

Deliverable Report

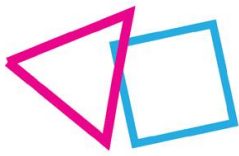
D7.8

Report on Communication and Dissemination Activities

Report N. 1



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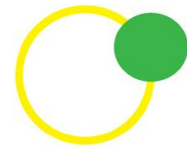
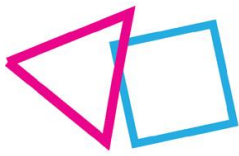
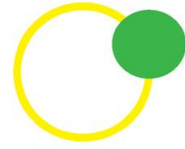
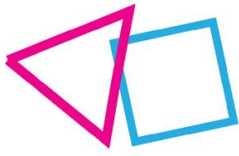


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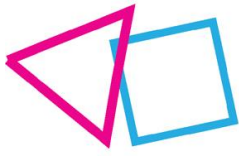
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List of Abbreviations

Abbreviation	Description
EU	European Union
GA	Grant Agreement
LEAs	Law Enforcement Agencies
NMT	Neural Machine Translation
WP	Workpackage

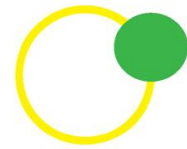
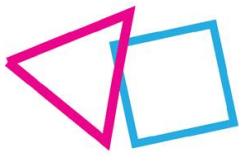


Executive Summary

The present report on communication and dissemination activities and strategy update aims to provide the latest information on the communication and dissemination tools developed in the projects. This report provides a full overview of the first phases of RAYUELA project, and an overview of all activities related to the communication and dissemination that project partners have carried out during the first months of the project.

The report has been compiled by Bratislava Policy Institute (BPI) who is the leader of WP7 communication and dissemination. The report also detailed all the past communication and dissemination activities of the whole consortium and of each project partner on their individual level. The report analyses the RAYUELA activities of the consortium carried out in the first 12 months of the project. It sets out the impact assessment of:

- a) Communication channels/ tools and activities (as project website, cloud platforms, social media accounts, newsletters, infographic, and other).
- b) Dissemination activities, materials, and publications.
- c) Key performance indicators.
- d) Future dissemination and communication project activities.
- e) Risk management and coordination.



1.Introduction

This first dissemination and communication report out of three details all the dissemination and communication activities carried out by the RAYUELA project within the first 12 months of the project duration. The report relies on input provided by the project partners and the WP7 coordinator Bratislava Policy Institute (BPI). It should be noted that not all partners were able to provide their individual communication or dissemination activities, but this does not affect the assessment and improvement of the visibility of the RAYUELA project.

The deliverable is related with the Communication and Dissemination Plan (D.7.1) including Visual identity of project (D 7.2) which established and runs respectively the visibility and communication infrastructure of the project so that all activities carried out during the project lifetime will achieve maximum impact. The deliverable is an integral part of task 7.2 of the WP7.

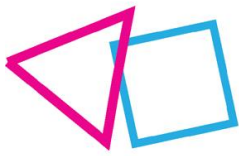
1.1 About RAYUELA

The internet has become an integral part of children and young people's lives. The increased time spent online is prompting questions about whether they are in control of their internet usage. The low level of awareness of cyber threats and their potential impact is a serious issue that translates into the proliferation of incidents due to human mistakes. 51% of EU citizens feel not at all or not well informed about cyber threats and 86% of Europeans believe that the risk of becoming a victim of cybercrime is rapidly increasing. On the other hand, Law Enforcement Agencies (LEAs) have noted that ever more teenagers and young people are committing cybercrimes. This is an international problem which has considerable cost implications; it is estimated that crimes in cyberspace will cost the global economy \$445B annually. Understanding the behavioural and developmental aspects of cybercrimes is becoming increasingly important and underlines the necessity of a shift in focus from sanctions to deterrence and prevention.

As a research project, RAYUELA aims to bring together LEAs, sociologists, psychologists, anthropologists, legal experts, computer scientists and engineers, to develop novel methodologies that allow better understanding the factors affecting online behaviour related to new ways of cybercrime, as well as promoting the potential of these young talents for cybersecurity and technologies.

RAYUELA's main goal is to better understand the drivers and human factors affecting certain relevant aspects of cyber criminality, as well as empower and educate young people (children and teenagers primarily) in the benefits, risks and threats intrinsically linked to the use of the Internet by playing, thus preventing, and mitigating cybercriminal behaviour.

The project focuses on cybercrime, which has a significant cross-border impact among the EU countries, but also outside the EU. Specifically, the proposal is addressed to cybercrime related to children, teenagers, and young adults, which happen to be one of the most vulnerable populations in the EU, who must be protected and educated to stay safe online.



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RAYUELA proposes a series of solutions to help the EU in the prevention, investigation and mitigation of cybercrime related to online grooming, cyberbullying and human trafficking, while incorporating the perspective of gender and cultural diversity. Moreover, one of the main issues to be tackled in RAYUELA will be the defence of fundamental rights, especially the right to privacy online. The project brings together key stakeholders to secure the impacts at EU level and beyond.

1.2 About WP7

WP7 aims to: [1] define the Communication and Dissemination plan for the main results and development achievements, [2] identify the main target communities, develop impact-effective activities and use the most adequate means for communicating key features and disseminating project outcomes, [3] define new prevention mechanisms to avoid cybercrime, [4] design public communication campaigns to raise awareness among EU youth, and [5] define a cooperation agenda and capacity building roadmaps to fight young cybercrime.

Next, a description of the tasks of the RAYUELA project related to this deliverable is provided (as in the GA), including the involvement of relevant project members of the consortium:

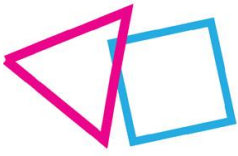
Task 7.1. Communication and dissemination plan and strategy: all project members will be responsible for their internal communication channel and their own communication tools, which should be copying the overall visual identity of the project and the identical form, approved by the WP7 leader.

Task 7.2. Communication and dissemination activities (M1-M36) will be active during the whole project duration (M1-M36) within the main leader BPI. RAYUELA project will be communicated and disseminated in a variety of online and offline dissemination channels. Visibility and publicity will be achieved via: [1] a visual identity, [2] a website, [3] RAYUELA's educational material and policy guidelines, [4] supporting materials with original written, visual and audio-visual content, [5] contact lists and direct electronic mailing, [6] publications and media outputs (social media, press releases and newsletters), [7] scientific and technical publications in specialised media, and [8] other communication events approved by all project partners.

Task 7.3. New prevention mechanisms: guidelines and policy cycle recommendations for cybercrime (M9-M36) which will be led and designed by BPI with closer cooperation of LEAs. They will propose new ways on how to analyse and how to look at cybercrime, its threats and impact on individual behaviour which affect society in general.

Task 7.4. Awareness campaigns and final RAYUELA event on cybercrime awareness and prevention (M9-M36) will be led by ALLDIGITAL in cooperation with COMILLAS, BPI, TARTU, UGent and EA. ALLDIGITAL will encourage horizontal mainstreaming both at national and international level, promoting the project to training organizations and competent public authorities including those from countries not involved in the project.

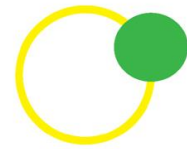
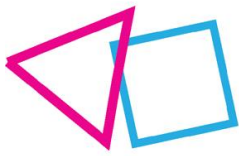
Task 7.5. Designing new educational content and materials for the EU youth (M9-M36) will be led by BPI in cooperation with COMILLAS, TARTU, UGent and EA. RAYUELA's educational content is the most important and valuable output of the whole project which will reach the main outcome of the project



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– awareness of children, parents, teachers and educators towards the main threat and impact of cybercrime on youth.

