D10.2 Communication Strategy and Dissemination Plan v1

Protection of Critical Infrastructures from advanced combined cyber and physical threats

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Abstract

The present deliverable contains the Communication Strategy and Dissemination plan of the PRAETORIAN Project in the 1st year of its running life, aiming to define the purpose of communicating results, news, and other relevant information, alongside with the different dissemination channels identified under the scope of PRAETORIAN.

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PRAETORIAN

PRAETORIAN's strategic goal is to increase the security and resilience of European CIs, facilitating the coordinated protection of interrelated CI against combined physical and cyber threats. To that end, the project will provide a multidimensional (economical, technological, policy, societal) yet installation-specific toolset comprising: (i) a Physical Situation Awareness system, (ii) a Cyber Situation Awareness system; (iii) a Hybrid Situation Awareness system, which will include digital twins of the infrastructure under protection; and (iv) a Coordinated Response system. The PRAETORIAN toolset will support the security managers of Critical Infrastructures (CI) in their decision making to anticipate and withstand potential cyber, physical or combined security threats to their own infrastructures and other interrelated CIs that could have a severe impact on their performance and/or the security of the population in their vicinity.

The project will specifically tackle (i.e., prevent, detect, response and, in case of a declared attack, mitigate) human-made cyber and physical attacks or natural disasters affecting CIs. It will also address how an attack or incident in a specific CI can jeopardise the normal operation of other neighbouring/interrelated CIs, and how to make all of them more resilient, by predicting cascading effects and proposing a unified response among CIs and assisting First Responder teams.

PRAETORIAN is a CI-led, user-driven project, which will demonstrate its results in three international pilot clusters, some of them cross border -Spain, France and Croatia-, involving 9 outstanding critical infrastructures: 2 international airports, 2 ports, 3 hospitals and 2 power plants.

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Abbreviations and Acronyms

CA	Consortium Agreement
CI	Critical Infrastructure
DoA	Description of Action
EC	European Commission
EU	European Union
EUCI	EU Classified Information
FR	First Responder
GA	Grant Agreement
IAB	International Advisory Board
IP	Intellectual Property
IPR	intellectual property rights
KPI	Key Performance Indicators
LEAs	Law Enforcement Agencies
SEO	Search Engine Optimization
SM	Social Media
SME	Small - Medium Enterprise
WP	Work Package

Executive Summary

This deliverable describes the dissemination and communication strategy of PRAETORIAN, which are key elements in project's measurements so to maximize its impact and ensure its sustainability. The strategy is developed during the starting phase of the project thought the definition of objectives, target groups, key messages to be delivered and tools to support the implementation. However, it adapts and evolves during the course of the project based on the extent by which the communication- and dissemination- related KPIs are reached.

The deliverable describes the communication and dissemination objectives, identifies relevant stakeholders, including Law Enforcement Agencies (LEAs), First Respondents (FRs), Critical Infrastructure (CI) operators, industry, and policymakers, and defines the communication channels that are most appropriate for reaching out and for maximizing impact (project website, newsletters, social media, events, etc.). Finally, it defines the management of the communication and the associated rules and procedures.

1. Introduction

1.1 Purpose of the document

Communication, dissemination and exploitation are key concepts in any project and PRAETORIAN is not an exception. PRAETORIAN will specifically tackle (i.e., prevent, detect, respond, and mitigate) human-made cyber and physical attacks or natural disasters affecting Critical Infrastructures (CIs).

All PRAETORIAN partners are strongly committed to exploiting the project outcomes, and further pursuing its vision, ensuring the project's long-term continuity well beyond its finish time. Dissemination, communication and exploitation activities are three tightly connected pillars that will lead to raising the awareness of the PRAETORIAN system – relevant challenges and achievements as the project progresses, generating expectations among the targeted communities and paving the way for fertile synergies and business collaborations.

The PRAETORIAN project team will devise and implement personalized strategies and communication plans to ensure they meet the particular motivations, attitudes and interests of each target audience. A streamlined approach will be used that produces and documents a very clear communication strategy, a detailed communication action plan and a set of associated outcomes. It is the first critical step in a process that ensures that the project consortium has a clear agreement on the overall mission for communication, key audiences / stakeholders, key communication programs / activities, key messages for each audience / stakeholder, key measures of effectiveness, as well as roles and responsibilities for communication.

In this way, it will be assured that all communication is relevant to the core objectives of the agreed upon dissemination strategy and that key messages are consistently delivered. This is achieved by answering a set of simple questions, including:

- Why communicate information about PRAETORIAN?
- What does the audience need them to know?
- Who/which are the key audiences?
- Where is the best "place" to reach the targeted audiences?
- When should the message be delivered to increase efficiency?
- How to deliver the most effective message?

The implementation of this methodology will ensure that the project maximizes the impact that can be achieved across targeted audiences.

1.2 Scope of the document

This document aims at introducing a comprehensive plan for the communication and dissemination actions of the project. The dissemination tools, ways of communicating, as well as KPIs to measure the success of the implemented tools and activities will be presented. A second version of this document

will be released in month 14 of the project, in D10.3 Communication Strategy and Dissemination Plan v2, where the overall strategy will be revisited and adapted to the project needs.

