



## D5.2 SHIELD logo, website and social media accounts



## Project Details

Acronym:	<b>SHIELD</b>
Title:	solutionS to enHance Interfaith protEction of pLaces of worship from terrorist Danger
Coordinator:	<b>SYNYO</b> (Austria)
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Website:	<a href="http://www.shieldproject.eu">www.shieldproject.eu</a>

### Consortium:

No	Participant Name	Short Name	Country
1	SYNYO GmbH	SYNYO	Austria
2	ZANASI ALESSANDRO SRL	Z&P	Italy
3	FUNDACJA OBSERWATORIUM SPOLECZNE	SOF	Poland
4	FUNDACION EUROARABE DE ALTOS ESTUDIOS	FUNDEA	Spain
5	INSTITUTUL INTERCULTURAL TIMISOARA	IIT	Romania
6	TECOMS SRL	TEC	Italy
7	SPIN SYSTEM	SPIN	Belgium
8	HOCHSCHULE FÜR DEN ÖFFENTLICHEN DIENST IN BAYERN	BayHfoD	Germany
9	MUNICÍPIO DO BARREIRO	MBAR	Portugal
10	EUROPE ISLAMIC ASSOCIATION	EIA	Italy
11	INSTITUTE FOR THE STUDY OF GLOBAL ANTISEMITISM AND POLICY - EUROPE	ISGAP	Italy
12	EUROPEAN ORGANISATION FOR SECURITY	EOS	Belgium
13	POLSKIE TOWARZYSTWO OCENY TECHNOLOGII	PTOT	Poland
14	ITAPOL VIGILANZA SRL	ITLP	Italy
15	CENTRO INTERNAZIONALE DI RICERCA SISTEMICA	CIRS	Italy
16	FONDAZIONE AMICI DELLA CATTEDRALE DI NOVARA	FACN	Italy
17	GLAVNA DIREKTSIA NATSIONALNA POLITSIYA	GDNP	Bulgaria
18	ORSZAGOS RABBIKEPZO ZSIDO EGYETEM	BUJS	Hungary

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## Executive Summary

The aim of this document is to provide an overview of three dissemination and communication attributes for the SHIELD project:

- SHIELD logo
- SHIELD project website
- SHIELD social media accounts

In order to enhance the project's visibility and enlarge the stakeholder group, as foreseen by the Grant Agreement (GA), the SHIELD project partner SPIN system in collaboration with the project consortium established the above-mentioned dissemination and communication tools. The current report presents the starting state of the tools and the roadmap for further use and application of the tools.

The project website and social media accounts will be updated accordingly following the progress of the SHIELD project.



## 1. INTRODUCTION

SHIELD is a project funded by the European Union's Internal Security Fund aimed at protecting places of worship from the risks of violent extremism. Implementing risk factors' analysis, SHIELD is to enhance security postures at places of worship through improving the coordination, cooperation, and communication between Law Enforcement Agencies, public authorities, faith leadership and congregations.

The combination of the Shield protective and risk factors' analysis brings together stakeholders and target groups to develop new measures to ensure the safeguard of these places and the resilience of believers with different faiths.

SHIELD's consortium is made up of 18 partners from 10 EU countries, engaged for two years: from January 2022 to January 2024.

The deliverable 5.2 is a key strategic document for the SHIELD project. The document highlights selected tools, channels and methods to increase the impact of the project and its practical outcomes. For a successful project, it is crucial to ensure public disclosure of the results by increasing the project visibility and ensuring appropriate communication.

The deliverable will foresee the setting up of the project logo and official website, including all information, activities and results related to SHIELD. Furthermore, the website will have a dedicated section in which all the information and raising awareness material produced within the project will be collected. SHIELD's ad hoc social media accounts have been created and will be frequently updated, with the aim to enhance the visibility of the project to the general public.

