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RAYUELA
a fun way to fight cybercrime

Deliverable Report

D7.5 Awareness Campaigns on cybercrime prevention

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List of Abbreviations

Abbreviation	Description
AD	ALL DIGITAL
KID-ACTIONS	Kick-off preventIng and responDing to children and AdolesCenT cyberbullyIng through innovative mOnitoring and educatioNal technologieS
LEAs	Law Enforcement Agencies
PR	Public Relations
SM	Social Media

Executive Summary

The Raising Awareness Campaigns designed and developed by ALL DIGITAL are the topic of this deliverable. The deliverable aims at describing the process of design and development deployed during the lifetime of the RAYUELA project.

The first section describes the rationale of the overall campaign, explaining the different target audiences and the approach adopted per each of them to effectively produce and reach the aimed goals.

In the second section there is a detailed description of all the events designed and organised by ALL DIGITAL as part of the raising awareness campaign.

In the third and last section there is a tailored description of the TikTok campaign ALL DIGITAL managed to develop. They did so with the cooperation of a music producer and the active engagement of a music band and two independent musicians aged between 18 and 26. The produced videos were published on social media to reach young audiences.

1 Introduction

Raising awareness campaign is a key action to engage the public and citizens and stimulate their understandng, reflection and learning on topics such as cybercrimes. In this deliverable, there are described the activities designed and carried out focused on developing raising awareness campaigns for three different target audiences: policymakers, Law Enforcement Agencies, citizens, young people, teachers, educators and so on.

Per each target audience were designed specific communication campaigns on different platforms, channels and formats with different content per each of them.

The overall campaign reached the identified target audiences through the different activities developed reaching results sometimes over the expectations, especially within the TikTok channel. Some recommendations have been included to indicate suggestions and lesson learnt from the developed campaign.

2 Awareness raising campaigns

2.1 Rationale and design of the campaigns

RAYUELA focused on three main target groups to tailor the raising awareness campaigns developed:

A. Policymakers, LEAs, security bodies, regulatory bodies at national and European levels
B. Citizens and the so-called “general public”, including children, young adults and their environment
C. Educators, Teachers and the Education sector.

Each target audience has its specific role in society and related to the topic and their interest and relevance to the project differ from one another. For this reason, different campaigns and actions have been developed by ALL DIGITAL to guaranteeing effectiveness by adopting the appropriate language, tone, visuals and engagement and relevance for the target audience by identifying the relevant message to them.

2.2 The Policymakers and LEAs target audience

Policymakers and LEAs are already actively engaged with the topic, have specialist knowledge and contribute to the topic and its further developments. The aims and objectives set for this target audience focused on being updated on the research carried out by RAYUELA’s partners on cybercrimes, in terms of their understanding, impact and behaviour of young audiences. At the same time, being engaged in the discussion and receive policy recommendations (in terms of being aware about the research topic and published outcomes).

This target audience has very specific platforms where they engage, like conferences, thematic working groups and international events. For this reason, the ALL DIGITAL Summit has been identified as the best platform to annually guaranteeing this focus with at least one workshop based event apart from the final event as described in the next sections.

At the same time, partners have been engaged in webinars, conferences, events with the same aim as visible in the communication collective report of the dissemination efforts for RAYUELA.

2.3 The citizens and general public target audience

Citizens are a diverse target audience, quite wide in terms of the differences that describe them and the knowledge and awareness of the topic. Independently of the age, gender and background, this target audience might be aware of cybercrimes affecting young audiences and are already knowledgeable of activities to prevent it. They might have a sense of the issue and impact on society without ideas and actions on prevention or they might be unaware about the pervasiveness of the topic and that they could be one of the next victims.

This target has a basic need in being educated about the digital presence, privacy and security when online and using digital devices and platforms, understanding how to recognise risks and how to react, develop strategies, learn and disseminate among their peers how to interact safely, anticipate risks and actions and behaviour that could expose them to cybercrimes.

For these reasons, different activities were designed to inform, educate and contribute to prevention for young people targets (considering the project was focused on the age range between 11 and 17 years old) and close by audiences like parents and adults in their environment.

Based on the research collected by RAYUELA partners and published in the first phase of the project (D2.1; D2.2; D2.3), specific contents were extracted on themes, risks, security aspects to inform and empower the audiences, presenting them in a form of quiz to be published on Social Media channels as described more in details in the section 2.5.

Starting with the initial cooperation with the Academy of Contemporary Music, based in the United Kingdom, and later developed with the direct engagement of the music producer Ismène Elbers, a TikTok campaign tailored for young people has been designed and published from January to May 2023 as described in section 4.

2.4 The Educators, Teachers and the Education sector target audience

Educators, teachers and the educational community is a quite specific target audience which has the challenge in being up-to-date with technology and digital matters or not depending on their expertise and role. They might share the same need with the citizens target audience to being informed, educated and develop strategies to prevent and advocate or they might be already aware and have practices to share with others.

For this target audience, the quiz format can satisfy the basic needs in terms of raising awareness whereas to further discuss and strengthen their expertise in the field, the ALL DIGITAL Summit events provided them the most suitable platform since the conference is targeted to educators and teachers within digital education. Additionally, a series of webinars have been dedicated in tackling the issue from a more professional perspective to stimulate an active role and provide tools to educators and teachers, within the ALL DIGITAL Weeks format (section 3.4 and 3.7).

