

D8.1 Dissemination Plan and Communication Guide



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List of Acronyms and Abbreviations

Acronym / Abbreviation	
VR	Virtual Reality
LEA	Law Enforcement Agency
DMA-SR	Decision-making and acting in stressful and high-risk situations
VR	Virtual Reality
HF	Human factors
CBRN	Chemical, Biological, Radiological and Nuclear
WP	Work package
SME	Small and Medium Enterprise
PEST	strategic business tool; analyses opportunities / threats of political, economic, social and technologic factors
NCPs	National Contact Points
KPI	Key performance indicator
AR / MR	Augmented reality / mixed reality

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Executive Summary

This document contains the overall dissemination strategy and communication guide of SHOTPROS.

In accordance with the EU guidelines, SHOTPROS is obliged to communicate and promote the project and its results in a strategic and effective way and provide targeted information to multiple audiences. Communication of SHOTPROS aims to demonstrate how the Horizon 2020 fund is used to achieve the objectives.

SHOTPROS adds value by:

- Showing how EU collaboration has achieved more than otherwise been possible, notably achieving scientific excellence, contributing to competitiveness and bringing cultural differences together.
- Showing how the outcomes of the projects lead to better decision-making and acting of police officers under stress and in high-risk operational situations for the combat against crime and terrorism for European LEAs;
- Showing the societal impact of SHOTPROS and the benefits for European citizens.
- Showing how the results are taken up by decision-makers, industry and the scientific community

1 Introduction

This Dissemination Plan and Communication Guideline is the first deliverable (D8.1) of work package 8. The purpose of the plan is, to provide a framework for the dissemination and communication activities in order to maximize the impact and the public awareness of SHOTPROS. Furthermore, it guides the partners by planning and conducting external dissemination and communication.

This deliverable contains a brief summary of the SHOTPROS project, an overview of WP8, the communication and dissemination activities and their evaluation. More specifically, the objectives, target audiences, the timeline, the contents and messages of communication are defined. Also, the specific activities, the visual identity and the content experience strategy are determined in this document. The last chapter describes the evaluation procedures that were implemented to ensure high quality standards and to detect potential problems.

This plan is a “living document” and will be updated according to the current status of the dissemination activities of the consortium.

2 SHOTPROS Project

2.1 Overall Vision and Objectives

The SHOTPROS project aims to investigate the influence of psychological and contextual human factors (HFs) on the behaviour of decision-making and acting (DMA) of police officers under stress and in high-risk operational situations in order to design better training for police officers to improve DMA performance. To do so, SHOTPROS will develop a Virtual Reality (VR) research solution to experimentally assess the degree to which these factors influence DMA behaviour. Subsequently the project will develop a human factor-rooted (HF) training curriculum and a corresponding VR training solution to provide a comprehensive framework for practical training for decision-making and acting under stress and in high-risk (DMA-SR) situations in order to improve DMA-SR performance.

The VR training will increase DMA-SR performance which will lead to better and more correct decisions (from several perspectives, e.g. law, ethics, etc.), to keep the guidance in threatening situations, to minimise use of force occurrences, and accordingly, to minimize casualties and collateral damage, such as panic and cascading or escalating effects.

Recent societal phenomena, such as the Skripal poisoning and the acid attacks in the UK in 2018 or the terror attacks in Nice (2017), Paris (2016) and Berlin (2016) as well as a number of violent riots based on radicalisation in right- and left-wing movements (Hamburg 2017) show an increase of extremely threatening situations with a high level of stress, both collectively (media attention, political awareness) and individually (unfamiliar situations) for police officers, who generally are the first to arrive on the scene of the incident.

Based on these developments within the last decade, the number of incidents where police officers are first responders in critical situations with severe threat circumstances has drastically increased. A major challenge for these first responding officers is to properly evaluate the situation (e.g. using all available information in the given context) and decide how to further proceed and to assess and choose the most appropriate strategy. The appropriateness of this decision is highly critical as it has a strong impact on the potential success of the operation as well as on the potential impacts, scene environment (e.g. witnesses, involved civilians, etc.) and consequences. From a psychological perspective such decisions are formed through a complex psychological process that is influenced by several factors. E.g. police officers in high-anxiety states tend to focus on threat-related inferences and expectations rather than on objective and task-relevant visual information. Hence it is

important to train the officers' ability to perceive all available information in a given scenario despite the threat induced narrowing of perception.

Prior research distinguishes four sets of potential influencing factors: human factors, contextual factors, organizational factors, and environmental factors. Understanding the influence of these factors on information perception and following decisions is of high importance in order to better train and optimize DMA in such situations.



Figure 1: Influencing factors on decision-making and acting

SHOTPROS involves 6 law enforcement agency (LEA) partners – from 5 European countries – as it sees the capabilities of effective, efficient and “satisfying” DMA-SR of police forces as an utmost important part of a European Security Model and a high need for the daily combat against crime, terrorism, CBRNe threats and radicalism. SHOTPROS contributes to the improvement of the competences and capabilities of European LEAs to prevent, investigate and/or mitigate the impact of criminal acts, whilst protecting fundamental European rights.

For SHOTPROS we identified 5 distinctive and forward-looking objectives. All objectives will strongly support the idea of the European Security Model and supports the internal security strategy for the European Union.

Objective 1: Evaluated and validated Human Factors Model for Decision-Making and Acting under Stress and in High-Risk situations (DMA-SR Model)

One of the main goals of SHOTPROS is to quantify the influence of several human factors (i.e., contextual factors, psychological factors, etc.) on the decision-making and acting process under stress and in high-risk situations, controlling for the possible influence of organizational and environmental factors.

Objective 2: Virtual Reality (VR) Environment that allows to manipulate Human Factors in the Context of DMA-SR and observe related Behaviour

The SHOTPROS project will develop a VR Training Framework that is able to dynamically introduce psychological (e.g. anxiety inducing) and physiological cues into virtual training scenarios. Throughout this development a large range of cues will be scientifically assessed, and after a pre-selection validated, for their ability to induce certain emotions and to train appropriate behaviour during VR training sessions.

Objective 3: (European Police) Training Framework and Curriculum for DMA-SR

In an initial step, a comprehensive overview of existing decision-making trainings in law enforcement agencies across Europe and best practices for effective training of police forces for optimal decision making in real life situations will be gathered. A comparative analysis will show the common baseline, minimum mandatory (legally imposed) elements, strong aspects and shortcomings, as well as innovative approaches.

Objective 4: Guidelines for VR Training (as a complement to theoretical and real-case practical training)

SHOTPROS aims to make the gained knowledge about VR trainings available for the future development and setup of training systems using VR technologies. For this purpose, it compiles all the created knowledge in several guidelines that can serve as a basis for the integration of VR training tools in European Law Enforcement Agencies (LEAs) existing training practices. With these guidelines that are based on findings of the requirements analysis and evaluations with end-users, SHOTPROS contributes to the efforts towards a harmonized and standardised European police training framework. The created guidelines support the European Security Model for enhancing the topic of “innovation and training” and standardisation of (training) frameworks within the European police forces and organisations.

Objective 5: European Network for Knowledge Transfer on VR Training and creating a Policy-Maker Toolkit

SHOTPROS will establish a "VR Police Training Network" which will include the LEAs from SHOTPROS and reach out to other interested LEAs from the European Union (and EU partner countries) which are not part of the consortium project team. Preparatory research,

interviews and workshops with the European LEAs during the preparation of the proposal showed a lack of strategy and knowledge of VR Training in the fight against radicalization in crime and terrorism for Police forces.

2.2 Expected Results and Impact

The expected societal impact is:

- **Higher security through better training of police officers:** SHOTPROS aims to enable police officers as first responders to train their decision-making and acting skills under stress and in high-risk situations and consequently prevent and fight crime and terrorism more efficiently.
- **Stronger security structures:** A harmonized and standardised European police training framework and the establishment of a Police Training Network will enable better exchange, harmonization and cooperation in law enforcement on EU-level and therefore strengthen the security structures within the EU Security Union.
- **Higher trust in European police forces and a higher level of perceived security through better trained police:** Better police training will result in sound and safe handling of incidents and safer public spaces, which will result in a better image of law enforcement agencies, higher trust and the overall perception of the European Union as a place of freedom, justice and security and higher quality of life.
- **More cost-efficient training:** A direct economic benefit will result from the fact that VR training allows cost-efficient adaption to different contexts, scenarios, new challenges and goals. The proposed training framework can be adapted to training for other professions that operate under stress and in high-risk situations (e.g. fire and rescue teams, disaster management and emergency services, the urgent medical intervention teams, specialised forces etc.) or other levels and roles within first responders' organizations (director of operations, crisis management, control room). The framework can further be used in future scientific work, as a basis for new forms of training for different kinds of applications.
- **Positive Economic impact:** Actual and perceived public security and safety, especially safer public spaces, cities and streets will have a positive economic impact by raising the value as a business location, as a location for international organizations and for various economic sectors (e.g. tourism).

2.3 SHOTPROS Consortium

The consortium comprises **13 partners of 6 European countries**, well selected and offering wide experience and knowledge in the areas of daily police work and police training, crisis management, human factors, psychology, movement science, social and impact research, stress measurement, VR technology, human computer interaction, criminology, law enforcement, international police cooperation and training of law enforcement personnel.

6 consortium members are law enforcement agencies (LEA) and highly experienced in police training and education and have a strong knowledge in creating training programs for different police areas. All law enforcement partners must deal with the topic of decision-making under high-stress situations and have an urgent need for a HF DMA-SR Training Framework. Therefore, they strongly support the objectives, concepts and results of SHOTPROS. Project representatives from the LEAs are involved in the topic of police training and the combat against crime and terrorism daily and will have a high impact on opportunities for education possibilities and programs. Especially the possibilities of VR environments (e.g. possibility to change context factors, training of larger groups, performance and stress measurement, repetition of sessions, etc.) will play an important role in future DMA police training.

4 members of the consortium are universities or research centres that are experts in the human factors area and domain requirements (criminology, police training and law enforcement, stress measurement, movement science, behaviour research, etc.) of this project, and together they complement the various academic needs.

The 2 industrial members are SMEs specialising in development of VR training, emergency management & training, HF research & design and networking in safety and security issues, and both industrial members are in close connection to LEAs (based on previous projects).

1 consortium member is a governmental non-profit organisation and End-User-Platform and will share its experience in organizing national, European and international field exercises, training demos and events.

All LEAs (BP, NP-OBT, SPA, LAFP NRW, RMIA-DGL and ADCC IBZ) will utilise their experience in police training and add their needs, wishes, concerns to the requirements and specifications of the future (VR) DMA-SR Framework and Training (WP2). They will contribute from their experience to the development of scenarios and methodology of training and will participate in the Human Factor Studies and Experiments (WP4) and in the field-tests for evaluation (WP7). They are an important part in SHOTPROS' dissemination and exploitation strategy

(WP8) and help to make our final conference to a top-notch experience event for the international LEA community.

USE, with its senior project management team coordinates, controls and manages the project (WP1). USE utilises their experience and understanding of the commercial and policy arena and leads the dissemination, communication and exploitation of the project (WP8). USECON will also participate in the end user studies and trials with their user research & Human Factors experts and contributes from its long experience of understanding user requirements and needs in contextual situations and domains.

KUL has a strong experience in psychology and user-based requirement research. Therefore, they are responsible for WP2 “Requirement Analysis and User Research” from different perspectives and stakeholder views. Furthermore, KUL overtakes the topic for ethical reviews for all deliverables (WP1) and will organise together with VESTA the final conference (WP8).

VUA has a world-class expertise on performing under pressure, training for high-stakes performance settings, perception-action coupling, and decision-making and acting. Therefore, VUA is responsible for comparison actual trainings programs, creating and validating the HF based Multi-Dimensional DMA-SR model (WP3) and compile a European framework for training and assessment, using VR, of DMA-SR behaviour of LEAS professionals (WP3 and final version in WP7).

AIT will build on its strong research experience in technology experience and its recent advances in designing and assessing virtual reality bases training approaches. Together with AIT's strong history in successful research project execution on an international level, this ensures that AIT will successfully lead the work on Training Experience Assessment, Modelling and Scenario Development (WP4) and the creation and validation of a VR cue repository. Furthermore, the execution of numerous human factor studies and experiments and the quantitative modelling of trainee behaviour (WP6) will create novel datasets and experience and behaviour models.