Task 7.6. Cooperation agenda and capacity building roadmaps for EU LEAs on young cybercriminal activities (M9-M36) which will be led and designed by BPI in closer cooperation with LEAs project partners. They will design a dedicated roadmap for LEAs that will help to go through relevant materials, educational tools without any barriers.



2. START-UP PHASE: Communication and Dissemination Activities

The first communication and dissemination plan was designed for the purpose to maximise awareness of the RAYUELA project and its achievements during the whole (and after) duration of the project. The purpose of all designed activities within the plan was to target relevant stakeholders and a select audience that was setup at the beginning of the project. All the first activities of the project consortium, project coordinator and WP7 coordinator was designed to reshape the visual identity of the RAYUELA project, promote the main goal and objective towards the targeted audience, and make RAYUELA visible.

Planned activities for the period of the first 12 months of the project included:

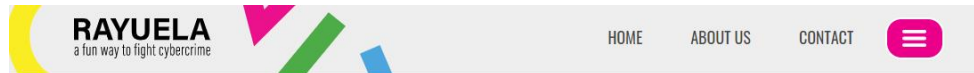
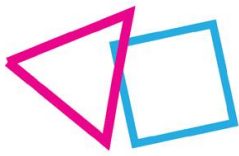
- a) Providing information about RAYUELA project through communication tools/channels as project website, partners network, contribution to third party publications, events, and channels.
- b) Engaging with the target audience via communication channels (social networks, newsletters, infographic, networking/research and educational events, conferences and more).

2.1. RAYUELA Website

RAYUELA's website serves as the main communication and dissemination channel of the whole project. It is used as the main gateway to spread all relevant information concerning the progresses and deliverables of the project to the wider public. The main objective when we designed the website was to make it intuitive, dynamic and user-friendly. It was designed from scratch and no third-party templates were used. The project public website (<https://www.rayuela-h2020.eu/>) is designed and maintained by Bratislava Policy Institute (BPI) as the leader of WP7 – communication and dissemination activities. The initial version of the RAYUELA website was launched on 2nd of February 2021 and it is regularly updated with all relevant information. The main section (page) of the project website is provided in the English language. Access to the project website is monitored via Google Analytics. The maintenance of the website and the update of drivers, gadgets, tools are done on a monthly base so there are no deviations which could affect interactive content, figures or other deliverables present on the website.

2.1.1 Project Partners Website

Project partners use their own organisation websites as communication channels. All partners that have separate websites have uploaded basic information about RAYUELA project in English and relevant national language.



RAYUELA NEWSLETTER

E-MAIL

I have read the privacy policy

SUBSCRIBE

LANGUAGE

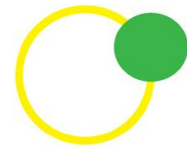
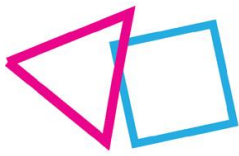
English ▾

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Figure 1. Welcome page of the RAYUELA website: <https://www.rayuela-h2020.eu/>



2.1.2 Website Modification

Making information broadly and readily available in many languages promotes project objectives and dissemination of results to the wider public. In recent years, the European Union and its member states have invested in various programs to advance language technologies as an efficient tool to breaking language barriers. This has resulted in numerous LT technologies, tools, services that have demonstrated their advantages across a wide range of national and international projects and have already proven their usefulness in promoting access to information. To ensure that information about project and project achievements is available to the wider public, we have integrated Neural machine translation (NMT) systems support.

The NMT support is provided by Tilde and is based on Tilde's Webpage translation widget technology ([@tilde-nlp/web-translate-widget - npm \(npmjs.com\)](https://tilde-nlp.com/web-translate-widget-npm-npmjs.com)). NMT service includes the latest cutting-edge features in MT technology, helping to reach global audiences, and access multilingual information faster and more efficiently than ever. It is a scalable cloud-based "factory" for statistical MT (SMT) and neural MT (NMT). It provides automated training of MT systems from specified collections of data stored in the Tilde Data Library, which integrates the repository of parallel, monolingual, and terminological data with billions of parallel and monolingual segments.

Now project Web site is integrated with four specific NMT engines for Danish, German, Latvian and Spanish languages. Later language coverage will be extended to all EU official languages.

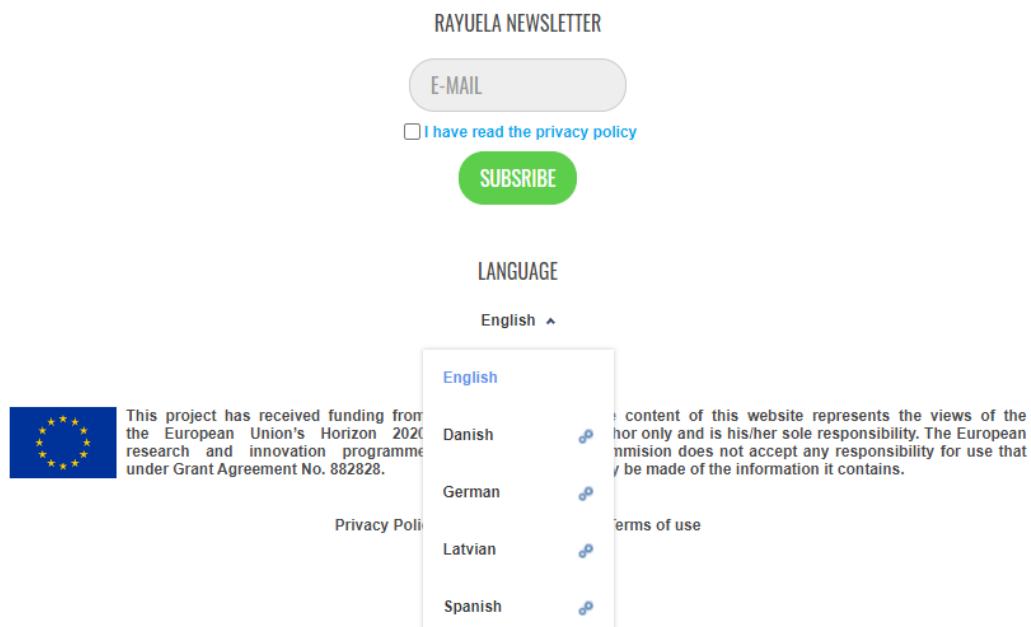
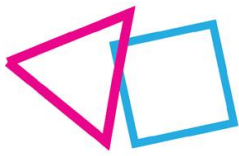


Figure 2. Language menu



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NEWSLETTER RAYUELA

E-MAIL

Ich habe die Datenschutzerklärung gelesen.

SUBSCRIBE

SPRACHE

Deutsch ▾

 Dieses Projekt wurde aus dem Forschungs- und Innovationsprogramm „Horizont 2020“ der Europäischen Union im Rahmen der Finanzhilfvereinbarung Nr. 882828 gefördert.

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Figure 3. German NMT translation example

2.2 Social Media Channels

RAYUELA communication and dissemination activities are also actively carried out through social media channels. The consortium agreed at the beginning of the project that they will create an account on those social media channels that have the ability and the power to target potential audiences, relevant stakeholders, and target groups of the project. According to these keys, we created a RAYUELA account on Facebook, Twitter, LinkedIn and Youtube channel.

