



RIGHTS WHISPER



RIGHTS WHISPER

COMMUNICATION, DISSEMINATION STRATEGY & WEB PORTAL

AUTHOR: EQUALINE, GREECE

CERV-2025-CHAR-LITI

Project number: 101293231



**TRANSPARENCY
INTERNATIONAL
SLOVENIA**



**TRANSPARENCY
INTERNATIONAL
BULGARIA**



**Co-funded by
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor the granting authority can be held responsible for them.

TABLE OF CONTENTS

EXECUTIVE SUMMARY	03
INTRODUCTION AND PURPOSE OF THE PLAN	04
RIGHTS WHISPER PROJECT OVERVIEW	05
COMMUNICATION, DISSEMINATION, VISIBILITY AND EXPLOITATION:	
DEFINITIONS	06
COMMUNICATION OBJECTIVES	07
TARGET GROUPS AND AUDIENCE SEGMENTATION	08
KEY MESSAGES AND PROJECT NARRATIVE	09
COMMUNICATION PRINCIPLES	11
NON-DISCRIMINATION, GENDER EQUALITY AND ACCESSIBILITY	11
VISUAL IDENTITY AND EU VISIBILITY	12
OFFICIAL PROJECT WEBSITE AND RESOURCE HUB	17
SOCIAL-MEDIA STRATEGY	21
DIGITAL, MEDIA AND OFFLINE DISSEMINATION ACTIVITIES	22
COMMUNICATION OF PROJECT OUTPUTS	23
PARTNER RESPONSIBILITIES AND INTERNAL WORKFLOW	24
CONTENT APPROVAL AND QUALITY-CONTROL PROCEDURE	25
MONITORING, KPIs AND REPORTING TEMPLATES	25
RISK, ETHICS AND GDPR CONSIDERATIONS	27
SUSTAINABILITY AND EXPLOITATION	28
POLICY INFLUENCE AND LONG-TERM IMPACT	30
CONCLUSIONS	31

1. Executive summary

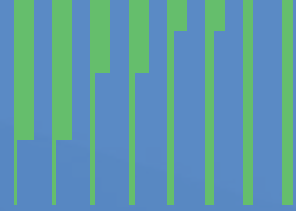
RIGHTS WHISPER strengthens the enabling environment for safe whistleblowing in Greece, Slovenia and Bulgaria under CERV Priority 5. Grounded in the EU Whistleblower Protection Directive (2019/1937) and the EU Charter of Fundamental Rights (Articles 11, 31, 41, 47), the project turns legal duties into day-to-day practice so workers can speak up and institutions respond lawfully.

This Communication & Dissemination Plan (CDP) defines how the project will communicate, disseminate and ensure visibility of EU funding in order to:

- raise awareness among workers and the general public about rights, channels and protections;
- build capacity among reporting officers, HR/compliance staff and competent authorities;
- promote the uptake of project outputs (Learning Kit, SOPs, Casebook, training materials, podcasts, videos, policy briefs);
- influence policy and practice through evidence, recommendations and cross-border exchange;
- ensure consistent, accessible, gender-responsive and non-discriminatory communication across all partners;
- comply with CERV visibility rules and prepare for long-term use of results after the project ends.

The plan covers the full 24-month implementation period and applies to all partners and associated activities.

2. Introduction and purpose of the plan



This CDP is the main reference for all communication, dissemination and visibility activities in RIGHTS WHISPER. It is designed to:

- ensure consistent messaging and coherent visibility of the project's vision, activities and results;
- support active participation and engagement among target audiences;
- guide partners in implementing the dissemination strategy and fulfilling their responsibilities;
- define performance indicators and a framework for monitoring, evaluation and reporting;
- support exploitation and sustainability of the project's outputs beyond its lifetime.

The plan addresses both internal communication (among partners) and external communication (towards stakeholders and the public). It is aligned with the project's Work Plan, especially WP2 (Practice Mapping), WP3 (Whistleblower Academy), WP4 (Awareness & Engagement) and WP5 (ImpactPath).



3. RIGHTS WHISPER project overview

RIGHTS WHISPER operationalises the EU Whistleblowing Directive and its Charter foundations through:

- comparative legal and institutional analysis of how Greece, Slovenia and Bulgaria have transposed the Directive;
- practice mapping of how reporting channels actually work (intake, confidentiality, timelines, remedies);
- an anonymised European Whistleblower Casebook linking real scenarios to Charter guarantees;
- SOP and letter packs, train-the-trainer curricula and simulation labs for reporting officers, HR/compliance staff, competent authorities and CSOs;
- awareness and navigation tools (captioned videos, easy-read explainers, podcasts, country briefings) that show workers where and how to report safely, without creating parallel channels;
- policy briefs, implementation notes and cross-border case rounds to support authorities and practitioners.

