



Democratizing a Cyber Security Toolkit for SMEs and MEs

Project N° 883188

CyberKit4SME

D6.1 Marketing material, website, D&C Plan

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Table of Acronyms and Definitions

Acronym / Definition	Explanation
AB	Advisory Board
CA	Consortium Agreement
EB	Executive Board
EC	European Commission
GA	General Assembly OR Grant Agreement PC Project Coordinator
TL	Technical Leader
DL	Dissemination Leader
WP	Work Package
WPL	Work Package Leader

1 INTRODUCTION

This report has been produced in the framework of the CyberKit4SME project “Democratizing a Cyber Security Toolkit for SMEs and MEs” and in particular it is related to WP6 Dissemination and Impact as Deliverable D6.1 – “Dissemination and Communication plan”, a public report, produced by the end of month 3 (August 2020).

The deliverable describes the dissemination and awareness plan for the outcomes of the CyberKit4SME project. It presents the overall approach used in order to disseminate and communicate the set of project results and activities.

A periodic dissemination report will be produced (M18, M24, M36) describing the dissemination and communication activities performed during the period analysed. These deliverables are identified with the codes D6.3, D6.5, and D6.6.

The **key elements** of this Dissemination and Communication Plan are the following:

- **Creating a community:** CyberKit4SME will establish a community, based around main communication events. The community will include not only scientific and industrial community working on threat and risk analysis but also EU and local SMEs and MEs.
- **EU Networks:** The project plans to exploit the participation of the consortium or its single members in EU networks and communities, including different clusters and/or initiatives. Many consortium Members are currently involved in these networks and will facilitate the promotion of CyberKit4SME in this context.
- **Industry-community building activities:** CyberKit4SME consortium will participate in the strengthening of the cybersecurity community. Furthermore, it will take part of industrial events and exhibitions to spread the project progress among the industrial stakeholders. Seminars and training sessions will be built and delivered into industrial activities with SMEs.
- **Workshops:** Two workshops involving Academia and Industry experts will be held. These will rotate among participants’ headquarters. Independent experts will be invited to participate during the presentations/panel. Workshops will be for dissemination/awareness/promotion and encouraging take up of solutions.
- **University education:** The technology developed during the project will be promoted to students by means of new lecturer, seminar units, B.Sc, M.Sc, and PhD theses.
- **Academic events, publication activities, and synergies:** the consortium will participate at third party events in order to showcase the results of the project. Furthermore, presenting and publishing scientific publications create awareness of the project and new opportunities to exchange ideas.

2 DISSEMINATION AND COMMUNICATION STRATEGY

2.1 Strategy definition

The dissemination and communication plan supporting the CyberKit4SME's project aims at achieving the following **objectives**:

- Create awareness and understanding of the benefits of the initiative;
- Provide assistance and collect feedback from stakeholders and clients;
- Create active interaction with stakeholders and receive feedback and reactions about the project that will be used in media relations and in updating the dissemination and communication plan;
- Establish and maintain a favourable reputation of the project;
- Define the exploitable knowledge and its use.

In particular, dissemination activities detailed in this plan will be structured in three consecutive phases:

- Pre-launch;
- Launch;
- Maintenance.

The activities will be continued and intensified at the end of the project together with expansive exploitation strategies. The main target of the dissemination policy will be SMEs and MEs operating at both a national and international scale. As a matter of facts, CyberKit4SMEs consortium does guarantee a full EU coverage.

The CyberKit4SME project will apply approaches to guarantee an optimal level of dissemination within the scientific, the industry and the media community.

Indeed, these activities are for:

- Assuring a **strong cooperation** among the consortium partners to guarantee an efficient communication inside the project, also contributing to better communication towards external stakeholders;
- Assuring the most and **effective communication output** of the research activities and outputs to the interested scientific and industrial communities, including customers and business partners of the consortium members, relevant players in the field at the European scale as well as the scientific community through the publishing of papers;
- **Interacting** with EU initiatives such as projects funded in the same call;
- Gaining the **support** and commitment of key people in the topics involved by informing and involving key-industry players in the field of cyber security risk and threat analysis for SMEs and MEs, as well as a vast array of potential adopters and users of the CyberKit4SME tools;
- **Collaboration** with other projects and initiatives outside CyberKit4SME is desired in order to get inputs and provide outputs that could enrich both parties.