RL will be responsible for the development of defined police VR scenarios, the integration of stress measurements and creation of the innovative after-review dashboard and will led therefore WP5. Furthermore, RL will provisioning the existing VR environment and hardware for the human factor studies (WP6) and the field-trials (WP7). RL will be responsible for the setup of the VR environment at the LEAs premises and the technical planning with them. RL will also overtake the important role as technical advisor in all WPs. In WP8 RL will develop the VR showcase for dissemination.

UHEI has long experience in conducting ethical, well-designed experiments which fulfil the international scientific standards and critical peer reviews. They have extended knowledge in the psychophysiology of stress. Therefore, they will support to outline study designs involving biomarkers, they will supervise the valid and ethical conduction of bio sampling and they will be responsible for the laboratory analyses of biodata (WP4, 6). As sport psychologists, they contribute to the interdisciplinarity of the project by sharing their understanding of decision-making and performance under stress of elite athletes, as elite athletes- similar to police officers – are required to perform well under stressful circumstances (WP2).

ADCC IBZ is the coordination and crisis centre of the Belgian Federal Government. Their expertise and experience are focused upon events which, by reason of their nature or consequences, threaten the vital interests of the country or the essential needs of the population. Among others, they consist of a risk analysis department and a CBRN expertise centre. ADCC IBZ will aid in the identification of high-risk situations through the development of a risk assessment tool and the design of VR-scenarios which correspond to these high-risk situations (WP4). Furthermore, crisis and risk communication expertise allows ADCC IBZ to develop relevant strategies, decision-making support and toolkits for policy-makers (WP8).

VESTA has extended experience in training, teaching, disseminating new knowledge and organisation of mono- and multidisciplinary table top and field exercises. Two departments of VESTA are particularly involved: The Police Academy, responsible for basic police training, having its own training infrastructure; and VESTA's Research Department with extensive experience in national and EU research projects. VESTA is be responsible for the End User Management (WP1, T1.4) and for planning and managing the field tests (WP7). Because of their expert knowledge in networking and setup communities they are responsible for establishing the planned VR Training Network and organising the final conference (WP8).

3 WP8 – Dissemination, Exploitation and Communication

The objectives of WP8 will be achieved by devising strategies for dissemination, exploitation, and communication of the project and its results amongst European target audiences.

The work package leader, USECON, together with the other partners executes this work package, and the industrial partners contribute to the elements relevant to sustaining the impact of SHOTPROS beyond the project's duration, continued development of the training environment and marketing the platform.

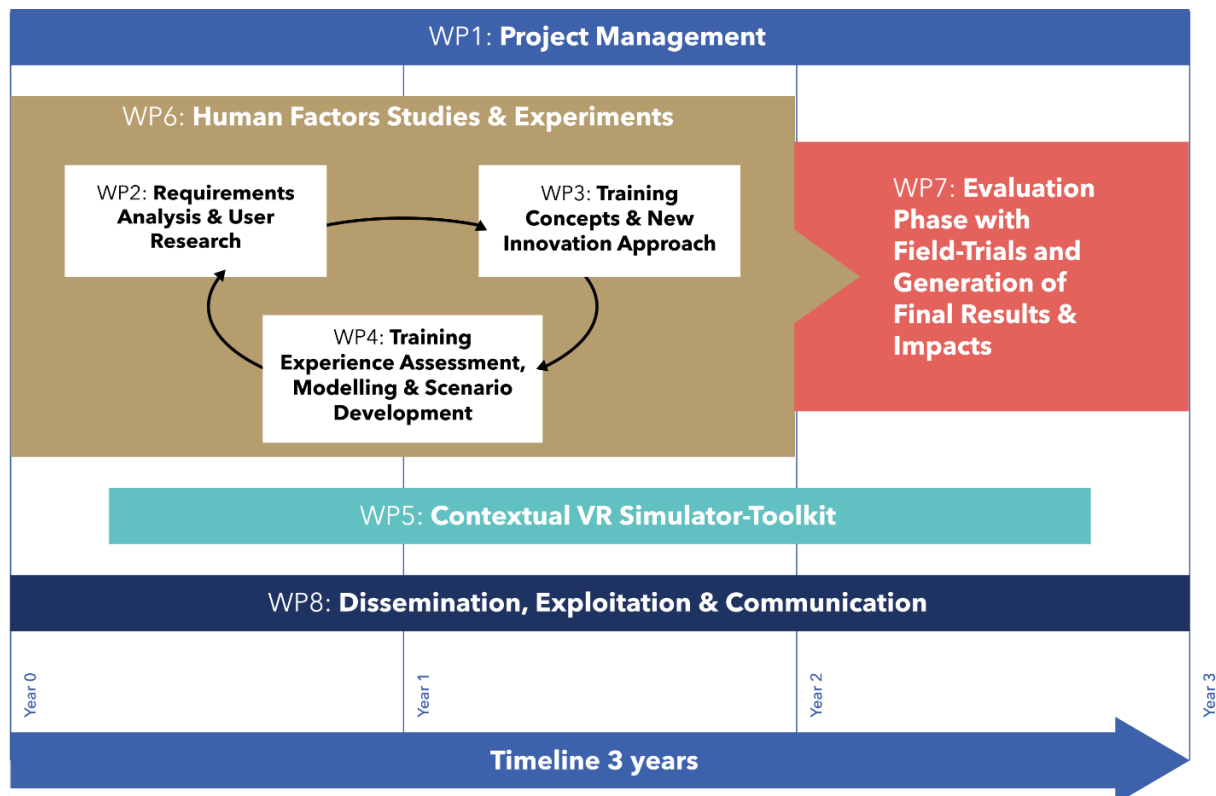


Figure 2: Interrelation of Work Packages

3.1 Principles set out by the European Commission

This chapter briefly sums up the rights and obligations concerning Dissemination, Exploitation and Communication set out by the EC applicable to the grant awarded to the beneficiaries. All relevant information on the EC guidelines in relation to Dissemination, Exploitation and Communication has been taken from the Grant Agreement.

3.1.1 Rights and Obligations related to the Results (Art 26, Grant Agreement)

In the Grant Agreement (Art 26.1), a “result” is defined as an (tangible or intangible) output of the action such as data, knowledge or information — whatever its form or nature, whether it can be protected or not — that is generated in the action, as well as any rights attached to it, including intellectual property rights. If two or more beneficiaries jointly generated a result, the joint owners must agree on the allocation and terms of exercise of their joint ownership (‘joint ownership agreement’), to ensure compliance with their obligations under the Agreement.

The rights of third parties are also determined the Grant Agreement (Art 26.4).

Consequences of non-compliance can be found in Art 26.5 of the Grant Agreement. In case that the beneficiary breaches any of these obligations, the grant may be reduced. Other possible consequences of such breaches are described in Chapter 6 of the Grant Agreement.

3.1.2 Dissemination in H2020 Projects

“Unless it goes against their legitimate interests, each beneficiary must — as soon as possible — ‘disseminate’ its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium).” Nonetheless, it is necessary to mind the possible protection of the results before disseminating them. The beneficiary that intends to disseminate must inform the other beneficiaries in advance since it may be against their legitimate interests.

Open access to all peer-reviewed scientific publication relating the project and the results must be ensured by the beneficiaries. The details can be found in the Grant Agreement (Art 29.2).

Unless the Agency requests otherwise or it is impossible, every dissemination of results in any form must display the EU emblem and include the following text in appropriate prominence: *“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 833672.”* Also, it must be stated that any dissemination of results or outputs reflect only the author’s / consortiums view and that the European Commission is not responsible for the content.

Therefore, all project partner will be instructed to follow these requirements whenever they publish information about SHOTPROS. Also, the Leader of WP8 is responsible to provide templates for Microsoft Word and PowerPoint documents that comply with these requirements.

3.1.3 Exploitation in H2020 Projects

The requirements concerning the exploitation are defined in Art 3 of the Grant Agreement:

“Each beneficiary must — up to four years after the period set out in Article 3 — take measures aiming to ensure ‘exploitation’ of its results (either directly or indirectly, in particular through transfer or licensing; see Article 30) by:

- (a) using them in further research activities (outside the action);*
- (b) developing, creating or marketing a product or process;*
- (c) creating and providing a service, or*

(d) using them in standardisation activities.

This does not change the security obligations in Article 37, which still apply.”

The Exploitation Plan will be elaborated during the project and delivered in month 36 (D8.7). The consortium will systematically evaluate the SHOTPROS outcomes for exploitation potential and generate innovation strategies in order to make use of the outcomes on a practitioner, societal, economic and scientific level.

The final Exploitation Plan will review innovation opportunities for exploiting the results of SHOTPROS by entrepreneurial stakeholders and different kinds of law enforcement agencies and training institutions and will explore other entities such as local and regional governments. The plan will also include an outlook to extend the exploitation to other security-relevant target groups like Special Forces, military, CBRNe defence forces or fire brigades. A human factors-based VR training for DMA-SR will not only be relevant for security practitioners. The scope will also be extended further to consider the application in other areas like emergency services, medical surgery, sports, music, and other high-stress performance-related areas.

3.2 WP8 - Objectives

WP8 contains the Dissemination, Exploitation and Communication of SHOTPROS and is led by USECON. It aims to disseminate the results of the project to all stakeholders by using targeted messages, means and language for each audience. The objectives of this work package will be achieved by devising strategies for dissemination, exploitation, and communication of the project and its results amongst European target audiences.

This deliverable (D8.1) includes an overall description of the SHOTPROS project, the principles set by the EC, the objectives, the target audiences and a timeline for the activities. Furthermore, the communication activities, the dissemination channels, the visual identity and the evaluation of the dissemination and communication are described.

Deliverable	Lead	Due to	Nature
D8.1 Dissemination Plan and Communication Guideline	USE	M4	Public
D8.2 Project Website	USE	M4	Public
D8.3 Dissemination Material V1	USE	M4	Public
D8.4 Dissemination Material V2	USE	M35	Public

D8.5 Strategies & Toolkit for Policy-Makers	USE	M36	Public
D8.6 Exploitation Plan, Innovation Management and Business Outlook	USE	M36	Public
D8.7 Demonstration Tool	RL	M28	Public
D8.8 Reports on Dissemination Activities including 'VR Police Training Network' Report V1	USE	M17	Public
D8.9 Reports on Dissemination Activities including 'VR Police Training Network' Report V2	USE	M35	Public
D8.10 VR Police Training Network for LEAs: Mission Statement and Implementation Plan	VESTA	M8	Public
D8.11 SHOTPROS Final Conference Proceedings	VESTA	M33	Public

Table 1: Deliverables WP8

3.2.1 Strategic Objectives

For the success of the project and WP8 it is necessary to develop a strategically planned Dissemination Plan and Communication Guide. This implies, that the overall objectives, the target groups and the key messages (for each target group) have to be clarified before deciding on the operationalization.

Strategic objectives WP8:

- Disseminate the results of SHOTPROS.
- Exploit the information, knowledge and experience gained from SHOTPROS.
- Communicate the progress, activities, events and accomplishments of SHOTPROS.
- Reach the target audiences and trigger their interest in the project.
- Inform the general public about the project and how they benefit from EU funded research.

The SHOTPROS communication strategy is structured in three main stages:



Figure 3: Stages of communication (per year)

3.2.2 Operational Objectives

To achieve the strategic objectives, the operational objectives must be set in this Dissemination Plan and Communication Guide, which implies:

- To develop a timeline for the main communication and dissemination activities throughout the course of the project.
- Identify target audiences, key messages and media channels for dissemination and communication activities of SHOTPROS.
- All dissemination and communication activities must comply with the operational and strategic plan in this deliverable.

The operationalisation was planned as a top-down process (Figure 4).

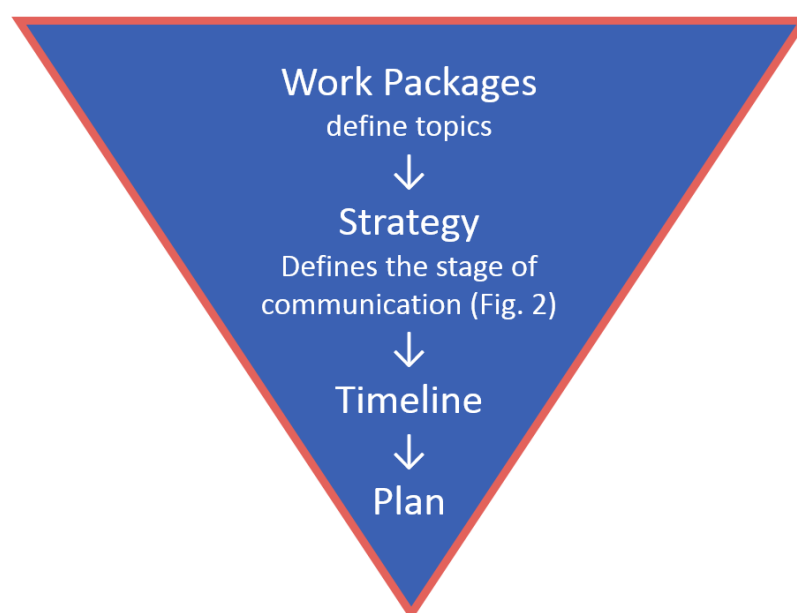


Figure 4: Top-down process for developing the Timeline and the (planned) Activity Schedule

3.3 Timeline and (planned) Activity Schedule

The timeline has been developed to link the stage of communication from the strategy to the activities relevant for communication, dissemination every month. With this overview, a planned activity schedule could be set up. Both plans are living documents that will be updated whenever new events or progresses occur in the project.