The project targets:

- competent authorities;
- obliged public bodies and companies (≥ 50 employees);
- workers in high-risk sectors and union/CSO intermediaries;
- journalists and legal-aid providers.

4. Communication, dissemination, visibility and exploitation: definitions

For clarity and consistency, the project uses the following definitions:

- Communication: activities that inform, engage and influence target audiences about the project's objectives, activities and results (e.g. messages, channels, campaigns).
- Dissemination: sharing project outputs and results with identified stakeholders to encourage uptake and use (e.g. workshops, policy briefs, training materials, Casebook).
- Visibility of EU funding: ensuring that all public-facing materials clearly acknowledge EU support in line with the Grant Agreement (EU emblem, funding statement, disclaimer).
- Exploitation: actions that ensure project results are used, integrated and sustained after the project ends (e.g. integration into training curricula, institutional manuals, policy frameworks, continued hosting of digital tools).



5. Communication objectives

Aligned with the proposal, the communication and dissemination activities aim to:

1. Raise awareness among employees and the general public about:
 - rights under Directive (EU) 2019/1937 and the EU Charter (Arts. 11, 31, 41, 47).
 - the existence of internal and external reporting channels.
 - protections against retaliation and available remedies.
2. Build capacity and confidence among:
 - reporting officers, HR/compliance staff and competent authorities;
 - CSOs, unions and legal practitioners who advise or support whistleblowers.
3. Promote uptake of project outputs, including:
 - the Charter & Directive Learning Kit.
 - SOP and letter packs.
 - the European Whistleblower Casebook.
 - training curricula, webinars, podcasts, videos and easy-read explainers.
4. Influence policy and practice by:
 - sharing evidence on channel performance (7-day acknowledgement, 3-month feedback).
 - providing policy briefs and implementation notes to authorities and professional networks.
5. Ensure EU visibility and compliance with CERV communication and visibility rules in all materials and events.
6. Support sustainability by:
 - making outputs open-access and reusable.
 - embedding tools in partners' regular activities and networks.
 - maintaining the Resource Hub for at least five years after the project ends.

6. Target groups and audience segmentation

The project focuses on clearly defined audiences, with tailored messages and channels.

6.1 Primary target groups

Target group	Role in protection	Focus in Greece	Focus in Bulgaria	Focus in Slovenia
Civil Society Organisations (CSOs)	Provide advice, awareness and protection to whistleblowers	Transparency NGOs, worker rights groups	Watchdog NGOs, Ombudsman cooperation	Governance reform CSOs
Trade Unions	Defend workers against retaliation and raise awareness of rights	Transport & healthcare unions	Labour unions in state enterprises	Public service unions
Public Authorities & Reporting Officers	Operate internal/external reporting channels under national laws	Ministries, local administrations	Labour Inspectorate, anti-corruption agencies	Designated officers under ZZPri
Journalists & Media	Disseminate whistleblower disclosures and protect public interest	Investigative journalists (Tempi case)	Anti-corruption media networks	Media during COVID-19 scandal
Legal Practitioners	Ensure access to remedies, litigate retaliation cases	Lawyers' associations, bar councils	Legal aid NGOs	Legal experts in administrative law
Employees & Workers	Primary right-holders of protections under Directive & Charter	Transport, healthcare, public sector	Public officials, corporate employees	Public procurement sector

6.2 Secondary target groups

- Higher education institutions and researchers working on rule of law, anti-corruption and fundamental rights.
- Professional associations (HR, compliance, auditors).
- Municipal networks and local authorities.
- Youth organisations and disability NGOs.
- EU-level networks and communities of practice (e.g. CERV NCPs, anti-corruption and rule-of-law networks).

7. Key messages and project narrative

All communication will be built around a small set of clear, consistent messages, adapted per audience and language.

7.1 Core narrative

- “Speaking up is a right.”

Whistleblowing is protected under EU law and the Charter of Fundamental Rights. Workers who report breaches of EU law are entitled to confidentiality, protection from retaliation and effective remedies.

- “Know your channels.”

Every worker should know at least one internal and one external reporting channel. The project explains how these channels work, what to expect (acknowledgement within 7 days, feedback within 3 months) and how to access support.

