



# SuCCeSS

Strengthening Criminology Teaching  
Fortaleciendo la Enseñanza en Criminología  
Fortalecendo o Ensino da Criminologia



## Third Communication and Dissemination Report

WP5: Awareness campaign, dissemination, and exploitation

INOVA+, June 2022



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# SUCCESS

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# 1. Introduction

## 1.1. About this report

This Communication and Dissemination report is part of WP5 of the SuCCESS project. Following the development of the Communication and Dissemination Strategy at the beginning of the project, together with a set of communication materials, project partners promoted the project through various channels and initiatives.

This third report gathers the data and information given by the partners about the communication and dissemination activities carried out for the period between 16<sup>th</sup> of July 2021 and 15<sup>th</sup> of April 2022, providing insights about the work that was implemented and summarizing the results and the efficacy of the consortium's outreach activities.

The first section of this report briefly presents the SuCCESS project and its expected results regarding the communication and dissemination.

The second section presents the communication and dissemination tools and channels of the project. Here are presented the metrics of the tools of the project, like the website, Facebook and Youtube statistics, as well as other dissemination activities like the 3<sup>rd</sup> newsletter.

In the third section of the report, it is presented an overview of the communication and dissemination activities done by the consortium with some examples of news and articles shared by each partner.

The fourth section presents the indicators and gives an overview of the dissemination and communication activities during the lifespan of the project.

At the end of the report, a series of conclusions and recommendations are presented with the most positive aspects and areas for improvement identified.

## 1.2. About SuCCESS

In order to strengthen scientific cooperation and increase the knowledge and evidence transfer between European universities and South American universities, the SuCCESS project aims strengthening the South American teachers and researchers capacity and body of knowledge to develop and improve higher educational offers in the areas of criminology and public safety, including the development of master degree, post-graduation and specialization courses and the update of lessons and curricular approach in specific Bachelors, through the sharing of experience, knowledge, and competences from European Universities.

To achieve the main objective of the project, the following specific objectives were defined:

1. **To identify the training and research needs of teachers/professors and researchers in South American universities** for the update, improvement, or development of new educational curricula and resources in the areas of criminology and public security, based on the latest research evidence and good practices, and so focusing on multidisciplinary approaches and preventive measures, responding to the needs identified in the national contexts to intervene.
2. **To promote an effective and continuous working network of experts, teachers/professors, and researchers in the areas of teaching criminology and public safety** that will facilitate the an effective process of knowledge transference from European universities to South American universities, through the implementation of periods of learning mobility, through the provision of distance support and coaching and regular feedback.
3. **To develop new curricula or improve existing study programmes on public safety and criminology at the undergraduate and graduate levels**, updating the overall offer in these

areas, making them more appealing for new students as well as for current professionals, based on the latest research evidence and good practices, and so focusing on multidisciplinary approaches and preventive measures, building the bridge to overcome the gap between research and social policies, increasing the effectiveness of work in this field.

4. To support the creation of an online Euro-South American Interuniversity Cooperation Network and Repository on Criminology for professional training and the management of criminological knowledge applied to public policies, in the countries participating in this initiative, and to incorporate other South American universities and teachers and researchers, as well as to open it to students as well.
5. To create a thematic workshop programme that will complement the online Euro-South American Interuniversity Cooperation Network and enable face-to-face cooperation activities for knowledge transfer and capacity building between teachers and researchers of South America and Europe.
6. To implement and test the improved and newly developed educational offers and educational resources in South American universities.
7. To increase the quality and quantity of human capital, particularly teachers and public authorities' officers in citizen security and crime prevention - devoted to knowledge in Criminology and Public Security, solving social and economic problems.

Considering the objectives of the project, the communication and dissemination strategy aims to:

- Establish of a sound and consistent brand
- Enhance the image of the partner's organizations
- Promote the project activities and engage representatives of the target groups
- Make target-groups and stakeholders aware of the project's development, activities, and results
- Foster the sustainability of the project's results, especially the continuous update of the educational offers and the European-South American network on criminology and public security.

The work developed by SuCCESs is primarily for all those studying or working in the fields of criminology and public safety in South America and for those willing to develop their skills and work in these fields:

- Higher education teachers and researchers in the areas of criminology and public safety.
- Higher education students.
- Future higher education students.
- Government officers in public security and Criminal Justice.

## 2. Communication and Dissemination Tools and Channels

### 2.1. Logo

The project branding and logo as well as the key channels and materials/tools to use for communication and dissemination purposes are presented in the Communication and Dissemination Plan.

The project logo and respective guidelines have been shared with partners, as well as templates for all internal and external communications: A PowerPoint presentation of the project, a leaflet template, a template for newsletters, and a template for documents (word and PPT formats). All these materials are available in the “google drive” created for the project.



### 2.2. Website

The SuCESS' website is one of the main communication tools of the project. It is online since January 2020 at: <http://criminologia.successproject.eu/>. The website is online and open, providing a presentation of the project, its aims and objectives, and consortium members. It will continue to be available after the project ends, for at least 5 years.

