



THE EUROPEAN PLATFORM
FOR JUDICIAL AUCTIONS

JUSTICE PROGRAMME (2014 – 2020)

JUST-AG-2020

Call for proposals for action grants 2020

Grant Agreement No. 101007385

LEILA – towards a muLtilingual European platform for judlciaL Auctions

Dissemination and Communication Strategy, Visual Identity and Website

Deliverable D5.1

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This project was funded by the European Union's Justice Programme (2014-2020) under Grant Agreement No. 101007385



Executive Summary

Deliverable D5.1 ‘Dissemination and Communication Strategy, Visual Identity and Website’ is developed in accordance with the description of activities under Grant Agreement No 101007385, ‘LEILA - towards a multilingual European platform for judicial Auctions’ (LEILA). The document delivers on three key elements developed for the purposes of raising awareness on and effective communication of project results, and is intended to be a live folder, which shall be continuously enriched with the forthcoming project’s achievements and contributions from partners.

LEILA Dissemination and Communication Strategy (‘Strategy’) establishes a framework towards providing sufficient, timely, and relevant information to a variety of stakeholders and thus facilitating policy makers, legal and technical practitioners to better understand – in a friendly manner – the various aspects of judicial auctions, exchange of information in cross-border settings in this regard, and the importance of the project tools and integration mechanisms. Alongside the overall project objectives on providing cross-border solutions for information on judicial auctions, the Strategy sets out several specific objectives related to awareness activities, namely to:

- provide access to multi-disciplinary overview of existing knowledge and available resources, as well as gap analysis results and relevant use cases on judicial auctions (based on content by Work Package 2 ‘Defining Functional and Technical Requirements’)
- reveal possibilities and best practices of how the LEILA Project shall provide for a trustworthy, user-friendly, and kept up-to-date multilingual engine for searching goods to be sold in judicial auctions taking place in the EU, creating a single European marketplace for all judicial sales in Europe (based on content by Work Package 2 ‘Defining Functional and Technical Requirements’ and Work Package 3 ‘Development of a Multilingual Platform for Judicial Actions’)
- facilitate throughout the project’s lifetime the development of an active feedback-loop between policy makers, legal and technical communities dealing with cross-border e-justice issues and judicial auctions, and contribute to specific cross-sectional knowledge transfer
- build and develop distinctive project identity, high level of awareness, and sustainability of the LEILA Project and ensure effective interaction with stakeholders, complementing the project Sustainability Plan (outcome of Work Package 4 ‘EU-wide Adoption and Sustainability Road Map’).



Deriving from the dissemination objectives, the Strategy presents the project audiences by clustering them into **primary** and **secondary target groups**. The first group includes judges, their delegates and competent authorities dealing with judicial sales, and potential buyers of assets and goods to be sold on judicial auctions. The secondary audiences include policymakers on EU and national levels; legal practitioners working in the judicial actions domain; creditors and debtors and their associations that might be interested in the results of the auctions; e-Justice technical and project communities especially concerning registers' interconnections; research and academia representatives; project partners and partners' networks; and project Communications Team.

Having in mind all communication efforts shall reflect the values, interests, and overall engagement of the target audiences, LEILA's **key messages** refer not only to basic project awareness on what is the LEILA Project about, what are the aims of the project, what would be the potential impact of LEILA, and what are the major project accomplishments; but also on how LEILA can support the effective delivery and cross-border exchange of information on judicial sales, how LEILA's platform can increase the buyers' access to information on auctions, thus affecting the speed of sale and the sale value in the long run, etc. To reflect on these communication messages, LEILA employs various distribution **channels/tools**: website, social media accounts, newsletters, policy briefs, papers and other promotional materials, public and project events, partners' networks and their existing communication channels, etc.

To deliver on consistency throughout project implementation, the present document further reflects on the overall **project visual identity**. It is complemented by logo usage guidelines, publicity guidelines and event management guidelines.

With regards to the tools per se, the present document focuses on **project website, social media activity** and **dedicated project events**.

- A brief explanation on project's website structure and design is presented. The publicly available section's design is based on the colours chosen for the project visual identity, while a separate administrative module is developed to support website maintenance and further development.
- Another important element refers to the project social media activity. The choice of platforms follows the needs of the main target audiences and the overall communication framework and falls on LinkedIn and Twitter as most suitable for the purposes of the LEILA Project.
- Public events also play an integral role towards the achievement of the project's objectives and are to take place throughout the project lifetime. Four stakeholder workshops are initially envisaged – two of them are intended as public discussions



on the functional and technical requirements addressing the specific stakeholders' needs, while two others are to be organized as part of the evaluation process of the developed results thus obtaining the stakeholders' validation on the final solutions. The project final conference shall seek to get together decision makers, key bodies' representatives, and professionals to elaborate on project results and outcomes and set the scene for the project Sustainability Plan's implementation stage. Networking, ad-hoc events, and advocacy meetings target the stakeholders' groups and are also considered crucial for the achievement of the LEILA strategic goals.

Furthermore, the design and prototyping phases of the multilingual platform for judicial auctions are to be further complemented by a series of internal meetings to speed up and enhance the brainstorming processes within the project team. Other project meetings are to support the administration, financial and legal management of the project as well as the overall management of the research results, deliverables' quality, and timeframe.

In terms of partners' involvement, the Strategy sets to implement a system in which all Communications Representatives of each project partner shall be involved in the dissemination activities serving as a local direct dissemination contact point throughout the project implementation and distribution of relevant project information and publicity materials on national level.

Finally, Deliverable D5.1 concludes with a list of measures for monitoring of the dissemination and communication activities, ensuring coordination and exchange of information, and providing regular and accurate updates on the awareness raising efforts. A set of Key Performance Indicators (KPIs) is provided which refer to measurable outputs of the project dissemination activities related to the LEILA online presence (website and social media platforms), events attendance rates and overall partners' dissemination and publication activities. It is also considered that the KPIs would vary in time according to the dates of implementation of the public events or other dissemination activities planned within the project.