2.5 Quiz Campaign

The quiz campaign had the aim to inform, educate and raise awareness on the topics of cybercrimes, cybersecurity, online presence and digital safety. Its design rationale had been guided by providing a positive message and role modelling which means the questions have been worded to stimulate reflection rather than looking for any form of competition. For this reason, when publishing the correct answer was shared immediately to provide feedback and continue stimulating reflection.

The quiz format has been selected because it is a straightforward content based on the inquiry methodology of reflection and education and asks the participants to react and take a decision on where they feel and think they would stand. The quiz format usually implies any user on social media to write or select an engagement option (e.g. like or reshare and so on) which would expose the users in whenever answer they might have provided. For this reason, the RAYUELA quiz has been structured as a non-competitive or non-statistical quiz where the answer is immediately provided, and no further comments are asked to be shared publicly. The goal was to share a situation or context, provide options to think about a possible answer or outcome and indicate the right option to participants instead of asking them which option they think might be the correct one or the best behaviour. In this way is possible to guarantee privacy and anonymity on a sensitive topic and for anyone who experienced or was experiencing that specific situation had the chance to stay anonymous. The main aim was focused more on awareness raising rather than stimulating an online discussion and direct engagement and feedback from the audience. The monitoring activities in verifying the effectiveness of the communication campaign has been provided from the "impressions" of each post which has been granted from the collaboration of all partners in sharing the posts published from the RAYUELA social media channels.

A total of 26 posts have been produced using the same visual template to facilitate getting the campaign recognisable online. They have been published for the first time from the 2nd November 2021 and the 27th January 2022 and the campaign has been repeated during the life time of the RAYUELA project for the great success it had. Further down (Figure 1) there are some examples of the visuals published as part of the quiz campaign.

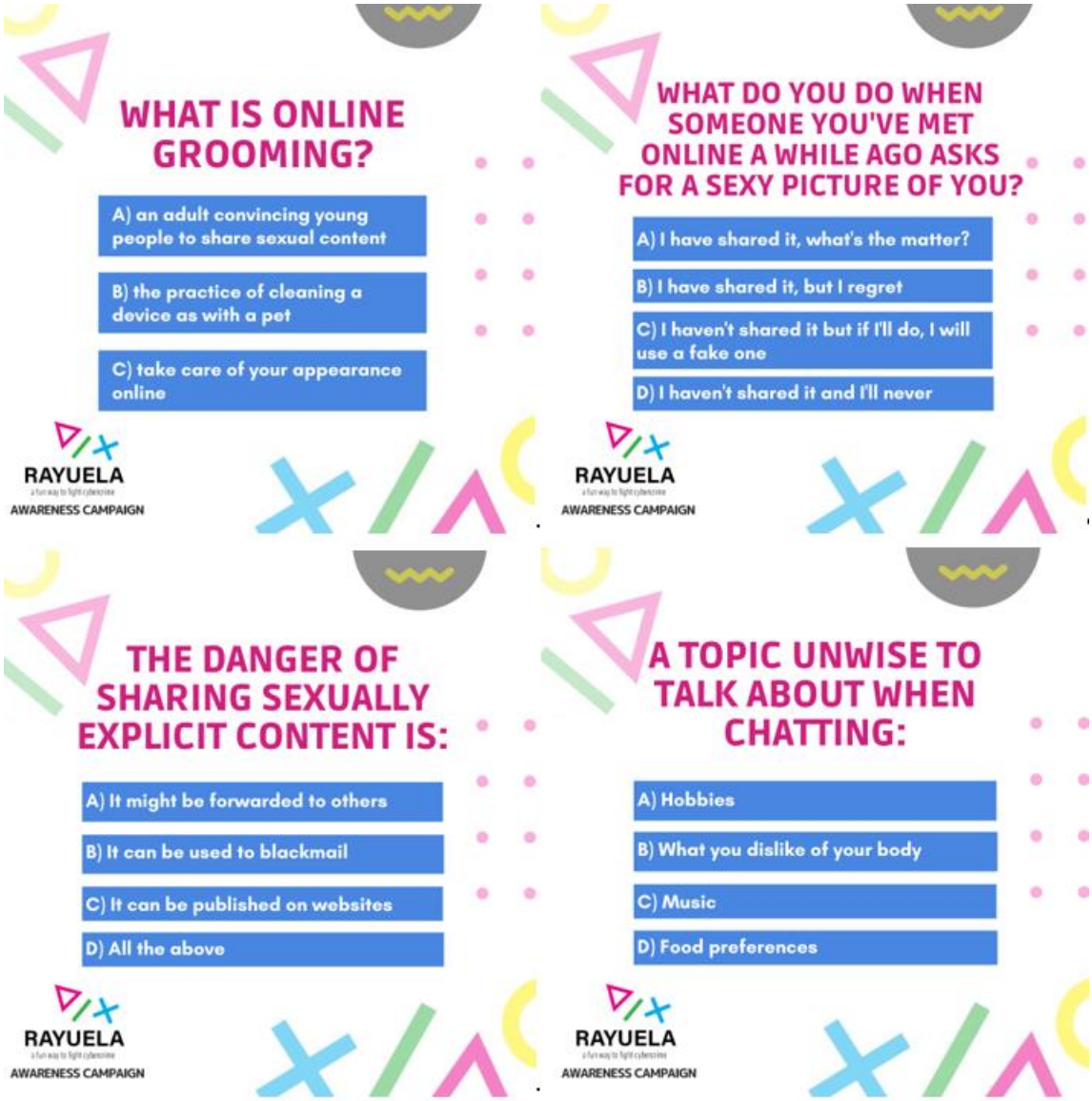

Figure 1.Visuals published as part of the quiz campaign.

