VANGUARD

D7.1 ONLINE PRESENCE AND DISSEMINATION, COMMUNICATION, AND EXPLOITATION PLANS

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Acronyms & Abbreviations

Acronym / Abbreviation	Description
CEN	European Committee for Standardisation
CENELEC	European Committee for Electrotechnical Standardisation
CSO(s)	Civil Society Organisation(s)
EC	European Commission
EU	European Union
GA	Grant Agreement
GDPR	General Data Protection Regulation
GRETA	Group of Experts on Action against Trafficking in Human Beings
ICAT	Inter-Agency Coordination Group against Trafficking in Persons
ICRC	International Committee of the Red Cross
ICT	Information and Communications Technology
ILO	International Labour Organisation
ISO	International Organization for Standardisation
IOM	International Organisation for Migration
IPR	Intellectual Property Rights
KPIs	Key Performance Indicators
LEA(s)	Law Enforcement Agency(ies)
NGO(s)	Non-Governmental Organisation(s)
PESTEL	Political, Economic, Social, Technological, Legal, and Environment
SME(s)	Small-Medium Enterprise(s)
SWOT	Strengths, Weaknesses, Opportunities, and Threats
THB	Trafficking in Human Beings
UN	United Nations
UNHCR	United Nations High Commissioner for Refugees
UNODC	United Nations Office on Drugs and Crime
W3C	World Wide Web Consortium

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EXECUTIVE SUMMARY

This deliverable details the intended dissemination, communication, and exploitation plans of VANGUARD, a three-year project that aims to strengthen the fight against Trafficking in Human Beings (THB) through interdisciplinary activities at the nexus of advanced technological solutions, understanding, awareness raising, and training for disrupting THB.

The VANGUARD dissemination strategy aims to assist in defining target audiences, identify relevant strategic dissemination courses of action, establish and elaborate on the means and methods of communication and dissemination, as well as significantly contribute in the evaluation process, which relates to the anticipated impact, whilst determining the projects' long-term viability. The Consortium of the VANGUARD project intends to adhere to the aforementioned strategy during the VANGUARD lifespan. The aforementioned strategy allows potential corrections, enhancements, and amendments of the dissemination plan which may be necessary in order to successfully address issues regarding the intended impact.

This deliverable also includes an in-depth examination of the information intended to be utilised by the Consortium in relation to the overall communication activities of the project, information regarding stakeholders and target audiences which is crucial for the VANGUARD outcomes, the means and methods that the Consortium intends to demonstrate the aforementioned information. The VANGUARD consortium aims to address communication and dissemination activities by utilising both traditional and contemporary means and methods, while taking into account all ethical and legal considerations.

Every partner in the VANGUARD consortium brings forth unique characteristics, thus significantly contributing in the creation of a multidisciplinary consortium with a wide variety of domain expertise. Further, each partner aims to support the project also through their cooperation and synergies vowing to contribute to their utmost capacity and capabilities so that the VANGUARD communication and dissemination objectives can be successfully fulfilled. Each partner complements the communication endeavour of the VANGUAD project.

In addition, this deliverable outlines the initial exploitation strategy of the project built upon three main blocks in order to achieve a successful exploitation of the project results. Each partner has provided an initial individual exploitation plan, with their intentions of exploitation their exploitation assets, in-line with their business and/or research strategies. Moreover, a tentative vision of the VANGUARD's exploitable assets has also been provided. This initial exploitation plan will be further enhanced in future iterations, actively engaging the consortium partners, who both through the identified individual and collective exploitation plans, will aim to transform the key exploitable results of the project to marketable products that could be further exploited via different routes by different stakeholder groups.

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Overall, the main objective of this document is to develop a comprehensive strategy that will concentrate on how this project disseminates, communicates, and promotes technologies and innovations to the market, industries, and the general public in order to increase awareness of the efforts made by this EU-funded project and Europe's intentions to ensure security in contemporary societies.

Concluding, the structure of this document is defined by six (6) main sections and their respective subsections. Following the Introduction, which delves deeper into the main objectives of the project, the following sections provide an in-depth examination of the dissemination, communication, and exploitation strategies and courses of action. In particular, Section 2 presents in detail the VANGUARD dissemination and communication strategy, including the communication and dissemination objectives, target audiences, visual identity, dissemination and communication channels and material, networking activities, publications, and compliance and security. Section 3 discusses the monitoring and assessment of the dissemination and communication activities, through relevant Key Performance Indicators and appropriate timeplans. Section 4 outlines the initial exploitation strategy, along with the partners' initial exploitation plans and a tentative vision of the VANGUARD's exploitable assets. Section 5 discusses the ethical and legal considerations regarding the described activities and Section 6 concludes this deliverable.

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1 Introduction

VANGUARD (adVANced technoloGical solutions coupled with societal-oriented Understanding and AwaReness for Disrupting trafficking in human beings) is a three-year research project funded by the European Union within the framework of the Horizon Europe programme. VANGUARD aims to strengthen the fight against Trafficking in Human Beings (THB) at the nexus of advanced technological solutions, understanding, awareness raising, and training to disrupt the trafficking chain (online and offline) at an early stage and address the culture of impunity. It also aims to provide an improved intelligence picture and establish an enriched common understanding of the trafficking chain through research based on social sciences and humanities, with a particular focus on THB for the purposes of sexual exploitation, labour exploitation, and forced criminality. This will be achieved through developing a modular and trustworthy suite of tools for detecting, identifying, investigating, and preventing THB activities, by leveraging the latest advancements in Artificial Intelligence (AI), through structured and innovative training targeted to specific end users for a comprehensive understanding of the phenomenon, as well as through awareness raising activities and concrete policy recommendations relevant to the THB field.

A proper dissemination, communication, and exploitation strategy will be used throughout the project's lifecycle to inform all pertinent parties about VANGUARD's findings, results, and outcomes. The VANGUARD project partners will take into account all relevant and available policy recommendations, technical developments, as well as solutions, as reference points to solidify communication, dissemination, and exploitation endeavours, such as guidelines to dissemination and exploitation (June 16, 2023)[1] presented by the European Research Executive Agency and similar entities.

1.1 Deliverable Objectives

The main objective of this deliverable is to develop a comprehensive strategy that will concentrate on how this project disseminates, communicates, and promotes technologies and innovations to the market, industries, and the general public in order to increase awareness of the efforts made by this EU-funded project and Europe's intentions to ensure security in contemporary societies. These objectives also include promoting cooperation through improved knowledge sharing and communication, raising awareness through campaigns and initiatives, and delivering enhanced regulation shaping through policy recommendations on the basis of the obtained insights and knowledge.

Among similar objectives, VANGUARD aims to promote multilevel cooperation among relevant stakeholders and foster the exchange of knowledge and experience among security practitioners, civil society organisations, and THB survivors, by developing a dedicated experience sharing and collaboration platform that will serve as an internal forum for information and experience sharing on THB cases. The project also aims to apply a co-creation and participatory approach to raise the awareness on THB through

[1] https://rea.ec.europa.eu/dissemination-and-exploitation_en

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promotional campaigns that will include a Web-based game for raising awareness (along with additional informative material) targeting youth, as well as through developing certain policy recommendations by actively engaging all potential actors: public authorities, governmental representatives, security practitioners, civil society organisations, the Academia, THB survivors, and the scientific community along with the general public.

This objective is highly relevant to the topic as improved strategies of cooperation applied by Police and Border Guards Authorities in fighting THB and dismantling related criminal networks will be introduced, while respecting fundamental rights such as the protection of personal data, and improved cooperation between European and origin and transit countries. Moreover, among the intended outcomes, the project aims to enhance the ability of security practitioners to detect and identify organised criminal groups involved in THB, in collaboration with citizens or civil society organisations when applicable and significantly contribute in improving policymaking related to the fight against THB.

1.2 Deliverable Structure

The following sections provide an in-depth examination of the dissemination and communication strategies and courses of action. The main text, which is divided into the WP7 objectives, and the dissemination and communication activities planned to attain those objectives—the actual heart of the plan—make up the structure of this deliverable. This plan is divided into sections and subsections that arrange the intended actions to provide an ordered and coherent overview. Then the initial exploitation plan is provided and the ethical and legal considerations regarding the described activities are discussed, before concluding this deliverable. In particular:

- Section 2 presents in detail the VANGUARD dissemination and communication strategy, including the communication and dissemination objectives, target audiences, visual identity, dissemination and communication channels and material, networking activities, publications, and compliance and security.
- Section 3 discusses the monitoring and assessment of the dissemination and communication activities, through relevant Key Performance Indicators and appropriate timeplans.
- Section 4 outlines the initial exploitation strategy, along with the partners' initial exploitation plans and a tentative vision of the VANGUARD's exploitable assets.
- Section 5 discusses the ethical and legal considerations regarding the described activities.
- Section 6 concludes this deliverable.

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2 VANGUARD Dissemination & Communication Strategy

2.1 Communication and Dissemination Objectives

The first step towards creating a successful dissemination and communication strategy includes the incorporation of primary goals that will direct the course of action, which is necessary in order to successfully attain these goals. In VANGUARD, one of the main aims is to disseminate and communicate the research and innovation outcomes of the project to relevant stakeholders, with a particular emphasis on the security community. Therefore, the main objectives of the dissemination and communication course of action are:

1. Identify the desired target audiences and raise their awareness for the project creating positive relationships.
2. Clearly define the scope and purpose of the project, thus conveying clear messages to connect to a wider audience.
3. Design and implement all relevant communication and dissemination activities and material.
4. Define a monitoring and evaluation process for the project's communication and dissemination efforts.
5. Encourage and facilitate participation by all consortium partners, as well as by all interested stakeholders in VANGUARD online and offline activities.
6. Create strong synergies with sister projects and relevant initiatives on THB.

2.2 Target Audiences

The identification of target audiences in a project plays a pivotal role towards the definition of tailored-made communication and dissemination activities and channels, thus achieving maximum impact. The target audiences of VANGUARD were identified early in the project and they are also included in the Grant Agreement (GA). A more detailed engagement plan will be developed during the next months, also in relation to the establishment of the VANGUARD stakeholders' network (T7.3). Table 1 provides an initial high-level engagement plan, which will be further detailed in future updates of the communication and dissemination plans.

Table 1: VANGUARD potential target audiences and initial engagement plan

Identified Categories	Potential benefits and cooperation with the VANGUARD project	Main Communication and Dissemination Channels and Activities
Strategic operational stakeholders (Security practitioners, EU and International Police and Border Guard Authorities (both from inside the consortium and beyond)	✓ Encouragement of integrating VANGUARD tools and solutions in their daily operational activities ✓ Enhancement of cross-border collaboration among the	**Channels** ✓ Newsletter, Press Releases, blog posts, other online and printed material and publications

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<u>Potential Target Audiences:</u> Europol, Frontex, European Coast Guards, INTERPOL	relevant practitioners and with the CSOs/NGOs, utilising also the THB knowledge sharing and collaboration platform ✓ Engagement in the needs and gap analysis for the proper identification of the training and user requirements related to the VANGUARD solution ✓ Inclusion of their insightful knowledge of the THB landscape in the development and implementation of THB responses and proposed good practices and counter strategies ✓ Awareness raising around THB policy issues and recommendations – Enhancement of their operational capabilities	✓ Website and social media channels **<u>Activities</u>** ✓ VANGUARD events, Workshops, ✓ VANGUARD pilot demonstrations ✓ VANGUARD training activities of the developed solution ✓ Awareness raising campaigns
Strategic Societal Stakeholders (Civil Society Organisations – CSOs, Non-Governmental Organisations – NGOs, research and scientific communities) <u>Potential Target Audiences:</u> Group of Experts on Action against Trafficking in Human Beings (GRETA), United nations (UN) General Assembly, United Nations Office on Drugs and Crime (UNODC), United Nations High Commissioner for Refugees (UNHCR), UN Women, The International Organisation for Migration (IOM), UN Women and the International Labour Organisation (ILO), the Inter-Agency Coordination Group against Trafficking in Persons (ICAT), Amnesty International, The Open Society Foundation, International Committee of the Red Cross (ICRC),	✓ Promotion of the VANGUARD environment and the THB knowledge sharing and collaboration platform ✓ Engagement on future scientific research around the issues raised by the VANGUARD outcomes. ✓ Enhancement of the culture of collaboration among NGOs/CSOs and with the relevant practitioners. ✓ Awareness raising around THB policy issues and recommendations	**<u>Channels</u>** ✓ Newsletter, Press Releases, blog posts, other online and printed material and publications ✓ Scientific publications in peer reviewed journals ✓ Website and social media channels **<u>Activities</u>** ✓ Conferences and relevant symposia ✓ VANGUARD events, Workshops and Joint activities ✓ Awareness raising campaigns

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Médecins sans frontiers, Universities, Research Organisations, Developers, Lawyers, Marketers		
Strategic Public Authorities and Legal stakeholders (International and European policy and framework organisations, public administrations, and policymakers) Potential Target Audiences: European Commission, European Parliament, Council of the EU, DG Home, Council of Europe, The International Court of Justice, the European Court of Human Rights. Eurojust, national/regional/local Standardisation bodies (European Committee for Standardisation - CEN, European Committee for Electrotechnical Standardisation - CENELEC, International Organization for Standardisation- ISO, World Wide Web Consortium- W3C), UN Convention for the Suppression of the Traffic in Persons and of the Exploitation of the Prostitution, EU Anti-Trafficking Coordinator, National Rapporteurs	✓ Promotion of the VANGUARD environment and the THB knowledge sharing and collaboration platform ✓ Contribution to evidence-based policy making on THB issues and development of concrete recommendations ✓ Awareness raising around THB policy issues and recommendations	**Channels** ✓ Newsletter, Press Releases, blog posts, other online and printed material and publications ✓ Website and social media channels ✓ Policy recommendations and relevant factsheets **Activities** ✓ Policy roundtables ✓ Conferences and relevant symposia ✓ VANGUARD events, Workshops and Joint activities ✓ Awareness raising campaigns
Industry/Small Medium Enterprises(SMEs) (tech/ICT companies and organisations, other private enterprises SMES)	✓ Promotion of the VANGUARD tools and solutions and encouragement for further exploitation ✓ Cooperation for further advancement of the technological solutions	**Channels** ✓ Newsletter, Press Releases, blog posts, other online and printed material and publications ✓ Website and social media channels **Activities** ✓ VANGUARD events, Workshops and Joint activities ✓ VANGUARD solution

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		demonstrations and invitation to relevant pilots ✓ Awareness raising campaigns
Other EU project Consortia and sister projects relevant to VANGUARD	✓ Awareness raising on VANGUARD outcomes and encouragement for further joint exploitation ✓ Organisation of joint activities	**Channels** ✓ Newsletter, Press Releases, blog posts, other online and printed material and publications ✓ Website and social media channels **Activities** ✓ VANGUARD events, Workshops and Joint activities ✓ Awareness raising campaigns
Survivors – Victims of THB	✓ Promotion of the VANGUARD environment and the THB knowledge sharing and collaboration platform ✓ Inclusion of their experiences in the development and implementation of THB responses and proposed good practices and counter strategies	
General Public	✓ Awareness raising around THB policy issues and recommendations ✓ Promotion of the THB knowledge sharing and collaboration platform	

2.3 Visual Identity

The project's visual identity aims to facilitate dissemination and communication activities and ensure consistency in the dissemination and communication of VANGUARD's concept, objectives, and results. The visual identity of VANGUARD has been developed through iterations of design, while taking into account all established elements of the project's communication strategy. The foundations of the visual identity of VANGUARD have been laid out through the project's Logo, colour palette, and types and fonts, as discussed next.

