



D5.1: Graphical identity, website and logo

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Executive Summary

This deliverable showcases the graphical identity, website and logo of the FRISCO project as created at the very beginning by partners. Additionally, the document covers a wide range of areas including the purpose and scope of the document as well as the target audiences for both internal and external communication. Moreover, a dissemination and communication plan is being outlined which will be employed throughout the duration of the FRISCO project and includes all planned activities for awareness raising and community engagement to promote the project's research findings.

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List of Terms & Abbreviations

Abbreviation	Definition
WP	Work Package
DoA	Description of Action
SAB	Stakeholder Advisory Board
GDPR	General Data Protection Regulation
DMP	Data Management Plan
RAN	Radicalization Awareness Network
HSP	Hosting Service Provider
TCO	Terrorism Content Online
EU MS	EU Member States
EEAB	External Expert Advisory Board
PR	Press Release
RAN	Radicalization Awareness Network
KPIs	Key Performance Indicators

1 Introduction

Making information available and easily accessible is an important contribution to the dissemination of results of any EU-funded project. In the FRISCO project, the dissemination and communication activities unfold within *Work Package 5 (WP): Dissemination and Exploitation* with the aim to facilitate appropriate visibility at the European scale of the project to carefully selected target audiences by creating suitable visual and editorial material, and by ensuring a steady flow of information on the project's ongoing progress and results obtained. To boost the impact and improve the potential of FRISCO, a communication and dissemination plan has been developed, which includes the graphical identity, website and logo of the project, with the objective to raise general awareness about the project, attract interest, target important audiences and stakeholders, generate discussion, and assist the release of scientifically and commercially significant results.

1.1 Purpose and Scope of this document

This document will act as reference material for the FRISCO partnership as it outlines dissemination and communication plans and awareness activities for the duration of the project. Efforts to be developed are directed at three levels:

- (1) Raise awareness of the project, its objectives, and its achievements for Hosting Service Providers and increasing their awareness of the Terrorist Content Online Regulation and their new obligations
- (2) Developing and validating tools, frameworks and mechanisms to support hosting service providers in the implementation of the Terrorist Content Online Regulation
- (3) Ensuring the widest dissemination possible of the project's results to all potentially interested parties, sharing experiences, best practices and tools to support the implementation of the Regulation.

Additionally, it aims to:

- Communicate project progress, technologies, and results (outside the consortium and research community) to the social and technical communities as well as the general public and how it may affect them in the future.
- Help to establish liaisons / synergies with other related projects to exchange knowledge and best practices.
- Help create new leads for successful exploitation of project results at a later stage.

1.2 Relation with other documents

This deliverable is part of *WP5 Dissemination and Exploitation*. The overarching aim of this WP is to facilitate the process of communication and dissemination of the project, and to contribute to its visibility at European scale. This is a transversal WP as it is also linked to WP4 and aims at making the project activities visible. The aim is:

- To facilitate the dissemination of results achieved in WP4 by assisting in the creation of a best practice manual and video on the purpose and usage of the TCO regulation.

Collaborate with and assist WP4 on relevant tasks *T4.1 Collecting best practices and promoting mutual learning towards TCO compliance, T4.2 Fostering networks and mentoring, T4.3 Awareness raising and sustaining knowledge exchange.*

- Promoting and raising awareness in the community about the FRISCO tools developed within WP2 and the eTraining modules in WP3.
- The best practices and awareness raising material (WP4, D4.1, D4.2 and D4.3)
- To prepare a communication plan that would contribute to informing micro and small HSPs about the results of the project in a timely manner.
- To spread awareness about the existence of FRISCO, what it is, what it aims at and how it is an important project and network that all micro and small HSPs can benefit from using.
- To foster multi-stakeholder communication and establish a solid partnership that would provide a platform of TCO regulation implementation to micro and small HSPs and summarise that overall work achieved within the period of existence of FRISCO will benefit a vast community of users after the project completion.

This deliverable outlines the project's graphical identity to be used throughout all communications, including the logo, and showcases the FRISCO website. It will also draft a Communication and Dissemination Plan.

The activities within this WP will also ensure that key messages from the project will be effectively communicated and results will be widely disseminated while at the same time ensuring that the project's results are fully exploited. The activities carried out within T5.1 are therefore closely interrelated with the activities conducted in the other WP5 tasks, whose main objectives are briefly summarised in the table below.

Table 1: An overview of FRISCO's WP5 tasks and objectives

Task	Objectives
T5.1 Development and implementation of a communications plan [M1-24]	<ul style="list-style-type: none"> • Deliver and implement communication plan to explain the project rationales and objectives and promoting its results and headways as soon as they become available. Develop a roadmap which will include all the activities conducted so as to achieve project objectives. • Organise community building and outreach activities with the 5 distinct target groups. • Inform the public about the EU TCO Regulation, what it entails and what individuals expose themselves to if they post, share or like terrorist content online. • Raise awareness in order to build a community of vigilant users and therefore potential flaggers (a dedicated call to action will be launched to foster internet users to use FRISCO as soon as it will be available). • Synergies with other EU-funded projects • Engagement and collaboration with the FRISCO SAB
T5.2 Participation in high level and specialised meetings [M1-24]	<ul style="list-style-type: none"> • Participate in meetings related to online terrorist threats and high-level meetings or conferences to reach new and broader audiences. • Participate, online and physically, in trainings, workshops, study visits

	<p>and papers dealing with new technologies, misuse of virtual space and online dimensions.</p> <ul style="list-style-type: none"> • Participate in at least one meeting organised by associations such as the Global Internet Forum to Counter Terrorism (GIFCT) or the Tech Against Terrorism. • Participate in any other relevant events.
T5.3 Reaching out to wider audiences through a webinar with the RAN [M1-24]	<ul style="list-style-type: none"> • Realisation of a webinar with the Radicalization Awareness Network (RAN) utilizing the network's dissemination impact.
T5.4 Stakeholder engagement through a final conference [M12-24]	<ul style="list-style-type: none"> • Organisation of the final project conference with at least 50 invited participants from HSPs, policy and research so as to strengthen multi-stakeholder partnerships in implementing TCO regulation.