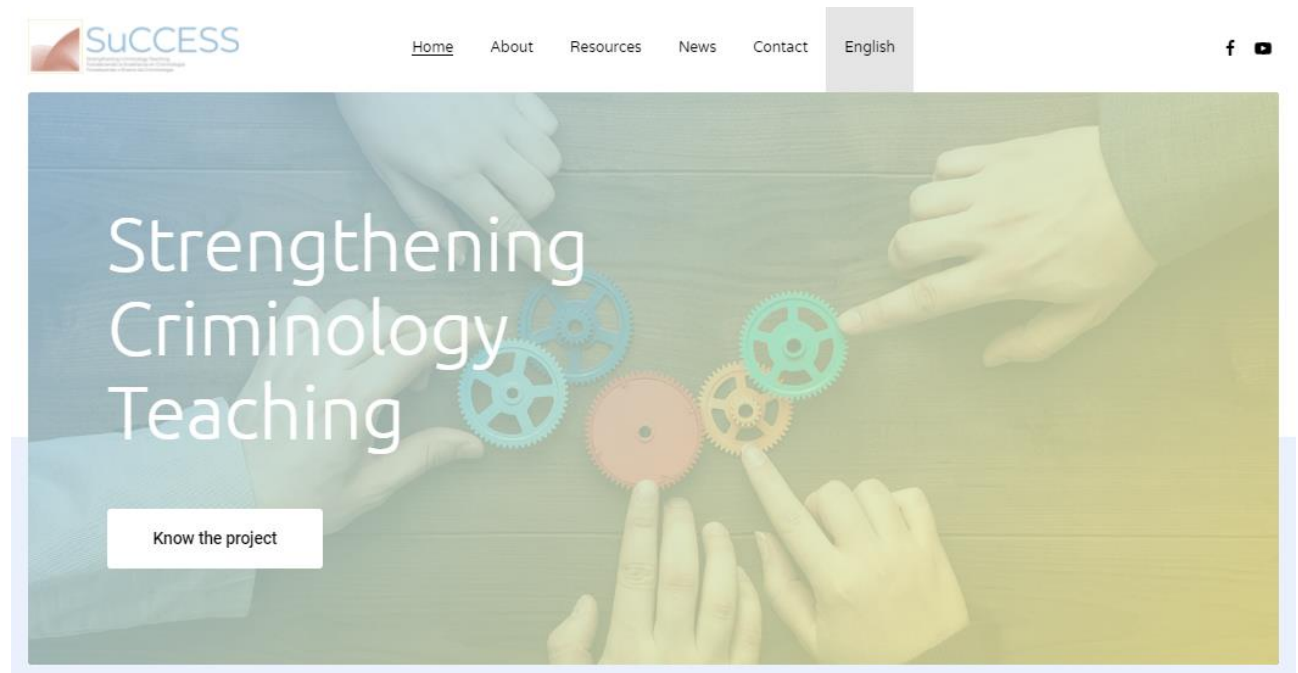


Figure 1 – Homepage of the SuCESS website

## 2.2.1 Website metrics

From July 2021 until the middle of April 2022, 1905 unique visitors have accessed the website. The months with the highest number of visitors were September 2021, March, and April 2022, which correspond to the months where the highest number of publications and news were made, as we can see in the figures below.