2.3.1 VANGUARD Logo

The final design of the VANGUARD Logo has been established through an iterative process, beginning with an exploration of a basic visual theme, around which the process would evolve. It was established early on that it would be important to integrate three distinct concepts into the Logo and the project's identity:

- The fight against Trafficking in Human Beings;
- The emphasis on the protection and safety of human beings from trafficking; and

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- The concept of the word “vanguard” (the leaders of a movement in society, for example in politics, art, industry, etc. but also the part of an army, etc. that is at the front when moving forward to attack the enemy)[2].

Digital Technological Innovation was also included as a complementary concept, especially as a means to shelter and protect human beings from trafficking by strengthening the fight against THB.

Initially, two shapes were chosen to represent the Logo: the circle and the triangle, as depicted in Figure 1.

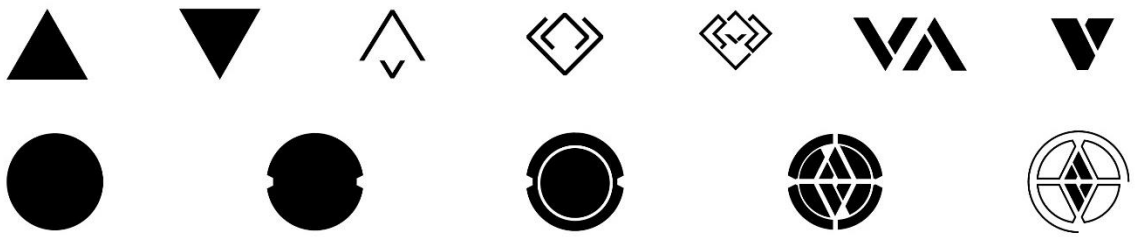

Figure 1: Exploration of shapes during the early design stage of the VANGUARD Logo

In combination with these shapes some additional symbols that are strongly related to the project’s themes were taken into consideration, namely:

- The Blue Heart[3] as a symbol of the International Day against Human Trafficking (United Nations Office on Drugs and Crime);
- The letter “V”, and maybe the letter “A” from the word “**VA**NGUARD”; and
- The symbol of a shield, to denote both the concept of protection, but also as a conceptual symbol of the vanguard that protects people from human trafficking.

With these considerations, the two first approaches for the VANGUARD Logo began to take form (see Figure 2).

Figure 2: The Letter "V" and the "Heart" symbols combined

To ensure and cement the strength of the VANGUARD Logo, a series of Logo prototypes were designed (see Figure 3), combining the above ideas, alongside other concepts, like the integration of shapes into a

[2] “vanguard”: https://www.oxfordlearnersdictionaries.com/definition/english/vanguard
[3] https://www.unodc.org/unodc/en/blueheart/

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whole, interweaving of lines, and bold and unconventional designs. This approach allowed us to better evaluate existing directions, and to decide the ideal form and balance of stylisation that was necessary to create the final logo.

By this stage, the final form of the VANGUARD Logo had already begun to take shape. Nevertheless, it was important to narrow down the main directions selecting the stronger candidates for the project's Logo. Ultimately, the Dissemination and Communication Team decided on four distinct Logo forms, designed for three main directions (see Figure 4).

Figure 3: A sample from a wide selection of Logo approaches, used to evaluate the Designs

Figure 4: Three directions and four options for the final design of the Logo

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With additional feedback from the Project Coordinator, the final Logo of the VANGUARD project was selected, and all its different forms were designed to cover the project's needs. In the end, a vibrant gradient, the dynamics of interweaving and overlapping shapes, and the symbol of moving lines in the stylisation of circuitry were the elements that prevailed. The completed VANGUARD Logo (see Figure 5) was complemented by the words "VANGUARD" in a geometric font with Art Deco influences. The overall approach meant to strike a balance between all the elements that were considered during design, to be combined in a harmonious whole.

Figure 5: The final VANGUARD Logo

2.3.2 Colour Palette

The basis of the colour palette of the VANGUARD project is the set of colours that were used to create the Logo (see Figure 6). The VANGUARD's current colours have been selected in accordance with the specifications of veli's colorpedia[4], which is a great unofficial online resource for colour communication, especially in digital design.

Figure 6: Colour palette of the VANGUARD Logo

[4] https://veli.ee/colorpedia/

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Generally, the three main VANGUARD colours (mint tulip, cerulean and governor bay) belong in the family of the "blue colour", which is a colour of loyalty, security, strength, professionalism, and trust, having in parallel a calming and smooth effect. The "grape" colour, which is situated under the family of "purples", combines the stability of blue and the energy of the red, resulting to a prestigious yet powerful result of sophistication, passion and sincerity. In that way, both colours of the Logo complement the direction of the VANGUARD Logo design, as mentioned in Section 2.3.1

As the overall visual identity of the project is being developed, the project colour palette has been temporarily limited to the original colours of the Logo with some more muted variants). As the project matures and the communication strategy solidifies, the visual style will adjust to match and enhance the specified strategy. At that stage, the project's style guide will also mature, and with it, the established colour palette will become part of the project's overall visual identity.

2.3.3 Types and Fonts

The VANGUARD Logo uses the Neue Kabel[5] typeface for its wordmark, which is a rich and modern redesign of a classic typeface. The original Kabel typeface was a classic geometric sans serif from the 1920s, contemporary to the Art Deco movement. The original typeface came with a few interesting quirks that enhance the liveliness of the script, which the new adaptation has preserved, while making the new typeface usable in a modern context. The way the typeface renders the word "VANGUARD" in medium weight was seen to bring balance to the overall design, adding elegance and sophistication to the Logo. In addition, the VANGUARD projects' typeface presents a mild reference to Art Deco, which blends in a smooth manner apparent in the geometric shapes of the logo, while the interwoven decorations that might appear as patterns or elements of an abstract background provide another element of Art Deco.

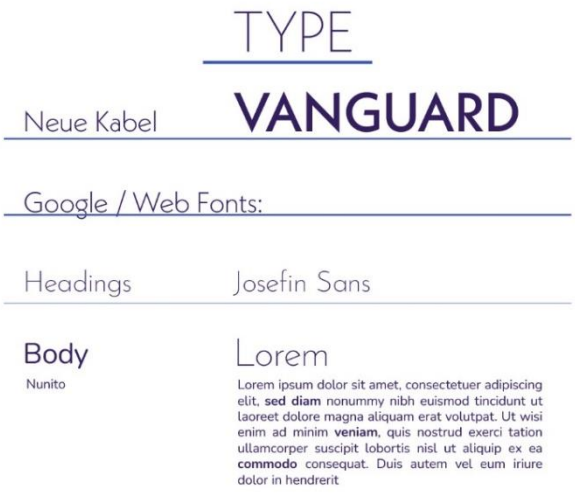

Figure 7: Typographic choices for the VANGUARD project

[5] https://www.monotype.com/resources/font-stories/neue-kabel-reshaping-a-lost-classic

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For use in our website or other web tools and digital assets where access to the typeface may be restricted, we chose a typeface very similar to Neue Kabel – the Google typeface Josefin Sans[6] (Santiago Orozco). Due to the typeface's intense characteristics, we restricted its use for headings. For larger bodies of text, we settled for a soft and friendly sans-serif typeface with rounded terminals – Nunito[7] (Vernon Adams, Cyreal and Jacques Le Bailly). The result is a contrasting scheme that attempts to combine and balance the friendliness of Nunito with the sophistication of Josefin Sans. This limits the use of both typefaces together only in certain weights. To further reflect this combination in print materials, we selected the Proxima Soft[8] (Mark Simonson, 2017) typeface family, which was found to be even closer to this type of balance in visual language, especially by taking advantage of its condensed and even extra condensed widths.

As VANGUARD's visual style will be ever evolving to cover the project's emerging needs, it is expected that further adjustments and refinements will be made to the typographic choices for the project, culminating in an overall stronger and more consistent visual style.

2.3.4 VANGUARD Templates

In order to ensure a uniform presentation of the VANGUARD project, certain templates have been designed and shared among consortium partners through the project's online repository. These include:

a) **Agenda Template** (Figure 8)

This template will be used for all internal and external meetings and relevant activities of the VANGUARD project. It includes information on the Partner who chairs the meeting, the date of realisation, the exact time/duration, the place and the meeting link in case of online/hybrid organisation, as well as the agenda per se with the timeslots, the topics and the relevant presenters.

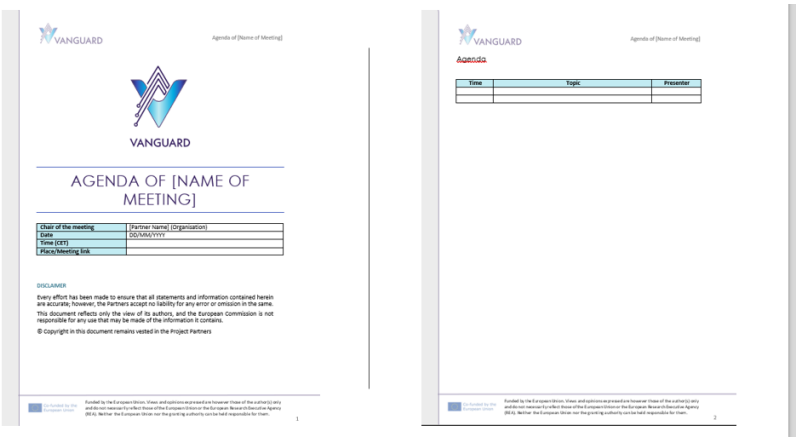

Figure 8: VANGUARD Agenda Template

[6] https://fonts.google.com/specimen/Josefin+Sans
[7] https://fonts.google.com/specimen/Nunito/about
[8] https://fonts.adobe.com/fonts/proxima-soft#about-section

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b) **Deliverable Template** (Figure 9) and **Deliverable Review Template** (included in Annex D of D1.1)

The deliverable template will be used for all project deliverables; it consists of a front page that includes the deliverable name, the lead beneficiary, the deliverable version, the due and delivery date, as well as the dissemination level. The second page includes specific project information (GA number, project acronym, project full title, call, topic, project starting date, duration and the coordination name) along with more detailed information of the document per se, including information on the relevant work package, on the type of the document, on the main authors, contributors and reviewers. On the third page the document history along with the disclaimer, and the copyright message are included, whether in the next pages all guidelines that should be followed are presented (e.g. tables, footnotes, referencing, etc.). A table of contents, figures and tables, the executive summary of the deliverable as well as a table describing all document acronyms are also available.

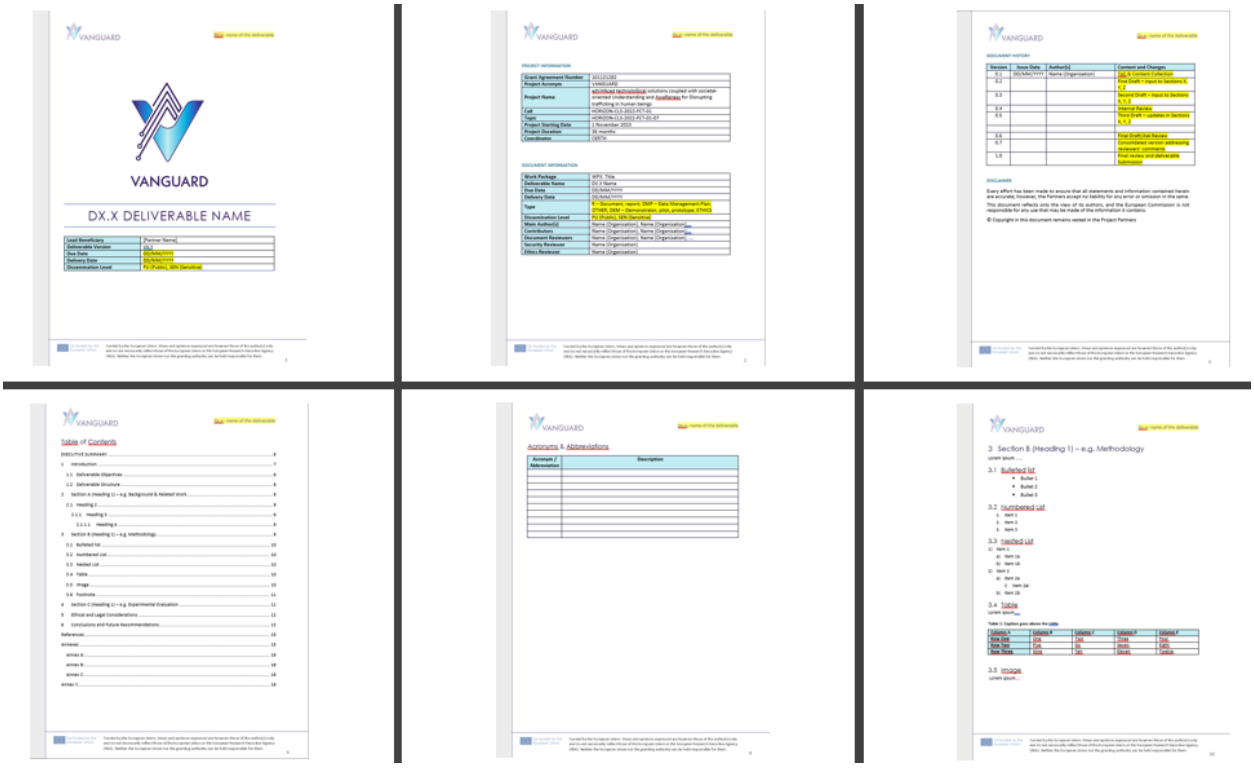

Figure 9: VANGUARD Deliverable Template (indicative pages)

Moving to the deliverable review template, it includes all the relevant information on the deliverable and the partner that performs the review, a general decision on whether the deliverable can be submitted as is, with minor or major revision, or if it presents significant flaws, while a more detailed assessment follows on the objectives and overall evaluation of the deliverable context, utilising both a 5-point Likert scale and comments whenever necessary.