1.3 Structure of the document

This document is structured as follows:

- Section 2 deals with the Communication & Dissemination Plan by responding to the six questions previously mentioned (*Why, What, Who, Where, When, How*) and providing the Basic Rules for Communication.
- Section 3 summarizes de main conclusions of the document.

2. Communication & Dissemination Plan and Activities

An important part of the project's strategy is to effectively plan communication activities and to monitor the success in reaching and engaging with stakeholders. The communication activities will be structured in a coherent and integrated way to ensure high visibility and to maximize the impact of the project.

In that light, in order to maximize the impact of all communication and dissemination activities, a clear strategy must be defined, and its specific objectives should be identified. To ensure that the PRAETORIAN results are communicated and disseminated according to the expectations of all members of the consortium, strategic objectives for all dissemination and communication activities have been identified and are presented below. These objectives are:

• To ensure that target audiences are convinced that more results have been achieved than otherwise possible, as a consequence of the EU-wide collaboration in the PRAETORIAN project;

• To demonstrate how the outcomes of the PRAETORIAN project are relevant to the everyday lives of a growing cohort of European citizens. In addition, the relevance will be demonstrated through the creation of new jobs within the EU as a result of the exploitation of project results and outputs;

• To make sure, where possible, that the results of the PRAETORIAN project influence policy makers and also decision makers in industry and the scientific community to ensure the long-term impact of the project;

• To ensure that all communication produced is engaging and interesting to the target audience.

2.1 General guidelines

Due to the large set of information that should be communicated regarding the PRAETORIAN project, a set of basic rules need to be followed by each communication action. The guidelines are presented below:

• To ensure that all legal, ethical and privacy criteria are being considered and met;
• To comply with the project's procedures, scope, objectives according to contractual documents;
• To respect the Grant Agreement (GA), Description of Action (DoA) and Consortium Agreement (CA);
• To guarantee the proper use of the funding for maximum efficiency, to demonstrate value for money for all dissemination activities conducted;
• To use the official project material in presentations;

- To avoid publication of restricted and/or commercial data and to ensure that all the necessary procedures prior any publication have been followed;
- To make sure security restrictions and confidentiality are preserved (the Security Advisory Board should be consulted if required);
- To create a responsive and adequate activity addressing the appropriate target audience;
- To avoid the repeated publication of the same work;
- To avoid publication of one's work without proper referencing;
- To guarantee proper referencing and archiving of all dissemination material.

These rules serve as guidelines for all communication activities and should be verified before any outreach by the beneficiary responsible for the given outreach activity.

2.2   Why: the aim of communication and dissemination

The first question to clarify in this document is *Why* PRAETORIAN wants to communicate. This question and the answers are very important since they will drive all the following activities with a clear purpose in mind.

The multiple communication objectives are based on the strategic objectives and are summarized below:

- Convince the target audiences that the PRAETORIAN project is a powerful key-enabler for achieving scientific excellence, contributing to competitiveness and solving important societal challenges;
- Demonstrate how the outcomes of the PRAETORIAN project are relevant to the everyday lives of a growing cohort of European citizens by increasing the safety and resilience of our society, protecting lives, creating jobs, introducing novel technologies, or positively effecting citizens' lives in other ways;
- Where possible, make sure that the results of the PRAETORIAN project influence policy makers and also decision makers in industry and the scientific community to ensure the long-term impact of the project.
- Build synergies with other EU-funded projects, networks and initiatives, avoiding duplication and maximizing the impact.

2.3   What: Communication and dissemination content

The answer to the second question about *What* the PRAETORIAN partners may communicate is related to raising the awareness about the PRAETORIAN project, its objectives, its progress and the derived results.

Being strictly inherent to the partner that desires to communicate, the specific timeline of the project and the audience, the content of any communication is something that cannot be pre-defined but should rather be adapted to each specific case at hand. In essence, project information such as Vision

(objectives, strategic relevance), News (achievements and results) and Events are examples that will be communicated. It is also important to state that each beneficiary should seek to communicate as much as possible the results achieved within the project (while respecting the rules and guidelines outlined in Section 2.1), in which there are also two limitations identified:

- IP (Intellectual Property) of results: It is essential for the project that all consortium partners agree on explicit rules concerning IP ownership, access rights to any IP for the execution of the project and the protection of intellectual property rights (IPRs) and confidential information before the project starts.
- EU Classified Information (EUCI): This implies that beneficiaries shall make sure to take all appropriate measures to comply with the Commission's provisions on security when handling European Union Classified Information handling.

Furthermore, in order to track and keep record of the aforementioned activities, PRAETORIAN Dissemination team has also created and distributed to the consortium the "*Dissemination and Communication Dashboard*" in an excel form that will also contribute to the reporting and follow-up of the activities within the scope of Dissemination and Communication, as detailed in the section that follows.

2.3.1 Dissemination and communication dashboard

This reporting dashboard is intended to be used by the PRAETORIAN consortium to track and record all of the communication and dissemination activities undertaken by project partners during the project. It is essential for every partner to familiarize themselves with this tool and keep it updated throughout the whole project.