The sole responsible for the regular update of the social media channels is the WP7 coordinator, who has also the access to all social media accounts. In the near future we are thinking to widen the group with the access especially to the coordinator of the Task 7.4 – ALL DIGITAL. The monitoring of the performance of all social media channels are secured by tools and analytics provided by each channel.

2.2.1 RAYUELA Facebook Channel

RAYUELA Facebook account was launched on the 12th of October 2020, and from that time we published 114 photos, 63 links and 44 statuses related to the project, activities or deliverables. In general, RAYUELA Facebook account has 183 people that gave a “like” and 195 people that follow the account. Nevertheless, we think that this could be also improved by more regular post and statuses, and the future ALL DIGITAL awareness campaign in upcoming months.

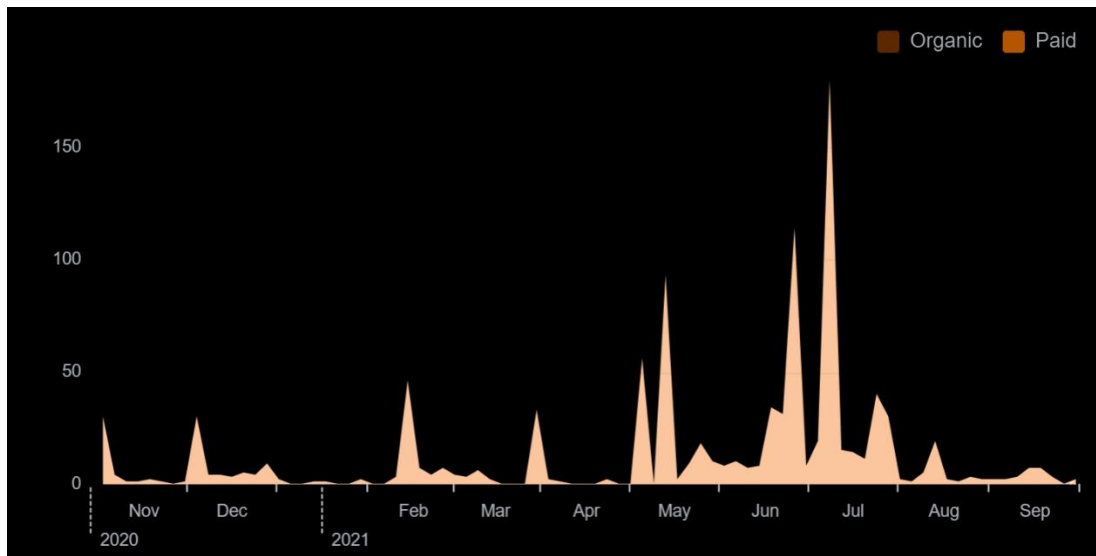
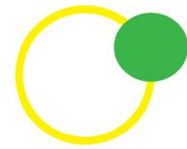
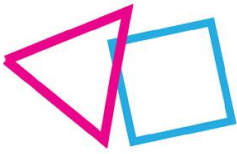


Figure 4. Performance according to the “reach” of RAYUELA Facebook channel

Table 1. Aggregated demographic data of people who engage within the RAYUELA Facebook channel

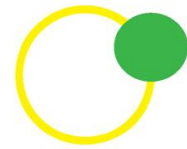
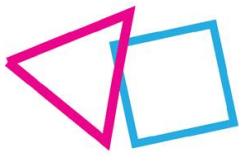
Country	Rayuela FB Fans	Rayuela FB followers	People Reached
Slovakia	96	96	33
Greece	34	34	27
Belgium	7	6	11
Estonia	6	7	10
Spain	5	5	26
United Kingdom	4	4	1
Italy	3	3	1
Hungary	3	3	2
Czech Republic	3	3	1
Poland	3	4	2
Other countries	2 and less	2 and less	-

Source: <https://www.facebook.com/RayuelaH2020/insight>

Notes: we didn't state all other countries because the number of fans, followers and reached people was lower than three, and even the Facebook Insight did not show it in a general overview. According to the demographic data the main target group of people (fans, followers and reached) are men and women between 25-34 years old and 35-44 years old (in average 17% of all individuals who interact with Facebook account).

2.2.2 RAYUELA LinkedIn Channel

RAYUELA LinkedIn account was launched on the 12th of October 2020, and from that time we 58 activities or deliverables. In general, RAYUELA LinkedIn account has 122 followers (last update



15/09/2021). When we look into the demographics of concrete followers, Spain (specifically the Madrid Area) is dominant with more than 60% from all followers, following by Belgium (specifically Brussels Area) with 7,22%.

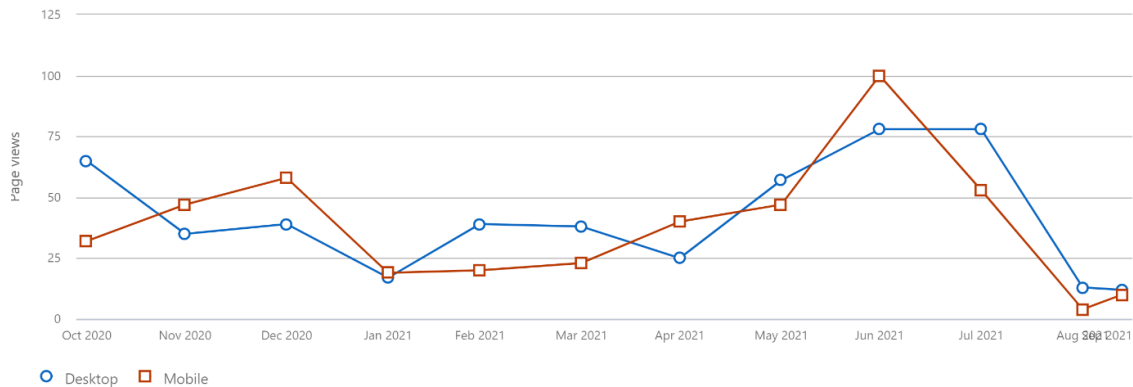


Figure 5. Performance according to the page views of RAYUELA LinkedIn channel

From the “job function” in the last 11 months “education visitors” visited at most the LinkedIn RAYUELA account (24,05%) following by “research positions” with 17,54%, Community and Social Service with 8,65%, Business Development 8,06%, Program and Project Management with 7,46%, and other less than 5% (Engineering, Media and Communication, Operations, Information Technology).

2.2.3 RAYUELA Twitter Channel

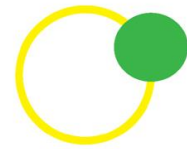
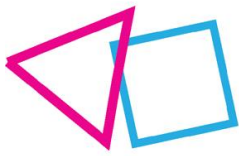
The RAYUELA Twitter account was launched on the 12th of October 2020, and from that time we published 78 tweets related to the project, activities or deliverables. In general, the RAYUELA Twitter account was visited by 345 users from the beginning till the mid of September and currently counts 77 followers.

2.2.4 RAYUELA YouTube Channel

The RAYUELA YouTube Channel was launched on the 28th of April 2021, and from that time we published 4 videos related to the project, activities or deliverables. In general, the RAYUELA YouTube has 9 subscribers and 364 views. The most popular shared video on the channel was the Rayuela project video with 325 views, followed by the Serious Games Workshop with 20 views, Workshop on Human behaviour modelling with 18 view and Workshop on Technology and cybercrime with 11 views.