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c) Meeting Minutes Template (included in Annex A of D1.1.)

This template will be used for capturing the main points and minutes of all internal/external meetings and relevant activities of the project. Being complementary to the Agenda template, it also includes information on the Partner who chairs the meeting, the date of realisation, the exact time/duration, the place and the meeting link in case of online/hybrid organisation, as well as the relevant meeting information, outlining: (i) the agenda per se with the timeslots, the topics and the relevant presenters; (ii) the meeting attendees; (iii) the meeting summary and the main decisions; (iv) the main action points with specific deadlines and responsibilities per partner; and (v) the next meeting date, if appropriate.

d) Presentation Template (Figure 10)

This template has been designed to be used for all internal and external communication of the project via relevant presentations, depicting its visual identity.

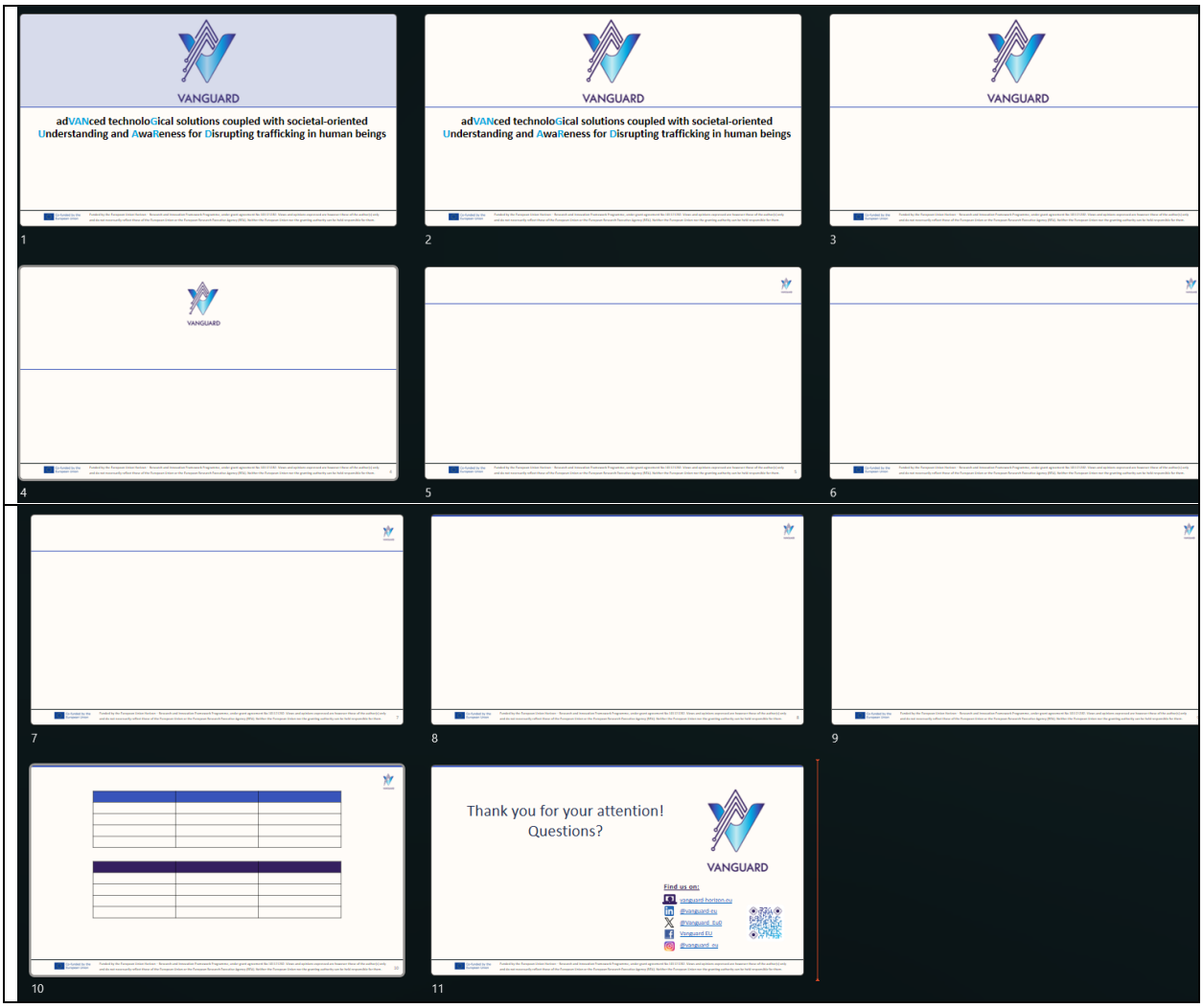

Figure 10: VANGUARD Presentation Template

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2.4 Dissemination and Communication Channels

The VANGUARD dissemination and communication activities will take place through several channels, selected according to the preferences of and maximum expected impact to each target audience. In particular, VANGUARD will take into account the expected technology literacy of the target audiences, as well as their interests in order to select the most appropriate channel to be used for reaching and engaging with them. The main channels that will be used for the dissemination and communication of the project are the VANGUARD project website and social media channels, along with networking activities described in Section 2.6.

2.4.1 VANGUARD Official Website

The VANGUARD website constitutes one of the main dissemination and communication channels of the project as it allows stakeholders to stay updated on the project's progress, news, deliverables and publications, outcomes, and results. The website can be reached via the following link: https://vanguard-horizon.eu/ and parts of its homepage are depicted in Figure 11 and Figure 12.

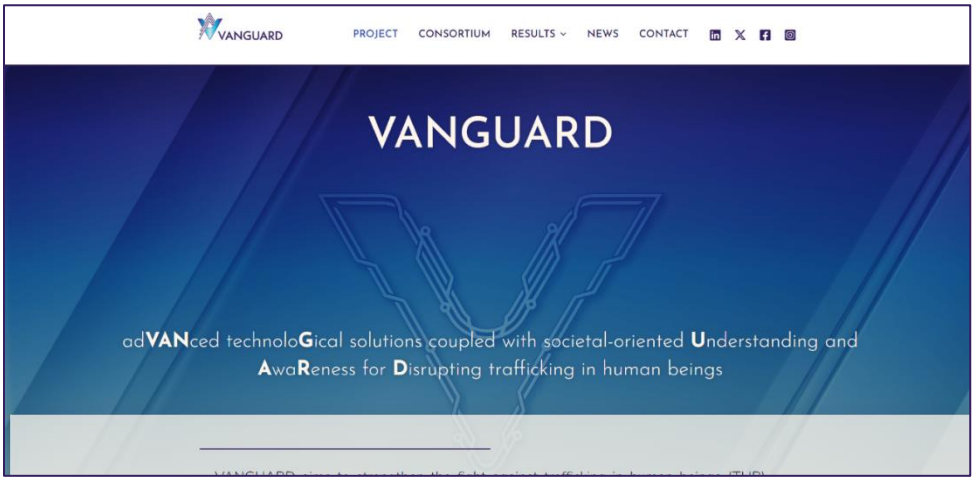

Figure 11: The top of the Homepage of the VANGUARD project website

Figure 12: The bottom part of the Homepage of the VANGUARD project website

Having iterated through a series of design approaches, the consortium ultimately approved the following style to be used with its website. The website design uses a background decoration where a stylised letter V is subtly pulled out of the background with the use of different shading. The stylisation of the letter V employs the circuit-like lines that interweave with the Logo, but this time the lines interweave with themselves. Panels that are only very mildly transparent are used on top of this fixed background, while diagonal strokes enhance a sense of movement and visual interest in the background. The background chosen for the home page was unique to it, whilst, on other pages, a simpler gradient using similar colours and a similar diagonal orientation was preferred.

The official website of the VANGUARD Project was developed using WordPress[9] and was launched on February 6, 2024. The Matomo[10] web analytics platform is used for monitoring the website. The legal and ethical considerations relevant to the website are discussed in Section 5.

2.4.1.1 Website Structure

The VANGUARD website currently consists of the following pages:

- Project
- Consortium
- Results
  - Deliverables
  - Publications
  - Communication Kit
- News
- Contact

As the project evolves, the website structure will be adapted if needed in order to reflect any further needs.

2.4.1.2 Website Content

The VANGUARD website serves as a central hub for sharing project updates and outcomes, ensuring regular updates for visitors. This platform plays a pivotal role in effectively showcasing VANGUARD to its target audiences and stakeholders.

Within the website, visitors can easily navigate through sections dedicated to the project's objectives, consortium, general information, pilot use cases, and ongoing progress. Furthermore, all publicly available project deliverables, documents, and dissemination materials will be accessible. The website will be continuously enriched with news, events, and other relevant content to foster stakeholder engagement

[9] https://wordpress.com/
[10] https://matomo.org/

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The continuous update of the content of the website will be overseen by KEMEA, while all partners will support by providing material related to their tasks.

2.4.2 VANGUARD Social Media

VANGUARD will be very active on social media, where all project results, findings, and interesting outcomes will be disseminated. The VANGUARD social media profiles have been active since M2 of the project (December 2023).

Following careful consideration and consensus-building, the VANGUARD initiative established the following social media presence: a LinkedIn page, an X (formerly Twitter) account, a Facebook profile, and an Instagram account. KEMEA, which is in charge of the project's social media, evaluates these channels' performance using the analytics tools on each platform.

Partners are encouraged to take specific steps, including re-sharing and engaging with shared information, to increase the project's social media presence. Since it is crucial to communicate messages consistently across all social media platforms, every social media campaign will be created and tailored for each one. In order to improve reach, hashtags will be included in every VANGUARD post. The primary hashtags are **#VANGUARD_EU #EUSecurityResearch #CERIS #againsthumantrafficking**.

An analysis of each channel can be found below.

2.4.2.1 LinkedIn

LinkedIn page link: https://www.linkedin.com/company/vanguard-eu

LinkedIn is a social network that focuses primarily on professional networking[11]. Through LinkedIn, companies, organisations, and institutions can enhance their professional reputation by posting updates and interacting with others[12]. This specific channel was selected as one of the primary ones, as most of VANGUARD's target audiences have a presence on LinkedIn, such as academics, scholars, researchers, police and border guard authorities, NGOs/CSOs, and policy and decision makers among other target groups. Through its official VANGUARD page on LinkedIn, the consortium aims to interact more effectively with Industry, Technology and Research communities, with relevant Public Authorities, with go-to-market partners and with other relevant projects.

According to each user's personal settings about the data privacy options provided by LinkedIn, each account or page's performance can be monitored using the analytics tool that LinkedIn has created. With the help of these instruments, the consortium will routinely assess and evaluate the performance of:

[11] https://www.businessinsider.com/what-is-linkedin
[12] https://business.linkedin.com/marketing-solutions/linkedin-pages

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- Visitors (traffic metrics of our page, measures unique visitors and page views over time and aggregate demographics of visitors).
- Updates (engagement metrics for our organic and sponsored updates over time, shows aggregated metrics across all updates and metrics for individual updates).
- New followers (follower metrics for our LinkedIn page, all-time followers and new followers of our LinkedIn page in the last 30 days, number of new followers, aggregated demographics of LinkedIn members who follow our page, % shown is calculated as Followers with this demographic / Total follower with standardised demographics and see how our followers and updates compared to those of other similar companies, time range filter does not apply to total followers).

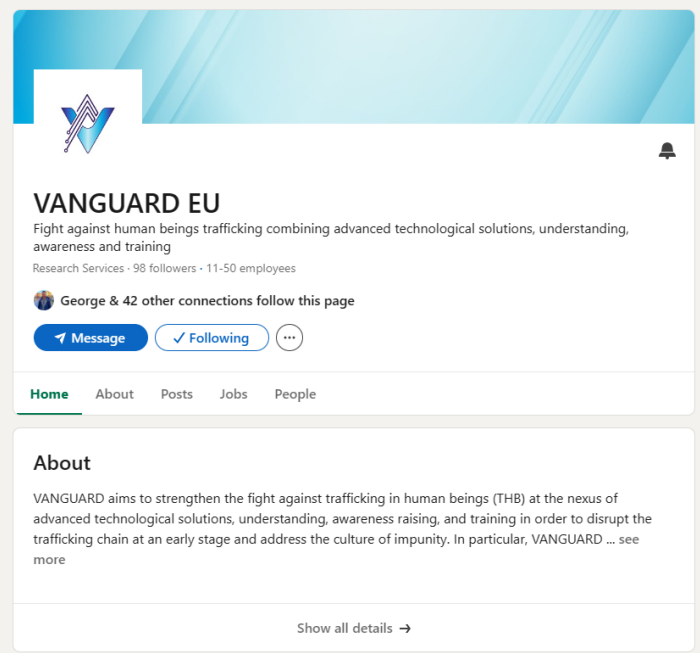

Figure 13: VANGUARD LinkedIn page

2.4.2.2 *X (formerly Twitter)*

X page link: https://twitter.com/Vanguard_Eu0

X is a microblogging and social networking service where users can interact in real-time exchanging messages also known as “tweets”. This social network is popular (besides journalists and the general public) with academics, policymakers, and politicians. X is a direct communication medium allowing professionals to promote their work, and share interesting information and findings with a large number of people, creating significant networks. Live Feed and hashtags, two “trademark” features of Twitter help users to group information for instance during events and conferences, allowing the different target audiences to stay informed with any updates.

