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Law Enforcement Technological Innovation Consolidation for Fight Against Online Drug Crimes

D5.5 Dissemination report

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1. Project Overview

The project **LION-DC Law Enforcement Technological Innovation Consolidation for Fight Against Online Drug Crimes** is funded by the European Commission (EC) through the European ISF-Police Action Grant with Grant Agreement 822616.

The Lion DC project aims to provide Law Enforcement Agencies (LEA) with new skills, methodologies and tools in the fight against drug trafficking, given major discernible shifts in the utilisation of digital environments (e.g. traditional social media) regarding distribution and sale of drugs such as the increasingly widespread use of cryptocurrencies and blockchain technologies by organized crime. In order to enhance LEA capacity to identify the flow of drugs and key players involved, either to thwart criminal activity or to determine guilt after the fact, the project tested the efficiency, unique capabilities, and shortfalls in the use of various forms of technology, as well as Open Source Intelligence Tools (OSINT); penetrate the Dark Web; develop novel ways of going beyond the widely used “follow the money” principle; and augment the identification and description of criminals by collating a wide range of sources, both open and closed. The key activity of the Lion DC initiative is real, case based, cross border exercising in drug criminality, which will be enacted by LEA practitioners, providing opportunities for LEA together with academia to share expertise, methodologies and analytical capabilities; and to identify available tools and rank them on their feasibility and usefulness. In addition, specific train-the-trainer modules in the fight against drug trafficking on the Dark Web were developed and piloted, and a sandbox was created that integrates promising technologies, innovations and research projects such as a Dark Web simulator, and frameworks for tracing illegal use of cryptocurrencies. The cooperation of Networks (e.g. ENLETS, SENTER, i-LEAD) facilitated the co-creation process between LEA and academia; and open up wide opportunities to disseminate results across all Member States, Law Enforcement organizations (initially in NL, LT, PL, BG, GR, Gibraltar), as well as EU and International security agencies (CEPOL, EUROPOL, etc.).

2. WP5 introduction

Work Package 5: Uptake, Outreach and Sustainability is handling all the dissemination sustainability activities of the project, focusing also on the trainings of potential trainers, as well as the analysis of the findings to create the roadmap of LION DC outcomes.

The main objectives of WP5 are:

i) to extract and conceptualize the findings resulting from previous work packages and transforming these into:
   a. extracts of training for LEA on methodology, focusing on drug criminality, for future LEA operations, especially for those stakeholders not directly involved in the current Action;
   b. a defined competence structure for LEA using Skill Matrix developed during Strengthening European Network Centres of Excellence in Cybercrime (SENTER) project;
   c. specific gaps in different relevant areas (Competence, Process, Technology, Tooling, Automation) for further exploration;
   d. potential standardized case definitions.

ii) to facilitate knowledge and experience outreach and sustain further developments, identified during the project:
   a. involve relevant stakeholders in the project activities by ensuring targeted stakeholders relationship management, including on-line interaction channels and tools;
   b. implement and evaluate a Project Dissemination strategy;
   c. develop and kick-off a Sustainability Plan.

The activities of the current WP include:

- **Activity 5.1 Sandbox and exercises analysis**
- **Activity 5.2 Exercising results conceptualization**
- **Activity 5.3 Organization of training**
- **Activity 5.4 Stakeholders engagement and sustainability**
- **Activity 5.5 Dissemination & awareness**

The subsequent deliverables that derives from the aforementioned activities are:

- Deliverable D5.1: Shared training materials, due date M27

- Deliverable D5.2: Drug criminality on-line competence structure, due date M27
- Deliverable D5.3: Definition of Gaps / Report, due date M28
- Deliverable D5.4: Roadmap of on-line fight against Drugs / Report, due date M28
- Deliverable D5.5: Lion DC Stakeholders Group / Report, due date M3
- Deliverable D5.6: Communication & Dissemination Plan / Report, due date M4
- Deliverable D5.7: Dissemination Report, due date M31
- Deliverable D5.8: Printed and electronic dissemination materials/website-flyer/brochure, due date M4
- Deliverable D5.9: Project website / website, due date M3

The above-mentioned deliverables are the initial deliverables (internal) as were described at the proposal stage. The official deliverables to be submitted to EC are merged into:

- Deliverable D5.1: Drug Criminality Online competence structure & training materials, due date M27
- Deliverable D5.2: Definition of Online Fight Against Drugs gaps and development roadmap, due date M28
- Deliverable D5.3: Lion DC Stakeholders Group / Report, due date M3
- Deliverable D5.4: Dissemination Materials & Communication Plan Report, due date M4
- **Deliverable D5.5: Dissemination Report, due date M31**
- Deliverable D5.6: Project website / website, due date M3

The first four internal deliverables or the official D5.1 and D5.2 focus mainly on the first objective of this Work Package, while the rest of the deliverables focus on the second objective promoting and sustaining the outcomes of the project and engaging all the relevant stakeholders.

3. Introduction

Dissemination activities of LION DC are part of WP5 (Uptake, Outreach and Sustainability), the complete plan of them was depicted in Deliverable D5.4 “Dissemination Materials & Communication Plan Report”. Several activities were planned, implemented and evaluated in the context of Activity’s 5.5 which aimed to (i) development of project dissemination and communication strategy; (ii) on-line interaction of LION DC with relevant stakeholders using different communication channels and collaboration tools; (iii) linking activities with other EU LEA Networks, EU Security agencies and related organizations; (iv) organization of international dissemination event; (v) organization of international dissemination event.

This document **D5.5 Dissemination report**, includes the dissemination and communication activities carried out by the LION DC consortium during the project’s lifecycle, taking also into account the extension caused by the COVID-19 pandemic. Moreover, the plan and the metrics set on the D5.4 will be presented as well.

4. Structure of the deliverable

The structure of the current document is as follows: it firstly includes an overview of the LION DC project (Section 1), before presenting the overall objectives and activities of Work Package 5 (Section 2) that the current deliverable is part of. The following section (Section 3) is a brief introduction on the current document and the next one (Section 4) depicts the structure of the current document, which acts as a quick navigation guide. Section 5 recalls LION DC overall communication and dissemination strategy, aims and goals, being the main section of the current document. Overall, it describes the communication and dissemination activities as well as the materials and tools produced for the project dissemination during the project's lifecycle. In addition, this deliverable analyses the summary of the performance of the dissemination and communication metrics, according to the KPIs set at the early stages of the project.

5. Dissemination and Communication activities

The present document Deliverable D5.7 “Dissemination report” includes the activities and the results derived from the dissemination and communication plan, accompanied with the actions and tools that were used during the whole project lifetime, as they were described in D5.4 “Communication & Dissemination plan”. All partners of LION DC consortium followed and implemented all the steps of this dissemination strategy in order to meet the high-level objectives described in Section 2, the targets that have been specified in D5.4 and finally to reach the desirable outcomes and promote the project and its findings to a wider, but targeted, audience. To achieve all the goals set in the planning phase, the contribution of all consortium partners was of utmost importance during the implementation phase, as all dissemination and communication activities are based on team-efforts. In this framework, the WP Leader created an internal and strong communication channel within the LION DC consortium including at least one representative from each partner organisation. These Points of Contact (POCs) were the ‘internal’ points of reference for all dissemination activities that the consortium participated or organised. In addition to the internal POCs, the consortium also established different representatives for the external stakeholders as for example press, public bodies, research communities. According to the overall plan described to D5.4 “Dissemination Materials & Communication Plan Report”, the achievements and progress of the plan was closely monitored in order to make the necessary adjustments where needed to be on track with the goals and objectives set. COVID-19 pandemic was one of the unforeseen factors that affected the overall implementation of the project and of course its dissemination and communication activities.