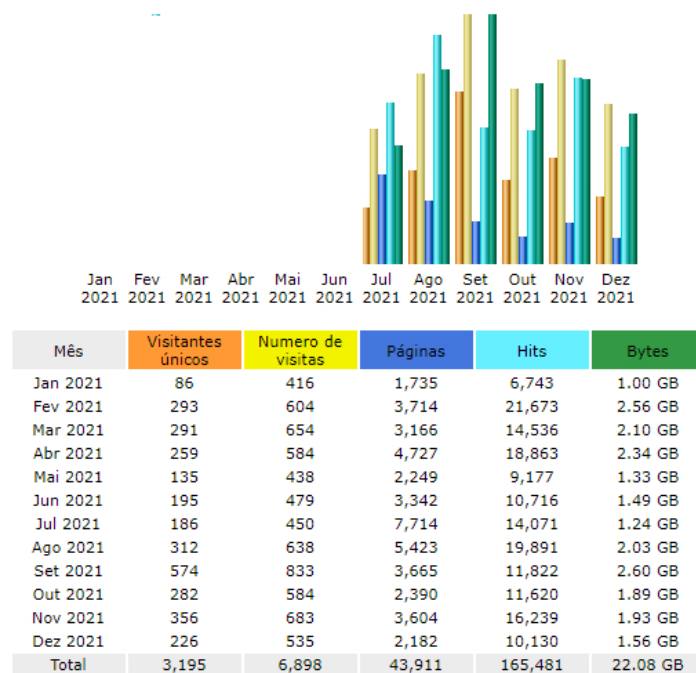


Figure 2 – SuCESS' website analytics – Monthly history, 2021<sup>1</sup>

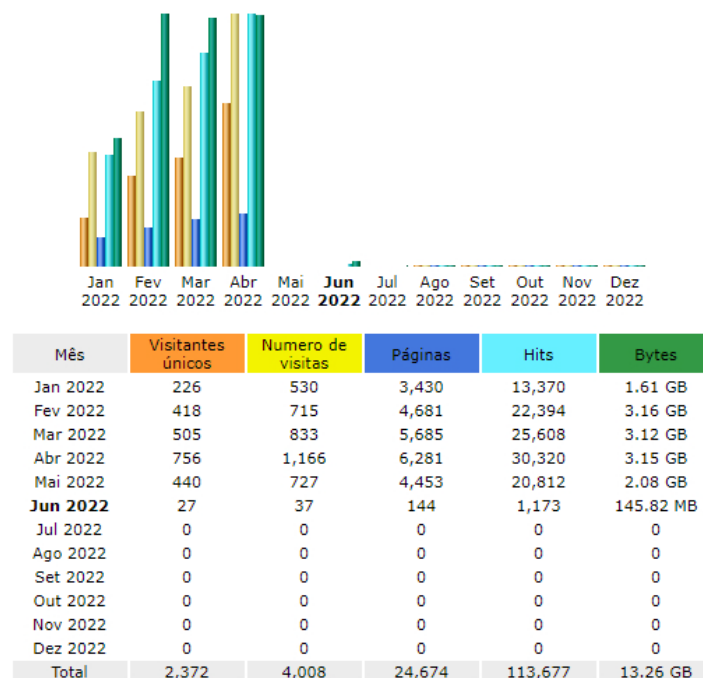


Figure 3 – SuCESS' website analytics – Monthly history, 2022<sup>1</sup>

<sup>1</sup> The columns of the table, partially in Portuguese, mean respectively: month (mês), visitors (visitantes únicos), number of visits (número de visitas), pages (páginas), hits, bytes



The geographic coverage of the website's accessibility is truly diverse, with the most traffic in 2021 being made from Russian Federation, followed by Portugal and Italy. The United States and two partner countries (Brazil and Peru) have also a highly active presence on the website, with a lot of visitors from these countries.

Regarding 2022, most of the traffic is like the previous year with the exception for Italy, as opposed to the United States and Brazil which were the 3<sup>rd</sup> and 4<sup>th</sup> with the higher audience as we can see in the figures below.

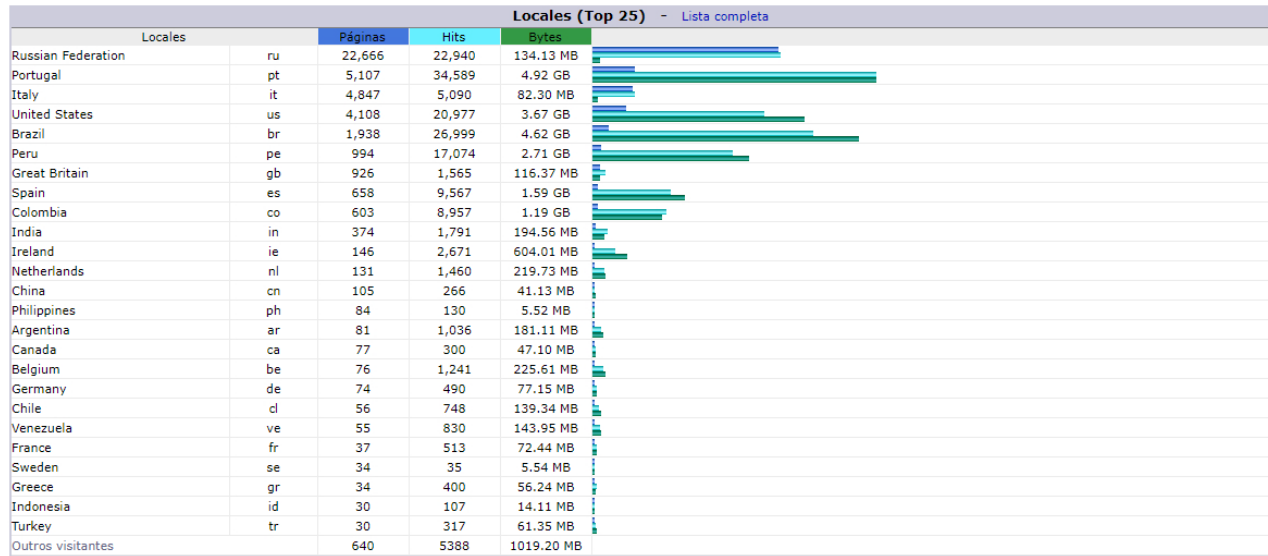


Figure 4 – SuCESS' website analytics – "Geographic coverage, 2021"



Figure 5 – SuCESS' website analytics – "Geographic coverage, 2022"

## 2.3. Social Networks

The online presence of SuCESS includes:

- Facebook: <https://www.facebook.com/CriminologyTeaching>
- YouTube: <https://bit.ly/3a156Xt>

The Facebook account is updated regularly with posts related to the project activities, achievements, and results but also with information about the project's main topics connected to keywords such as Criminology, Public Security, Crime control, Crime prevention, Teaching, etc.

The YouTube page purpose is to share the project's videos, including the webinars, presentation video, and more cooperation and teaching moments between the European and South American universities to improve training and research in areas related to crime prevention, crime control, and public security.

### 2.3.1 Facebook metrics

The Facebook page of SuCCCESS' has been presenting monthly updates of the consortium's actions, and reports a total of 31 posts, attracted 425 followers, and contributed with 6854 views, as seen below in the analytics.



Figure 6 -SuCCCESS' Facebook page

When looking at the evolution of Facebook trends, the highest periods of activity partially coincide with the periods with more visits to the website and when more posts for the Facebook page were made in November 2021 and March 2022.

We can observe through the content statistics, that the post that reached a wider audience was the one about the "Third and final week of the SuCCCESS workshops to support the capacity building of the South American teachers and researchers". This post reached about 1400 people.

