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Project: 101046613 — RINSE — JUST-2021-JTRA

RINSE

Research and INformation Sharing on freezing and
confiscation orders in European Union

D4.1 – Networking and Dissemination Plan

Athens 2023



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D4.1 – Networking and Dissemination Plan

European Public Law Organization - EPLO

Athens, Greece, April 2023



EPLO
European Public Law
Organization

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1. Introduction- RINSE Project

The project **“RINSE- Research and Information Sharing on freezing and confiscation orders in European Union”** is a synergy of 6 Partners across 4 EUMS (Italy, Greece, Belgium and France) aiming to contribute to fostering the mutual recognition of the decisions of EU countries regarding the seizure and confiscation of assets, by enhancing knowledge, competences and skills of judiciary professionals and other key players involved in the Multi-Phase Asset Recovery process.

RINSE started at December 2022 and has a duration of 30 months.

It is co-funded by the Justice Programme of the European Union.

Results/impacts:

- increased knowledge and understanding of EU Regulation 2018/1805 and EU Directive 2014/42 and their interconnections among judicial and non-judicial professionals.
- greater understanding of national legislation in terms of the technical, legal and practical aspects of the multi-phase Asset Recovery process.
- enhanced understanding of the social reuse of confiscated assets through recommendations and best practices sharing.
- progressive mutual recognition of standards, requirements and practices, allowing for a swifter cooperation and harmonization of cross-border criminal cases.
- creation of a broad community of practice at EU level in this field.



- public administrators enabled to better manage and use the confiscated assets according to broad civic and social values.
- long-term benefits for the communities affected by criminal organizations due to strengthened capacity and cooperation of the institutional actors.

Actions

The project's rationale builds on 3 main action pillars:

- Comparative analysis to identify training needs, weak spots and best practices with regard to national implementation of EU Regulation 2018/1805 and EU Directive 2014/42 in Italy, Greece, Belgium and France.
- Training design and delivery targeting judicial and non-judicial professionals: 7 online modules; 12 national workshops; 1 international workshop; 7 Podcasts.
- Best practices sharing: multilingual materials, 4 Info Days, 4 online LinkedIn events, 1 final conference.

2. Project Communication Identity

The project identity provides a narrative of the project activities, aiming to communicate in a brief and descriptive manner the project to relevant stakeholders and the public. The project identity text aims to orient the project partners as well to improve their communication and/or public relation activities based on the project implementation at a local (regional – national) level.

The Project Identity text is the narrative form of the project highlighting the key issues and goals of the project, in a communication friendly manner, and can be presented as such (formulated by all project Partners):



The RINSE project, co funded by the EC Justice Programme, aims to foster the mutual recognition of the decisions of EU member states regarding the seizure and confiscation of assets by enhancing knowledge, competences and skills of judiciary professionals and other key players involved in the Multi – Phase Asset Recovery process. The project’s objective is to increase the awareness and understanding with regard to the national implementation of EU Regulation 2018/1805 and EU Directive 2014/42 and with regard to the social reuse of confiscated assets through recommendations and best practices sharing in the participating 4 member states (Italy, Greece, France and Belgium) to conduct a Comparative analysis to identify training needs, deficiencies and best practices on the national framework, to develop an effective Training plan and delivery targeting judicial and non-judicial professionals and to create a broad community of practice at EU level in this field.

During it’s 30-month duration, the RINSE project team brings together academia, professionals and experts in fields of criminal law from Italy, Greece, France and Belgium in order to ensure the accomplishment of the best results in alignment with the Project’s objectives.

The use of this text could be exhausted by using it entirely or partially but at any case acting as the fundamental of the dissemination activities of **partners throughout the project lifecycle.**

3. Project Dissemination Team

Under the responsibility of the Work Package (WP4) leader, the project “dissemination team” (DT) will be assigned, including one member per partner.

The team will be coordinated by EPLO and will be responsible for the planning and implementation of the dissemination and networking activities at partner’s level, as they are described below.

The main challenge of the DT is to shape the project identity, organize the communication activities and maximize the project’s communication impact, as well as the audience’s and stakeholders’ engagement in order to further the visibility of the project and facilitate awareness raising. The DT will report the outcomes to the consortium during the SC meetings and it will have an online meeting every 2 months.

