the project. Starting from this basis, some partner has realized its own version and used it in conferences and meeting.

Figure 20: Two versions of ANITA Rollup

4.1.3   Video

The production of a promotional video for ANITA has been finalised since the end of the first year. The video gives generic views of the potential of the ANITA's Big Data analysis and AI platform for illegal trafficking analysis. It is a short, entertaining and informative clip about Artificial Intelligence technologies in general, and the project's objectives and the envisioned solutions it could bring to security markets. In the second phase of the project some videos have been created and published in the page dedicated to the project that briefly present some features developed during the months of activity.

The ANITA videos have been showed during conferences and workshops and are also available on YouTube and on the project's website, where received hundreds views.
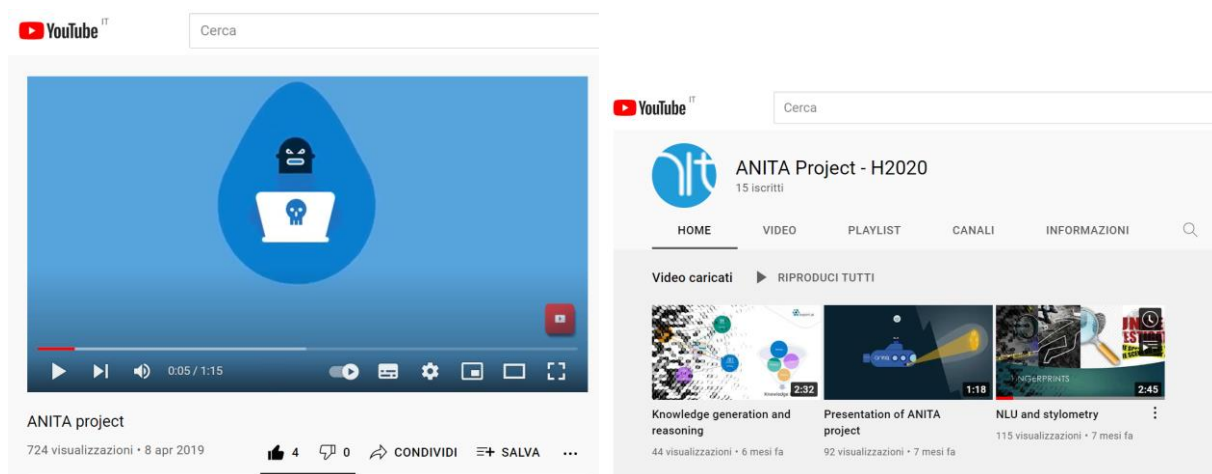
Figure 21: ANITA Video on YouTube

4.2   **Peer-reviewed publication and Conferences**

ANITA is a RIA H2020 Project and dissemination actions are also focused on reviewed publications.
All Partners has constantly updated the list of publication and conferences using a file shared in the WIKI of the Consortium or by promptly notifying the contact person.

Figure 22: Example of T11.1 LIST available in the WIKI of the project

Once the communication was received, the three main archives used for communication and sharing of articles were updated: the list on the project site, the archive on Zenodo and the dataset in Sygma. In particular, the latter only shows articles that have already passed the review phase, while the list on the site also shows those under review. Once loaded in Zenodo, the Sygma archive was also updated.

Here is the list of publications (the most updated one is available at this address https://www.anita-project.eu/publications.html):