2 Project Overview

2.1 Project Ambition and Vision

Terrorist and other illegal content online is an increasingly important issue both from the security and the public policy perspectives. As a response, the Terrorist Content Online (TCO) Regulation is addressing violent extremism and the dissemination of such content, setting out specific measures that Hosting Service Providers (HSPs) exposed to TCO must implement. However, these measures might represent an important burden for the providers, especially for micro and small ones. The aim of the project is for targeted hosting providers to better understand what constitutes TCO and to be better prepared to deal with it and to comply with the TCO Regulation. These actions will lead to safer online navigation, reducing the risk of encountering terrorist content online.

2.2 Project Objectives

The general objective of FRISCO is to support HSPs so as to comply with the TCO Regulation, through:

- Provide a holistic taxonomy mapping of target HSPs and their level of awareness of the TCO Regulation
- Developing and validating tools, frameworks and mechanisms to support HSPs in the implementation of the TCO Regulation
- Create, test, and provide e-training material, tailored to help HSPs understand the nature of terrorist content online, to identify and remove it from their services and mechanisms in order to comply with the TCO Regulation
- Design and develop a model to map competences of the micro and small EU HSPs according to the adoption of the TCO Regulation
- Sharing experiences, best practices and tools to support the implementation of the Regulation
- Increase awareness of micro and small HSPs on the challenges posed by TCO
- Strengthen preparedness and capabilities of micro and small HSPs to comply with the TCO Regulation
- Promote partnerships and networking opportunities between micro and small HSPs

2.3 The Partnership

The FRISCO partnership consists of a law enforcement agency, well known and trusted flagger organisations, a research centre, a tech company, an umbrella organisation of hosting service providers and an association for digital learning.

The seven partners originate from six European countries, possessing different cultures, needs and diverse communication infrastructures favouring the exchange of know-how and experiences that are most useful for the successful completion of the project.

The partnership consists of the coordinator [National Centre for Scientific Research Demokritos](#) (Greece) and partners [Tremau](#) (France), [Stichting International Network against Cyber Hate/INACH](#) (Netherlands), [French Ministry of Interior](#) (France), [Violence Prevention Network GGMBH/VPN](#) (Germany), [European Digital Learning Network/D-Learn](#) (Italy) and [Informatikai, Tavkozlesi es Elektronikai Vallalkozasok Szovetsege/IVSZ](#) (Hungary).

2.4 The FRISCO External Expert Advisory Board (EEAB)

FRISCO's External Expert Advisory Board (EEAB) comprises of three members who have been appointed by the project partners following a consultation round across the Consortium. The EEAB will play an important role in providing valuable feedback for the project's progress and quality assurance in addition to assisting in raising awareness in the relevant communities.

The EEAB members stem from relevant fields in the domain (as shown in Table 2) are well-recognised professionals in their field and will bring credibility to the project.

Table 2: The FRISCO External Expert Advisory Board

#	Name	Organisation	Field of Expertise
1	Stéphane Duguin	CyberPeace Institute	Cybersecurity
2	Vasilis Papakostas	Hellenic Police	Director of Cyber Crime Division
3	Anett Mádi-Nátor	Cyber Services Plc	Information security management and cyber defence

2.5 The special relationship with the Radicalization Awareness Network (RAN)

The RAN has two strands: Practitioners and Policy support. The RAN supports the Commission to facilitate exchanges among policy-makers across the EU, in particular, by implementing key policy priorities at EU level which include:

- EU Security Union Strategy
- EU Counter-Terrorism Agenda
- yearly Strategic Orientations on a coordinated EU approach to the prevention of radicalisation adopted by the EU Member States.

RAN gathers evidence-based data and analysis, and they provide knowledge-generating and capacity-building activities (papers, training programmes, workshops etc).

Since FRISCO and the RAN have common partners (CIVIPOL leads the implementation of the RAN Policy Support and VPN is involved in the implementation of the RAN Practitioners), we can use this connection for cross-dissemination and further engagement with the community.

The RAN will be informed of the results of FRISCO and the upcoming tools to fight TCO. FRISCO will benefit from the best practices and information already gathered through the RAN.

More specifically, a common webinar will be organised (T5.3) to reach RAN's members, reaching a wider audience from public authorities to private companies, but also academics, think tanks and foundations.

3 Dissemination & Communication Plan

3.1 Objectives

The general objectives of every dissemination and communication plan are to make potentially interested parties and stakeholders aware of the project's technologies and results, as well as share best practices of the project which may result in increased uptake of the produced outcome. Specifically, the FRISCO project's main goals for the dissemination and communication activities, cover three key strategic directions:

- A) Raise awareness about FRISCO's objectives and project outcomes amongst target audiences
- B) Engage and create synergies with sibling projects and the wider ecosystem
- C) Raise awareness about TCO and its implication for HSPs and the general public

For these objectives to be satisfied, each partner will be fully committed to the dissemination of results across the ecosystem of stakeholders. Dissemination and communication will take place at multiple levels and all partners will contribute via the routes that are most appropriate to their operational model and expertise.

3.2 Defining Target Audiences – Internal & External

To achieve FRISCO goals and objectives, partners have identified key stakeholders who need to be kept up to date with the progress and outcomes of the project. The audiences are generally divided in internal and external; to cater for these inherently diverse audiences that require different types of information, we provide a segmentation in this section.

At a later stage of the project, when the FRISCO tools are designed and developed, the exploitation strategy will come into effect so as to engage stakeholders and organisations seeking to utilise the FRISCO project results.

3.2.1 Internal Audiences

Apart from external audiences, which are the most common recipients of information, it is important to identify the need for information amongst project partners and their respective organisations and interact with them as internal 'customers'. As the project develops and technical complexity increases, communication within the partnership becomes of outmost importance. To cater for this need, the coordinator has created internal communication tools and channels as early as the kick-off meeting. Additional information on the tools being utilised is available in Section 4 Internal Communication.