- “Institutions must act.”

Public bodies and companies must operate safe, confidential and timely reporting systems. The project provides practical SOPs, templates and training to help them comply with the Directive and national laws.

- “Protection in practice.”

The project turns legal guarantees into everyday practice through case-based training, real-life examples and accessible tools that show how protection and remedies work in Greece, Slovenia and Bulgaria.

- “Safe, inclusive and accessible.”

All materials use gender-inclusive language, show women and men in active, non-stereotypical roles, and are accessible (captions, transcripts, alt text, easy-read, large print, WCAG-compliant PDFs). Special attention is given to young workers, people with disabilities and marginalised groups.

- “Funded by the European Union.”

All public outputs clearly acknowledge EU support and comply with EU visibility rules.

7.2 Audience-specific messages (examples)

- Workers: “You have the right to report wrongdoing safely. Know your channels, your timelines and your protections.”
- Reporting officers: “Clear procedures protect both workers and institutions. Use ready-to-use SOPs and templates to handle reports lawfully and on time.”
- Competent authorities: “Comparable indicators and cross-border exchange can strengthen your oversight and improve trust in reporting systems.”
- CSOs and unions: “Help workers navigate existing channels safely with our toolkits, referral pathways and easy-read guides.”
- Journalists: “Understand the legal framework, thresholds and protections for public-interest disclosures through our Casebook and briefings.”
- Policymakers: “Implementation requires measurable, inclusive and gender-responsive systems. Our policy briefs show what works in practice.”



8. Communication principles

The project's communication is guided by five principles:

1. Visibility – make the project and its results recognisable.
2. Accessibility – make rights information understandable and usable.
3. Inclusion – ensure equal access and representation for all groups.
4. Safety and confidentiality – communicate without exposing reporters or encouraging unsafe disclosures.
5. Evidence-based – base messages on project data, case evidence and legal accuracy.

9. Non-discrimination, gender equality and accessibility

9.1 Non-discrimination policy

RIGHTS WHISPER is grounded in the principles of equality, human rights and social justice. All activities respect the dignity and diversity of participants, regardless of gender, sexual orientation, ethnicity, race, religion, nationality, disability, age, socioeconomic status or any other status.

The project actively promotes:

- gender-sensitive and culturally responsive approaches.
- safe and inclusive environments for participation.
- representation of women and men, in all their diversity, in non-stereotypical, active roles.



9.2 Accessibility standards

All priority communication materials will:

- use gender-inclusive language.
- include captions/subtitles for videos and transcripts for podcasts.
- follow WCAG-aligned design for PDFs (readable fonts, colour contrast, tagged structure).
- provide easy-read versions for key explainers.
- offer large-print versions of print materials where relevant.
- consider sign-language interpretation for priority events.
- ensure websites and digital platforms are mobile-responsive and accessible.

Participation data for events and online engagement will be sex- and age-disaggregated and disability where feasible to detect and correct gaps.

10. Visual identity and EU visibility

10.1 Logo concept

The RIGHTS WHISPER logo represents the project's central message: people should be able to speak up about wrongdoing, while institutions and communities create the conditions for their voices to be heard safely.



The logo combines three main visual elements:

- A green circular shape, symbolising protection, cooperation, community and a safe environment for people to speak.
- A leaf-like element, representing growth, renewal and the creation of a healthier culture of integrity and accountability.
- Three human figures, representing people, inclusion and collective responsibility. The figures also reflect the project's three participating countries: Greece, Slovenia and Bulgaria.
- Three white circles, representing the heads of the figures and suggesting equality, visibility and the importance of every individual voice.
- The overlapping colours, symbolising cooperation between people, civil society, public authorities and institutions.

The logo communicates that whistleblower protection is not only a legal issue. It is also a shared social and institutional responsibility. The visual combination of people, protection and growth reflects the project's objective of transforming whistleblowing from a risky individual act into a safe, recognised and supported part of good administration and democratic participation.

10.2 Meaning of the project name

The name RIGHTS WHISPER combines two ideas:

- RIGHTS refers to the fundamental rights protected by the EU Charter and Directive (EU) 2019/1937, including freedom of expression and information, fair working conditions, good administration and the right to an effective remedy.
- WHISPER refers to the voices of people who may feel unable to speak openly because of fear, insecurity or the risk of retaliation.

The project aims to ensure that these voices are not ignored or silenced, but heard through safe, confidential and lawful reporting systems.

