



# DeStalk

detect and stop stalkerware and  
cyberviolence against women

# DeStalk

## Detect and stop stalkerware and cyberviolence against women

### D4.2 Pilot campaign plan (EN)

#### *PP3 - Una Casa per l'Uomo*

The DeStalk pilot communication campaign on digital violence and stalkerware was planned, designed, organized, and implemented between May and December 2022. The action was led by Una Casa per l'Uomo, in close collaboration with WWP EN and Regione del Veneto.

The DeStalk consortium decided to rely on the expertise of ComunicAttive, an Italian agency expert on the topic of gender-based communication, that was responsible of press work, design of contents and coordination of the work of all press teams involved.

Given the relevance of the topic, the DeStalk Consortium decided to extend the scope of the communication campaign to the national level, in order to increase the number of people potentially reached. For this reason the two national networks D.i.Re (victims support services) and Relive (perpetrators programmes) were also involved in the definition and dissemination of contents. All documentation related to the campaign is available at <https://www.work-with-perpetrators.eu/destalk-it/campaign>

#### **Preliminary phase: info collection, involvement of public institutions**

During this phase partners collected the following information and materials that could be useful for the design of press releases and communication materials:

- Info on the DeStalk project, partner organizations, project activities, data on participants to e-learning training and workshops
- Photos and images for press releases
- Statistics and info on cyberviolence and stalkerware
- Any other information that could be of interest for the press

Concerning the involvement of public institutions and NGOs, UCPU, with the collaboration of all partners, prepared the “Protocol for a territorial campaign strategy addressing the topic of cyber violence and stalkerware” (D4.1) that was presented during the special meeting of the “ Tavolo di coordinamento regionale per la prevenzione ed il contrasto alla violenza contro le donne” (Regional coordination table for the prevention and contrast of violence against women) , chaired by the Regional Minister for Social Services, held on June 6<sup>th</sup>, 2022 (D4.4).

## Planning and organization phase

In this phase, the three involved partners (UCPU, WWP WN and RV) together with ComunicActive designed the general development plan for the campaign, agreeing on the timeline, contents, and implementation mode. The campaign general strategy was approved by the project's steering committee.

The press offices of relevant partners (KSS and RV) and AB (D.i.Re) were involved in this phase to foster The following activities were carried out in this phase:

- Discussion, evaluation, and approval of the general strategy for the campaign and of communication contents (targets, messages, media)
- Definition of press strategy: the content of press releases is to be diversified to reach a wider, more diverse, and more targeted press coverage, with a particular focus on web press that can help reach a larger audience and improve the dissemination of the campaign messages. It was also agreed to directly address journalists who pay special attention to gender-based violence and gender issues: this will assure higher quality contents. Target media categories:
  - o Female press
  - o Male press
  - o Tech press
  - o Press dedicated to social or gender-related issues
  - o National or regional general press
- Division of roles and tasks of each press office, with the definition of the areas of competence of each one, with the goal of maximizing the dissemination of contents and avoid overlapping.
- Approval of the agenda for the official press event to be organized in Venice on November 25th, with the definition of speakers, contents, and timings.

## Operational phase: creation of contents, press work, press event

The operational phase of the pilot communication campaign is divided into the following activities:

- Creation and sending of media pitch to journalists (ComunicActive)  
The content of each pitch is tailored to the characteristics and interests of each journalist and of the type of media they work for
- Writing and publication of three press releases (ComunicActive)
  - o Oct. 4: first press release

Content: presentation of the DeStalk project, consortium and activities, data and statistics; info on the participation to the festival “l’Eredità delle donne” on 22/10; brief info on the 25/11 press event

- Oct. 18: second press release

More info the participation to the festival “l’Eredità delle donne” on 22/10; further details on the DeStalk project, with fact sheets on forms of digital violence, data, key aspects and red flags; launch of the 16/12 DeStalk European replication event “Tackling the digital dimension of violence against women”

- Nov. 22: third press release

Details on the Venice press event on 24/11; presentation of video reels targeted at men and women.

- Participation to the Italian festival “l’Eredità delle donne – OFF” on 22/10, with a workshop for all women titled “Online violence, how to recognize it and how to prevent it” (Partners: Elena Gajotto, Chiara Moretti, Dimitra Mintsidis, Palma Ricci. Advisory Board members: Cristina Bonucchi, D.i.Re)
- Participation to the Italian festival “Violenza di genere digitale – dati analisi, strumenti di contrasto e strategie di uscita” on 10/12 in Bologna (Speaker: Laura Miotto UCPU)
- Design and creation of two video reels, in collaboration with D.i.Re (Italian national network of victim support services) and Relive (Italian national network of perpetrators programmes)
- Interviews with press, radio and tv by partners’ spokespersons (Elena Gajotto e Dimitra Mintsidis)
- Organization of press event in Venice (anticipated to 24/11)  
Speakers: dott. Spano – RV, Dimitra Mintsidis – WWP EN, Elena Gajotto – UCPU, Amedeo D’Arcangelo – KSS, Mariangela Zanni – D.i.Re. Preview of video reels

### Monitoring phase: press review and follow-up

Final phase of the communication campaign, which regards the collection, categorization and analysis of all articles and contents published by traditional and digital media.

So far<sup>1</sup>, 51 articles, video or audio interviews have been published on printed or digital press.

---

<sup>1</sup> Comprehensive and definitive results on the reach and number of articles published on traditional or online media will be collected and analyzed after the end of the campaign and will be included as an appendix to D4.3 Guidelines for territorial campaign at the European Level