3 Events

Throughout the project duration, ALL DIGITAL has organized many events with the scope of further disseminating project's aims and raining awareness about cybercrimes. For reaching these aims RAYUELA project has been included in the ALL DIGITAL Weeks and ALL DIGITAL Summit platforms during the lifetime of the project.

The ALL DIGITAL Summit is one of the leading public events in Europe on digital education. It provides a thematic focused platform where trainers and facilitators working in digital competence centres, ICT learning centres, adult education centres from the non-formal and VET education sectors are joined by teachers and the formal education sector, employability experts, private and public stakeholders, including policymakers, to exchange experiences and share knowledge, reflect together on strategies to expand the number of digitally literate citizens, while networking to identify new potential partners in future projects.

The ALL DIGITAL Weeks give people tools and approaches to develop and enhance their digital skills. It is an online raising awareness campaign on the relevance of digital skills development for any target audience. It is structured in international and local events, either online and in-person, organised by ALL DIGITAL, its members and strategic partners who collaborate with their partners at local, national, and European level. Since 2010, the campaign has involved over 1 500 000 people and each year an interactive map shows all the events, topics, target audience and the overall outreach of the campaign.

3.1 ALL DIGITAL Summit 2021

On 13-15 October the ALL DIGITAL Summit 2021 titled "Digital Skills and Tools for a Better World" was held online due to ongoing restriction caused by Covid-19 pandemic. More than 500 registered participants attended the 3 days conference, engaging with more than 50 speakers ranging from renowned EU policymakers, stakeholders involved in digital inclusion, academics and young hackers. Since the Summit was digital-based a tailored platform hosted the event and networking opportunities have been provided to participants to get engaged and discuss specific topics of the event, and more than 250 online meetings were scheduled.

The event looked at how digital skills and digital tools can unlock and amplify the current status of digital education to enhance specific subjects like cybercrimes and media literacy, STE(A)M Education and Digital Social Innovation.

During the first day of the conference a workshop was organised on RAYUELA as part of the raising awareness campaign for policymakers, educators and teachers (see Figure 2). Participants were also engaged in an active discussion on the meaning of specific terminology related to cybercrimes, launching the quiz online campaign on social media and a specific focus was dedicated to the behaviour of young people seen from the literature and initial research have and their reaction and dynamic with cases of online grooming.

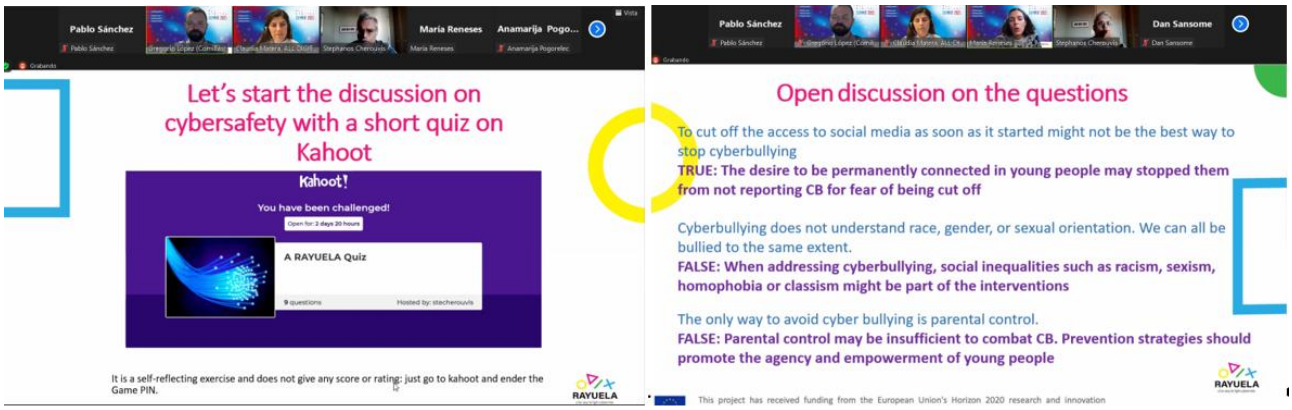

Figure 2. Screenshots of the workshop organised on RAYUELA as part of the raising awareness campaign for policymakers, educators and teachers.

3.2 KidActions Forum 2021 – Trento, Italy and online

The event was hosted on 29-30 November 2021 in a hybrid format, on-site in Trento (Italy) and has been organised by European Schoolnet, Fondazione Bruno Kessler and Amnesty International. The event was a policy forum where stakeholder related to cybercrimes affecting minors discussed preliminary aspects to be further developed within the project KID_ACTIONS (Kick-off preventIng and responDing to children and AdolesCenT cyberbullyIng through innovative mOnitoring and educatioNal technologieS) in the next 2-years. It aimed to address cyberbullying among children and adolescents through interactive education and gamification within formal and non-formal learning settings at the EU level.

In this context, ALL DIGITAL was invited to join a "Stakeholder roundtable – how can KID_ACTIONS outputs meet stakeholders' needs?" session, which took place on 30 November 2021. During this session, the participants discussed about their needs and how they could use KID_ACTIONS digital and non-digital tools and resources to support their efforts, including a special focus on good practices. During this discussion, Claudia Matera, Chief Development Officer and Deputy CEO at ALL DIGITAL, presented the RAYUELA project as a good practice in the field.