10.3 Colour palette

The RIGHTS WHISPER colour palette combines green with blue, pink and yellow. The colours are used to communicate trust, inclusion, cooperation and positive change.



Main logo, headings, website elements and key visual areas. Protection, growth, renewal, trust, integrity and a safer environment.



Human figure and supporting visual elements. Reliability, institutional responsibility, stability, professionalism and confidence



Human figure, highlights and campaign elements. Human dignity, empathy, equality, care and the importance of individual voices



Human figure, calls to action and selected highlights. Visibility, optimism, courage, openness and positive change.



“RIGHTS” wordmark, body text and strong headings. Clarity, seriousness, rights, accountability and professionalism

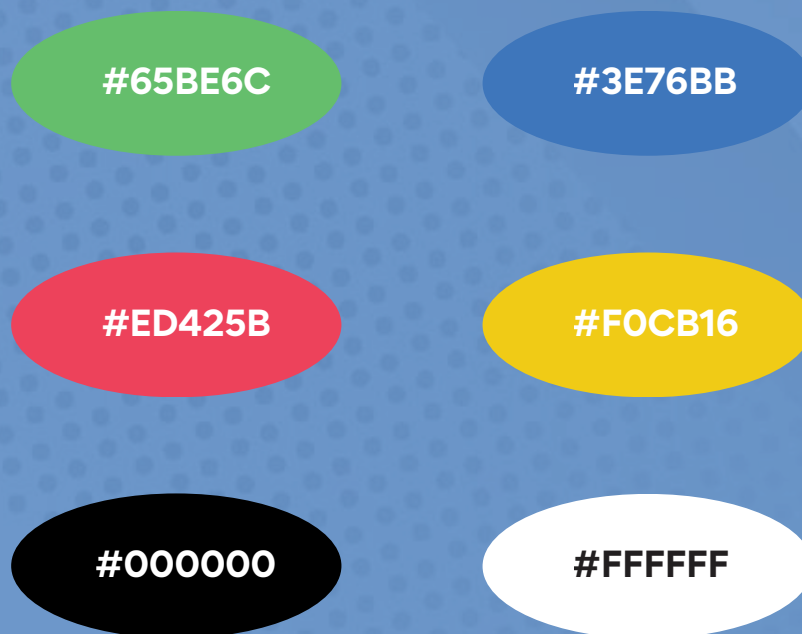


Backgrounds, spacing and contrast areas. Transparency, openness, accessibility.

The combination of colours reflects the project’s inclusive and collaborative approach. No single colour represents one country or one target group. Instead, the overlapping colours show that effective whistleblower protection depends on cooperation among individuals, civil society, employers, public authorities and policymakers.

10.4 Suggested digital colour references

The final colour codes should be confirmed by the designer or logo source file. For digital use, the current logo can be approximated as follows:



10.5 Logo use guidelines

To ensure consistent recognition of the project:

- The full logo should be used on official documents, reports, presentations, websites and major publications.
- The logo should not be stretched, distorted, rotated or recoloured.
- The relationship between the symbol and the “RIGHTS WHISPER” wordmark should not be changed.
- The logo should always have sufficient clear space around it.
- The logo should be placed on backgrounds that preserve readability and contrast.
- A monochrome version may be used only when colour reproduction is not possible.
- The logo should not be placed over complex photographs or patterns unless it remains clearly visible.
- Partners may not add slogans, symbols or other graphic elements inside the logo.
- The logo should appear together with the EU emblem and the statement “Funded by the European Union” on public project outputs, following the applicable EU visibility rules.



10.6 Recommended applications

The visual identity should be applied consistently to:

- project website and Resource Hub
- social-media profiles, posts and campaign visuals
- newsletters
- press releases and media kits
- policy briefs and implementation notes
- reports and training materials
- videos, podcast covers and thumbnails
- event invitations and programmes
- presentations and certificates
- posters, leaflets, banners and roll-ups
- webinar backgrounds and event backdrops

The project logo may be used in different layouts depending on the format, but the core proportions, colours and relationship between the symbol and wordmark must remain unchanged.

10.7 Typography

The project should use a clear, accessible sans-serif typeface across its materials. A suitable option is Montserrat, which can be used for:

- headings
- titles
- social-media graphics
- presentations
- campaign materials

For longer documents, an accessible sans-serif font such as Arial, Aptos or Calibri may be used for body text if this improves readability and compatibility.