3.2.2 External Audiences

The communication directed at external audiences relates to all other stakeholders that can be seen in Table 3 below.

Table 3: FRISCO Target Audiences

Profile	Key purpose	Format
Profile 1: Micro and small Hosting Service Providers	informing them about the rules and obligations they will have to comply with to respect the TCO regulation.	Twitter, LinkedIn, and Facebook. HSP Associations that can relay in online/offline forums. Best practice manual, workshops and online marketplace
Profile 2: EU national authorities (National Ministries of Interior, LEAs, etc)	informing them so they can relay the TCO to their national HSP associations; keep information and synergies with ongoing institutional discussions (PERCI).	Institutional meetings between Ministries of Interior, EU Internet Forum, Radicalisation Awareness Network...
Profile 3: European authorities and national authorities in charge of removing TCO	helping authorities in charge of removing TCO know about WP (2) and the project: they can be a source of support to implement tools or to use those directly.	The WP5 leader will directly relay information to EU authorities and representatives. Inform on milestones and results through meetings.
Profile 4: European trusted flagger organizations detecting terrorist content online	helping trusted flagger organizations specialized in detecting terrorist content online know about WP (2), the project and put them in contact with the participating micro and small HSPs: they can be a source of support to implement tools or to use those directly.	The WP5 leader will directly relay information to EU authorities and representatives. Inform on milestones and results through meetings.
Profile 5: General Public.	The role of FRISCO in regard to EU citizens is to inform them what the risks of publishing terrorist and extremist content are.	Social Media and Influencers on: Facebook, YouTube, Twitter, LinkedIn, Conferences in forums.

The key messages to be conveyed towards the general public are:

- Inform them about the TCO regulation and the risk to publish/forward terrorist and extremist content
- Inform them about how the EU and FRISCO are protecting them through the implementation of this regulation.

3.3 Key Performance Indicators (KPIs) of FRISCO Activities

For FRISCO partners and EC officials to be able to measure and evaluate the impact of the dissemination and communication strategy, a set of measurable success indicators have been established setting a basis for verifying objectives' achievement. To gather online dissemination data, Matomo will be employed (to be used as an alternative to Google Analytics). This is a free and open-source web analytics application to track online website visits and create reports for analysis, while for all other social media, available analytics tools are being used (e.g.: Twitter Analytics etc.).

In this frame, the following Table provides measurable indicators of the project's dissemination and communication activities and sets a basis for verifying whether the project dissemination objectives are being met along the way.

Table 4: FRISCO KPIs for Dissemination & Communication activities

Online communication activities	Target groups	Success Indicators
<u>Project Website</u> : The dedicated FRISCO website will be the main dissemination reference with information about the project, its objectives, partners, results etc.	All stakeholder groups	- Website visits: >1,000 in total - Material downloads: 50 in total
<u>Social Media</u> : Accounts will be created on the major social media networks to disseminate information about the project, its updates, form communities of interest and interact with stakeholders.	All stakeholder groups	- >150+ Twitter followers in total - >150+ LinkedIn followers in total
<u>Project Video</u> : will communicate the FRISCO concept and approach in a simplified and direct style appropriate to all target groups, including non-technical stakeholders	All stakeholder groups	2 videos in total
<u>Project eNewsletter</u> : will be emailed to interested recipients and be published online on the project website and social media. The newsletter will include project updates, inform and engage with end-users in the project activities	All stakeholder groups	No. of recipients: > 500 in total
Publications	Target groups	Success Indicators
<u>Press releases & articles</u> : Relevant publications will be prepared for all stakeholder communities including press releases and articles that describe project outcomes	All, including media	2 in total
<u>Scientific journals & conference publications</u> : Partners from the research, academia and industry will engage in scientific publications in journals and conferences. Platforms such as Google Scholar & Research Gate will be used to disseminate scientific and technical achievements	Academia & researchers, industrial partners	≥ 4 in total
Participation in events	Target groups	Success Indicators
Key related events will be attended by FRISCO partners. These events include conferences, workshops, exhibitions, congresses, invitation-only events etc.	Civil society, End- Users, Industry, Researchers, European Commission staff, Policy Makers	> 8 in total

Organisation of workshops: The consortium will organise three workshops dedicated to the project activities, involving external stakeholders from the end user groups, industry and policy or decision makers	HSPs and all other stakeholder groups	3 in total
Organisation of online marketplace event	HSPs, private companies	1 in total
Organisation of digital consultation seminars	Networks, European associations	< 3 in total
Trainings	Target groups	Success Indicators
Key related events will be attended by FRISCO partners. These events include conferences, workshops, exhibitions, congresses, invitation-only events etc.	Civil society, End- Users, Industry, Researchers, European Commission staff, Policy Makers	> 8 in total

4 Internal Communication

As mentioned in the previous section, partners, aka the internal audiences, require easy to use, daily communication within the partnership mainly via digital means. To ensure smooth interaction and safe exchange of information within the consortium, partners have agreed, and the coordinator has established, internal communication channels -as early as the kick-off meeting- which include:

- Dedicated project mailing list for ease of communication within the partnership.
- Specialised WP-related mailing lists for specific partners to communicate amongst them without spamming the whole partnership.
- To facilitate the exchange of ideas and collaboration between partners, a Slack channel was created for direct communication between all partners, with different workspaces for each WPs (Figure 1)
- To facilitate the sharing of ideas and collaboration among partners, it is essential to have a document storage system that facilitates collaborative editing for all documents. A common virtual partner space (Google Drive folder acting as a repository) has been created for the exchange and sharing of materials (documents, meeting minutes, templates, presentations, deliverables, video recordings, visual materials) and accessibility of information by all partners (Figure 2)
- Monthly meetings between partners of WP5 take place every last Thursday to discuss project progress and any areas of concern which are then followed up with the other partners.
- Teleconferencing facilities have been enabled (dedicated Zoom account) to facilitate partner discussions and meetings.