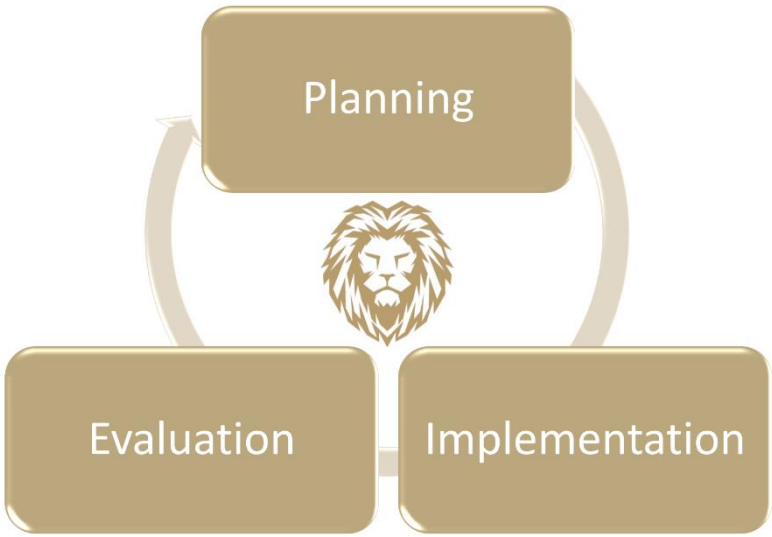

Figure 1: D&C phases

LION DC sister projects “i-LEAD” and “ANITA” had a vital role in project’s dissemination activities, where the strong communication link that LION DC established, allowed for bidirectional exchange of knowledge, having always a wide audience to gather or spread insights.

5.1. Stakeholders Group

One of the first steps aiming to the efficient dissemination of LION DC project, was the creation of LION DC Stakeholders Group. The stakeholder group is an auxiliary body of LION DC project, targeting to provide regular and meaningful input and ensure, as far as possible, that the project objectives are broadly understood. The second objective of this board is to support and alleviate planning and execution of project activities, including trainings and to disseminate further the results in the project’s duration. It is mainly formed by LEAs and members of different networks (ENLETS, SENTER) that are not directly involved in the LION DC consortium. Their involvement in LION DC activities ensured that the project provides LEAs with a training solution explicitly for LEAs contributing according to their perspective on project’s matters. Their activities include but not limited to: (i) participation in LION DC meetings and workshops, providing the consortium with their insights on online drug crime matters, facilitating the consortium to extract requirements, scenarios and the training material and structure according to their needs; (ii) participation in LION DC trainings organised by the consortium, gaining early access to project’s outcomes; (iii) contribution to the establishment of the EU common Digital Online Drug Crimes Investigation methodological protocol by identifying EU common gaps and needs; (iv) participation to the Closing Conference of LION DC project focusing on the outcomes of the project and the collaboration among other EU funded initiatives.

The initial number of SG members was 5, representing LEAs, but gradually the consortium managed to secure 20 official members coming from different organisations and counties across EU from LEAs and academia in the vast majority.

During the lifecycle of the project, more stakeholders supported LION DC project and its activities without being official members of SG but offering their expertise and insights when they were asked for it. This specific group of stakeholders derived from their participation to the trainings that were organized by LION DC consortium, by giving their consent to be contacted in the future

for similar LION DC activities and workshops, in order to be informed and actively participate in the project's various activities. As of June 2021, the project's stakeholders group counts approximately 100 members, in total.

5.2. Graphical identity

5.2.1. Project Logo

A project logo was designed at the beginning of the project in order to establish a corporate image for LION DC. The logo contains the face of a lion and the project's acronym. The lion's face which is depicted in the logo, is used also as a trademark signature when sending emails on behalf of the project. Different options of LION DC logo were gradually designed to enhance project's visibility and acceptance as follows:

Figure 2: LION DC logo 1

Figure 3: LION DC 'short' logo 1

Figure 4: LION DC logo 2

Figure 6: LION DC logo 2 with background

Figure 5: LION DC 'short' logo 2

5.2.2. Project Templates

To support the project's image, guidelines for the graphical layout of the main project documents have been developed, including a set of templates for:

- Deliverables
- Presentations
- Flyers
- Newsletters
- Banner
- Letterhead

This activity was initiated in the first year, at the beginning of the project, although visual updates were taking place through the project's lifecycle, in order to enhance the visual quality of the material. Besides the aforementioned templates, all relevant accompanying material was also provided to consortium partners such as consortium map, logos and background images, invitation and agenda templates, etc. so as to create a common LION DC visual identity. More information with all the issues and the developed dissemination material can be found on section 5.8.

5.3. Internal communication tools

Internal communication tools were used to facilitate consortium partners' cooperation, considering also the COVID-19 crisis; these include:

1. Online repository (SENTER network portal)
2. Project meetings and workshops
3. Standard communication tools

These tools will be further elaborated in the following sections.

5.3.1. SENTER Network portal

The SENTER Network portal created within the scope of SENTER project, is the main project internal communication tool, secured by credentials-protected access, to ensure efficient

communication between partners, the exchange of information and safe repository of the project documents, including administrative information and project plans, project deliverables, reports, presentations, dissemination material, templates, meeting minutes, contact details of project participants. Although and besides the common shared space that the SENTER offered for LION DC project, it was also utilised to promote LION DC through the portal as project's website was available also through the SENTER network.