No.	Type	Title	DOI	Type of presentation	Authors	Journal or Conference	Date	OpenAIRE link	Online Link
1	Article in conference	Incorporating Textual Similarity in Video Captioning Schemes	10.1109/ICE.2019.8792602	Oral	Konstantinos Gkountakos, Anastasios Dimou, Georgios Th Papadopoulos, Petros Daras	25th International Conference on Engineering, Technology and Innovation (ICE/IEEE ITMC 2019)	17-19 June 2019	zenodo.org	ieeexplore.ieee.org
2	Article in conference	Cross-domain Knowledge Transfer Schemes for 3D Human Action Recognition,	10.23919/EUSIPCO.2019.8902670	Oral	Athanasios Psaltis, Georgios Th. Papadopoulos, Petros Daras	27th European Signal Processing Conference, Eusipco 2019	2-6 Sept. 2019	zenodo.org	ieeexplore.ieee.org
3	Article in conference	Deep Spatio-Temporal Modeling for Object-Level Gaze-Based Relevance Assessment	10.23919/EUSIPCO.2019.8902990	Poster	Konstantinos Stavridis, Athanasios Psaltis, Anastasios Dimou, Georgios Th. Papadopoulos, Petros Daras	27th European Signal Processing Conference, Eusipco 2019	2-6 Sept. 2019	zenodo.org	ieeexplore.ieee.org
4	Article in conference	How you type is what you type: Keystroke dynamics correlate with affective content	10.1109/ACII.2019.8925460	Poster	Lopez-Carral, H, Santos-Pata, D., Zucca, R, Verschure, P. (2019)	8th International Conference on Affective Computing & Intelligent Interaction (ACII 2019). Cambridge (UK).	3-6 Sept. 2019	zenodo.org	ieeexplore.ieee.org
5	Article in Journal	Design Principles for the General Data Protection Regulation (GDPR): a Formal Concept Analysis and its Evaluation	10.1016/j.is.2019.101469	Article	D. A. Tamburri	Elsevier Information Systems	20 Nov. 2019	zenodo.org	sciencedirect.com
6	Article in Journal	Implicit and Explicit Regularization for Optical Flow Estimation	10.3390/s20143855	Article	Karageorgos, K.; Dimou, A.; Alvarez, F.; Daras, P.	Sensors - MDPI.com	June 2020	zenodo.org	mdpi.com
7	Article in Journal	Subjective ratings of emotive stimuli predict the impact of the COVID-19 quarantine on affective states	10.1371/journal.pone.0237631	Article	López-Carral, H, Grechuta, K., Verschure, P.	PLOS ONE	13 Aug. 2020	zenodo.org	journals.plos.org
8	Article in conference	Integrating Domain Terminology into Neural Machine Translation	10.18653/v1/2020.coling-main.348	Article	Elise Michon, Josep Crego, Jean Senellart	Proceedings of the 28th International Conference on Computational Linguistics (COLING)	December 8-13 2020	zenodo.org	aclweb.org

9	Article in journal	Revisiting Multi-Domain Machine Translation	10.5281/zenodo.4537184	Article	MinhQuang Pham, Josep Crego, Jean Senellart, François Yvon	Transactions of the Association for Computational Linguistics - Volume 9, 2020	October 2020	zenodo.org	transacl.org
10	Article in conference	Services Computing for Cyber-Threat Intelligence: The ANITA Approach	10.5281/zenodo.4534163	Article	Daniel De Pascale, Giuseppe Cascavilla, Damian Andrew Tamburri, Willem-Jan van den Heuvel	ESOCC: European Conference on Service-Oriented and Cloud Computing 8th IFIP WG 2.14 European Conference, ESOCC 2020, Heraklion, Crete, Greece	September 28–3 2020	zenodo.org	researchgate.net
11	Article in conference	Counterterrorism for Cyber-Physical Spaces: a Computer Vision Approach Published by ACM	10.5281/zenodo.4534153;	Article	Giuseppe Cascavilla, Johann Slabber, Fabio Palomba, Dario Di Nucci, Damian Andrew Tamburri, Willem-Jan van den Heuvel	AVI 2020 - International Conference on Advanced Visual Interfaces - Ischia Island, Italy	September 28 - October 2020	zenodo.org	dl.acm.org
12	Article in conference	The "temptations of the European and National cloud: amid political simplification and legal criticism	10.5281/zenodo.4068087	Article	Luca Bolognini, Enrico Pelino	Court of Justice of the UE's "Schrems II" decision	October 2020	zenodo.org	istitutoitalianoprivacy.it
13	Article in conference	Quantized Warping and Residual Temporal Integration for Video Super-Resolution on Fast Motions	DOI 10.5281/zenodo.4090872	Article	K. Karageorgos, K. Zafeirouli, K. Konstantoudakis, A. Dimou, P. Daras	European Conference on Computer Vision Workshops (ECCVW), Glasgow, UK	August 23-28 2020	zenodo.org	link.springer.com
14	Article in conference	Towards Unsupervised Knowledge Extraction	10.5281/zenodo.4686855	Article	Dorothea Tsatsou, Konstantinos Karageorgos, Anastasios Dimou, Javier Carbo, Jose M. Molina and Petros Daras	AAAI Spring Symposium: Combining Machine Learning with Knowledge Engineering	March 22-24 2021	zenodo.org	ceur-ws.org
15	Article in conference	Flow R-CNN: Flow-enhanced object detection	10.1007/978-3-030-68763-2_52	Article	Athanasios Psaltis, Anastasios Dimou, Federico Alvarez and Petros Daras	International Conference on Pattern Recognition Workshops (ICPRW2020) Milan, Italy	Jan 10-15 2021	springer.com	

