Ref. Ares(2024)8481289 - 28/11/2024

Harmonizing People, Processes, and Technology for Robust Cybersecurity

D9.1 Dissemination and Communication Plan

Document Summary Information

Grant Agreement No	101158555	**Acronym**	CYberSynchrony
Full Title	Harmonizing People, Processes, and Technology for Robust Cybersecurity		
Start Date	01/06/2024	**Duration**	36 months
Project URL	https://www.cybersynchrony.eu/		
Deliverable	D9.1 Dissemination and communication plan		
Work Package	WP9 Dissemination, Exploitation and promotion		
Contractual due date	30/11/2024	**Actual submission date**	29/11/2024
Type	R (Report)	**Dissemination Level**	Public (PU)
Lead Beneficiary	eBOS Technologies Ltd (eBOS)		
Responsible Author	Eleni Keliri (eBOS)		
Contributions from	Eleni Keliri (eBOS), Charalampos Klitis (eBOS)		

Funded by the European Union

Funded by the European Union under Grant Agreement no. 101158555. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Cybersecurity Competence Centre. Neither the European Union nor the granting authority can be held responsible for them.

Revision history

Version	Issue Date	Changes	Contributor(s)
0.1	12.09.2024	ToC	Eleni Keliri (eBOS)
0.2	17.09.2024	First draft	Eleni Keliri (eBOS)
0.3	03.10.2024	Update Section 2, 3, and 4, 50% delivered for internal review	Eleni Keliri (eBOS), Charalampos Klitis (eBOS)
0.4	07.10.2024	Update content Section 5 and 6	Eleni Keliri (eBOS)
0.5	21.10.2024	Update content in all sections	Eleni Keliri (eBOS)
0.6	04.11.2024	98% ready for internal review and QA	Alexandros Psychas (MAG), Charalampos Klitis (eBOS)
0.7	08.11.2024	Addressing comments from internal review, 95% delivered for peer-review and QA	Eleni Keliri (eBOS)
0.8	14.11.2024	Peer review	George Samoutis (AMC), Platon Rizopoulos (EGL)
0.9	25.11.2024	Quality check	Panayiotis Klitou (eBOS)
1.0	29.11.2024	100% final version ready for submission	Eleni Keliri (eBOS), Alexandros Psychas (MAG)

Disclaimer

The content of the document herein is the sole responsibility of the publishers, and it does not necessarily represent the views expressed by the European Commission or its services.

While the information contained in the documents is believed to be accurate, the authors(s) or any other participant in the CYberSynchrony consortium make no warranty of any kind with regard to this material including, but not limited to the implied warranties of merchantability and fitness for a particular purpose.

Neither the CYberSynchrony consortium nor any of its members, their officers, employees or agents shall be responsible or liable in negligence or otherwise howsoever in respect of any inaccuracy or omission herein.

Without derogating from the generality of the foregoing neither the CYberSynchrony consortium nor any of its members, their officers, employees or agents shall be liable for any direct or indirect or consequential loss or damage caused by or arising from any information advice or inaccuracy or omission herein.

Copyright message

© CYberSynchrony Consortium

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both. Reproduction is authorised provided the source is acknowledged.

Table of Contents

Executive Summary 6
1 Introduction 7
1.1 Mapping CYberSynchrony Outputs 7
1.2 Linkage to other project outputs 8
1.3 Deliverable Structure 8
2 Dissemination and Communication (D&C) plan 9
2.1 D&C Strategy and Phases 9
2.2 CYberSynchrony Stakeholders 12
3 Dissemination Tools and KPIs 13
4 Communication Tools and KPIs 14
5 CYberSynchrony Visual Identity & Channels 16
5.1 Logo and Templates 16
5.2 Social Media Channels 17
5.2.1 LinkedIn 17
5.2.2 YouTube 18
5.2.3 X-Account 19
6 Website 20
6.1 Methodology for website construction and development 20
6.2 Website Content 21
6.2.1 Home Page 21
6.2.2 The “About” Page 22
6.2.3 The “Use Cases” Page 23
6.2.4 The “Resources” Page 23
6.2.5 The “Workshop & Exhibitions” Page 23
6.2.6 The “Contact Us” Page 24
6.2.7 Privacy and Cookies Policy 24
6.3 Website Administration 25
6.4 Data Analytics 26
7 Newsletter Subscription & Emailing Lists 27
7.1 Subscription 27
7.2 Mailing List Management 28
8 Clustering Activities 29
9 Conclusions 30
10 References 31
Annex I – Presentation Templates 32
Annex II – D&C Tracker Tool 33

© CYberSynchorny, 2024

List of Figures

Figure 1. Outline of CYberSynchrony D&C Phases. 9
Figure 2. Internal and external communication tools. 14
Figure 3. CYberSynchrony Project Logos. 16
Figure 4. CYberSynchrony EU Funding Statement and disclaimer. 16
Figure 5. CYberSynchrony color palette and Fonts. 17
Figure 6. CYberSynchrony LinkedIn Page. 18
Figure 7. CYberSynchrony YouTube Channel. 18
Figure 8. CYberSynchrony's X-Account 19
Figure 9. Structure of CYberSynchrony website. 21
Figure 10. CYberSynchrony Home Page. 22
Figure 11. CYberSynchrony Use Cases Page. 23
Figure 12. Social Media channels icons and Contact Form indicated inside yellow boxes. 24
Figure 13. WordPress – Dashboard. 25
Figure 14. One-step Subscription through CYberSynchrony website: Newsletters - CYberSynchrony 27
Figure 15. Mailchimp Dashboard – Contacts management. 28
Figure 16. CYberSynchrony Power Point Presentation Template. 32

List of Tables

Table 1: Adherence to the GA 7
Table 2. CYberSynchrony D&C Phases and Goals. 10
Table 3. CYberSynchrony Dissemination and Communication Target Groups and Interests. 12
Table 4. CYberSynchrony dissemination channels and activities with KPIs. 13
Table 5. CYberSynchrony communication channels and activities with KPIs. 15

© CYberSynchorny, 2024

Acronyms and abbreviations

Abbreviation	Description
CA	Consortium Agreement
CMS	Content Management System
DCM	Dissemination and Communication Manager
DOA	Description of Action
EC	European Commission
GA	Grant Agreement
KPI	Key Performance Indicator
PCO	Project Coordinator
WP	Work Package
UC	Use Case(s)

© CYberSynchorny, 2024

Executive Summary

The deliverable D9.1 “Dissemination and Communication Plan” outlines the comprehensive strategy for the project's dissemination and communication activities, aimed at ensuring clear and effective engagement with all stakeholders. The document begins by introducing the Dissemination and Communication Plan, which defines the strategy, phases, and roles of key stakeholders in promoting the project’s objectives. It underlines the importance of structured communication efforts to enhance visibility and awareness. The deliverable then discusses the various tools and activities designed to support dissemination, alongside key performance indicators (KPIs) that will be used to measure their effectiveness. These tools are essential for ensuring the project reaches its target audience and achieves its communication goals.

In addition to dissemination, the communication tools and activities are described in detail, with KPIs in place to monitor progress and success. The development of a strong and cohesive visual identity is also emphasized, ensuring consistency across all communication channels. The project’s social media strategy is highlighted as a critical component of this effort, facilitating direct engagement with the community. Specifically, a LinkedIn account, an X-account and a YouTube channel were created to facilitate the communication outreach. The deliverable also outlines the steps and objectives for developing the project’s website, which will serve as a central hub for information, updates, and resources while website administration and Google Analytics data monitoring will be employed throughout the project to track engagement and optimize the site’s performance.

Finally, the management of newsletters and mailing lists is discussed as part of the ongoing D&C activities, ensuring stakeholders remain informed about project milestones and developments. The document concludes by reinforcing the importance of ongoing communication and strategic outreach throughout the project’s lifecycle.

© CYberSynchorny, 2024

1 Introduction

1.1 Mapping CYberSynchrony Outputs

This section presents the CYberSynchrony Grant Agreement (GA) commitments, as extracted from the formal deliverable and task description, with respect to their outputs and work to be performed.

Table 1: Adherence to the GA

Component no	Component title	Respective Chapter(s)	Justification
DELIVERABLE			
D9.1	Dissemination and Communication Plan	2- Dissemination and Communication Plan 3- Dissemination Tools and KPIs 4- Communication Tools and KPIs	The deliverable outlines the Dissemination and Communication plan of the project, as well as the tools will employ, and the activities planned to achieve the project's KPIs. Specifically, in Chapter 2 the general D&C plan is presented including the strategy and the D&C Phases, while in Chapters 3 & 4 the Dissemination and Communication tools and KPIs are detailed, respectively.
TASKS			
Task 9.1	Dissemination and Communication Activities	Chapters 2-7	In the present deliverable the Dissemination and Communication plan is detailed along with the specific tools and metrics of the D&C activities. Also, specific communication tools and activities are described as part of the communication strategy of the project: • Development of the visual identity of the project and templates • Creation of its online presence (Social Media Accounts)

© CYberSynchorny, 2024

			• Website requirements collection, design, development, and monitoring • Newsletter and contact list management

1.2 Linkage to other project outputs

The deliverable guides and supports all other work across WPs'.