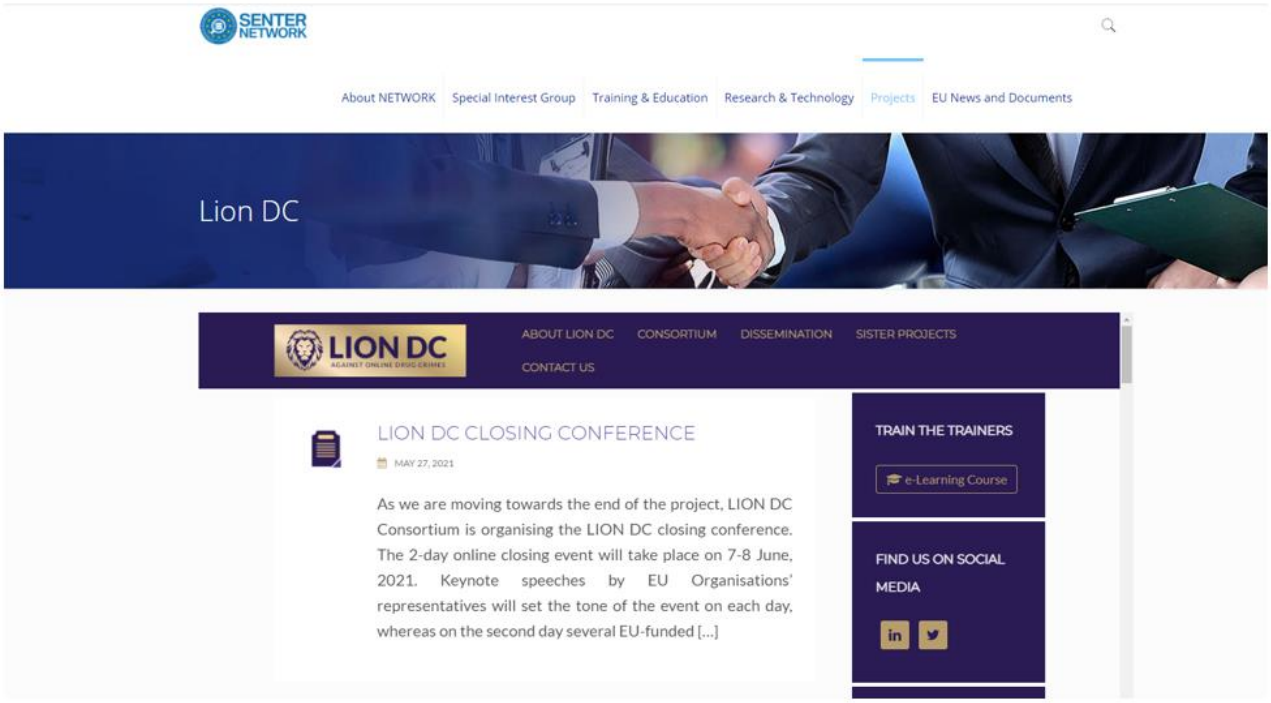

Figure 7: LION DC website available through SENTER

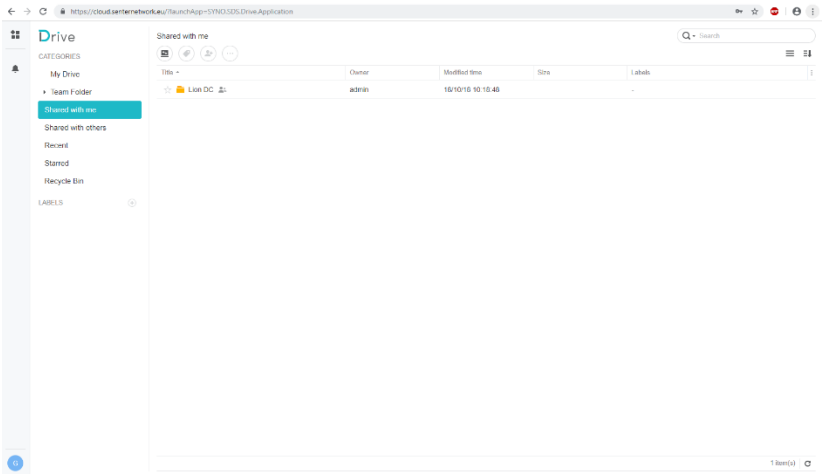

Figure 8: SENTER portal

5.3.2. Project meetings and workshops

From the beginning of the project, plenary face to face meeting were organized to plan, monitor and review the status of each Work Package and the whole project itself, as they were also described in the DoA. Before COVID-19 travel restrictions, the consortium managed to organise and implement the Kick-off meeting in Brussels (Belgium), the 1st WP2 workshop in Poznan (Poland), the 2nd WP2 workshop in Leiden (the Netherlands), the WP2,3,4 workshop and GA meeting, held in Vilnius (Lithuania) and finally the 1st LION DC ”Management” Training that took place in Krakow (Poland). All the rest workshops and meetings were held online via Microsoft Teams or GoToMeeting collaboration tools due to the restrictions. Namely, the major events that took place online were the 2nd GA meeting, the 1st Train the Trainers training, the 1st WP5 Train the Trainers workshop to gather feedback, the Practitioners training & exercising, the 2nd Train the Trainers training, the 2nd WP5 workshop on validating findings and competences and gaps and finally the Final Conference & Sustainability event. The additional events and workshops that LION DC participated or organised can be found on 5.6 section.

5.3.3. Standard communication tools

The usual communication channels, such as emails and teleconferences were used regularly to keep LION DC partners informed on the progress of the project’s various tasks, work packages and its overall status in general. On a biweekly basis, a project teleconference was held, involving the WP managers in order to have a high-level discussion and coordinate future actions. Also, bilateral or intra-WP teleconferences were regularly held according to needs of each WP. Intra-WP or inter-WP dedicated face-to-face meetings are occasionally convened for discussing particular topics, especially in the occasion of project meeting or related events. After March 2020, the majority of project meetings adopted the virtual format instead of physical gathering due to COVID-19 restrictions.

5.4. LION DC website and social media profiles

5.4.1. LION DC website

The initial conception and initial layout of the LION DC website are described in D5.6 “Communication & Dissemination Plan”. The website is available through 3 different locations (URLs): (i) https://lion-dc.eu. (ii) https://liondc.eu, (iii) https://www.senternetwork.eu/lion-dc/ and was developed, maintained and administrated by KEMEA.

It is regularly updated to include new information relevant to the project. At the end of the first year, it was redesigned, and advanced visual elements were used. Its initial and current state, as of June 2021, are depicted in the following screenshots.

In addition to overall improvement, particular effort has been dedicated to:

- Updating the home page of the LION DC website to ensure that the project is communicated effectively, retaining always the original style of the project’s illustration. In that framework, the project’s news occupy the bigger part of the landing page, and there are also sidebars directing to the project’s social media profiles, on which we will elaborate in this deliverable.
- Implementation of privacy and data protection policy which clarify in a layered manner the processing of personal information of visitors of the LION DC website. The data processing on the LION DC website is pursuant to Regulation (EU) 2016/679 (General Data Protection Regulation) and in accordance with Greek Law 4624/2019 for the protection of personal data.
- New content, such as public deliverables and dissemination material and the future events, are uploaded in the section “DISSEMINATION”.