There are ten (10) main worksheets concerning the communication and dissemination reporting, and two (2) complementary worksheets which contain the social media (SM) accounts of the consortium. A brief description for each of these worksheets can be found below:

1. **KPIs**: This worksheet contains the KPIs that should be met during the project. This tab will be updated and followed-up regularly in order to be aligned with the scope of the task.
2. **Action points list**: This worksheet contains the action points list as they produced during the project. *Partners are requested to update this worksheet every time there is a new action point or an update in the already existing ones.*
3. **Online com&dis**: This worksheet contains all the online communication and dissemination metrics except the social media activity. *Partners are requested to update this sheet periodically.*
4. **A. Social media**: This worksheet contains all the statistics for social media activity about PRAETORIAN project. *Partners are requested to update this sheet periodically.*
4. **B. Social media posts**: This worksheet contains a tracker for social media posts. *Partners are requested to fill this worksheet before they made a post that requires approval and update the corresponding status field after the evaluation (approval or rejection) of each post.*

5. **Publications**: This worksheet contains a list with publications which are directly connected with the PRAETORIAN project. *Partners are requested to log the information of every publication submitted during the project.*

6. **Events**: This worksheet contains an event tracker where *partners must fill all the respective information of events organized by PRAETORIAN project or the PRAETORIAN project is represented.*

7. **Press clippings**: This worksheet contains all the press clippings mentioned to the PRAETORIAN project. *Partners are requested to fill in the respective information whenever a new press clipping is available (regional, local, national, international press).*

8. **Opportunities**: This worksheet contains future opportunities for PRAETORIAN dissemination and communication such as conferences, workshops, etc. *Partners are requested to regularly fill in this tab with potential events, conferences, workshops, etc. which are relevant and interesting for the PRAETORIAN project.*

9. **Other**: This worksheet contains any other communication/dissemination activity that does not belong in the aforementioned categories (worksheets).

Appendices:

A. **Consortium organizations SM**: This worksheet contains the organizational/institutional Twitter and LinkedIn accounts of the consortium members.

B. **Consortium personnel SM**: This worksheet contains the personal Twitter and LinkedIn accounts of the consortium members for each organization. This worksheet is optional but we strongly encourage consortium team members to provide their accounts and be as active as possible to communicate and disseminate the project activities through their personal social media accounts.

2.4   Who: Relevant stakeholders

Considering the nature and objectives of PRAETORIAN, as well as the societal impact and expectations, the target audience of communication and dissemination activities is quite broad, ranging from the community of CI owners and operators, LEA officers and FRs, to policy and decision makers (city security managers, government and other public authorities), and from the research and academic community to industrial stakeholders (large companies, SMEs or dedicated experts) eager to commercially exploit the project outcomes and findings. Thus, the PRAETORIAN dissemination and communication plan will ensure its effectiveness by appropriately tailoring the communicated messages and the associated communication channels according to the specific target group, suitably defining objectives and quantifiable indicators and continuously monitoring the results against these indicators, introducing amendments and adjustments if required.

In that light, PRAETORIAN communication and dissemination strategy aims to reach a large and heterogeneous audience. Therefore, several communities will be targeted and the message will be adapted regarding the audience. During the life of the project and regarding the feedback of our communication, the categories could be refined to better adapt communication if needed.

2.5   Where: Choose appropriate channels

The communication message needs to reach the target audience using the most adequate channels. This means that it is imperative to properly identify the preferred communication channels for each targeted audience (online presence, scientific journals, physical events, etc.). Table 1 identifies the communication or dissemination means expected to have better impact with respect to the targeted stakeholders.

Table 1. Targeted stakeholders

Who	How
CI operators, FRs, LEAs	E-mails, Press releases, Newsletters, Professional journals, and publications Participation in workshops and working groups
Industrial companies	Professional journals and publications.
European Commission	E-mails, Deliverables
Journalists	Press releases, Newsletters
Universities and scientific research community	Scientific articles, Web articles / Website, Conferences, Blog
Project Advisory Board members	All dissemination materials and all public deliverables, Participation in the project's workshops and final conference, Interviews
Policymakers (local, regional and national authorities)	Presentations, Journal articles, Wikipedia articles, Website, Workshops, Conferences
General public	Videos, Social media (Twitter, LinkedIn)

These communication channels can be considered the "place" where the audience is. Additionally, it is important to note that different audiences receive communication messages from different places. The communication strategy of PRAETORIAN has identified two main classes of "location" where it is desired to reach people to maximize the efficiency of our message: online and physically.

Table 2. Channels for communication and dissemination to be used in PRAETORIAN

Channels	Description
Project Website	Relevant and current information to a wide audience, containing the main project documentation, news and deliverables, and linking with the repository for the scientific publications
Dissemination Materials	e.g., info graphics, flyers, posters, roll-ups, etc.
Magazine/Journals	Articles and op-eds on the demonstration results published in key industry magazines targeting the selected primary target sectors, such as local/national newspapers of relevant technical societies and journals
Newsletters	Introducing the results reached and the key products developed to a general audience
Events	Results and breakthroughs will be presented in congresses, workshops, webinars, symposia conferences and exhibition fairs
Workshops with End-Users	Preparing feedback forms in close co-operation with end-users, repeating the end-user feedback collection procedure if needed