16	Article in conference	A Virtual Reality System for the Simulation of Neurodiversity	In Press		Oral	Héctor López-Carral, Maria Blancas-Muñoz, Anna Mura, Pedro Omedas, Àdria España-Cumellas, Enrique Martínez-Bueno, Neil Milliken, Paul Moore, Leena Haque, Sean Gilroy, and Paul F.M.J. Verschure	6th International Congress on Information and Communication Technology (ICICT 2021)	February 25-26 2021	In Press	In Press
17	Article in Journal	Deep Multi-modal Representation Schemes for 3D Human Action Recognition	In Press		Article	Athanasios Psaltis, Georgios Th. Papadopoulos, Petros Daras	Submitted to IEEE Transactions on Multimedia	N/A	In Press	In Press
18	Article in Journal	Cybercrime threat intelligence: A systematic multi-vocal literature review	10.1016/j.cose.2021.102258		Oral	Giuseppe Cascavilla, Damian Tamburri, Willem-Jan Van Den Heuvel	Elsevier ScienceDirect - Computer and Security	March 12 2021	zendo.org	sciencedirect.com
19	Article in Conference	Training and Education during the Pandemic Crisis: the H2020 ANITA project experience	n/a		Article	Mara Mignone / Valentina Scioneri	CEPOL - Special Conference Edition of the European Law Enforcement Research Bulletin	July 2021	In press	cepol.europa.eu
20	Article in Journal	ANITA's text analysis services for fighting online illegal trafficking of drugs, weapons and false charity claims: a lateral thinking approach	n/a		Article	V.Masucci, F.Nardelli, C.Caterino, J.Colombo	NBP Journal of criminalistic and law	July 2021	n/a	scindeks.ceon.rs
21	Article in Journal	FUNCTIONALITY OF THE ANITA PLATFORM IN THE LEGAL SYSTEM OF THE REPUBLIC OF SERBIA	10.5281/zenodo.5519631		Article	Zvonimir Ivanovic	Science and Society – Jornal of Social Sciences	September 2021	doi.org	n/a

| 22 | Article in Journal | Prikaz projektaANITA iz programa "Horizont 2020" (u čijoj realizaciji učestvuje i Kriminalističko-policijski univerzitet) | 10.5937/nabepo24-21175 | Article | Zvonimir Ivanovic | NBP Journal of Criminalistics and Law: 24 pp. 95-97 | December 2019 | n/a | sandbox.zenodo.org |
| 23 | Article in Conference | SYSTRAN @ WMT 2021: Terminology Task | 10.5281/zenodo.5500151 | Article | MinhQuang Pham, Antoine Senellart, Dan Berrebbi, Josep Crego, Jean Senellart | EMNLP 2021 SIXTH CONFERENCE ON MACHINE TRANSLATION (WMT21) | November 2021 | zenodo.org | statmt.or |

Figure 23: List of Publications

The WP and Task Leaders have often remembered all the partner (and in particular the Scientific ones) to systematically be focused on it and share this information with their communication channels and Media, too. For example, when a paper is accepted in a Conference, a Tweet can be posted by the Partners' Account, including the name of ANITA (@AnitaProject) and ANITA can retweet it.

