

## D8.4 Dissemination Material V2



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## List of Acronyms and Abbreviations

Acronym / Abbreviation	
FT	Field Trial
HF	Human factor
LEA	Law Enforcement Agency
MMSP	Mobile multisensory platform
VR	Virtual Reality
WP	Work package

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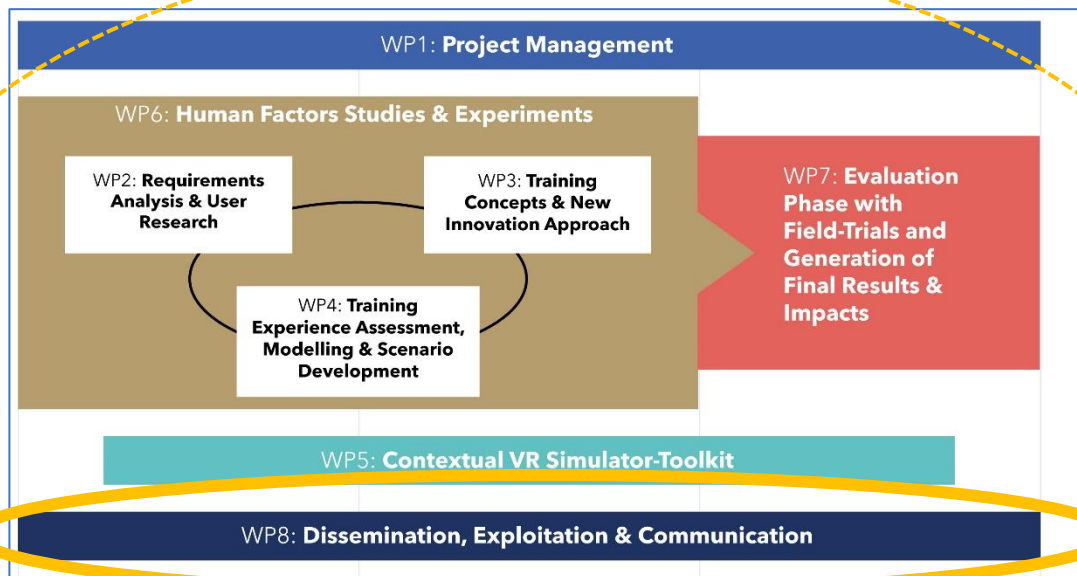
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# 1 Added Value

## 1.1 Relation to SHOTPROS Work Packages (WPs)

WP8 is a horizontal work package that contributes to the project throughout its duration. The aim of WP8 is to disseminate the projects results, communicate the progress and accomplishments and exploit the gathered knowledge of SHOTPROS. The present deliverable reports on the (printed) materials that were developed to achieve these goals as a follow-up report from D8.3 – Dissemination Material V1.



*Figure 1: SHOTPROS Work Packages and its relation to WP8*

## 1.2 D8.4 is informed by the following deliverables:

Deliverable	How did these deliverables influence D8.4
<b>D8.1</b>	The present deliverable is influenced by the overall communication and dissemination strategy of the project as outlined in D8.1 – Dissemination Plan. Specifically, the visual identity, style guide and content experience strategy (see D8.1, chapter 3 & 4) had an influence on the development of the dissemination materials.
<b>D8.3</b>	The deliverable is influenced by D8.3 - Dissemination Material V1 as it builds on the first set of materials and reports on the additional materials that were developed to support the project and its activities (such as attending and hosting relevant events) where the materials were distributed.
<b>D8.5</b>	The D8.5 - Policy-maker toolkit is part of the printed materials developed by SHOTPROS and therefore part of this report.

*Table 1: Influence of SHOTPROS deliverables on D8.4*

## 1.3 D8.4 consequently feeds into the following deliverables:

Deliverable	How does D8.4 influence other Deliverables within SHOTPROS
<b>D8.9</b>	All dissemination activities from M18 to M42 will be reported in D8.9 - Reports on Dissemination Activities including 'VR Police Training Network' Report V2. This includes a reporting on 1) the development of printed materials and 2) the occasions where they were handed out.

*Table 2: Influence of D8.4 on other SHOTPROS deliverables*

## 2 Introduction

The following document reports on the dissemination materials that were developed during the project. The aim of the dissemination material is to inform the relevant target groups (with a special focus on the target groups of policy-makers and end users of law enforcement agencies) about the project and provide information in a concise and condensed way. All materials were and will be displayed and handed out at conferences, events and meetings to support the presented messages.