3.3 ALL DIGITAL Weeks 2022 – online

In 2022, the campaign took place over 5 weeks (14 March-14 April 2022) both at European/International level and at local/regional level. On the broader dimension, 15 international events were organised involving policymakers and the European Commission. At grassroot level the campaign reached more than 60.000 participants thanks to the contribution of 133 local partners who organised more than 600 events, in about 200 cities, spreading over 24 countries.

The 5 different weeks of the campaign focused on the following specific weekly core themes under which all the training and events were organised at international and national level across Europe:

1. Enhancing digital skills and promoting digital inclusion and accessibility
2. Fostering digital literacy and tackling disinformation
3. Promoting the use of the European Digital Competence Framework (DigComp)
4. Achieving cybersecurity and safer internet
5. Improving STEM and STE(A)M skills for society and encouraging girls' and women's participation in STEM studies and careers

During week 4, on the 4th of April 2022, the RAYUELA project was presented in the event titled "Cybersecurity and Safer Internet within Modern Societies", focused on key relevant topics within cybersecurity such as data protection, especially related to AI and IoT devices, regulations, and features on one hand, and rights and perception of users on the other one, and overall strategies and support that might be developed and promoted to enhance digital skills and awareness on cybersecurity related topics to Europeans. Internet and pervasive technology as AI have 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, digital identity, and data sharing and what we can do to make the internet a safer space. In fact, the low level of awareness of cyber threats and their potential impact is a significant issue that translates into the proliferation of incidents, thus 86% of Europeans believe that the risk of becoming a victim of cybercrime is rapidly increasing. At the opposite, emerging technologies provides opportunities to engage communities and stimulate active citizenship especially among young people.

The event was therefore focused on overviewing the risks and threats the young generations are facing within the digital environment and which actions and activities we are developing and could develop further as a community and society; how to better protect personal data, perceive the ownership of personal data and which challenges businesses are facing to manage correctly data, in compliance with GDPR policy and law; and overall how confident citizens are in sharing data also for active citizenship purposes thanks to AI technologies.

Claudia Matera from ALL DIGITAL introduced RAYUELA to the audience detailing its aims and achieved goals, with a specific focus on the research on victims' and offenders' profiles as per the status of the research carried out by the other partners.

Speakers support the topic tackling the theme from different perspective: Una O'Sullivan, Microsoft, introducing "Threats and risks for younger generations" sharing the initiative Council for Digital Good Europe Microsoft was carrying out; Sylvain Le Bon, Startin'blox, on the "Data Protection strategies"; and by Federico Bomba, Sineglossa, on "Citizens' active engagement through data sharing".

The event led Una O'Sullivan and her team to further develop the raising awareness campaign by providing a platform to engage with the young ambassadors part of their programme aimed at educating and promoting opinion leaders on cybersecurity and preventing cybercrimes among young peers.

3.4 Council4DigitalGood Europe 2021 – Paris, France

Within the Council for Digital Good Europe organised by Microsoft, RAYUELA has been invited to present and provide to a young group the opportunity to explore RAYUELA's topics and the videogame just developed. The Microsoft programme foreseen to engage and train Young Ambassadors from across Europe on raising and promoting the awareness on cybersecurity and cybercrimes topics. This event has been included in the raising awareness campaign as a tailored event to young people to provide them specific inputs they can replicate in their activity as ambassadors with their peers.

On 6th June professor Greogrio Lopez from Comillas University and coordinator of the project and Claudia Matera from ALL DIGITAL joined the online workshop and introduced cybercrimes related topics (cyberbullying, online grooming and human trafficking) and technological threats associated to connected devices based on IoT technologies, and misinformation/deception.

These topics were further expanded when piloting the videogame with the same group on the 1st July 2022.

3.5 ALL DIGITAL Summit 2022 – Prague, Czech Republic

This edition of the AD Summit took place on **28th -30th September 2022** in Prague, Czech Republic. It focused on the effects of digital transformation in different sectors and groups of society, and on how digital (and other) skills can help people identifying the benefits for their growth.

On the 29th of September 2022, RAYUELA was presented among ALL DIGITAL highlights by Claudia Matera to the plenary session of more than 200 in-person participants and remote viewers of the conference. The intervention explained how the project aims at empowering and educating young people to a more conscious and aware use of the Internet through gaming, in a preventive and mitigating action to reduce cybercriminal behaviour and launched the pilots phase to be carried out in the next months.

3.6 ALL DIGITAL Weeks 2023 – online

In 2023, the AD Weeks were held between the 17th of April and the 7th of May, involving more than 100 partners, 89k participants, and organising a total of 800+ events.

The three weeks of the campaign focused on the following **specific core themes,** under which all the training and events were organised at international and national level across Europe:

- Digital Skills for "Equity, Diversity and Inclusion'' - from basic to advanced
    - Sub themes: Digital skills for life, employment, and reskilling for all
    - Sub themes: migration, democratisation, gender gap, ethnicity
- **DigComp and Digital Skills Certifications** (MyDigiSkills, European Digital Skills Certificate, DigComp Hub)
- Digital media literacy and culture
- Cybersecurity and safer internet
- Digital Skills for Environment and Sustainability (reference to Twin Transition, GreenComp, SDGs)
- **Digital Skills for specific sectors** (libraries, cultural and creative industries, transportation, health, etc .).

