



DYNAMO

D7.1

Internal & external IT communication infrastructure (incl. Project website) & initial plan for the dissemination and communication of results

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Abstract	This deliverable constitutes the launch of the internal and external DYNAMO communication infrastructure including the establishment of mailing lists, new IT infrastructure and the DYNAMO website. This deliverable describes the detailed plan for the project dissemination strategy to be adopted throughout the project's lifetime, and it defines the plan with which the different stakeholder communities will be targeted, as well as the social media that will be used.
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Executive Summary

This deliverable provides an overview of the DYNAMO project internal and external IT infrastructure. It consists of four main chapters and a conclusion.

The DYNAMO infrastructure includes the project website as well as all communication and dissemination materials, which are used within the project. Additional materials, which might be created during the project, such as photos, illustrations, will be presented in D7.2 “Initial DYNAMO exploitation roadmap and standardisation landscape” and D7.3 “Project Impact: Dissemination and Communication, Exploitation and Standardisation Results”.

The first chapter serves as an introduction to the topic. It gives an overview of the deliverable and the planned C&D phases in the DYNAMO project as well as the management infrastructure.

In Chapter 2, titled “DYNAMO collaborative tools”, the internal and external IT infrastructure is introduced. A protected workspace, including a set of collaborative services, has been set up for the DYNAMO project. The project partners log into the workspace and have then access to all information regarding the project. Furthermore, the internal communication is an essential point: therefore, instant messaging and mailing list servers and telephone conference systems have been established. The established environment enables state-of-the art, efficient and user-friendly collaboration and dissemination of information and provides the ideal administrative basis for the project work.

Chapter 3 describes the corporate visual identity of the project, which provides visibility and “recognisability”. The subchapters present the actions taken to create a visual identity of the project and to raise its awareness, such as to easily remember its name and core objectives. It includes the project logo and its relatable colours, as well as the internal and external project templates.

Chapter 4 presents the communication kit, consisting of the project website, which constitutes the major communication tool, the announcement letter, an overall PowerPoint presentation, the project leaflet, an elevator pitch, as well as Social Media Channels.

Chapter 5 deals with the dissemination strategy, which describes the purpose, the tools for successful implementation and the necessary steps to be applied in each of the three years of the project. Press releases, e-Newsletter and other publications (e.g., scientific publications) planned during the project and strategies for conducting trainings and workshops aimed at promoting the results of the project and building an active stakeholder group complete the picture.



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List of Abbreviations

Abbreviation	Translation
C&D	Communication & Dissemination
CMS	Content Management System
DoA	Description of Action
EB	Executive Board
GA	General Assembly
PR	Press releases
VoIP	Voice over IP



Chapter 1 Introduction

This deliverable provides an overview of the DYNAMO internal and external IT communication, which consists of the main external communication tool – the project website – as well as all communication and dissemination materials which are created and used within the project.

Dissemination activities ensure the visibility and awareness of the project and support the widest adoption of its results among potential users. Our communication and dissemination plan paves the way for successful exploitation by facilitating internal and external communication from the outset. C&D activities will be actively pursued from the beginning to the end of the project – engaging continuously with both internal and external audiences. The activities have been clustered into three main phases.

The **first phase** is called “awareness creation” and consists of building up the DYNAMO branding and corporate identity, as well as establishing the DYNAMO website and additional project information material, such as standard templates for project documents and presentations.

In the **second phase**, the consortium partners will work on scientific papers for conferences and journals as a measure to discuss the scientific results of the project. This will give the consortium the opportunity to make presentations at conferences and workshops and further raise awareness among relevant scientific and industrial stakeholders. This will facilitate informed discussions on various project’s topics at these events and aid identification of new insights and feedback on the project’s progress. This feedback will contribute to the project’s success, sustainability and post project follow-up research activities. Furthermore, scientific publications and a selection of deliverables (those that are public) will be published on the project website to keep interested parties informed on the latest progress. In addition, Twitter/LinkedIn and Blog associated with the project will be continuously updated to reach a wider and diverse audience and increase collaboration. Besides that, press releases, posters, information about workshops and conferences, among others, are an integral part of this dissemination phase to enable a highly interactive communication within and outside the consortium. Finally, WP7 aims to publish additional press releases as soon as significant milestones are reached or for specific project events.