Figure 5 shows the timeline containing all work packages and other matters of the project that will be communicated. The light-grey months indicate that the work package is in progress. That is relevant for the planned activity schedule in some instances, since the communication activities about a work package starts at this time. The dark-grey months mark the deadlines of deliverables, the planned events and fulfilled tasks.

Timeline		Year 1 - Awareness												Year 2 - Positioning												Year 3 - Seeding											
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	
	What to communicate / disseminate																																				
WP1	Kick-off event & Partners																																				
WP2	Requirements Analysis & User Research																																				
	Requirement Workshops																																				
	Guidelines for training scenarios																																				
WP3	Training Concepts & New Innovation Approach																																				
WP4	Training Experience Assessment, Modelling and Scenario Development																																				
WP5	Contextual VR Simulator-Toolkit																																				
WP6	Human Factors Studies & Experiments																																				
WP7	Evaluation Phase with Field-trials and creation of Final Results & Impacts																																				
WP8	Dissemination, Communication & Exploitation																																				
	Scientific Dissemination (Journals)																																				
	Scientific Dissemination (Conferences / Workshops)																																				
	External Events attended representing SHOTPROS																																				
	Internal Consortium Meetings																																				

Figure 5: Timeline

Based on the timeline, the planned activity schedule for the communication has been deducted. This tool enables the WP8-leader to plan the communication activities of each project progress for every online-channel in forward. If the date for the communication activities is not determined yet, there is a cross in the relevant channel of the month. When the date is already set (e.g. the date of a conference), the week for the communication activities will be written in the channel.

Figure 6 shows the planned activity schedule for the first year of SHOTPROS in the communication stage “awareness”.

(planned) Activity Schedule	AWARENESS											
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
	May 2019	June 2019	July 2019	Aug 19	Sep 19	October 2019	Nov 19	Dec 19	January 2020	February 2020	March 2020	Apr 20
What to communicate / disseminate	Website Researchgate Twitter Facebook LinkedIn	Researchgate Twitter Facebook LinkedIn	Researchgate Twitter Facebook LinkedIn	Researchgate Twitter Facebook LinkedIn	Researchgate Twitter Facebook LinkedIn	Researchgate Twitter Facebook LinkedIn	Researchgate Twitter Facebook LinkedIn	Researchgate Twitter Facebook LinkedIn	Researchgate Twitter Facebook LinkedIn	Researchgate Twitter Facebook LinkedIn	Researchgate Twitter Facebook LinkedIn	Researchgate Twitter Facebook LinkedIn
Kick-off event & Partners												
Requirements Analysis & User Research												
Requirement Workshops												
Training Concepts & New Innovation Approach												
Training Experience Assessment, Modelling and Scenario Development												
Contextual VR Simulator-Toolkit												
Human Factors Studies & Experiments												
Evaluation Phase with Field-trials and creation of Final Results & Impacts												
Dissemination, Communication & Exploitation												
Scientific Dissemination (Journals)												
Scientific Dissemination (Conferences / Workshops)												
Social Media Groups - monthly update												
External Events attended representing SHOTPROS												
ASP2019, UH1, Laura Giessing												
PEPSAC2019 (15th European Congress on Sport & Exercise Psychology), VUA, Yana Hutter, Raoul Oudejans												
Mediterranean Security Event 2019, Cyprus, VESTA, Kathleen Van Heuverswyn												
Internal Consortium Meetings												
Vienna (Kick-off) - AIT, USE												
Utrecht - VUA												
Amsterdam - VUA												
Brussels or Vienna (Review Meeting) - AIT, USE												
Selm - LAPF NRW												
Vienna - AIT, USE												
Campus Vesta												

Figure 6: plannedActivity Schedule - Year 1

3.4 WP8 - Target Groups and Audiences

3.4.1 Internal Audience

The internal audience comprises all members of the consortium of SHOTPROS. The internal communication is a key factor for the success of the project since it is essential for a proper completion. USECON, as project coordinator and WP-Leader of WP8 (Dissemination, Communication & Exploitation) is mainly responsible for the communication procedures. All members of the consortium are required to follow the defined internal and external communication processes.

3.4.2 External Audiences

5 external target groups have been identified:

Practitioners and networks in the field of LEA training EU and national organisations focused on law enforcement training: European police and law enforcement academies; European Networks in the area of emergency management and training, such as eNOTICE, ILEAnet,

ENLETS (European Network of Law Enforcement Technology Services), EFRIM (European First Responder Innovation Managers); Professional organisations such as IPA.

International LEA organisations, decision-makers and policymakers: International LEAs like Interpol, Europol, CEPOL (European Union Agency for Law Enforcement Training), EMCDDA (European Monitoring Centre for Drugs and Drug Addiction), etc. OSCE – Organisation for Security and Cooperation in Europe; Relevant governmental authorities like ministries internal affairs, public or civil security, justice and others; policy-makers on the national and European level.

Academic Community and Researchers: Researchers in the fields of virtual reality (VR), training methodology, technology enhanced training, psychology, criminology, sociology, etc. More specifically researchers in the fields of human factors research, human factors and decision-making, VR training, training for high-stress and high-performance situations, training for decision-making

SMEs and Industry: SMEs that can use SHOTPROS' toolkit for other training services and VR products

Society and Public: Civil Society Organisations; Public interest groups; the general public

3.5 What to communicate

Information on SHOTPROS will be communicated to its target audience and the general public in various methods of communication by all consortium members. All activities will follow the developed communication strategy to maximize the impact and to support the success of SHOTPROS.

3.5.1 Value of the project

Communication activities will focus on these messages:

- the added value of DMA-SR Training for the combat against crime and terrorism for European LEAs;
- the societal impact of SHOTPROS and the benefits for European citizens;
- the project's compliance with regulations on ethical, legal, safety and privacy in the field;
- and the awareness of the importance of DMA-SR to follow the European Security Strategy.

3.5.2 Core Story (for each external Audience)

The following core stories for each target audience have been identified based on the messages about the value of the project:

External Audiences	Core Story
Practitioners and networks in the field of LEA training EU and national organisations focused on law enforcement training	The number of high-risk situations where police officers are first responders has increased. SHOTPROS will conduct research in the field of DMA-SR in order to develop a training curriculum and a VR-training solution to prepare European LEAs for the combat against crime and terrorism.
International LEA organisations, decision-makers and policymakers	SHOTPROS expected output of a Police Training Network, a toolkit and a training framework will enable better exchange, harmonization and cooperation in law enforcement security structures within the EU Security Union. Also, a direct economic benefit will result from the fact that VR training allows cost-efficient adaption to different contexts, scenarios, new challenges and goals.
Academic Community and Researchers	SHOTPROS will deliver (new) findings in various fields of research and develop a validated Human Factors Model for Decision-Making and Acting under Stress and in High-Risk situations (DMA-SR Model). The results will be available to the Academic community by publishing and presenting them in order to enable further research.
SMEs and Industry	SHOTPROS will develop a toolkit for VR training solutions based on validated research and enable knowledge transfer between research, practice and business. The outcome will be compiled in several guidelines to enable further development of companies requiring, developing or supplying VR training and learning systems. Increased public safety can raise the value of the business location.
Society and Public	SHOTPROS makes a contribution to the public safety, brings up new scientific insights and works with innovative technologies. This can be achieved through the collaboration of various European partner institutions and the funding of the European Commission.

Table 2: Communication Key Message for each external target group

4 Dissemination and Communication Activities / Channels

This chapter briefly describes the planned activities for the external communication and dissemination activities under consideration of the target audiences and key messages. All activities will be in compliance with the General Data Protection Regulation (GDPR) of the European Union. An overview of the different communication activities and channels targeting specific audiences at different levels can be found in Figure 7.

Communication Channel / Dissemination Activity	Target audiences				
	Practitioners & networks in the field of LEA training	Internat. LEA organisations, decision-makers & policy makers	Academic Community & Researchers	SMEs and Industry	Society and Public
Events	x	x	x	x	x
Scientific dissemination		x	x	x	
Toolkit for policy makers		x			
VR Training Network for LEAs	x				
SHOTPROS Conference	x	x	x	x	
Project Website	x	x	x	x	x
Social Media	x	x	x	x	x
Press Releases	x	x	x	x	x
Printed materials	x	x	x	x	x
Newsletter	x	x	x	x	x

Figure 7: Communication channels / Dissemination activities for each target audience

4.1 Events

The project will be presented at national and international events for the public, to communicate the idea of the project and objectives to the European citizens, for example at “Lange Nacht der Forschung in Wien / Long Night of Science in Vienna”.

Also, the project will be presented at fairs and exhibitions focused on law enforcement, police training, criminology and psychology, policing, security, VR, training, human computer interaction and serious games. The goal is, to initiate discussions and meetings with policy-makers and law enforcement authorities and ministries at the national level for introducing the concept and the innovative components created in SHOTPROS. Possible events are:

- CEPOL European Police Research & Science Conference
- European Police Conference
- Annual meetings of H2020 SEC21-GM networks, such as ILEAnet and i-LEAD

KPIs for Dissemination Events				
	Year 1 (M1-12)	Year 2 (M12-24)	Year 3 (M25-36)	Total
Number of events attended representing the SHOTPROS project	2	3	4	9

Table 3: KPIs for Dissemination events

4.2 Scientific Dissemination (Journals & Conferences)

The scientific results will be disseminated to the academic community by publishing them in relevant scientific journals. A range of (possible) journals for dissemination to the academic community have been identified:

Human Computer Interaction and VR Topics/Guidelines

- International Journal of Human-Computer Studies
- IEEE Transactions on Multimedia

Stress Measurement

- Anxiety, Stress & Coping
- Frontiers in Psychology
- International Journal of Psychophysiology
- European Journal of Applied Physiology
- Biological Psychology

Decision and Acting Behaviour

- Human Movement Sciences
- Ergonomics
- Sport, Exercise and Performance Psychology
- Frontiers in Psychology
- PlosOne
- Applied Ergonomics
- Psychological Research
- Attention, Perception & Psychophysics

VR Learning Insights

- Journal on Virtual Reality (Springer)
- Computers & Education

- Journal of Educational Technology & Society
- Journal of Computer Assisted Learning

Psychology, Criminology and Law

- Police Quarterly
- Policing: An International Journal
- Psychology
- Crime & Law

Furthermore, the project will be disseminated on scientific conferences to inform the academic community about the progress / results and to initiate discussions. The following scientific events / conferences have been identified as relevant for SHOTPROS:

- ACM CHI Conference on Human Factors in Computing Systems
- ACM Conference on Computer-Supported Cooperative Work and Social Computing
- ACM Symposium on Virtual Reality Software and Technology (VRST)
- QoMEX - International Conference on Quality of Multimedia Experience
- DIS: Designing Interactive Systems Conference
- European Congress of Sport & Exercise Psychology
- Annual Meeting of the Society for Psychophysiological Research
- Annual Conference of the International Society of Psychoneuroendocrinology
- International Conference of Interactive Collaborative Learning (ICL)
- Conference of the European Association of Psychology and Law
- Conference of the European Society of Criminology

KPIs for Scientific Dissemination				
	Year 1 (M1-12)	Year 2 (M12-24)	Year 3 (M25-36)	Total
Number of scientific publications in peer reviewed journals	0	2	4	6
Number of scientific publications in peer-reviewed International Conferences & Workshops	2	5	7	14

Table 4: KPIs for Scientific Dissemination

4.3 Toolkit for Policy-Makers

A demonstration tool (D8.7) for policy-makers to show the innovative approach and the advantages of the VR training environment and scenarios using the human factors-based training method will be developed. This demonstration tool will then be used to showcase the SHOTPROS environment to potential end users throughout Europe.