Typography should follow these principles:

- use clear hierarchy between headings and body text
- avoid excessive use of capital letters
- maintain sufficient line spacing
- use strong colour contrast
- avoid placing long text over coloured backgrounds
- use consistent heading styles across all partner materials.



10.8 Visual representation and imagery

Images used in RIGHTS WHISPER materials should:

- represent women and men, in all their diversity, in active and non-stereotypical roles
- show cooperation, confidence, participation and institutional responsibility
- avoid portraying whistleblowers only as victims or isolated individuals
- avoid imagery that reveals or suggests the identity of real whistleblowers
- use authentic, respectful and non-sensational visual storytelling
- include alternative text when published digitally
- be accompanied by appropriate consent and copyright documentation.

The visual identity should reinforce the project's message that whistleblower protection is about dignity, safety, accountability and collective action, not fear or exposure.

11. Official project website and Resource Hub

11.1 Purpose

The official RIGHTS WHISPER website, <https://rights-whisper.eu/>, is the central online communication and dissemination platform of the project.

It supports the visibility of the project, provides access to reliable information on whistleblower protection, and serves as the long-term digital home for public project activities, results and resources. The website contributes to the project's objective of making information on rights, reporting channels, confidentiality, protection against retaliation and available remedies more understandable and accessible to workers, practitioners, institutions and the wider public.

The website will function as both:

- a communication platform, providing news, event information, partner updates and public-facing awareness content
- a Resource Hub, making project outputs available for consultation, download, reuse and long-term access.



11.2 Website content

The website will be updated throughout the project and will progressively include the following content:

- Project overview, objectives, duration, countries and partnership.
- Information on the EU Charter of Fundamental Rights and Directive (EU) 2019/1937.
- Project news, activities, meetings, workshops, webinars and events.
- Event calendar, registrations and post-event materials where appropriate.
- Public project deliverables and resources.
- The Charter & Directive Learning Kit.
- Easy-read explainers and navigation aids for workers.
- Podcasts, video shorts, webinar recordings and transcripts.
- Policy briefs, country findings and recommendations.
- Press releases, media coverage and downloadable media materials.
- Partner information and contact details.
- EU funding visibility information, including the EU emblem, funding statement and relevant disclaimer.

The structure and content will develop as project outputs become available. All public materials will be uploaded in accessible formats and, where relevant, made available in English, Greek, Slovenian and Bulgarian.

11.3 Accessibility and safe communication

The website will follow the project's accessibility, inclusion and safety principles. It will aim to provide:

- clear, plain-language and gender-inclusive content
- readable page structure and navigation
- responsive design for mobile and desktop users
- alt text for meaningful images
- captions/subtitles for videos
- transcripts for podcasts and audio materials
- accessible PDFs with appropriate colour contrast and readable layout
- easy-read versions of priority information
- large-print versions of selected downloadable materials where relevant.

Because RIGHTS WHISPER addresses whistleblower protection, the website will not function as a reporting mechanism and will not create a parallel reporting channel. Public content will clearly state that the project does not provide individual legal advice or receive whistleblower reports. Where relevant, materials will provide safe referrals to existing competent authorities, institutional reporting channels and support organisations.

11.4 Management and updating

EQUALINE, as WP5 lead, will coordinate the website's overall editorial management, consistency with the Communication and Dissemination Plan, EU visibility compliance and connection with the project's monitoring system.

All partners will contribute regularly by providing:

- national news and project updates
- information about upcoming and completed events
- approved photographs, videos and testimonials, where consent has been obtained
- national-language materials and translations
- links to media coverage
- outputs, resources and dissemination evidence
- feedback on content relevance, accessibility and user needs

Fifty-Fifty will support multimedia integration and accessibility-first communication. TI-Slovenia and TI-Bulgaria will support legal accuracy, case-related content, national adaptations and dissemination of materials in their respective countries.

11.5 Website monitoring

Website analytics will be monitored regularly to assess the reach and usefulness of the online Resource Hub. Key indicators will include:



Indicator	Monitoring purpose
Unique visitors	Measure the number of individual users reached
Total visits and page views	Measure overall visibility and interest
Visits by country and language	Assess reach in Greece, Slovenia, Bulgaria and beyond
Most visited pages	Identify the most useful topics and outputs
Downloads of project resources	Measure uptake of the Learning Kit, SOPs and policy materials
Video and podcast plays	Assess engagement with multimedia content
Referral sources	Identify which channels generate website traffic
Average engagement time	Assess whether visitors engage with content
Accessibility feedback	Identify barriers and improve user experience

The results will feed into quarterly dissemination reporting and the final Impact Evaluation Report. Communication activities will be adjusted where data show that specific audiences, countries or groups are under-reached.