## 2. SHIELD PROJECT LOGO

Six different logos were designed and were presented for voting to the project partners before the SHIELD first KOM held on the 25th to 26th of February, 2022 (meeting was held on online platform considering the restrictions caused by COVID -19). The feedback from the partners was collected and integrated for the second-round voting held on 25th of February, 2022. The final decision was made based on a joint discussion as to which of the logos would better represented the aims and objectives of the project. The design illustrated below (Fig. 1) was adopted as the project logo.

The project's logo is the combination of two hands carefully forming a protective SHIELD on the Project's name. The logo is an identifying symbol that represents the purpose of the project. It conveys the project's message in a way that establishes an emotional connection with its target audience. The green colours were carefully chosen to respect the standardization of the project and offer an image of trust, relaxation and convey the idea of security.



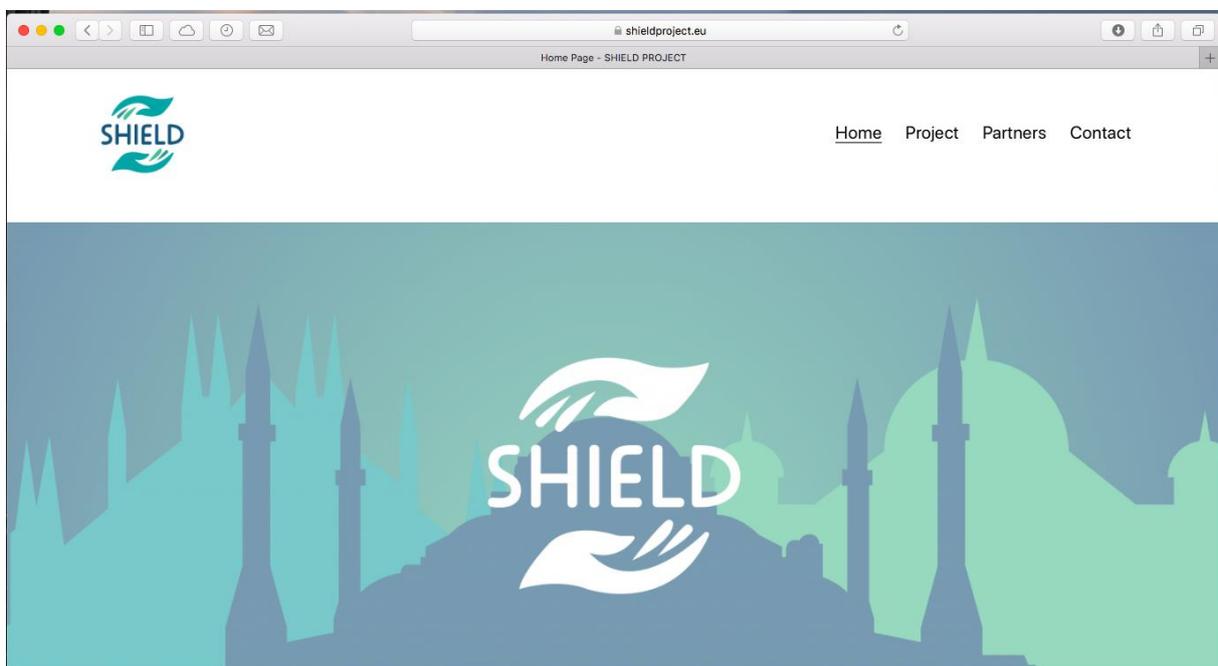
Figure 1 – SHIELD Logo

### 3. SHIELD PROJECT WEBSITE

The project website is one of the main sources of information about the project available to most stakeholders. The SHIELD website will host the domain [www.shieldproject.eu](http://www.shieldproject.eu).

The project website available by M3 is created to share information about the project and its progress on English language. The project website will be public from 1st of April 2022. The SHIELD website is designed to be informative but minimal with a soft and clear language to ensure safe communication with diverse categories of stakeholders and external audience.