1.3 Deliverable Structure

The document is structured as follows:

- **Section 2** describes the Dissemination and Communication Plan, including the D&C strategy, phases, and stakeholders
- **Section 3** introduces the Dissemination Tools and Activities, including the metrics (KPIs)
- **Section 4** introduces the Communication Tools and Activities, including the metric (KPIs)
- **Section 5** defines the Visual Identity of the project and introduces its Social Media Channel
- **Section 6** details the Website development steps and objectives
- **Section 7** describes the Newsletter and the Mailing List management
- **Section 8** concludes the document.

© CYberSynchorny, 2024

2 Dissemination and Communication (D&C) plan

A comprehensive set of targeted dissemination and communication (D&C) objectives was established for the CYberSynchrony project. The goal of the CYberSynchrony D&C plan is to increase awareness of the project and its outcomes among a wide audience, while also engaging potential users and stakeholders through a well-structured D&C approach [1][2]. This strategy is crafted to ensure broad visibility and adoption of the project's results, incorporating various activities aimed at both general audiences and specific stakeholder groups. The main objective is to implement a multi-faceted communication approach, thereby promoting critical project outcomes and elevating general cybersecurity awareness. Also, it aims to establish productive collaborations with major stakeholders, European cybersecurity initiatives, and other potential adopters, ensuring a broader application of the CYberSynchrony methodology and an enriched evaluation process.

To ensure efficient tracking and management of the project's D&C activities, partners are requested to submit their contributions through a monitoring tool. Activities may include participation in conferences, fairs, workshops, webinars, trainings, and collaborations such as interviews, joint initiatives, contributions to standardization activities, scientific discussions, or other communication engagements. This may also involve social media posts, distributing flyers, publishing reports, newsletters, press releases, videos, blog posts, or public deliverables. The project's D&C Manager (eBOS) will compile this information from all partners on the D&C Tracker Tool (Annex II). This tool, designed specifically for the CYberSynchrony consortium, serves to monitor ongoing and upcoming D&C activities and assess progress against target values. It includes key performance indicators (KPIs), target values, and task leaders. The D&C Tracker Tool is accessible by all partners through the online project repository, enabling all partners to track progress.

2.1 D&C Strategy and Phases

The diagram provided in Figure 1 outlines the different phases of the D&C strategy, where each phase corresponds to a distinct time frame and focuses on specific goals to enhance the project's visibility and impact.

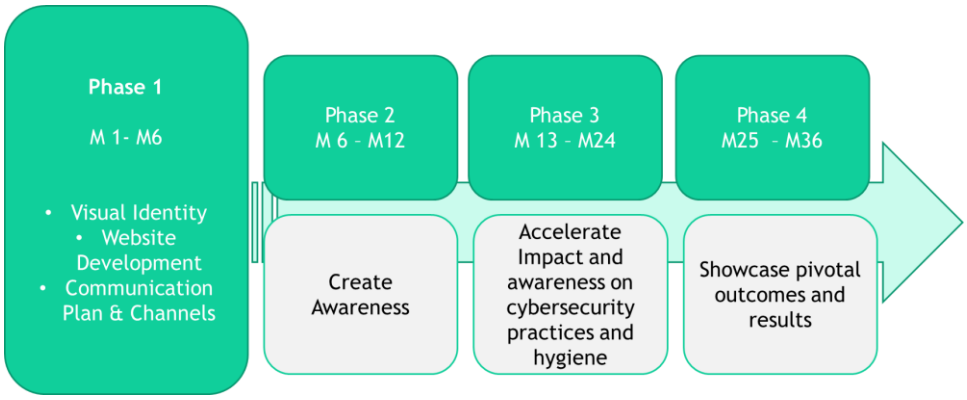


Figure 1. Outline of CYberSynchrony D&C Phases.

- **Phase 1: M1 - M6 (Visual Identity, Website Development, Communication Plan & Channels)**

The initial phase of the CYberSynchrony D&C strategy focused on laying the foundation for the project's communication efforts. During this stage, the primary objectives included the development of a strong visual identity for the project, which included the creation of the project logo, branding materials, and templates. Alongside this, the project website is developed to serve as a central hub for sharing information, updates, and key resources related to CYberSynchrony. Additionally, social media accounts were established to engage with the project's stakeholders and audience, ensuring a consistent and strategic approach to communication moving forward. This phase has been concluded by the submission of the present deliverable D9.1.

© CYberSynchorny, 2024

- **Phase 2: M6 - M12 (Create Awareness)**

In this phase, the focus shifts to raising awareness about CYberSynchrony's goals and activities. The communication efforts will become more active and outward facing, as the team begins to leverage the channels and tools defined in Chapter 3. The objective is to ensure that the relevant stakeholders—ranging from industry professionals to the public—are informed about the project's existence and its potential impact. Through targeted communication campaigns, social media engagement, and content sharing, CYberSynchrony aims to build a strong presence and establish initial connections with its key audiences during this period.

- **Phase 3: M13 - M24 (Accelerate Impact and Awareness on Cybersecurity Practices and Hygiene)**

Phase 3 builds on the awareness created in the previous phase, with an emphasis on accelerating the project's impact. This stage focuses on increasing understanding and promoting best practices related to cybersecurity hygiene and practices, as well as initiating campaigns regarding the CYberSynchrony financial support to third parties (M16). The project's communication strategy here is designed to go beyond general awareness and actively engage the audience in meaningful discussions, workshops, and events, highlighting CYberSynchrony's role in improving cybersecurity standards. The goal is to influence behaviour, drive action, and encourage the adoption of effective cybersecurity measures within relevant industries and communities.

- **Phase 4: M25 - M36 (Showcase Pivotal Outcomes and Results)**

The final phase of the D&C strategy aims to showcase the pivotal outcomes and results achieved throughout the project. By this stage, CYberSynchrony will have significant achievements to share with the public and stakeholders. The communication efforts will centre on disseminating these results, whether through publications, reports, presentations, or multimedia content. This phase also looks to ensure that the project's outcomes have a lasting impact, with continued visibility and engagement long after its official completion. The website and communication channels will be maintained as a lasting resource for sharing the project's final achievements.

Each phase is tailored to the specific goals of CYberSynchrony at that point in time, as presented in Table 2, ensuring a strategic and evolving communication plan that aligns with the project's progression.

Table 2. CYberSynchrony D&C Phases and Goals.

Type of Information	Target Audience[1]	Channels	Goals
D&C Phase 1 (M1-M06)			
Presentation of CYberSynchrony objectives and expected outcomes	A-F	Website Social Media Channels	Establish a project identity Gain general visibility Attracting potential collaborators and stakeholders
D&C Phase 2 (M06-M12)			
Presentation of elaborated Use	A-C; E-F	Conferences, Workshops Promotional Material (Fact Sheets, Poster, Flyers)	Attracting potential collaborators and stakeholders

[1] Numbering as indicated in Figure 1.

© CYberSynchorny, 2024

Cases of CYberSynchrony & Create Awareness		Newsletter Website Social Media Channels	
D&C Phase 3 (M13-M24)			
Accelerate Impact and awareness on cybersecurity practices and hygiene	A-G	Conferences, Workshops Publications in Journals Promotional Material (Fact Sheets, Poster, Flyers) Newsletter Major exhibitions and trade fairs Website Social Media Channels	Attracting third parties for financial aid through Open Calls Increase stakeholders' engagement with the project Present results to conferences and relevant events
D&C Phase 4 (M25-M36)			
Showcase pivotal outcomes and results	A-G	Publications in Journals Promotional Material (Fact Sheets, Poster, Flyers) Newsletter Website Social Media Channels	Demonstrating results and outcomes of the project to interested parties Achieve all D&C KPIs Promote CYberSynchrony Integrated solutions to industrial stakeholders

© CYberSynchorny, 2024

2.2 CYberSynchrony Stakeholders

The target groups, along with their corresponding interest for the project, are outlined in Table 3 "CYberSynchrony Dissemination and Communication Target Groups and Interests".

Table 3. CYberSynchrony Dissemination and Communication Target Groups and Interests.

	Target Group	Interest for CYberSynchrony
A	Public Administration	Enhancing the security of e-governance platforms, safeguarding public trust, achieving national security goals, and ensuring compliance with data protection regulations.
B	Healthcare Institutions	Protecting sensitive patient data complying with healthcare specific cybersecurity regulations and ensuring uninterrupted service delivery.
C	Industries and SMEs	Fortifying organizational cybersecurity infrastructure, safeguarding proprietary and customer data, and ensuring operational continuity.
D	Research and Educational Institutions	Protecting intellectual property, ensuring the security of online educational platforms, and fostering a culture of cybersecurity awareness among students and staff.
E	Cybersecurity Service Providers and Consultants	Collaborating on advanced cybersecurity solutions, extending service offerings, and staying updated on the latest cybersecurity technologies and methodologies.
F	Public and Citizens	Benefiting from more secure digital services, safeguarding personal data, and enhancing awareness about potential cyber threats.
G	Regulatory and Compliance Bodies	Ensuring industries and sectors to adhere to cybersecurity regulations and fostering a more secure digital environment for all stakeholders.