As well as the formal WP6 deliverables, the dissemination and communication activities and future plans for dissemination and communication will be revised and presented with each Periodic Report, in order to adapt the dissemination strategies, to the concrete results being developed and the market assessment work performed all along the project duration.

2.2 Brand identity

Project brand will be tailored to the project objectives and to the message that is intended to convey.

The CyberKit4SME logo and the documentation template containing it (online brochure, papers, studies, reports and so on) will be associated with the concepts of:

- Cybersecurity risks for SMEs and MEs;
- Cybersecurity awareness for SMEs and MEs;
- Incident response for SMEs and MEs;
- Blockchain platforms for online collaborative and information sharing.

The brand identity will be reflected not only in the logo but also in the range of colours that will be selected. These aspects of the CykerKit4SME brand identity (logo, selected range of used colours, style and format of text) will be used in the project website, social media accounts, online and paper-based brochures and leaflets. Connected to the brand identity we plan also on designating a Twitter hashtag for the project (e.g., #cyberkit4sme).

Different logos for the project were designed and the partners decided through a voting system for the final logo. The final logo for CyberKit4SME can be found on the first page if this document and in Figure 1.



Figure 1 - CyberKit4SME Logo

2.3 Project Website

The CyberKit4SME **project website** plays a fundamental role in achieving the goals of the Dissemination and Communication Plan. The project website will have the following main functions:

- blog to announce and disseminate information;
- the possibility to share contents on social media such as Twitter, etc.;
- featured content on the front page (e.g., latest news, comments, additions, press releases, etc.);
- possibility to embed video, documents, presentations, and/or photos.

The website is now online, but some functions are still under development. We plan to have the project website fully operational by the end of month 5 of the Project. The website will be maintained and updated. Its main aim is to post online the basic information about the CyberKit4SME project. The main information that will be included are the following:

- a short description of the project and its objectives;
- the reports produced as the work progresses;
- information and preparatory material supporting the workshops;
- relevant contacts (including an ad-hoc mailbox);
- links and publicly available documentation supporting the project operative achievements;
- video of the project;
- direct links to Twitter or LinkedIn posts.

The project website should also provide periodic news items, in order to provide the website users with all information on the project progresses, a synoptic calendar of activities and events; useful documents and publications for users.

The usability criteria and all CyberKit4SME brand identity aspects (logo, colours and graphical characteristics) will be incorporated in the website design. The website will be realized in respect of usability criteria. A particular attention will be put on the website simple navigability and access to services and contents research.

2.4 Social Media Presence

In addition to the creation of the project website and blog discussion space, the project will use several social media channels to disseminate information and enforce the project presence:

- creating a LinkedIn and Twitter profile;
- a project **Twitter** hashtag (e.g., #CyberKit4SME), will be designed. The use of the hashtag will permit stakeholders and people interested to follow the news of the project through twitter, and the project team will be able to capture relevant information for the project;
- by using the LinkedIn and Twitter CyberKit4SME consortium partners will take care of carefully selecting the most popular and active project related community, in order to keep informed the most active and interested social media users of the web.

Moreover, the members will be reaching out to existing third party networks (mailing lists, existing web communities, etc.). The project related videos will be posted and re-posted by CyberKit4SME partners, in order to easily engage with other possible SMEs and MEs.

2.5 Target Audience

CyberKit4SME consortium plans to disseminate the activities to different groups of stakeholders. Below we present the target groups and what channels of communications and disseminations will be used.

- *Industrial stakeholders consisting of several actors in the cybersecurity market* [**TG-A**]: Publications and presentations on conferences and journals, brochures and leaflets, website, posters, press releases, project showcase and videos, blog posts.
- *IT systems experts and technical decision makers in the SME context* [**TG-B**]: Technical sessions (including those with the external SME reference group), workshop and seminars, public blog posts, publication through the project and partner websites.
- *End-users that are consuming ICT services from SMEs* [**TG-C**]: Private discussions between our SME partners and customers. Technical sessions, workshops and seminars, press releases, brochures and leaflets, project showcase and videos, online dissemination, publications in specialized conferences and journals.
- *Policy related stakeholders including national and European SME associations and regulators* [**TG-D1**]: Press releases, website, social media, brochures and leaflets, participation in events.
- *Cluster initiatives* [**TG-D2**]: Direct personnel contact, participation in events and meetings organized by stakeholders
- *Scientific community* [**TG-E**]: Scientific publications in conferences, brochures and leaflets, events and journals, plus white papers;
- *General public* [**TG-F**]: Website, blog posts, social media channels, press releases, brochures and leaflets.