Social Media	Social media marketing to promote PRAETORIAN products to spread awareness
Stakeholders Group	Opportunity to discuss the intermediate results of the research at the dedicated workshops with relevant stakeholders - The PRAETORIAN IAB holds a specific budget to attend project related workshops to provide feedback.
International Advisory Board	

2.5.1 Online presence

A dynamic and interactive website, together with social media accounts – particularly Twitter and LinkedIn – has been created and will continuously be updated and maintained to boost information flow to all entities with an interest in the project, following the guidelines set in [1]. These online means will also be used to disseminate relevant information to targeted parties. Table 3 summarizes the social media targets. Publicly available information that will be used for this purpose includes:

- information on the project, its objectives, its challenges and the main results and achievements
- information about the consortium members and all organizations involved
- project news (e.g., announcement of project events)
- public deliverables of the project
- publications, conference proceedings and journal articles
- links to websites of interest to the project (complementary research, other national and European initiatives relevant to the project)

Additionally, a repository has been created for sharing internal information between the consortium partners and for archiving the project documents.

Table 3. Online communication plan

	Targeted community	Key Performance Indicator	KPI Target Value	Reach level	Links
Project website	General public, local/ regional/ national authorities, EC, LEAs, industrial companies, SMEs, scientific/ research community	Number of visitors, number of returning visits, stay-on-page time, other Search Engine Optimization (SEO) metrics	1500 unique visitors	International	https://praetorian-h2020.eu/
LinkedIn	General public, local/ regional/ national authorities, EC, LEAs, industrial companies, SMEs, scientific/ research community	Number of subscribers	100 members	International	https://www.linkedin.com/company/praetorian-h2020

Twitter	General public, local/ regional/ national authorities, EC, LEAs, industrial companies, SMEs, scientific/ research community	Number of followers	150 followers	International	https://twitter.com /PraetorianH2020
Multimedia content	General public, local/ regional/ national authorities, EC, LEAs, industrial companies, SMEs, scientific/research community	Number of videos produced	2 videos by the end of the project	International	
Newsletters (email)	Local/ regional/ national authorities, EC, LEAs, industrial companies, SMEs, scientific/ research community	Number of newsletters, number of subscribers	2 newsletters per year, 200 subscribers by the end of the project	International	
Leaflets, Brochure, Factsheet	Local/ regional/ national authorities, EC, LEAs, industrial companies, SMEs, scientific/ research community	Number of persons reached / Number of downloads (in case of virtual leaflets, considering the impact of COVID-19)	300	International	

2.5.2 Community building

Besides the planned communication and dissemination actions, PRAETORIAN partners intend to maximize the expected impact by building, maintaining and strengthening an active PRAETORIAN Community. PRAETORIAN aims to identify and involve the representatives of CI owners and different civil society organizations and related initiatives from Europe, to maximize the creation of synergies and increase the impacts achieved by the project and the societal acceptance of the results. To this end, a targeted stakeholder engagement strategy will be employed from the beginning of the project in Task 10.5. The members of this community will benefit from a dedicated communication channel, in order to be informed about the early findings, to interact with consortium members, to provide valuable feedback both from the end-user and commercial perspective, to foster future synergies, and eventually to ensure a fast take-up of the developed technologies and tools. Except for the electronic communication channels that will be used for supporting the community, special workshops,

demonstrations, hands-on training sessions and roundtables will be exclusively organized for its members, providing early access to tools and results and contributing to capacity building.

2.5.3   PRAETORIAN sister projects

One equally important activity relevant to community building is the information exchange and cooperation with other similar projects under Horizon 2020 (and Horizon Europe), or else sister projects. PRAETORIAN has already identified and focused its action to a selection of European projects with similar objectives, as summarized in Table 4. In addition, PRAETORIAN has been invited to join the ECSCI cluster, in which several projects are members and can provide the necessary communication capabilities to the project (https://www.finsec-project.eu/ecsci).

Of course, this table will be updated throughout the progress of the project.

Table 4. Sister Projects

Project Name	Project short description	Topic
SECUREGAS	SecureGas focuses on the 140.000Km of the European Gas network covering the entire value chain from Production to Distribution to the users, providing methodologies, tools and guidelines to secure existing and incoming installations and make them resilient to cyber-physical threats.	SU-INFRA01-2018-2019-2020	Prevention, detection, response and mitigation of combined physical and cyber threats to critical infrastructure in Europe
SATIE	SATIE adopts a holistic approach about threat prevention, detection, response and mitigation in the airports, while guaranteeing the protection of critical systems, sensitive data and passengers. Critical assets are usually protected against individual physical or cyber threats, but not against complex scenarios combining both categories of threats. In order to handle it, SATIE develops an interoperable toolkit which improves cyber-physical correlations, forensics investigations and dynamic impact assessment at airports.	SU-INFRA01-2018-2019-2020	Prevention, detection, response and mitigation of combined physical and cyber threats to critical infrastructure in Europe
RESISTO	RESISTO platform is an innovative solution for Communication CIs holistic situation awareness and enhanced resilience (aligned with ECSO objectives). Based on an Integrated Risk and Resilience analysis management and improvement process availing all resilience cycle phases (prepare, prevent, detect, absorb, etc.) and technical resilience capabilities (sense, model, infer, act, adopt), RESISTO implements an innovative Decision Support System to protect communication infrastructures from combined cyber-physical threats exploiting the Software Defined Security model on a suite of state of the art cyber/physical security components (Blockchain, Machine Learning, IoT security, Airborne threat detection, holistic audio-video analytics) and services (Responsible Disclosure Framework) for detection and reaction in presence of attacks or natural disasters.	CIP-01-2016-2017 – Prevention, detection, response and mitigation of the combination of physical and cyber threats to the critical infrastructure of Europe

