DELIVERABLE 8.4
Unity – Exploitation Plan (EP)

Executive summary

Due date: 31st October 2015
Date of submission: 31st October 2015
Lead beneficiary: University of Applied Science for Public Service in Bavaria – Department of Policing

Project Title: Unity
Grant Agreement: 653729
Funding Scheme: Research and Innovation action – Safeguarding Secure Society

Duration Time: 36 months
Start date: 01/05/2015

Introduction

The Exploitation Plan (EP) provides a strategy for the **Unity** Community Policing project. This strategy is linked to the core **Unity** concept of strengthening the connection between the police and the diverse communities they serve. This is to maximize the safety and security of all citizens, achieved through: the identification of best practices in Community Policing (CP) to enhance cooperation between Law Enforcement Agencies (LEAs) and citizens through the development and live pilot demonstrations in six EU member states that facilitate, strengthen and accelerate community and LEAs communications.

The **Unity** proposal shows the EP as a single deliverable in M6. However consortium partners have discussed and agreed, that the EP should be a living document that runs in parallel to the project, reflecting and adapting to meet the development activities and key outputs of the project over its 36 month life. This is especially so as many of the key deliverables that impact upon exploitation aren't output until later in the project life. So the EP does not more than to set the structure and strategy for further exploitation planning and analysis activities to be carried out by all project partners at certain key milestones.

The EP will depend upon and reflect the results of many other activities, including validation. They will therefore be further developed from partner contributions, in context to their own exploitation plans and strategy, as an integrated part of the consortium EP as a whole.

Objectives for Exploitation

The exploitation aims and objectives for the **Unity** consortium, along with its wider stakeholders, are indicated in this section at a strategic level; as are the commercial and societal benefits that we aim to achieve both during and after the project. This exploitation strategy and plan will also have an iterative relationship and effect with the way the technical work is conducted in order to maximize both societal and commercial benefits. As a consequence, the 6 pilot trials to be conducted under this **Unity** project will act as key milestones whereby the EP is reviewed against progress

The fundamental vision and end-user focus of **Unity** is to strengthen the connection between the police and communities to maximize the safety and security of all citizens. The vision of **Unity** shall be achieved through the delivery of three key strategic objectives (SO) as set out in the proposal - namely:

SO1) Community Policing Best Practice
To capture best practices for cooperation between police and citizens. This strategic objective will take into account past and ongoing EU research and EU prevention policies and analyze Community Policing (CP) as an opportunity to use a community to observe their own environment to identify risk and exchange information through a rich end-user focus. CP will be analyzed as a system of facilitating information-sharing and trust building, and will include research into the virtual dimensions of CP.

SO2) Community Policing Communications Technology
To develop a communications technology to facilitate, strengthen and accelerate the communication between citizens and police. This strategic objective will encourage communication between the police, partners and the public by making it possible for citizens to identify their own risks, enabling them to immediately report their concerns to the police. The development of communications technology for CP will have a strong user-centered approach, while the active engagement with citizens and community representatives throughout the life of the project will ensure that their perspectives are embedded in the relevant technological design.

SO3) Community Policing Training and Awareness

To design, develop and deliver training for LEAs and awareness raising activities about CP. This strategic objective will ensure that joint trainings and awareness raising activities, including virtual trainings, are designed to meet the needs of the citizen, their communities and the police – all activities will take into account the needs of diverse communities and protected characteristics.