3 CHANNELS OF COMMUNICATION AND DISSEMINATION

For communication and disseminating the CyberKit4SME project will use a multi-channel strategy. We provide below the various channels which will be generally used together or to promote others' channels activities.

1. The project website;
2. Social Networks;
3. Press releases/press conferences;
4. Paper based promotional material;
5. The project video/s;
6. Industry-community activities;
7. Dissemination of workshops;
8. University education;
9. Academic events and synergies;
10. Publication activities;
11. In person dissemination by participating to third party events.

3.1 Website design

The project **website** with the description of the project, the partners and the objectives will be deployed and launched (cyberkit4smeproject.eu¹). It will inform about press releases, online articles, events, blogs and social media channels and distribute scientific publications and public deliverables. The website will enable the public to give feedback and interact with staff members of the consortium. It will be regularly updated and maintained to present CyberKit4SME to an international audience. All partners will promote the project on their website, generating traffic to the website. The project website will contain specific areas designed to reinforce the communication, the exchange of experiences and the sharing of knowledge among its members thanks to the use of the main used social networking tools like Twitter, etc.

Online new items will be periodically published on the project website starting, from the end of month 4 of the project. Online news items aim at:

- keeping on the attention of the stakeholders for the entire duration of the CyberKit4SME project;
- providing information and guidance on the planned workshops;
- providing information and guidance on other planned dissemination and exploitation activities;
- covering all further aspects related to the project, providing therefore an overall picture of the project development through time.

The project domain has now been booked, the website is online, and the main functions needed to start publishing content are now available.

3.2 Social networks

These dissemination channels will help to promote the project progress and results in the broader public, especially the young generation of cybersecurity and IT professionals, as well as SMEs and MEs with young founders and decision-makers. In this regard, consortium

¹ To have better visibility and increase the coverage for the searching engines with a wider set of keywords, we booked a second domain <http://cyberkit4sme.eu> that will redirect to the main one.

partners will engage in all kinds of public events like science slams as well as active engagement as representatives of CyberKit4SME in social networks like Twitter, LinkedIn, or Research gate. The partners will also use their social media accounts to promote CyberKit4SME and to inform about upcoming events, publications or other activities (e.g., IBM, Sogei, Sintef, etc.).

3.3 Press releases

Press releases will be used to demonstrate the progress and achieved results in several local media and online news (e.g. project's website and LinkedIn or Twitter). Research findings can be picked up by local (free and widespread targeting general public from the trials areas), national or international press. The press releases will target printed media and online articles. Blog entries on our home page can be taken into account as a special type of online articles. The progress and success will be measured by the number of published press releases and online articles.

Several press releases will be developed to reinforce the dissemination activities. The press releases are distributed to communication channels that can provide multiple diffusion as well as the press releases will be used as the basis for specific mailings to the stakeholder community.

The main goal of the press releases is to disseminate and communicate the findings, achievements and promote events also to local SMEs and MEs. Therefore, some of these press releases will address this communities by publishing in venues with a local audience. For instance, JRC plans to have three press releases in German in order to interface with local German SMEs, GFI will have two press releases in French, while Sintef will publish articles into websites that provide information about the research in Norway.

3.4 Paper promotional material

We plan to create and produce brochures, leaflets and posters highlight the progress and achieved results of the project in industrial (SME and cybersecurity focused), academic, and also internal events. Therefore, brochures and posters will be created and updated over the project's duration².

An informative brochure is aimed at disseminating the project between all the main actors (it represents the initial communication tool that will show the project framework, the timetable, the methodology to be carried out, to whom the project is addressed to). The project brochure will be developed and then disseminated through a mass e-mailing to all the relevant contacts; at the same time the brochure will be printed and distributed by the members of the consortium within the workshops and conferences where they will participate; the brochure will be in PDF format freely downloadable from the CyberKit4SME Community or from the project website.