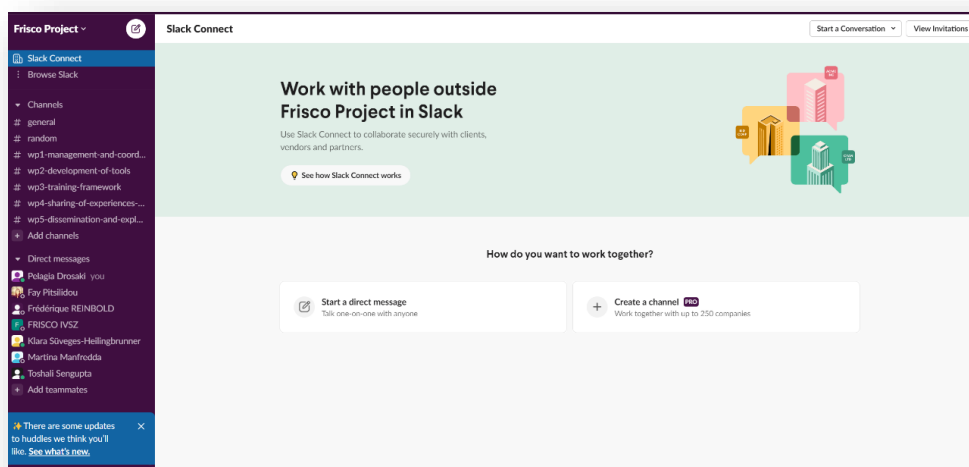


Figure 1: FRISCO Slack Channel

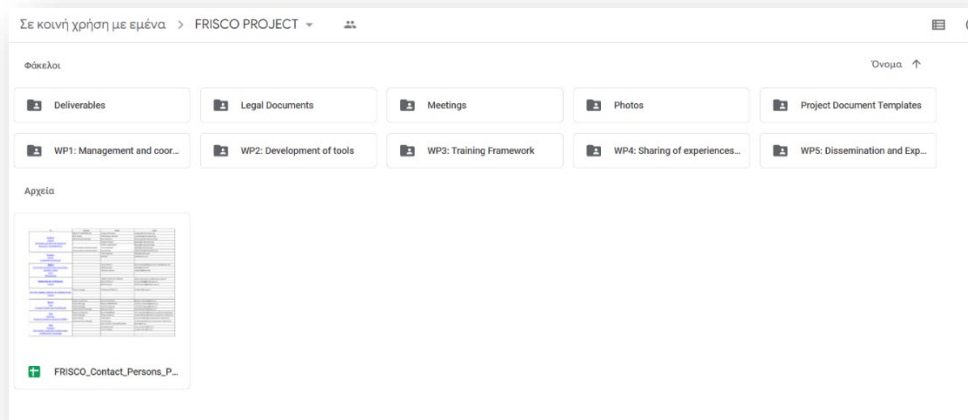


Figure 2: Google Drive Folder - FRISCO project repository

5 External Communication & Dissemination

External communication and dissemination are the biggest parts of this WP as they include the activities to be performed by all project partners to reach external audiences and meet the objectives set. To reach the audiences summarised in the previous sections of this document, the partnership will employ a breadth of tools and channels to communicate its messages which are outlined in this segment.

The FRISCO project will share general and technical news around TCO, cyber-security and ethics online. To activate participation, we will share news on best practices, surveys, webinars, events and news from the wider ecosystem.

5.1 Frisco Visual Material

5.1.1 Project Logo | Templates

The FRISCO project logo has been created by a professional graphic designer, as partners wanted to create a unique and memorable logo which would bring together all facets of the project's research areas. The logo is a smart, simple, and intuitive design that includes the project's full name. It provides an easily recognised project trademark to be used throughout all communication activities (e.g., project website, presentations, social media, flyers, press releases etc.) to help enhance brand continuity and raise awareness.



Figure 3: FRISCO project logo

To embed the project's brand identity across communications, several project templates (Figure 4) have been produced to ensure consistency across partner usage including:

- A PowerPoint presentation
- Meeting agenda and minutes
- Deliverables



Figure 4: FRISCO presentation templates

The templates have been made available on the common Google Drive folder for ease of access by all partners since the very start of the project.

A virtual background (Figure 5) has been created for online meetings to enhance the professional look and feel of the project when participating in meetings with external stakeholders or virtually presenting at events.

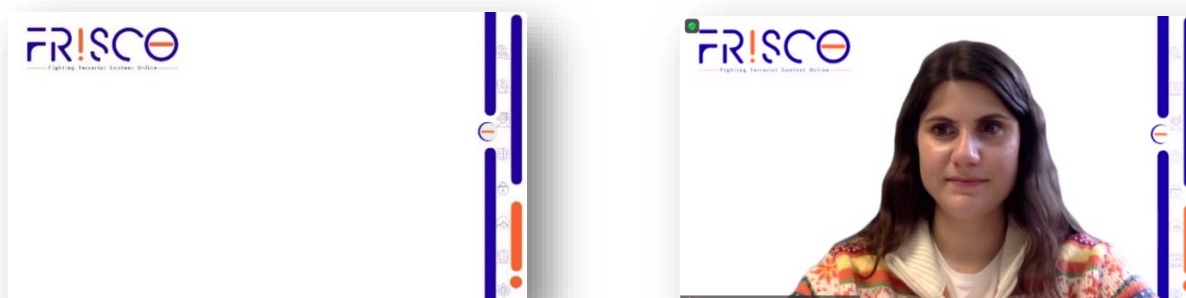


Figure 5: FRISCO virtual background for partner use

A Media kit has been created and is accessible for public use via the FRISCO website. The kit includes the project logo in various formats, the press release as well as banners and visuals for social media in the appropriate sizes for usage in Twitter and LinkedIn.