07-04-2022 09:22	 The Santo Tomás University, in Colombia,			126		6 44	
05-04-2022 14:41	 A post-graduation specialization in			209		6 15	
01-04-2022 08:31	 A master's in Criminological			126		9 34	
29-03-2022 10:23	 The San Pablo Catholic University of Peru is			803		43 39	
25-03-2022 14:28	 Check out the new master's degree in			234		14 39	
22-03-2022 17:15	 A new course of Studies in Criminology			108		9 15	
25-11-2021 12:18	 We have arrived at the third and final week			1,4K		14 38	
18-11-2021 10:17	 The SuCESS Workshops: Second			203		14 21	
11-11-2021 10:27	 The SuCESS Workshops: First week!			385		1 18	
10-11-2021 16:42	 The SuCESS Workshops: First week!			285		5 17	
07-09-2021 14:32	 Guidelines for improving the			424		15 25	

Figure 7 - SuCESS' Facebook Content Statistic

Regarding the audience of the project's Facebook page, we can see from the following image that most of the audience are women (about 53%) and 46% are men. The majority are between the ages of 25 and 54. The situation is quite similar to the previous report, where people aged between 18 and 24, that are also a target group for this project, are not getting reached and can be especially useful for them if they are looking for a career in criminology and public security.

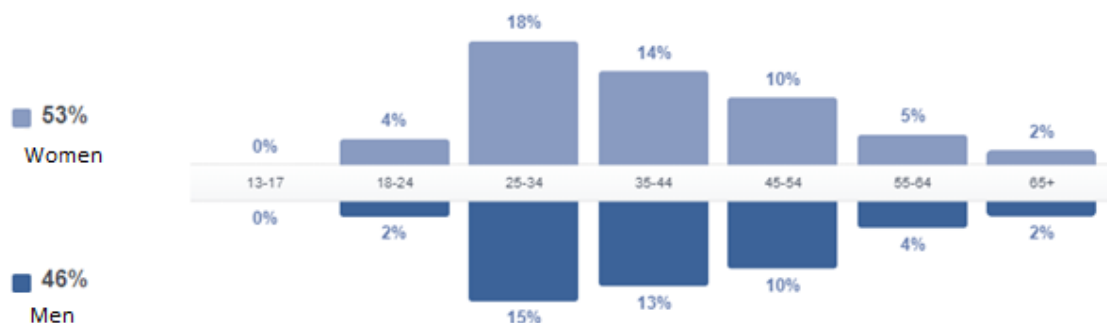


Figure 8 - SuCESS' Facebook Age & Gender statistic

### 2.3.2 YouTube channel metrics

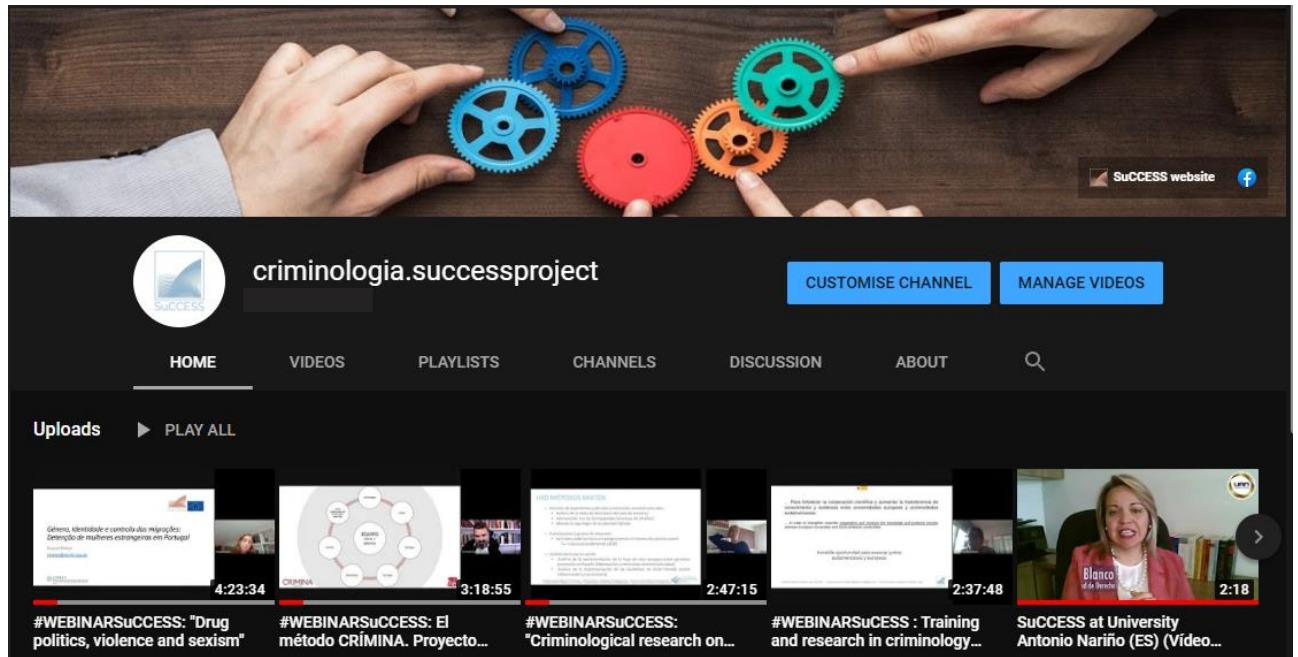


Figure 9 - SuCESS' YouTube Channel

The YouTube Channel of SuCESS was created on the 15<sup>th</sup> of October 2020 and has been frequently updated with videos and webinars related to the project. For the period until April 2022, the channel attracted 42 subscribers, and 762 views, and had an estimated viewing time of 32.4 hours.