On the 28th of April 2023, the event "Cybersecurity and Safer Internet" was organised by AD in collaboration with Microsoft, where Dr. Gregorio Lopez, RAYUELA Coordinator, presented project's results.

The event aimed at reaching out across different stakeholders to present and discuss current issues in relation to cybersecurity and safer internet. The event gave space to the presentation of corporate activities, such as the Global Online Safety Survey curated by Microsoft, the Horizon project RAYUELA, with the efforts of the European Parents' association to understand their views on how children use the internet and what are the risks they identify and how parents could contribute.

Again, Una O'Sullivan joined the conversation and Arja Krauchenberg represented the European Parents' Association.

Speakers discussed how we could contribute to reducing cybercrimes that are happening and affecting minors. Una O'Sullivan shared that continuous raising awareness among children, teachers, and parents is key to fostering a safe and responsible digital environment. Gregorio Lopez stated that RAYUELA would like to provide effective, scientific evidence that identifies the most critical factors in cybercrimes to inform policy makers and law enforcement agencies. Arja Krauchenberg shared that parents are often afraid that children will be left behind, parents want children to get into digitalisation as early as possible, but EPA tries to share

with parents that there are different ways to foster digital skills, and it doesn't necessarily mean that children should be exposed to online environments from an early age.

3.7 ALL DIGITAL Summit 2023

The ALL DIGITAL Summit 2023 took place in Zagreb on 25-27 September 2023 with the title "Skills for Digital Tomorrow" contributing to the European Year of Skills initiative and moving forward the digital transformation through education and learning across Europe. Within this scenario took place the final conference of RAYUELA with a programme of lectures, panels and workshops on the 27th of September. Three sessions were organised to gather all the topics and contents:

- SESSION 1: YOUTH, CYBERCRIME & SERIOUS GAMES
- SESSION 2: IMPACT ON SOCIETY
- SESSION 3: WORKSHOPS
  - Hands-in workshop: RAYUELA Videogame
  - Hands-in workshop: Ethics and Legal Aspects

4 TikTok awareness raising campaign

During the Summer 2021 there has been a tentative raising awareness campaign development with the direct engagement of music students within the Academy of Contemporary Music based in the United Kingdom. Claudia Matera from ALL DIGITAL joined a digital bootcamp from 16th to 19th August 2021 focused in engaging young bands in writing, developing and producing a song and video to be published on TikTok aiming at sensitising, sharing knowledge, providing information and suggesting actions to take to prevent becoming a victim and know what to do if you are a victim or a witness.

The rationale of this proposal was based on the delicate topic and the age and generation differences between the young audience and the RAYUELA partners. Since the channel of publishing is a project one rather than a real person (eventually an influencer), benefitting from peers would have been an advantage to communicate with the same language facilitating a horizontal rather than vertical approach. Additionally, music is an effective language to capture young audiences, can stimulate the reflection through the repetition of the lyrics and videos can suggest emotions to relate to even in case the type of sound might be felt distant in taste.

The outcomes were impressive for a three days production but although there were established partnerships with the institution, copyrights setting and the opportunity to be professionally produced by the internal academic label, students felt the TikTok platform was unprofessional for their career and too childish and none of the bands signed the agreement of using the tracks and videos produced.

Learning from this experience, there has been adopted a completely different approach by hiring a music producer to support the casting and the production of the songs and professional recordings.

Starting from January 2023, ALL DIGITAL led a five-months long awareness raising campaign on TikTok, one of the most popular social media platforms amongst young people. During the campaign, five major cybercrimes were analyzed and portrayed through music videos and informative videos.

The three involved artists produced 5 original songs each, covering the following RAYUELA themes:

1. Fake news – January (January 28th is privacy day)
2. Cyberbullying – February (Safer Internet Day)
3. Online grooming – March
4. Cyberhate – April
5. Human Trafficking – May

4.1 How it started – the artists

ALL DIGITAL in October 2022, thanks to some internal connections, reached out to a music producer coming from the Netherlands - Ismène Elbers - who involved two of her pupils: Julia Adriana and the band "5 Times Rock" (members aged 18-19), as well as coordinating their creation process and leading the studio

recordings. Additionally, a young artist from the United Kingdom was involved: Kirk Tiller, who was fully independent in all production phases.

All three artists were presented the opportunity of writing original songs to raise awareness on cybercrimes and how to counter those phenomena. The topics, as though to tackle as they might be, inspired the artists to share personal experiences, or to reach out to friends and family to convey their experiences being victims of cybercrimes. On the 21st of December 2023, the TikTok account was opened.

After a first phase of lyrics production, music writing and studio recording, the artists were able to come up with one brand new song per month. Subsequently, AD's graphic designer worked on producing music videos for the band, lyrics videos for Julia Adriana and the band, while Kirk Tiller produced all his videos. Julia Adriana and Kirk Tiller also agreed on filming some informative videos, for which BPI and ALL DIGITAL authored the script.

All graphics and initial concepts were developed by ALL DIGITAL, following RAYUELA's visual identity and best practices emerging from reliable websites discussing how to best lead a communication campaign on TikTok. This music campaign, made by young people for young people using music and videos as means of communication, is a completely new action performed under an EU funded project tackling such topics, can be considered a pilot from which best practices for future initiatives can be obtained.

4.2 Content

Following RAYUELA's visual identity, each artist together with AD graphic designer came up with:

- 1 **music video** per month. Figure 3 shows an example.