Table 1 – Key Unity Concepts and relevance to the Unity Exploitation Strategy

Key Unity Concepts	Relevance to Exploitation Strategy	Input
• Exchange of best practice and operational experiences	High	- Sharing research findings to develop an evidence base for CP through publications (academic and practitioner) and presentations (conferences, seminars, workshops, meeting) - Knowledge sharing and learning among end-users and communities throughout Europe will lead to testing and implementation of new models and practices in community policing
• Application of modern management practices that will improve communication between the police and citizens, answering to their needs and solving their problems	High	- New management practices and related improvements in communication can be applied to improve community policing practices and processes.
• Additional channels for real-time communication with the communities	High	- These will improve community policing practices and processes including early identification and reporting and timely intervention which will lead to better prevention and increasing safety and security in the communities. - IT-based tools and apps for real-time communication will be developed in **Unity**, resulting on an exploitable output/asset of the project
• Improvement of community analysis and community activity analysis, connected with analysis information systems to enable better in-time and more specifically oriented CP activities	Relevant	- Community analysis will improve strategic and operational analysis and planning of community policing including more focused activities, early identification and timely intervention and better allocation of scarce policing resources - IT-based data analytics tools are also being developed in **Unity**, as another exploitable output/asset of the project.
• Use of new technologies for the purpose of achieving a new level of trust, decreasing the divide between citizens and police	High	- There is no guarantee that the use of new technology, including social media, will automatically lead to better relations between citizens and police. Hence this concept area will pave the way for further research on the scantly studied area of how new technology can be used to construct trust between citizens and police.
• Design of advanced executive education and consultancy in CP related areas	Relevant	- Lessons learned and results obtained in **Unity** project can be directly applied in Executive MBA in Policing program at Police University College of Finland and CEPOL courses in Community Policing.

• Increasing awareness among all stakeholders about the principles and possibilities of CP to deal with local security problems	Relevant	- Sharing of research findings through academic publications, presentations, workshops and meetings with stakeholders, to develop an evidence-base for CP. - Increasing awareness among stakeholders can be used to expand the adaptation of CP models, practices and technologies developed in **Unity** more widely nationally and in Europe.
• Strengthen the reputation of and confidence in the police within society	High	- Better reputation and increase confidence achieved through **Unity** project can be exploited in all fields of policing. In CP this will lead to improved access to hard to reach communities.
• Seek new ways in which to engage, listen and respond more effectively to the needs of local citizens and their community include virtual online communities	High	- Sharing of research findings in academic publications to enhance future research in this area. - Better engagement with citizens and communities and the new ways how to do it have a wider applicability also in other fields of policing in which the results of policing are substantially dependent on the amount and quality of information police can obtain from citizens. In CP this will lead to improved access to hard to reach communities.
• Improved understanding and implementation of standard operating procedures for CP	Relevant	- Sharing of research findings to develop an evidence base for CP. - The standard operating procedures, if successfully implemented, can be spread nationally to other police districts.
• Developing an EU platform of CP practitioners and academics to share practices and insights	High	- Dissemination of research findings though seminars, conferences, workshops and meetings. - The platform will be highly useful for exchanging information and experiences that will lead to further research and development in CP.
• Develop the next generation CP model to meet security challenges and the needs and expectations of citizens and their communities.	High	- Sharing research findings to develop an evidence base for CP. - The developed CP model can be exploited by spreading and adapting it nationally and in Europe. Especially the security challenges, needs and expectations of hard to reached communities can be addressed here.

Impact

Unity shall have a range of important positive impacts for LEAs across EU MS which includes the following:

Citizens Impacts:

Improved perception of security and safety – **Unity** promotes LEAs enhanced presence and engagement, thus directly contributing to lower crime, disorder and anti-social behavior rates which improves the public's perception of security and safety (reduced fear of crime) as well as of quality of life standards.

National and Local Law Enforcement Impacts:

Increased public satisfaction with the police – the **Unity** approach will increase levels of public satisfaction in the police by providing a more accessible and visible police presence that will positively amplify levels of satisfaction with the police and the confidence in police officer effectiveness.

Reductions in levels of crime and disorder - CP has been seen to reduce both crime and disorder and **Unity** will amplify these positive impacts by increasing community engagement and involvement of citizens and communities in decision making and problem solving processes.

Increased community engagement, increasing public 'ownership' of local crime problems and willingness to play a role in problem solving. **Unity** will implement a variety of channels to encourage citizen participation in the processes of Community Policing.

Changing police officers' levels of engagement with and satisfaction with CP - the **Unity** approach to CP will be beneficial for police attitudes and seeks to increase the confidence in and support for CP by police officers.

Increase the flow of community intelligence into the LEAs – the **Unity** approach will ensure that new mechanisms are in place for the reporting of community concerns, anti-social behavior, etc. An increase in information from communities will improve the chances of success for LEAs to deter and detect crime.

Increasing the capacity of LEAs and citizens to communicate about community concerns, to share local intelligence and to report on local police activity in response to these will enhance the crime prevention and problem-solving work of community policing.