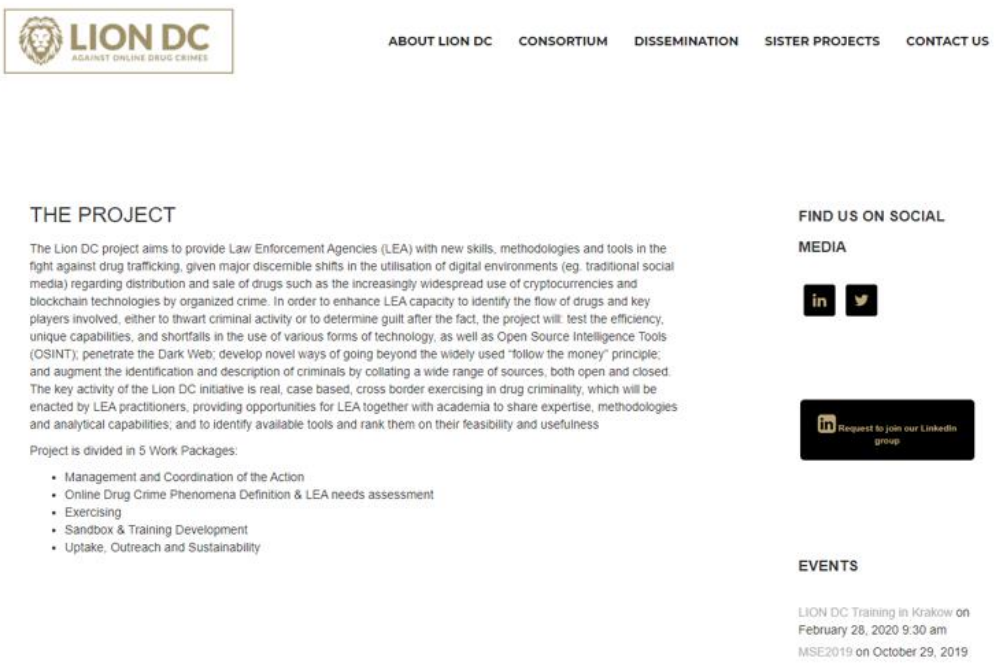

Figure 9: LION DC initial state of website

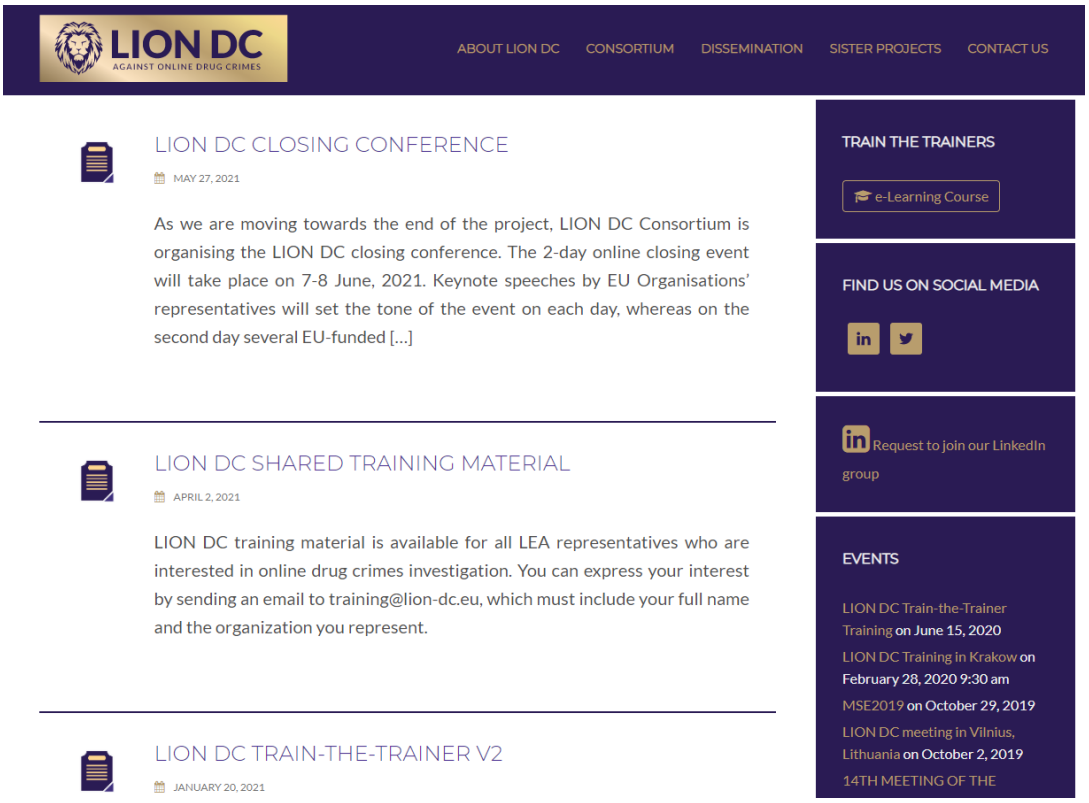

Figure 10: LION DC current state of website-frontpage

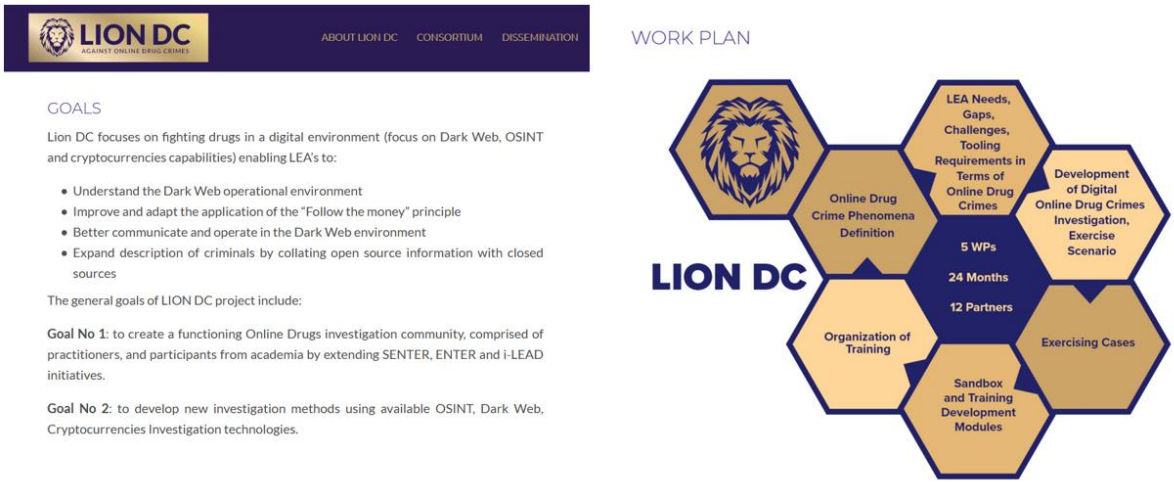

Figure 11: LION DC website - pages

5.4.2. LION DC social media profiles

Substantial effort was dedicated to the dissemination of LION DC project using social media as channels to that end. Specifically, LION DC profiles were created to Twitter and LinkedIn platforms respectively. All the news concerning the project, regarding trainings or any other events were posted in Twitter feed with an aim to disseminate the project's news to the widest possible audience (Figure 12). On the same wavelength, a LinkedIn page was created, in order to spread the news regarding the project to even greater audience (Figure 13). Moreover, the consortium decided to create a LinkedIn closed group, managed by KEMEA delegates and consequently "LION DC Fight Against Online Drug Crimes" group was created (Figure 14) as a group whose purpose was the exchange of information concerning the fight against online drug crimes with very specific and limited members. The page was created to reach a wider audience, and the group was decided to be restricted and recruit only members after the necessary authorisation of the administrators. The exact numbers for tweets, retweets, posts, followers, group members etc. are already included in the KPI matrix under 5.7 section.