PARTNER	DT REPRESENTATIVE
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EPLO	Lea Stavrou
University Vanvitelli	Caterina Scialla
G.R.A.L.E.	Valentina Canciello
Crim' HALT	Fabrice Rizzoli
IGO-IFG	Oral Umit and Florence Borcy
Un. Toulouse Jean Jaures	Mireille Bruyere

4. MAIN POINTS OF THE DISSEMINATION AND NETWORKING STRATEGY

The Dissemination plan will unfold in 3 stages:

- **Launch Phase:** informing all beneficiaries about project's goals, activities and expected outcomes
- **Implementation Phase:** foster recruitment and active participation of target groups in project's capacity building events
- **Final Phase:** dissemination of main project's outcomes reaching national authorities, policy makers and EU Institutions

At all stages the project team needs to work jointly and systematically:

- ✓ develop **the branding** of RINSE project
- ✓ **identify the key messages** of the project and target audiences
- ✓ produce **dissemination materials**
- ✓ use the project website as a dissemination **platform** and social media tools
- ✓ promote and raise awareness about the RINSE project through events and networks
- ✓ carry out **social media campaigns** focused on particular target groups

Project website and social media:

- ✓ the EPLO will undertake the central management of the website and of the social media accounts



- ✓ each of the partners will have a page dedicated to the dissemination of the project, also indicating the link to the project website on their own website
- ✓ the RINSE website will follow a responsive design approach to be user-friendly on all types of devices (desktops, laptops, tablets and mobile phones)
- ✓ the website will be available in English. Social media sharing buttons will be available on relevant pages: events, newsletters, videos and publications. Specific contents will be available in partner countries languages
- ✓ launch of social media action plan (e.g. announcing the project events with hashtags, creating a Facebook event, post photos, making announcements through LinkedIn)
- ✓ the full project website and social media accounts will be operational by the end of April 2023.

Newsletters :

- ✓ 4 newsletters per year to raise awareness of the RINSE project and communicate its outcomes and material. The target groups will be key stakeholders at institutional and societal level
- ✓ a data base will be built and regularly updated, and contacts will periodically receive our newsletter and press releases
- ✓ press releases will be used to inform on the project's public activities, milestones and results in order to get the attention at European, national, regional and local level. They will be translated to each needed language by our partners
- ✓ each partner is also encouraged to write press releases to promote and communicate about relevant events at a local level.

Events:

- ✓ the planned series of events will serve as a platform to promote the project and its activities



- ✓ we will organize events as part of the project's core activities and we will try to showcase the progress results by attending external events
- ✓ It is expected from every partner to disseminate relevant information about organized or attended events and use this opportunity to be active on social media.

In this context the social media will play the most vital role. All partners will share with the WP4 leader, EPLO, the updates about the project's results both at partner level and at project level. Partners must agree at a minimum number of posts (**at least 2**) each month, regardless of the process of the project.

The main project results will be translated from English into the national partner languages (Greek, Italian, French).

In between the development of outputs and carrying out of events, general awareness-raising will take place on a national and European level, coordinated by EPLO.

The project results will be tracked and recorded by project partners using their own media and communication channels

The project Facebook page with a minimum target of 1000 followers, as well as the regularly updated project website will further increase awareness-raising of the project, along with individual hashtags which will be used by all project partners when posting on social media in connection with RINSE project.

All activities will be organized according to the deadlines laid out in the Grant Agreement.

5. Description of work and role of partners

Dissemination partners

EPLO leads the dissemination activity through the project Facebook, project website, and RINSE newsletter.



6 project partners in 4 European countries will apply this dissemination plan in their country within their capacity by setting network, through partner websites, national mailing lists, newsletters, and social media.

TARGET GROUPS OF THE NETWORKING AND DISSEMINATION STRATEGY

- ✓ legal practitioners having a criminal law background and working in the criminal justice system either in the capacity of a judge/magistrate, prosecutor or lawyer
- ✓ newly appointed justice professionals will be reached out and involved in the training activities
- ✓ public entities managing frozen/seized assets: asset recovery officers, asset management officers, etc.
- ✓ municipalities interested in regularizing confiscated buildings
- ✓ civil monitoring associations, watchdog organizations interested in gaining insights into the technical aspects of the EU provisions in order to better manage, use, supervise the assets use and reuse.