3.5 Project related Video/s

We will produce **two** project related **videos**. One at the beginning of the project and another one towards the end. A project related video helps to communicate key ideas of the project and raise awareness and interest of the developed strategies for all kinds of stakeholders. In previous projects, partners as GFI and IBM produced project related videos with minimal costs. Using the acquired experience and their professional equipment, they will lead videos production for this new project. The video will be posted at the project website, posted in our social media accounts and promoted by the partners using their social media accounts.

² The CykerKit4SME consortium understand the negative impact that paper promotion materials have on our planet, and we are discussing with the UoS Printing office strategies on reducing this impact, e.g., using recycled materials.

3.6 Industry-community activities

The CyberKit4SME consortium will actively participate in the strengthening of the cybersecurity community in clustering and liaison **events** and will promote awareness through engagement with their local SME organisations. The consortium will attempt to establish synergies with project clusters in the sector and European Associations and other European initiatives: European Cyber Security Organisation, CYBERSEC - European Cybersecurity Forum, DIGITALEUROPE, ENCS - European Network for Cyber Security, and SME networks and associations. Additionally, the CyberKit4SME consortium will engage in other industrial events and exhibitions in order to spread the project progress among the industrial stakeholders. These are related to the transfer of knowledge and results at Technology Readiness Level 7 and fit well into the exploitation strategies of industrial partners, targeting the future adopters and industry stakeholders e.g. IFSEC International, Cyber Security Europe, Cloud & Cyber Security Expo, Cyber Security Summit & Expo.

3.7 Dissemination workshop

The objective is to raise awareness towards any potentially interested parties and to ensure that the final outcomes of the CyberKit4SME project are properly communicated and exploited.

CyberKit4SME plans to organize 2 project related workshops:

- A **scientific workshop** is planned co-organized within a high ranked international conference, focusing on topics like communications security, data protection, access control and blockchains specifically focused on the SME/micro-SMEs context. Partners involved in this workshop will be mainly the scientific/research ones.
- A **workshop focused on industry**. The audience and participant of the workshop will be trial partners end-customers (data owners/providers), possible early adopters and domain experts. Led by industry partners with support from the other partners, we will exhibit the results of experiments and trials in a market-adoption oriented way. During this workshop we plan to show demos as wells as interactive tools.

The activities for each workshop will be:

- Workshop theme preparation, and building a programme committee/panel;
- Publicising the workshop through several mailing lists and several tranches;
- Workshop preparation activities;
- Workshop running;
- Post workshop activities.

The methodology for organizing each workshop will be the following:

Pre-workshop preparatory activities: Before each workshop a Workshop Project Proposal will be presented; after approval and at least two weeks before the workshop, some material will be produced and distributed to the stakeholders and experts selected as participants and/or invited as keynote speakers.

Workshop running methodology: We plan to have one opening plenary session, specific running in parallel sessions, a closing plenary session and an operational wrap up session.

Post workshop reporting activities: After the workshop, we plan to prepare the following documents. These documents will be available for being posted on the workshop website, the workshop website and other types of dissemination.

- Presentations by keynote speakers;
- Concept/background papers presented during the events;
- Workshop proceedings.

During the workshops' preparation will we take into consideration and be prepared also on holding the workshop virtually in case the travel restrictions (due to the COVID-19 pandemic) were not lifted.

3.8 University Education

The research results of CyberKit4SME will also be incorporated in **university lectures** and **academic events** organized by the partners in the consortium. The methodologies and the insights gained during the project will be promoted through university education activities. In particular, it will be promoted to the students by means of **new lecture** and **seminar** units, as well as B.Sc, M.Sc and PhD **theses**. An example is the IPICS summer school, a European initiative to give a comprehensive overview on IT security and information privacy to Master's students in their final year, PhD students and IT and information security professionals. We will also strengthen the curriculum of the UoS Cyber Security Academy, which provides **professional development training** in cyber security for industry and will use CyberKit4SME results in conjunction with cyber range demonstrations to support short courses in risk analysis and threat response for SMEs.

3.9 Academic events and synergies

An important channel for disseminating and communicating the CyberKIT4SME project results to the academic community is by publishing and presenting scientific publications. We also plan to identify and exploit synergies with projects funded in the same call, and create research community initiatives (e.g. task forces, working groups) for methodologies, standards and technologies, and results developed and obtained during the project.