The design of the printed materials follows the Visual Identity / Style Guide from the Dissemination Plan (D8.1). Also, the use of the logo, colours and visuals is conform to it.

**Legal aspects:** All dissemination and communication materials of SHOTPROS display (if possible) the funding information, the EU emblem, the disclaimer excluding the Agency and the Horizon 2020 logo as agreed in Art 29.4 and Art 29.5 of the Grant Agreement No. 833672.



### 3 Printed Materials

Several sets of printed materials were developed and distributed during the project to provide the project's target audiences with information about SHOTPROS. This deliverable at hand covers the second period of the project after August 2019. The first period is mainly covered by D8.3, Dissemination material V1. The following chapters shall not only provide an overview of what was developed, but also the strategy and utilisation of each dissemination material.

#### 3.1 Poster

The poster of SHOTPROS has been developed with the aim to provide general information about the project. It contains, amongst others, the logo, the slogan, the objectives and information about the project and its relevance. It was developed in the first year of the project (see D8.3) and handed out to all partners for further usage. Due to the easy application, it was used as background for online meetings as well as at events and presentations.

**Strategy & utilisation:** Introducing the project to stakeholders that are not familiar with it (yet); easy to transport it to events and trainings and display it at the venue (see figure 2).



*Figure 2: SHOTPROS poster at the Human Factors study week in Selm, Germany (see D6.1)*

### 3.2 Flyer(s) & Folder(s)

The six-pages-flyer that was developed in the first year of the project (see D8.3) was adapted as the project advanced and supplemented with additional information about the results and therefore re-issued. Also, the contact to the coordinator and the online and social media channels are part of the flyer.

An additional flyer was developed to present a short version of the policy-maker toolkit (see D8.5). This flyer was handed out the final conference and meetings with stakeholders to disseminate the relevant content of how to introduce Virtual Reality (VR) training to law enforcement organisations in an executive summarised way and to get readers to download the full version of it.

Folder with more information but still in a compact way to be folded in a A4 size, were created towards the end of the project to summarise the main findings of the project in an executive style for press and decision-makers.

**Strategy & utilisation:** Introduce the project to stakeholders and ensure uptake of information as “carry-home” of SHOTPROS; display and hand out concise project information at all relevant occasions (e.g. meetings, conferences, trainings, FTs, see figure 3) and inform readers on contact data.

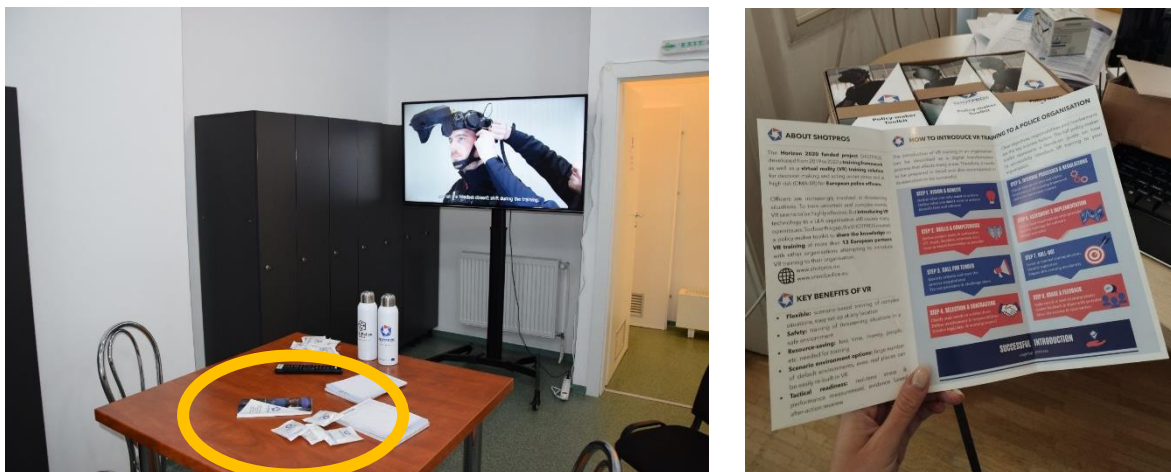


Figure 3: SHOTPROS flyer in the waiting room at the Field Trial (FT) in Bucharest (left) (see D7.1) and policy-maker toolkit flyer (right) (see D8.5)