2.3 RAYUELA Newsletter and Infographic

The objective of the RAYUELA newsletter is to raise awareness about the project, its goals and achievements, including the goal to stimulate discussion/dialogue within the external environment,



and to provide the latest overview of the progress. All the project partners agreed that the RAYUELA newsletter will be released every three months and Bratislava Policy Institute (BPI) as the WP7 coordinator will be responsible for its content, design and dissemination via the website and social media channels. -During the past 12 months we published three editions of the newsletter.

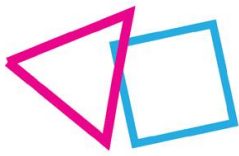
The RAYUELA infographic should be published every five months, so the next will be published in October 2021. During the past 12 months we published one infographic that showed RAYUELA in numbers (of partners, networks, deliverables, outputs, and etc.). BPI is responsible for its context, design and dissemination via the website and social media channels.

2.4 RAYUELA Promotional Video

The first and the most crucial RAYUELA video trailer has been released on the 11th of May 2021 via the YouTube channel, and it is also available on the main page of the RAYUELA website. Internally, the RAYUELA video is divided into three main parts: introduction, “core” and the final part. The aim is to promote the RAYUELA project among the youngest audiences with an energetic, fresh, and dynamic design and story.



Figure 6. Examples of cybercrimes (cyberbullying, online grooming and human trafficking) from the RAYUELA promotional video



3. PRACTICAL PHASE: Dissemination Activities

The next phase that started in the first months of the RAYUELA project and which was developed shortly before the summer holiday was characterized as practical phase, where in the first month's project consortium with the lead of project coordinator identified gaps, limits of project consortium and realised various practical workshops for better understanding of ethical issues related to the gathering data, communication and dissemination activities and project management. In the second phase the RAYUELA project starts to engage with identified stakeholders via realisation of the practical workshop related to the main topics of the project.

3.1 Project Workshops and Events

The first project meeting that needs to be mentioned and is the most crucial one for every project consortium and successful project progress is the **Kick-off meeting**. Of course, due the Covid-19 pandemic restriction it was fully online. The whole program was orchestrated by project coordinator and realised on the 1st and 2nd of October 2020.

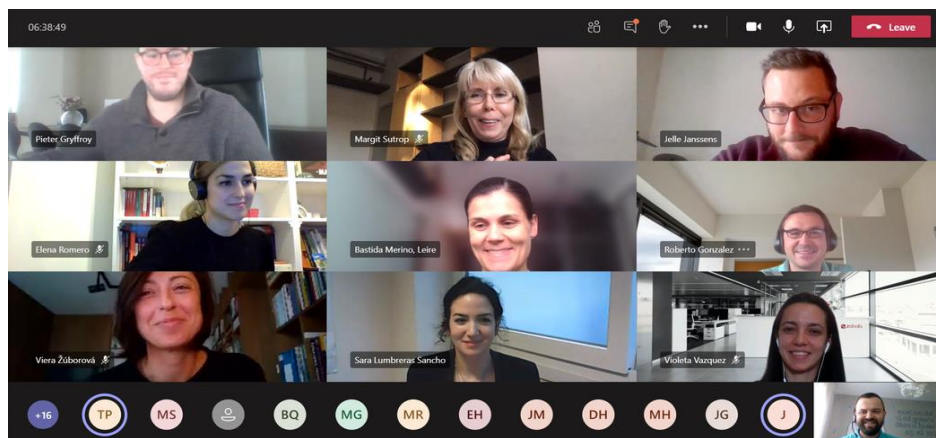
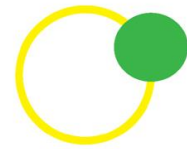
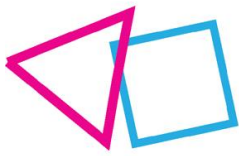


Figure 7. RAYUELA Kick-off meeting

The first projects 2 days kick-off meeting was organized by COMILLAS and due to the circumstances, it took place in the online environment, connecting more than 40 experts from different countries. The discussion was focusing on the main aim of the project and its contribution to raising awareness of internet's potential risks among children and young adults. During this meeting and for the whole duration of the project, RAYUELA brought together a multidisciplinary team of experts from all around Europe to develop a story-like game that will address cybercrime. Each leader of the working group



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introduced the core of the working package and the activities and aims which would be reached in the near future. The 1st day agenda focused namely on the technical session and introduction of the whole consortium, the 2nd day of Agenda was more practical, and all WPs were presented by their coordinators, including the officer presentation of Markus Walter from The Research Executive Agency on the topic “Annotated Model Grant Agreement”.

The **second project workshop** was realised on the 12th of November 2020 and dedicated to technical and financial reporting. The Zabala team also clarified the way of reporting which is required for the project.

The **third project workshop** was realised on the 14th of December 2020, and it was dedicated to the dissemination and communication strategy. It was led by the WP7 communication and dissemination coordinator. The workshop focused on the visual identity of the project created by BPI, including logos, templates, different communication channels and the obligation of the partners and the consortium to communicate and disseminate results of the projects according to the rules of Horizon 2020 and the European Commission.

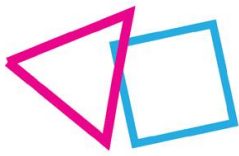
The **fourth project workshop** was realised on 21st of January 2021, and it was dedicated to the legal and ethical requirements of the project. The workshop consisted of a combination of theory, scenarios and case studies and aimed to both raise awareness, educate the partners, and clarify open issues. The workshop was led by TIMELEX team, the legal experts inside the consortium, and the University of Tartu team, the ethics experts inside the consortium.

The second **Consortium Meeting** was also organized virtually on 10th of March 2021 by Comillas. The main aim of the meeting was to connect with all the colleagues and partners and to follow up with the activities from each work package. Leaders of the work packages explained in detail the state of progress, activities, risks, obstacles, and future developments. Each participant had the opportunity to openly discuss and share their ideas, doubts, or questions with the leaders of the project consortium and the leaders of the work packages. Although online, we still had time to get to know each other better and keep building our great team with a virtual cocktail after the meeting.

3.2 Sister Projects Workshops and Events

During the first phases of the RAYUELA project we were also invited (and accepted the invitation) to participate in a LEA cluster that involves 8 EU-funded projects, led by CC-DRIVER coordinator David Wright (Trilateral Research). All the participating projects declared to fulfil the following objectives:

- To share knowledge in order to support law enforcement against money-laundering, cybercrime, organised crime and terrorism, for example by webinars for the partners in the cluster.
- To leverage our dissemination activities by mentioning the projects in the cluster on our websites, inviting articles from the cluster projects in our newsletter.
- To ensure the coherence and complementarity of our recommendations to the EC, LEAs and other stakeholders, as much as possible.



- To explore a degree of interoperability or compatibility between our technical platforms, modules and/or services.

To explore synergies, research opportunities and possible joint exploitation activities. The first output of these joint participation was the LEA Working Group led by the RAYUELA sister project CC-DRIVER. The CC-DRIVER LEA Working Group conference call on the 11th February 2021, organized by Valencia Local Police, who participates both in CC-DRIVER and RAYUELA, discussed one of the key topics of RAYUELA: online grooming. Seven LEAs from four EU countries (Germany, Greece, Portugal, and Spain) and the United Kingdom participated and shared their experiences on this issue. Some of the key takeaway points of such a meeting were along the following lines: (1) LEAs can become more important actors in this context by increasing their role as intermediaries; (2) There is consensus on the effectiveness of AI and Big Data to fight online grooming; (3) Proper data sharing by LEAs is crucial to fighting online grooming; (4) There are currently no instances links of online grooming and human trafficking in the aforementioned countries. For further information, please visit the website of [CC-DRIVER](#).