Also, when looking at the time evolution of the Youtube channel, the highest periods of activity were at the beginning of the project, which coincides with the release of the partner's webinars, as seen below.

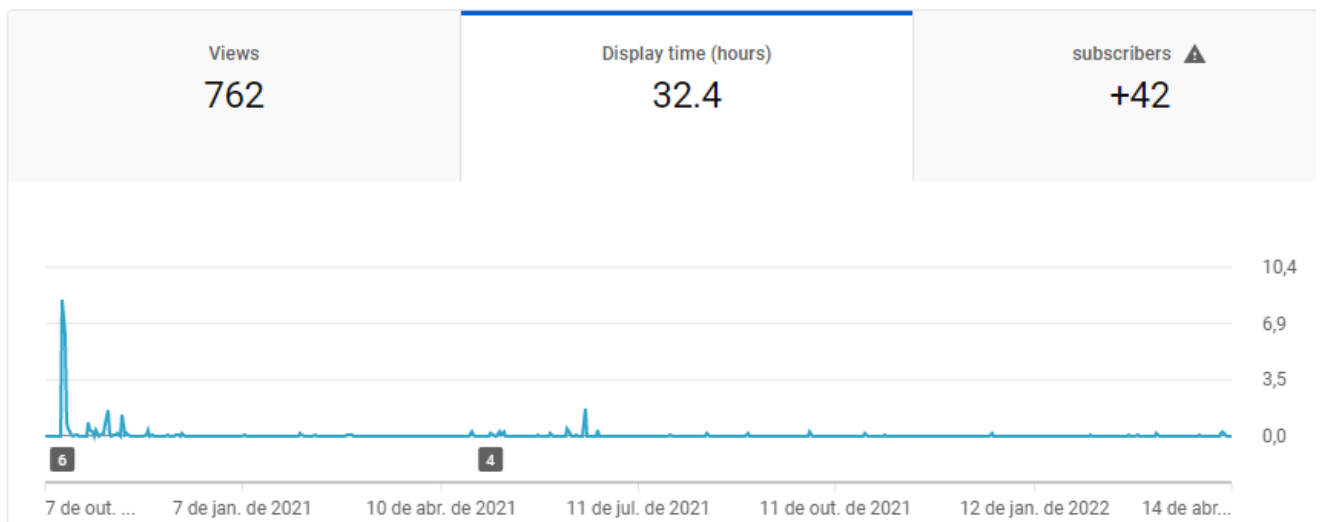


Figure 10 - SuCESS' YouTube Analytics

In terms of the geographic diversity of the YouTube channel's access, the country with the most visits to the website is Colombia, followed by Spain and the United States.

## Most accessed places



Figure 11 - SuCESS YouTube Geographic Coverage

As we can observe in the content statistics, the posts that reached a wider audience continue to be the introduction video explaining the objectives, target groups, and expected results of the project, followed by the one about the SuCESS project being presented at University Antonio Nariño.

## Your main content in the period





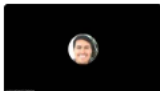


Contents		Average viewing duration	Views
1	 <b>Meet SuCESS!</b> Oct. 15 from 2020	1:26 (36.0%)	275
two	 <b>SuCESS at University Antonio Nariño (ES) (Video in Spanish)</b> Oct. 15 from 2020	1:16 (55.6%)	202
3	 <b>Why implement postgraduate studies in Criminology in Peru? (Video in Spanish)</b> Oct. 15 from 2020	7:16 (7.4%)	108
4	 <b>The Origin of SuCESS (Video in Spanish)</b> Oct. 15 from 2020	2:30 (18.5%)	44
5	 <b>Euro-South American Interuniversity Cooperation Network (Video in Spanish)</b> Oct. 15 from 2020	3:36 (25.2%)	38
6	 <b>News about the First Steps!</b> Oct. 15 from 2020	2:53 (20.7%)	29
7	 <b>#WEBINARSuCESS: The CRIMINAL method. Projects and characters that solve ...</b> May 3rd. from 2021	5:23 (2.7%)	23

Figure 12 - SuCESS' YouTube content statistics



## 2.4. Other dissemination resources

### 2.4.1 Newsletters

After the two first newsletters were developed, a third newsletter was created during this period. This newsletter presents the new courses that are being created in the scope of the SuCESS project and are uploaded in English on the SuCESS website and available to be consulted:

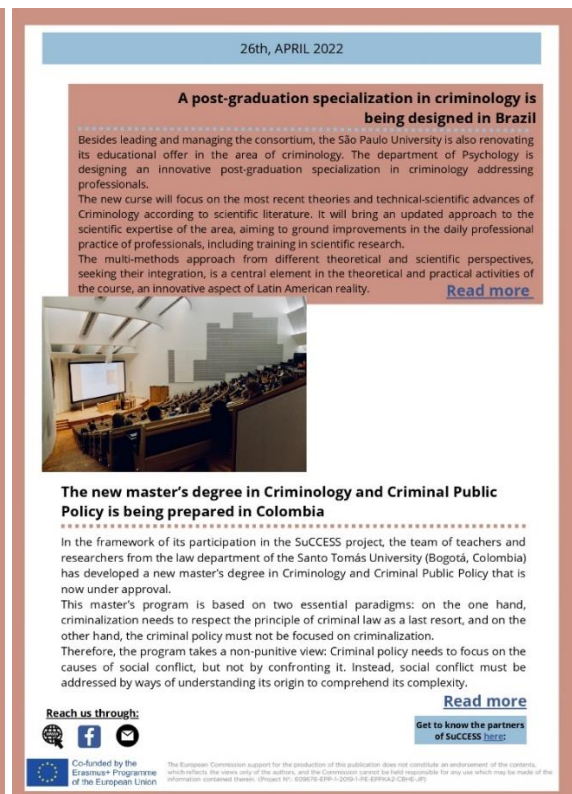
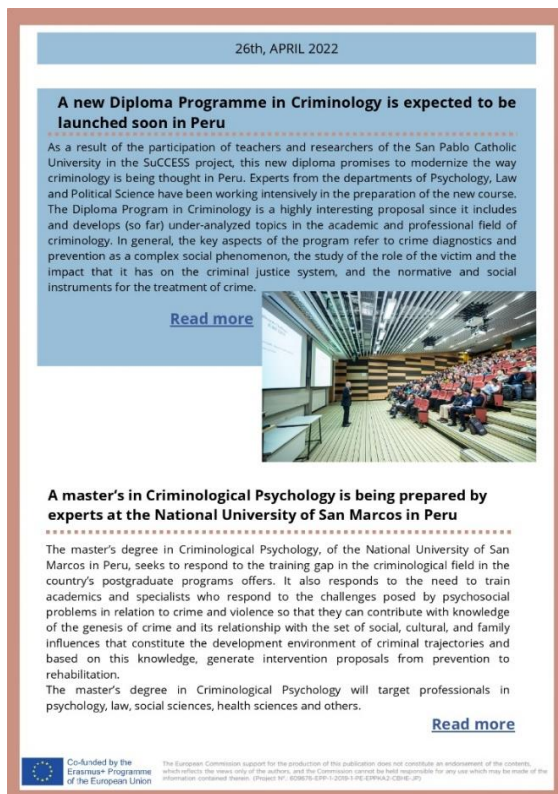


Figure 13 – #3 Newsletter of SuCESS

### 3. Overview of communication and dissemination activities

This third section presents an overview of the communication and dissemination activities made by the consortium during the previous 9 months of the project, as well as some examples of these activities and the impact provided by the partners.

#### 3.1. Actions do disseminate the SuCESS workshops

The workshops held for 3 weeks in the aim of the SuCESS project, as well as their respective programs, were shared on the project's website and Facebook, where a total of 4 publications related to the workshops obtained a reach of 2251 individuals.

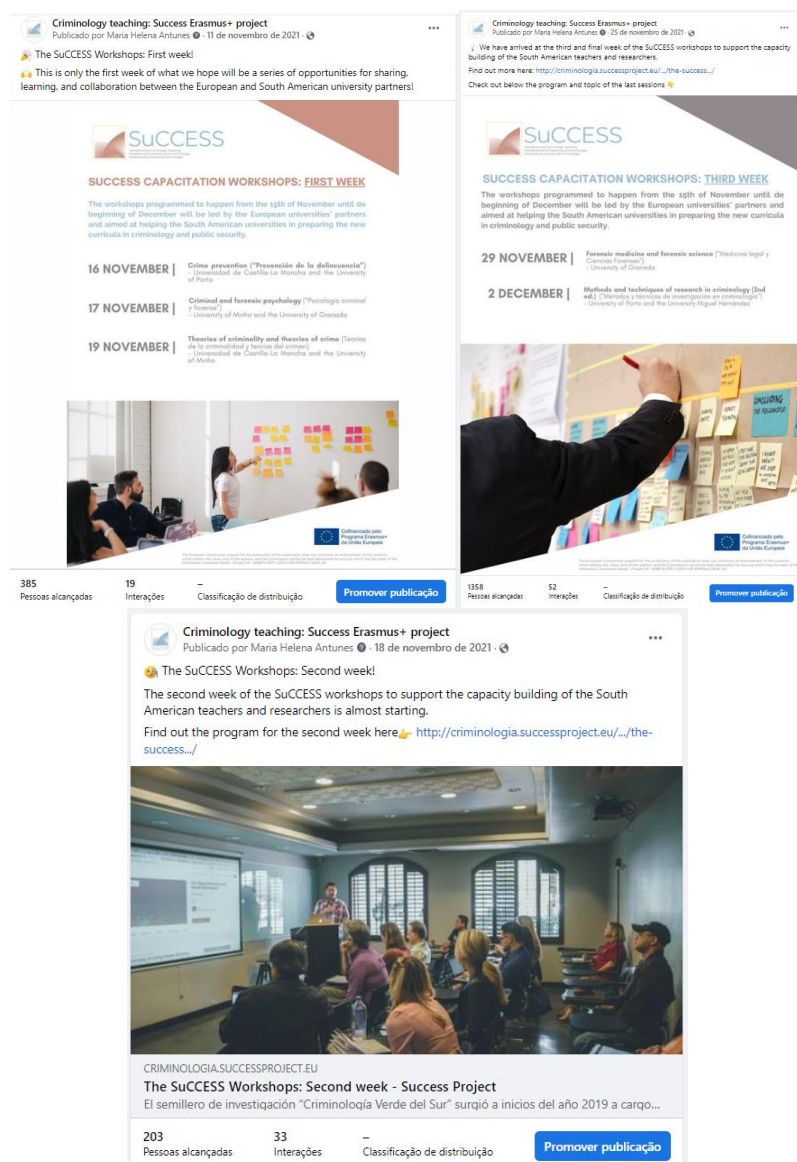
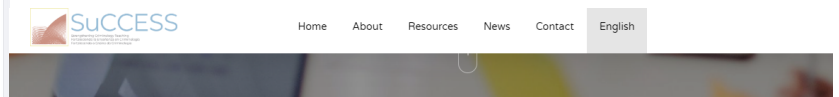
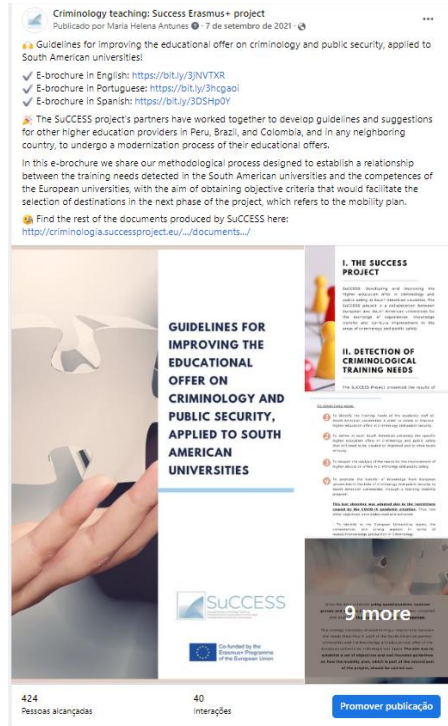