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Anyone can monitor the effectiveness of their account using X's own analytics tools. The consortium will be able to gain insight into the entire performance of the official VANGUARD X account using these tools, including data on tweets and retweets, profile visits, followers, and mentions in other X accounts.

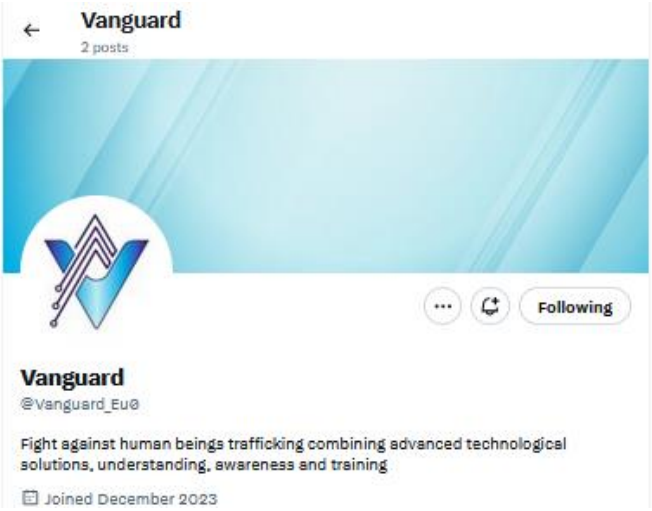

Figure 14: VANGUARD X page

2.4.2.3 Facebook

Facebook page Link: https://www.facebook.com/profile.php?id=61556744644760

Facebook offers the opportunity to convey the study and its findings in a casual, very approachable manner, in accordance with the EU guidelines for social media use (European Commission. Directorate-General for Research & Innovation, 2020). Furthermore, because a significant portion of the VANGUARD target audiences use this particular social media platform, the consortium unanimously decided that it would enhance the project's communication and distribution. These target audiences include academics, scholars, researchers, police authorities, and policy and decision makers, who may utilise this platform in a less formal manner (contrary to platforms such as LinkedIn). Facebook still retains weight and value, despite the emergence of contemporary platforms, due to the appealing design and user-friendliness.

Facebook users can publish stories or live videos in addition to posting a wide range of content, such as images, videos, reports, invites to events, and links to presentations or other multimedia resources. Fans, not friends, are the people who like a Facebook page. All of the aforementioned social media platforms' policies shall be adhered to in terms of content and hashtags.

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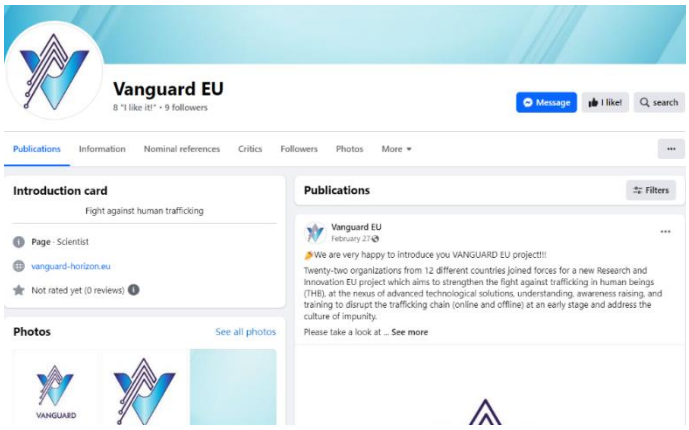

Figure 15: VANGUARD Facebook page

2.4.2.4 Instagram

Instagram page Link: [@vanguard_eu • Instagram photos and videos]

Instagram is a free, online photo-sharing application and social network platform that was acquired by Facebook in 2012[13]. Using a smartphone app, Instagram users may edit, post, and share images and short videos. In addition to adding a description, users may utilise location-based geotags and hashtags to index their postings and enable other users to search them within the app. When a user tags a post with a hashtag or geotag, it becomes visible to the public as well as their followers' Instagram feeds.

Instagram users can like, comment on, and bookmark other people's posts much like they can on other social media sites. They can also utilise Instagram Direct to send pals private messages. With just one click, photos may be shared on Facebook, X (formerly Twitter), and a number of other social networking platforms. Instagram is a useful tool for businesses as well as for individuals. Businesses can create a free business account on the photo-sharing app to advertise their products and brands.

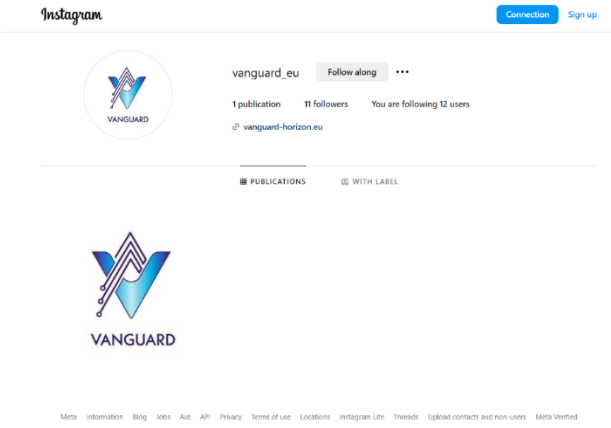

Figure 16: VANGUARD Instagram page

[13] What is Instagram? | Definition from TechTarget.

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2.4.2.5 Social Media Campaigns

There are already scheduled campaigns for all social media channels. The initial step is to utilise the capabilities, capacity, and partner social networks to inform them about the VANGUARD project.

Further, another activity is the awareness campaign (T7.4) targeting youth and young adults, as well as professionals working with them, which will be created by also leveraging the findings from interviews conducted with THB experts, survivors, and perpetrators (WP2). The campaign aims to challenge beliefs and attitudes about gender-based violence, educate youth and young adults about behaviours that put them at risk of becoming a victim or perpetrator of THB and empower them to change those behaviours. Furthermore, the awareness campaign will exploit the results of WP4 and use the web-based serious game created as the pedagogical transportation mechanism for the campaign.

In M4 (March 2024), the VANGUARD consortium conducted a communication and dissemination planning meeting regarding the aforementioned awareness campaign which established that social media tiles, posts, and clips are to be created (the very least) in English and German, with the possible addition of a third language to reach the youth and young adults through professionals and entities associated with them, who would increase their engagement by introducing the THB awareness game. The VANGUARD THB awareness game will also direct players to a landing page with more information on preventing THB and opportunities for further engagement on the topic as part of the knowledge-sharing and collaboration platform (WP4)[14]. Further planning is to be continued as results from the relevant Work Packages emerge. Until the completion of the project, other campaigns will be discussed and run on all social media pages.

2.5 Dissemination and Communication Material

2.5.1 Newsletter - Press Release

Press releases and newsletters will play a significant role in our communication strategy. VANGUARD will use them to inform our target audiences of the most recent news, activities, technological advancements, creative results, and project developments. With the assistance of all partners, KEMEA will create newsletters (two per year), which will include news, updates, results, invitations to events and workshops, and other fascinating readings.

A newsletter's objective is to attract readers' attention by utilising clear, detailed language (in English). The VANGUARD newsletters will be published bi-annually, starting after M6. These newsletters will be monitored in accordance with a consortium timetable, with the project's social media and website to serve as their primary dissemination method.

Press releases and announcements, including project-related news and milestones that are essential to the project's success, will also be delivered. While KEMEA is in charge of writing the press releases, it is

[14] Additional information on VANGUARD ambitions can be attained from the Grant Agreement - Part B - Page 12.

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strongly recommended that all partners spread the news to their own networks. This collaboration will enable VANGUARD to sustain a consistent news flow as a result.

2.5.2 Brochures, Posters, Infographics

To promote the VANGUARD project at various events, brochures, roll-up banners, posters, and other pertinent advertising materials will be created and displayed. Such materials provide an excellent opportunity to present the project's objectives and outcomes in a visually appealing way, while also attracting the audiences' interest and urging them to engage with the project, either during or after the event. This material will be printed and displayed to the public when VANGUARD will take part in conferences and/or when partners participate in conferences, workshops, and other similar activities. Additionally, factsheets and infographics will be offered (if needed), mainly in digital format, but also in print if required. This content, which will also be shared on social media and disseminated to as many stakeholders as possible, will be utilised to clearly, completely, and promptly communicate some of the project's most exciting outcomes.

VANGUARD has already created a roll-up banner (Figure 17), a leaflet/brochure (Figure 18), and an overview presentation (Figure 19) that can be utilised by every consortium partner in any dissemination activities they deem relevant. The consortium is constantly re-evaluating the materials it has generated and will continue to do so. In the future, it is anticipated that all distribution material will be improved in accordance with ideas and their overall effects.

The language used in the aforementioned information will primarily be English because it is the project's main medium of communication. However, it is strongly considered to translate the content into other consortium languages based on the requirements and justifications for doing so. This choice will be decided following discussions with the partners, the WP7 leader, and the Project Coordinator.

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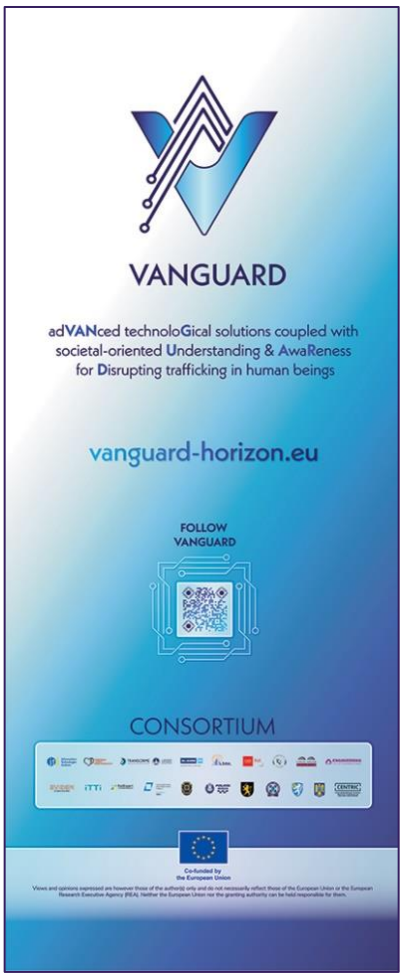

Figure 17: VANGUARD roll-up banner

Figure 18: VANGUARD leaflet

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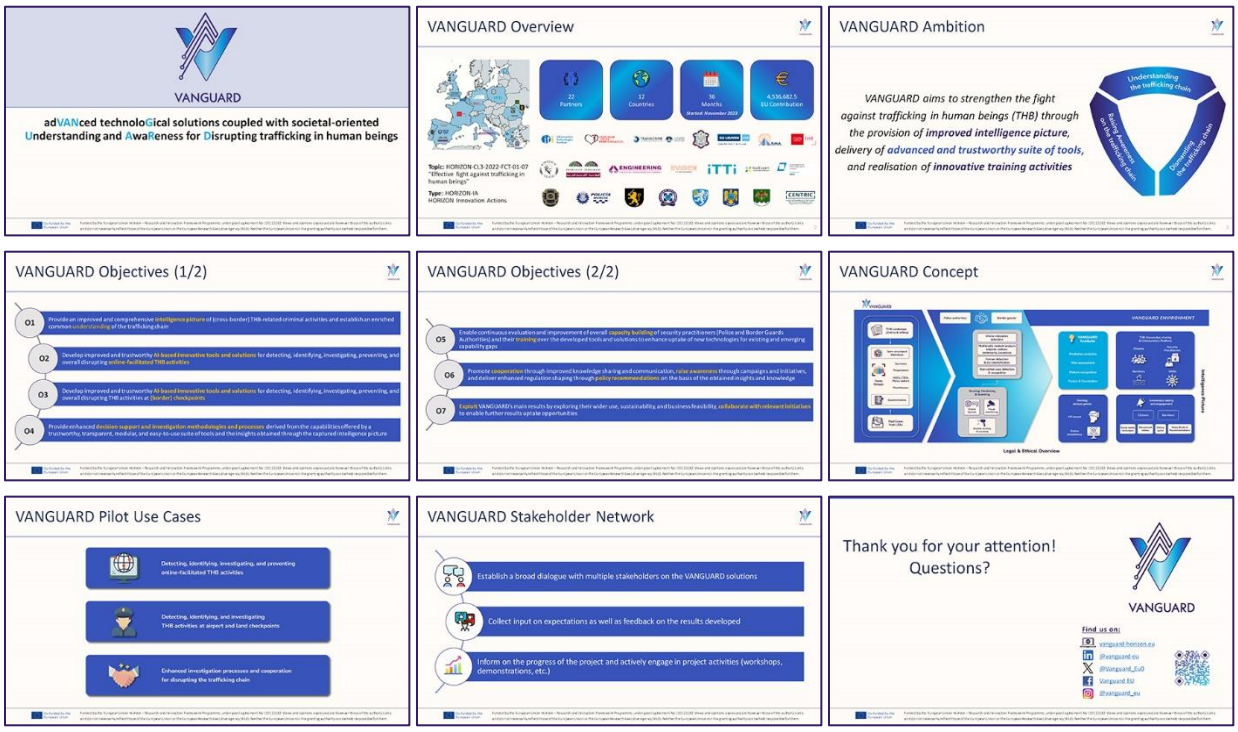

Figure 19: VANGUARD Overview Presentation

2.5.3 Blogposts

VANGUARD project's blogging will serve as an online journal, disseminating noteworthy data, accomplishments, and other fascinating findings about cutting-edge tools and technologies developed in VANGUARD to detect, identify, investigate, prevent, and disrupt THB, the social research conducted towards improving the intelligence picture on THB-related criminal activities and the trafficking chain, and regulations pertaining to THB, Data Protection, AI etc. Each partner may write a blog entry on a topic they decide to discuss, which however will be strictly relevant to the topic and objectives of the VANGUARD project. The project's website will host the blog entries, while the project's social media pages and newsletters will share them as well. This should improve the visibility of the project, the consortium, and individual partners, as well as further justify the project's advancement in the eyes of the general public. A tentative timeplan regarding the creation of the blogposts by the consortium can be found below.