STOP-IT	STOP-IT assembles a team of major Water Utilities, industrial technology developers, high tech SMEs and top EU R&D providers. It organizes communities of practice for water systems protection to identify current and future risk landscapes and to co-develop an all-hazards risk management framework for the physical and cyber protection of water CIs. Prevention, Detection, Response and Mitigation of relevant risks at strategic, tactical and operational levels of planning will be taken into account to generate modular solutions (technologies, tools and guidelines) and an integrated software platform.	CIP-01-2016-2017 - Prevention, detection, response and mitigation of the combination of physical and cyber threats to the critical infrastructure of Europe
INFRASTRESS	InfraStress, with its 27 partners from 11 countries, will build on preceding research towards a Technology Readiness Level 7 solution that includes threat detection, situational awareness, input from end-users and evaluation activities, presented in user-friendly services. With its integrated customised solutions, InfraStress also hopes to help cultivate a culture of participation among all involved stakeholders, from the private and public sector to civil society and citizens.	SU-INFRA01-2018-2019-2020 - Prevention, detection, response and mitigation of combined physical and cyber threats to critical infrastructure in Europe
HYRIM	Hybrid Risk Management for Utility Networks (HYRIM) provides utility network providers with a risk assessment tool that – in adherence with, e.g., the BSI or ICNC recommendations – supports qualitative risk assessment based on numerical (quantitative) techniques. For that matter, our method will explicitly account for the infrastructure's two-fold nature in terms of the utility network and the control network alongside it.	SEC-2013.2.5-4 - Protection systems for utility networks – Capability Project
PREVISION	PREVISION has the mission to empower the analysts and investigators of LEAs with tools and solutions not commercially available today, to handle and capitalize on the massive heterogeneous data streams that must be processed during complex crime investigations and threat risk assessments.	SU-FCT03-2018-2019-2020 - Information and data stream management to fight against (cyber)crime and terrorism
LETSCROWD	LETSCROWD provides the following to security policy practitioners and in particular, LEAs: (1) A dynamic risk assessment methodology for the protection of crowds during mass gatherings centered on human factors in order to effectively produce policies and deploy adequate solutions. (2) A policy making toolkit for the long-term and strategic decision making of security policy makers, including a database of empirical data, statistics and an analytical tool for security policies modelling, and (3) A set of human centered tools for Law Enforcement Agencies (LEAs), including real time crowd behavior forecasting, innovative communication procedures, semantic intelligence applied to social networks and the internet, and novel computer vision techniques.	SEC-07-FCT-2016-2017 - Human Factor for the Prevention, Investigation, and Mitigation of criminal and terrorist acts
DRONEWISE	DroneWISE recognizes that the illegal use of UAVs is now a serious security concern across the world as terrorists, activists and criminals are adopting drone technology and developing new, creative and sophisticated ways in which to commit crime, terrorism and invade the privacy of citizens. The adoption of drones as a tactical attack planning option for terrorists to cause mass disruption, damage economic stability and directly threaten EU security and the safety of its citizens is a chilling reminder of the clear and present danger from contemporary terrorism.	ISFP-2019-AG-PROTECT (Call for proposals on protection in the specific context of counterterrorism)

HONTZA	The project showed the strong impacts of GPS jammers in the exploitation of ports and led to the development of a commercial GPS jammer detection solution.	
PIXEL	PIXEL is the first smart, flexible and scalable solution for reducing environmental impacts while enabling the optimization of operations in port ecosystems through IoT. PIXEL leverages an IoT based communication infrastructure to voluntarily exchange data among ports and stakeholders to achieve an efficient use of resources in ports.	MG-7-3-2017 – The Port of the future
ENSURESEC	The EU-funded ENSURESEC project aims to support the EU's vision of a reliable and trusted digital single market. It develops innovations applicable to any critical infrastructure that relies on and is monitored by networked software systems.	SU-INFRA01-2018-2019-2020 - Prevention, detection, response and mitigation of combined physical and cyber threats to critical infrastructure in Europe
LETS-CROWD	LETS-CROWD overcomes challenges preventing the effective implementation of the European Security Model with regards to mass gatherings. This has been achieved by providing a set of outcomes to security policy practitioners and in particular, Law Enforcement Agencies (LEAs). The overall project objective is to create guidelines for the implementation of the European Security Model for the protection of crowds during mass gatherings based on human factors accompanied by a set of supporting toolkits.	SEC-07-FCT-2016-2017 - Human Factor for the Prevention, Investigation, and Mitigation of criminal and terrorist acts
DroneWISE	DroneWISE recognises that the terrorist adoption of Unmanned Aerial Vehicles (UAVs) for targeting public spaces represents a significant vulnerability. The general objective of DroneWISE is to significantly improve the security of public spaces by enhancing the cooperation and coordination between first responder agencies to effectively plan against and manage the aftermath of a terrorist attack by use of UAVs.	ISFP-2019-AG-PROTECT (Call for proposals on protection in the specific context of counterterrorism)

2.5.4   Community for European Research and Innovation for Security (CERIS)

Aiming to facilitate interactions within the security research community and users of research outputs, in 2014 the Commission established the Community of Users for Safe, Secure and Resilient Societies (CoU). This informal platform included around 1,500 registered stakeholders (policy makers, end-users, academia, industry and civil society) and regularly held thematic events with the security research community.