In the **third phase**, dissemination activities will feed into exploitation by way of utilising results and findings for commercial, post-project sustainability, and/or public policymaking purposes. The initial DYNAMO exploitation roadmap will be formulated before the mid-point of the project. Some dissemination activities will continue after the project ends to promote the project results (e.g., the project website will be online for further five years, and similarly, social media, and cooperation activities with other projects, talks at conferences and follow-up projects, will be kept live). The main focus will be to exploit them, keep audiences involved and attract more target audience groups.



Figure 1: Communication & Dissemination phases



This deliverable constitutes the first essential communication kit regarding the DYNAMO project's activities, including a narrative text, photographs, slides, and any other suitable communication material, complemented with copyright licences for the European Commission. This kit will be updated in D7.2 "Initial DYNAMO exploitation roadmap and standardisation landscape" and D7.3 "Project Impact: Dissemination and Communication, Exploitation and Standardisation Results". The external IT communication infrastructure constitutes a guideline for presenting the DYNAMO project to external target groups including conferences, dissemination, and communication channels. Furthermore, this deliverable constitutes the formal documentation of the launch of the internal DYNAMO communication infrastructure including the establishment of mailing lists, the DYNAMO IT infrastructure, and the DYNAMO website.

Aside from the project website, a whole new set of tools fosters the cooperation within the project and enables the dissemination of project results to the general public. TEC and Fraunhofer have developed an IT infrastructure based on "Microsoft Office", which is a single sign on platform used to access a variety of communication and editing tools. This trusted collaborative platform was incorporated into the architecture initiated and configured for the DYNAMO project. The main components of the knowledge management infrastructure include the following:

Tools supporting project collaboration:

- Microsoft Office Suite (Microsoft Teams, SharePoint, Mailing List System)

Communication and Dissemination kit:

- Public website (running on the WordPress Content Management System)
- Social Media (LinkedIn, Twitter)
- Printed Materials (Project Leaflet, Elevator Pitch)



Chapter 2 DYNAMO Collaborative Tools

A set of collaborative tools are provided by the coordinator to facilitate the cooperation within the project and to assist in the coordination work. These tools are:

- Microsoft Teams
- Microsoft SharePoint
- Mailing list system (Microsoft Office), managed by TEC

All project members have been provided with a registration link via email at the beginning of the project. This link allowed them to set their account and password, which works for all tools. Members can at any time retrieve a new link to reset their password (e.g., to update their password due to security issues). Beneficiaries can request inclusion of further members and have an obligation to inform Fraunhofer and TEC when a member no longer needs access.

2.1 Microsoft Teams

In addition to the planned face-to-face meetings, telephone conferences for DYNAMO will be held on a regular basis. A tool provided by the coordinator Fraunhofer is available for all partners. This web conferencing tool, called Microsoft Teams, allows DYNAMO partners to join online meetings. Users can dial in either via a local client (VoIP) or use the dedicated Country code (only audio), which is provided by the organizer. Microsoft Teams provides the possibility to share any application on DYNAMO members' computers in real time. (Other partners also offer Microsoft Teams and / or similar conferencing tools).

2.2 Microsoft SharePoint

Microsoft SharePoint serves as the main tool of collaboration between partners, which is also accessible / visualised through Microsoft Teams. This allows simultaneous work on documents when appropriate. The SharePoint was set up and is maintained by Fraunhofer.

2.3 Mailing List Server

Several mailing lists are available to the project members for easy communication with a set of participants. For subscriptions and other management tasks it is necessary to write an email to technikon@horizon-dynamo.eu.

Access is controlled by the coordinator support to ensure the integrity of the lists. TEC has set up a mailing server with a wide range of different mailing lists, where all people who are responsible for the various sections are subscribed.

The different DYNAMO mailing lists are described in the following table:

Mailing List Name	Members
ALL-Mailing List	All personnel actively involved in the project
GA Mailing List	For General Assembly members and deputies
EB Mailing List	For all technical correspondence and EB member discussions
Financial Mailing List	Personnel responsible for financial questions and tasks
Legal Mailing List	For all legal correspondence
Publication Mailing List	Partners will be informed about Publication & Notices at least 45 days before publication according to GA Annex 5



Mailing List Name	Members
WP Mailing List	A mailing list was created for each of the 7 Work Packages to make it easier to distribute information and tasks.