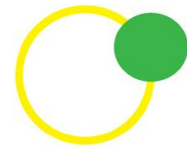
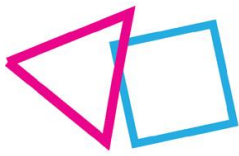
One month, 11th March 2021, after the first join working group call other networking meeting between CC-DRIVER team and RAYUELA team took place. After a short introduction of both projects, leaders Gregorio López (RAYUELA) and David Wright (CC-DRIVER) explained their roles and responsibilities within each of the work packages. In the following discussion both teams were looking for synergies and common strategies, which could not only help the project developments, but also help connect both projects together.

3.3 Public Workshops and Events

The official public appearance of RAYUELA project can be tracked on the 27th of November 2020. The coordinator of the RAYUELA project Gregorio López presented the project in the **European Researchers' Night** event about cybersecurity for the whole family, organized by Universidad Pontificia Comillas.



Figure 8. The RAYUELA project coordinator Gregorio Lopez on the European Researchers Night



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The event included talks from Policía Nacional, Guardia Civil, and INCIBE to raise awareness and educate families on good practices relating to the Internet, as well as a funny Questions & Answers games for the whole family and a Capture the Flag competition for young hackers.

The coordinator of the RAYUELA project, Gregorio López, also participated in the **2nd Project-to-Policy Kick-Off Seminar (P2PKOS)** organized by the European Commission on the 22nd and 23rd of March 2021. The first day was focused on communication, dissemination, and valorisation. Among other topics, it highlighted the importance of having a crisis management plan and the challenge of innovation uptake, and some useful EC tools for dissemination and valorisation, such as the Horizon Service Boosters, were presented. The second day was organized in breakout sessions where the participant projects presented themselves, shared thoughts and opinions with REA Project Officers and EC Policy Officers, and discussed possible solutions to common challenges related to strengthening the collaboration between the projects and with the EC. RAYUELA participated in the FCT breakout session together with the following projects: AIDA, CC-DRIVER, DARLENE, EXFILES, GRACE, Icarus, INFINITY, and RISEN. Sharing data among projects and contributing to the policy lifecycle stood out among the identified challenges.

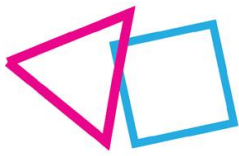
Between the 22nd and 29th of March 2021, RAYUELA's partner ALL DIGITAL celebrated their flagship annual event ALL DIGITAL WEEK. ALL DIGITAL WEEK is an annual digital inclusion and empowerment campaign run at digital competence centres, libraries, community centres, schools and other venues across Europe. Every year it helps 100,000 Europeans to learn and be inspired by what technology can do for them. ALL DIGITAL WEEK will be, without a doubt whatsoever, a key communication and dissemination event during RAYUELA's lifecycle.

On the 6th of April 2021 Valencia Local Police **presented RAYUELA at [CYBERTECH GLOBAL UAE-DUBAI](#)**. This 8th edition of this renowned international exhibition and conference is the LARGEST networking event for the cyber industry outside the U.S., and consists of a grand exhibition hall and a cutting-edge conference., Cybertech Global boasts hundreds of companies, startups, government entities and organizations from countries worldwide. It has high-level speakers in the sector such as General David H. Petraeus (Ex-Director of the CIA), Wesley K. Clark (former NATO), or Tamir Pardo (Ex-Chief of Mossad), and also from the European Commission, the Head of Cybersecurity and Digital Privacy Police was participating in this event.

RAYUELA was also presented on the [SPANISH CYBERSECURITY RESEARCH CONFERENCE](#) on the 10th of June 2021. JNIC is a scientific congress that promotes the exchange and discussion of ideas, knowledge, and experiences between the academic and research network together with professionals and companies. Researchers and professionals participate at a national level to show the results of their scientific research from the point of view of cybersecurity. The conference focuses on Cybersecurity Research, Teaching, and Educational Innovation and Technology Transfer in Cybersecurity.

Two RAYUELA contributions were accepted and presented in JNIC2021. The first contribution, entitled *"The H2020 project RAYUELA: A fun way to fight cybercrime"*, aimed to unveil the most important goals and features of the project by answering some important questions, such as: why RAYUELA, who we are, what we want to achieve, how, what the main challenges and novelty of the project are, and what will be next (although the project is still in its earlier stages).

The second contribution, entitled *"Análisis de Seguridad y Privacidad en dispositivos de la Internet de las Cosas usados por jóvenes"*, analysed the security and privacy issues of connected devices used by



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minors between 12 and 17 years old. Its development is part of the WP2 of the project. The paper highlights the existing vulnerabilities associated with the use of the connected devices most used by minors. In addition, it shows that device manufacturers tend to give priority to the functionalities and services they have to offer, leaving security aspects in the background.

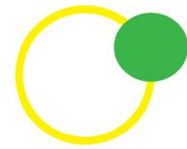
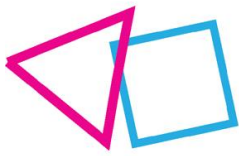
During July, RAYUELA celebrated three workshops, with the support of A21 (1st, 8th and 15th of July 2021), within the courses on Cybersecurity and 3D Videogame Design of the [ICAI tech summer camp](#). These workshops allowed discussing the concept and goals of the project and getting fresh and sound ideas from the teenagers participating in the summer camp, who are actually the main target audience of our videogame.

The RAYUELA project delivered a workshop in the **Platon – Polar Star Summer School 2021** on the 7th of July 2021. The event focused on the spread of scientific misinformation with an emphasis on conspiracy theories. The Summer School was organised as part of the European School Innovation Academy (ESIA) and the European project Polar Star project.

RAYUELA organized and delivered a session in the **Open Schooling Summer School 2021** on the 8th of July 2021. The workshop focused on cybersafety in schools and classrooms. Understanding cybersafety is a key element in the quest for digitally mature schools in the era of AI and increased digitalization. A brief introduction to the project was followed by a Kahoot quiz where the participants could dive deep in key cybersafety concepts related to the project. These two workshops represented a cornerstone to strengthen the projects relationship with key stakeholders such as the community of educators and thus increased the ability to build a RAYUELA community all over Europe.

3.3.1 RAYUELA Workshops Series

This first RAYUELA workshop, held on the 22nd of June 2021, was the first of a special series of workshops focused on illustrating the opportunities offered by serious games by going through several applications of serious games to different domains. The [RAYUELA WORKSHOP ON SERIOUS GAMES: APPLICATIONS AND LESSONS LEARNED](#) also aims to discuss the most common challenges when developing and validating serious games, as well as to highlight lessons learned from previous experiences.



D7.8. Report on communication and dissemination activities [1/2]

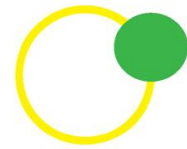
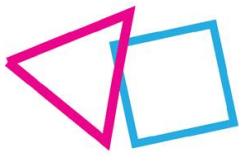


Figure 9. The RAYUELA promo material for the Serious Games workshop

This second **RAYUELA WORKSHOP ON TECHNOLOGY AND CYBERCRIME: DIFFERENT PERSPECTIVES** focused on the role that technology (e.g., online social networks, messaging applications, etc.) plays in the cybercrimes considered in the project (online grooming, cyberbullying, and human trafficking). The workshop, realised on the 9th of July covered how technological platforms are used to perpetrate such cybercrimes, as well as how technology can be used to detect and combat them, including the perspectives of key stakeholders such as Law Enforcement Agencies, Non-Governmental Organizations, technology providers, and academia. A short introductory statement was followed by short presentations from experts in the field and a discussion and Q&A session.