5.2 Project website

The official project website is the most important online tool of communication as it allows the partnership to structure information as required so as to connect with the ecosystem that it will be reaching out. The FRISCO project website is publicly available (M3) under the URL:

<https://friscoproject.eu/>

The project website will play a key role in the project's communication strategy as it provides FRISCO tools accessible by the HSP's stakeholders, holds all project achievements and updates, as well as its social channels in one place. Additionally, project deliverables will be available for public use and consultation and further dissemination. The FRISCO website will be updated regularly to reflect the current state of the project. NCSR-D is responsible for the creation, maintenance and update of the website, by sourcing content from all FRISCO partners. The FRISCO website consists of the following sections:

- The **'Homepage'** includes a welcome message, a short summary of the FRISCO vision, project objectives and a brief presentation of the FRISCO tools.

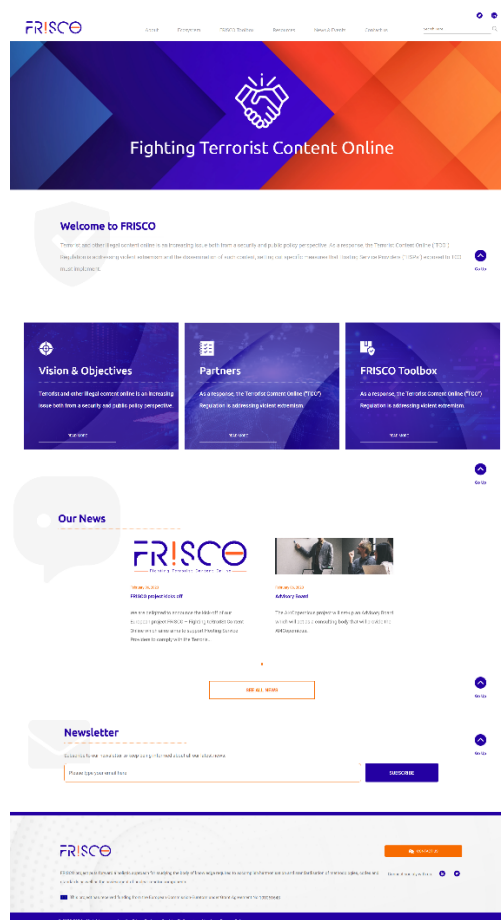


Figure 6: FRISCO website - Homepage

- **‘About’** FRISCO section includes a more detailed description of the project’s vision and objectives, the partnership presentation by partner, the workplan and the advisory board.

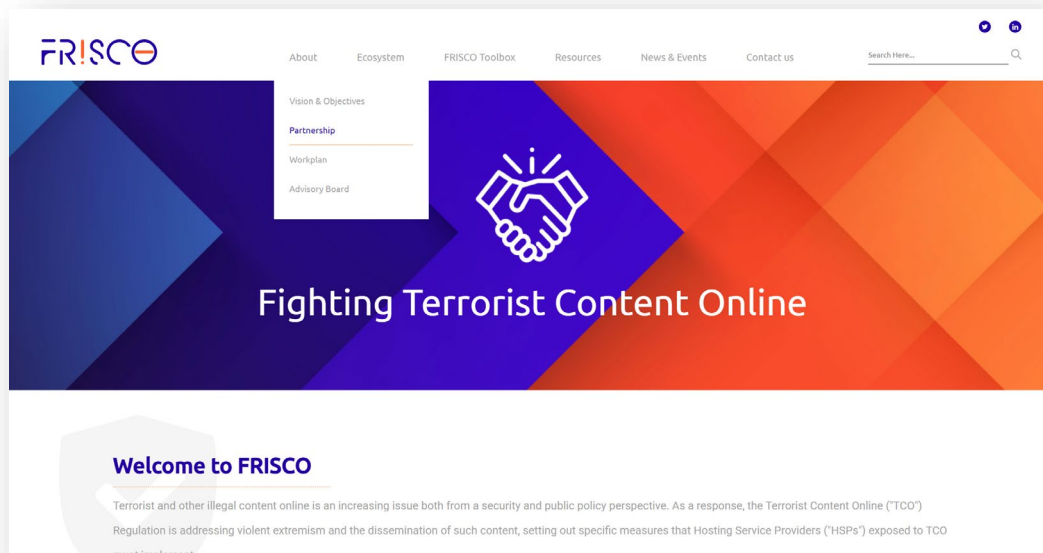


Figure 7: FRISCO website - About section

- **‘Ecosystem’** section includes the Micro and small HSP’s and EU national authorities (National Ministries of Interior, Lea’s etc.) with which FRISCO will collaborate and interact throughout the project.

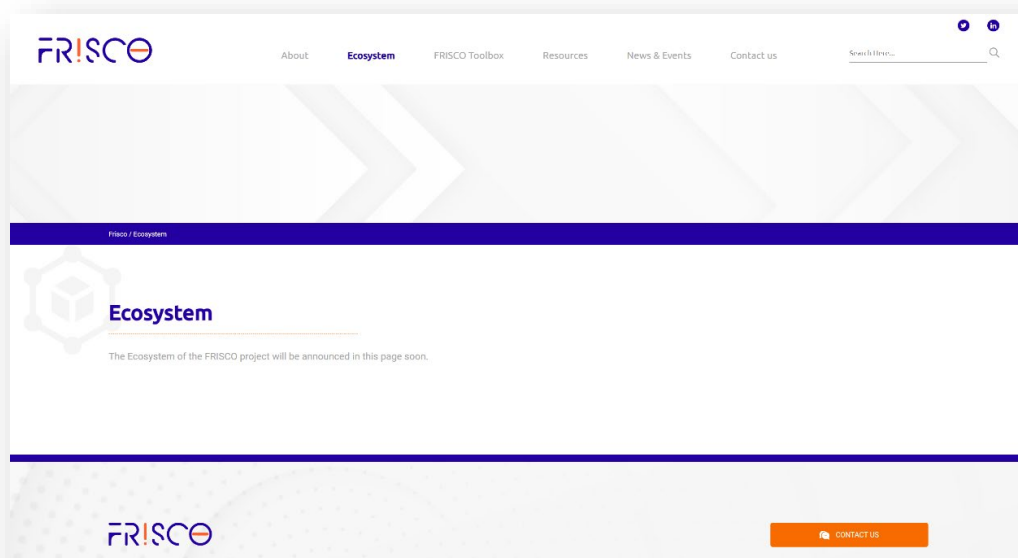


Figure 8: FRISCO website - Ecosystem section

- The **'Toolbox'** section provides a brief description of the Tools which develop for detecting terrorist content online to comply with the TCO regulation.