In light of the forthcoming Horizon Europe developments between 2021-2027, the CoU has enlarged its scope to become the Community for European Research and Innovation for Security (CERIS).

The objectives of CERIS are to:

- analyse identified capability needs and gaps in the corresponding areas
- identify solutions available to address the gaps
- translate capability gaps and potential solutions into research needs
- identify funding opportunities and synergies between different funding instruments
- identify standardization research-related needs

- integrate the views of citizens

More information for the research Community and the future events can be found on https://ec.europa.eu/home-affairs/secure-safe-resilient-societies/index_en.

PRAETORIAN aims to closely watch and be informed for the updates on the events and innovations of the CERIS under the scope of dissemination and communication actions, as well as to actively contribute in this community.

2.5.5   Presence in events

The PRAETORIAN messages will be physically distributed, if the current situation with the COVID-19 pandemic allows it, in a large set of events. The kind of messages will be adapted with regards to the targeted audiences and their interest on the PRAETORIAN project. For example, in public events, a poster could be proposed, while in a scientific or technical event a flyer or newsletter is more appropriate. On the other hand, in scientific conferences the research results derived from the project should be disserted.

Press conferences and press releases: PRAETORIAN partners will be proactive in providing information about the potential benefits of the solution during its development phase. Relevant articles and publications will be prepared for all key stakeholder communities. Articles and publications will be produced for journals and targeted specialist media by all partners. A wide variety of communication channels will be used to maximize coverage; press releases will be issued following the latest requirements of the EC.

Dissemination towards peers/scientific audience: The partners will put great emphasis on peer-reviewed scientific publications, with the aim of publishing results in the best scientific journals and communicating their work at high-ranked international conferences.

Table 5 lists key interesting journals and conferences, where the results of PRAETORIAN can be published by the members of the consortium throughout the lifespan of the project. The process of scientific publication will be organized based on the strategy developed in WP10. The results will also be disseminated to the academic community through practitioner's university seminars and theses (M.Sc., Ph.D.). Presentations at different events targeted to relevant interested parties are planned. Publications at journals are also planned. It is expected that, throughout the project, this list will be updated and further documented in the later version (v2.0) of this deliverable.

Apart from external workshops where PRAETORIAN can be represented, specific workshops will be organized by the PRAETORIAN consortium where printed communication material will also be distributed. The project will continue to monitor dissemination opportunities, taking also into account the impact and progress of the COVID-19 pandemic, and updating the project plans as necessary. Wherever physical attendance or organization is not possible, the attendance into or organization of virtual events will be preferred, which offers a cost-effective and valid alternative.

Table 5. Preliminary list of candidate dissemination events relevant to PRAETORIAN

Type of event or opportunity	Event	Location	Dates
Conference	International Conference on Data Intelligence and Security (ICDIS)	Paris, France	26-27 August 2021
Exhibition / Conference	Security and Counter Terror Expo/ Forensics Europe Expo and Ambition (SCTX)	London, UK	14-16 September 2021
Workshops/ Conference	International Conference on Availability, Reliability and Security / International Workshop Cyber Crime (IWCC – ARES)	Virtual	17-20 August 2021
Conference	International Conference on Terrorism and Transnational Crime (ICTTC)	Helsinki, Finland	19-20 July 2021
Conference / Workshops	International Conference on Machine Learning (ICML)	Virtual	18-24 July 2021
Conference	International Conference on Computational Intelligence in Security for Information Systems (CISIS)	Bilbao, Spain	22-24 September 2021
Conference	International Joint Conference of Artificial Intelligence (IJCAI)	Montreal-themed virtual reality	21 -26 August 2021
Workshop	Annual FCT event: AI, cooperation & exploitation strategies	Virtual	21-22 September 2021
Conference / Exhibition	2022 Critical Infrastructure Protection and Resilience Europe	Bucharest, Romania	15-17 March, 2022
Conference	International Conference on Critical Infrastructure Resilience and Protection	Barcelona, Spain	16-17 December 2021
Conference	Civil protection and urban safety	Vinkovci, Croatia	9-10 September 2021
Conference	Challenges in the protection of industry and infrastructure	Zagreb, Croatia	27-28 October 2021
Conference	CPDP (Computers, Privacy & Data Protection)	Brussels, Belgium	26-28 January 2022
Workshops	PCSCI Workshop at ARES conference	Virtual	17 August 2021
Conference	Civil protection and security of cities	Zagreb, Croatia	April 2022
Conference	International Conference on Information Systems for Crisis Response and Management	Tarbes, France	21 - 25 May 2022
Conference	Challenges in the protection of industry and infrastructure	Zagreb, Croatia	September 2022
Conference	Design, Automation & Test in Europe (DATE)	Antwerp, Belgium	March 2022
Conference	International Parallel & Distributed Processing Symposium (IPDPS)	Lyon, France	May 2022

2.6   When: Communication and dissemination plan

Active communication action will start at the very beginning of the project and will continue during its entire life. The dates for the conferences and the professional events can be seen in Table 5; this calendar of important events will be collaboratively maintained by the consortium within the project.