SHOTPROS will provide strategies, decision-making support and a toolkit for policy-makers. The strategies are derived from the project results and take into consideration policy goals and identified policy questions and problem areas. The toolkit compiles materials that are relevant to policy strategies and -decisions, help policy-makers understand requirements of LEAs concerning DMA-SR Training, and the pros and cons of (VR) training methods and provide insights that can contribute to attain policy goals like improvement of security, perceived security and image of the police. The toolkit is targeted at policy-makers on national and European level and will contain

- An impact report of the results of SHOTPROS targeted specifically at policy-makers
- Strategies and decision-making support for policy-makers concerning LEA DMA-SR Training in the context of policy goals
- A demonstration tool to showcase the power of VR DMA-SR Training

A basic strategy and toolkit will be delivered by SHOTPROS as a result of the project. The toolkit will be developed further by the established “VR Training Network” for LEAs as a work in progress, reacting to current policy questions and issues and different situations in national or European contexts.

KPIs Policy makers				
	Year 1 (M1-12)	Year 2 (M12-24)	Year 3 (M25-36)	Total
Contacts with policy-makers	-	3	7	10

Table 5: KPIs for Policy makers

4.4 VR Training Network for LEAs

This task comprises two streams:

First, to establish a Europe-wide network with law enforcement agencies and training academies, and second, to foster synergies with related projects (e.g LAW-TRAIN, eNOTICE,

ILEAnet, i-LEAD etc.). In a future step the network will be broadened to non-European Police forces. The "VR Police Training Network" will include the LEAs from SHOTPROS and also involve LEAs from European Police Agencies which are not part of the project team. A platform will be established during the project that will be self-sustainable in order to continue beyond the duration of the project.

The activities and the additional members of the network will be planned in the first project year (D8.8) and a first meeting of the network is planned during a consortium meeting (year 2). The first official event and network meeting will be at the final conference of SHOTPROS (T8.9). The gradually building of this network and its promotion to attract new members will be done in parallel to Task 1.4. End User Management. A General End User Database will list all LEAs interested in participating in SHOTPROS research and development activities as well as other LEA stakeholders, interested in the SHOTPROS results. The End User Management approach stresses the importance to manage the relations with these internal and external LEAs and stakeholders, in order to build solid and trust-based relationships. These efforts during the project will automatically result in a LEA Community, interested in VR Training, which will be transformed into a self-sustainable network by the end of the project.

In order to take well considered decisions to gradually build the network, a KPI-based framework, previously developed for DG ECHO's Disaster Management Training Network, and eNOTICE's Network of CBRN Training Centres will be used as an instrument to guide a step by step approach. These KPIs relate to the mission, activities, membership, motivation of the members, financial viability, etc. They aim at providing a framework for a successful, self-sustainable network.

During our proposal preparation, we identified a lack of strategy and knowledge of VR Training in the fight against crime and terrorism through interviews and workshops with European LEAs. This gap we will close with establishing this network to force the knowledge exchange and to work on future strategies and mission statements. Starting point will be the topics of SHOTPROS "Training of DMA-SR in VR" - but we see the urgent need to enlarge the topic of global issues in VR training (e.g. interrogation, shooting skills, de-escalation management, communication, etc.). These topics should be addressed to the operational police staff (short-term goal) and further to the decision- and policy-makers (long-term goal).

The objectives of the "VR Training Network" are:

- Creation and development of policy-maker strategies to integrate the outputs of SHOTPROS in future trainings plans of Europe-wide police agencies. Therefore, we need to identify the decision-makers and policy structures in the different countries.

These identified people should be addressed nationally from the members of the network. For a successful integration of SHOTPROS outputs we will need the support of the decision-makers in the European countries.

- Within the network we will transform the created academic knowledge from SHOTPROS to the needs and language of the practitioners through white papers, presentation and further content snippets.
- The members of the network will transfer the knowledge, framework, toolkits and outputs of SHOTPROS during and after the project into their national management and training academies to raise the awareness of the topic.
- Evaluation and comparison of outputs from SHOTPROS and other European VR projects should be done by the network members.
- Expert discussions with the aim to create future scenarios and contexts for VR police training
- (Anonymized) exchange of misconduct in past operations and definition of best acting practices for these operations to be integrated as new (VR) scenarios in the DMA-SR Training
- The ultimate long-term goal of all network initiatives and activities is to gain and transfer knowledge in the topic of "VR & Police Training" for a sustainable, efficient and effective fight against crime and terrorism and therefore raise its societal impact.

The aim of these activities is to use the multiplier effect to maximise the societal impact of SHOTPROS, to promote the exchange of ideas and experiences, and to spread innovations, knowledge and developments in the context of training in DMA and behavioural aspects of police work against terrorism and crime.

The activities of the network will be planned in the first project year and a first meeting of the network is planned during a consortium meeting (year 2) and one of the network meetings will be held at the final SHOTPROS conference.

KPIs for the VR Police Training Network				
	Year 1 (M1-12)	Year 2 (M12-24)	Year 3 (M25-36)	Total
Members of SHOTPROS "VR Police Training Network" (cumulative)	10	20	30	30
Exchange with related projects (cumulative)	1	2	5	5

Table 6: KPIs for the VR Police Training Network

4.5 SHOTPROS Conference

SHOTPROS will organise a final conference at the premises of Campus Vesta for dissemination, exploitation, networking and evaluation purposes. The conference is planned for M33 (January 2022) at Campus VESTA.

The conference serves 4 purposes:

- **Dissemination:** The conference is the perfect opportunity to showcase the SHOTPROS outcomes, specifically the VR training environment, to stakeholders of different target groups, especially to LEAs and training academies (also outside the consortium partners) as well as policy-makers interested in police training.
- **Exploitation:** An exploitation workshop will be held during the conference with partners to assess the exploitable results, compile market opportunities and barriers to agree on the exploitation strategy and management of individual and joint ownership of results. The workshops will further help the consortium members rationalise their role in taking the product to the market or identifying room for further improvement.
- **Networking and Communication:** In the context of the conference, the members of the "VR Training Network" for LEAs and partners of related projects will hold an official meeting for networking and exchange.
- **Evaluation:** The conference will be used as an occasion to evaluate the VR Training environment and other outcomes with LEAs outside the consortium to include end user feedback, needs and perspectives beyond the project partners.

KPIs for the SHOTPROS Conference				
	Year 1 (M1-12)	Year 2 (M12-24)	Year 3 (M25-36)	Total
Number of visitors at SHOTPROS conference	-	-	20	20

Table 7: KPIs for the SHOTPROS Conference

4.6 Project Website

Link: www.shotpros.eu

The website of the project is a key channel for communication and dissemination of SHOTPROS. It is set up in M2-3 and will be available by M4. Its content includes information about the project's objectives, activities, and progress of work, events, consortium partners, accomplishments and results. USECON will update this website periodically with information provided by all the partners. The design of the website is conform to the visual identity of SHOTPROS.

The home page of the website offers an overview about the project, starting with the key slogan: “Improve decision making and acting performance of European Police officers by developing new Virtual Reality training methods” and one of the key images. That has been done to emphasize the LEA-centred approach of SHOTPROS. A brief summary of the project is presented under the picture and a “Discover more”-button redirects user to the “About”-page.

The static menu offers a selection of six pages:

- Home: redirects to the starting page
- About: leads to a page with a long version of the project overview
- Partners: leads to the list with all partner organisations and contact of USECON
- News: this page offers an overview of events, articles and general news
- Press: download-section with press releases and press material
- Contact: a page with contact information of USECON (Markus Murtinger & Valerie Schlagenhaufen)

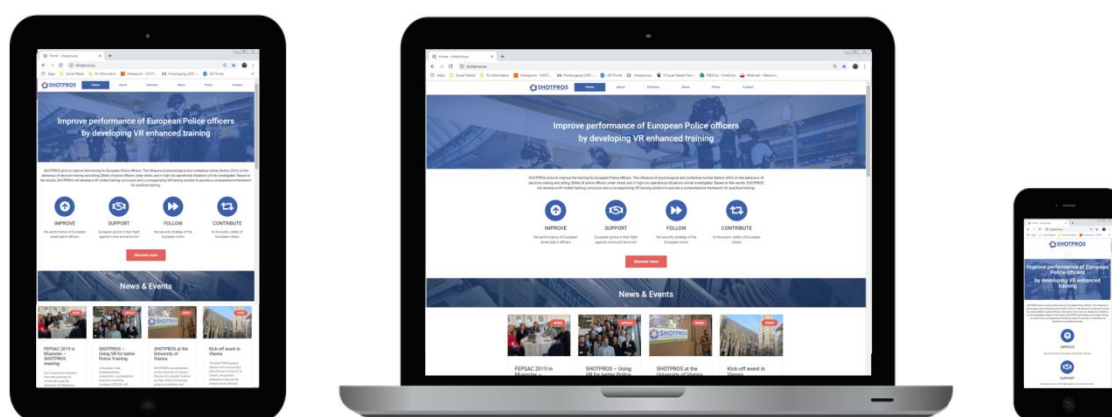


Figure 8: SHOTPROS Website (tablet – desktop – mobile)

KPIs for the Website

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	Year 1 (M1-12)	Year 2 (M12-24)	Year 3 (M25-36)	Total
Number of unique visitors on the website	1500	1500	1500	4500
Cumulated number of referring websites (to the SHOTPROS website or social media channels)	2	5	10	10

Table 8: KPIs for the Website

4.7 Social Media

Social media platforms make it possible to reach a broad audience in a targeted manner. Setting up accounts on different platforms will likely enhance the impact of the project as well as the communication, dissemination and exploitation. However, there are a few factors that should be kept in mind before deciding whether or not social media should be used for the SHOTPROS project. In order to consider all of the factors and possible problems concerning social media, a PEST and a SWOT analysis have been conducted before deciding on specific channels or strategies.

4.7.1 PEST & SWOT Analysis

Political Factors:

- Data Protection Law – strict regulation concerning the recognisability of people on visual data
- Obligation to use the EU emblem and the text “Acknowledging EU funding” in all communication materials related to the project
- Corporate policy of consortium partners concerning posts and pictures about the project on social media platforms

Economic Factors:

- Availability of core infrastructure – Do we have the necessary resources to conduct social media accounts?

Social Factors:

- Social Media is highly dependent on the preferences of the target group / audiences
→ Do they use social media? Which platform do they prefer?

- Audiences knowledge and usage of Social Media is a critical factor
- Language of communication – Language skills of the target group must be evaluated
→ Communication in English? Reposts of partners in other languages necessary?

Technological Factors:

- Technological advancement of mobile phones
- Good coverage of broadband internet in most European countries
- Possible hacker attacks on social media accounts

The results of the PEST analysis emphasize the need of a clear social media strategy in consideration of political, economic, social and technological framework conditions. The identified political factors mostly concern the formal instructions of social media, for example the data protection, the obligation to use the EU emblem and the corporate policy of the partners. Social factors are taken into account when deciding on the specific platforms in order to reach the defined target audiences. Technological and economic factors are evaluated more detailed in the SWOT analysis.

In the first step of the SWOT analysis, all strengths, weaknesses, opportunities and threats of social media use have been identified. The boxes with strengths and weaknesses regard internal factors and the opportunities and threats the external factors.

	Helpful	Harmful
Internal	Strengths <ul style="list-style-type: none"> • Possibility to manage reputation & influence of the project • Build networks with stakeholder • Possibility to target special interest groups • Reach the target group of european citizen to show how they benefit from H2020 research projects • Social Media can be used by every project partner (posts, reposts, comments) to reach their peer-groups → multiplier effect • Most platforms can be moderated and tracked 	Weaknesses <ul style="list-style-type: none"> • Social Media is highly dependent on the preferences of the target groups / audiences • Language of communication in Social Media – Different native languages within the target groups
External	Opportunities <ul style="list-style-type: none"> • Technological advancement of mobile phones & good coverage of broadband internet in most European countries • Wide audience can be reached because of the high acceptance and usage of Social Media platforms within the society • Possibility to track the interaction & engagement of the audience • The big social networks are used internationally and often offer a translation function 	Threats <ul style="list-style-type: none"> • Internet bots: automatically generated messages aimed to manipulate the public opinion against a project • Online trolls: spread negative messages about • Security breaches & leak of information: privacy protocols of each platform must be kept in mind • Lack of interest in Social Media by the audiences / target groups

Figure 9: SWOT Analysis

The second step of the analysis was, to develop different strategies in order to minimize the threats and weaknesses and to maximize the strengths and opportunities. The results of the SWOT were used for the decision on platforms and for the development of the overall social media strategy.