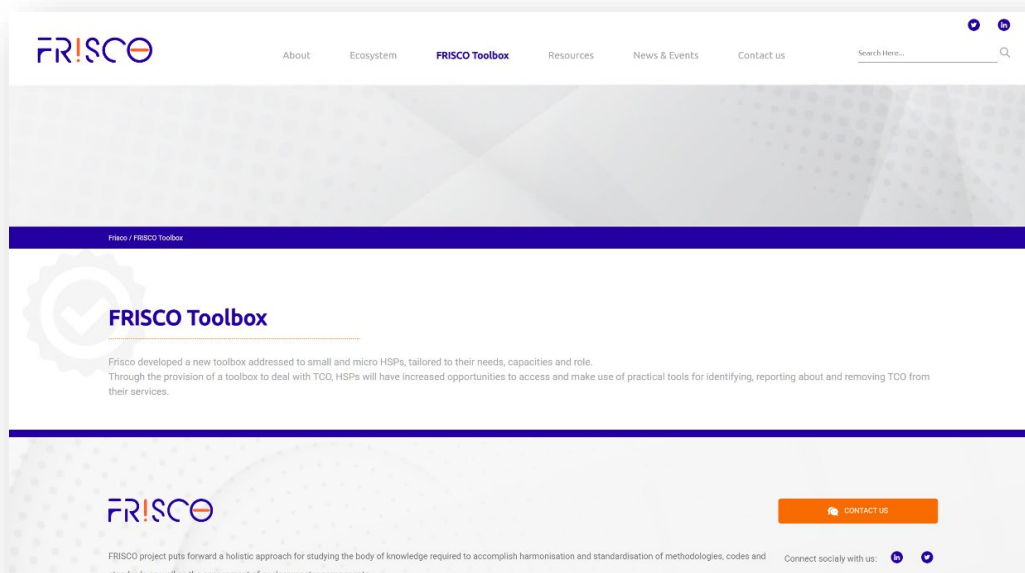


Figure 9: FRISCO website - Toolbox section

- The **'Resources'** section provides important information of what the project has accomplished including publications, deliverables, videos and other material.

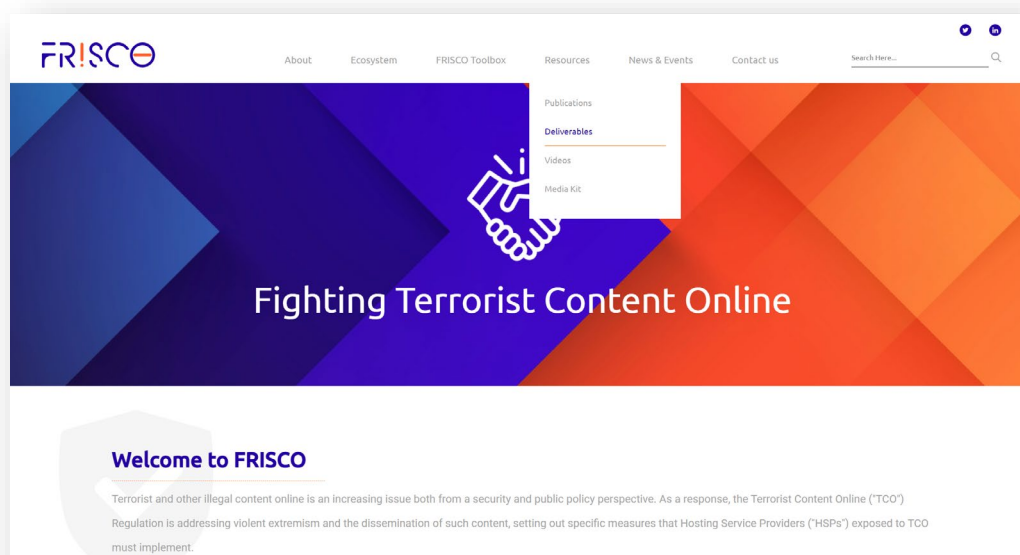


Figure 10: FRISCO website - Resources section

- The 'News' section includes frequent updates about the project.