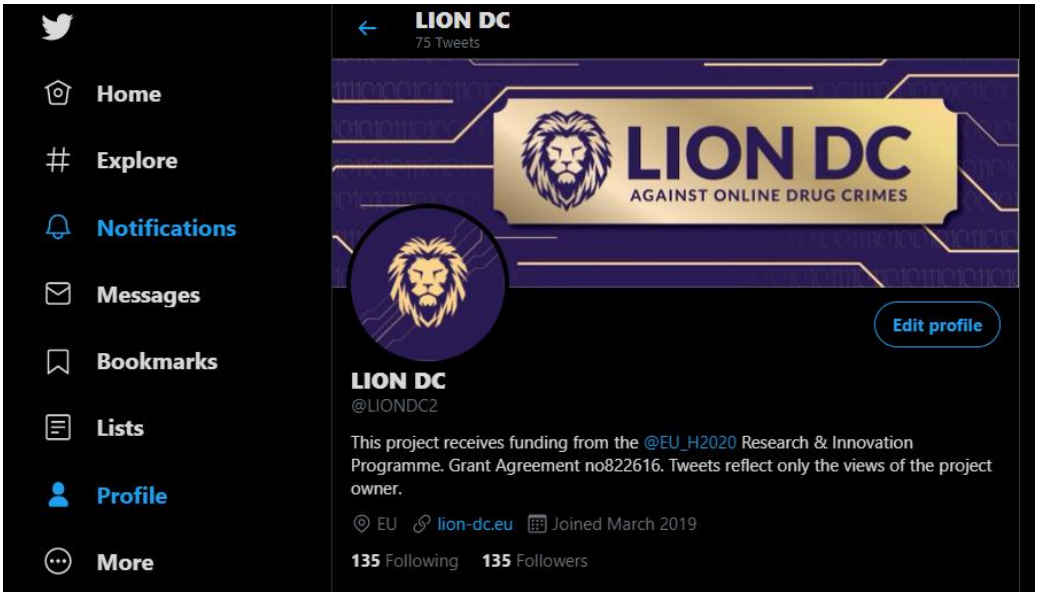

Figure 12: LION DC Twitter

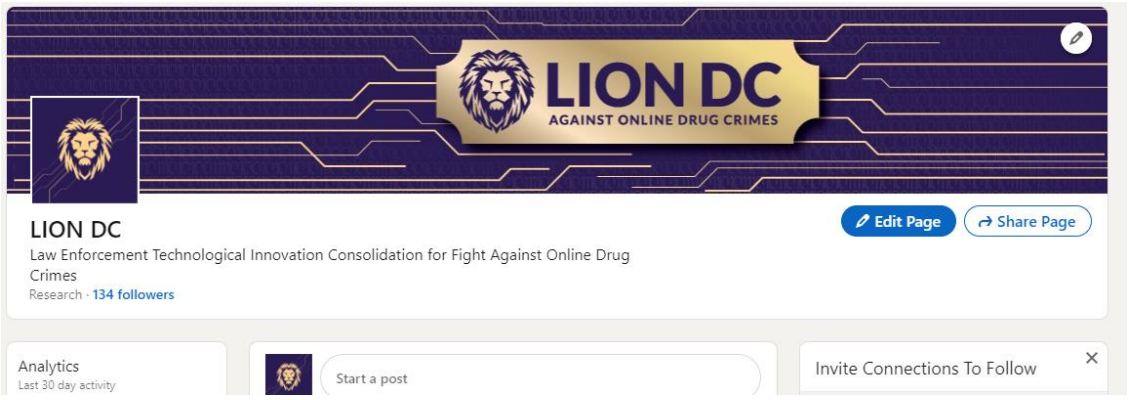

Figure 13: LION DC LinkedIn Page

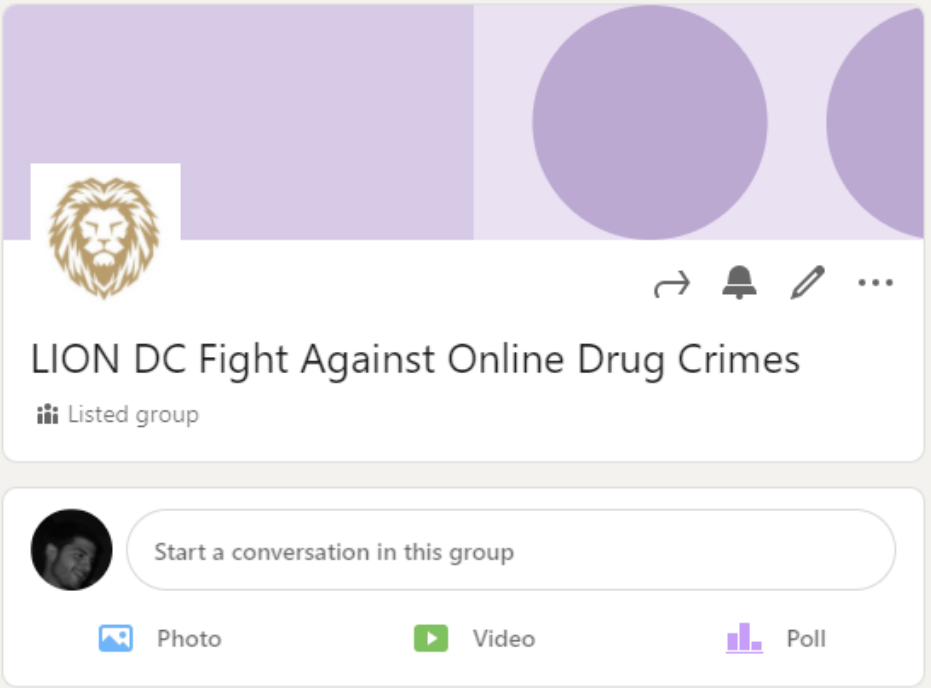

Figure 14: LION DC LinkedIn Group

5.5. LION DC trainings

Based on the DoA, the LION DC consortium was also responsible for organizing training & exercising workshops which aimed to provide Law Enforcement Agencies (LEAs) with skills, methodologies and tools in the fight against online drug trafficking. LION DC did so, by taking into account the major discernible shifts in the utilization of digital environments, regarding distribution and sale of drugs such as the increasingly widespread use of cryptocurrencies and blockchain technologies by organized crime. LION DC consortium organized five trainings, in total, which tried to address LEA experts with operational, managerial, investigation and training capabilities respectively. Those trainings, served also as a dissemination channel for the project, as they were the main pool of experts that enabled the expansion of the stakeholders group. All training outcomes and findings are included in the respective Deliverable of WP5 D5.1 “Drug Criminality Online competence structure & training materials”. Specifically, LION DC consortium organized the following trainings:

LION DC management training

The LION DC 'management' training took place on 12-14 February, 2020 in Krakow, Poland. The training focuses on increasing the awareness and understanding of the latest trends in online drug criminality. Topics as dark web and cryptocurrencies are trained in a practical and interactive setting. This hands-on focus improves the understanding and comprehension of the challenges that LEA's face in fighting online drug criminality. The training spans 2,5 days and is aimed at non-executive law enforcement personnel such as team leaders, who do not have field experience on the topic of online drug trade.

LION DC practitioners training

The LION DC practitioners' training was delivered from 2nd to 20th of November, 2020 and was conducted entirely via e-learning due to COVID-19 pandemic. It focused on practical aspects and hands-on experience enhancing the fight against online drug criminality. Topics as dark web and cryptocurrencies are trained in a practical and interactive setting. This hands-on experience aimed to improve participants' understanding and to assist them to integrate learning into their day-to-day work, utilizing such tools.

LION DC train-the-trainer training

Within the LION DC project two versions of e-learning training took place, focusing on training of cybercrime/ drug trafficking experts with trainer capabilities from law enforcement, research, or educational organizations. The first version of the train-the-trainer training (from June 15th to July 10th, 2020) offered the opportunity to LEA experts with training capabilities to get familiar with the LION DC training material, assignments, exercises and serious games, and also gives the instructions on how to perform a real-life physical LION DC management and practitioners level trainings.

LION DC train-the-trainer v2 training

After the successful organization of the first version of the training in June 2020, the second and final 'Train-the-Trainer' training took place. The training was available from 8th February to 5th March, 2021 and was conducted entirely via e-learning due to COVID-19 pandemic. That training

focused on cybercrime/ drug trafficking experts with trainer capabilities from law enforcement, research or educational organizations, as it offered the opportunity to the potential trainers to acquire the necessary knowledge needed to create their own e-courses, including training material, assignments, evaluations, exercises and serious games. An added bonus of attending the workshop was that trainees gained access to the training material. On top of that, the trainees were provided with the link to download the training structure (excluding the training material), in order to be able to set-up their own e-learning courses.

LION DC Additional training

Based on the success of the previous trainings conducted by LION DC consortium, it was decided after the expression of interest by European LEAs, mainly from Netherlands and Poland to conduct one more "additional" training, based on the last train-the-trainers v2 training. Thus, the LION DC Additional training took place 3rd May – 25th June, 2021. LEA experts mainly from Netherlands and Polish police had the chance to have a self-paced training and enhance their capabilities on online drug crimes investigation.