	Opportunities (external, positive)	Threats (external, negative)
Strengths (internal, positive)	S-O Strategies (Which of the strenghts can be used, to maximize the opportunities?) <ul style="list-style-type: none"> • The possibility to manage reputation & influence maximizes the opportunity reach a wide audience through Social Media. • The target group of european citizen can be informed about how they benefit from H2020 research projects because of the technological advancement concerning social media. • SHOTPROS can track the interaction & engagement on Social Media of special interest groups and peer-groups from partners. 	S-T Strategies (How can the strenghts minimize the threats?) <ul style="list-style-type: none"> • The possibilty to manage and track Social Media accounts helps to minimize the threat of bots ad trolls. • By moderating and tracking the accounts, pages & groups, the threat of trolls and bots can be minimized. • By choosing suitable strategies & key messages for each target group, the threat of a lack of interest can be minimized.
Weaknesses (internal, negative)	W-O Strategies (What actions can be taken to minimize the weaknesses using the identified opportunities?) <ul style="list-style-type: none"> • Focus on internationally used Social Media platforms (e.g. Facebook, LinkedIn) to minimize the problem of different languages. • The decision on the Social Media platforms will consider the preferences of the target groups / audiences. 	W-T Strategies (How can the weaknesses be minimized to aviod the threats?) <ul style="list-style-type: none"> • By choosing a suitable platform, the weakness of the dependence on preferences of the target groups / audiences can be minimized in order to avoid the threat of a lack of interest. • The weakness of the different native languages within the target group must be minimized in order to avoid a lack of interest in the project.

Figure 10: SWOT Strategies

4.7.2 Social Media Strategy

The overall aim of SHOTPROS social media activities is to communicate:

- The project and its perspectives
- All major activities
- All events
- The accomplishments

All of the SHOTPROS social media channels will be used throughout the whole project duration and existing social media channels and websites of the partners will be used to communicate the project to their specific target audiences in their preferred languages. The goal is, to increase the impact of communication and achieve interaction and engagement with the targeted audiences.

4.7.3 Social Media Channels

4.7.3.1 Twitter



Figure 11: SHOTPROS Twitter profile

The Twitter account (<https://twitter.com/shotpros>) is used for bidirectional communication with all target audiences, but with a focus on the end-user and the academic community.

- **Objectives:** Increase awareness of the project; emphasize the need of a VR-Training program; communicate the progress, events and conferences
- **Audiences:** all; focus on end-user and academic community
- **Type of content:** short news texts, videos, links, pictures
- **Relevant Hashtags:** #SHOTPROS #H2020 #LawEnforcement #Innovation #researchEU #VR
- **EU Profiles:** @EU_H2020 @EU_Commission

The consortium members of the project and their institutional Twitter profiles are included in relevant postings in order to achieve a multiplier effect and reach a broader audience.

4.7.3.2 LinkedIn

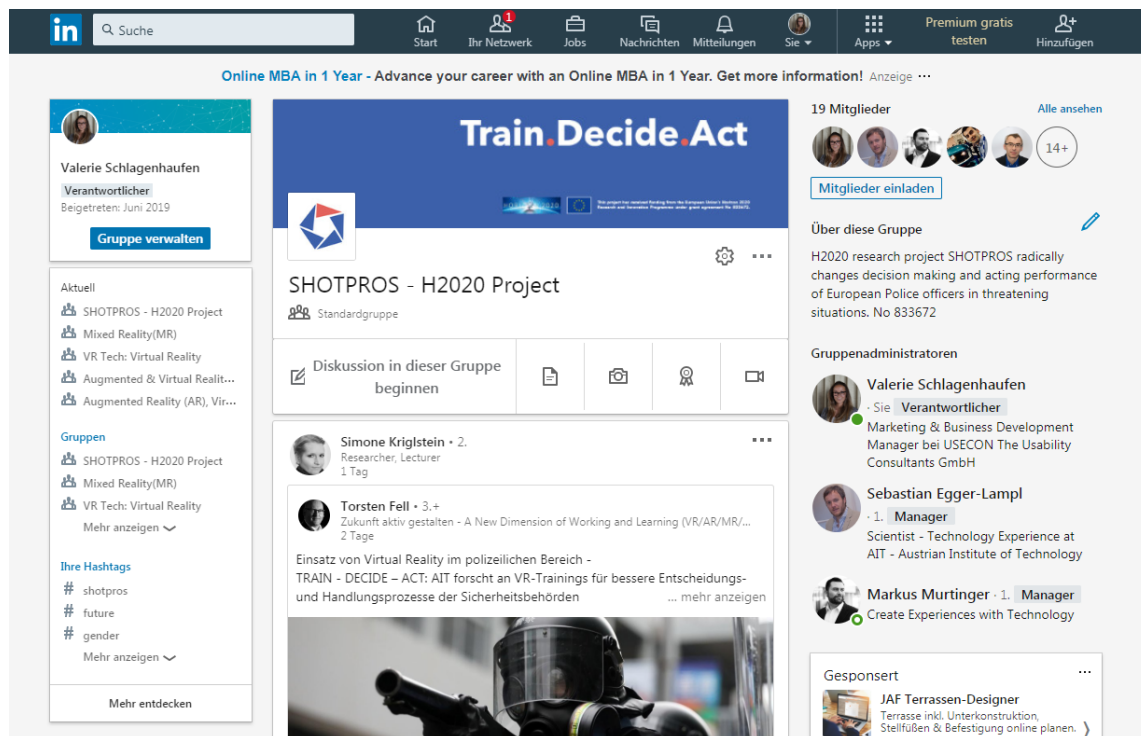


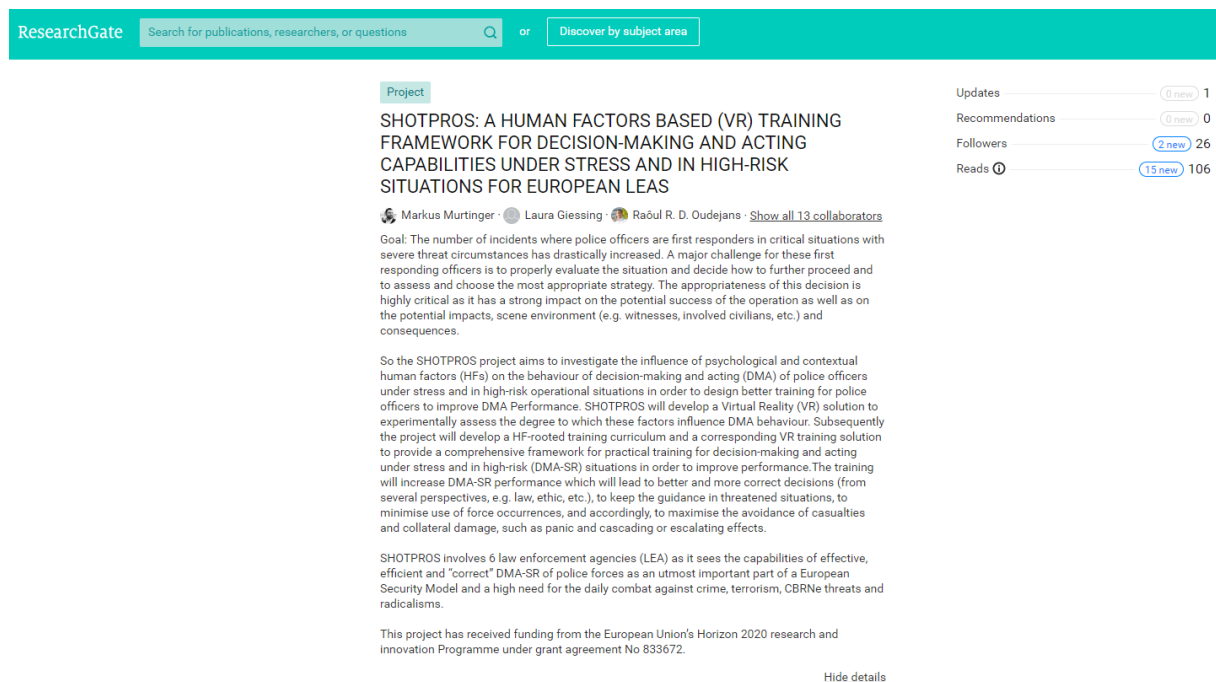
Figure 12: SHOTPROS LinkedIn Group

Linked in Group: <https://www.linkedin.com/groups/8797842/>

LinkedIn is a social network with focus on business and research, therefore it is well suited to reach the target audiences SME & industry and the academic community. A LinkedIn group has been set up and is used to share news and articles about the project and support the content from our website. Additionally, the WP8-Leader has joined a selection of LinkedIn groups about education and virtual learning environments and LEAs in order to post monthly updates about the SHOTPROS project and to arouse interest within the target group.

- **Objectives:** Disseminate the progress and the results of the project, networking by joining groups related to education and virtual learning environments
- **Audiences:** SME & industry, academic community and end-user (LinkedIn groups)
- **Type of content:** news texts, articles, press releases, pictures, videos
- **Relevant Hashtags:** #SHOTPROS #H2020 #LawEnforcement #Innovation #researchEU
- **Relevant Groups:** 'Virtual Reality (VR), Augmented Reality (AR), Mixed Reality (MR), 'The Augmented Reality (AR), Virtual Reality (VR) & Virtual Worlds (VWs)'; 'Immersive Technologies (Virtual Reality, Augmented Reality, Gestural Interfaces)'; 'The Law Enforcement Network'; 'Law Enforcement Professionals'; European Police College'

4.7.3.3 ResearchGate



The screenshot shows the ResearchGate project page for SHOTPROS. The project title is "SHOTPROS: A HUMAN FACTORS BASED (VR) TRAINING FRAMEWORK FOR DECISION-MAKING AND ACTING CAPABILITIES UNDER STRESS AND IN HIGH-RISK SITUATIONS FOR EUROPEAN LEAS". It lists three collaborators: Markus Mürtinger, Laura Giessing, and Raúl R. D. Oudejans, with a link to show all 13 collaborators. The project description states the goal is to investigate the influence of psychological and contextual human factors (HFs) on the behaviour of decision-making and acting (DMA) of police officers under stress and in high-risk operational situations. It mentions the development of a Virtual Reality (VR) solution to experimentally assess the degree to which these factors influence DMA behaviour. The project will develop a HF-rooted training curriculum and a corresponding VR training solution to provide a comprehensive framework for practical training for decision-making and acting under stress and in high-risk (DMA-SR) situations in order to improve performance. The training will increase DMA-SR performance which will lead to better and more correct decisions (from several perspectives, e.g. law, ethic, etc.), to keep the guidance in threatened situations, to minimise use of force occurrences, and accordingly, to maximise the avoidance of casualties and collateral damage, such as panic and cascading or escalating effects. It also states that SHOTPROS involves 6 law enforcement agencies (LEA) as it sees the capabilities of effective, efficient and "correct" DMA-SR of police forces as an utmost important part of a European Security Model and a high need for the daily combat against crime, terrorism, CBRNe threats and radicalisms. The project has received funding from the European Union's Horizon 2020 research and Innovation Programme under grant agreement No 833672. On the right side, there are statistics: Updates (0 new) 1, Recommendations (0 new) 0, Followers (2 new) 26, and Reads (15 new) 106. A "Hide details" link is at the bottom right.

Figure 13: SHOTPROS ResearchGate

Project Page: <https://www.researchgate.net/project/SHOTPROS-A-HUMAN-FACTORS-BASED-VR-TRAINING-FRAMEWORK-FOR-DECISION-MAKING-AND-ACTING-CAPABILITIES-UNDER-STRESS-AND-IN-HIGH-RISK-SITUATIONS-FOR-EUROPEAN-LEAS>

ResearchGate is a social network for researchers from all areas of science and can be used to share papers, find collaborators and exchange experience. It is be used to disseminate results of the project to the academic community.

- **Objectives:** Disseminate the results of the project, enable knowledge transfer to maximise the impact of our research
- **Audiences:** Academic community
- **Type of content:** papers, articles

4.7.3.4 Facebook



Figure 14: SHOTPROS Facebook Page

Facebook page: <https://www.facebook.com/Shotpros-2325868107526634/>

Facebook is the biggest social network and a suitable platform to reach the general public. The Facebook page is used to communicate the project and the benefits for EU citizens. The content supports the website and aims to trigger the interest and the engagement of the general public.