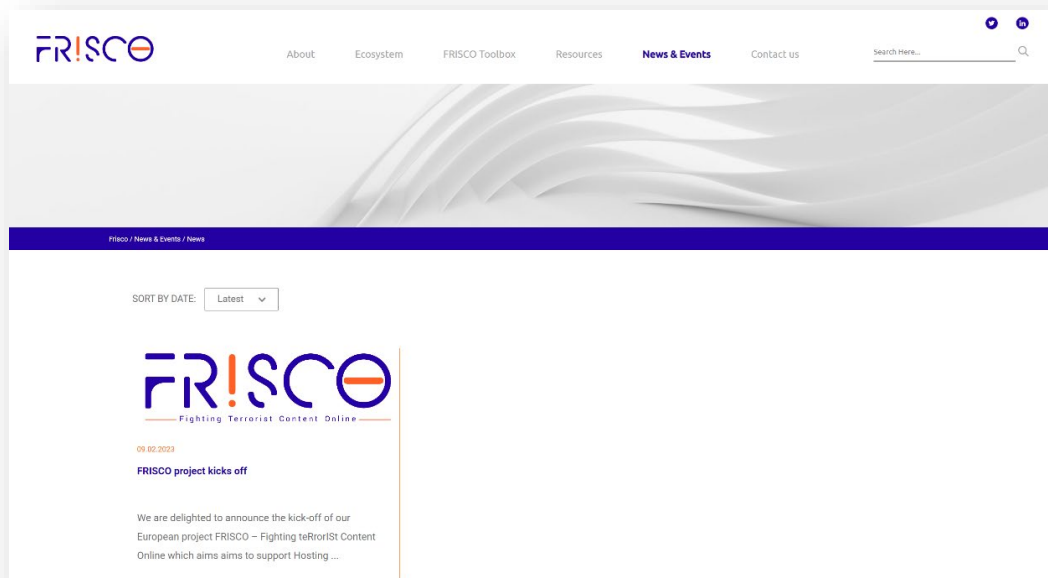


Figure 11: FRISCO website: News section

5.3 Social Media Channels & Planning

Designing a social media plan for FRISCO is amongst the activities that have been carried out early in the project. When the time came to choose from the variety of social media channels available, the lead partner considered two main factors:

- What is the domain and its stakeholders using? We researched what social media the ecosystem, sibling projects, key stakeholders, policy makers, governmental bodies and the EC utilise. The ecosystem includes: HSP and online platforms, National authorities (LEAs and digital/cyber security operators), related TCO and cybersecurity projects, European trusted flagger organisations, innovators and hubs, news media outlets specialising in IT and security.
- What do our partners use? Following thorough investigation of partners' social media, it was decided to create accounts on social media channels that our partners would be able to follow and share content from.

Taking all the above into account, the choice was made to create accounts on Twitter and LinkedIn. An analysis of relevant hashtags (#) took place so as to use them when posting on social media (Table 5)

Table 5: FRISCO hashtag list

Hashtags #	
#TerroristOnlineContent	#Privacy
#CyberSecurity	#dataprotection
#terreg	#DataBreach
#HostingProviders	#Ransomware
#terroristcontent	#EuropeanMediaFreedomAct
#TerroristOnlineContent	#extremism
#CyberSecurity	#SecurityEU
#terreg	#DigitalServicesAct
#HostingProviders	#DSA
#terroristcontent	#counterterrorism
#DataSecurity	

5.3.1 Twitter

Following the above-mentioned decision-making process, the creation of a Twitter account was decided in November 2022 (<https://twitter.com/FRISCOproject> @FRISCOproject) which has a gradually increasing follower base with currently 16 followers.



Figure 12: FRISCO Twitter account

Twitter is an excellent tool which allows frequently connecting and interacting with interested audiences in a synchronous way. Twitter will be used to draw interested audiences to the FRISCO

website via specific weblinks. The account not only shares consortium and project updates, as they happen, but also aims to build a wider community around the areas of micro and small Hosting Service Providers and European trusted flagger organisations and General Public/ EU citizens which is the main areas of research of the FRISCO project. By sharing public body/governmental reports and resources, stories of experts, insights, and news of other relevant bodies, audiences will be keen to follow our account and share our tweets. Additionally, this augmented community will be more interested to find out about our project news (such as conference participation and published papers), and thus will be easier reaching out to all mentioned user groups. Tweets will be shared regularly by project partners as outlined above to keep followers updated and interested.

5.3.2 LinkedIn

A LinkedIn page has been created under this URL: <https://www.linkedin.com/company/frisco-eu-project/> (Figure 13) with currently 17 followers on the page.

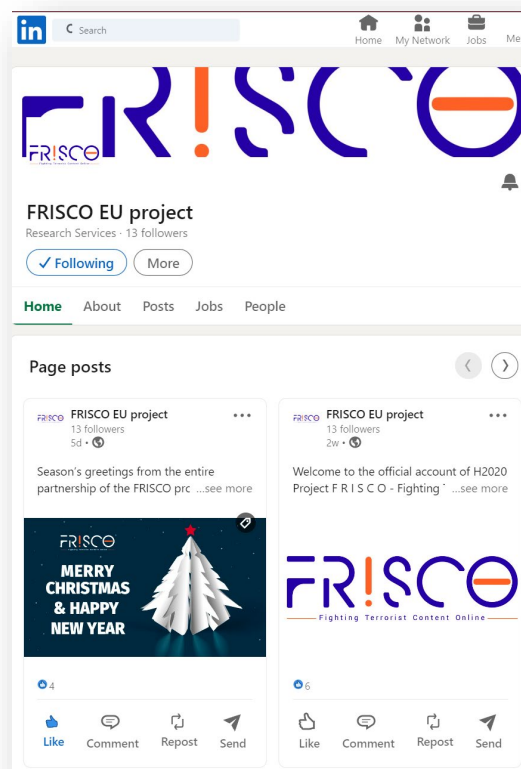


Figure 13: FRISCO LinkedIn account

5.4 Events - Conferences | Workshops | Meetings | Trainings | Webinars

To raise awareness about the FRISCO project events will be organised at European level, while the partners will aim to participate further in webinars, conferences and workshops presenting their

scientific work as soon as it is available, as this is a key mechanism of engaging with the research community. The project has a contractual obligation to organise, within the frame of WP4 to which WP5 will assist, 3 workshops (in T4.1) 1 online marketplace event (in T4.2) and up to 3 digital consultation seminars (in T4.3) as shown in Tables 6 and 7.