5.6. LION DC events and workshops

During the project's lifecycle, LION DC organised and participated in various events, such as conferences, workshops and project presentations. Specifically, the events that LION DC participated, are reported in the below subsections:

5.6.1. The 2nd Annual MOI Innovation & Foresight Summit, February 5 – 6, 2019

The summit highlighted the latest and advanced future technologies, as well as innovative ideas to be further developed and integrated into the UAE's National Innovation Strategy that aims to position the UAE among the most innovative nations in the world. LION DC delegates delivered a presentation on Accelerating Innovation: Future Readiness and participated in the panel session discussions: Technologies for Managing New Threats. The LION DC project was introduced to the wide auditorium of security practitioners. Unique approach to

the project implementation and down to the ground project results attracted a great interest from UAE security practitioners.

5.6.2. 22nd European Police Congress, February 19 – 20, 2019

The European Police Congress is the largest annual conference concerned with internal security in the European Union. It is a meeting place for about 1.500 experts from over 20 countries. Representatives of police authorities, border police, secret services, as well as governments, parliaments and industry, regularly attend this major event. LION DC delegates participated in a panel discussion entitled Cybercrime: current phenomena and challenges and introduced L3CE's latest initiatives in the field of Information Warfare. LION DC project as a great result of effective collaboration between Networks of practitioners and researches have been presented to the wide auditorium of security practitioners.

5.6.3. Workshop with representatives of Federal Criminal Police office, February 25 – 26, 2019

The participants of the workshop took part in the discussions and shared their views on the best practices and have tried to find the answers to the following questions:

- How to improve collaboration between researches and security practitioners?
- What are the key factors leading to successful collaboration?
- How to align expectations and make co-creation process effective?

LION DC project was presented to the German delegation as a great outcome of co-creation process between researches and practitioners. The project idea is based on the innovation, knowledge and challenges faced by EU LEA fighting against drugs criminality in the Internet and Dark Web.

5.6.4. Development of Digital Online Drug Crimes Investigation exercise scenario, April 17, 2019

It was a physical workshop organised by LION DC consortium, within the scope of WP2, under the title "Dark web Markets", in order the exercise scenarios to be defined.

5.6.5. International Police and National Security Services Technology and Equipment Trade Fair EUROPOLTECH 2019, May 8-10, 2019

LION DC project was presented at EUROPOLTECH 2019, which took place on 8-10 May, 2019. International Police and National Security Services Technology and Equipment Trade Fair, “EUROPOLTECH” is Poland’s most important trade event dedicated to law enforcement and special services. The EUROPOLTECH is intended for and open only to professionals of the Police, representatives of the Polish Police and of international police organizations, civilian and military national security formations, politicians and public officials who work on security issues.

5.6.6. Areas of supervised use of substances: A "new" discussion for a well-known "problem, June 10, 2019

LION DC project was presented to an open forum which was organized by Panteion University Criminologists Society in Athens, on June 10, 2019. The forum was organized by the Hellenic Association of Criminologists and the goal was to emphasize on drug crimes. On that framework, LION DC representatives highlighted the effort made by the EU to prevent and cope with the crimes related to drugs; especially for online drug crimes. The main goal of this presentation was to give an overview of LION DC project. In particular, the main goals and a brief update on the project’s workflow were presented to the audience. The project presentation received a warm welcome from the participants who were interested in keeping informed on the project progress and main achievements.

5.6.7. PPHS Conference: "Modern technologies and methods of criminal analysis used by law enforcement agencies to combat crime", September 17-18, 2019

The main objective of the conference was to exchange experiences and good practices in the field of modern technologies and methods of criminal analysis used to combat crime. Moreover, a series of workshops was conducted where the following companies presented

the latest trends and solutions supporting criminal analysts. The conference participants were mainly police officers (the Regional Police Headquarters, the Warsaw Police Headquarters and the National Police Headquarters) and the officers of other uniformed services, as well as academics.

5.6.8. 14th meeting of the Community of Users on secure, safe, resilient societies, September 18-19, 2019

LION DC partners attended the "14th meeting of the Community of Users on secure, safe, resilient societies", which took place in Brussels 16-20 September, 2019. The project was presented at the Thematic Group 7 "Organized Crime", 18-19 September.

5.6.9. "Safe E-commerce Conference (SEC)", September 19-20, 2019

Safe E-commerce Conference "SEC" took place on September 19-20, 2019. The subject of the conference were the issues related to abuses and crimes committed with the use of electronic devices and methods of their effective combating. LION DC delegates presented the project, in an attempt to give an overview of LION DC project and a brief update on the project's workflow.

5.6.10. Mediterranean Security Event 2019 (MSE 2019), October 29-31, 2019

LION DC project was present at MSE2019, which was held in Crete, Greece on 29-31 October, 2019. Delegates of the project took part in the joint workshop "Workshop on fighting crime with focus to drugs and people trafficking", organized by MEDEA project. The scope of the workshop was on drug trafficking and overall the discussions were fruitful, since experts from various fields joined forces.

5.6.11. i-LEAD Industry Days, November 5, 2019

The concept of Industry Days was to connect practitioners with the providers of technology software and systems recognised by the project as key focus areas in individual streams of

law enforcement. The event was attended by three EU funded projects. Each provided a short presentation of their projects. LION DC was presented in the event, in an attempt to give an overview of LION DC project and a brief update on the project's workflow.

5.6.12. PPHS conference: "Cybercrime.1 – Technologies" ("CP.1 Technologies"), November 7-8, 2019

"Cybercrime.1 – Technologies" was the first edition of conferences on modern technologies and good practices used in preventing and combating cybercrime. The event consisted of a panel discussion and a workshop that provided an opportunity for participants to exchange experiences and broaden their knowledge on cybersecurity. LION DC delegates presented the project, in order to give an overview of LION DC project and a brief update on the project's workflow.

5.6.13. PPHS Advisory Board meeting, December 18, 2019

The meeting was attended by representatives of services responsible for public security which are responsible for among others increasing a level of cybersecurity in Poland. Among other projects, LION DC partner PPHS successfully presented LION DC project, its outcomes and responded to relevant questions from the audience.

5.6.14. Internal presentation to KEMEA researchers, Hellenic Police & Ministry of Citizen Protection representatives, May 22, 2020

On May 22, 2020 LION DC project was presented in an online event organized by KEMEA. The main purpose of this online presentation was to inform Hellenic Police & representatives from the Ministry of Citizen Protection about LION DC project regarding the outcomes and tools and how they may benefit the project's outcomes. The presentation received a warm welcome from the attendees who immediately showed they interest in following the project results.

5.6.15. EUROCRIM 2020: 20th Annual Conference of the European Society of Criminology, September 10-11, 2020

LION DC participated in the online conference of the European Society of Criminology, “Eurocrim2020“, which took place on 10th-11th September, 2020. The project’s representatives presented LION DC project and participated in a round table discussion concerning evidence based cybercrime policy.

5.6.16. i-LEAD Research Day, October 26-30, 2020

This specific event provides a space for research initiatives and researchers to deliver presentations directly to security practitioners and procurement specialists from European law enforcement agencies (LEAs). The goal of the meeting is to foster cooperation, supporting an ongoing dialogue between LEAs and the research market. In this framework, LION DC representatives managed to participate and be actually involved in the discussions held during the aforementioned meeting.

5.6.17. General meeting of the Association PPHS, December 21, 2020

The meeting was attended by representatives of LEAs, science and authorities interested into topics relevant to fighting with online drug crimes. In this context, among other, LION DC was one of the projects that were presented to the attendees as it perfectly matches with event’s goals.

5.6.18. Conference entitled: “Ukrainian and European experience of effective cooperation between civil society and security authorities”, December 22, 2020

The event was attended by representatives of Law Enforcement Agencies, diplomatic missions, public administration and NGOs who were acquainted with the scope of the LION DC project.