Figure 10. The RAYUELA promo material for the Technology and Cybercrime workshop

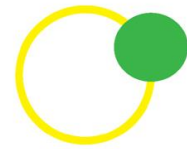
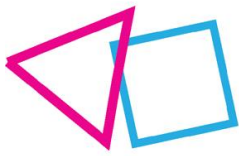


D7.8. Report on communication and dissemination activities [1/2]

This third **RAYUELA WORKSHOP ON HUMAN BEHAVIOUR MODELLING** brought together professionals from different areas of knowledge on the 15th of July 2021 to discuss the similarities and differences on how they model human behaviour and explore cross-domain learning and possible synergies. A short introductory statement about the RAYUELA project was followed by short presentations from the experts and a discussion and Q&A session.



Figure 11. The RAYUELA promo material for Human Behaviour Modelling workshop

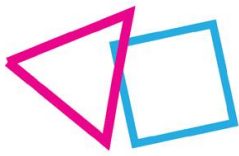


4. Key Performance Indicators

Each partner of RAYUELA consortium shall use its own network to further publicize the project and thus ensure maximum visibility and impact. To ensure and maximize the visibility and impact of RAYUELA, all project partners agreed within the GA on several dissemination and communication channels on the individual and consortium level. A set of KPIs has been specifically defined to monitor the successful deployment in terms of efficiency and effectiveness of dissemination activities. Following table shows the status of dissemination and communication measures on both individual and consortium levels and what level was achieved so far.

Table 2. Dissemination and communication plan of RAYUELA project and achievements so far

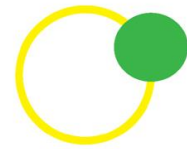
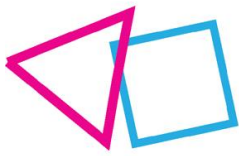
Dissemination and communication measures on individual level	
Number for whole project duration	Achieved so far
3 top conference publications/year	1
5 project journal publications	2
1 publication/year	X
2 journal publications	X
2 online publications	X
15 mirror information on project partners website	12
12 interviews/ 6 journalistic articles	2
2 workshops for LEAs per partner country	X
1 workshop on RAYUELA toolkit for teachers and non-formal educators	X
2 face-to-face meetings/ year with LEAs	2
Dissemination and communication measures on consortium level	
Number for whole project duration	Current state
2/year plenary meeting	2
1 internal GDPR workshop	1
3 clustering events	2
at least 2 demos exhibitions	X
4 press releases	12
1 Rayuela final event	X
1 awareness campaign	Ongoing
1 textbook - educational material	X
1 RAYUELA toolkit, game + education guide	X
1 awareness video	X
6 infographics	1
1 newsletter every 3 months	3
7 brochures	X
1 introduction video	1
6 additional multi-language videos for pilot results and technologies	X
1 video news releases for public awareness	X



Communication activities are monitored according to a set of quantitative and qualitative success indicators. The evaluation of communication activities determines the degree to which the communication objectives have been reached, and the relationship between the outcomes and the efforts made to reach the goals. This short analysis helps the project partners to better understand the facilitators of and barriers to a successful communication and serves to refine the communication activities accordingly, especially focusing on the performance according to the type of dissemination.

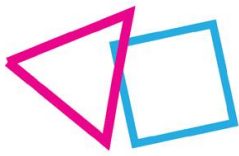
Table 3. Dissemination activities by the type

Dissemination Type	Consortium Member	Date	Specification
Social media post	TECNALIA	03/06/2021	Post on Twitter
Social media post	TECNALIA	03/06/2021	Post on LinkedIn
Social media post	TECNALIA	03/06/2021	Post on Facebook
Social media post	PSNI	29/03/2021	Post on Facebook
Social media post	PLV	02/10/2020	Post on Twitter
Social media post	PLV	18/11/2020	Post on Twitter
Website	PLV	January 2021	Information on website (partner)
Social media post	PLV	26/01/2021	Post on Twitter
Social media post	PLV	04/02/2021	Post on Twitter
Social media post	PLV	15/02/2021	Post on Twitter
Website	PLV	11/03/2021	Information on website (third party)
Social media post	PLV	16/03/2021	Post on LinkedIn (third party)
Social media post	PLV	18/03/2021	Post on Twitter
Social media post	PLV	05/04/2021	Post on Twitter
Offline presentation	PLV	05/04/2021	Presentation to Dubai Police
Conference	PLV	06/04/2021	Representation at Cybertech Global UAE-Dubai 2021
Press Conference	PLV	06/04/2021	Representation at Cybertech Global UAE-Dubai 2021
Social media post	PLV	06/04/2021	Post on Twitter
Website	PLV	12/05/2021	Information on website (third party)
Social media post	PLV	14/05/2021	Post on Twitter
Press release	PLV	01/06/2021	Article in Cybersecurity News Magazine
Social media post	PLV	01/06/2021	Post on Twitter
Social media post	PLV	09/07/2021	Post on Twitter
Workshop	PJ	09/07/2021	Representation at workshop Technology & Cybercrime
Website	PJ	August 2021	Information on website (partner)
Social media post	ZABALA	16/06/2021	Post on Twitter
Social media post	ZABALA	16/06/2021	Post on LinkedIn
Blog	UPM	04/01/2021	Blog on the website (partner)
Social media post	UPM/COMILLAS	31/05/2021	Post on Twitter
Social media post	UPM/COMILLAS	31/05/2021	Post on LinkedIn
Social media post	UPM/COMILLAS	31/05/2021	Post on Facebook



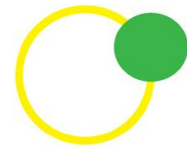
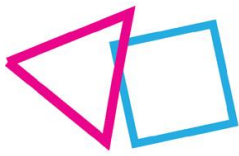
D7.8. Report on communication and dissemination activities [1/2]

Conference	UPM/COMILLAS	09/06/2021	Representation at Spanish Cybersecurity Conference (JNIC) 2021
Social media post	UPM/COMILLAS	09/06/2021	Post on Twitter
Social media post	UPM/COMILLAS	09/06/2021	Post on LinkedIn
Social media post	UPM/COMILLAS	09/06/2021	Post on Facebook
Scientific article	UGent	30/10/2021	Article in IDC Crime, Criminology and Criminal Policy
Scientific article	UGent	25/08/2021	Article in IDC Crime, Criminology and Criminal Policy
Offline presentation	UGent	17/05/2021	Presentation to the local police of Antwerp
Website	UGent	25/08/2021	Information on website (partner)
Website	TARTU	October 2020	Information on website (partner)
Website	TARTU	October 2020	Information on website (partner)
Press release	TARTU	02/10/2020	News Article on Eesti Teadusinfosüsteem
Press release	TARTU	02/10/2020	News Article on Eesti Teadusinfosüsteem
Press release	TARTU	02/10/2020	News Article on Eesti Teadusinfosüsteem
Press release	TARTU	02/10/2020	News Article on Eesti Teadusinfosüsteem
Social media post	TARTU	13/10/2020	Post on Facebook
Press release	TARTU	14/10/2020	News Article on Eesti Teadusinfosüsteem
Press release	TARTU	27/11/2020	News Article on Eesti Teadusinfosüsteem
Press release	TARTU	22/01/2021	News Article on Eesti Teadusinfosüsteem
Press release	TARTU	22/01/2021	News Article on Eesti Teadusinfosüsteem
Press release	TARTU	05/04/2021	News Article on Eesti Teadusinfosüsteem
Social media post	TARTU	11/05/2021	Post on Facebook
Newsletter	TARTU	16/06/2021	Newsletter by partner
Social media post	TARTU	23/06/2021	Post on Facebook
Website	EPBG	December 2020	Information on website (partner)
Offline presentation	EPBG	June 2021	Presentation to employees of prevention and investigation bureau
Online meeting	COMILLAS	September 2020	Periodic meetings of a cluster of ongoing H2020 projects related to LEAs
Online meeting	COMILLAS	December 2020	Periodic meetings of a cluster of ongoing H2020 projects related to LEAs