Table 6: Contractual obligations for event organisation

Event	Objectives	Targets	Timeline
3 workshops (in T4.1)	<ul style="list-style-type: none"> • Lessons learned in dealing with TCO across different ecosystems and compliance with TCO regulations • tools, approaches and methods in dealing with TCO • multi-stakeholder collaboration and information exchange in tackling TCO (with participation of LEA, on-topic experts and relevant EU agencies). 	HSPs	M13-18
1 online marketplace event (T4.2)	<ul style="list-style-type: none"> • Connect HSPs that have a demand for solutions in tackling TCO with providers of datasets and tools, including those developed in WP2 and 3 of FRISCO • A compilation of tools and solutions will be developed for public distribution (web publication). 	HSPs, private companies	M14
(up to) 3 digital consultation seminars (T4.3)	<ul style="list-style-type: none"> • To support multiplier associations in developing action plans for sharing knowledge on TCO compliance among their members. 	Networks, European associations	M16-20

Table 7: FRISCO e-Trainings

Event	Objectives	Targets	Timeline
e-Training module (testing phase)	To help them (i) better understand the nature of terrorist content online, (ii) the means available to identify and remove them from their services and (iii) the mechanism and processes to implement in order to comply with the TCO Regulation. The training materials will be based on TCO Regulation contents and on the tools developed in WP2.	HSPs	M18-21
3 digital mentoring sessions (T4.2)	To address capacity gaps of interested small HSPs more in-depth. The sessions will focus on enhancing technical and process capabilities of selected HSPs in their efforts to address TCO in their ecosystem.	HSPs	M14-20

A list of potential events to participate is identified in Table 8. The first part depicts events that have already taken place with FRISCO's participation.

Table 8: FRISCO event participation

Events organised & attended (in chronological order)	Date / Location	Partner involved
Contenus illicites en ligne: quelles obligations?	6 December 2022, France	TREMAU, Ministère de l'Intérieur et des Outre-mer, CIVIPOL
The DSA Deconstructed	17 January 2023, Online	TREMAU
Participation in TATE sibling project launch event	2 February 2023, UK	TREMAU

Future events identified	Date	Location
GIFCT/Tech Against Terrorism - North American Workshop: Countering Terrorism and Violent Extremism Online	21 - 23 March	Hybrid
International Cybersecurity Forum	5 - 7 April 2023	France
ICIMP 2023, The Eighteenth International Conference on Internet Monitoring and Protection	26 - 30 June 2023	France
International Conference on Artificial Intelligence in Wireless Communications and Cyber-Security	3 - 4 August 2023	Online

5.5 Scientific Publications

The major tool to reach one of our key audiences, the scientific community, is that of disseminating the scientific publications stemming from the results of the project itself. To keep track of the publications, a methodology has been established along with an online spreadsheet to keep records of all the required details, i.e., type of publication, reference, official link, repository, link to repository, authoring partners etc. This online spreadsheet acts as a guide for the WP5 partner who leads the communication and dissemination activities to plan further actions such as disseminating the publications further through the project website and social media. In keeping with the European Commission's guidelines on open access publications, all publications will be made openly available through the dedicated area on the FRISCO project website as well as through official repositories such as OpenAIRE.

5.6 Brochures

The FRISCO project will create an informative brochure about the project in its first year of operations which will be distributed both online and offline at interested audiences. This flyer will include information on:

- The project vision, objectives and methodology
- The partnership and contact information
- Links to the website and social media profiles & QR code directing to the FRISCO website

5.7 Press releases and coverage

The aim of creating and disseminating a Press Release (PR) to the Media is to gain Press coverage. The first PR about the project was written and disseminated to the Media after the launch of the project with introductory information. Additional PRs will be drafted on the basis of important milestones reached and in line with key developments of the project such as the Policy Labs occurring in each country. Partners will send PRs to the Media within their own countries after translating them in their native languages respectively. At the end of the PR a standard "Note to editors" section will be placed with information about the project, its partners and social media accounts. The PR will be made available under the Media Kit section of the website.

6 FRISCO Ecosystem - Collaboration with related research initiatives

The FRISCO partnership will invest heavily on creating strong bonds with the ecosystem that it aims to be a part of. For this purpose, WP5 partners with the partnership's assistance have mapped the ecosystem thus identifying key players and are making efforts to directly engage with them via email, social media, virtual and physical meetings.

From the very beginning of the project FRISCO has established links with its two sibling projects, namely TATE and ALLIES. Liaising with these projects is of utmost importance to increase awareness on the research carried out at different levels (e.g.: innovation, research roadmap, ethics, etc.) while creating a more interconnected European community and multiplying impact.

to exchange information and knowledge and relay content with the same objectives as FRISCO. Videos, fact sheets, events shared by our members, sister projects and the RAN that are relevant to FRISCO's objective will be reshared through our social networks.

7 Alignment with EU Policy

The Regulation (EU) 2021/7843, addressing the dissemination of terrorist content online (TCO), entered into force on 7 June 2021 and is applicable as of 7 June 2022. It follows the Counter-Terrorism Agenda of 2020 of the European Union (EU) where one of the main pillars of action is to tackle radicalization and violent extremism facilitated by online recruitment and propaganda.

The project aims to communicate about the consequences for HSP and accompany them to comply. It will help the HSP to understand and comply with the European rules and contribute to its efficiency. It will also more broadly communicate about the EU's efforts to tackle those threats to protect the European citizens.

The project will exploit links with pan European initiatives and networks such as the EU Internet Referral Unit to collect and disseminate good practices across Europe as well as with the EU Commission's Forum for the protection of online spaces. We will also investigate future potential for establishing bidirectional connectivity with the respective computational systems to further accelerate information exchange, given that the relevant external tools build and provide appropriate APIs. The project will further explore links and synergies with the outputs of other major EU-funded projects (e.g., under HORIZON 2020) aimed at developing solutions for detecting and addressing TCO, such as DANTE, RED-Alert and INSIGHT, among others. The project will take inspiration from and consider good practices already applied by similar initiatives elsewhere, such as the Tech Against Terrorism initiative while offering a targeted approach for small and micro HSPs in the EU for facing the issue of the TCO. FRISCO will also liaise with members of the Enterprise Europe Network (EEN) to identify and exploit synergies.

8 Conclusion

The aim of this document has been to outline the graphical identity of the project, the website and the logo creation of the FRISCO project. In addition to the above, a dissemination and communication plan has been outlined for the duration of the FRISCO project and the activities planned for awareness-raising in the community of the project's findings. The document also covers the activities already conducted to help meet the dissemination and communication targets set.