The main purpose of the website is to communicate with the target audience and transmit relevant information and updates about the project. Currently there are four working sections available: Home, Project, Partners, Contact (Picture 1)

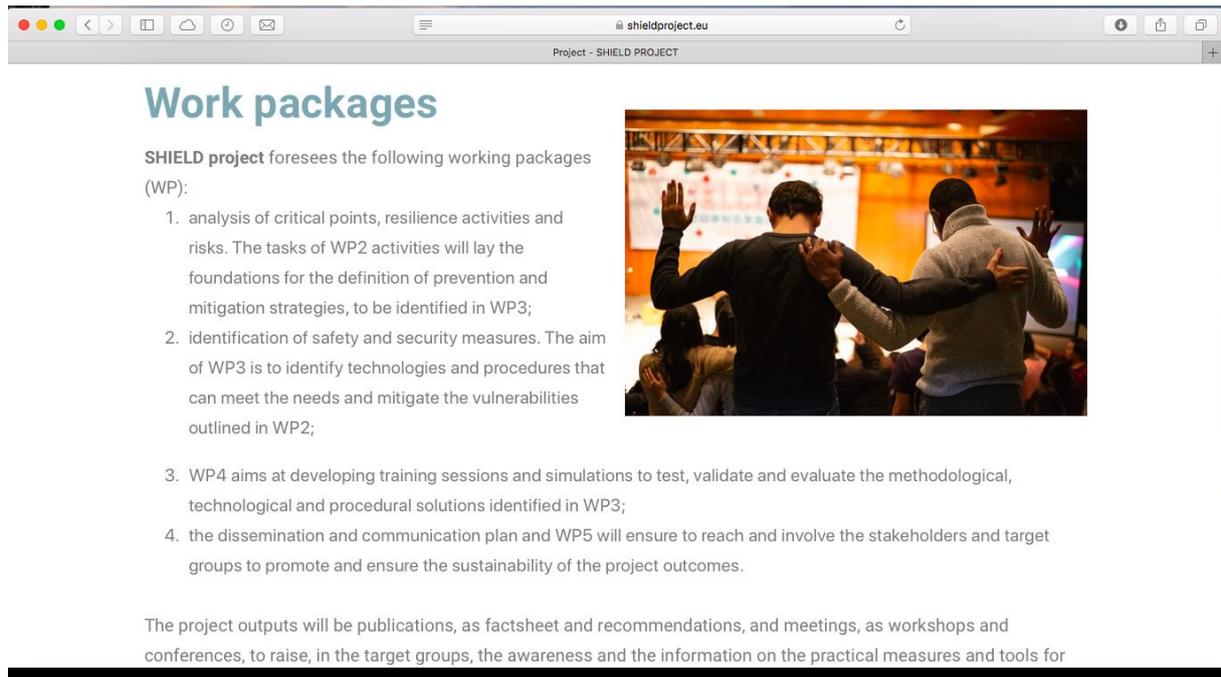


Picture 1 - SHIELD website "HOME" Page

Two more sections (Deliverables, News) will be created following the progress of the project.