4.3 **Workshops, public Conferences, Meeting and other events**

In this chapter we report the presence of ANITA in public meetings or conferences. Once COVID made it clear that it would no longer be possible to interact with the public according to the plans set out in the initial communication plan, steps were taken to activate a new communication strategy, which saw widespread participation in online events as its main asset. All partners have contributed to report and actively participate in numerous conferences and meetings. Many more than those foreseen by the project KPIs.

Below the list of main events with active participation of ANITA's Partners.

Type of Activity	Partner Involved	Title	Date/Period	Place (City, Country)	Type of audience	Estimated Number of persons reached	Countries addressed
Organization of a Conference	NPN	internal meeting (mgt team DRIO NPN Oost-Brabant)	3/7/2018	Eindhoven	Scientific Community (higher education, Research	100	Holand
Organization of a Conference	TIU-JADS	"Machine-Learning for Cybercrime Fighting"	27/09/2018	s'Hertoge nbosch	ALL	70	worldwide
Participation to a fair	SYSTRAN	Pure Neural® Machine Translation powering businesses	8/11/2018	Paris	ALL	1000	EU
Participation to a Conference	ENG, CERTH, EXP, AIT, all ANITA LEAs	DANTE Workshop	21/11/2018	Lisbon	ALL	200	EU
Participation to a Conference	UCIPS	Chipcard community forum - Belgrade, Regional conference	23/11/2018	Belgrade (Serbia)	Gov. Instances, Security, LEAs	250	Region of West Balkans
Participation to a Conference	ENG, EXPSYS, CERTH, AIT, RISSC	Final DANTE workshop	20/02/2019	Rome	LEA	500	Worlwide
Participation to a Workshop	ENG, CERTH	13th Meeting of the Community of Users on Secure, Safe, Resilient Societies	28/03/2019	Brussels	LEA	1000	Worlwide

Participation to a Workshop	CERTH	ILEANET Workshop	11/04/2019	Riga	LEA	200	Worlwide
Participation to a Conference	KWPG	Conference - Horizon 2020 for Uniformed Services - practical aspects	24/04/2019	Konstancin-Jeziorna (Poland)	LEA	1002	EU
Participation to a Conference	UCIPS	ISS World EUROPE	28/05/2019	Prague CZ	Gov. Instances, Security, LEAs	200	EU
Participation to a fair	EXPSYS	UNCOVER DARK WEB IDENTITIES USING AI & STYLOMETRY	30/05/2019	Tallin - Estonia	LEA	1000	Worlwide
Participation to a Conference	CERTH	25th International Conference on Engineering, Technology and Innovation (ICE/IEEE ITMC 2019)	17/06/2019	Valbonne Sophia-Antipolis, France	Scientific Community (higher education, Research	200	EU
Training Webinar	CERTH	Imaging Annotation Tool	01/07/2019	online	Partners	30	EU
Participation to a Conference	CERTH	27th European Signal Processing Conference, Eusipco 2019	02/09/2019	A Coruna, Spain	Scientific Community (higher education, Research	200	EU
Sister project Conference	ENG-CERTH	DANTE Webinar; organised by ILEANet	03/09/2019	Brussels	LEA	400	EU
Participation to a Conference	IBEC	8th International Conference on Affective Computing & Intelligent Interaction (ACII 2019). Cambridge (UK).	03/09/2019	Cambridge (United Kingdom)	Scientific Community (higher education, Research	200	EU
Participation to a fair	EXPSYS	World Summit on Counter-Terrorism: ICT's 19th International Conference	09/09/2019	Herzliya, Israel	ALL	500	Worlwide
Participation to a Conference	CERTH	ILEAnet H2020 Webinar is organized by ILEAnet H2020 Coordination, with INTERPOL support	11/09/2019	online	LEA	200	Worlwide
Participation to a Conference	DITSS	The PROTON project is organising its final conference on the 18th of September in	18/09/2019	Ghent (Belgium)	LEA	200	EU
Participation to a Conference	ENG, CERTH	14th CoU Thematic Workshops	18/09/2019	Brussels	ALL	500	EU
Participation to a Conference	RISSC	Interpol-RiSSC conference on "Internet as a facilitator of trafficking mechanisms".	23/10/2019	Lyon	LEA	200	EU