5.6.19. LION DC webinar for the Polish Police on cryptocurrencies and relevant subjects, April 27-28, 2021

This 2-day webinar was organised by PPHS within the LION DC project in cooperation with the Bureau for Fighting Cybercrime of the General Polish Police HQ and Regional Polish Police HQ in Gdansk. About 50 attenders from whole Poland has learned new skills in using cryptocurrencies in online drug crimes investigation. Thematic modules have been developed based on the LION DC training materials.

5.6.20. LION DC in ANITA workshop, May 21, 2021

LION DC representatives were present in sister's project workshop organised in May 2021. Project's coordinator successfully presented the project and its outcomes to the wide audience participated in ANITA's workshops and responded to the questions raised by the participants.

5.6.21. LION DC 2nd webinar for the Polish Police on cryptocurrencies and relevant subjects, May 26-27, 2021.

The thematic scope was the same. The event was co-organised by the Criminal Bureau of the General Polish Police HQ and the RPP HQ in Gdansk. The event was attended by approximately 100 officers, who were experts in fighting against financial crimes. The various modules that were developed within the scope of the webinar were based on the LION DC training materials.

5.6.22. LION DC Closing Conference, June 7-8, 2021

In the LION-DC closing conference, the project's various outcomes and findings were presented, which were mainly focused on the fight against online drug crimes. More specifically, in this online event, the project's five work packages were presented along with the most important findings and outcomes each one extracted, in order to disseminate, in the best possible way, the acquired knowledge to all interested parties. Additionally, the second day of the closing conference was dedicated to the promotion of collaboration among EU funded projects of similar interest. To that cause, various other projects that are actively involved in fields such as fight against crime and terrorism, cybercrime, and illegal

transactions participated in the part of the conference. The purpose of the presentations was to raise awareness, promote cooperation among EU funded projects and share results and knowledge. This part was also a great opportunity to exploit the chances for future partnerships among various organizations and get informed about the latest news and priorities of European Commission in the field. Keynote speeches were also given during both days of the conference, which offered valuable insights and knowledge to all attendees.

Figure 15: LION DC Closing Conference invitation

5.7. Monitoring and Evaluation

The monitoring of the dissemination and communication results is a vital part of the overall dissemination and communication plan and constitutes essential process in evaluating if the plan was successful. The monitoring activities supported LION DC consortium throughout the project, in order to be aligned with the initial strategy and also to make adjudgments and corrective actions & changes in order to provide high quality results.

To achieve the goals, a set of Key Performance Indicators (KPIs) was used, to measure the progress made in the dissemination and communication activities during the project's lifecycle. The monitored KPIs include statistics for the website and social media accounts, active participation in events, number of promotional materials produced etc. The analysis of these KPIs helped consortium partners to steer the dissemination tools and strategy towards the most effective of the activities to obtain the highest impact. Substantial effort was made from all the project partners, in order the targets that were set concerning KPIs to be met.

In the following table the KPIs associated with each tool / activity and method is presented along with the current numbers, as they have been formatted in June 2021.

Table 1: Key Performance Indicators matrix

Key Performance Indicators			**Target Performance**		**Actual Performance**
Dissemination tool/activity	**Metric**	**Method**	**End of project lifetime**		**June 2021**
			Poor	**Good**	
LION DC Website	Number of unique visits	Google Analytics	300	600	**1913**
	Number of visits		400	800	**2908**
	Average Session Duration		03:00	05:00	**02:17**
	Number of downloads of public project reports / deliverables		15	30	**45**
	Number of references of LION DC in other websites	Auto-count	3	5	**8**
Newsletter	Number of newsletters published (total number)	Proceedings	3	4	**5**
	Number of clicks to open newsletter (for each newsletter)	Google Analytics	25	50	**283**
Flyer / Brochures	Numbers of flyers/brochures published (total number)	Proceedings	1	2	**1**
Workshops	Number of workshops/ trainings/ exercises organised (total number)	Proceedings	< 7	≥ 7	**9**
	Number of participants per workshop	Attendance Sheet	< 15	≥ 15	**>15**
Events	Number of events participated (total number)	Auto-count	< 5	≥ 5	**21**
LinkedIn	Number of group members	LinkedIn Analytics	< 75	≥ 75	**38**
	Number of followers of LION DC LinkedIn page		< 100	≥ 100	**134**

Twitter	Number of followers	Twitter Analytics	< 120	≥ 120	**135**
	Number of tweets		< 40	≥ 40	**42**
	Number of retweets		< 12	≥ 12	**33**

5.8. LION DC Dissemination and Communication material

Through the duration of LION DC project, the consortium was responsible of producing dissemination materials, in order to keep the audience informed of the project's latest news and outcomes, as well as to further expand the reach of LION DC. To that end, LION DC consortium produced various materials, in both digital and printed format.

5.8.1. LION DC Newsletters

The project's newsletters aimed to inform the audience, on the major news that concerned LION DC and also to inform them on the future events regarding the project. By the end of the project's duration, 5 Newsletters will have been published in digital format. In 2019, the consortium has produced two issues of the **LION DC Newsletter**, followed by one issue produced in 2020 and two final issues in 2021. The fifth and final issue is going to be produced just before the end of the project, in July 2021.

5.8.1.1. Newsletter contents

Concisely, a brief summary of the newsletters' contents could be depicted below:

- **Newsletter #1** (April 2019)

[1] WELCOME
[2] LION DC PROJECT
[3] LION DC CONSORTIUM
[4] STAKEHOLDERS GROUP
[5] EVENTS
[6] WORKSHOPS

- **Newsletter #2 (December 2019)**

  [1] TIME FOR IMPLEMENTATION
  [2] LION DC PROJECT OVERVIEW
  [3] LION DC CONSORTIUM
  [4] STAKEHOLDERS GROUP
  [5] WP2 IN A NUTSHELL...
  [6] CLUSTERING ACTIVITIES
  [7] EVENTS
  [8] WORKSHOPS
  [9] UPCOMING TRAININGS

- **Newsletter #3 (August 2020)**

  [1] STAY SAFE, STAY TUNED
  [2] LION DC PROJECT
  [3] LION DC CONSORTIUM
  [4] STAKEHOLDERS GROUP
  [5] TRAININGS
  [6] EVENTS
  [7] FOR THCOMING TRAININGS
  [8] CONTACT US & SOCIAL MEDIA

- **Newsletter #4 (April 2021)**

  [1] ADAPTATIONS
  [2] LION DC PROJECT
  [3] THE CONSORTIUM
  [4] STAKEHOLDERS GROUP
  [5] TRAININGS
  [6] PROJECT ACTIVITIES
  [7] CONTACT US & SOCIAL MEDIA

- **Newsletter #5 (July 2021)**

To be published in July 2021.

Figure 16: LION DC Newsletters

5.8.2. LION DC flyer

In the first year of the project, LION DC consortium decided to publish a project flyer in printed format, in order to enhance the dissemination of the project. The flyer accompanied LION DC project to all the events in which it participated, and it was distributed to all the interested persons, who would like to find out more about the project.

The 6-pager flyer retains the original LION DC artwork, and it offers the reader a brief summary of the project's structure and scope. The contents of the flyer could be summarized below:

LION DC flyer contents

[1] Project overview

[2] Project objectives

[3] LION DC workflow

[4] LION DC project general information

[5] Framework and training modules

[6] Work Package (WP) Structure

[7] Photos from physical meetings

Figure 17: LION DC flyer 1/2

Figure 18: LION DC flyer 2/2

5.8.3. LION DC banner

In addition to all the released material, a banner that depicts the overview of the LION DC project, the objectives, expected results, partners, logo, contact details, etc. was released.