- **Objectives:** Communicate the project in a non-scientific way, inform the general public how they benefit from EU funded research, and emphasize how the outcome of the project makes their everyday life safer.
- **Audiences:** all; focus on General Public
- **Type of content:** links, pictures, videos, articles (general media), short texts
- **Relevant Hashtags:** #SHOTPROS #H2020 #LawEnforcement #Innovation #researchEU

KPIs for Social Media

	Year 1 (M1-12)	Year 2 (M12-24)	Year 3 (M25-36)	Total

Number of SHOTPROS posts in social networks	20	20	20	60
Cumulated number of social media community gathered across social media sites (group members, followers, page likes)	100	125	150	150
Cumulated number of social media reactions (likes, comments, shares, retweets)	100	125	150	150
Quality of social media comments: neutral, positive, negative	Neutral or positive social media comments			

Table 9: KPIs for Social Media

4.8 Press releases

Press releases will be generated to target the general media and special interest media. Press releases are created for communication with the public and defined stakeholders to raise awareness for SHOTPROS and to inform about the project progress. The press releases will be written in German and English by WP8 leader USECON and sent out to all partners. The consortium members will forward them to their press contacts and, if necessary, translate them in their native language beforehand. Thereby, an appropriate media coverage throughout Europe can be ensured. The national and international media references will be tracked by USECON on a monthly basis (see 8.2 KPI tracking tool), still all partners are also requested to keep an eye on their national media and inform USECON about every reference.

The press releases for Austria will be delivered to the Austrian press agency “APA” by the AIT. Furthermore, USECON will identify and set up a list of special interest media (e.g. about law enforcement) and send the press releases to their editorial contacts.

KPIs for Press & Media Coverage				
	Year 1 (M1-12)	Year 2 (M12-24)	Year 3 (M25-36)	Total
Number of press releases delivered to media	1	1	1	3
Newsletter distributions	1	1	2	4

Number of references in media (offline and online)	1	2	5	8
Quality of media references (offline and online): neutral, positive, negative	Neutral or positive social media comments			

Table 10: KPIs for Press & Media Coverage

4.9 Printed Materials

Printed materials for policy-makers and end users: Project brochures and other printed materials (at least 5 sets throughout the project) will be prepared as the project advances for distribution among SHOTPROS' target groups, but with a special focus on the target groups of policy-makers and end users. Also, general project brochures and printed materials (at least 5 sets throughout the project) for presentation during workshops and during participation at national and international events for the general public (e.g. info days, meetings with community stakeholders, NCPs) will be prepared.

All of the printed materials will be designed in accordance with the visual identity of SHOTPROS and with all other dissemination and communication tools and channels in order to ensure a high recognition value. The first set of printed materials with general information about the project has been developed and is presented below:

TIMELINE & WORK PACKAGES

Year 1: Requirement Analysis
Year 2: Training Concepts & new Innovation
Year 3: Field Trials & Evaluation of VR training

WP1: Project Management
WP2: Human Factors Studies & Experiments
WP3: Requirements Analysis & User Research
WP4: Training Concepts & New Innovation Approach
WP5: Training Experience Assessment, Modeling & Scenario Development
WP6: Evaluation Phase with Field Trials and Generation of Final Results & Impacts
WP7: Contextual VR Simulator-Toolkit
WP8: Dissemination, Exploitation & Communication

Timeline 3 years

PARTNERS

A team of 13 European partners from 6 countries including high-ranked research institutions, business companies and international Law Enforcement Agencies will cooperate for 3 years on SHOTPROS.

Coordinator
 USECON - The Usability Consultants GmbH

LEAs

- Ministry of Internal Affairs Romania
- Swedish Police Authority
- Der Polizeipräsident in Berlin
- National Politie Nederland
- Directorate General Crisis Centre of the Belgian Federal Public Service
- Polizei Nordrhein-Westfalen

Research

- AIT Austrian Institute of Technology GmbH - Center for Technology Experience
- KU Leuven - Department of Criminal Law and Criminology
- Stichting VU - Vrije Universiteit Amsterdam
- Ruprecht-Karls-Universität Heidelberg - Institute of Sport and Sport Sciences

Business Company
 RE-IION Group B.V.

Non-Profit Governmental Organization
 Campus Vesta APB

Improve performance of European police officers by developing VR enhanced training

COORDINATOR CONTACT

USECON - The Usability Consultants GmbH
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 Modecenterstraße 17 / Object 2
 1110 Vienna, Austria
 Phone: +43/1/743 54 51
 E-Mail: shotpros@usecon.com

PROJECT DETAILS

Project number: 833672
Project Acronym: SHOTPROS
Starting Date: 01.05.2019
Duration: 36 Months
Call: SU-FACT01-2018-2019-2020

FIND SHOTPROS ONLINE

Web: www.shotpros.eu
Twitter: [www.twitter.com/shotpros](https://twitter.com/shotpros)
Facebook: www.facebook.com/shotprosh2020

Figure 15: Flyer 1 (front) – General project information

ABOUT SHOTPROS

DMA Training ... enhanced by VR

What is SHOTPROS?

SHOTPROS will develop a curriculum and a **Virtual Reality training solution for police officers**.

The training is based on an evaluated **Human Factors Model for Decision Making and Acting under Stress and in High Risk Situations (DMA-SR)**. Such a model is vital to understand how decisions in the presence of diverse stress cues are made.

The **multinational** project is funded by the **Horizon 2020** programme.

Why do we need SHOTPROS?

Within the last decade, the number of incidents where **police officers are first responders** in critical situations with severe threat circumstances has **drastically increased**.

A major challenge is to properly **evaluate the situation and decide** how to further proceed and to assess and choose the most appropriate strategy.

Therefore, an **innovative** decision making and acting based **training framework** is the go forward solution to prepare street patrol officers for these new challenges.

KEY BENEFITS

- The added value of DMA-SR Training for the combat against crime and terrorism for European LEAs
- The societal impact of SHOTPROS and the benefits for European citizens
- The project's compliance with regulations on ethical, legal, safety and privacy in the field
- The awareness of the importance of DMA-SR to follow the European Security Strategy

OBJECTIVES

This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 833672. The content reflects only the SHOTPROS consortium's view. Research Executive Agency and European Commission is not liable for any use that may be made of the information contained herein.

Figure 16: Folder 1 (back) – General project information



Improve performance of European police officers by developing VR enhanced training



IMPROVE
the performance of
European street patrol officers



SUPPORT
European police in their fight
against crime and terrorism



FOLLOW
the security strategy of the
European Union



CONTRIBUTE
to the public safety of
European citizens



ABOUT THE PROJECT

SHOTPROS aims to improve the training for European Police officers. The influence of psychological and contextual human factors (HFs) on the behaviour of decision-making and acting (DMA) of police officers under stress and in high-risk operational situations will be investigated.

Based on the results, SHOTPROS will develop a HF-rooted training curriculum and a corresponding VR training solution to provide a comprehensive framework for practical training.

WHY DO WE NEED SHOTPROS?

Within the last decade, the number of incidents where police officers are first responders in critical situations with severe threat circumstances has drastically increased. A major challenge is to properly evaluate the situation and decide how to further proceed and to assess and choose the most appropriate strategy.

Therefore, an innovative decision making and acting based training framework is the go forward solution to prepare street patrol officers for these new challenges.

OBJECTIVES

1

Validated
Human
Factors
Model

2

Virtual
Reality (VR)
Training -
Environment

3

Training
Framework

4

Guidelines
for VR
Training

5

European
Network on VR
Training

CONSORTIUM PARTNERS

A team of 13 European partners from high-ranked research institutions, business companies and international Law Enforcement Agencies will cooperate for 3 years on SHOTPROS.















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FIND SHOTPROS ONLINE

Web: www.shotpros.eu
Twitter: [www.twitter.com/shotpros](https://twitter.com/shotpros)
Facebook: www.facebook.com/shotpros12020

ACKNOWLEDGEMENT




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Figure 17: Poster 1 – General project information

4.10 Newsletter

A newsletter will be introduced to increase the engagement of all target groups. On the SHOTPROS website we offer the option to subscribe for the newsletter by entering name, E-mail address and company. In order to secure data protection for the newsletter subscriber and to ensure legal conformant we are offering a double-opt-in / a double-opt-out and we are saving the collected data on a secure sharepoint.

The periodical newsletter will be available for the specific target audiences, as well as for the general public. The topics of the newsletter will correspond with the overall strategy and the current accomplishments and events of the project. Depending on the interest and reach of the newspaper, we are planning to adapt the content for different target audiences.

KPIs for Newsletter				
	Year 1 (M1-12)	Year 2 (M12-24)	Year 3 (M25-36)	Total
Newsletter distributions	1	1	2	4

5 Content Experience Strategy

A Content Experience Strategy has been developed to define the SHOTPROS' core messages for several stakeholders and to communicate to the public. To do so, it was necessary to define the target audiences, investigate their relation to the project and the scientific level of communication. Also the relevant key messages and suitable communication activities and channels have been identified for each target group. By merging all of the information, the foundation for a successful content experience strategy was developed.

First of all, the scientific level and the relation to the project of each target audience has been evaluated. Figure 18 illustrates the outcome of the evaluation and is used as indicator to identify the appropriate style for the content communicated to each target audience.

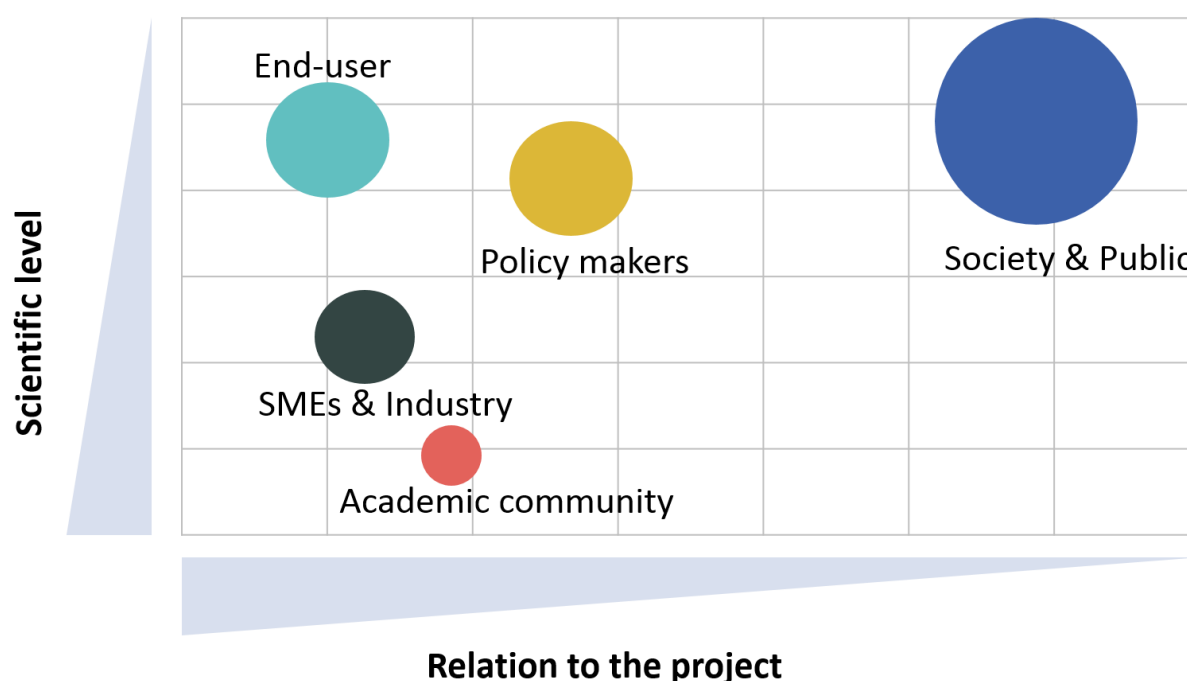


Figure 18: Audiences Matrix

Table 11 sums up the relevant factors for a successful User Experience Strategy. It shows the key messages for each target audience, the communication style derived from Figure 18 and the communication activities and channels. Subsequently, all of the communication channels / activities that address more than one target audience needs to provide information (e.g. key message) in a suitable way (style of communication) for all of them.