11.6 Long-term availability

In line with the project proposal, the website and Resource Hub will remain available for at least five years after the end of EU funding. It will preserve and provide access to the project's key reusable results, including the Casebook, SOP and letter packs, training materials, communication assets and selected policy resources.

After the project ends:

- EQUALINE will coordinate hosting and basic maintenance.
- TI-Slovenia and TI-Bulgaria will support periodic updates to Casebook entries and SOP-related materials.
- Fifty-Fifty will maintain the inclusive communication kit and reusable public-awareness assets.
- The consortium will define responsibilities, update cycles and cost-sharing through a post-project Memorandum of Understanding.

12. Social-media strategy

12.1 Platforms and roles

The project will maintain active profiles on:

- X (Twitter): real-time updates, policy and media engagement.
- Facebook: community building, event promotion, longer posts.
- LinkedIn: professional audiences, authorities, practitioners.
- Instagram: visual storytelling, short videos, youth-oriented content.
- YouTube: hosting of all project videos and webinars.

Frequency: minimum 2 posts per week per channel, coordinated via a shared content calendar.

12.2 Content types

- Short posts explaining specific rights or procedures.
- Visuals and infographics on timelines, confidentiality and remedies.
- Clips from podcasts and videos.
- Event announcements and live coverage.
- Quotes and key findings from policy briefs and the Casebook.

All posts will use gender-inclusive language, diverse imagery and alt text where possible. Primary hashtags will include #RIGHTSWHISPER and relevant thematic tags (e.g. #Whistleblowing, #EUCharter, #FundamentalRights).

13. Digital, media and offline dissemination activities

13.1 Core activities

- 9 national workshops (3 per country) for obliged entities and CSOs.
- 3 policymaker roundtables (1 per country) plus 1 EU-level briefing.
- 6 open webinars to diffuse results beyond the consortium.
- Inside the Whistle podcast series (6 episodes) with expert interviews and anonymised testimonies.
- Short explainer videos on key elements of the Directive (8–10 videos).
- European Whistleblower Casebook (interactive digital platform with annotated cases).
- Safe to Speak Awareness Day (flagship event in Thessaloniki + local replicas in partner cities).
- Legal literacy webinars (“Know Your Rights, Use Your Voice”) targeting CSOs, unions, journalists and public bodies.

13.2 Media outreach

- 6 press releases (project launch, podcast/video launch, Casebook launch, Awareness Day, key findings, final results).
- 3 op-eds on whistleblowing, fundamental rights and implementation gaps.
- Targeted media briefings with investigative and public-service outlets in GR, SI, BG.
- Media kit with project facts, key messages, images and contact points.

13.3 Policy dissemination

- 6 policy briefs (2 per country) on:
 - timelines (7-day acknowledgement, 3-month feedback)
 - confidentiality and data protection
 - anti-retaliation measures and remedies
 - gender and inclusion considerations
- Implementation notes circulated through professional lists and authority portals.
- EU-level briefing to share cross-country lessons and recommendations.

13.4 Printed and event materials

- Project posters, banners, leaflets and roll-ups.
- Standard presentation template.
- Event backdrops with EU visibility.
- Photographs and short videos from events (with consent).
- Attendance lists, feedback forms and event reports.

14. Communication of project outputs

Each major output will have a mini-communication plan:

- Learning Kit: promoted through training sessions, webinars, social media and partner networks.
- SOP and letter packs: circulated to authorities and obliged entities; featured in workshops and implementation notes.
- Casebook: launched via press release, media briefing and dedicated webinar; promoted through legal and CSO networks.
- Podcasts and videos: released in series, with teasers on social media and embeds on the website.
- Policy briefs: sent to ministries, competent authorities, parliamentary committees and EU networks; presented in roundtables.
- Training curricula: integrated into partner training activities and promoted to professional associations.

15. Partner responsibilities and internal workflow

15.1 Coordination structure

- WP5 lead (EQUALINE): overall coordination of the CDP, website, EU visibility, consolidation of dissemination reports and analytics.
- Fifty-Fifty: support on multimedia content, inclusion and accessibility checks, flagship events.
- TI-Slovenia & TI-Bulgaria: national adaptation of messages and materials, organisation of national events, media outreach, collection of national dissemination data.