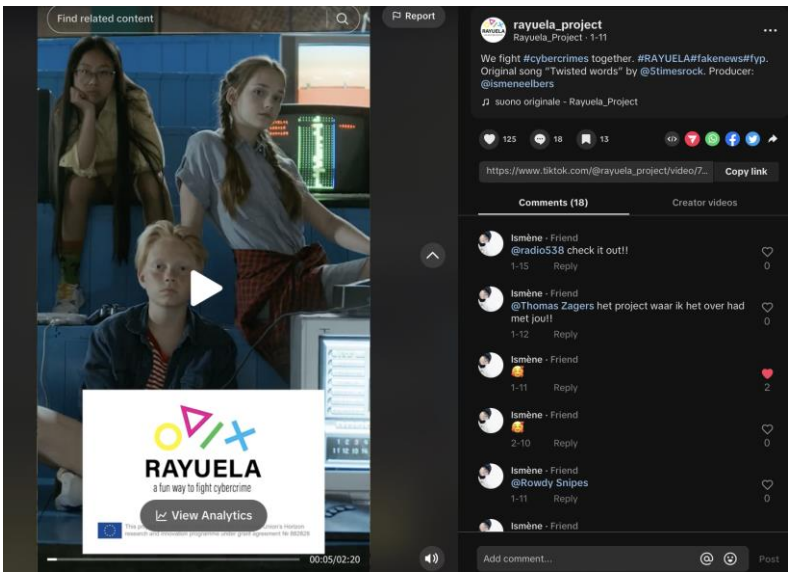

Figure 3. Example of music video and reactions as part of the TikTok campaign

- 1 **lyrics video** per month: we will portray the lyrics while the song plays in the background (following the visual identity of the campaign). Figure 4 shows an example.

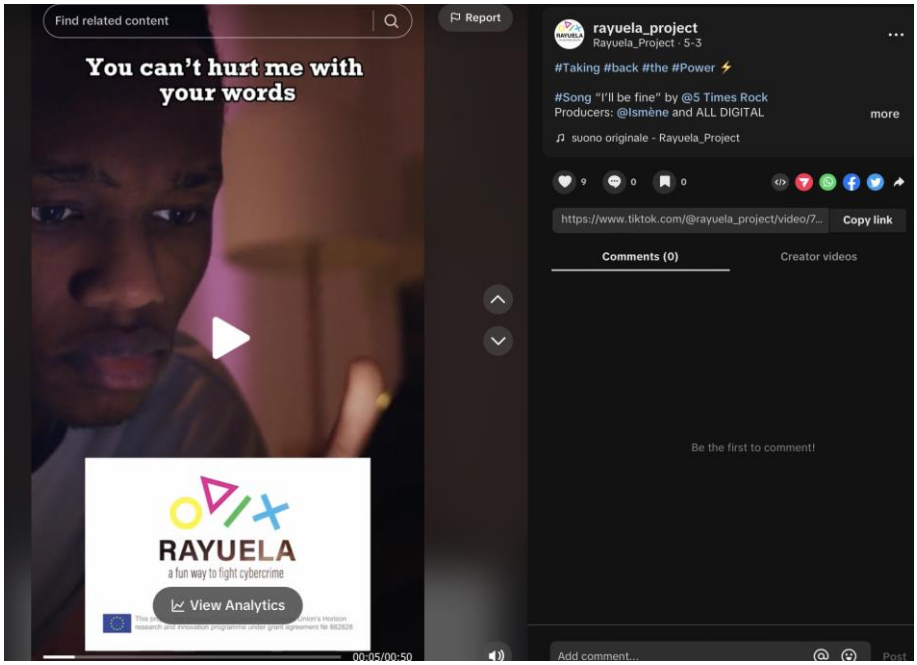

Figure 4. Example of lyrics video and reactions as part of the TikTok campaign

- 1 **"making of" video** per month: The artists will share the rationale behind the song and the creation process. Figure 5 shows an example.

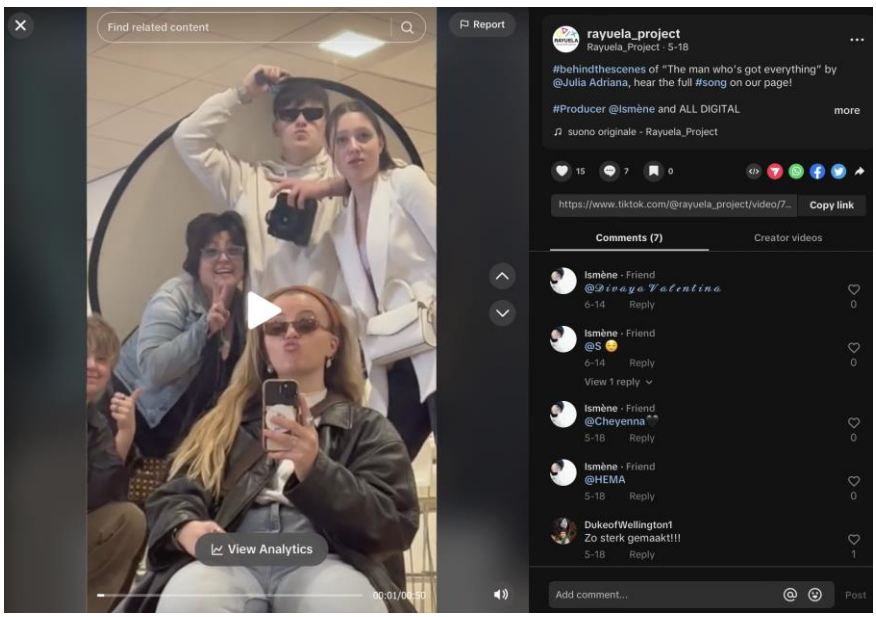

Figure 5. Example of "making of" video and reactions as part of the TikTok campaign

Additionally, **Informative videos** were produced, as shown in Figure 6, containing useful information relevant to the topic of the month (helplines, description of the phenomenon, how to react to certain situations).