Table 2: Tentative timeplan for the creation of blogposts by the VANGUARD partners

Month	Partner	Month	Partner	Month	Partner
M11	UCSC	**M20**	ATOS IT	**M29**	EPBGB
M12	GGMH	**M21**	CERTH	**M30**	RBP & RAD
M13 - M14	FUNDEA	**M22**	MJ	**M31**	GPI
M15	ENG	**M23**	BayHFoD	**M32**	GIBP

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M16	CEA	**M24**	CENTRIC	**M33**	KU Leuven
M17	CERTH	**M25 - M26**	MCH	**M34**	KEMEA
M18	ICCS	**M27**	ICCS	**M35**	ITTI
M19	WAT	**M28**	HELLENIC POLICE	**M36**	CERTH

2.6 Networking activities

Engaging in networking activities is crucial for EU programs. Attending conferences, seminars, trade shows, webinars, and other events helps get the project outcomes in front of the right people. They also give project partners the chance to communicate with important stakeholders and possibly forge close ties with other pertinent EU projects. Attending events can result in the sharing of knowledge, the identification of gaps, and the creation of chances for more research.

2.6.1 Events Participation and Organisation

Engaging in events, whether virtual or real-world, is extremely advantageous for EU initiatives as it raises their profile and provides chances for additional partnerships. The VANGUARD project will make an effort to locate pertinent occasions where project participation or presentation may take place. Partners may refer to the Dissemination and Communication Guidelines (Annex A: VANGUARD Communication and Dissemination Guidelines) while participating in or presenting the project at events.

2.6.2 Synergies with other EU-funded and Sister Projects

In order to enhance VANGUARD's overall impact, the dissemination reach of its results, and the scientific validity of its findings, the project will actively engage with other European and international consortia of ongoing and prospective research. Appropriate activities will be selected in line with this dissemination and communication plan to facilitate, if feasible, the sharing of best practices and ideal approaches amongst projects, while simultaneously avoiding any inadvertent duplication or overlap. Through Horizon Europe, Horizon 2020, and other relevant EU Funded Research Projects, each project consortium will consequently gain an invaluable networking and cooperating partner. The strategic approach of the VANGUARD consortium recommends that partners will actively pursue attendance and cooperation with consortia of EU funded projects that actively research similar phenomena, mainly related to THB. Table 3 provides an initial list a relevant projects and initiatives in the areas of fight against THB and organised crime in general that will be explored for potential synergies.

Table 3: Relevant Projects and Initiatives

Name of Project	Brief Summary
HEROES - Novel Strategies to Fight Child Sexual Exploitation and Human	The HEROES project's main objective is to use technology to improve the way in which help, and support can be provided to victims of THB and CSA/CSE. Moreover, the HEROES project will establish new

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Trafficking Crimes and Protect their Victims	innovative strategies that in the short, medium and long term will improve the way in which LEAs and CSOs carry out criminal investigations, assist rescued victims, and prevent the occurrence of these crimes.
RITHMS - Research, Intelligence and Technology for Heritage and Market Security	The EU-funded RITHMS project will boost the operational capacity of police, customs and border authorities in addressing the organised and poly-criminal nature of cultural goods trafficking. It proposes an interdisciplinary approach and cross-cutting research connecting all domains relevant to this crime. The aim is to inform the theoretical framework of an interoperable IT platform based on social network analysis and capable of identifying the involved actors and their interconnections.
EMERITUS- Environmental crimes' intelligence and investigation protocol based on multiple data sources	EMERITUS aims to create a single-entry point platform for law enforcement authorities and border guards to improve investigative proof collection capabilities against environmental waste crimes
PERIVALLON - Protecting the EuRopean terrItory from organised enVironmentAl crime through inteLLigent threat detectiON tools	PERIVALLON aims to provide an improved and comprehensive intelligence picture of organised environmental crime and develop effective and efficient tools and solutions for detecting and preventing such types of criminal activities and for assessing their environmental impact based on geospatial intelligence, remote sensing, scanning, online monitoring, analysis, correlation, risk assessment, and predictive analytics technologies, by leveraging the latest advancements in Artificial Intelligence (AI) in the fields of computer vision and multimodal analytics.
Ceasefire - Advanced versatile artificial intelligence technologies and interconnected cross-sectoral fully-operational national focal points for combating illicit firearms trafficking	Ceasefire will develop a highly innovative, holistic, multi-disciplinary, high-tech and versatile approach for aiding EU Law Enforcement Agencies (LEAs) in their struggle to detect, analyze and track cross-border illicit firearms trafficking. It will deliver relevant, advanced Artificial Intelligence (AI) tools and will establish fully operational National Focal Points (NFPs), aiming to increase LEA operational capabilities and alleviate existing organizational, cooperation, cross-jurisdictional, trans-border and information exchange challenges.
FALCON - Fight Against Large-scale Corruption and Organised Crime Networks	FALCON is a three-year Horizon Europe research project in the field of anti-corruption. It will address the significant challenges of the global fight against corruption by developing new, data-driven indicators and tools, following an evidence-based, multi-actor and interdisciplinary approach.
ARIEN - ARtificial IntelligencE in fighting illicit drugs production and trafficking	The project, ARIEN, seeks to implement a comprehensive workplan aligned with the 2021-2025 EU Drugs Action Plan. Utilizing a holistic innovation approach and AI tools, it aims to create a real-time intelligence framework for monitoring illegal drug production and trafficking in the EU. It will provide recommendations for harmonization and develop modular AI solutions while ensuring legal and ethical compliance.

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ERADICATING II - Enhancing pRevention AnD multI-agenCy cooperAtion against labour TraffickING	The focus of the ERADICATING II project is capacity building among Law Enforcement Agencies (LEAs), prosecutors, labour inspectors, and first-line practitioners involved in the prevention and combat against THB for labour exploitation, with a special focus on Ukrainian refugees.
BIGOSINT - Countering THB through big data and OSINT analysis	The project aims to provide improved detection of cyber-enabled trafficking in THB and its victims, a more wide-spread and effective use of technology for preventing and combatting THB, a more systematic use of financial investigations in cases of THB through a multi-disciplinary approach, also bringing forward more effective and intensified law enforcement operations, including cross-border cooperation and joint investigations, along with new and strengthened public-private partnerships and further involvement of civil society in the prevention of THB
UNCHAINED - Disrupting the Human Trafficking Chain through a Follow-the-Money Approach	The UNCHAINED project is focused on the key topic of financial flows into and out of these types of high profit activities and adopts the follow-the-money approach. By investigating the business models behind THB and through that, its relationship to other crimes (such as ML, migrant smuggling, and drug trafficking), the range of actors and decision makers involved (knowingly or otherwise) and their modi operandi can be exposed and prevented.
TENSOR -Reliable biomeTric tEhNologies to asSist Police authorities in cOmbating terrorism and oRganized crime	The EU-funded TENSOR project will provide police authorities and forensic institutes a platform they can use to make it easier to extract, share and store biometric evidence in cross-border environments. Novel tools will be developed to perform all of the above in a secure, automated and scalable manner that also ensures privacy. To assist in the faster adoption of modern biometric solutions, the project will design the first European Biometric Data Space that will create a common ground among police authorities, forensic institutes and security researchers.
TENACITy - Travelling Intelligence Against Crime and Terrorism	EU law enforcement agencies face challenges related to varying data management methods, incomplete or inaccurate data, interoperable information exchange, and efficient tools to process travel intelligence data for timely operations decisions at the borders. The EU-funded TENACITy project will address these challenges by developing a Travel Intelligence Governance Framework as a holistic approach to crime prevention and training of law enforcement personnel, incorporating advanced tools for processing travel intelligence data.
POLIIICE -Powerful Lawful Interception, Investigation, and Intelligence	The EU-funded POLIIICE project aims to advance European law enforcement agencies (LEAs) to novel LI, investigation and intelligence methods that can effectively investigate crime and terrorism. It will deliver, research, validate and demonstrate innovative LI measures at the cloud, network, and edge device levels to enable LEAs to efficiently overcome challenges and allow high throughput of its LI. POLIIICE will research and model quantum

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	unlock, detection, and decryption as a service to improve information exchange and cooperation between European LEAs.
LAGO - Lessen data access and governance obstacles	The EU-funded LAGO project will create a trusted EU research data ecosystem to facilitate data-oriented research collaboration between law enforcement agencies, security practitioners, relevant EU agencies, researchers and policymakers. Specifically, it will develop a reference architecture based on principles of decentralisation and transparency. Compliant with EU data protection regulations, the reference architecture will be accompanied by technological tools to ensure its practical implementation. The ultimate goal of LAGO is to innovate the FCT data-oriented research sphere.
INVERT - Identifying compaNies and Victims in the Exploitation phase to disRupt the financial business model of adult and child labour Trafficking	INVERT aims to: (i) developing a prototype suite of two risk assessment tools (company-focused and victims-focused) to be used by prosecutors and LEAs designed with the end-users able to detect companies at risk of being involved in adult and child labour trafficking and to provide risk profiles of potential victims, and (ii) providing dedicated training modules for prosecutors and LEAs to update them with a wide-ranging technical-professional training. The outputs will be the INVERT suite and specialized training modules.
DISRUPT - Enhance Digital led InvestigationS, pRosecutions and jUdicial resPonses for dismantling Trafficking chains of children	Taking into consideration the rise in technology-facilitated trafficking of human beings (THB), specifically in the context of sexual exploitation of children, the DISRUPT project is aiming to improve investigations, prosecutions and the judicial response based on digital evidence in trafficking of children. It will develop an innovative framework for the future use of digital evidence in the area of THB, aiming also to establish guidance for future cooperation mechanisms for relevant authorities and practitioners to cooperate regarding THB.
INTERCEPTED - Intercept Online Recruitment and Advertisement to Disrupt the THB Model	INTERCEPTED focuses on two points of interception of the trafficking chain: online recruitment and advertisement, consistently considering the ways in which methods differ in terms of language, platforms, targets, and strategies, according to the type of exploitation and profiles of the victims. INTERCEPTED focuses on disrupting the digital business models of traffickers, considering how evidence and strategies identified in the cyberspace can be used in concrete investigative, prevention, and protective measures in the physical world.
ASIT - Adequate Support measures and Improved capacities in countering THB	ASIT challenges the new forms of THB and empowers the LEA, judges, NGOs, businesses, mayors and social workers in identifying the victims, laying the foundations of an operational network for joint intervention teams and data sharing supported by ICT tools for aggregating and analysing a wide range of online open sources. It will provide a toolbox of tools that can be used for mapping and analysing the perpetrators using online means for THB, enhancing in parallel the risk mitigation approaches for preventing persons living in vulnerable economic and social environments from THB. of exploitation.

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2.7 Publications

Publications are a very powerful dissemination instrument that supports the project's spread and sustainability. By publishing the project outputs in reputable scientific conferences and journals, the VANGUARD consortium aims to distribute them primarily to the key target audiences through scholarly publications. A few representative conferences and journals as referred to the GA are as follows:

Conferences:

- International Conference on Human Trafficking and Human Rights (ICHTHR) - https://waset.org/human-trafficking-and-human-rights-conference
- Conference of the Alliance against Trafficking in Persons - https://www.osce.org/event/alliance24
- International Conference on Human Trafficking and Prevention Policies (ICHTPP) – https://waset.org/human-trafficking-and-prevention-policies-conference-in-september-2024-in-vancouver
- International Conference on Social Sciences (ICOSS) - https://socialsciences.tiikm.com/
- Annual Conference of the European Society of Criminology – https://esc-eurocrim.org/v2/annual-conference-of-the-esc-2024/
- Annual Meeting of the Association for Computational Linguistics (ACL) – https://2024.aclweb.org/
- Conference on Empirical Methods in Natural Language Processing (EMNLP) – https://2024.emnlp.org/
- International Conference on Multimedia Retrieval (ICMR) - https://icmr2024.org/
- International Conference on Multimedia Modelling (MMM) - https://mmm2024.org/
- IEEE / CVF Computer Vision and Pattern Recognition Conference (CVPR) - https://cvpr.thecvf.com/
- ACM International Conference on Multimedia (ACMMM) - https://2024.acmmm.org/
- European Conference on Information Retrieval (ECIR) – https://www.ecir2024.org/
- International Conference on Natural Language & Information Systems (NLDB) - https://nldb2024.di.unito.it/
- Conference on Information and Knowledge Management (CIKM) – https://cikm2024.org/
- International AAAI Conference on Web and Social Media (ICWSM) – https://www.icwsm.org/2024/index.html/
- ACM International Conference on Web Search and Data Mining (WSDM) - https://www.wsdm-conference.org/2024/
- Web Conference (WWW) – https://www2024.thewebconf.org/
- International Conference on Advances in Social Networks Analysis and Mining (ASONAM) - https://asonam.cpsc.ucalgary.ca/2024/

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Journals:

Journal Name	Short Description
Journal of Human Trafficking - Journal of Human Trafficking | Taylor & Francis Online (tandfonline.com)	Journal of Human Trafficking supports the greater understanding of human trafficking by publishing diverse scholarship on all forms of contemporary slaver, as well on topics including, but not limited to: Child trafficking; Commercial sexual exploitation of children; Forced marriage; Organ and tissue extraction; Forced labor and slavery; Involuntary domestic servitude; Debt bondage; Child soldiers; Behavioral and medical consequences of human trafficking; Anti-trafficking policy and legislation; Survivor issues, outcomes, and resources
Journal of Social Work - Journal of Social Work: Sage Journals (sagepub.com)	The Journal of Social Work is a forum for the publication, dissemination and debate of key ideas and research in social work. The journal aims to advance theoretical understanding, shape policy, and inform practice, and welcomes submissions from all areas of social work.
Trends in Organised Crime - Home | Trends in Organized Crime (springer.com)	Trends in Organized Crime offers a composite of analyses and syntheses from a variety of information sources to serve the interests of both practitioners and policy makers, as well as the academic community. It is both a stimulus to and a forum for more rigorous empirical research on organized crime.
Victims and Offenders - Victims & Offenders | Taylor & Francis Online (tandfonline.com)	Victims & Offenders is a peer-reviewed journal that provides an interdisciplinary and international forum for the dissemination of new research, policies, and practices related to both victimization and offending throughout the life course.
European Journal of Criminology - European Journal of Criminology: Sage Journals (sagepub.com)	The European Journal of Criminology is an international, peer-reviewed journal publishing high-quality original research. It is the prime European source for authoritative information and analysis on crime and criminal justice issues. Launched in January 2004 by the European Society of Criminology in partnership with SAGE Publishing, the journal seeks to open channels of communication between academics, researchers and policy makers across the wider Europe.
Global Crime - Global Crime | Taylor & Francis Online (tandfonline.com)	Global Crime is a social science journal devoted to the study of crime across international settings. Its focus is multi-disciplinary, and its principal aim is to make the best scholarship on crime available to specialists and non-specialists alike. It draws on authors from a variety of disciplines, including criminology, sociology, economics, history, political science, anthropology and area studies.
Data Mining and Knowledge Discovery - Home | Data Mining and Knowledge Discovery (springer.com)	Data Mining and Knowledge Discovery is the premier technical publication in the field, providing a resource collecting relevant common methods and techniques and a forum for unifying the diverse constituent research communities.