Participation to a Conference	DITSS	SIRIUS Project Conference, organised by EUROPOL at their headquarters	24/10/2019	Den Haag (Netherla nds)	ALL	1003	EU
Participation to a Conference	EXPSYS, ENG	KEMEA - Mediterranean Security Event 2019	29/10/2019	Crete, Greece	ALL	500	Worlwide
Participation to a Conference	ENG, CERTH, RISSC	Security Research Event 2019, co-organised by the European Commission and the Ministry of the Interior in Finland	06/11/2019	Helsinki (Finland)	ALL	2000	EU
Participation to a fair	SYSTRAN	Milipol Paris 2019	19/11/2019	Paris	ALL	1000	EU
Participation to a Conference	UCIPS	Ramses Final conference	20/11/2019	Lisboa	ALL	200	EU
Organization of a Conference	NPN	Crossing Boarders 2019 congress- organized by the Dutch national police	30/11/2019	Utrech	LEA	1000	EU
Participation to a Workshop	UCIPS, ENG. CERTH, RISCC	Fight Against Crime and Terrorism; Border Security and External Security .	12/01/2020	Brussels	LEA	300	EU
Participation to a Conference	KWPG	Lion DC workshop	12/02/2020	Gdansk (Poland)	Partners and LEAs	100	EU
Participation to a Conference	UCIPS, HO, DITSS	Home Office Conference	03/03/2020	Farnborou gh (UK)	Partners and LEAs	300	EU
Organization of a Workshop	IIP	workshop on research data in fighting crime and terrorism	16/06/2020	online	ALL	200	EU
Participation to a Workshop	ENG	CoU FTC 2020	29/06/2020	online	ALL	300	EU
Participation to a Workshop	IIP	Digital Forensic Event	22/10/2020	online	ALL	100	EU
Participation to a Conference	RISSC	4TH GLOBAL CONFERENCE ON CRIMINAL FINANCES AND CRYPTOCURRENCIES	18/11/2020	online	ALL	500	EU
Participation to a Conference	ENG	Security Research Event 2020 - Bonn	25/11/2020	online	LEA	200	EU
Participation to a fair	ENG	Smart Gov e Data Economy #ImpreseRicerca	26/11/2020	online	Industries	1000	EU
Training workshop	ALL	Training session	14/12/2020	online	Partners and LEAs	100	EU

Organization of a Conference	NPN	fighting criminal operations: Trafficking Human Beings	03/03/2021	online	LEA	30	EU
Participation to a Conference	ENG	I-Lead research day	03/03/2021	online	ALL	200	EU
Participation to a Conference	ENG	Magneto final event	30/03/2021	online	LEA	200	EU
Participation to a Conference	RISSC	CEPOL	06/05/2021	online	LEA	500	EU
Participation to a Conference	ENG	CERIS - FCT Workshop on Digital Forensics	15/05/2021	online	LEA	300	EU
Organization of a Workshop	ENG	The 1st ANITA Workshop	21/05/2021	online	ALL	200	EU
Participation to a Conference	ENG	LION DC final event	08/06/2021	online	LEA	200	EU
Participation to a Conference	ENG	FCT workshop on #DigitalForensics	15/06/2021	online	LEA	200	EU
Participation to a Conference	VIAS DITSS	NVC Annual conference (Dutch Association of Criminologies)	18/08/2021	online	LEA	200	NL
Participation to a TV program	UCIPS	Serbian National TV program	08/06/2021	Serbia	Public	2 millions	Serbia
Participation to a Conference	RISCC	Eurocrim 2021	08/09/2021	online	LEA	500	EU
Participation to a Conference	ENG	Eurocrim 2021	08/09/2021	online	LEA	500	EU
Organization of a Conference	ENG	ENG Public Event	21/09/2021	online	Public	300	EU
Organization of a Workshop	NPN	THB (trafficking human beings) meeting	14/09/2021	Noordwijk	LEA	100	NL
Organization of a Workshop	ENG	The 2nd ANITA Workshop	12/10/2021	online	ALL	150	EU