Figure 14 - Dissemination example of the publications regarding the SuCESS workshops

## 3.2. Dissemination of the documents produced by SuCESS

Following the sharing of results and actions developed in the project's aim, an E-brochure with the guidelines for improving the educational offer on criminology and public security, applied to south American universities was developed in English, Portuguese, and Spanish. These guidelines were shared on the website of the project as well as on the Facebook page.



The SuCESS consortium has been preparing a series of workshops where the European university partners will support the capacity building of the South American teachers and researchers. These training workshops will focus on sharing scientific knowledge and experiences on public security, criminology, and other topics relevant for each South American university and on the need of undergoing multidisciplinary and new didactical teaching approaches.

The workshops programmed to happen from the 15<sup>th</sup> of November until the beginning of December will be led by the European universities' partners and aimed at helping the South American universities in preparing the new curricula in criminology and public security.

The first-week program will be as follows:

- **16<sup>th</sup> November:** The topic of this session is **Crime prevention** ("Prevención de la delincuencia") and will be coordinated by Universidad de Castilla-La Mancha and the University of Porto.
- **17<sup>th</sup> November:** This workshop will be coordinated by the University of Minho and the University of Granada and will explore the subject of **Criminal and forensic psychology** ("Psicología criminal y forense").
- **19<sup>th</sup> November:** The session will be coordinated by Universidad de Castilla-La Mancha and the University of Minho. Together they will discuss the **Theories of criminality and theories of crime** (Teorías de la criminalidad y teorías del crimen).

This is only the first week of what we hope will be a series of opportunities for sharing, learning, and collaboration between the European and South American university partners.

Figure 15 - Dissemination examples of the documents produced by SuCESS

## 3.3. Deliver a presentation about SuCESS in an event/meeting

The partners of the SuCESS consortium had the opportunity during 19 events/meetings to disseminate the project and reach an audience of 30035 individuals. Some examples of events where presentations about the SuCESS project were made, was in events like "VI Congress of Psychology in Peru" and "National Congress of Criminology in Spain" as seen below.

30035	participants through 19 events/meetings
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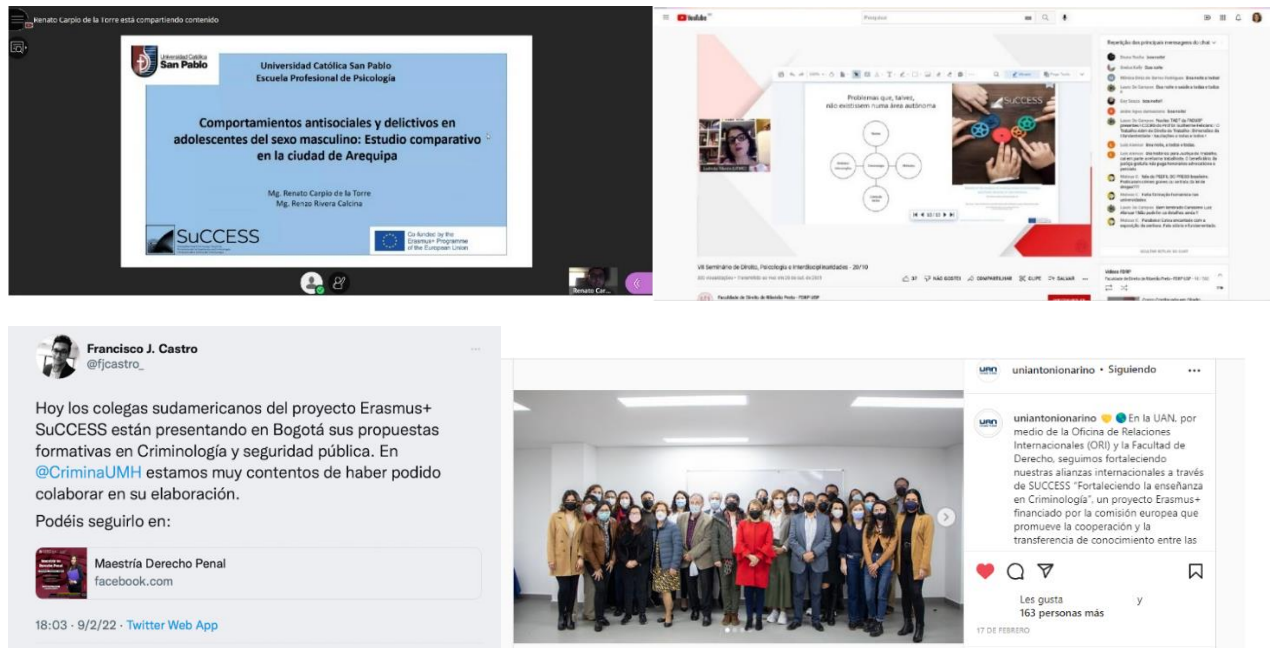