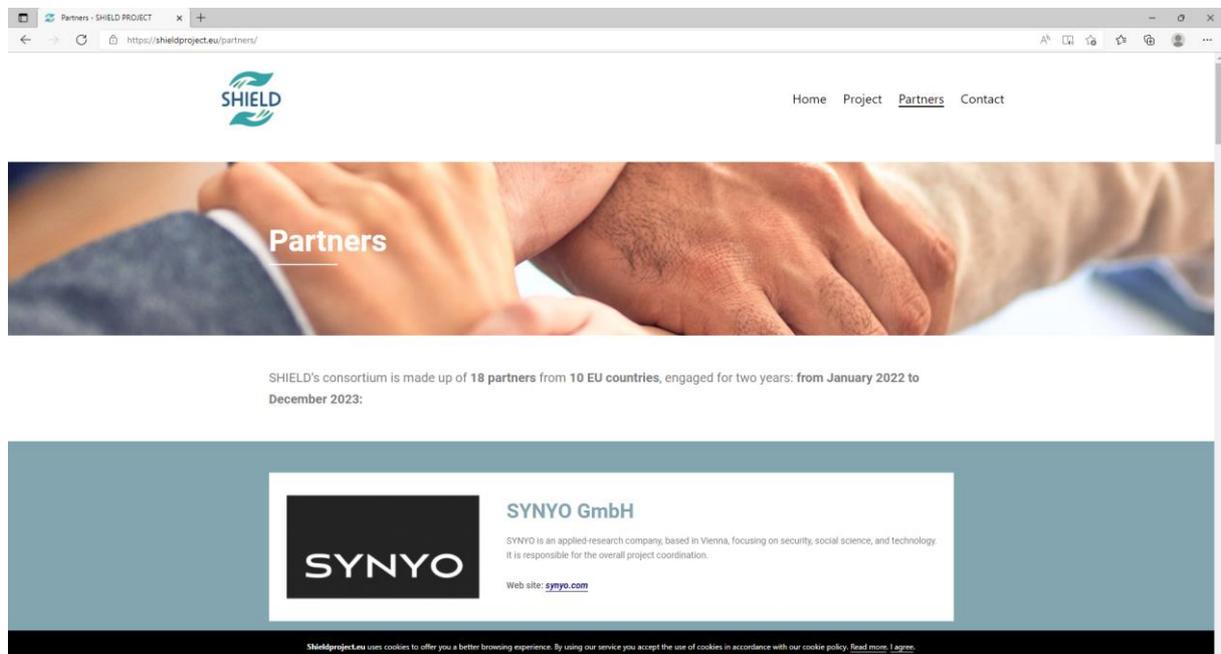
The general information provided on project is presented on the "HOME" section providing a description of SHIELD's objective, implementing partners and funding institution.

The "PROJECT" section briefly describes the WPs and the expected outputs (Picture 2).



**Picture 2 - SHIELD website “PROJECT” page**

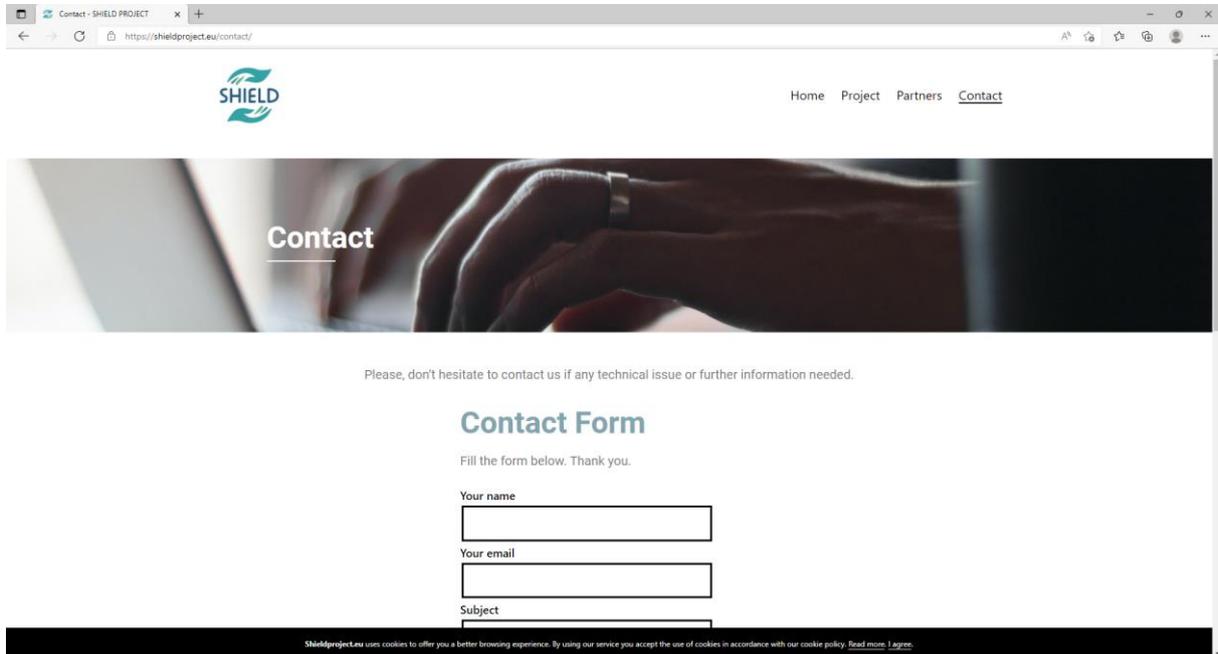
SHIELD’s consortium is made up of 18 partners from 10 EU countries, engaged for two years: from January 2022 to January 2024. The description and logo of each partner is provided on the section “PARTNERS”. It would be possible for the partners to link the project website to their partner websites to support the dissemination. (Picture 3)