© CYberSynchorny, 2024

3 Dissemination Tools and KPIs

The dissemination tools serve a critical role in amplifying the project's outreach and ensuring that its scientific and technological advancements reach a wide and relevant audience [1]. The primary objective is to efficiently share knowledge with key target groups, as those are outlined in Chapter 2.2, thus fostering engagement and awareness within and beyond the immediate scientific community. Table 4 provides a detailed breakdown of the specific dissemination measures and activities that have been strategically planned. Each activity is carefully tailored to align with the unique needs, interests, and preferences of the target audience to optimize engagement.

These dissemination efforts are designed to achieve not only broad visibility but also substantial impact. Key Performance Indicators (KPIs) have been established for each dissemination activity to measure the success and reach of these efforts. For instance, activities include organizing use case-based workshops, webinars, and trade fairs, with specific goals set for participation and engagement levels. Scientific presentations are planned to share findings within the research community, while partnerships with standardization bodies and open-source initiatives will facilitate the adoption and application of project results. By setting clear, measurable KPIs, the dissemination strategy ensures accountability and progress tracking, helping to secure broad visibility and long-term impact for the project.

Table 4. CYberSynchrony dissemination channels and activities with KPIs.

Dissemination channels and activities	Target Group	KPIs
Co-organisation and/or participation to events	A – G	Use case-based workshops: **3**
		Training Program: **1**
		Showcases **> 2**
		Webinars **>6**
		Exhibitions/Trade fairs/symposiums **> 3**
		Average number of participants **>40**
Scientific presentations	D	Scientific papers **>6**
		Presentations in Scientific Conferences **>6**
Bodies to Disseminate Project Results	G	Push CYberSynchrony results **> 2 bodies**
Standardization Bodies / Open-Source Initiatives	C, E, G	Push CYberSynchrony results **> 1**

© CYberSynchorny, 2024

4 Communication Tools and KPIs

The communication framework for CYberSynchrony is structured to effectively disseminate information and engage with both internal and external audiences through a blend of targeted actions. This framework includes Internal Communication Actions, designed to streamline collaboration within the project consortium members. Regular meetings and shared resources on platforms like Teams & SharePoint facilitate ongoing updates and coordination among project leaders and team members, enhancing efficiency and alignment on project goals.

For external audiences, the framework includes External D&C Actions to establish a strong public presence and convey the project's identity. Tools such as social media, newsletters, press releases, and visual branding elements ensure that project developments are accessible and appealing to a wide range of stakeholders, from industry professionals to the public. The communication strategy also distinguishes between Interactive and Passive Actions for engaging with external stakeholders as depicted in Figure 2. Interactive actions, such as webinars and discussions, encourage two-way communication, allowing stakeholders to provide feedback and contribute to the project's development. Meanwhile, passive actions focus on information sharing, providing audiences with regular updates on the project's progress through accessible channels. Together, these components form a comprehensive approach to communication, ensuring that CYberSynchrony's activities and results are widely disseminated, well-understood, and able to foster meaningful engagement across diverse groups.

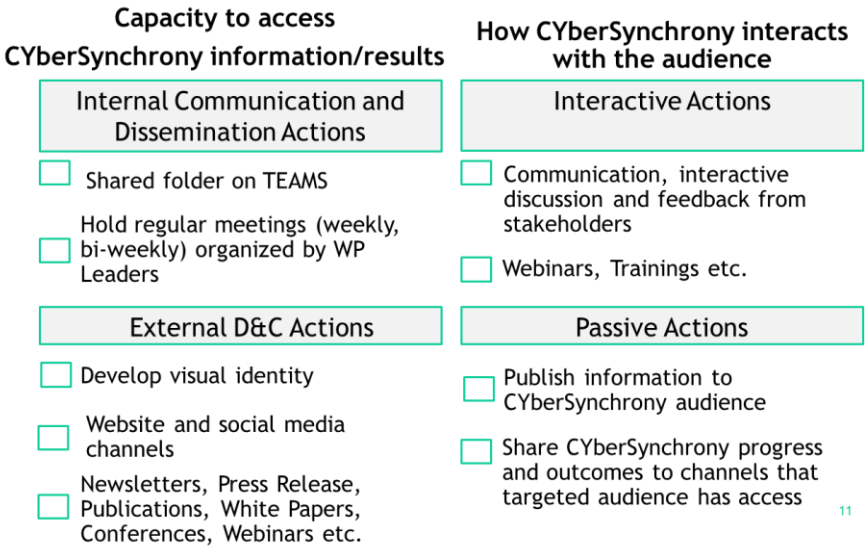


Figure 2. Internal and external communication tools.

The communication plan for this project is designed to reach a broad and diverse audience through a variety of channels, ensuring that key messages are effectively delivered, and engagement is maximized, as detailed in Table 5. A central project website will serve as a primary source of information, updated regularly to keep all stakeholders informed. Additional outreach includes online publishing and social media platforms, which will help disseminate updates and insights widely, aiming to build a strong following and consistent engagement. To maintain a direct line of communication, a periodic e-newsletter will be distributed to a growing contact list, sharing project milestones and upcoming activities. Promotional materials like brochures and banners will support awareness efforts, offering easily accessible information at events and partner locations.

© CYberSynchorny, 2024

The communication strategy also includes engaging multimedia content, such as video clips and interviews, designed to present the project in a more dynamic and visual format that appeals to a wider audience. Finally, public talks and events at universities and with local stakeholders will create opportunities for face-to-face engagement, helping to foster a deeper connection and understanding of the project's objectives among academic and community audiences alike. Each of these activities is guided by clear KPIs to ensure the communication plan's effectiveness and impact across all target groups.

Table 5. CYberSynchrony communication channels and activities with KPIs.

Communication channels and activities	Target Group	KPIs
Project Website	ALL	From M03 to Y06
Online Publishing	C, D, F	Press releases **≥ 12**
		Articles to newspapers, magazines and online publishing platform **≥ 10**
Social Media	ALL	Social media followers by M36 **> 1000** Average monthly impressions **> 500**
E-Newsletter	ALL	Twice a year starting from **M06** Issued **>10** Contact list **> 1000**
Blogs, Fora	C, D, F	Unique blog publications/contributions **> 10**; Different platforms for posting **> 4**
Promotional Material	C, D, E	Number of distributed printed materials (e.g., brochures, flyers) **> 3,000**; Display banners **> 3**
Multimedia	A, B, C	Produced videoclips: **3** Conducted interviews **> 6** Videoclip views **> 10,000**
Public Talks	ALL	University public events **> 3;** Attendees per event: **> 60**
		University open days **> 3**
		Events hosted by local entities and societal stakeholders **> 4** Public attendees per event **> 120**

© CYberSynchorny, 2024

5 CYberSynchrony Visual Identity & Channels

5.1 Logo and Templates

The CYberSynchrony project logo, depicted in Figure 3, reflects the project's visual identity and has been shared with the consortium for use in official communications. Multiple versions were created in order to cover several branding needs, such as banner photos for social media channels, and profile photos of accounts. The logo forms the core of all promotional materials and ensures consistent branding across all dissemination and communication channels. Furthermore, all D&C materials, deliverables, social media platforms, and the website feature the EU funding statement and the EU Commission disclaimer as shown in Figure 4.

Figure 3. CYberSynchrony Project Logos.

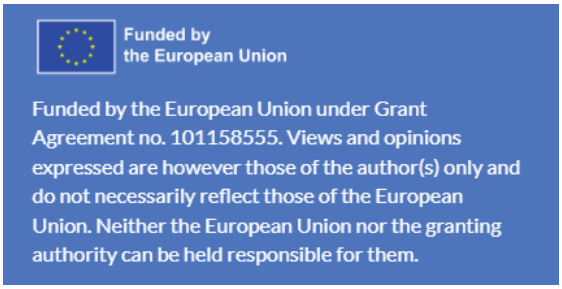


Figure 4. CYberSynchrony EU Funding Statement and disclaimer.

As part of our strategic outreach efforts, several CYberSynchrony templates were created primarily using PowerPoint. For instance, a banner for announcing our participation in conferences and exhibitions was designed to effectively promote our presence on social media, thereby increasing our engagement with industry professionals and stakeholders. A variety of CYberSynchrony templates are included in Annex I. All materials created align with the logo's design, colors, and style (Figure 5) to ensure a consistent visual identity.

© CYberSynchorny, 2024

Figure 5. CYberSynchrony color palette and Fonts.