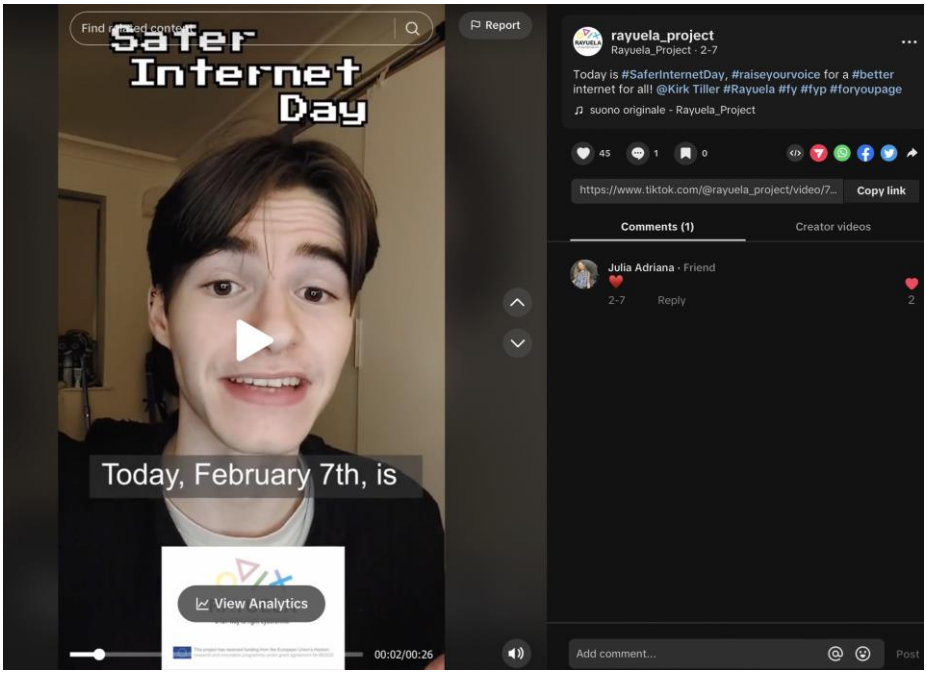

Figure 6. Example of informative and reactions as part of the TikTok campaign

All contents were followed by a final **disclaimer (helplines, resources) and credits** to the artists.

4.3 Results and Additional dissemination activities

Throughout the 5-month campaign, the 53 posts collected almost 40000 views, around 3000 likes, and the profile gained 52 followers.

Additionally, the campaign went beyond just posting videos on a social media platform. The Dutch artists, together with their producer Ismène, also shared their songs on TV, on local newspapers, and through radio.

Table 1 summarizes the additional dissemination activities that were carried out.

Table 1. Summary of dissemination activities

Date of the activity	Type of activity in general	Activities	Channels	Title of the activity	Description of activity	Link of the activity	Number of targeted groups
4/1/2023	online	Online promotion	Press realease	Youth fight cybercrime in a fun way on TikTok	Press release in the Netherlands by TikTok music producer Ismène Elbers.	www.zuidwestupdate.nl	

4/29/2023	publication	Non scientific Publications	Newspapers	Young artists warn young people about online dangers with music: 'Take bullying with you on your phone'	Newspaper article	www.bndestem.nl	174.000 daily readers
5/4/2023	interview	Mass media campaign	Local TVs	5 Times Rock interview	Local TVs	www.zuidwestupdate.nl	
5/5/2023	live performance	Events for the general public		Live performance in a local event			

4.4 Recommendations on how to lead an awareness raising campaign on TikTok

- **Planning**

When planning an awareness raising campaign, it is essential to have a clear idea of what to promote and its strategy. After settling on a precise topic, defining the target audience is key in achieving positive results. Namely, when choosing the social media platform or platforms to use, the creator shall bear in mind who the typical users of the different SM platform are. For this campaign, AD's aim was to engage teenagers and start a discussion or make them aware of different kinds of cybercrimes. Given the massive growth and attention the TikTok platform gained in recent years, especially amongst teenagers, the main idea was to use this tool as the fastest way to communicate with the target audience and create brand new music and content made by young people for young people.

Before starting publishing, having a clear and rich publishing schedule is essential. Being consistent when posting allows users to get familiar with the content one is producing, and it also generates curiosity of what will come next. Thus, having a schedule that includes at least 3 posts per week would be a great starting point.

Besides being consistent in posting, the videos also need to be consistent visually. This will allow the user to immediately connect the video they are watching to the creator's account.

Additionally, being aware of current trends and video formats going "viral", is essential for obtaining relevant results and deciding which style or format to use. Using viral hashtags is also a great way to attract viewers' attention, by linking one's content to a series of similar videos (the most used hashtags on the platform are: #foryoupage #fyp #fy #tiktokartist etc.).

- **Content production**

Contents should be ready to be published as per the scheduled date. TikTok might need more time to assess the video and music content especially from the rights side of both visual materials and the music.