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IEEE Transactions on Big Data - IEEE Xplore: IEEE Transactions on Big Data	The IEEE Transactions on Big Data publishes peer reviewed articles with big data as the main focus. The articles provide cross disciplinary innovative research ideas and applications results for big data including novel theory, algorithms and applications.
IEEE Transactions on Pattern Recognition & Machine Intelligence - IEEE Xplore: IEEE Transactions on Pattern Analysis and Machine Intelligence	The IEEE Transactions on Pattern Analysis and Machine Intelligence publishes articles on all traditional areas of computer vision and image understanding, all traditional areas of pattern analysis and recognition, and selected areas of machine intelligence, with a particular emphasis on machine learning for pattern analysis.
Computer Vision and Image Understanding - CVIU | Computer Vision and Image Understanding | Journal | ScienceDirect.com by Elsevier	The central focus of this journal is the computer analysis of pictorial information. Computer Vision and Image Understanding publishes papers covering all aspects of image analysis from the low-level, iconic processes of early vision to the high-level, symbolic processes of recognition and interpretation. A wide range of topics in the image understanding area is covered, including papers offering insights that differ from predominant views.
Transactions of the Association for Computational Linguistics - Transactions of the Association for Computational Linguistics (transacl.org)	Transactions of the Association for Computational Linguistics (TACL) is an ACL-sponsored journal published by MIT Press that publishes papers in all areas of computational linguistics and natural language processing

VANGUARD will adopt an open access dissemination policy for the published research work via Zenodo (https://zenodo.org/), an established online European scientific repository that is fully integrated with OpenAIRE. An account for the project and the VANGUARD Zenodo community will be created in M7 (May 2024) to host all open access published research work.

Regarding the publication process, all partners need to follow the following procedures, which are aligned both with Art. 17 of the GA (communication, dissemination, and visibility), and with Section 8.4.2 of the Consortium Agreement. Prior notice of any planned publication (e.g. in the form of an abstract) shall be given to the other Parties at least 20 calendar days before the publication. Any objection to the planned publication shall be made, in accordance with the Grant Agreement, within 15 calendar days after receipt of the planned publication notice, by written notice to the Coordinator and the Party or Parties proposing the dissemination. It must include a precise request for necessary modifications. The objecting Party can request a publication delay of no more than 60 calendar days from the time it raises such an objection. After 60 calendar days the publication is permitted, provided that the objections of the objecting Party have been addressed. If no objection is made within the time limit stated above, the publication is permitted.

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2.8 Compliance and Security

2.8.1 EC Compliance Guidelines on Visibility

As stated in the project's GA (Article 17) ''Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent and effective manner. Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.'' Regarding the visuals and text, recipients of the action **are required to show the European flag (emblem) and the funding statement** (which, when applicable, has been translated into the local language) in any activity that is connected to the action and recognise EU support.

Figure 20: EU emblem

It is not permitted to add any visual signs, brands, or text on the emblem; it must stay distinct and separate. The insignia must be presented in conjunction with other logos (such as those of sponsors or recipients) at least equally conspicuously and clearly.

Any distribution and communication activity pertaining to the VANGUARD project must also contain the following disclaimer, which should be translated into local languages as needed:

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority][15]. Neither the European Union nor the granting authority can be held responsible for them."

The VANGUARD consortium has been notified regarding the EU guidelines, particularly with the release of this specific deliverable. If there are any issues, though, the WP7 leader (KEMEA) is always available to answer them and offer clarifications.

2.8.2 Security Considerations and GDPR regarding Communication

In accordance with recommendations from the Project Security Officer (PSO) and the Security Advisory Board (SAB), the coordinator will approve all forms of file sharing and communication as secure. The project's stakeholders' group will only be permitted access to publicly available information in the framework of WP7 and associated dissemination and communication efforts. The SAB and the PSO will be asked to evaluate the material and search for any potential confidentiality issues before it is published.

[15] In this case, European Research Executive Agency (REA).

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All these activities should be made with the acknowledgement of the WP7 leader and the interested partner.

2.8.3 VANGUARD Dissemination and Communication Guidelines

The consortium's general approach to sharing information through social media is divided into three parts, each with its own set of criteria.

A. Objectives:

- Increase followers
- Increase engagement with the audience (like, share, comment)
- Maximise impact

B. Posts:

- Depending on the progress of the project, several posts will be uploaded
- Posts should include: text, image (or video), link
- Text should be up to 280 characters for X. LinkedIn and Facebook have no text size limitation. It should **include #hashtags**, brief information, and a link (preferably and when applicable a link that will lead to the VANGUARD website).
- Texts should occasionally include **a question** triggering some replies by the followers.
- Image or videos. Vivid images to catch the followers' eye. Videos should be short to avoid any delays in broadcasting.
- A dedicated hashtag for the project should be used **[#VANGUARD_EU]** to help group all relative information.
- **Mentions (@)** within the post of relevant accounts, will function as amplifiers, i.e. encourage others to share and promote the consortium's tweets to their audience.
- Check for the trending (always relevant) hashtags and add them to the post

C. Potential content of posts:

- Project's development and progress
- Project's newsletters
- Partners' role within the project and achievements
- Project's presence at conferences, seminars, etc.
- New online or offline technologies around THB
- Policies relevant to THB
- Interesting facts related to all the above thematic areas
- Abstract/Executive summary of a deliverable when it has been submitted.

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3 Dissemination/Communication Monitoring & Assessment

3.1 Key Performance Indicators (KPIs)

It is imperative to continuously monitor and assess the dissemination and communication activities of VANGUARD to achieve desired outcomes and boost the project's overall impact. Every action will be routinely observed and evaluated to properly assess the established plan. The website's and social media applications' analytics platforms will be used to evaluate the success of the adopted approach and the extent to which the goals were attained. To effectively meet the established goals and targets, corrective measures will be implemented together with any plan modifications. The dissemination and communication activities monitoring spreadsheet is available to all consortium partners and will be completed appropriately on a regular basis, in order to be used by the WP7 leader (KEMEA) to keep track of all the activities. The activities tracking file can be found in Annex B: Communication and Dissemination Activities Tracking document, while the project's KPIs can be found below.

Table 4: VANGUARD Dissemination & Communication KPIs

Tool	Indicator	Means of verification	Target Value (estimate)
Website	# of site visits # of downloads	Matomo	15% annual increase in site visits 20 downloads
Final Conference	# of participants	Reporting by organisers	80 participants
Workshops	# of workshops; # of participants / workshop	List of events Reporting by organisers	2 workshops 40 participants
Social media	# engagement in LinkedIn & Twitter; # followers	Social media analytics; Total reach of posts	700 views (15 % annual increase); 350 followers (15 % annual increase)
Publications	# of publications in technical, scientific & academic journals	List of publications	≥ 15 scientific/academic articles with ≥ 5 open access publications
Newsletter	# of readers	List of newsletter subscribers	Bi-annual; At least 100 readers per newsletter (at least 15 practitioners)
Stakeholder	# of users Diversification	List of users	≥ 200 users with at least 20 from each target group from ≥ 10 countries

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3.2 Risks, Limitations, and Mitigation Plans

Some risks that relate to the successful implementation of the planned dissemination and communication activities have been identified and stated in the GA. Some of these are as follows in accordance with their proposed mitigation measures:

- Dissemination does not reach a significant number of people - All consortium members have access to relevant communities in their fields and experience in disseminating activities. Increase presence in European and national events and the media.
- COVID-19 impact on working capacity - Adaptability of in-person methodologies to alternatives (switch to online proceedings, small groups of participants).
- Personal friction among partners, misunderstandings, and insufficient communication - Continuous interpersonal formal and informal communications, creation of collaborative atmosphere. Facilitation of face-to-face and online meetings, encouraging partner-to-partner and Consortium sessions, and use of online forums for open discussions.
- Legal/Ethical concerns around research and (AI) tools that violate data protection or privacy - KUL, along with the VANGUARD consortium will monitor and subsequently address all the emerging ethical and legal issues, stemming both from data privacy and security procedures, as well as to AI-related challenges.

3.3 Communication & Dissemination Time Plan

An Excel file including the settled actions throughout the project's lifecycle has been established so that all partners are always aware of the Communication and Dissemination future activities. A summary can be found below, while partners can view this live document on the project's SharePoint repository, where they can also stay informed about the project's activities and know when they have been allocated specific actions. The full plan can be found in Annex C: WP7 Timeplan.

Table 5: Communication and Dissemination timeplan

	2023		2024									
Task name	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**12**
Website												
Social Media												
Blog posts												
Press Releases	Every time there is something important to communicate											
Newsletters						2 project newsletters						
Publications						≥ 1 publication						
Events	Participation and organisation of events throughout the lifespan of VANGUARD											
Synergies with other initiatives	Effort to make synergies with other projects on every possible occasion											

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	2025											
Task name	**13**	**14**	**15**	**16**	**17**	**18**	**19**	**20**	**21**	**22**	**23**	**24**
Website												
Social Media												
Blog posts												
Press Releases	Every time there is something important to communicate											
Newsletters	2 project newsletters											
Publications	≥ 5 publications											
Events	Participation and organisation of events throughout the lifespan of VANGUARD											
Synergies with other initiatives	Effort to make synergies with other projects on every possible occasion											

	2026											
Task name	**25**	**26**	**27**	**28**	**29**	**30**	**31**	**32**	**33**	**34**	**35**	**36**
Website												
Social Media												
Blog posts												
Press Releases	Every time there is something important to communicate											
Newsletters	2 project newsletters											
Publications	≥ 7 publications											
Events	Participation and organisation of events throughout the lifespan of VANGUARD											
Synergies with other initiatives	Effort to make synergies with other projects on every possible occasion											

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4 Exploitation Strategy

The concept of exploitation is a crucial standpoint of each European funded project, as it aims to bring forward a concrete plan on the way key results can be used for "commercial, societal and/or political purpose […] up to four years after the end of the project[1]", thus maximising their impact beyond the lifespan of the project. It is clearly differentiated both to the communication and dissemination plans, as the former aims to inform promote and communicate activities and results, while the latter makes knowledge and results publicly available free-of-charge. Despite being in only M6 of the project, this section aims to expand on the exploitation strategy outlined in the VANGUARD GA, setting an initial strategy to define a successful exploitation of the project results. Being part of WP7 Impact and Outreach, this plan will be further enhanced in future iterations, actively engaging the consortium partners, who both through the identified individual and collective exploitation plans, will aim to transform the key exploitable results of the project to marketable products that could be further exploited via different routes by different stakeholder groups. Additional detailed information will be included at a later stage, in D7.2and D7.3 of the project when the VANGUARD tools and solutions will be more mature.

4.1 VANGUARD Building Blocks towards Exploitation

Since the proposal stage, the VANGUARD consortium has identified the following three main building blocks that will shape the project's exploitation strategy.

Building Block 1: Initial Market Analysis and Business Model(s)

ITTI, being the responsible task leader of T7.6 Market analysis, business models, exploitation, and sustainability, will perform an initial market analysis, identifying the market size and potential, the competition with relevant tools and solutions, the challenges and barriers of entering in the market, the gaps and needs of the relevant stakeholders, as well as the unique selling point of each of the VANGUARD solutions and its potential opportunities. Different market analysis methods (SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis, PESTEL (Political, Economic, Social, Technological, Legal, and Environment) analysis, Porter's Five Forces framework, Gap analysis, Value chain analysis, etc.) will be assessed and selected during the lifespan of the project to provide a well-rounded market analysis, leading to the proposition of different business models. The latter will outline the way VANGUARD will create and deliver value by identifying: (a) the relevant customer segments, (b) the value proposition, (c) the channels to deliver the value proposition to customers, (d) the resources required, (e) the activities to be performed, and (f) the required partnership. The elements above will be linked to revenue and cost streams, which will be further quantified in the business plan.