ACTIVITIES:

Communication team & Communication Plan (M1-M3):

Formation of the Dissemination and Networking team (DT) consisting of 1 member of each organization (decision at the 19/4 meeting), so as to better coordinate and implement impactful dissemination activities; the DT will be coordinated by WP4 coordinator and will report at the SC meetings and meet via web meetings every 2 months. Development of project Communication related templates (participant list, agenda, etc.).

Project Communication Identity (M1-M5)

WP4 Leader develop an overall project communication identity (project branding). Development of project Logo, according to EU Guidelines. Development of project communication templates (PPTs, publications, newsletters) for the Graphic Design of project outputs. Development of project images/illustrations. Development of project leaflet in English. Partners will aid to the translation in all project languages.

Social Media (M5-M30)



Establishment & frequent updating of project social media accounts: Facebook, LinkedIn. Members of DT will plan, design and evaluate posts before posting. All project partners will repost and promote posts through their organization's social media accounts.

Project Website development (M5-M7)

Project Website will include: Info on project, partners & EC funding; Developments on EU Regulation 2018/1805 and EU Directive 2014/42 (national jurisprudence, institutional initiatives), Project News (Activities & Deliverables); Capacity Building Section. It will be updated every 2 months during the project lifecycle & be active min.1 year after project end. It will be linked to partners' websites.

Newsletter development & Dissemination (M3-M30)

Newsletters will be produced **every three months online**. They will be targeting the above-mentioned target groups, public authorities, legal & justice professionals. Dissemination through mailing lists, social media & project website. Individuals & interested bodies will be able to sign-up to the Newsletter via the project website & social media.

Focus group meetings (M3-M7)

Each partner will organize national focus groups which will provide an in-depth assessment of training needs of judicial professionals in 4 EU member States regarding knowledge and understanding of the 2 EU legislative provisions. The Focus groups need to operate as a vehicle of dissemination and networking. Registration is required to capture all event attendees' names and email addresses and meet the regulations of GDPR while doing so. **The completed attendance list needs to be also provided to the WP Leader so to be used for the stakeholder database that will regularly receive the project's newsletter and updates. The same rule applies for the photo material (at least one photo per meeting).**

12 National Training events (M10-M26)

Each Partners will organize 3 face to face national training events targeting judicial staff, non-judicial staff from the assets recovery offices,



entities managing confiscated assets, local authorities municipalities, etc. so to discuss the results and further disseminate project outcomes. Registration is required to capture all event attendees' names and email addresses and meet the regulations of GDPR while doing so. **The completed attendance list needs to be also provided to the WP Leader so to be used for the stakeholder database that will regularly receive the project's newsletter and updates. The same rule applies for the photo material (at least one photo per meeting).**

Online training path (modules and podcasts) (M7-M20)

- 7 modules, 1 hour each at seven different topics each. Recordings of these online training sessions will be available through the RINSE website with summary available in partners' languages.
- 7 Podcasts: Short interviews with experts, judges, representatives of bodies involved in the assets freezing, confiscation, tracing, disposal, use and reuse will be circulated and made available through online channels. The podcasts will be conducted in each partners language. For the purposes of further dissemination, there will be either subtitles or voice over in English, which will be assessed by the partners.

The above online tools will be disseminated at the partners own existing channels including social media channels and on the project website. **They have to be promoted at the Bar Associations or Judicial Academies of their country , to facilitate the capacity building of the main target group of the project (the justice professionals). The project communication identity has to be added at each case, so that it is clear that these tools are delivered by RINSE project. The registration to the project's newsletter has to be included as well.**

National Infodays (M10-M17)

Each partner will organize one National Infoday, giving also the modality of hybrid attendance. The local Bar Associations, Authorities and Judicial Academies will participate in order to make short presentations of the 2 EU legislative instruments. At the beginning of the Event, representatives



of the local RINSE project team will present the project, the national research report and the outcomes that shall be produced. Registration is required to capture all event attendees' names and email addresses and meet the regulations of GDPR while doing so. **The completed attendance list needs to be also provided to the WP Leader so to be used for the stakeholder database that will regularly receive the project's newsletter and updates. The same rule applies for the photo material (at least two photos per event).**

LinkedIn Events (M25)