Audiences	Key Message	Communication style	Communication activities / channels
Practitioners and networks in the field of LEA training EU and national organisations focused on law enforcement training	The number of high-risk situations where police officers are first responders has increased. SHOTPROS will conduct research in the field of DMA-SR in order to develop a training curriculum and a VR-training solution to prepare European LEAs for the combat against crime and terrorism.	branch-specific communication; non-scientific	Project website Press releases Social Media Newsletter Printed materials VR Training Network for LEAs Events SHOTPROS Conference

International LEA organisations, decision-makers and policymakers	SHOTPROS expected output of a Police Training Network, a toolkit and a training framework will enable better exchange, harmonization and cooperation in law enforcement security structures within the EU Security Union. In addition, a direct economic benefit will result from the fact that VR training allows cost-efficient adaption to different contexts, scenarios, new challenges and goals.	Industry-specific communication; scientific communication	Project website Scientific Dissemination Press releases Social Media Newsletter Printed materials VR Training Network for LEAs Toolkit for policy makers Events SHOTPROS Conference
Academic Community and Researchers	SHOTPROS will deliver (new) findings in various fields of research and develop a validated Human Factors Model for Decision-Making and Acting under Stress and in High-Risk situations (DMA-SR Model). The results will be available to the academic community by publishing and presenting them in order to enable further research.	Scientific communication	Project website Press releases Scientific Dissemination Social Media Newsletter Printed materials Events SHOTPROS Conference
SMEs and Industry	SHOTPROS will develop a toolkit for VR training solutions based on validated research and enable knowledge transfer between research, practice and business. The outcome will be compiled in several guidelines to enable further development of companies requiring, developing or supplying VR training and learning systems. Increased	Industry-specific communication; scientific communication	Project website Press releases Scientific Dissemination Press releases Social Media Newsletter Printed materials Events SHOTPROS Conference

	public safety can raise the value of the business location.		
Society and Public	SHOTPROS makes a contribution to the public safety, brings up new scientific insights and works with innovative technologies. This can be achieved through the collaboration of various European partner institutions and the funding of the European Commission.	General communication; non-scientific	Project website Press releases Social Media Newsletter Printed materials Events

Table 11: Target audiences linked to key messages, style of communication and activities

6 Visual Identity / Style Guide

The aim of a common visual identity is to enhance the recognition value of SHOTPROS and to represent the idea and the objectives of the project.

6.1 Logo

The Logo of SHOTPROS is an important graphic element and has been created in the beginning of the project as first step to a common visual identity. It represents the project and is being used on every internal and external communication material.

It has been decided to develop an abstract logo mark, consisting of the project's name and an abstract geometric form. The lettering "SHOTPROS" is written in blue capital letters and red underlined to make it stand out as an eye-catcher. To the left of the lettering is the geometric form which is a pentagon comprising of five (4 blue, 1 red) non-equilateral triangles. The triangles are a symbol for the European LEAs from five different countries working together in SHOTPROS. Another purpose of the symbol is to represent the chaotic and stressful situations LEAs have to perform in, portrayed by the non-equilateral triangles. It should demonstrate how complex and chaotic forms can be composed to a calm form (the pentagon) and symbolizes how chaotic situations can be calmed by making the right decisions. So, the whole idea and aim of SHOTPROS is portrayed in all versions of the logo.

Since we identified the need of a square version of the logo for the PowerPoint template, the Facebook page and other purposes, the logo in the following table has been developed. In

some cases, it is necessary to let the logo appear more out-standing, so the inverted version has been designed.

For the Twitter and the Facebook account we used the pentagon as profile picture and the slogan “Train. Decide. Act.” with the EU requirements as title picture.

The following table contains all versions of the SHOTPROS logo approved for usage.

Official Versions/blue-red



Official Logo - rectangle



Official Logo - square



Official Logo – social media

Official Versions – inverted/red-white (usage for exceptional cases only, e.g. dark backgrounds)



Table 12: Logo versions of SHOTPROS

6.2 Colours

The colour palette of the visual identity is presented in Figure 21. All of the colours were well-considered since they are used in the logo, in every template and in all communication and dissemination materials.

It has been decided to use the primary colour for the logo since blue is the colour of the police. The highlight colour is used for the eye-catching parts of the logo (underline and one of the triangles). That coral red symbolises danger because of the stress and high-risk situations the police has to perform in. The extended colour palette will be used for visuals / graphics and for the dissemination material.

Colour Palette for SHOTPROS



Primary colour:

#3B61B3

C83 M62 Y0 K0

R60 G97 B170



Secondary colour:

#173066

C100 M87 Y32 K19

R33 G57 B99



Highlight colour:

#E3625B

C6 M73 Y59 K0

R227 G98 B91



Background colour:

#D8DFEE

C18 M10 Y3 K0

R216 G223 B238

Extended Colour Palette (e.g. for visuals and graphics)



Figure 19: Colours of the visual identity

6.3 Typography

For the logo and printed materials of SHOTPROS the font Avenir Next was chosen. Roboto is used for the website and Calibri for all Microsoft Office documents. Calibri is a standard font in Office, so we can be sure that it is available for every Consortium member.

Avenir Next (logo & printed materials)	Roboto (Website)	Calibri (MS Office)
Avenir Next Ultra Light <i>Avenir Next Ultra Light Italic</i>	Roboto Thin <i>Roboto Thin Italic</i>	Calibri Light
Avenir Next Regular <i>Avenir Next Italic</i>	Roboto Light <i>Roboto Light Italic</i>	<i>Calibri Light Italic</i>
Avenir Next Medium <i>Avenir Next Medium Italic</i>	Roboto Regular <i>Roboto Regular Italic</i>	Calibri Regular
Avenir Next Demi Bold <i>Avenir Next Demi Bold Italic</i>	Roboto Medium <i>Roboto Medium Italic</i>	<i>Calibri Regular Italic</i>
Avenir Next Bold <i>Avenir Next Bold Italic</i>	Roboto Bold <i>Roboto Bold Italic</i>	Calibri Bold
Avenir Next Heavy <i>Avenir Next Heavy Italic</i>	Roboto Black <i>Roboto Black Italic</i>	<i>Calibri Bold Italic</i>

Table 13: Typography – Visual Identity of SHOTPROS

6.4 Templates for MS Office

In order to maintain the visual identity in documents and presentations related to SHOTPROS, templates for MS Word and PowerPoint have been developed and provided on the sharepoint for all partners. These templates serve three purposes:

- **Efficiency:** All partners can use the templates and there is no need to invest time in formatting every new document.
- **Visual conformity:** The visual identity of the project is ensured when the templates are used by the partners. That increases the recognisability of SHOTPROS.
- **Rule-consistence:** All templates comply with the legal requirements from the European Commission and contain the EU emblem, the H2020 logo and the obligatory text about the project.

6.5 Key visuals

A set of key visuals for communication and dissemination purposes has been designed in order to convey the idea and the aim of SHOTPROS. These visuals are available for all partners and can be used on every communication channel.



Figure 20: Key visual – Train.Decide.Act

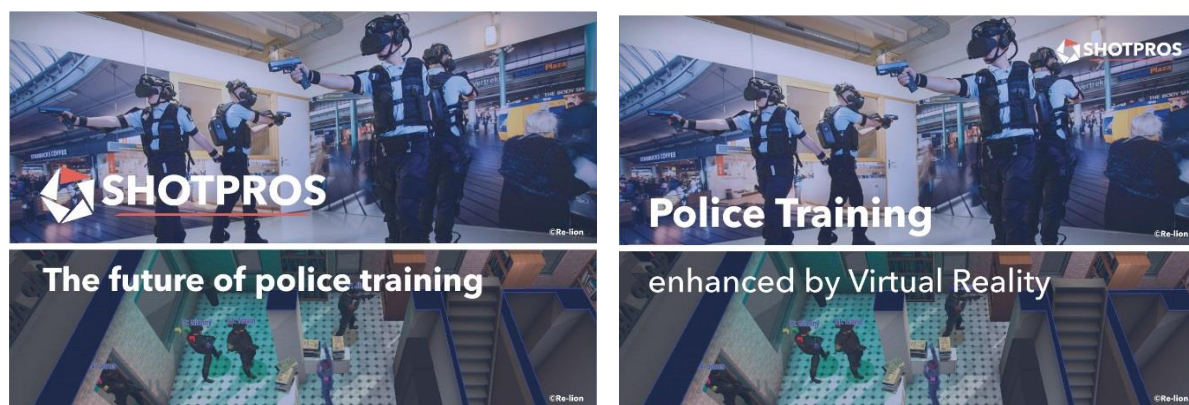


Figure 21: a) Key visual – The future of police training b) Key visual – Police training enhanced by VR

7 Communication Guide for all Partners

All partners are responsible for dissemination activities at national and European level. This chapter gives an overview about the guidelines and formal instructions concerning the dissemination activities and the reporting to the WP-leader.

7.1 Documentation and reporting

For a successful dissemination in SHOTPROS, it is essentially that all activities are documented and reported to the WP8-leader USECON. USECON will collect the information and use it for the mid-term report, further dissemination activities (e.g. posts / reposts on Social Media) and for the internal communication (e.g. developing an event-plan to organise meetings if more than one partner attends the same event). To make this possible, a set of templates for reporting and publishing purposes have been developed and sent out to all partners.

- **Template for dissemination activities:** To keep track of all activities and to collect pictures and links for further dissemination activities (e.g. Social Media). When taking pictures with other people, it is necessary to obtain their consent to use the picture.
- **Excel sheet for planned events:** All partners must provide information about the conferences, trainings, events, special events where they plan to attend. The goal is, to get an overview for the Dissemination planning & reporting, to organize meetings if more than one organization will attend, to network and to bring others to ideas.
- **Word & PowerPoint Templates:** As described in 4.4.4, Templates for MS Word documents and PowerPoint presentations have been developed and made available for all partners.

7.2 Communication channels

As described in this deliverable, we set up a variety of communication channels for SHOTPROS. All partners are requested to support these channels to increase the coverage within the target audiences and to achieve a multiplier effect on social media.

Social Media Accounts of SHOTPROS

Follow the SHOTPROS accounts with your organization's and also with your private ones if you use them for work-related purposes. Also consider following the other partner's accounts since they might share project-related content.

Twitter: <https://twitter.com/shotpros>

Facebook: https://www.facebook.com/Shotpros2325868107526634/?epa=SEARCH_BOX

LinkedIn: <https://www.linkedin.com/groups/8797842/>

ResearchGate: <https://www.researchgate.net/project/SHOTPROS-A-HUMAN-FACTORS-BASED-VR-TRAINING-FRAMEWORK-FOR-DECISION-MAKING-AND-ACTING-CAPABILITIES-UNDER-STRESS-AND-IN-HIGH-RISK-SITUATIONS-FOR-EUROPEAN-LEAS>

SHOTPROS Website

Link: <https://shotpros.eu/>

Present the project on your institutional website and link to the SHOTPROS website. Moreover, provide information about the project in your own language and maintain and update it regularly.

Press and Media

Send the press releases to your national media contacts and translate and adapt them if needed. Also, inform the WP8-leader about every published article about SHOTPROS you find in your national media.

Scientific Dissemination

Inform the WP8-leader about every scientific publication you release and every scientific event (conference / workshop) you attend. Also provide relevant information for further dissemination activities.

7.3 Legal requirements

All communication related to the project must follow the legal requirements of the European Commission. To obtain the rules, every communication must display the EU emblem, the H2020 logo and the following text:

“This project has received funding from the European Union’s Horizon 2020 Research and Innovation Programme under grant agreement No 833672. The content reflects only the SHOTPROS consortium’s view. Research Executive Agency and European Commission is not liable for any use that may be made of the information contained herein.”



Figure 22: EU emblem and Horizon 2020 Logo

7.4 Wording and Slogans

The wording of communication must comply with the strategy in the dissemination plan and should be adjusted for the target audiences. Whenever a partner publishes information about SHOTPROS the content must correspond with the official documents (e.g. proposal, final deliverables and final press releases). Moreover, all partners need to ensure that they only publish project information declared as “public”.

The following slogans have been created for SHOTPROS communication to emphasize the topic and the aim of the project:

- Train.Decide.Act
- SHOTPROS – DMA Training
- Police Training, enhanced by Virtual Reality
- DMA Training ... enhanced by Virtual Reality
- SHOTPROS – The future of Police Training

7.5 Project Communication Guide for each target audience

Based on the analysis of the target audiences and the core stories, a communication guide with content for each target audience has been developed. The following sub-chapters contain the core story, relevant project information in bullet points, a short and a long communication guide for each target audience. The purpose is, to facilitate the preparation of dissemination activities for all partners. Still, the content needs to be adapted depending on the channel and specific audience(s) where it is presented to.