3.10 Publications

A very important channel of communication is through publications both in research and industrial groups, in order to spread the topic of the project in both communities. The goal is to have at least **10 peer reviewed publications** and to target applied tracks of international conferences, workshops and journals including relevant magazine. UoS Cyber will create and maintain an up-to-date list of relevant publication targets (including, e.g., ACSAC, USENIX Security symposium and ACM SAC, as well as applied IEEE and ACM journals and magazines). We plan on having when possible open access publications. We will also target international academic workshop of specific communities as for example the Security Blockchain community.

Open access publication: We will strive to publish non-confidential material and publications under the terms of Open Access. Articles will be provided in open access mode where possible, using Green Open Access (self-archiving and publication via the project website after an embargo period), with Gold Open Access (free access from the publisher, but usually for a substantial fee) only where an embargo period would seriously restrict impact. Furthermore, the consortium commits to produce non-confidential open deliverables in order to foster collaborations with other researchers. The supporting data will be available to European Union Open Data portal where appropriate.

3.11 In person dissemination by participating to third party events

Third-party events represent a great channel of in-person dissemination where we plan to share our results/activities to stakeholders. By delivering presentation and project related materials, we aim to build a wide community of cybersecurity stakeholders, interested in the CyberKIT4SME project.

4 STRATEGY IMPLEMENTATION

In the following table the **dissemination actions** are briefly listed³:

#	Activities	Timing	Communication Tools	Target Audience	Objective	Role	Partners
1	Website	Continues	cyberkit4smeproject.eu cyberkit4sme.eu/	Academia, industry and general public [All TG]	Share news, results, and upcoming activities.	Organizers and Authors	EB & UoS Cyber
2.1	Social Media Interaction	Continues (At least twice per month)	Social Media of all partners and CyberKit4SME	Industry, academic and general public [All TG]	Create interest and share news and events	Authors	All partners
2.2	Social Media Interaction	Periodic	Social Media (LinkedIn, Twitter & Instagram account of Sogei)	General Industrial Audience [TG-A, B, C, D1, F]	Raise awareness	Authors	Sogei
2.3	Social Media Interaction	Continues	Social Media (Sintef's Twitter account)	General audience, industry and academic [All TG]	Create awareness and spread news about events and publications	Authors	Sintef
3.1	Articles	Periodic	Blog (e.g., Medium)	General and industrial audience [TG-A, B, C, F]	Increase visibility	Authors	IBM

³ Please refer to Section 2.5 for the target audience annotation.

3.2	Articles	Every 12 Month	Online portals for scientific news in Norway Norwegianscitechnews.com and Gemini.no (https://norwegianscitechnews.com/about-gemini/) Online portal for research news in Norway - www.forskning.no	Researchers but also industry in Norway [TG-A, B, C, E, F]	Create interest and increase visibility	Authors	Sintef
3.3	Articles	Continues	Blog hosted at cyberkit4smeproject.eu	Academia and Industry [TG-AII]	Inform about new scientific results and applications	Authors	UoS (both groups)
3.4	Article	Periodic - Quarterly	Gfi and CyberKit4SME Blog, Website & LinkedIn	General and SMEs [TG-A, B, C, D1, D2, F]	Create interest	Author	GFI
4	Paper Promotional Activities – Leaflets & Posters	Continues	Organized workshops, Seminars, Training activities, Industrial Activities	All target groups [TG-AII]	Disseminate and Communicate	Organizers	All partners
5.1	Video	First year	CyberKit4SME and GFI Blog, Website, LinkedIn	All target groups [TG-AII]	Create interest and showcase the results	Author	GFI
5.2	Video	3 rd year	CyberKit4SME and IBM Blog, Website, LinkedIn	All target groups [TG-AII]	Create interest and showcase the results	Author	IBM