Figure 4: 4-pages folder for compact, but still detailed overview on the main project results

### 3.3 Roll-ups

The SHOTPROS roll-ups serve as portable presentation system and can be set up within a minute. It serves as visual support for presentations, meetings and can be displayed at events. They show presence of the project on photos and videos done by participants or members of the press when published via different channels. In addition to the first roll-up (see D8.3), an adapted version was made after the amendment with the project extension of 6 months with the corrected duration and an updated picture. As the project advanced, a dedicated roll-up for the VR Police Network (see D8.10) was designed to attract new members by displaying it at events. Additional roll-ups with projects photos and the networks & project logo for the final conference. To save resources the roll-up was always part of the event planning and typically was shipped together with the SHOTPROS VR solution itself.

**Strategy & utilisation:** the project and the network “at one glance”; the roll-ups brand events and trainings that were attended or hosted by SHOTPROS / the VR Police Network and were prominently placed at the venues (see figure 4 & 5) for awareness raising.



*Figure 5: VR Police Network Roll-up at the FT Bucharest (see D7.1)*



*Figure 6: SHOTPROS Roll-up at the SIAK VR Network workshop (see D8.9)*

### 3.4 Policy-maker toolkit

The policy-maker toolkit was developed with the aim to materialise project results and knowledge for the target group of policy and decision-makers within the law enforcement industry across Europe. The toolkit compiles materials that are relevant to policy strategies and decisions and help policy-makers to understand requirements of LEAs concerning VR training. It was distributed at the final conference (see D8.11) and the downloadable version will be reported in the respective deliverable (see D8.5).

**Strategy & utilisation:** Concisely inform policy- and decision-makers about the results of the project and convince them of the added value of the project and its results; distribution at the final conference and 1:1 meetings.

## 4 Give-aways

In addition to the printed materials that aim at providing information, several give-aways were developed and distributed to 1) enhance the recognition value, 2) for practical reasons and 3) to trigger further research on and interaction with SHOTPROS.

Most of the give-aways presented in the following sub-chapters were distributed at the different studies (see D6.1) and events with SHOTPROS presence. Especially the field trials (see D7.2), where a large number of relevant stakeholders (e.g. police officers, students, policy-maker, etc.) from outside the consortium attended, were equipped with this material to approach even larger target-groups. By providing them with valuable SHOTPROS branded give-aways (in addition to the flyer or other more content-based material), we ensured loyalty to and brand-recognition of the project even after the end of the event.

### 4.1 Notebooks and Pens

SHOTPROS branded notebooks and pens were used at all events, meetings and studies (see figure 7). This was convenient for all participants, since they could use them to take notes during the studies and fill out the questionnaires and also served the branding purpose.



Figure 7: SHOTPROS pens and notebooks at the FT Seibersdorf (see D7.2)

## 4.2 Peanuts

Small bags with peanuts with the project logo and website were distributed as snack at the HF studies (see D6.1) and the FTs (see D7.2). This was done to ensure that all participants who take them home, also have the link to the website with them.

## 4.3 Bottles

The re-usable drinking bottles were specifically ordered for the FTs (see D7.2) and the final conference to reduce plastic waste from one-way bottles and cups. Due to the large number of people coming together at those events hosted by SHOTPROS, it was necessary to provide them with drinks (for example during or after the training). However, the SHOTPROS consortium decided to do this in the most ecological-friendly way by encouraging all participants to use the bottles and keep them.

The bottles are branded with the SHOTPROS information at one side and VR police Network logo and website link on the other side as well as the funding information and EC emblem (see figure 8) to target both aspects, the project itself as well as the VR and Police network that is planned to live on even after the end of the project.



*Figure 8: SHOTPROS & VRPN bottles*

## 4.4 Bags

Also, the eco-friendly branded jute bags were developed and ordered for practical and ecological reasons. They facilitate transport of small items (such as other materials, questionnaires, equipment) and reduce the waste at events. In addition, participants were encouraged to take them home and have a reminder of the project and the VR police Network.