After the end of the project, the website will be maintained as a static web page. A specific brochure will be prepared at the end of the project to support the consortium members in continuing the promotion of their results and the key exploitable results of the PRAETORIAN project after its completion.

2.7 How: Communication management

The communication management during the life of the project will be organized with a set of ordered actions presented below: (1) Initialization, (2) Execution, (3) Monitoring & Reviewing, (4) Reporting and (5) Closing. A loop will be organized between step 2 and step 4.

2.7.1 Initialization

This step consists mainly in issuing this document, defining the communication strategy and goals, appointing the responsible management team, and designing the basic documents.

2.7.1.1 Appoint Board / Press Office

A specific board named Press Office, responsible for the planning and execution of the communication and dissemination activities within PRAETORIAN, will be organized and a Press Officer will be nominated. The Press Officer will be responsible for the revision of the main communication and dissemination elements to ensure the general guidelines defined in this document are properly followed). The list of members of the board is presented in Table 6.

Table 6. Press Office

| Name	Entity	Role in the Board
Konstantinos Demestichas	ICCS	Chairman and Press Office responsible
Siham Farina	EDF	Representative of Project Coordinator
Eva Muñoz	ETRA	Project Manager
Wim Vandevelde	KUL	Legal and Ethics responsible
Christophe Martin	EDF	Project Security Officer (PSO)
Eva Muñoz	ETRA	WP10 Leader, Business and Innovation Manager
Konstantina Remoundou	ICCS	Social networks administrator
Lazaros Papadopoulos	ICCS	Website admin

2.7.1.2 Define the PRAETORIAN « branding »

The PRAETORIAN branding is defined through the set of logos below, making material distinguishable and clearly recognizable.

PRAETORIAN Logo:

RGB	Black	White

PRAETORIAN Icon:

RGB	Black	White
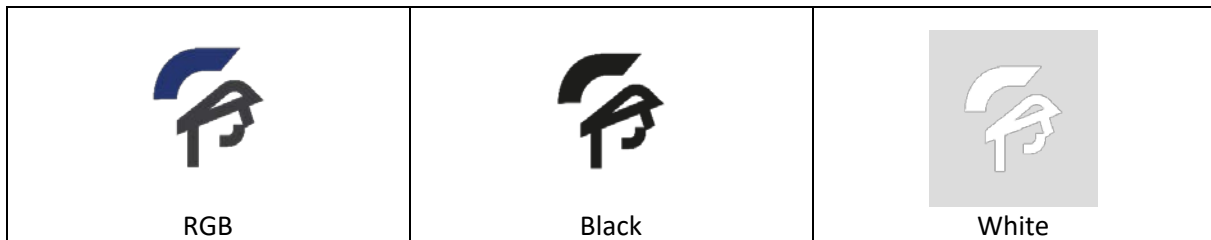
PRAETORIAN Avatar (use in social networks):

2.7.1.3 Prepare basic material

At the beginning of the project, a project leaflet (introductory brochure) and a flyer will be issued to ensure efficient communication prior to the first results of the project. Furthermore, the poster will be ready for communicating and disseminating PRAETORIAN activities inside conferences and public events.

Potential communication and dissemination targets are being kept in a calendar that has been created and will be regularly maintained, containing publication deadlines, national and international conference dates, exhibitions and other events (see also the list of Table 5).

2.7.2 Execution

Once the full communication strategy is defined with the targeted audiences, events, locations and dates, the execution will follow the plan:

1. Prepare communication content;
2. Prepare communication support;
3. Validate through the Project Office or the WP10 participants;
4. Diffuse the communication and, if possible, obtain feedback;
5. After the communication action, archive the communication for traceability and potential reuse (please to refer to Section 2.3.1 for details).

For better clarity, the following cases of communication and dissemination are further distinguished:

- **Dissemination in the form of scientific publications:** Partners should refer to article 8.5.2.1 of the Consortium Agreement (CA) about the requirements for prior notification. Partners should also make sure that they allow sufficient time between the notification (using the project's WP10 email distribution list to make their notification) and the final/official publication.

- **Communication in the form of press releases, newsletters, etc.:** Partners should send the proposed content to the project's WP10 email distribution list allowing 1 week for reaction. If there is no objection after 1 week, partners may proceed to the publication.