Table 1: Mailing lists



Chapter 3 Visual Identity of the Project

The creation of a corporate visual identity plays a significant role in the way the DYNAMO project presents itself to both internal and external stakeholders. A corporate visual identity expresses the values and ambitions of our project and its characteristics. Our corporate visual identity provides the project with visibility and "recognisability". It is of great importance that people are aware of the project and remember its name and core objectives at the right time. The following subchapters present the actions which were taken to create a visual identity of the project.

3.1 Project Logo

To improve its visibility, the DYNAMO project has adopted a project logo. TEC was the main partner responsible for the design of the project logo, including the colours, fonts, and icons. The final logo was chosen by the partners among three different logo ideas. The logo is shown in Figure 2.

In order to reflect the goal of the project in the logo, the Situational Awareness Picture was reduced to three levels (prepare & prevent, protect & respond and recover & learn & adapt) for the DYNAMO logo. Thus, the resilience cycle is simplified and presented in a contemporary graphical design.

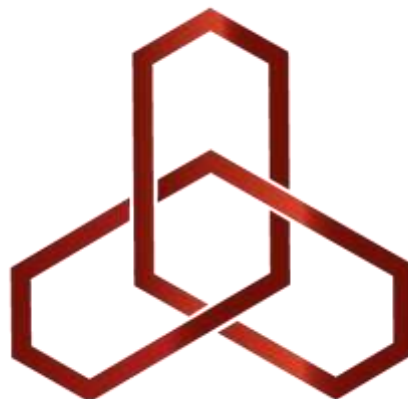


Figure 2: DYNAMO Logo

The project logo will be presented on all communication and dissemination documents developed within the DYNAMO project and on documents submitted to the EC (e.g., deliverables), on PowerPoint presentations and newsletter used for communication and dissemination activities, on the DYNAMO website and project presentations on social networks, as well as academic publications. This consistent graphical identity will support effective communication and recognizable dissemination activities.

3.2 Project Templates

The project identity is reflected in all documents created by the consortium for both internal and external use. The project management team established templates for different formats as MS-Word, MS-Excel, and MS-PowerPoint. The templates for documents and presentations are accessible to all project members. The templates are important to ensure a coherent theme and a consistent visual appearance of the project. An example of a template is shown in Figure 3.