Building Block 2: IPR Management

Under T1.5 Innovation and Intellectual Property Rights (IPR) management, ITTI will establish a proper IPR management strategy along with an initial IP management framework for the VANGUARD project, based

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on the Guide to Intellectual Property Management in Horizon Europe[16], provided by the EC, taking also into consideration the legal prerequisites as described in the Consortium Agreement for future reference and guidance, thus protecting the property of the project's background and results. The IPR management plan will also manage IPR and ownership distribution among project partners. The IPR plan will be submitted in D1.3. Security, ethics, legal, privacy, data, innovation, and IPR management, in M36.

Building Block 3: Strategy for market take-up and long-term sustainability

This block includes the definition of a marketing plan, the standardisation roadmap, and the business plan. VANGUARD will capitalise also on the tools and repositories and services provided by the EC, such as the Horizon Results Booster[17], the Horizon Results Platform[18], the Horizon Results Platform TV[19], the Innovation Radar[20], etc. Additional research on follow-up funding opportunities will be also considered.

The project will intensify its efforts around presenting a robust exploitation roadmap in the following months, through capitalising on the outcomes of the continuous testing and validation of the VANGUARD tools and services, utilising dissemination and communication activities to attract potential future adopters, intensifying the synergies with other EU projects and international networks/initiatives for outreach actions, utilising the stakeholders' network (T7.3), thus enhancing the sustainability of the project's results.

4.2 Initial Individual Partners Exploitation Plans

Each partner has provided an initial Individual Exploitation Plan, with their intentions of exploitation for each individual exploitation asset, in-line with its business and research strategy. Partners' motivations will be processed and categorised in the upcoming months in target exploitation action categories: extend and expand TRL, promote to market, redistribute, exploit internally, assign or license to third-parties, research further, integrate within line of business or pre-existing networks, each with tangible actions and plans. More specifically:

4.2.1 Police Authorities, Border Guards, and Relevant Stakeholders

They will exploit the results of VANGUARD within their own organisations and through their extended networks to enhance their operational capabilities towards the fight against THB crime.

[16] https://intellectual-property-helpdesk.ec.europa.eu/publications/your-guide-intellectual-property-management-horizon-europe_en
[17] https://www.horizonresultsbooster.eu/
[18] https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform
[19] https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform/hrptv
[20] https://innovation-radar.ec.europa.eu/

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Partner	Initial Individual Exploitation Plan
BayHfoD	As the Bavarian Police University, BayHfoD will closely monitor the technical developments within the VANGUARD project and share the results with the individual responsible departments. Valuable lessons can be learnt for applicability and usability of such technical components, which will drive BayHFoD's own endeavours in the future regarding the acquisition of similar technologies intended to be utilised by the Bavarian Police and to possibly apply directly the components developed within VANGUARD in the daily operations of the Bavarian Police. Moreover, the non-technical research outcomes (mainly in WP2) and the training and training materials (mainly in WP6) of VANGUARD will be utilised to enable a more extensive understanding of THB within the Bavarian Police and to train personnel accordingly. Furthermore, the aforementioned aspects will be distributed to other relevant actors, who are also involved in the management of cases of THB, in order to enable them also to extend their understanding and knowledge regarding THB and to train for enhanced capabilities and capacities.
MJ	MJ intends to exploit components of the VANGUARD toolsuite, in particular those related to online monitoring of THB-related activities, to aid in its daily activity. Nevertheless, it will also follow the developments and applicability of the other components of the toolsuite to create internal awareness of innovative tools and methods to fight THB. It will also exploit the intelligence picture and the training materials produced under VANGUARD for the purpose of better understanding the phenomena and the innovative tools that may be applied to fight this particular type of crime, as well as getting appropriate training on how to use them, in order to reinforce MJ's capabilities.
MCH	The Murcia Police Department aims to make use of the VANGUARD suite of tools, or one of its specific applications in daily use in its static and dynamic controls for the control of the transport of human beings for sexual exploitation, labour or crime as a service. In the field of exploitation of the results obtained, MCH will make use of the information, if possible, to carry out scientific publications and presentations at Criminology congresses, both at national and international levels. It will also be publicised on MCH's website, social networks and police magazine, and all the resulting information will also be disseminated among their networks of police forces and partners linked to the police field.
GPI	GPI, as an administrative authority subordinate to the Ministry of Internal Affairs, with the status of a legal entity under public law, having jurisdiction over the entire territory of the Republic of Moldova, plans to exploit the VANGUARD tools and solutions in the activity of investigating and combatting THB crimes, enhancing in parallel the police officers' capabilities in terms of training and well-rounded understanding of the THB landscape.
HELLENIC POLICE	The Hellenic Police as the main national Law Enforcement Agency aims to use the VANGUARD platform as a whole or specific components of it, for combatting crime-related THB, in cases of vulnerable persons and third-country national entries. This Agency plans to integrate the platform into the existing pool of anti-trafficking tools, in order to improve its Threat Assessment & Decision-making capabilities, as well as Responsiveness to threats. This practically means that, through a training program, the officers and Units will be able to enhance their THB monitoring capabilities and make effective interventions, for the benefit of victims.
EPBGB	The Estonian Police and Border Guard Board is the LEA in Estonia. Our aim is to use the VANGUARD tool and its components for combatting crime in THB (sexual and labour). We also wish to train our personnel. Regarding the promotion of the VANGUARD project,

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	Estonian Police and Border Guard Board will promote to project and its outcomes in our webpage www.politsei.ee
RBP	As a Law Enforcement Agency, RBP will use the results of VANGUARD to find state-of-the-art solutions in the field of training its own personnel in the field of THB prevention and will make an effort to obtain the European funding necessary for the development of this system in order to break the criminal chain in THB. Regarding the promotion of the VANGUARD project, RBP will post the information necessary to make the results of the project known to the public on its website www.politiadefrontiera.ro
GIBP	GIBP, being the official paramilitary border guard of the Republic of Moldova, and currently a department of the Ministry of Internal Affairs (MAI), aims to use the VANGUARD solutions in the field of training, capacity building and understanding of the THB phenomena, promoting them through our stakeholders' network.

4.2.2 Academic and Research Partners

They will exploit the results of VANGUARD in further research and projects through technology transfer and consolidation of existing research competencies.

Partner	Initial Individual Exploitation Plan
CERTH	CERTH will exploit the project results by reinforcing its research competencies in the areas of pattern detection and recognition, visual analysis, multimodal data fusion, predictive analytics, risk assessment and decision support. CERTH is interested in commercialising the modules to be developed by licensing its services to interested stakeholders. CERTH's Information Technologies Institute has all the necessary support, including legal support and business management for creating innovative enterprises. CERTH engages two research labs with a wide range of exploitation potential. Part of CERTH's M4D Lab business plan is to also exploit the outcomes of the VANGUARD project through its spin-off company Infalia (www.infalia.com). Parallel to that, CERTH's VCL lab aims to exploit its research outcomes in vision computing, through its spin-off company COMPLAGO (www.complago.eu).
GGMH	As an alliance with around 40 civil society anti-trafficking member organisations from Germany and Austria, GGMH will disseminate the VANGUARD research results to all members. Especially the results from WP2 (interviews with traffickers and victims of the THB lover boy method), WP4 (online serious game) and WP7 (awareness-raising campaigns), will contribute to prevention work already conducted by member organisations of GGMH in schools, among youth and teachers/specialists working with children and youth. Also, GGMH aims to publish research findings in peer-reviewed journals and at conferences and events, as well as make use of new knowledge in lobbying work with politicians on a local, regional and national level.
UCSC	As a university research centre, UCSC-Transcrime aims to exploit the results of the VANGUARD project and demonstrate its benefits and impact through academic publications, conferences and events aimed primarily at the academic community, but also at representatives of public authorities, LEAs and the private sector involved in crime prevention and investigation. Transcrime aims to publish scientific papers on the key findings of the VANGUARD project in leading international journals. Transcrime's participation in numerous Italian, European and international projects, mainly involving

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	public authorities and private organisations, as well as the contribution of Transcrime staff in assisting international regulators in designing effective policies, also guarantees a privileged position to exploit the results and benefits of the VANGUARD project among relevant stakeholders active in the fight against THB and expand the VANGUARD's network.
WAT	WAT's exploration plan will focus primarily on searching for commercialisation paths for the technologies WAT is developing under WP3, mainly thermal face emotion recognition module and human detection in cargo module. Our effort will focus on finding industrial partners to bring our solutions for the market. WAT exploitation activities will be coordinated by WAT's Technology Transfer Centre.
KU Leuven	As a university strongly focused on research, KU Leuven will exploit VANGUARD's results to publish several papers in peer-reviewed international and European academic journals. Moreover, KU Leuven will incorporate VANGUARD's state-of-the-art into new research lines and European and national research projects. KU Leuven often cooperates with and advises both European and national law- and policymakers. Where relevant, VANGUARD's findings will be included in legal and policy studies and recommendations.
KEMEA	As the Greek Ministry of Citizens Protection's think tank for security policy, research and development, and innovation initiatives, KEMEA will draw the Ministry's and its affiliated organisations' attention to the VANGUARD outcomes in an effort to increase public knowledge of the primary project's conclusions. Additionally, KEMEA will make use of the VANGUARD data to bolster its research capabilities and alert pertinent Ministries and end users to the findings. Furthermore, KEMEA may take advantage of project outcomes and look for partnerships with other organisations that promote the usage and adoption of project tools and solutions because it is actively involved in several EU-funded projects, has a highly integrated project portfolio, and has a strong network of contacts.
CEA	CEA will exploit the project results by consolidating and extending its scientific research and expertise in the areas of multilingual text analysis and classification, as well as trustworthy and explainable Artificial Intelligence. In addition, the project results will be disseminated through academic publications at conferences, exhibitions and workshops, etc.
ICCS	As a research institute, ICCS aims to exploit the results of the VANGUARD project to further increase its reputation in the academic and scientific community through the publication of research papers in peer-reviewed European and International journals and conferences. By exploiting these results, ICCS intends to foster collaboration with research communities in the fields of AI, imaging techniques, as well as face and emotion recognition. This will be supported by the exploitation of the results in future Horizon and similar EU-funded R&D projects, including but not limited to other application domains, such as disaster management and border management. Additionally, ICCS will leverage the project results to strengthen its relationships and enhance collaboration with LEAs and public authorities combatting THB, offering state-of-the-art solutions for their operations. ICCS plans to assess the commercial feasibility and market potential of the developed solutions towards the end of the project to identify opportunities for upscale and commercialisation, either

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	directly or through a spin-off, laying the groundwork for potential commercialisation avenues.
FUNDEA	FUNDEA will disseminate the results generated from the VANGUARD project via its extensive international network of stakeholders through its website, social networks and mailing lists, which include national media, academic institutions and NGOs and CSOs. In addition, the policy recommendations will be disseminated via the network of its Board of Trustees which is composed of high-level stakeholders, including the Ministry of Science Innovation and Universities, the University of Granada and the Regional Government of Andalusia. The results will further be used to develop training courses to inform NGOs and Law Enforcement Agencies working in the area of THB in Spain, as well as create teaching seminars for experts and students. FUNDEA will also produce several academic publications for notable peer-reviewed journals like the Journal of Human Trafficking and papers for international migration conferences including the IMISCOE conference and the EUROCRIM conference.
CENTRIC	A well-established research centre in the security sector thus holds an extensive network through which the results of the VANGUARD project will be disseminated at future events, conferences, exhibitions, workshops etc. In addition to the project enhancing CENTRIC's expertise and research portfolio, the technology developed will be transferable to future projects and activities. Potentially the resulting technology will be adopted in the industrial sector, generating a positive impact on society. It is expected that impacts and results will also be disseminated through academic publications in cooperation with stakeholders of the consortium.

4.2.3 Industry/SME Partners

They will focus on the exploitation of results within the company for further research and development capabilities from the one side, and on commercial exploitation and enrichment of catalogue offering from the other side.

Partner	Initial Individual Exploitation Plan
ENG	ENG exploitation plan will be focused on the result of the crawlers and the source discovery mechanism that are being developed within the WP3. Our expectation is to have those results integrated in our SONAR framework and then, to be deployed commercially by interested ENG business units, especially the security and defence unit.
ATOS IT (EVIDEN)	BDS R&D Spain is a research and development division within a large global company, working towards building innovative software of value for BDS customers. The results of the VANGUARD project: (1) An AI-based tool to perform human detection and re-identification and, (2) An AI-based tool for tattoo and birthmark detection will contribute to the ongoing development and improvement of the EVIDEN Computer Vision Platform. Specifically, to extend the existing human detection and re-identification models, improving their precision, by considering various identifying features to enhance real-time tracking capabilities across CCTV camera networks in surveillance operations.
ITTI	Being a software company, taking into account the role in the project and the scope of activities, ITTI will expand its competencies and use new skills in other European projects. ITTI cooperates with various national and regional entities that may be interested in the project results and the use of the developed methods and tools.

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RAD	As an SME, RAD will exploit the VANGUARD results in order to bolster the research activities inside the company, as well as to further their development of them through future research and innovation projects. Also, RAD will disseminate the VANGUARD activities and results using its website and social media (LinkedIn) account and, directly, to its networks using formal meetings and presentations.