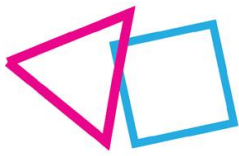
D7.8. Report on communication and dissemination activities [1/2]

Online meeting	COMILLAS	March 2021	Periodic meetings of a cluster of ongoing H2020 projects related to LEAs
Online meeting	COMILLAS	June 2021	Periodic meetings of a cluster of ongoing H2020 projects related to LEAs
Online meeting	COMILLAS	September 2021	Periodic meetings of a cluster of ongoing H2020 projects related to LEAs
Social media post	COMILLAS	29/01/2020	Post on Twitter
Social media post	COMILLAS	October 2020	Post on LinkedIn
Workshop	COMILLAS	November 2020	Raising awareness and educate families on good practices in the Internet.
Online meeting	COMILLAS/ZABALA	December 2020	Official presentation of the project to the IAB.
Social media post	COMILLAS	January 2021	Post on LinkedIn
Social media post	COMILLAS	February 2021	Post on LinkedIn
Online meeting	COMILLAS/ALL	March 2021	Joint meeting with sister project CC-DRIVER.
Social media post	COMILLAS	April 2021	Post on LinkedIn
Workshop	COMILLAS	April 2021	Representation at EC workshop 2 sides of the coin: youth & cybercriminality
Social media post	COMILLAS	May 2021	Post on LinkedIn
Social media post	COMILLAS	May 2021	Post on LinkedIn
Social media post	COMILLAS	June 2021	Post on LinkedIn
Social media post	COMILLAS	11/06/2021	Post on Twitter
Conference	COMILLAS	June 2021	Representation at 2021 Spanish Cybersecurity Research Conference
Conference	COMILLAS	June 2021	Representation at Congreso de Psicología y Educación
Workshop	COMILLAS/TECNALIA/PLV	June 2021	First RAYUELA workshop on Serious Games: Applications and lessons learned
Conference	COMILLAS	July 2021	Representation at V Congreso Nacional de Psicología
Workshop	COMILLAS/TECNALIA	01/07/2021	Representation at ICAI Tech Summer Camp
Workshop	COMILLAS/TECNALIA	08/07/2021	Representation at ICAI Tech Summer Camp
Workshop	COMILLAS/TECNALIA	15/07/2021	Representation at ICAI Tech Summer Camp
Workshop	COMILLAS/PJ/PLV/PSNI	July 2021	Second RAYUELA workshop on Technology and cybercrime: different perspectives
Workshop	COMILLAS/NEC	July 2021	Third RAYUELA workshop on Human behaviour modelling
Social media post	COMILLAS	07/09/2021	Post on Twitter



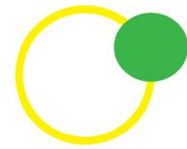
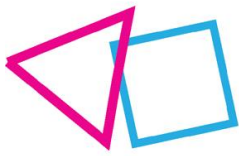
D7.8. Report on communication and dissemination activities [1/2]

Press release	COMILLAS	30/08/2021	Interview on Telemadrid
Conference	COMILLAS	02/09/2021	Representation at COLADCA conference on cybersecurity
Online meeting	EA	22/01/2021	Presentation at the ISECURE NETWORK in education
Online meeting	EA	29/04/2021	Presentation at the ISECURE NETWORK in education
Workshop	EA	07/07/2021	Representation at the Platon Polar Star Summer School 2021.
Workshop	EA	08/07/2021	Representation at the Open Schooling Summer School 2021.
Website	EA	N/A	Information on website (third party)
Website	EA	N/A	Information on website (third party)
Website	EA	15/06/2021	Information on website (third party)
Website	TIMELEX	10/10/2021	Information on website (partner)
Social media post	TIMELEX	19/07/2021	Post on LinkedIn
Website	TIMELEX	08/09/2021	Information on website (partner)
Social media post	NEC	09/09/2021	Post on Facebook
Social media post	NEC	16/09/2021	Post on Facebook
Website	ALL DIGITAL	21/09/2020	Information on website (partner)
Social media post	ALL DIGITAL	02/10/2020	Post on Twitter
Social media post	ALL DIGITAL	02/10/2020	Post on Facebook
Website	ALL DIGITAL	05/10/2020	Information on website (partner)
Social media post	ALL DIGITAL	10/11/2020	Post on Twitter
Newsletter	ALL DIGITAL	November 2020	Newsletter by partner
Social media post	ALL DIGITAL	20/11/2020	Post on Twitter
Social media post	ALL DIGITAL	20/11/2020	Post on Facebook
Website	ALL DIGITAL	12/01/2021	Information on website (partner)
Social media post	ALL DIGITAL	29/01/2021	Post on Facebook
Social media post	ALL DIGITAL	04/02/2021	Post on Facebook
Social media post	ALL DIGITAL	08/02/2021	Post on Twitter
Social media post	ALL DIGITAL	09/02/2021	Post on Twitter
Social media post	ALL DIGITAL	26/02/2021	Post on Facebook
Newsletter	ALL DIGITAL	28/02/2021	Newsletter by partner
Social media post	ALL DIGITAL	03/05/2021	Post on Facebook
Social media post	ALL DIGITAL	12/05/2021	Post on Facebook
Social media post	ALL DIGITAL	17/05/2021	Post on LinkedIn
Newsletter	ALL DIGITAL	21/07/2021	Newsletter by partner
Online meeting	ALL DIGITAL	16-19/08/2021	Creating the awareness video on Summer boot camp
Social media post	BPI	16/11/2020	Post on Facebook
Social media post	BPI	13/11/2020	Post on Facebook



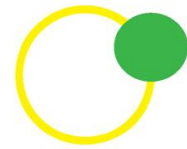
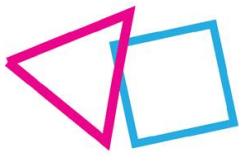
D7.8. Report on communication and dissemination activities [1/2]