5.2 Social Media Channels

Effective communication and outreach are crucial for the success of research projects, ensuring that key findings, innovations, and impacts reach the right audience. The CYberSynchrony project recognizes the critical role that social media plays as a strategic tool for dissemination, engagement, and the amplification of its communication activities. With the rapidly evolving digital landscape, social media platforms have become an indispensable medium for connecting with a wide audience, allowing for real-time interaction and dynamic content sharing.

Herein, the establishment and management of CYberSynchrony's social media accounts is outlined, detailing the objectives behind their creation and the strategic approach taken to ensure maximum reach and impact. The social media strategy has been carefully designed to align with the project's broader D&C plan detailed in Chapter x, supporting the overarching goals of raising awareness, fostering cross-sector collaboration, and engaging a diverse audience. Platforms like LinkedIn, YouTube, and X (formerly Twitter) have been chosen for their ability to target different audience segments effectively.

By utilizing these platforms, CYberSynchrony seeks to enhance its visibility within the cybersecurity and synchronization technology communities, share real-time updates about project progress and milestones, and invite interaction from both industry stakeholders and the academic community. In addition, social media performance will be closely tracked using analytics, which helps fine-tune the strategy and improve effectiveness over time. By maintaining an active social media presence, CYberSynchrony not only broadens its outreach but also nurtures collaboration, encourages discussion, and helps drive the practical application of its research outcomes. This multi-channel approach reinforces the project's commitment to an impactful communication.

5.2.1 LinkedIn

The CYberSynchrony LinkedIn account[2] serves as a vital platform for fostering professional connections and engaging with a diverse audience within the cybersecurity and technology sectors. This account is designed to share updates on project milestones, research findings, and collaborative opportunities, positioning CYberSynchrony as a thought leader in the field. By posting relevant news & events, insights, and informative content, the LinkedIn account aims to create a community of like-minded professionals, researchers, and stakeholders who are passionate about advancing cybersecurity solutions. Through strategic networking and active engagement, the CYberSynchrony LinkedIn account seeks to enhance visibility and encourage collaboration, ultimately contributing to a more secure and synchronized digital environment.

[2] https://www.linkedin.com/company/cybersynchrony/

© CYberSynchorny, 2024

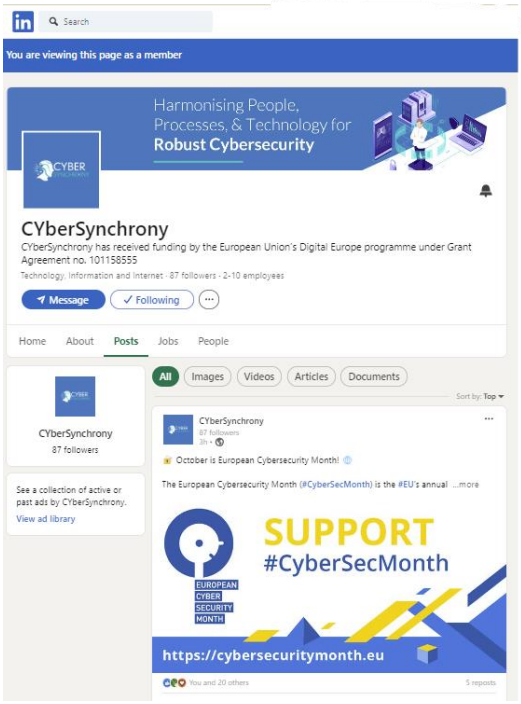


Figure 6. CYberSynchrony LinkedIn Page.

5.2.2 YouTube

The CYberSynchrony YouTube account[3] is an essential channel for visual storytelling and knowledge dissemination within the cybersecurity community. It aims to provide engaging video content that highlights the project's objectives, research findings, and innovative solutions in the field of cybersecurity. Through a variety of formats, including tutorials, webinars, interviews with industry experts, and project updates, the YouTube account seeks to make complex topics accessible and interesting to a broader audience. By fostering a dynamic platform for discussion and collaboration, the CYberSynchrony YouTube channel not only enhances project visibility but also encourages active participation from researchers, professionals, and stakeholders dedicated to improving cybersecurity practices and technologies.

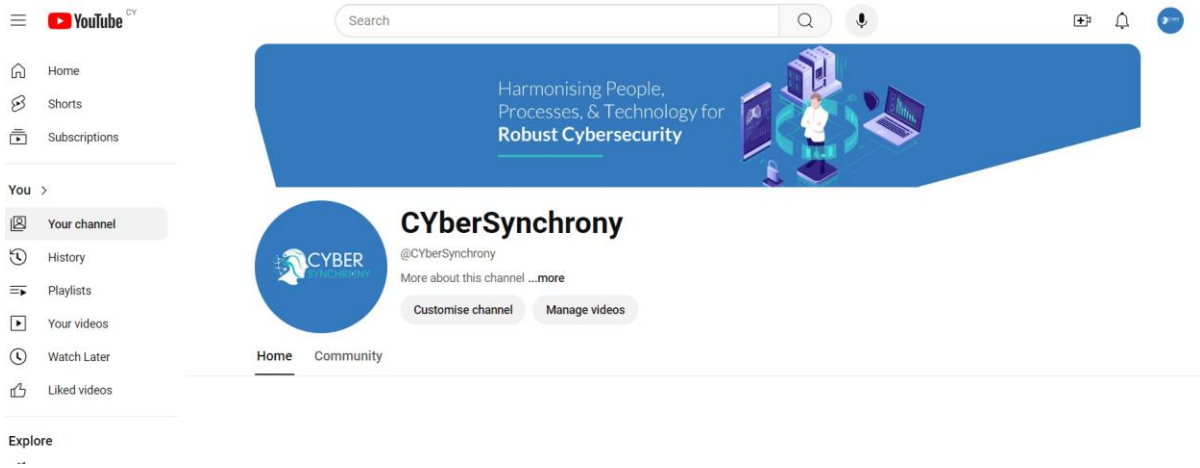


Figure 7. CYberSynchrony YouTube Channel.

[3] CYberSynchrony - YouTube

© CYberSynchorny, 2024

5.2.3 X-Account

X platform is a fast-paced space for real-time updates, fostering quick and interactive engagement with a global audience in the cybersecurity, and not only, sector. CYberSynchrony's X-account is used to share brief, timely announcements, project news, event highlights, and industry trends while engaging in live conversations and responding to current cybersecurity challenges. With its concise messaging and immediate interactions, CYberSynchrony's X account will help build awareness, spark discussions, and amplify the project's outreach in the digital sphere, making it a vital tool for connecting with both professionals and the broader public in a more dynamic, and immediate manner.

Figure 8. CYberSynchrony's X-Account.

6 Website

This section provides a detailed overview of the CYberSynchrony website, developed to serve as the project's primary public-facing platform. As a key tool for dissemination and communication, the website aims to connect with relevant stakeholders and the public, offering comprehensive information about the project's objectives, progress, activities, news, and updates. It also highlights CYberSynchrony's latest developments and results, making it an essential resource for those interested in the project's impact and advancements.

The CYberSynchrony website is integral to the dissemination and communication activities of the project and can be accessed at the following address: https://cybersynchrony.eu/.

6.1 Methodology for website construction and development

The design and development of the CYberSynchrony website followed a user-centered methodology, ensuring that it is both visually engaging and highly functional for its target audience. The process began with an analysis of the project's dissemination and communication objectives, focusing on ease of navigation, accessibility, and the needs of diverse stakeholders, including researchers, industry professionals, and the public. The design prioritized a clean, intuitive interface, with a responsive layout to ensure seamless access across various devices. Content structuring was carefully planned to provide clear, straightforward access to information on the project's objectives, updates, and results, as detailed in Chapter 6.2. Additionally, the development incorporated best practices in web security and performance optimization to ensure fast loading times and a secure user experience. Throughout the process, feedback from the consortium and stakeholders was incorporated to refine the website, making it a comprehensive, user-friendly platform for project communication [3].

The design and development of the CYberSynchrony website followed a structured methodology, with several key steps ensuring both a visually appealing and functional platform tailored to its audience, as follows:

1. **Requirements Analysis:** The process began by identifying the communication and dissemination goals of the project. This involved gathering input from the project consortium, the project coordinator (PCO), and advising the Grant Agreement (GA), to understand the target audience's needs and expectations.

2. **Content Structuring and Planning:** Based on the analysis, a clear content strategy was devised. Information was categorized into logical sections (e.g., objectives, updates, news, results, and activities), ensuring ease of access and navigation for users. Special attention was given to the user experience (UX) to create a streamlined journey through the website, following the GUI Principles [3].

3. **Wireframing and Mock-ups:** Wireframe and mock-ups were developed to visualize the layout and structure of the site. During this stage, the design team of the D&C Manager (eBOS) focused on creating an intuitive, user-friendly interface that aligned with CYberSynchrony's branding. A clean and modern aesthetic was chosen to highlight the project's professionalism, with responsive design principles ensuring that the site worked seamlessly on desktops, tablets, and mobile devices. The mock-ups were presented to the consortium members at the kick-off meeting of the project to receive feedback prior to the actual development.