4.2.4 Exploitable Assets

VANGUARD will aim to produce several key exploitable results. These will be further defined in the course of the project, in cooperation with partners representing end users and developers, which will enable further planning of exploitation strategies. The table below provides a tentative vision of the VANGUARD's exploitable assets:

Exploitable Assets	Exploitation options & potential customers	License
KR5 Online content acquisition	LEAs, ICT companies	Full commercial version
KR6 Multilingual text analysis tool	LEAs, ICT companies interested in developing Big Data solutions	Limited open-source version Full commercial version
KR7-KR8 Multimedia content analysis tool	Security agencies, ICT companies working with image analysis	Limited open-source version Full commercial version
KR9-KR11 Non-verbal cues detection toolset	Border guards, ICT companies working with visual analysis	Limited open-source version Full commercial version
KR12-KR13 Human (re-) identification tools	LEAs, Border guards, ICT companies working with visual analysis	Limited open-source version Full commercial version
KR16 Risk assessment module	LEAs, Border guards, International security agencies, National security organisations	Limited open-source version Full commercial version
KR19 Data management and audit trail	Any agency or business dealing with large amounts of heterogeneous data	Limited open source version Full commercial version
KR20 VANGUARD ToolSuite	LEAs, Border guards, International security agencies, National security organisations	Limited open-source version Full commercial version
KR23 VR-based serious game for training	LEAs, Border guards, International security agencies	Full commercial version
KR26 Knowledge sharing and collaboration platform	LEAs, Border guards, International security agencies, NGOs, CSOs	Full commercial version
KR27 Web-based game	NGOs, CSOs	Full commercial version

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5 Ethical and Legal Considerations

All WP7 activities that will include human participation will be organised in a way to respect human dignity, privacy and protection of personal data, being complied with the relevant applicable legislation (GDPR), as well as all the specific national legislations on the protection of personal data. Informed consent and information sheets including specific information on data management and participants' personal data protection rights will be drafted during the lifespan of the project (based on Articles 6,7,12,13, and 14 of GDPR), adjusted to the needs of the foreseen activities, and communicated in understandable language and terms. All the relevant procedures and templates will be properly reported in the WP8 deliverables, while all activities that entail personal data have been properly identified in the Data Management Plan of D1.2, which is a living document, properly updated during the lifespan of the project.

Parallel to that, the WP7 Leader and Communication and Dissemination Manager (CDM) KEMEA along with CERTH (as Project Coordinator - PC) will ensure the legal and ethical compliance of the VANGUARD online presence, along with its publications (as already outlined in D1.1 Project Management and Quality Assurance Handbook). In particular, all posts, before being uploaded to the website or the social media, will be reviewed by the CDM along with the PC in order to comply with specific indications, such as: to not include any personal data for which consent has not been obtained, to not include any other sensitive data that would raise additional (security) issues, and generally their content to be accurate, truthful and not misleading, ensuring their ethical and legal alignment with the relevant laws and regulations. Any images used in online and printed material will abide to the relevant rights, mentioning the origin of the picture as well as the creator, whenever needed, with the author of each publication to be responsible for this. In case of pictures taken during the relevant project activities (e.g., workshops, pilots, conferences, etc.), the meeting organiser will ensure to obtain all the relevant informed consent for any of the pictures utilised in any of the documents that depict humans.

Finally, the website will display only publicly available information and material, complying with the applicable legal and ethical requirements, and being open to all visitors (no login will be required). To ensure its legal and ethical compliance, a dedicated section on Terms of Use, Personal Data and Privacy Policy[21] has been added on the website (see Figure 21), outlining the terms and conditions for the use of VANGUARD website, a specific cookie policy that includes the types of cookies VANGUARD website uses, the purpose of each, and the user's rights over their data, as well as the processing of personal data when visitors using the website and its content, including how they can exercise their rights regarding their Personal Data.

[21] https://vanguard-horizon.eu/wp-content/uploads/2024/04/VANGUARD_Terms-of-use-Data-protection-and-Privacy-Policy_V1.0.pdf

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Figure 21: VANGUARD website Terms of Use, Personal Data and Privacy Policy

Parallel to the outlined Cookie Policy (inside the terms of use), a dedicated Cookie Consent has been added on the website (see Figure 22), ensuring that each visitor will have control over their personal data, offering certain opt-in opt-out mechanisms, thus providing visitors with the power to decide whether they want to allow cookies to be placed on their devices. The Cookie Consent has been created via the Cookiebot CMP WordPress plugin[6] and includes details on all the cookies existing on the website, allowing the visitor to accept some or all of them (apart from the necessary ones, as they help make a website usable by enabling basic functions like page navigation and access to secure areas of the website). The visitor can also change or withdraw their initial consent (see Figure 23).

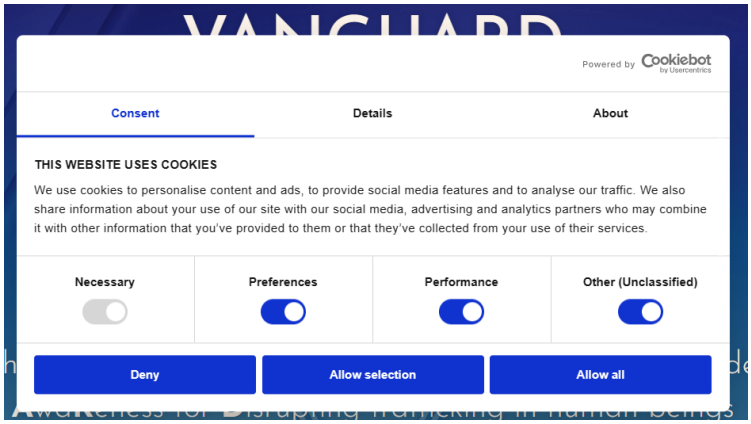

Figure 22: VANGUARD website cookie consent

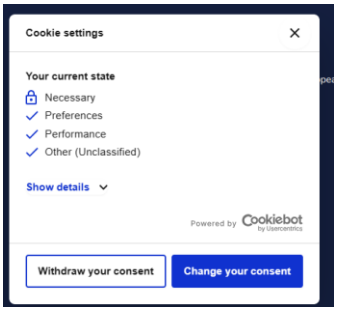

Figure 23: VANGUARD website cookie consent withdrawal

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6 Conclusions and Future Recommendations

For EU projects, communication, dissemination, and exploitation—aside from obligations under EU law—are also very advantageous. The distribution of the labour-intensive work completed over the course of the project is what matters in the end.

In order for the communication, dissemination, and exploitation plan to be successfully implemented and run smoothly, coordinating the activities efficiently and maximising their impact, the VANGUARD dissemination, communication, and exploitation activities are formed from the outset of the project.

This deliverable will support each consortium member's motivation to participate in dissemination, communication, and exploitation efforts by offering comprehensive instructions and a clear presentation of the plan that was decided upon in concert.

There have been several methods of communication selected, and their use and anticipated effects have been justified. In addition to the approach to achieving the goals, there have been clearly defined objectives and KPIs stated. In addition to continuously striving to meet its KPIs, the VANGUARD project will also make significant contributions to the project's sustainability beyond its EU funding.

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Annexes

Annex A: VANGUARD Communication and Dissemination Guidelines

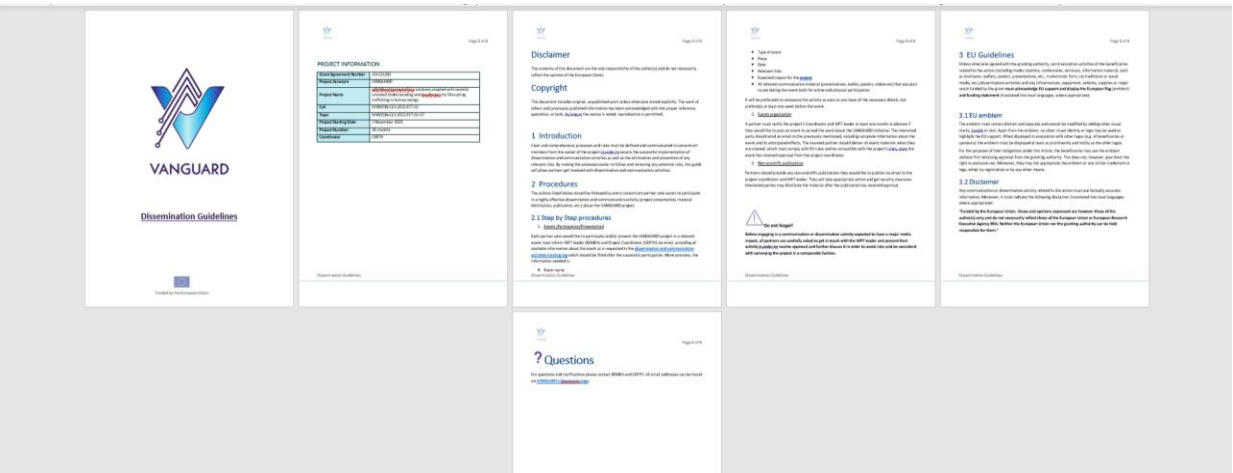

Figure 24: VANGUARD Communication and Dissemination Guidelines

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Annex B: Communication and Dissemination Activities Tracking document

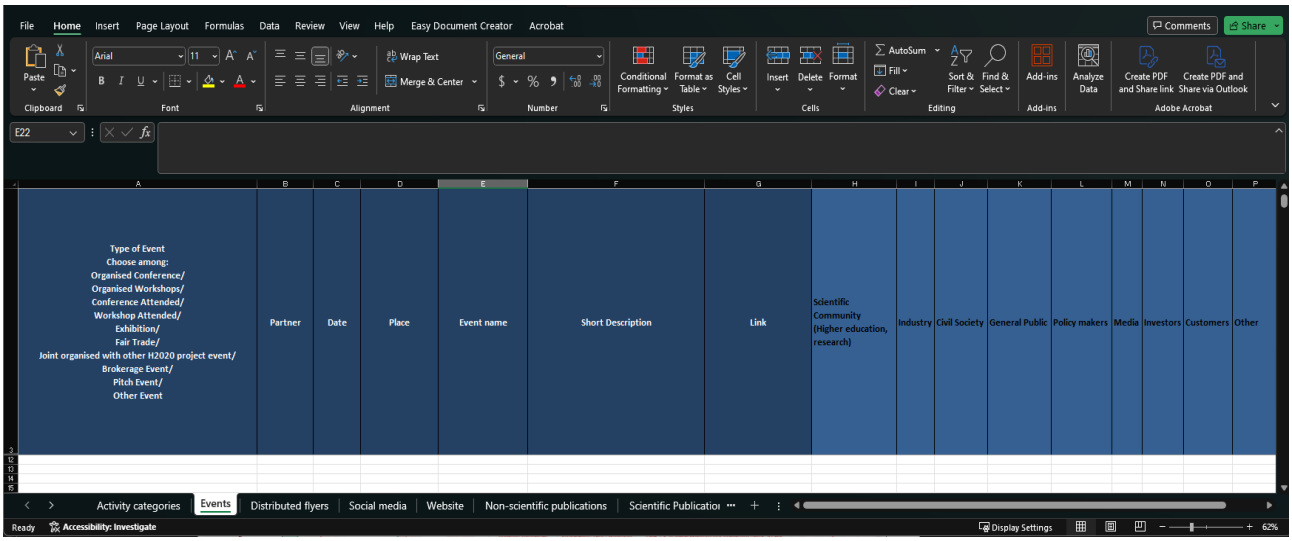

Figure 25: Communication and Dissemination Activities Tracking document

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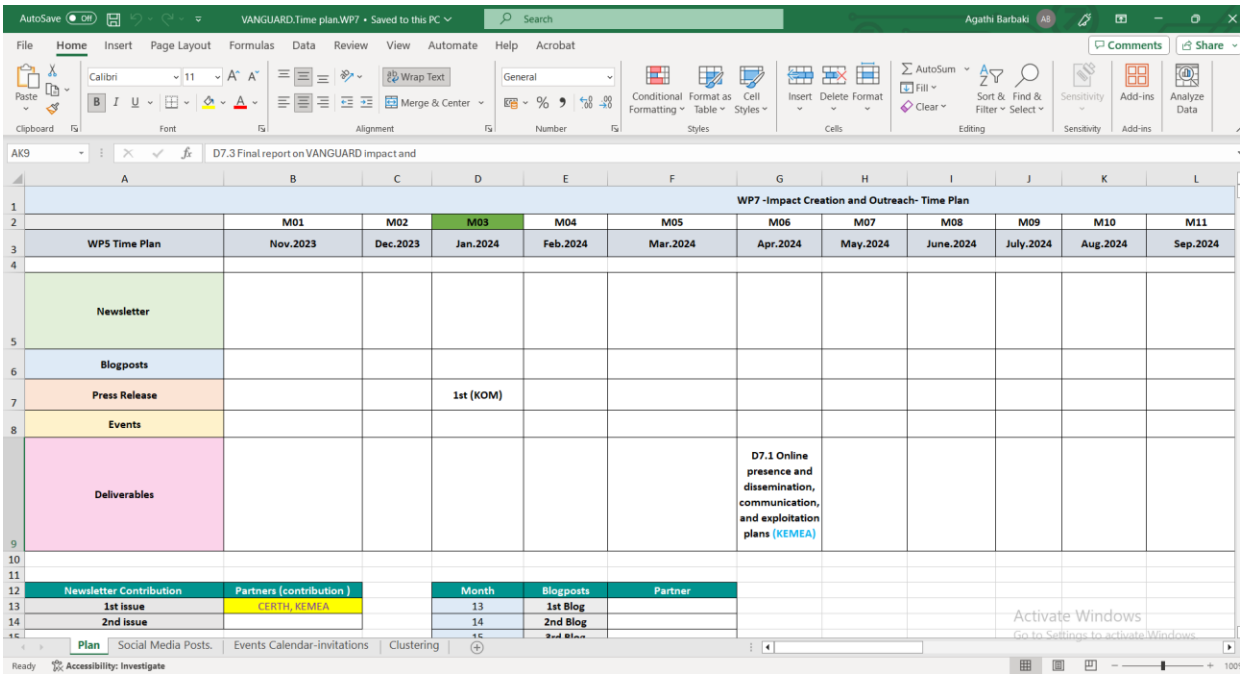
Annex C: WP7 Timeplan



WP7 -Impact Creation and Outreach- Time Plan

WP5 Time Plan	M01 Nov.2023	M02 Dec.2023	M03 Jan.2024	M04 Feb.2024	M05 Mar.2024	M06 Apr.2024	M07 May.2024	M08 June.2024	M09 July.2024	M10 Aug.2024	M11 Sep.2024
Newsletter											
Blogposts											
Press Release			1st (KOM)								
Events											
Deliverables						D7.1 Online presence and dissemination, communication, and exploitation plans (KEMEA)					

Newsletter Contribution	Partners (contribution)
1st issue	CERTH, KEMEA
2nd issue	

Month	Blogposts	Partner
13	1st Blog	
14	2nd Blog	

Figure 26: WP7 Timeplan

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