Social media post	BPI	01/10/2020	Post on Facebook
Website	BPI	01/10/2020	Information on Website (partner)
Social media post	BPI	11/05/2021	Post on Facebook
Social media post	BPI	13/10/2020	Post on Twitter
Social media post	BPI	13/10/2020	Post on Facebook
Website	BPI/COMILLAS	11/11/2020	Information on website (Rayuela)
Social media post	BPI	16/11/2020	Post on Twitter
Social media post	BPI	16/11/2020	Post on Facebook
Website	BPI	22/11/2020	Information on website (Rayuela)
Social media post	BPI/COMILLAS	02/12/2020	Post on Twitter
Social media post	BPI/COMILLAS	02/12/2020	Post on Facebook
Social media post	BPI/ALL	11/12/2020	Post on Twitter
Social media post	BPI/ALL	11/12/2020	Post on Facebook
Website	BPI	14/12/2020	Information on website (Rayuela)
Website	BPI	04/01/2020	Information on website (Rayuela)
Newsletter	BPI/ALL	12/01/2021	1st RAYUELA Newsletter
Social media post	BPI	12/01/2021	Post on Facebook
Social media post	BPI	12/01/2021	Post on Twitter
Website	BPI/TIMELEX	21/01/2021	Information on website (Rayuela)
Website	BPI	01/12/2021	Information on website (Rayuela)
Website	BPI/ALL	02/02/2021	Official RAYUELA website
Social media post	BPI	02/02/2021	Post on Facebook
Social media post	BPI	02/02/2021	Post on Twitter
Social media post	BPI	09/02/2021	Post on Facebook
Social media post	BPI	09/02/2021	Post on Twitter
Social media post	BPI	09/02/2021	Post on Facebook
Social media post	BPI	09/02/2021	Post on Twitter
Website	BPI/ALL	10/03/2021	Information on website (Rayuela)
Website	BPI/ALL	11/03/2021	Information on website (Rayuela)
Social media post	BPI/ALL	29/03/2021	Post on Facebook
Social media post	BPI/ALL	09/03/2021	Post on Twitter
Website	BPI/ALL	05/04/2021	Information on website (Rayuela)
Social media post	BPI/ALL	05/04/2021	Post on Facebook
Social media post	BPI/ALL	05/04/2021	Post on Twitter
Social media post	BPI/ALL	07/04/2021	Post on Facebook
Social media post	BPI/ALL	07/04/2021	Post on Twitter
Infographics	BPI	19/04/2021	1st RAYUELA infographics
Website	BP	19/04/2021	Information on website (Rayuela)
Social media post	BPI	19/04/2021	Post on Facebook
Social media post	BPI	19/04/2021	Post on Twitter
Social media post	BPI	19/04/2021	Post on Facebook



D7.8. Report on communication and dissemination activities [1/2]

Social media post	BPI	19/04/2021	Post on Twitter
Newsletter	BPI	28/04/2021	2nd RAYUELA newsletter
Social media post	BPI	28/04/2021	Post on Facebook
Social media post	BPI	28/04/2021	Post on Twitter
Website	BPI	28/04/2021	Information on website (Rayuela)
Social media post	BPI	04/05/2021	Post on Facebook
Social media post	BPI	04/04/2021	Post on Twitter
Video	BPI	11/05/2021	Introduction video
Social media post	BPI	11/05/2021	Post on Facebook
Social media post	BPI	11/05/2021	Post on Twitter
Social media post	BPI/ALL	11/05/2021	Post on Facebook
Social media post	BPI/ALL	11/05/2021	Post on Twitter
Social media post	BPI/COMILLAS	21/05/2021	Post on Facebook
Social media post	BPI/COMILLAS	21/05/2021	Post on Twitter
Social media post	BPI/COMILLAS	27/05/2021	Post on Facebook
Social media post	BPI/COMILLAS	27/05/2021	Post on Twitter
Social media post	BPI/ALL	28/05/2021	Post on Facebook
Social media post	BPI/ALL	28/05/2021	Post on Twitter
Social media post	BPI/ALL	31/05/2021	Post on Facebook
Social media post	BPI/ALL	31/05/2021	Post on Twitter
Social media post	BPI/ALL	03/06/2021	Post on Facebook
Social media post	BPI/ALL	03/06/2021	Post on Twitter
Social media post	BPI/ALL	04/06/2021	Post on Facebook
Social media post	BPI/ALL	04/06/2021	Post on Twitter
Social media post	BPI/PLV	07/06/2021	Post on Facebook
Social media post	BPI/PLV	07/06/2021	Post on Twitter
Website	BPI/PLV	07/06/2021	Information on website (Rayuela)
Social media post	BPI/TIMELEX	09/06/2021	Post on Facebook
Social media post	BPI/TIMELEX	09/06/2021	Post on Twitter
Website	BPI/COMILLAS	10/06/2021	Information on website (Rayuela)
Social media post	BPI/COMILLAS	10/06/2021	Post on Facebook
Social media post	BPI/COMILLAS	10/06/2021	Post on Twitter
Social media post	BPI/ALL	11/06/2021	Post on Facebook
Social media post	BPI/ALL	11/06/2021	Post on Twitter
Social media post	BPI/UGent	16/06/2021	Post on Facebook
Social media post	BPI/UGent	16/06/2021	Post on Twitter
Social media post	BPI/ALL	16/06/2021	Post on Facebook
Social media post	BPI/ALL	16/06/2021	Post on Twitter
Social media post	BPI/ALL	18/06/2021	Post on Facebook
Social media post	BPI/ALL	18/06/2021	Post on Twitter
Social media post	BPI/COMILLAS	18/06/2021	Post on Facebook
Social media post	BPI/COMILLAS	18/06/2021	Post on Twitter
Website	BPI/ALL	22/06/2021	Information on website (Rayuela)
Social media post	BPI/TARTU	23/06/2021	Post on Facebook
Social media post	BPI/TARTU	23/06/2021	Post on Twitter
Social media post	BPI/COMILLAS	30/06/2021	Post on Facebook
Social media post	BPI/COMILLAS	30/06/2021	Post on Twitter



D7.8. Report on communication and dissemination activities [1/2]

Social media post	BPI/ALL	02/07/2021	Post on Facebook
Social media post	BPI/ALL	02/07/2021	Post on Twitter
Social media post	BPI/ALL	06/07/2021	Post on Facebook
Social media post	BPI/ALL	06/07/2021	Post on Twitter
Website	BPI/ALL DIGITAL	07/07/2021	Information on website (Rayuela)
Website	BPI/ALL DIGITAL	08/07/2021	Information on website (Rayuela)
Website	BPI/ALL	09/07/2021	Information on website (Rayuela)
Social media post	BPI/ALL	09/07/2021	Post on Facebook
Social media post	BPI/ALL	09/07/2021	Post on Twitter
Social media post	BPI/COMILLAS/TECNALIA	09/07/2021	Post on Facebook
Social media post	BPI/COMILLAS/TECNALIA	09/07/2021	Post on Twitter
Social media post	BPI/ALL	13/07/2021	Post on Facebook
Social media post	BPI/ALL	13/07/2021	Post on Twitter
Social media post	BPI/ALL DIGITAL	14/07/2021	Post on Facebook
Social media post	BPI/ALL DIGITAL	14/07/2021	Post on Twitter
Website	BPI/ALL	15/07/2021	Information on website (Rayuela)
Social media post	BPI/ALL	16/07/2021	Post on Facebook
Social media post	BPI/ALL	16/07/2021	Post on Twitter
Social media post	BPI/COMILLAS/TECNALIA	22/07/2021	Post on Facebook
Social media post	BPI/COMILLAS/TECNALIA	22/07/2021	Post on Twitter
Social media post	BPI/ALL	23/07/2021	Post on Facebook
Social media post	BPI/ALL	23/07/2021	Post on Twitter
Social media post	BPI/ALL	02/09/2021	Post on Facebook
Social media post	BPI/ALL	02/09/2021	Post on Twitter
Newsletter	BPI	09/09/2021	3 rd RAYUELA Newsletter
Social media post	BPI	09/09/2021	Post on Facebook
Social media post	BPI	09/09/2021	Post on Twitter
Website	BPI	09/09/2021	Information on website (Rayuela)
Social media post	BPI/ALL DIGITAL	13/09/2021	Post on Facebook
Social media post	BPI/ALL DIGITAL	13/09/2021	Post on Twitter
Social media post	BPI/ALL	16/09/2021	Post on Facebook
Social media post	BPI/ALL	16/09/2021	Post on Twitter