4. **Development:** The website was then built utilizing WordPress, ensuring speed, scalability, and security. Attention was given to performance optimization, including minimizing load times and incorporating best practices for secure web development. The site's structure was designed to support regular content updates as the project progresses. For example, a section was created for the "Open Calls" which is not public until the "Open Calls" for Financial Aid will be released.

5. **Testing and Feedback:** Before launching, the website underwent rigorous testing for functionality, responsiveness, and accessibility (i.e., Accessibility Helper Sidebar). Feedback was gathered from the consortium at the first plenary meeting in Athens – September 2024, leading to improvements.

© CYberSynchorny, 2024

6. **Launch and Maintenance:** Once testing was complete, the website was launched in September 2024. Post-launch, regular updates and maintenance are planned to ensure content remains current and relevant, while continuous improvements are made to the user experience based on further feedback and evolving needs.

By following these steps, the CYberSynchrony website was developed to be a comprehensive, easy-to-navigate platform that effectively communicates the project's objectives and activities to a broad audience.

6.2 Website Content

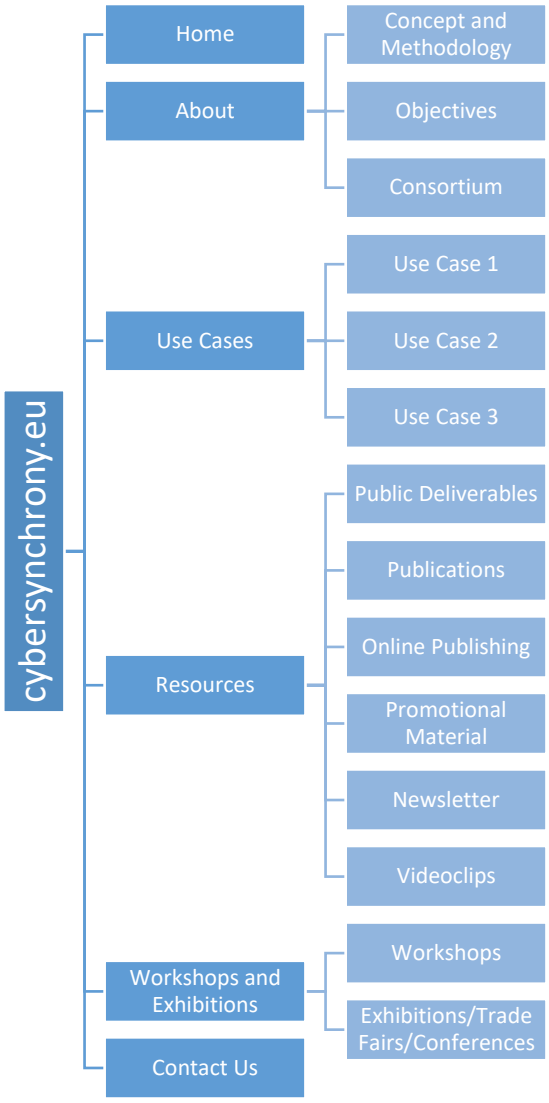


Figure 9. Structure of CYberSynchrony website.

6.2.1 Home Page

The Home page of the CYberSynchrony website serves as the main hub for visitors, providing a concise overview of the project and its objectives. It features eye-catching visuals and key highlights, including recent news, upcoming events, and links to important resources (Figure 10). The intuitive layout guides users to explore various sections of the site, ensuring easy access to critical information about the project's goals, activities, and latest developments.

© CYberSynchorny, 2024

Figure 10. CYberSynchrony Home Page.

6.2.2 The "About" Page

The About page offers a detailed introduction to the CYberSynchrony project, outlining its Concept and Methodology extracted from the GA, its objectives and the collaborative efforts of its consortium partners. This page highlights the importance of cybersecurity in synchronization technologies and explains the project's expected outcomes. It also provides background information on the partners involved, fostering transparency and showcasing the expertise driving the project forward.

© CYberSynchorny, 2024

6.2.3 The "Use Cases" Page

The Use Cases (UC) page showcases practical applications of the CYberSynchrony project's research and innovations (Figure 11). It outlines various scenarios where the project's outcomes will be implemented in real-world settings, demonstrating the impact and relevance of the project within the cybersecurity landscape. This page serves as a valuable resource for stakeholders and industry professionals seeking to understand how CYberSynchrony findings can be leveraged to enhance security and synchronization practices. Specifically, the page is divided into the following use cases:

1. UC 1: Demonstrating Comprehensive Cyberhealth Security for Digital Healthcare
2. UC2: CYberSynchrony-Powered Public Administration
3. UC3: Fortifying Universities with CYberSynchrony

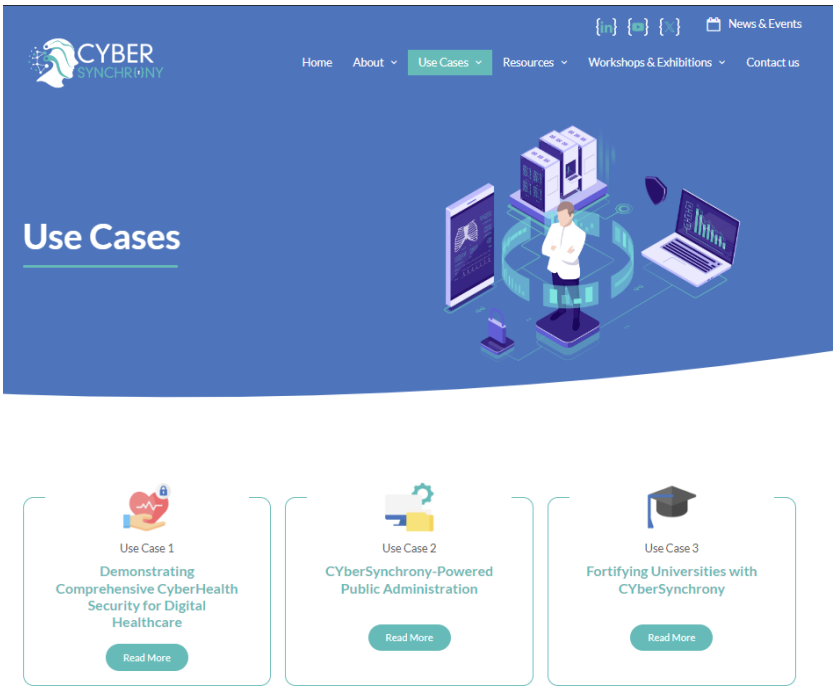


Figure 11. CYberSynchrony Use Cases Page.

6.2.4 The "Resources" Page

The Resources page serves as a comprehensive repository of valuable materials related to the CYberSynchrony Communication Activities. It includes downloadable documents such as research papers, project public deliverables, and promotional materials, along with links to relevant publications and external resources. This page is designed to support stakeholders, researchers, and the public in accessing essential information, fostering knowledge sharing, and promoting further engagement with the project's findings and activities.

6.2.5 The "Workshop & Exhibitions" Page

The Workshop & Exhibitions page highlights the various events, workshops, and exhibitions organized or participated in by the CYberSynchrony consortium members. This page provides details about concluded events, including descriptions, dates, locations, and relevant links. It showcases the project's commitment to engaging with key conferences and events, fostering collaboration, and disseminating knowledge within the cybersecurity community. By featuring these events, the page aims to encourage active participation and create opportunities for networking and sharing insights related to the project's objectives and findings.

© CYberSynchorny, 2024

6.2.6 The "Contact Us" Page

The Contact Us page serves as a vital communication channel for visitors wishing to engage with the CYberSynchrony consortium as it provides a user-friendly contact form for direct submissions that allows users to easily reach out with inquiries, feedback, or collaboration proposals (Figure 12). The details collected from the contact form are sent directly to the email account (info@cybersynchrony.eu) of the project hosted by the cPanel Webmail Platform and managed by the D&C Manager, who ensures that all questions and comments are promptly addressed.

Additionally, icons were included into the website's main menu bar to direct visitors to CYberSynchrony's social media accounts for direct interactions and communication, if needed.