Figure 16 – Presentation of the project to target groups

### 3.4. Publish news or articles in partners' online channels (website, social media) and other online channels

Partners have been active in publishing events, news, and articles online, using their institution's online channels (website, social media), as well as other online channels.

In total, since the beginning of the project, a total of 88763 individuals were reached through 54 actions.



Figure 17 - SuCESS example of posts in institutional/other online media

## 4. Indicators

In this section, an overview of the indicators related to the dissemination and communication activities is presented and should be a reference for SuCCESS' upcoming activities. The results of the achievement of the defined indicators during the project's lifespan are presented in the table below.

During the rest of the project lifecycle, actions need to be enforced to increase the communication and dissemination activities of the project and consequently the impact of the project's message.

DISSEMINATION AND COMMUNICATION INDICATORS				
TOOL, INSTRUMENT OR ACTIVITY	INDICATOR	IMPACT (M12 - January 2021)	IMPACT (M18 - June 2021)	IMPACT (M27 - April 2022)
Website	Number of visitors	1135	2199	4104
	Number of news published on the website	8	9	26
Facebook Page	Number of page followers	358	392	425
	Number of news published	18	25	26
YouTube Channel	Number of channel subscribers	26	35	44
	Number of visualizations	529	642	786
	Presentation video - number of visualizations	187	226	288
	Number of videos published	6	10	10
Newsletters	Number of newsletter editions	2	2	3
Actions to communicate the project inside partners institutions	Number of actions	11	12	12
	Number of people engaged	7052	7061	7061
Send emails to stakeholders with info/invitations about the project	Number of emails	9	9	12
	Number of people engaged	43971	43971	45673
Presentations about SuCCESS in an event/meeting	Number of presentations	19	27	46
	Number of people engaged	25896	27243	30035



Publish news or articles in partners' online channels (website, social media) and other online channels	Number of news published in partner's online channels and other channels	16	35	54
	Number of people engaged	25225	69720	88763
Press Media	Number of press publications	1	1	3
	Number of people engaged	1870	1870	55010
Other activities	Number of other activities	11	19	19
	Number of people engaged	11381	11581	11581

**Table 1 – Indicators in year 1 of the SuCESS project**

## 5. Conclusions, recommendations, and next steps

From the data collected regarding the communication and dissemination until M27, it is possible to conclude that there has been an increase in activities and their respective dissemination during the last months, but that it can be improved.

At the beginning of the project, due to the COVID-19 pandemic, some project activities could not be carried out and had to be carried out online or postponed.

As it is shown in this report, with the end of the restrictions, it was possible to perform activities such as face-to-face meetings and organise events/webinars. Therefore, the number of dissemination and communication actions has increased recently.

The number of news and articles published on the SuCCESS website and social media of the partners has also increased compared to the previous reports but some of the challenges and difficulties faced by the consortium during the last period of the report remain.

One of these difficulties is related to the late answer of the partners when asked to give information about the proof of the dissemination actions they had.

This was one of the reasons why the report was delivered in a period later than what was expected. Information was given to the partners about these report during the meeting in Bogota (February 2022). Besides that, a meeting with the Communication and Dissemination Committee was held in March to draw the partner's attention to this report. After these meetings, emails were sent to the committee in April, followed by 3 reminder emails between April and May. Despite all the efforts, there was still information missing from some partners.

Some other challenges faced regarding dissemination and communication activities are:

- The number of activities reported for the period until M27 is very low for some of the partners of the consortium and it's necessary to increase the number of activities made by each partner to disseminate the project.
- The lack of contribution with posts and news to be published on the SuCCESS website and social media. A calendar of publications was created by the communication and dissemination committee so each partner can check when he is responsible to give some news, article, or event but only some partners are contributing.
- Through the table of indicators, it is visible that the actions to communicate the project inside partners' institutions are very low and can be promoted and increased. Since the partners of the consortium are the ones who are more inside of the targets group it can be easily done.

To complete this dissemination report, partners had to send their report for the period of M18 until M27 and share the news, articles, and presentations they made during this period.

Taking these challenges into account, some recommendations can be done to avoid some difficulties and have better communication and dissemination for the last period of the project:

- Have more contributions to the website and social media of the project. INOVA+ as the WP leaders will continue to remember the partners to contribute to following the calendar of publications.
- Report the dissemination activities and actions more regularly and efficiently by all partners. There are some partners who, despite the reminders, did not give the information about the dissemination actions they made so it was not possible to quantify the impact.
- Continue to have more published news, and articles and identify more events and meetings where the project can be presented and discussed.
- Use email more frequently as a form of internal dissemination, to other students, professors, or other stakeholders.



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## CONSORTIUM



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