6	External Industrial Activities	Early 2021	Cloud & Cyber Security Expo; CyberSec; IFSEC International	Industrial community, SMEs and MEs [TG-A, B, C, D1, D2]	Raise awareness & networking	Participant	All Partners
7	Industrial Events	Periodic	Face-to-Face (F2F) or virtual	Industrial community, SMEs and MEs [TG-A, B, C, D1, D2]	Disseminate, networking, create interest	Support	Sogei
8	In-house workshop	May 2021	F2F	In-house users of JRC [TG- C, D2]	Raise awareness within JRC and collect user feedback	Organizer	JRC
9	External Workshop	Periodic	F2F	SMEs in the financial industry [TG- A, C, D2]	Raise awareness for CyberKit4SME to local SMEs in Germany	Organizer	JRC
10	Presentation at Internal Seminars	TBD	Sintef Cybersecurity seminars	Norwegian SMEs, Standards Norway and the Norwegian Data Protection Authority [TG- A, C, D1, D2]	Create interest and increase visibility	Organizer / Presenter	Sintef
11	Industrial Workshop	TBD	F2F Demos, Interactive Tools	Industrial and SMEs audience [TG- A, B, C, D1, D2]	Create interest, Identify early-adopters and partners	Organizers	All Partners – Led by the Industrial Partners
12	International Academic Workshop	TBD	F2F, the event will be co-located with an international conference in cyber security	Academic audience [TG- D2, E]	Create interests, share the research results, create a community, promote.	Organizers	All Partners - Led by the academic partners

13	University Lecturer	Late 2021 - 2022	University Lectures, or part of University Lecturer	Academic audience and students [TG- B, E]	Educate the students using the project results	Organizer/Presenter	UoS Cyber
14	BSc, MSc and PhD Thesis	Late 2021 - 2023	University Students Final Projects or PhD Thesis	Academic audience and students [TG- B, E]	Educate the students using the project results and train experts in cyber security for SMEs	Organizer/Supervisor	UoS (both groups)
15	Training Events	TBD	F2F	Industrial community, SMEs, Cyber security experts [TG- B, D2]	Raise awareness, train and educate SMEs and IT experts over Cyber Security Risks	Organizers	UoS & Other Partners
16	Scientific Papers	Continues	Scientific Journal/Conference/Workshop	Academic audience [TG - E]	Present scientific results	Authors	IBM
17	ACM SAC	March 2022	Academic Conference in Cyber Security	Academic Audience [TG - E]	Present Scientific Results	Authors / Presenters	UoS & Other Partners
18	ACSAC & Workshops	December 2021	Academic Conference in Cyber Security	Academic Audience [TG – C, E]	Present Scientific Results	Authors / Presenters	UoS & Other Partners
19	Security & Privacy on the Blockchain Workshop (Euro S&P)	June 2021	Academic Workshop in Blockchains	Academic Audience [TG – C, E]	Present Scientific Results	Authors / Presenters	UoS & Other Partners

20	IEEE Journal in Cyber Security	TBD	Scientific Paper (When possible Open Access)	Academic Audience [TG – E]	Present Scientific Results	Authors	All Partners
21	IEEE Security & Privacy Journal	2021	Scientific Paper (When possible Open Access)	Academic Audience [TG – E]	Present Scientific Results	Authors	All Partners
22	IEEE Transaction on Dependable and Secure Computing	2022	Scientific Paper (When possible Open Access)	Academic Audience [TG – C, E]	Present Scientific Results	Authors	All Partners
23	Elsevier Computers & Security	2022	Scientific Paper (When possible Open Access)	Academic Audience [TG – C, E]	Present Scientific Results	Authors	All Partners
24.1	IVAPP 2021 – the 12th International Conference on Information Visualization Theory and Applications	Continues	Scientific Paper (When possible Open Access)	Academic community. Researchers, engineers and practitioners in Information Visualization. [TG – C, E]	Disseminate the research conducted	Authors	Sintef
24.2	IEEE Symposium on Visual Languages and Human-Centric	Continues	Scientific Paper (When possible Open Access)	Academic community. Researchers, engineers and practitioners in Information Visualization. [TG – C, E]	Disseminate the research conducted	Authors	Sintef

	Computing (VL/HCC)						
24.3	The ACM CHI Conference on Human Factors in Computing Systems	Continues	Scientific Paper (When possible Open Access)	Academic community. Researchers, engineers and practitioners in Information Visualization. [TG – C, E]	Disseminate the research conducted	Authors	Sintef
24.4	Journals on risk management and visualisation	Continues	Scientific Paper (When possible Open Access)	Academic community. Researchers, engineers and practitioners in Information Visualization. [TG – C, E]	Disseminate the research conducted	Authors	Sintef
25	HCI Intl Conference	2022	Scientific paper (if possible, open access)	Academic audience [TG – B, E]	Present Scientific Results	Authors	UoS IT Innov