Figure 19: LION DC banner

5.8.4. General Presentation template

For dissemination and communication purposes, KEMEA, that is responsible for Work Package 5, created a common presentation template that was used by all the consortium partners when they presented their project activities to an audience. To this end, LION DC Consortium ensured that all communication activities were based on common ground.

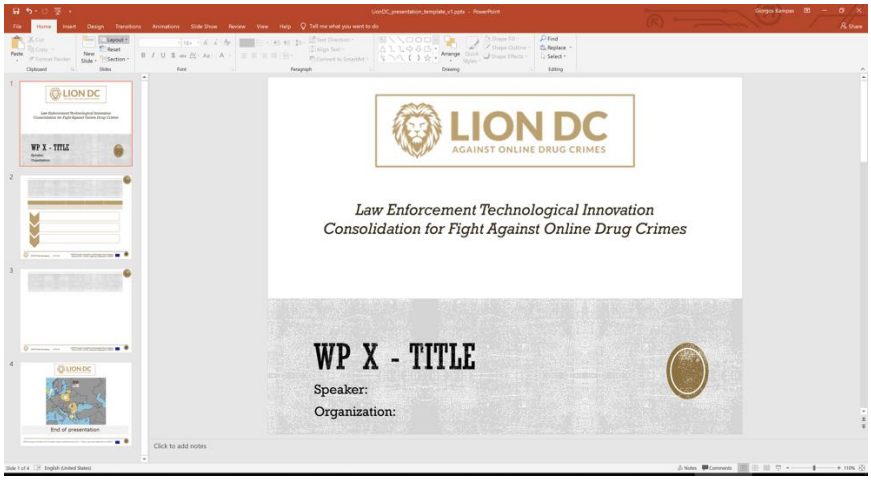

Figure 20: LION DC presentation template

5.8.5. LION DC Letterhead

LION DC consortium partners prepared a letterhead template for single page or two pages letter, in order LION DC delegates to be able to send official letters on behalf of Lion DC.

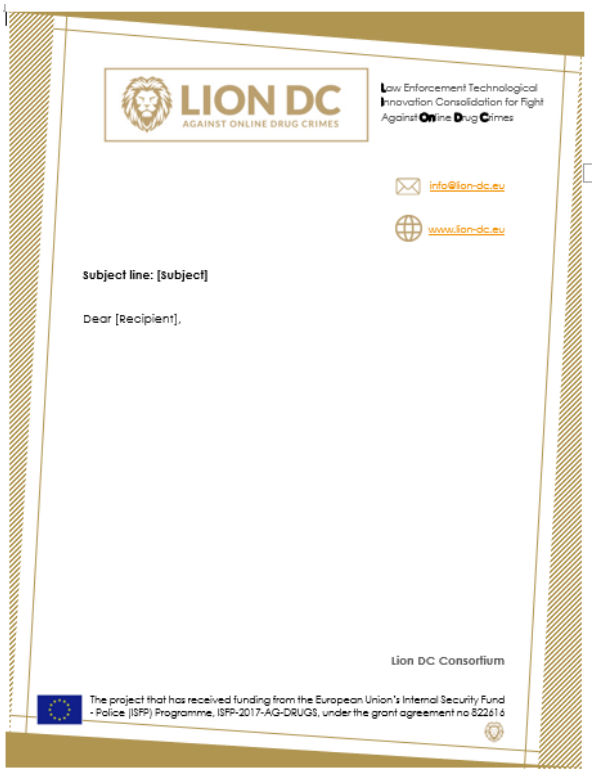

Figure 21: LION DC letterhead

5.8.6. LION DC invitation template

An invitation template was created within the scope of Work Package 5 of LION DC project. The template was used to inform the audience on the upcoming events and provide them with all the practical information needed in order to participate.

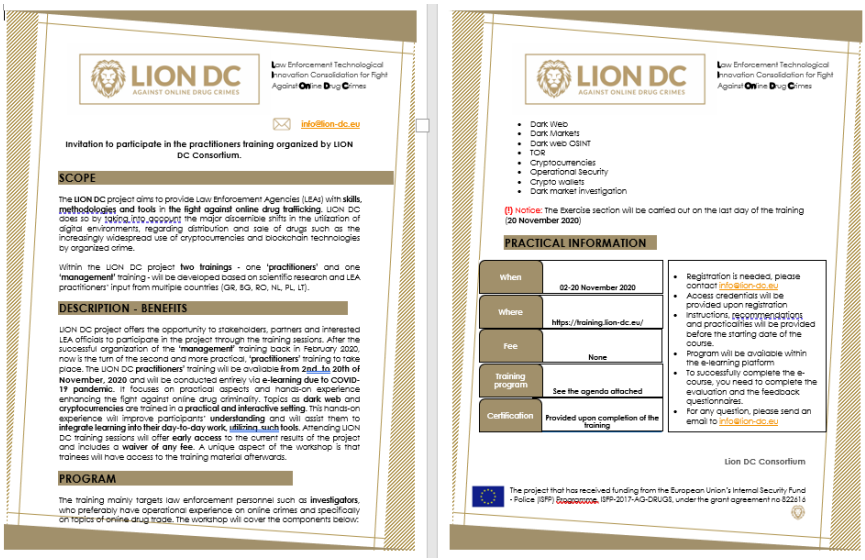

Figure 21: LION DC invitation

5.8.7. LION DC certificates

Upon completion of the training, depending on the nature of each training, all the participants who successfully completed the trainings, received a signed certificate which proved their achievement. The two types of certificates were created within LION DC project - “certificate of attendance” and “certificate of achievement”.

Figure 22: LION DC certificates

6. Conclusions

To conclude, the COVID-19 crisis has heavily affected dissemination & communication of LION DC project, causing the cancellation of most of the activities planned for disseminating the project at external events and physical meetings. The travel restrictions and the cancellation of most events gave limited space to increase the project's dissemination at events. LION DC consortium made substantial effort to deliver the best results possible through the available alternatives. Overall, the effort paid off and the general consensus is that the initial goals have been achieved.

Beyond the project's duration, LION DC will keep updating its website and social media profiles to provide project dissemination to its audience.

ANNEX A – LIST OF ACRONYMS

Acronym	Description
AMD	Amendment
ANITA	Advanced Tools for fighting online illegal trafficking
CEPOL	The European Union Agency for Law Enforcement Training
D&C	Dissemination and Communication
DoA	Description of Action
EC	European Commission
ENLETS	European Network of Law Enforcement Technology Services
EU	European Union
EU MS	European Union Member State
EUROPOL	The European Union Agency for Law Enforcement Cooperation
GA	General Assembly
HQ	Headquarters
i-LEAD	Innovation - Law Enforcement Agency's dialogue
ISF	Internal Security Fund
KPI	Key Performance Indicator
LEA	Law Enforcement Agency
OSINT	Open Source Intelligence Tools
POC	Point of Contact
RPP	Regional Polish Police
SENTER	Strengthening European Network Centres of Excellence in Cybercrime
SG	Stakeholders Group
UAE	United Arab Emirates
WP	Work Package

ANNEX B – REFERENCES

References	
1	LION DC Grant Agreement Nr. 822616, Amendment 1 Reference No AMD-822616-11, Amendment 2 Reference No AMD-822616-12
2	LION DC Deliverable D5.1 Drug Criminality Online competence structure & training materials
3	LION DC Deliverable D5.3 Stakeholders Group Report
4	LION DC Deliverable D5.4 - Dissemination Materials & Communication Plan Report