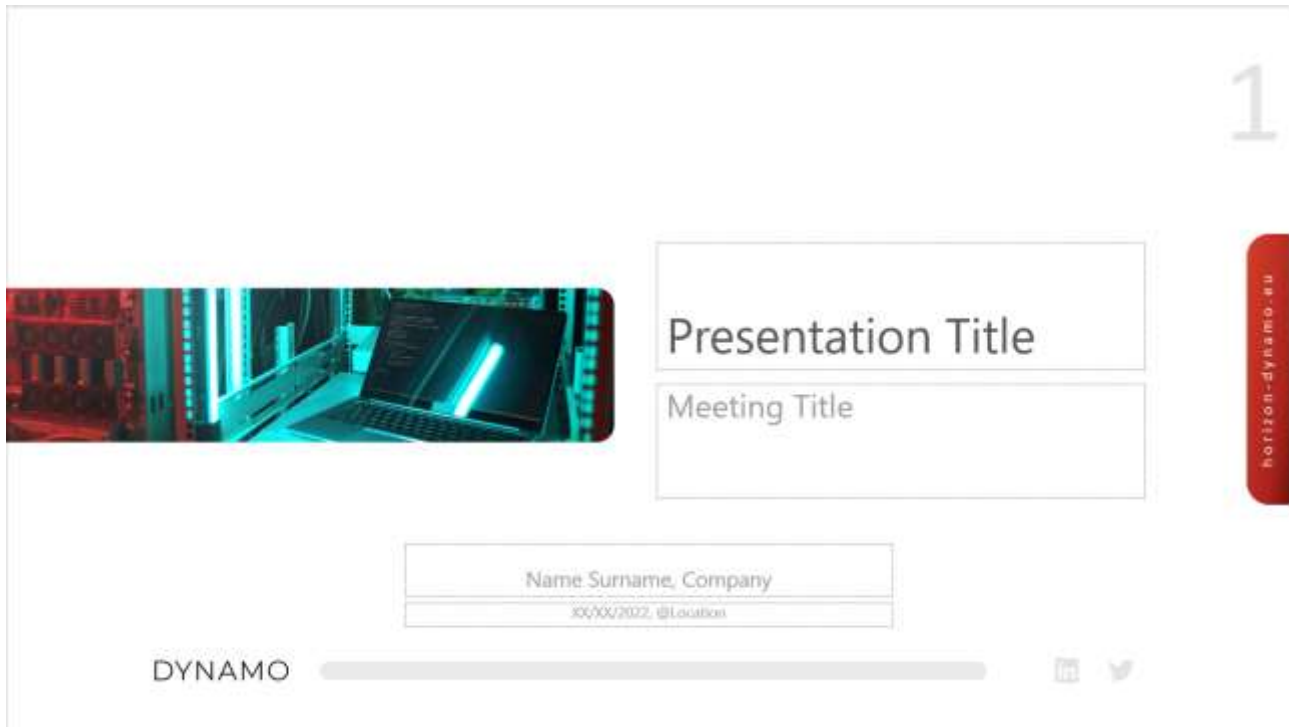


Figure 3: DYNAMO PowerPoint Template

3.3 Design Guidelines

It is important to follow and respect the visual identity of the project to maximize the impact on the audience. To ensure a uniform external image and to create a recognition value, it is important to use the same colours for all publication material in accordance with the corporate design:



Figure 4: DYNAMO Style guide



Chapter 4 Communication Kit

This chapter describes the DYNAMO overall communication kit, which includes the project website as the major communication tool, as well as all communication and dissemination materials used within the project. All these materials are freely accessible for download on the project website. Additional materials, which will be created throughout the duration of the project, will be added in D7.2 “Initial DYNAMO exploitation roadmap and standardisation landscape” and D7.3 “Project Impact: Dissemination and Communication, Exploitation and Standardisation Results”.

In general, we grant open access to all communication and dissemination materials. If, in a certain case, other licence requirements have to be taken into consideration, this will be marked accordingly. All the project material will be marked with the following sentence:



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

DYNAMO has and shall pay attention that all communication contents present consistent message(s).

4.1 DYNAMO Project Website

For a better visibility of DYNAMO, the project website was launched in month 2 of the project. As already mentioned, the project website constitutes the main communication tool, and will be used to disseminate most of the project information and dissemination materials. The website has been designed to provide a user-friendly and informative environment. It is based on the WordPress Content Management System (CMS), which has been configured to allow access by the general public.

The DYNAMO project website is available on the following link: <https://horizon-dynamo.eu>

The design of the website is based on the templates and colours of the DYNAMO Logo to establish a strong project identity in all communication activities.



Figure 5: The Main Page of the Website

Figure 5 illustrates the start page of the DYNAMO website. The main categories on the front page are: Home, About, Events, Blog & News, Results & Downloads, Partners and Contact. The homepage also provides an overview of the project, including information about the project's vision, motivation, mission & objectives as well as the technical approach (work packages).

- **Home**

In the first category, the visitor receives information about the project consortium and the contact persons. Furthermore, blog entries and upcoming events related to the project are shown. Also, on the main page of the website, quotes from different partners will be illustrated, which will be updated on a regular basis. These quotes will include comments on the mission and activities of the DYNAMO project.

- **About**

In this area visitors can find an overview of the DYNAMO project. This includes the project's vision, mission and objectives, motivation, work packages and key facts of the project.

- **Events**

This category shows upcoming events related to the DYNAMO project.



- **Blog & News**

Relevant articles and information can be published on the blog. As an example, Figure 6 shows the first official DYNAMO project blog post. The blog will also feature an image gallery where pictures of events can be presented.



Figure 6: DYNAMO project blog post

- **Results & Downloads**

Here, visitors can see and download project publications and papers, public technical deliverables, and communication & dissemination material. For a better overview, you can also filter the documents by the 3 categories mentioned.

- **Partners**

This page presents an overview of the DYNAMO project partners.

- **Contact**

Using this page, website visitors can send an email directly to the coordinator support of the DYNAMO project, e.g., general feedback or questions regarding the project or website.

Each page of the DYNAMO website includes a disclaimer, the legal notice, the privacy policy and the feedback form, at the bottom. The website can be viewed with a standard desktop web browser as well as on a smartphone and will be kept alive throughout the project period and at least 5 years afterwards. The website has been successfully tested on several web browsers (e.g. Chrome, Firefox).