Official Project Meetings

The table below shows a likely forecast of the key meetings/workshops planned for the 36 Months of the Project:

Attendees	Organizer	Place	When
All partners	GFI	Virtual	Once every 3 months
WP1 involved contributors	GFI	Virtual	Once every month
WP2 involved contributors	GFI	Virtual	Biweekly / Once every month
WP3 involved contributors	Sogei	Virtual	Biweekly / Once every month
WP4 involved contributors	UoS IT Inn	Virtual	Biweekly / Once every month
WP5 involved contributors	IBM	Virtual	Biweekly / Once every month
WP6 involved contributors	EB	Virtual	Once every 3 months

Press Releases

The table below provides a list of envisaged press releases that the partners of CyberKit4SME consortium will publish during the project development:

Item	Partner/s	Language	When
Press release	JRC	German	October 2020
Press release	JRC	German	November 2021
Press release	JRC	German	May 2023
(Pre-launch) Press release	GFI	French	TBD
Press release (with Clients feedback)	GFI	French	TBD
E-newsletter	EB / 3Soft	English	3 rd year
E-newsletter	UoS	English	Twice per year
Blog Articles – Project Website	UoS	English	Twice per year
Blog Article - Medium	IBM	English	Twice per year

Article at www.forskning.no	Sintef	Norwegian/English	Once per year
Article at https://norwegianscitechnews.com/about-gemini/	Sintef	Norwegian/English	Once per year

Third-party events

The following table enlists the third-party events partners might be attending over the coming months and during the project. The partners that will take part in these events might disseminate the project results/activities in two ways:

- Delivering a presentation;
- Disseminating project related materials.

The event participation might be virtual or when possible face-to-face.

Event	Partner/s	Cyclical	Location	Type (Virtual or F2F)	Activity	When
Industrial Event – “Assises de la sécurité”	Gfi	Every year	France	F2F	Presentation	October
Industrial Event - “Forum International de la Cybersécurité”	Gfi	Every year	France	F2F	Presentation	January
Academic Conferences	All partners	Yearly	TBD	F2F	Presentation/ Participation/ Poster Presentation	TBD
Academic Workshops	All partners	Yearly	TBD	F2F	Participation/ Presentation/ Poster Presentation	TBD
Industrial Seminars/Workshops	Sintef	TBD	Norway	F2F	Presentation	TBD
European Robotics Forum	EB / 3Soft	Once per year	Various locations	F2F	Presentation/ Participation	TBD
Academic Conference and Workshops on Blockchains	UoS Cyber	TBD	Various locations	F2F	Presentation/ Participation	TBD
IFSEC International	UoS	Yearly	UK	F2F	Participation	May 2021
CyberSec – European (Global) Cybersecurity Forum	UoS & Other Partners	Yearly	UK	Virtual	Participation	September 2020
Cloud & Cyber Security Expo	Various Partners	Yearly	UK	F2F/ Virtual	Participation	March 2021

5 MONITORING OF DISSEMINATION

In order to maximize the dissemination of the CyberKIT4SME project, we plan to carry out periodical monitoring of the communication channels identified in section 3. Specifically, for each channel, we will produce a report every six months with the measurements of the main Key Performance Indicators (KPIs). In this way, we will be able to analyse and monitor the dissemination of the project and the performance of each channel we use.

5.1 Website monitoring

For the monitoring of the website we will measure the following KPIs:

- number of visits per month and the unique visitors;
- top 20 different countries visits;
- percentage of visitors who spend more than 1 minutes on the website;
- percentage of new and returning visitors;
- measure how visitors reach our website (which search engine, ads, social marketing campaign);

5.2 Social Networks

Social media represent an important communication channel for the dissemination of the CyberKIT4SME project. For each social media, we will measure the *engagement* using the following KPIs:

- number of clicks on posts;
- number of likes received per month and the top 10 posts with more likes;
- number of shares on LinkedIn and retweets on Twitter per month and the top 10 more shared/retweeted posts;
- number of comments per month and the top 10 posts with more comments;
- brand mentions via hashtags and tags;
- total number of followers on Twitter and members on LinkedIn.