7.5.1 Practitioners and networks in the field of LEA training EU and national organisations focused on law enforcement training

Core Story

The number of high-risk situations where police officers are first responders has increased. SHOTPROS will conduct research in the field of DMA-SR in order to develop a training curriculum and a VR-training solution to prepare European LEAs for the combat against crime and terrorism.

- ➔ More stress and high risk situations police officers have to perform in
- ➔ Need for adequate training
- ➔ SHOTPROS will develop a training curriculum & VR solution for DMA-SR based on HF studies

SHOTPROS (short)

Within the last decade, the number of incidents where police officers are first responders in critical situations with severe threat circumstances has drastically increased. SHOTPROS' VR training and training curriculum will increase DMA-SR performance which will lead to better and more correct decisions (from several perspectives, e.g. law, ethics, etc.), to keep the guidance in threatening situations, to minimise use of force occurrences, and accordingly, to minimize casualties and collateral damage, such as panic and cascading or escalating effects.

SHOTPROS (long)

The European street patrol police officers' field of action constantly changes and new challenges are emerging all the time. Being the first responder in novel and ambiguous high-risk situations exposes police officers to high levels of stress and performance pressure. Within the last decade, the number of incidents where police officers are first responders in critical situations with severe threat circumstances has drastically increased.

A major challenge for these first responding officers is to properly evaluate the situation and decide how to further proceed and to assess and choose the most appropriate strategy. The appropriateness of this decision is highly critical as it has a strong impact on the potential success of the operation as well as on the potential impacts, scene environment (e.g. witnesses, involved civilians, etc.) and consequences.

Therefore, a decision making and acting based training framework is the go forward solution to support first responders' action control in threatening situations. SHOTPROS contributes to the improvement of the competences and capabilities of European Law Enforcement Agencies (LEAs) by conducting research in the field of DMA-SR and develop a VR training solution and a training curriculum to improve DMA-SR performance of police officers. The goal is, to keep the guidance in threatening situations, to minimise use of force occurrences, and accordingly, to minimize casualties and collateral damage, such as panic and cascading or escalating effects.

7.5.2 International LEA organisations, decision-makers and policymakers

Core Story

SHOTPROS expected output of a Police Training Network, a toolkit and a training framework will enable better exchange, harmonization and cooperation in law enforcement security structures within the EU Security Union. Also, a direct economic benefit will result from the fact that VR training allows cost-efficient adaption to different contexts, scenarios, new challenges and goals.

- ➔ SHOTPROS outcomes will lead to better exchange and harmonization of LEAs in the EU
- ➔ Expected strengthening of the European Security Union
- ➔ Cost benefits for police training

SHOTPROS (short)

SHOTPROS will deliver a harmonized and standardised European police training framework (guidelines), a toolkit and a Police Training Network will enable better exchange, harmonization and cooperation in law enforcement on EU-level and therefore strengthen the security structures within the EU Security Union. A direct economic benefit will result from the fact that VR training allows cost-efficient adaption to different contexts, scenarios, new challenges and goals. The proposed training framework can be adapted to training for other professions that operate under stress and in high-risk situations.

SHOTPROS (long)

SHOTPROS aims to make the gained knowledge about VR trainings available for future development by compiling all the created knowledge in several guidelines (will take into account legal and ethical rules of operation, cost-benefit considerations, data protection) that can serve as a basis for the integration of VR training tools in European Law Enforcement Agencies (LEAs) existing training practices. With these guidelines that are based on findings of the requirements analysis and evaluations with end-users, SHOTPROS contributes to the efforts towards a harmonized and standardized European police training framework. The created guidelines support the European Security Model for enhancing the topic of “innovation and training” and standardisation of (training) frameworks within the European police forces and organisations.

The police training framework (guidelines) and the establishment of a Police Training Network will enable better exchange, harmonization and cooperation in law enforcement on EU-level and therefore strengthen the security structures within the EU Security Union. The toolkit compiles materials that are relevant to policy strategies and decisions, help policy-makers understand requirements of LEAs concerning training, and the pros and cons of (VR) training methods and provide insights that can

A direct economic benefit will result from the fact that VR training allows cost-efficient adaption to different contexts, scenarios, new challenges and goals. The proposed training framework can be adapted to training for other professions that operate under stress and in high-risk situations (e.g. fire and rescue teams, disaster management and emergency services, the urgent medical intervention teams, specialised forces etc.) or other levels and roles within

first responders' organizations (director of operations, crisis management, control room). The framework can further be used in future scientific work, as a basis for new forms of training for different kinds of applications.

7.5.3 Academic Community and Researchers

Core Story

SHOTPROS will deliver (new) findings in various fields of research and develop a validated Human Factors Model for Decision-Making and Acting under Stress and in High-Risk situations (DMA-SR Model). The results will be available to the Academic community by publishing and presenting them in order to enable further research.

- ➔ New findings in various fields of research
- ➔ Development of an evaluated and a validated Human Factors Model for Decision-Making and Acting under Stress and in High-Risk situations (DMA-SR Model)
- ➔ The findings will be available to the academic community

SHOTPROS (short)

SHOTPROS will deliver (new) findings in the fields of virtual reality (VR), training methodology, technology enhanced training, psychology, criminology, sociology and develop a validated Human Factors Model for Decision-Making and Acting under Stress and in High-Risk situations (DMA-SR Model). The results will be available to the Academic community by publishing and presenting them in order to enable further research.

SHOTPROS (long)

SHOTPROS will deliver (new) findings in the fields of

- virtual reality (VR)
- training methodology
- technology enhanced training
- psychology
- criminology
- sociology

One of the main goals of SHOTPROS is to quantify the influence of several human factors (i.e., contextual factors, psychological factors, etc.) on the decision-making and acting process under stress and in high-risk situations, controlling for the possible influence of organizational and environmental factors. Based on these results, the project will develop a conceptual model of DMA in such situations, including the above-mentioned factors that influence

perception, decision-making, behaviour and action in a potentially threatening situation for police forces. Additionally, risk-assessment as part of the decision-making process will be tackled. Furthermore, the conceptual model will be validated by testing the various premises of the model in research experiments and will then be further evaluated and refined.

SHOTPROS will follow an open policy strategy by publishing project results in Open Access journals. Also, the project and its results will be presented at relevant national and international scientific conferences to make them available to the scientific community and to enable further research in all fields.

7.5.4 SMEs (Small & Medium Enterprises) and Industry

Core Story

SHOTPROS will develop a toolkit for VR training solutions based on validated research and enable knowledge transfer between research, practice and business. The outcome will be compiled in several guidelines to enable further development of companies requiring, developing or supplying VR training and learning systems. Increased public safety can raise the value of the business location.

- ➔ Development of a VR training solutions based on validated research
- ➔ Knowledge transfer between research, practice and business
- ➔ Economic advantages through more safety

SHOTPROS

SMEs that require, develop or supply VR training and learning systems can use SHOTPROS' toolkit for other training services and VR products. Added value by the crossfertilisation of concepts resulting from the collision of different ways of thinking and of different approaches developed by various partners. That enables knowledge transfer between research, practice and business.

Actual and perceived public security and safety, especially safer public spaces, cities and streets will have a positive economic impact by raising the value as a business location, as a location for international organizations and for various economic sectors (e.g. tourism).

7.5.5 Society and Public

Core Story

SHOTPROS makes a contribution to the public safety, brings up new scientific insights and works with innovative technologies. This can be achieved through the collaboration of various European partner institutions and the funding of the European Commission.

- ➔ Contribution to the public safety by training and improving performance of police officers
- ➔ EU funded projects contribute to the societal security
- ➔ EU funded projects bring up new scientific findings and innovative technologies

SHOTPROS (short)

SHOTPROS develops an innovative police training for stress- and high-risk situations and contributes to the actual and perceived public security and safety. The project will deliver new findings in various fields of science and work with new technologies (Virtual Reality). This can be achieved through the collaboration of various European partner institutions and the funding of the European Commission.

SHOTPROS (long)

Higher security through better training of police officers: SHOTPROS aims to enable police officers as first responders to train their decision-making and acting skills under stress and in high-risk situations and consequently prevent and fight crime and terrorism more efficiently. That will result in sound and safe handling of incidents and safer public spaces trust and the overall perception of the European Union as a place of freedom, justice and security and higher quality of life.

A team of 13 European partners from high-ranked research institutions, business companies and international Law Enforcement Agencies cooperates for 3 years on SHOTPROS. The partners complement each other in the focus of their research, domain knowledge and technologies, as is reflected by the specific tasks in the roles they have taken upon themselves to lead. A critical mass across Europe is essential to SHOTPROS because this expertise is not available at the national levels and the nature of crime and anti-terrorism needs to involve multi-national law-enforcement teams to synergize their effort in combat and reduction of crime.

The collaboration will bring new findings in the scientific fields of virtual reality (VR), training methodology, technology enhanced training, psychology, criminology and sociology. Based on that findings, the project will deliver a prototype for a Virtual Reality police training program.

This can be achieved through the collaboration of various European partner institutions and the funding of the European Commission.

8 Evaluation of Dissemination and Communication Strategy


SHOTPROS has an overall evaluation strategy in order to ensure excellent quality of dissemination and communication activities. All KPIs from the proposal will be tracked on a monthly basis throughout the project. By carrying out the evaluation on a regular basis, the effectiveness of the impact and the quality can be tracked and, if necessary changed or redefined.

8.1 Dissemination Reports

In order to track dissemination activities from all partners, a Word template for the reporting (Figure 25) has been designed and sent out. That templates enables a precise tracking of all activities and further dissemination by attaching pictures from the event / activity.

SHOTPROS – Dissemination Reporting (2019/05/31)

Please use this template form to report all your dissemination activities:



Organization	USECON
Person(s)	Markus Murtinger
Title	Markus Murtinger presenting SHOTPROS at the University of Vienna
Date	2019-05-29
Link	-
Description/Details	During his talk "Future Trends in the area of HCI & User Experience Markus gave an overview and outlook about "SHOTPROS" at the University of Vienna / Faculty of Informatic
Ideas for Dissemination	- Twitter, LinkedIn, Website, (all Channels)

Pictures (in good quality, info about copyrights if needed)

- All photo rights @SHOTPROS




Figure 23: Dissemination Reporting - Example

8.2 KPI Tracking Tool

USECON is in charge of collecting data for all of the predefined KPIs of Dissemination and Communication. An Excel tool (Figure 26) containing all KPIs has been developed and will be updated on a monthly basis. Thereby it is less likely to miss the set goals. Any difficulties by fulfilling the KPIs can be detected easily and countermeasures can be taken.

Communication KPIs	Planned	Year 1												Achieved	Planned	Year 2												Achieved	Planned	Year 3												Achieved						
		May 19	June 19	July 19	Aug 19	Sep 19	Oct 19	Nov 19	Dec 19	Jan 20	Feb 20	March 20	Apr 20			May 20	June 20	July 20	Aug 20	Sep 20	Oct 20	Nov 20	Dec 20	Jan 21	Feb 21	March 21	Apr 21			May 21	June 21	July 21	Aug 21	Sep 21	Oct 21	Nov 21	Dec 21	Jan 22	Feb 22	March 22	Apr 22							
Social Media																																																
Number of SHOTPROS posts in social networks	20													0	20												0	20																		0		
LinkedIn																																																
Twitter																																																
Researchgate																																																
Facebook																																																
Cumulated number of social media community gathered across social media sites (group members, followers, page likes)	100													0	125												0	150																		0		
LinkedIn																																																
Twitter																																																
Researchgate																																																
Facebook																																																
Website																																																
Number of unique visitors on the website	1500	0												0	1500	0											0	1500	0																			0
Cumulated number of referring websites (to the SHOTPROS website or social media channels)	2													0	5												0	10																			0	
News & Media Coverage																																																
Number of press releases delivered to media	1	1												1	1												0	1																			0	
Newsletter distribution	1													0	1												0	2																			0	
Number of references in media (offline and online)	1													0	2												0	5																			0	
Dissemination KPIs																																																
Scientific Dissemination																																																
Number of scientific publications in peer reviewed journals	0													-	2												-	4																			-	
Number of scientific publications in peer-reviewed International Conferences & Workshops	2													0	5												0	7																			0	
Events																																																
Number of events attended representing the SHOTPROS project	2													0	3												0	4																			0	
Number of visitors at SHOTPROS conference	-													-	-												-	-																		-		
Networking																																																
Members of SHOTPROS "VR Police Training Network" (cumulative)	10													0	20												0	30																		0		
Exchange with related projects (cumulative)	1													0	2												0	5																			0	
Contacts with policy-makers	-													0	3												0	7																			0	

Figure 24: KPI Tracking Tool

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