**Picture 3 - SHIELD website “Partners” page**

The “CONTACT” section will be managed by SPIN system, this section will help to maintain the communication between project consortium and interested parties. (Picture 4)

For this purpose, a dedicated email was created: [office@shieldproject.eu](mailto:office@shieldproject.eu)



Picture 4 - SHIELD website “Contact” page

## 4. SHIELD SOCIAL MEDIA ACCOUNTS

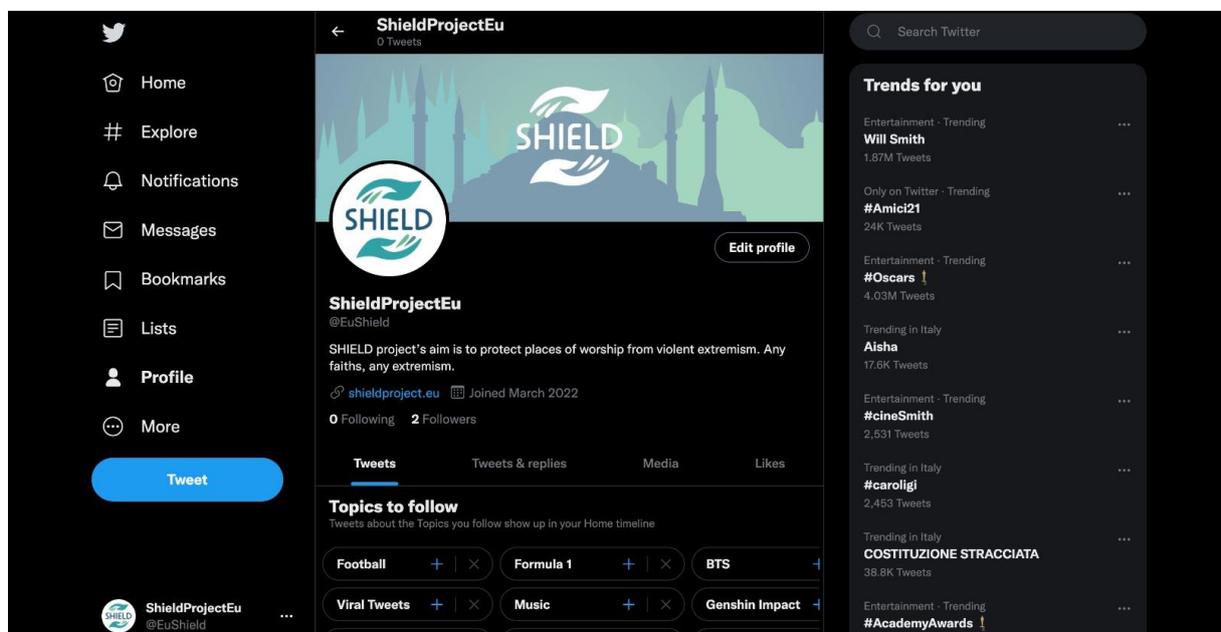
The creation of social media channels is extremely important for the SHIELD project. They are used to maintain communication, sharing of content and communicating with external audiences.