5.3 Press releases/press conferences

To measure the impact of press releases and conferences we will consider as KPIs:

- the number of online pickups coming from other websites;
- number of searches for the press releases and conferences;
- measure the traffic gains following a release.

5.4 Paper based promotional material

Likewise for press releases and conferences, with paper-based promotions, we aim to improve the visibility of the CyberKIT4SME project. In our periodic report, we will document each paper-based campaign and we will provide as KPIs:

- the number of released materials;
- the type of audience the material was distributed for;
- the increment percentage of social network KPIs after a campaign.

5.5 Project video/s

For the project videos, we will provide KPIs like the number of visualisations, likes, and comments per month together with the number of shares across other channels.

5.6 Industry-community activities

For each activity, we will measure the number of industry stakeholders who participate, together with their feedback on how much they found such activity of interest, whether they will be interested in joining the social media channels/ mailing list. Finally, we will count the number of received emails after the event.

5.7 Dissemination of workshops

For each workshop proposed we will produce a report with the list of participants and their contact details, and detailed comments from the participants.

5.8 University education

For the monitoring and analysis of University education KPIs we will measure:

- The number of new lectures and seminars provided to students;
- For each lecture/seminar, the number of participants;
- The number of new B.Sc, M.Sc and PhD theses.

5.9 Academic events and synergies

For measuring the effectiveness of academic events and synergies we will report the number of industrial workshops and conferences organised in the last six months, the number of presentations in academic events, the number of participants, and the number of new contacts received after each event.

5.10 Publication activities

Each report will consider the publications produced during the previous semester, in order to guarantee an adequate diffusion of the results among the community. We will therefore measure the number of publications produced and for each publication:

- the number of downloads;
- the number of citations;

5.11 In person dissemination by participating to third party events

Likewise academic events, for the in-person dissemination at third party events we will monitor the number of presentations we produced, the number of participants, and the number of new contacts received after each event.

6 ANNEX 1 - OVERALL LIST OF DISSEMINATION AND COMMUNICATION ACTIVITIES

The following table will be used to keep track of the dissemination and communication activities carried out through the project. The following are some of the dissemination and communication activities performed in this last 3 months. We also provide below some of the most pertinent activities planned for the coming months, for a full list of upcoming activities please refer to Section 1.

Date	WP	Type	Title	Target group / place	Numbers of contacts	Activity	Who	Status
August 2020	WP6	Website	Website Online	All Groups	>50	Informative	EB	Done
18/8/2020	WP6	Customer presentation	Presentation Energis.Cloud	Fluvius & VEB	10	Exploitation	Energis	Done
10/9/2020	WP6	Customer presentation	Presentation Energis.Cloud	EEG	1	Exploitation	Energis	Done
23-25 March 2021	WP6	Industry activities	European Robotic Forum	Professionals, industrial organisations, researchers & academics	> 1000	Poster presentation & marketing material distribution	EB	Planned
Summer 2022	WP6	Academic activities	Summer school	Researchers & Academics	>100	Workshops and Lectures	EB 3Soft	Planned
3 rd year	WP6	BlogPost	EB's Internal Network (infohub)	EB employees	>200	Write an article about the project	EB	Planned
2 nd and 3 rd year	WP6	Academic Events	Annual session of scientific circles	Researchers & Academics	@ 100	Poster presentation & marketing	EB 3Soft	Planned

						material distribution		
3rd year	WP6	Publications	Journals and Conferences (such as IROS or ICRA)	Professionals, industrial organisations, researchers & academics	>500	Submit scientific articles	WP6 contributors	Planned
Continues	WP6	Publications	Journals and Conferences in Cybersecurity and Blockchains	Researchers & Academics	@300	Scientific articles	UoS Cyber and Other Partners	Planned
Continues	All	Publications	Scientific Journals and Conferences	Researchers & Academic	>1000	Scientific Papers	All Partners	Planned
2nd and 3rd year	WP6	Academic Event	Academic Workshop	Researchers & Academic	>100	Organize an academic Workshop	UoS	Planned
2nd and 3rd year	WP6	Industrial Event	Industrial Workshop	Industry	>200	Organize an industrial Workshop	Industrial Partners	Planned