15.2 Internal communication

- Communication Task Force (WP5 + WP4 leads + national focal points):
 - monthly online meeting to review content calendar, upcoming events and analytics
 - shared workspace for templates, drafts, analytics and guidelines.
- Internal channels:
 - mailing list for quick updates
 - shared folder with version control
 - simple approval workflow for public materials (draft → legal/accessibility check → final → publish).

15.3 Partner rules

Each partner will:

1. Include a link to the project website and the RIGHTS WHISPER logo on their website.
2. Follow the visual identity guidelines in all created items.
3. Interact with the project's social-media accounts and distribute their material.
4. Consistently provide news, updates and best practices for distribution.
5. Assign one person to handle specific responsibilities during cooperative activities (e.g. taking photos/screenshots, writing short summaries of sessions and activities).

16. Content approval and quality-control procedure

All public-facing materials will follow a simple QA process:

1. Drafting by responsible partner.
2. Legal and accuracy check (especially for case-related content) by TI-Slovenia/TI-Bulgaria.
3. Accessibility and inclusion check by Fifty-Fifty.
4. EU visibility check by EQUALINE.
5. Final approval by WP5 lead before publication.

Keystone outputs (e.g. Casebook, SOP packs, policy briefs) may receive a light external read.

17. Monitoring, KPIs and reporting templates

17.1 Key performance indicators

Aligned with the proposal, the project will track:

Reach and engagement:

- Website:
 - total visits, unique visitors, page views
 - top pages (Casebook, Learning Kit, SOP templates)
 - average time on page, bounce rate.
- Social media (per platform):
 - followers/subscribers
 - reach and impressions
 - engagement (likes, comments, shares, clicks)
 - video views and completion rates.
- Newsletter:
 - subscribers
 - open rate, click-through rate
 - unsubscribe rate.

Events and training:

- number of national workshops, roundtables, webinars and other events
- total participants, disaggregated by sex, age group, country and type of organisation
- participant satisfaction (feedback forms).

Media and policy:

- number of press releases, op-eds and media mentions
- estimated media reach (where available)
- number of policy briefs distributed and any documented uptake.

Behaviour and knowledge (linked to WP2–WP4 indicators):

- change in correct knowledge of at least one internal and one external channel (baseline vs. endline surveys)
- change in trust in reporting channels
- change in willingness to report wrongdoing
- gender gaps in these indicators (aim: women's outcomes at least on par with men's; gaps ≤ 5 percentage points by M24).

Delivery indicators (from the proposal):

- 8 quarterly newsletters.
- 2 social-media posts per week per selected channel.
- 9 national workshops.
- 3 national policymaker roundtables + 1 EU-level briefing.
- 6 open webinars.
- 6 press releases.
- 3 op-eds.
- 6 policy briefs.
- 6 podcast episodes.
- 8–10 short explanatory videos.
- 1 European Whistleblower Casebook.
- 250,000 people reached through awareness activities.
- 120 practitioners trained.
- At least 20 percentage-point improvement in correct knowledge of channels.
- At least 15 percentage-point increase in trust or willingness to report.
- At least 50% women among trainees/respondents.
- 100% of priority audiovisual materials captioned.
- 100% of priority documents checked for accessibility.
- Website/Resource Hub maintained for at least five years after the project.

17.2 Data collection and reporting

Each partner will maintain a simple dissemination log for all activities, including:

- date, type of activity, target group
- number of participants/reach
- links to materials
- screenshots or copies of posts, articles, etc.
- sex/age/disaggregated data where available.

Quarterly dissemination reports will be compiled by EQUALINE from partners' inputs and used as input for periodic reports to the European Commission.

18. Risk, ethics and GDPR considerations

18.1 Safety, ethics and data protection

Because RIGHTS WHISPER deals with whistleblowing, confidentiality and potential retaliation, all communication must be safe and responsible.

The project will:

- not create a parallel reporting channel
- not invite people to submit personal whistleblower cases through project social media or the website
- ensure no identifiable whistleblower information is published
- anonymise and legally review all case examples
- use testimonials only with informed consent and clear information on how they will be used
- require separate consent for photographs and recordings
- redirect personal legal questions to competent authorities or safe support services
- include clear disclaimers and referral information in public materials
- avoid creating unrealistic expectations about protection or remedies.

All research and communication tools will follow GDPR-by-design principles: data minimisation, pseudonymisation, secure storage and role-based access. The EDPO (EQUALINE) will vet all tools ex-ante.