- **Conclusions and Producer's insights**

As the Art and Culture Coach at DKCC&IP Netherlands, Ismène Elbers had the opportunity to be the music producer for the RAYUELA TikTok campaign. After ALL DIGITAL's proposal to involve young musicians to raise awareness among the youth target audience, she scouted young talents and helped them create original musical compositions.

1. Julia: Sing & Songwriter, Solo Artist, age 23, Netherlands, Roosendaal

Julia Schutten, a recent graduate of the Rotterdam Conservatory, was seeking a project that would allow her to evolve as an independent musician. The project resonated with her as it provided the opportunity to dive deep into social issues and develop her own authentic style as a writer.

The project led her to create remarkable compositions and challenged her in terms of time management, execution, collaboration, and entrepreneurship. The experience boosted her confidence not only as a singer and songwriter but also as an entrepreneur. She takes great pride in the collaboration and the feedback it generated, particularly in raising awareness about cybercrime, as she did her own research for the topics assigned.

2. 5 TIMES ROCK (Band): Maudy (17/ singer), Tjeerd (18/guitar), Mika (18 bass), Tijs (18/Drums), Dennis (20/Keys-Piano), Netherlands, Roosendaal.

A newly formed band, whose members are aged 17 to 19, who had never written an original song before. Their challenge was personal, and thereby to establish a connection with their target audience. Ismène provided the young band members with various coaching sessions to help them develop their artistic identity, both individually and as a group, as well as composing music.

The young musicians found the experience incredibly exciting, and they gained a deeper understanding of cybercrime and its impact. They even had the opportunity to discuss it on a local TV channel during an invitation to the program called M2 on Zuid West TV.

It has greatly inspired them and led to personal and artistic growth. The band now has an album on Spotify featuring the RAYUELA songs (since the copyrights have been left to the artists), and during their performances, they have actively promoted awareness about cybercrime. They feel an overwhelming sense of pride and gratitude to have been able to work on the project.

3. Kirk Tiller: Singer and songwriter, United Kingdom, London

Kirk Tiller enjoyed working on the project, especially the aspect of exploring a unique way to discuss cybercrime. He consistently demonstrated a clear understanding of the process from concept to actual composition, and he communicated it exceptionally well and he produced all his videos himself.

Ismène started working with the artists by initiating conversations with them and their parents, introducing the project and its objectives. Following this, she started to discuss values and social issues with them and evaluated what measures were necessary to cultivate and maintain their trust. In addition, she asked Julia, an experienced conservatory graduate, to lead two songwriting training sessions. She also encouraged the young participants to independently dive into various aspects of cybercrime through research.

Moreover, she provided guidance in PR and media training, assisting them in comprehending how to address matters related to the subject. The journey wasn't devoid of challenges, as young people tend to communicate straightforwardly with each other. However, the outcomes were overwhelmingly positive. During their inaugural festival appearance, they even encountered young attendees who recognized them exclusively from TikTok. This experience also yielded valuable insights for Julia, who received private messages from distressed youth grappling with cybercrime issues or resonating with the topic.

From a personal perspective, Ismene found the project immensely invigorating and noteworthy. Particularly striking were the diverse collaborations with the young artists and the production team, spanning the sound studio to the video creators. The trust fostered by All Digital and the collaborative efforts played pivotal roles in overall accomplishments. Notably, all interactions occurred remotely, establishing such a profound connection and enduring memories without physical presence is genuinely exceptional, according to Ismene, reflecting the evolving landscape of digital work and living.

Moreover, this endeavor generated substantial admiration within my circle and even from educational institutions. Schools and educators have expressed interest in the RAYUELA project and its associated project. This resonance has led to various connections, including interactions with Cyber Ambassadors in Breda, in the Netherlands, as well as other high schools throughout the country. A prominently featured newspaper article, accessible both digitally and in print, attracted significant attention and readership, further amplifying our impact.

Quoting Ismene: “This achievement is a testament to our collaborative efforts. I extend my heartfelt appreciation to the entire All Digital team and the RAYUELA project for this partnership. It has been an experience I will treasure profoundly, standing out as a distinctive and exceptional chapter in my journey”.

Overall, the TikTok platform is quite recent and has its own commercial aims and objectives. In other terms, additionally to understandable and contents of good quality, a marketing strategy that implies investing in credits to boost the posts is needed to increase the visibility in the platform. Although the posts were immediately reposted and highlighted by the artists and their already established audience, with the credits invested in the posts TikTok has unlocked and increased the level of visibility of the channel and posts.

5 Conclusions

The raising awareness campaign developed within the RAYUELA project had the aim to inform, educate and promote insights about the relevance of preventing cybercrimes. It was focused on three main target audiences, namely policymakers and LEAs, citizens and young people, and teachers and educators.

The overall campaigns have been designed tailored per each target audience benefitting from the typical platforms where they engage and participate. For this reason, the campaigns took place within conferences, online events and social media, including TikTok to reach the younger generations.

The TikTok campaign, more specifically, unlocked the potential of engaging young musicians to address the topic to their peers through the music language, supported by a professional producer.

The tangible outcomes of the campaigns are related to the outreach achieved through each campaign, considering the 4000 views just on TikTok. The recommendations on running similar activities highlighted the key need in the design phase in identifying the target audience, message and media, including channel of publishing. It also underlines the relevance of professional engagement especially when working with young audiences and look forward the more intangible outreach in achieving young ambassadors and sensitive generation to further tackle the issue.