- **Communication at Social Media:**

  A. In case that a partner's post is time-relevant and does not contain any actual content that could raise criticism, the partner can proceed in publishing it. Example: *I am ready to present #PRAETORIAN project at the #ARES conference. Stay tuned! #H2020 #CI*

  B. In case that the partner's post contains actual content, please send it first to the Project Officer's approval email distribution list for possible objection or moderation. The partner should allow at least 24 hours for any reaction (as indicated in the members of the Project Office include the Project Coordinator, Technical Coordinator, Dissemination Manager, PSO, Ethics Manager, etc.) before posting it. Example: *#PRAETORIAN is about "XYZ" and uses "the X type of technology" to protect critical infrastructures in Europe. #H2020*. Since this candidate contains actual content/information about the approach or purpose of PRAETORIAN, it is recommended to first ask for the post to be approved.

2.7.3 Monitoring & reviewing

This step includes monitoring and analysing the communication activities performed during specified periods in order to ensure that the PRAETORIAN partners will reach their communication goals at the end of the project. The different indicators will be computed and analysed regarding the targets of the communication activities within the specified period.

In case that a difficulty is identified that prevents the consortium to reach the desired target that is set in the communication and dissemination plan, then the communication plan will be updated appropriately in order to increase the effort on this failing dimension. Moreover, it should be noted that the lists of communication targets (people and events) will be reviewed and updated periodically in order to include the most recent and worth attending events/conferences (e.g., identify the dates on the conferences for the following year or add new relevant conferences).

Following the Description of Action, this document will be updated and submitted to the European Commission in M14. Results of communication, dissemination and community building actions will be published in deliverable D10.1 "Exploitation Strategy" on M24.

Table 7. Communication measures

What	Target
Project website	Online by M2
Twitter	Online by M2 – 150 members by the end of the project
LinkedIn group	Online by M2 – 100 members
PRAETORIAN community	80 members (LEAs, FRs, CI stakeholders, policy makers, other experts)
PRAETORIAN Workshop	2 workshops
Booth/stand in an international event	1 event
Press release including articles and publications	2 press releases per year
Scientific articles	5 publications in scientific journals, 10 publications in conferences/congresses
Project leaflet	300 physically distributed or virtually downloaded in total

2.7.4 Reporting

The last step in the loop of the communication process is reporting. In this step, a report shall be created with all the information from the previous monitoring phases. This reporting has two targets: the consortium itself and European Commission. For each reporting period, it is expected that the provided reviews regarding the PRAETORIAN dissemination and communication strategy and process will be used to revise the strategy for the next reporting period.

2.7.5 Closing

This last step will be executed at the end of the project to finalize the communication. A final deliverable D10.1 "Exploitation Strategy" will summarize the outcomes of the dissemination, communication and community building activities. Moreover, the version of the website on M24 will be kept online after the end of the project.

2.8 Basic rules for communication

2.8.1 Writing rules

- Use British English
- In case the communication is done in a foreign language, always add an English abstract
- Always use PRAETORIAN with capitalized letters
- All documents have to contain all the partners logo

2.8.2 References and disclaimer rules

- Do not hesitate to check with the Press Office whenever needed
- Follow communication guides [1], [2]

- Cite European project: "This project has received funding from the European Union H2020 Programme for research, technological development and demonstration under the Grant Agreement No. 101021274"
- All dissemination materials will include the European Union emblem. For publications in journals and articles in the press, the H2020 logo as well as the emblem of the European Union can't be included. However, the reference of the funding received from the European Union will be integrated in the acknowledgement
- Insert the following disclaimer in each document: "The contents of this document and the view expressed in the publication are the sole responsibility of the author and under no circumstances can be regarded as reflecting the position of the European Union".

2.8.3   Rules when posting online

All partners should provide regular posts to the PRAETORIAN LinkedIn and Twitter Accounts in order to maximize and reach the goal we have set. To do so, below there are some proposals that should be take into account when creating a post:

Twitter: When posting about PRAETORIAN (https://twitter.com/PraetorianH2020):

- Include #PRAETORIAN, #H2020
- Tag the EU (@EU_2020) and the PRAETORIAN Twitter page (@PraetorianH2020)
- Use additional tags, e.g., #hybrid #security #infra, depending on content and number of chars

LinkedIn: When posting about PRAETORIAN (https://www.linkedin.com/company/praetorian-h2020), include:

- Include a tag for the European Commission's page (@European Commission)
- A tag for the project's LinkedIn page (@PRAETORIAN H2020)
- Additional tags, e.g., #hybrid #security #infra, depending on content

2.9   **Document identification**

Each document needs to be clearly identified in order to ensure traceability. The solution used is documented inside the Project Management Handbook (Deliverable D1.1) due for the 3rd month of the project.

3. Conclusions

This document includes and summarizes the work that will be done in the 1st year of the PRAETORIAN project regarding the dissemination and communication activities to ensure they meet the particular motivations and behaviours of each target audience. A streamlined approach will be used that produces and documents a very clear communication strategy, a detailed communication action plan and a set of associated outcomes. It is the first critical step in a process that ensures that the project consortium has a clear agreement on the overall mission for communication, key audiences / stakeholders, key communication programs / activities, key messages for each audience / stakeholder, key measures of effectiveness, and roles and responsibilities for communication.

4. References

[1] European Commission, Directorate-General for Research & Innovation, "Guidance - Social media guide for EU funded R&I projects. V1.1 – 07.01.2020," 2020.

[2] European Commission, «Communicating EU research and innovation guidance for project participants v1.0 – 25.09.2014,» 2014.