18.2 Risk management for communication

Key risks and mitigations:

- Low engagement from target groups:

Use partners' existing networks; tailor messages to specific sectors and audiences; offer practical value (templates, checklists, real cases).

- Sensitive content or confidentiality risks:

No personal data or identifiable case details in public materials; all case examples anonymised and legally reviewed; clear disclaimers that materials do not constitute individual legal advice.

- Inconsistent application of EU visibility:

Provide clear templates and examples; include visibility checks in the QA process; remind partners regularly via the Communication Task Force.

- Unequal reach across countries or groups:

Monitor disaggregated data; add targeted outreach (e.g. youth organisations, disability NGOs) if gaps appear; adjust languages, formats and channels as needed.

19. Sustainability and exploitation

19.1 Sustainability strategy

After EU funding ends, the consortium will:

- keep the useful parts that change practice (Casebook, SOP/letter packs, training curricula and simple performance indicators) and embed them inside existing institutions rather than running parallel services
- maintain the website/Resource Hub for at least five years, with a lightweight budget for hosting and part-time content stewardship
- update the Casebook entries and SOPs annually (TI-Slovenia and TI-Bulgaria)
- keep the inclusive communication kit live and reusable (Fifty-Fifty)
- sign a post-project MoU within three months to define roles, update cycles and cost-sharing
- support train-the-trainer handover so competent authorities and large employers integrate the curricula into mandatory onboarding for reporting officers/trusted persons

- institutionalise the 7-day/3-month timeline checks and retaliation SOPs in partner authorities' internal manuals
- continue a quarterly online community of practice for cross-border case rounds.

Resources needed are modest: shared hosting, small translation lots for yearly updates, and staff time earmarked by each partner, covered via national funds, micro-grants or service contracts with authorities, bar associations and ombuds institutions.

19.2 Exploitation pathways

Results will be used by:

- practitioners as default templates
- authorities to publish simple indicators
- unions and CSOs for safe referrals
- journalists and lawyers to navigate lawful disclosures.

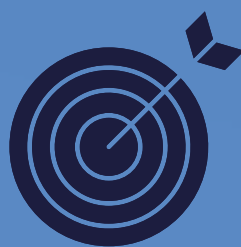
The project will seek synergies with CERV follow-ons, national integrity programmes, LAW/VOICEGUARD capacity-building networks and other relevant initiatives. Gender and non-discrimination remain baked into all updates: sex- and age-disaggregated indicators, accessible formats and bias-aware guidance.

20. Policy influence and long-term impact

The project will:

- present results and policy briefs at EU, national and regional seminars on rule of law, anti-corruption and fundamental rights
- contribute to consultative meetings organised by ministries, competent authorities and ombuds institutions
- promote the integration of project tools and approaches into national training frameworks and institutional manuals
- monitor how project methodologies and materials are incorporated into existing educational and civic initiatives
- compile case studies of successful integrations and best practices for replication in other Member States.

By embedding the lessons and innovations of RIGHTS WHISPER into existing European initiatives and institutional practices, the project will help shape long-term transformations in whistleblower protection, ensuring that its impact endures well beyond the funding period.



21. Conclusions

This Communication & Dissemination Plan provides a structured roadmap for ensuring that RIGHTS WHISPER's results – SOPs, Learning Kit, Casebook, training materials, podcasts, videos and policy briefs – achieve visibility, engagement and long-term impact across Greece, Slovenia, Bulgaria and beyond.

By combining digital communication, stakeholder engagement, media outreach and policy advocacy, RIGHTS WHISPER builds a bridge between law and practice, supporting the transformation of whistleblower protection from formal transposition to routine, safe and inclusive implementation.

The implementation of this plan will guarantee that:

- all project outputs are accessible, visible and reusable
- partners work collaboratively and consistently toward shared communication goals
- the project leaves a lasting legacy within authorities, civil society and professional communities.

Ultimately, RIGHTS WHISPER aspires to drive lasting change by connecting rights, institutions and people – empowering workers to speak up safely and institutions to respond lawfully, in line with the EU Charter of Fundamental Rights.





RIGHTS WHISPER



RIGHTS WHISPER

COMMUNICATION, DISSEMINATION STRATEGY & WEB PORTAL

AUTHOR: EQUALINE, GREECE

CERV-2025-CHAR-LITI

Project number: 101293231



**TRANSPARENCY
INTERNATIONAL
SLOVENIA**



**TRANSPARENCY
INTERNATIONAL
BULGARIA**



**Co-funded by
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor the granting authority can be held responsible for them.