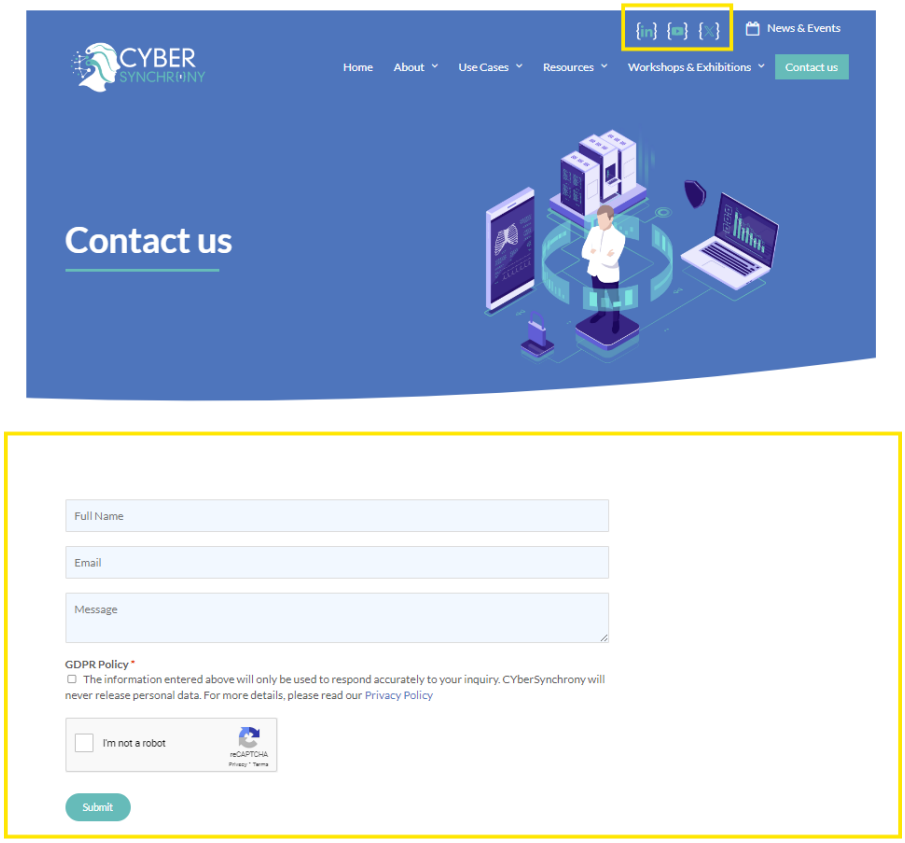


Figure 12. Social Media channels icons and Contact Form indicated inside yellow boxes.

6.2.7 Privacy and Cookies Policy

At CYberSynchrony, we are committed to safeguarding the privacy of our users and ensuring that your personal information is handled in a secure and transparent manner. This Privacy Policy outlines the types of data we collect, how it is used, and your rights regarding your personal information. CYberSynchrony may collect personal data such as name, email address, and other relevant information when a visitor subscribes to our newsletter or interacts with our website. This data is used solely for communication purposes related to the project and will not be shared with third parties without their explicit consent. We take appropriate technical and organizational measures to protect their personal data from unauthorized access, alteration, disclosure, or destruction. For more details on how we protect privacy, visitors can refer to our full Privacy Policy available on our website.

The CYberSynchrony website uses cookies to enhance your browsing experience and improve the functionality of the site. Cookies are small text files stored on your device that help us recognize your preferences and analyse user behaviour. We use both session cookies, which are deleted after you close your browser, and persistent cookies, which remain on your device for a set period or until you delete them.

© CYberSynchorny, 2024

Cookies allow us to gather information about how visitors use our website, enabling us to optimize content and improve user experience. By using our website, you consent to the use of cookies in accordance with this Cookies Policy. Visitors can manage their cookie preferences through their browser settings, allowing them to accept or decline cookies as desired. For detailed information on the specific cookies, we use and how to manage them, visitors can refer to our full Cookies Policy available on our website.

6.3 Website Administration

The administration of the CYberSynchrony website is built and managed through the WordPress platform [4], which is a web-based software that provides a robust and user-friendly content management system (CMS) for ongoing site updates and maintenance. WordPress enables the project team to easily create, edit, and publish content, ensuring that the website remains current and relevant. With its intuitive interface, administrators can efficiently manage various aspects of the site, including the addition of new pages, blog posts, and multimedia elements, all while adhering to established branding and design guidelines. Furthermore, WordPress offers a range of plugins that enhance website functionality, such as SEO optimization, security features, and analytics tracking. This allows the team to monitor user engagement and site performance effectively. Regular updates and backups are conducted to maintain security and improve site performance, ensuring that users have a seamless experience while accessing information about CYberSynchrony's objectives, activities, and outcomes. Figure 13 below shows the main page (Dashboard) that is displayed once the administrator user logins to the WordPress.

Additionally, WordPress is aligned with GDPR regulations [5], ensuring that the collection and processing of personal data comply with data protection standards. This alignment includes features that facilitate user consent management and data privacy, allowing users to exercise their rights regarding their personal information easily. By adhering to GDPR guidelines, the CYberSynchrony website demonstrates its commitment to protecting user privacy while providing a transparent and secure online environment. More about security and cookies are detailed in the previous chapter.

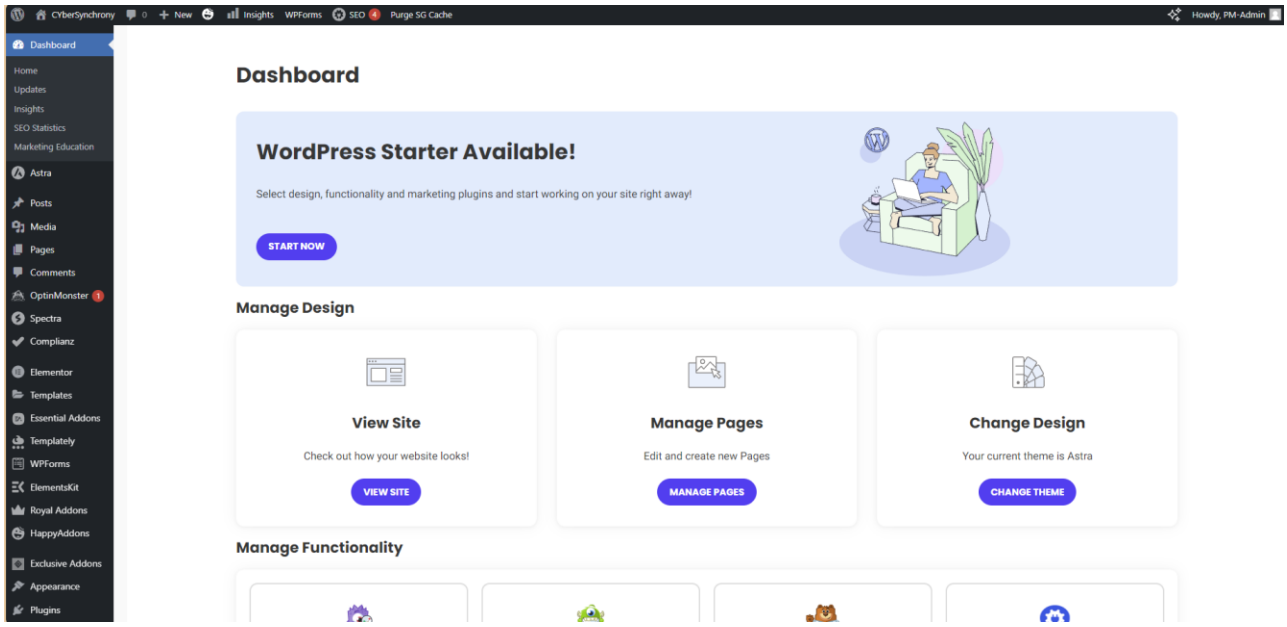


Figure 13. WordPress – Dashboard.

© CYberSynchorny, 2024

6.4 Data Analytics

Monitoring the effectiveness of the Dissemination and Communication (D&C) strategy is crucial for assessing the impact of the CYberSynchrony project. To achieve this, the project utilizes various analytics tools, with Google Analytics being a key resource for tracking and evaluating user engagement on the website. Google Analytics provides comprehensive insights into essential key performance indicators (KPIs), such as total website traffic, unique visitors, session duration, bounce rates, and the geographical distribution of users. By analysing these metrics, the project team can understand how users interact with the website, which content is most engaging, and where visitors are originating from. Additionally, Google Analytics allows for the tracking of specific user actions, such as newsletter sign-ups, downloads of project documents, and other calls to action. This data is instrumental in measuring the effectiveness of the D&C strategy and understanding the conversion rates for various campaigns.

In conjunction with Google Analytics [6], data will be also extracted from social media analytics tools, such as LinkedIn Analytics, to monitor engagement metrics, follower growth, and post interactions across the project's social media accounts. By combining insights from both Google Analytics and social media analytics, the project team will be able to report the overall reach and effectiveness of CYberSynchrony communication efforts, identify trends, and make informed decisions to enhance outreach strategies. This continuous monitoring will enable CYberSynchrony to adapt its D&C approach dynamically, ensuring it remains aligned with stakeholder interests and effectively raises awareness about the project’s objectives and outcomes. Those metrics will be reported in future deliverables related to Task 9.1 (D9.3, D9.5).

© CYberSynchorny, 2024

7 Newsletter Subscription & Emailing Lists

As part of the project's Dissemination and Communication (D&C) strategy, the CYberSynchrony newsletter plays a key role in keeping stakeholders and the public informed about the latest developments, milestones, and outcomes of the project. Released bi-annually—every six months—the newsletter will serve as a comprehensive source of information for researchers, industry professionals, policymakers, and other interested parties who want to stay updated on the progress and impact of CYberSynchrony Project.