Already existing social media pages of all partners will be used to share news related to SHIELD and to attract a wider audience.

Two social media accounts for SHIELD were created by SPIN on **LinkedIn and Twitter (Picture 5 , 6)** by M3, which are available from 1st of April 2022 as the main social media accounts to spread information. The publications on social media accounts will be scheduled periodically with 1-week anticipation by all partners through the Communication Content Planning and Scheduling database (Table 1) created by SPIN.

Date of insertion (scheduled by partners, 1 week before publication)	Date of publication (agreed with SPIN)	Link (word document with the text, images, etc.)	Title (relevant title for the post)	Description (short description max 2 lines)	Hashtags	Tags	REVIEWED (SPIN)	PUBLISHED (SPIN)	Cancelled (SPIN)

Table 1 - SHIELD Communication Content Planning and Scheduling database



Picture 5 - SHIELD Twitter Account



Picture 6 - SHIELD LinkedIn Account

In order to enhance the visibility a set of relevant Hashtags was provided to the consortium. Every time the post is published on LinkedIn or Twitter it will be accompanied with following hashtags:

#ShieldProjectEu #ShieldProject #Safety #ViolentExtremism #Worship #Interfaiths #CVE

SPIN system is responsible for monitoring the progress of the related dissemination and communication activities, related to the desired and predefined KPIs.

A series of Key Performance Indicators (KPIs) are detailed below to show the expected impact of SHIELD dissemination and communication activities. The indicators will be discussed and updated during the 6 months of project implementation.

Dissemination tool / channel	KPI	Objective	Goal and what/how
SHIELD Website	Yearly visits (Session)	1000	<b>Goal:</b> To make third parties aware and promote the use the SHIELD, collect user feedback and user experience.  What, How: The website is planned to be up and running in Month 4 after the project starts. Beside general information, technical reports and SHIELD's public deliverables will be made available for use and download. The website will be maintained by SYNYO for at least two further years after the end of the project.
	Yearly User (Session)	500	
	Monthly downloads: Posters, deliverables.	5	
	Referral from external web pages	60	

<b>SHIELD Social network profiles</b>	Twitter followers	200	<p>Goal: To build a network, that will create followers willing to benefit from the results of SHIELD.</p> <p>What, How: social networks were up and running from the first months of the project. Depending on the phase of the project, updates may be monthly, weekly or even daily.</p>
	Number of Tweets (total)	500	
	Twitter profile visits (monthly)	200	
	Twitter mentions (total)	50	
	LinkedIn followers	100	
	LinkedIn reactions (monthly)	20	
	LinkedIn shares (total)	100	
<b>SHIELD Newsletter</b>	Number of issues each year	2	<p>Goal: To collect experiences and results and share these with the relevant communities.</p> <p>What, How: Focus on spreading the SHIELD project ideas and use-case results. The plan is to publish a newsletter 3 times per year.</p>
	Number of distributed issues	200	
<b>Mass Media</b>	Number of publications of relevant papers/contributions/article (annually)	1 per country	<p>Goal: involve people who do not use social networks, gain visibility at regional and national levels. To promote project ideas, concepts and results in scientific research and applied research communities, and get feedback from relevant stakeholders in these communities.</p> <p>What, How: One article per country is expected.</p>
<b>Participation in Project meetings and external events</b>	Number of project events	6	<p>Goal: disseminate the project at international level and engage with as much as possible large number of relevant stakeholder groups.</p>
	Final conference	1	
	Contribution to external events (online and offline)	20	

Table 2 - SHIELD Communication and Dissemination KPIs (defined by D5.1)



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