4 LinkedIn Events will be organized that have to be broadly disseminated at the partner's LinkedIn profile. The 2 events will be organized by EPLO. IGO-IFJ is excluded from the task of the organization of the LinkedIn event. The partners have to decide if the LinkedIn Events :

a) will be with no registration:

This approach is great for creating brand awareness, LinkedIn would allow the event to be discoverable on LinkedIn via search, My Network tab, Events tab, and the feed. Anyone can attend who clicks "Attend," without having to submit their info. However, the event content will be shown only to those who've expressed that they are "attending" beforehand.

b) Private events

These events are Invite only. It means that they are not organically discoverable via search, feed, Events tab, or My Network tab. Admin can invite 1st-degree connections or through sharing a private event URL. Then, members can request to attend, which the admin must approve.

International Training workshop (M28)

The International Training Workshop towards the end of the project will gather judicial professionals to stimulate the discussion and to discuss about the salient theoretical and practical issues emerging in the field of mutual recognition of freezing and confiscation orders through case studies presentations, practical problem solving as well as best practices



sharing. Simultaneous translation service will be available. The agenda of the workshop (including topics and keynote speakers) has to be disseminated at least one month before the date of the conduct. **The completed attendance list needs to be also provided to the WP Leader so to be used for the stakeholder database that will regularly receive the project's newsletter and updates. The same rule applies for the photo material (at least 10 photos).**

Final conference (M30)

The Event will be organized in Naples. The agenda of the workshop (including topics and keynote speakers) has to be disseminated at least one month before the date of the conduct. **The completed attendance list needs to be also provided to the WP Leader so to be used for the stakeholder database that will regularly receive the project's newsletter and updates. The same rule applies for the photo material (at least 10 photos).**

Assessment of dissemination activities (M6-M30)

Dissemination report templates will be developed to collect data on the reach & impact of dissemination activities & will be completed by WP Leader in M12 & M18 & M29 taking into consideration the feedback reports that will be presented by each partner during the online meetings of the DT team every 2 months. Additional Feedback & advice will be provided to partners to achieve maximum outcome.

Communication

EPLO is responsible for all communication internally with the project partners, **while project partners are responsible for the external communication with their stakeholders and general public and externally with stakeholders and the general public.** This coordination is done by email, telephone, and zoom/Skype. Scheduled face-to-face project meetings (Steering Committee meetings) enable the project team to review progress and implementation of project activities and discuss in-depth the project achievements and timeline.

Media Communication



Social media: the project hashtags, which will be used for all national and European-level social media dissemination are: #RINSEproject; #asset recovery #justicesystem; #confiscation; #seizure; #assetreuse, #JusticeProgramme

Through social media posts the RINSE Project will become known to the general public.

Project partners are responsible for national-level dissemination and national-level targeting.

EPLO is responsible for European-level dissemination and over-seeing that regular postings are being conducted.

On a local level, articles in newspapers and interviews in TV spots can also be used to communicate RINSE outputs and results.

Inventory of communication and dissemination activities over the 2-year project (M30)

An inventory will be compiled including all communication and dissemination activities performed over the duration of the project. This will be displayed in an excel file by country and will be updated as the project progresses. This file will include the number of exposures, for instance, number of downloaded reports, number of visitors to website, number of participants at conferences in which the project was presented, number of participants in capacity building seminars, and circulation of national and European mailing lists.

4. Networking and Dissemination Indicators:

Number of:

- ❖ attendees to the events in which the project will be presented;
- ❖ meetings with target stakeholders;
- ❖ media reached locally and internationally and collection of press reports;



- ❖ visitors to the website;
- ❖ visualizations and downloads of material on the website;
- ❖ subscribers to the newsletter;
- ❖ followers on social media.

GENERAL NOTES:

In order to maximize the impact of communication efforts:

- ✓ Activities need to be carried-out in a timely manner.
- ✓ Information used must be accurate.
- ✓ The right audience(s) should be targeted.
- ✓ Messages should interest the target audience(s).
- ✓ Activities should be appropriate in terms of resources spent, timing and expected impact.
- ✓ Specific promotional printed and electronic material has to be produced for the Training events, the International Workshop and the Final Conference. The templates will be provided by EPLO and will be based on the newsletter and website graphic design.



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