Each issue of the newsletter includes a range of content designed to engage and inform its audience, including:

- **Project Updates:** Detailed reports on the latest advancements within CYberSynchrony, as well as the events attended by consortium members.
- **Upcoming Events:** Announcements of conferences, workshops, webinars, and other events where CYberSynchrony will be featured or hosting sessions.
- **Consortium Highlights:** Insights into the work and contributions of CYberSynchrony's partners, spotlighting their roles and achievements within the project.
- **Recent Publications and Results:** Summaries of research papers, deliverables, and other project outcomes that showcase the scientific and technical progress made by the consortium.

7.1 Subscription

Subscribing to the CYberSynchrony newsletter is simple and open to all interested individuals and organizations. The subscription process is managed via a Mailchimp [7] account, ensuring a streamlined and secure experience for subscribers. Stakeholders can sign up directly on the CYberSynchrony website by filling out a subscription form (Figure 14), which automatically adds them to the mailing list managed through Mailchimp (Figure 15). This platform allows us to efficiently handle subscriber data, ensuring GDPR compliance while enabling targeted and personalized communication. By subscribing, stakeholders will receive the newsletter directly to their inboxes every six months, ensuring they remain up to date with the project's ongoing activities and future plans. The subscription process is designed to be user-friendly, requiring minimal input from the subscriber, and subscribers have the option to unsubscribe at any time through a link provided in each newsletter issue.

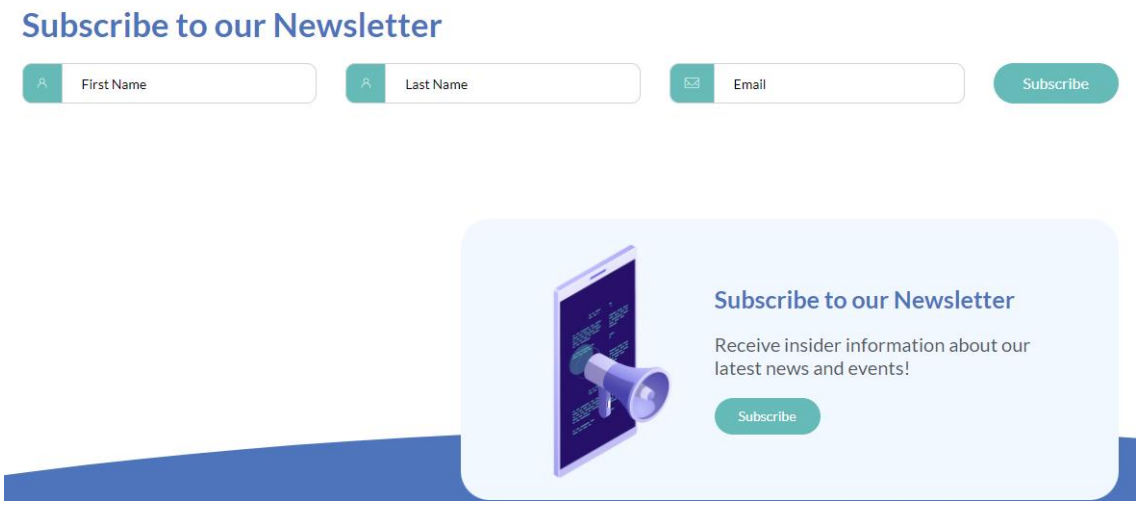


Figure 14. One-step Subscription through CYberSynchrony website: Newsletters - CYberSynchrony .

7.2 Mailing List Management

The CYberSynchrony mailing list is securely managed through Mailchimp, a leading email marketing platform that allows for effective management of subscribers and mailing lists, as shown in Figure 15. Mailchimp enables the project D&C Manager to:

- **Track Engagement:** Monitor metrics such as open rates, click-through rates, and overall subscriber engagement to refine the content strategy and improve the effectiveness of each newsletter issue.
- **Ensure Compliance:** Maintain GDPR compliance, ensuring that subscribers' personal data is protected and that they have full control over their subscription status.

By leveraging the capabilities of Mailchimp, the CYberSynchrony D&C Manager ensures that the newsletter remains a powerful tool for dissemination and communication, reaching a broad audience while maintaining high levels of engagement and subscriber satisfaction.

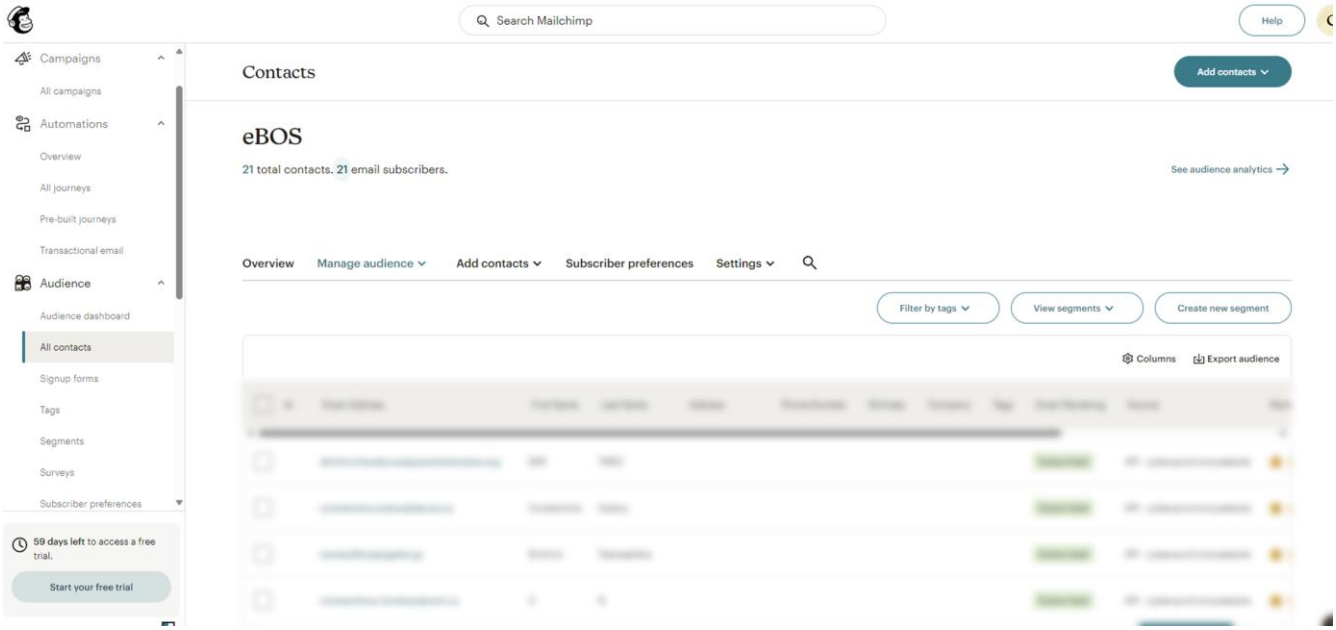


Figure 15. Mailchimp Dashboard – Contacts management.

© CYberSynchorny, 2024

8 Clustering Activities

The CYberSynchrony clustering activities aim to engage key stakeholders, including critical infrastructures, national bodies, SMEs aligned with NIS2, and Horizon Europe cybersecurity players. The objectives are to gather feedback, foster partnerships, promote adoption, and refine the evaluation framework, with T9.1 supporting dissemination and promotion.

Stakeholder engagement will begin with identifying and prioritizing key organizations, creating a database to target critical actors effectively. Outreach will involve webinars, virtual meetings, participation in cybersecurity events, and direct communication via European networks, emphasizing NIS2 compliance, pilot opportunities, and co-development benefits. Feedback collection will be achieved through surveys, focus groups, and an online portal, focusing on solution usability and the evaluation framework. This input will guide iterative improvements. Partnerships will be established through Memorandums of Understanding (MoUs), pilot projects, and collaborations with Horizon Europe initiatives to drive real-world adoption and innovation. Awareness campaigns will promote CYberSynchrony through whitepapers, blogs, success stories, and demonstrations at events. These efforts will highlight its benefits, particularly for NIS2 compliance. The evaluation framework will be refined with input from stakeholders, ensuring alignment with practical needs and industry standards.

© CYberSynchorny, 2024

9 Conclusions

The deliverable D9.1 outlines the overall Dissemination and Communication plan and a strategy that was defined to ensure a broad dissemination of CYberSynchrony's project outcomes. It also includes dedicated chapters on the tools, activities, and key performance indicators (KPIs) for the project's dissemination and communication as part of its strategy. These chapters outline the methods and metrics used to maximize outreach, engage stakeholders, and ensure effective communication of the project's outcomes.