*Figure 9: Give-aways at the FT Bucharest (see D7.1)*

## 4.5 Patches and Stickers

Patches with velcro on the back were developed for two reasons. Patches like this are typically used by law enforcement personnel on their tactical shirts to identify their affiliations or memberships and achievements. Based on that background and our main target group, they built an ideal solution to identify equipment (e.g. the VR Suits or the multisensory platform [MMSP], see figure 9 and 10) on the one hand and secondly, they have been applied by LEA partners on their police equipment to show a SHOTPROS affiliation (either by partners or by others who executed a training). Police members typically collect such patches from events and other organisations and display them in their offices – patches from SHOTPROS now are part of this tradition and are displayed in offices of decision makers all over Europe. SHOTPROS and VRPN stickers were used for materials where patches could not be applied and distributed as give-away amongst stakeholders.



Figure 10: SHOTPROS patches on the VR Suit    Figure 11: Patch on the MMSP

## 5 Material for the final conference

The final conference was the biggest event hosted by SHOTPROS and therefore a selection of additional materials, such as the printed conference program, bags, pens, a glossy map with information material and flyers, a flyer on the SHOTPROS VR solution, etc. was ordered. It was decided to hand out goodie bags to the participants to ensure that all dissemination material that was ordered earlier in the project can be distributed in a sustainable manner.



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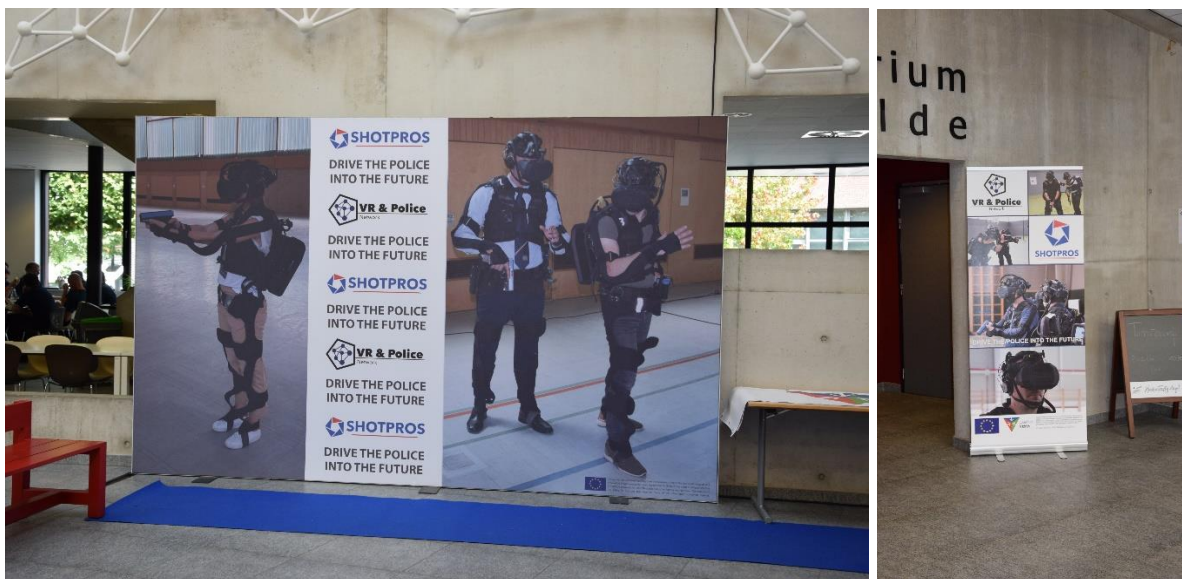






*Figure 12: Overview on goodie bag with bottles, notebook, pen, sticker etc. and map with detailed information material (flyer etc.) on the SHOTPROS project for conference participants.*

In addition to the “take-away” material above, a further roll-up to display the presence (SHOTPROS) and the future (VR and Police network) of the project was ordered as well as large poster-stickers for background enhancement. Furthermore, to create a high social media impact a “selfie” photo wall was set-up at the conference to enhance the sharing of photos and content from the conference. Results on that will be reported in D8.9, the Dissemination report.



*Figure 13: Photo wall and roll-up at the final conference*



Figure 14: Screenshot from a TV feature at the Flemish public TV after the press event with the Belgian Minister of the Interior with SHOTPROS material in the background

## 6 Conclusion

These deliverable compiles a report on the dissemination material that was developed throughout the second part of the project and provides evidence of its use by the consortium on relevant occasions. A detailed report of all dissemination and communication activities, including the events, meetings, the SHOTPROS project hosted or participated in is the D8.9 - Reports on Dissemination Activities including 'VR Police Training Network' Report V2.