Table 6: List of Events

Aside from the TV program on Serbian TV, which is estimated to have reached over 2 million people, overall ANITA representatives came in contact with over 10,000 people during the course of the project.

4.3.1   The final conferences

In the final phase of the ANITA project a series of conferences and courses (described in the corresponding deliverable) have been managed and promoted. These activities are mainly referred to T11.4 and T11.5 but have had an impact also in communication and dissemination tasks. Generally speaking, the last phase of RIA projects is often the richest of interesting results, news and activities to promote and communicate. That's why the effort plan of all the partners related with T11.1, had to consider this final peak of activities. The two final workshops were a good success, measured both by the number of participants exceeding 100 at each event, well above the project KPIs (ref. to Table 7: List of KPIs), but especially by the numerous questions and attestations of interest and involvement even after the end of the project by different stakeholders and LEAs.

4.3.2   ANITA General Assembly

An important recurrent event was the General Assembly, with all LEAs and Technical Partners. Those events are reported on web and social media. In this way all Partners could plan their Agenda and promote the meeting (before, during and after) on their Social Accounts.

Figure 24: Example of news on General Assembly and branded materials

Before the pandemic, the meeting venue was rotated among the partners and some of them have produced specific material for the attendants, like personalised badges, notes, cups.
Unfortunately in the second period, General Assemblies were organized only online, but the participation was still active and interested by all participants. A total of 14 general assemblies were held.

5   Conclusions

The Communications Plan has defined the strategy, tools and materials that have been used in communication activities throughout the project lifespan. The partners have regularly evaluated their communications plan during di General Assemblies, where they were presented the achieved impact and whether the goals in this plan have been achieved. This has allowed all to monitor the activities and proceed with possible adjustments and stimuli on specific activities, and to arrive at the end of the project with the substantial coverage of all the KPIs foreseen in the proposal writing phase.

	KPI	M42	
Project Identity (logo, leaflet, brochure,...)	1	1	✓
Web site bifore M3	1	1	✓
at least 2500 visitors	2500	> 10000	✓
Social Network			
Account Twitter	1	1	✓
Account Facebook	1	1	✓
Account LinkedIn	1	1	✓
At least (globally) follower/likes	1000	> 1000	✓
Video	1	3	✓
Account in youtube	1	1	✓
Newsletter	10	10	✓
at least 200 contact/download	200	> 200	✓
Articles / publication *(on going)*			
Peer-reviewed publications	24	23	
peer-reviewed conference paper	12	13	✓
peer-reviewed journal paper	12	10	
Article on sector magazines (also online)	6	6	✓
Press release for general press	8	6	
Active participation in relevant Blogs	2	2	✓
Conference Participation			
Presentation of ANITA in international conferences, seminars and workshop	8	>30	✓
Distribution of leaflet in such events	200	> 400	✓
Summer School	1	1	✓
Presentation of ANITA in business sector fairs	6	5	
Distribution of leaflets in such events	200	> 200	✓

Events organization

Organization of round Table for discussing on regional and national level results of the project	6	6	✓
Pamphlets from the round table	6	6	✓
international workshop for LEAs	1	4	✓
at least attendees	75	> 100	✓
final conference	1	1	✓
Training			
National training WS for LEAs	3	5	✓
at least attendees	30	> 50	✓
National training WS for policy makers, media, PA, ecc	3	3	✓
at least attendees	50	> 100	✓

Table 7: List of KPIs