The deliverable also details the CYberSynchrony project's website, along with its associated social media channels, which collectively form the project's online presence. Specifically, it outlines the administrative aspects of managing the website and explains the methodology behind its design and development. The project website is designed to provide easy access to key project data, serving as the central hub for information about CYberSynchrony's objectives, progress, and activities. Additionally, the project's website redirects viewers to other social media accounts, such as LinkedIn, YouTube, and X (formerly Twitter) which are also presented within the document. The overall objective of the project's online presence is to effectively engage with stakeholders and the public, helping to raise awareness about the project's outcomes. Another part of its communication strategy is the CYberSynchrony Newsletter, which is detailed in Chapter 7. The Newsletter is a crucial component of the project's outreach efforts, providing regular, insightful updates on the project's progress and industry relevance. Managed through a secure and efficient platform like Mailchimp, the newsletter ensures that subscribers are kept informed with minimal effort, supporting CYberSynchrony's overall goals of fostering awareness, collaboration, and engagement within the cybersecurity community and beyond.

As part of Task 9.1 "Dissemination and Communication Activities", carried out under WP9 "Dissemination, Exploitation and Promotion", the D&C Plan will continue to evolve in order to correspond to the project needs, while the website and other media channels will be continuously updated during the project and will remain active for three years post-project. Future deliverables related to this task, specifically D9.3 and D9.5, scheduled for M18 and M36 respectively, will provide updated information, screenshots, and metrics showcasing project events, news, and website traffic and Google Analytics as part of the ongoing D&C efforts.

© CYberSynchorny, 2024

10 References

1. Communication, dissemination & exploitation what is the difference and why they all matter, European Research Executive Agency, 16 June 2023, PDF Accessed November 2024 [Online]
2. Webinar session: "Dissemination & Exploitation in Horizon Europe", European Commission, 9 June 2021, YouTube, Accessed November 2024 [Online]
3. https://en.wikibooks.org/wiki/GUI_Design_Principles , Accessed October 2024 [Online]
4. https://wordpress.org/about/ , Accessed September 2024 [Online]
5. Your WordPress.com Site and the GDPR – WordPress.com Support, Accessed October 2024 [Online]
6. Analytics | Home (google.com) , Accessed October 2024 [Online]
7. https://mailchimp.com/, Accessed November 2024 [Online]

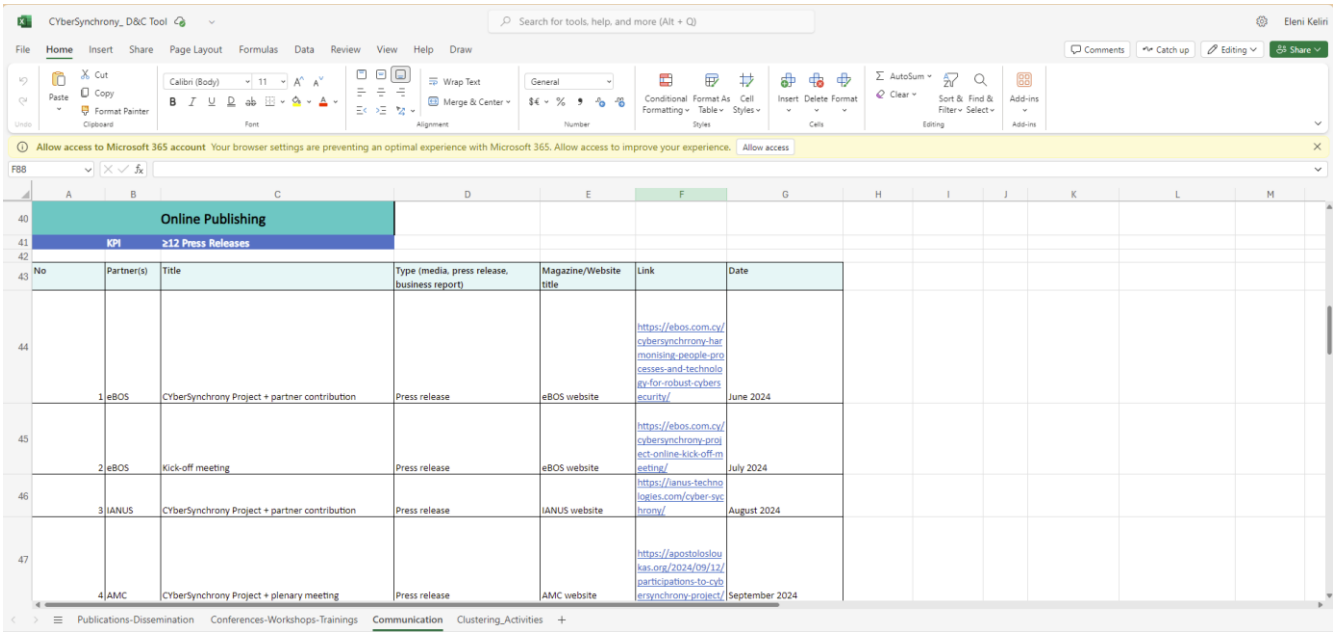
© CYberSynchorny, 2024

Annex I – Presentation Templates

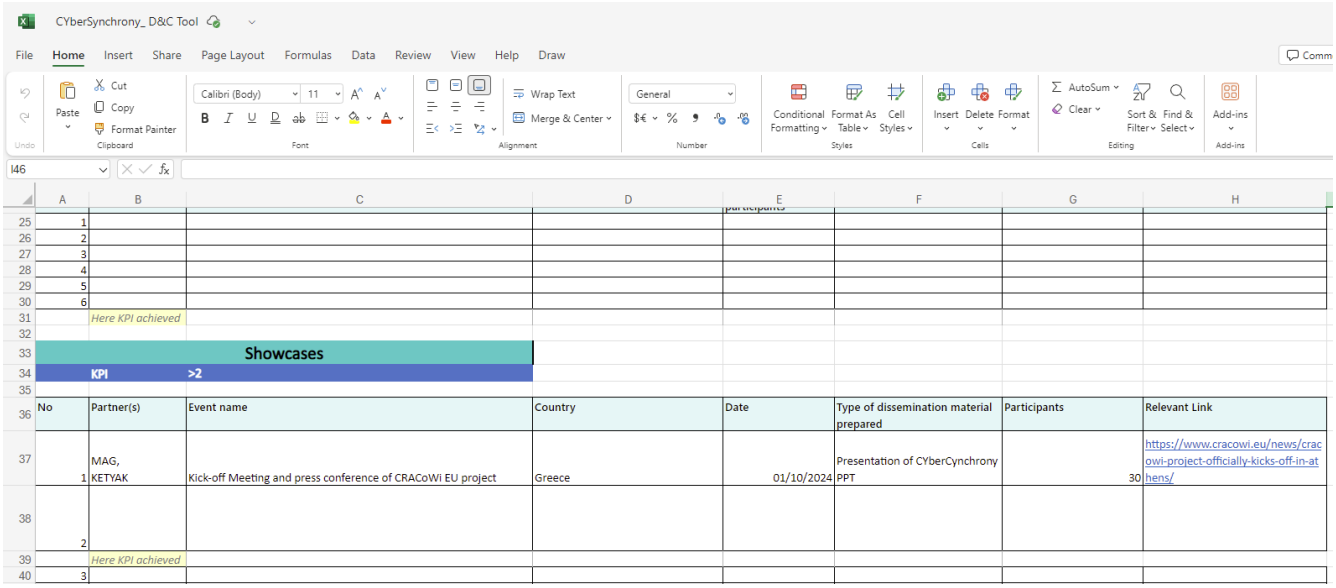
Figure 16. CYberSynchrony Power Point Presentation Template.

© CYberSynchorny, 2024

Annex II – D&C Tracker Tool



		Online Publishing					
		KPI	**≥12 Press Releases**				
No	**Partner(s)**	**Title**	**Type (media, press release, business report)**	**Magazine/Website title**	**Link**	**Date**	
1	eBOS	CYberSynchrony Project + partner contribution	Press release	eBOS website	https://ebos.com.cy/cybersynchrrony-harmonising-people-processes-and-technology-for-robust-cybersecurity/	June 2024	
2	eBOS	Kick-off meeting	Press release	eBOS website	https://ebos.com.cy/cybersynchrony-project-online-kick-off-meeting/	July 2024	
3	IANUS	CYberSynchrony Project + partner contribution	Press release	IANUS website	https://ianus-technologies.com/cyber-sychrony/	August 2024	
4	AMC	CYberSynchrony Project + plenary meeting	Press release	AMC website	https://apostolosloukas.org/2024/09/12/participations-to-cybersynchrony-project/	September 2024	



1							
2							
3							
4							
5							
6							
	Here KPI achieved						
		Showcases					
	KPI	**>2**					
No	**Partner(s)**	**Event name**	**Country**	**Date**	**Type of dissemination material prepared**	**Participants**	**Relevant Link**
1	MAG, KETYAK	Kick-off Meeting and press conference of CRACoWi EU project	Greece	01/10/2024	Presentation of CYberCynchrony PPT	30	https://www.cracowi.eu/news/cracowi-project-officially-kicks-off-in-athens/
2							
	Here KPI achieved						
3							