The efficiency of the website is ensured by the following criteria:

- The content is always kept up to date.
- The focus is on user-friendliness. This means that attention is paid to a clear structure with low hierarchical depth.
- The working language of the website is English.
- All partners will provide content for the website.

The website backend is updated by TEC on a regular basis, in particular as soon as major updates are made available by the developers of the WordPress CMS. For collecting statistics, TEC uses Google Analytics. Some of the available metrics are:

- The number of unique visitors;
- The number of total visits;



- Top 10 downloads;
- The geographical distribution of the visitors' locations;
- The ratio between new and returning visitors.

4.2 DYNAMO Announcement Letter

On 12th October 2022 the official DYNAMO announcement letter was published on the coordinator support's website and also on the project website. This letter recalls the aims and objectives of the project and gives an overview of the participating partners and lists some information about the coordinator.

4.3 DYNAMO Leaflet

The DYNAMO consortium created an official leaflet. TEC was mainly responsible for the content and design of it and distributed it to all partners for finalisation. It is an informative and graphically appealing A5 leaflet, highlighting the DYNAMO vision, main goals, key technological aspects as well as background information and can be used for distribution at conferences or certain other dissemination events to provide further visibility to the DYNAMO project. An electronic version of the leaflet is available on the DYNAMO website.

In particular, the project leaflet covers the following aspects of the project:

- Project details, such as duration, funding and project number;
- Project vision;
- Project main goals;
- The consortium members and their country of origin;
- The contact persons for the project.



Figure 7: DYNAMO Leaflet



4.4 DYNAMO Elevator Pitch

KPMG FA developed an elevator pitch together with TEC. KPMG FA was mainly responsible for the content and TEC's Media Department supported with the visualisation. The idea was to create a 2 page "flyer" for widespread dissemination. The main idea of the elevator pitch is to clearly and in simple terms answer the following key questions related to the Project DYNAMO, in order to give target audience a gist of:

- What is Project DYNAMO?
- What has Project DYNAMO set out to achieve? (with context and background on the 'why?')
- How will we achieve the project objectives?
- What is Project DYNAMO going to develop?
- How will those solutions be implemented?

An electronic version of the elevator pitch is available on the DYNAMO website.

DYNAMO - Dynamic Resilience Assessment Method including combined Business Continuity Management and Cyber Threat Intelligence solution for Critical Sectors

Critical sectors and infrastructures, such as energy, transportation, and health, are key drivers for technological, organisational, social, and economic innovation and well-being for individuals and the society. Sustainable progress in these domains depends on the availability of a continuous business even when disrupted by a cyberthreat. It is clearly observable that systems and infrastructures will become more complex in the future and the failure of a single element increases the probability of producing cascading effects with unexpected consequences. The scope of DYNAMO is to combine the two fields of business continuity management (BCM) and cyber threat intelligence (CTI) to generate a situational awareness picture for decision support across all

stages of the resilience cycle (prepare, prevent, protect, response, recover). Professionals from different backgrounds will work together with end-users to develop, refine, and combine selected cybersecurity and BCM tools into a single platform to provide decision support and awareness to Chief Information Security Officers (CISOs), cybersecurity practitioners and other stakeholders. The initiative focusses on the needs of end-users operating in critical sectors and support of their daily tasks. DYNAMO is applicable also in the business practices of SMEs lacking the knowledge and resources to afford CISOs or several cybersecurity practitioners combining this role with competences comprehensive enough to assist the daily tasks and react to potential cyber threats.

In alignment to end-user needs, human factors, high ethical standards and societal impacts, DYNAMO includes the following goals:



The **multilevel approach of DYNAMO** addresses five phase representation of the resilience-cycle and helps to:

- Identify critical assets and functions of a critical sector (prepare);
- Consider cyber-risks which are known, but also acknowledge the unknown (prepare, prevent);

Figure 8: DYNAMO Elevator Pitch

4.5 DYNAMO Social Media

The use of social media helps spreading project information to a large audience. Therefore, social media will be actively used during the project period to disseminate the project's ideas and results. In particular, the project will use Twitter and LinkedIn to this end.

- *Twitter* is an online social networking service and micro blogging service that enables its users to send and read text-based messages of up to 280 characters, known as "tweets".



Figure 9: DYNAMO Twitter account

- *LinkedIn* is a social networking site for people in professional occupations or simply a social network for business. DYNAMO group is an open group. This means that all interested persons can see the content of the page. It is ensured that no sensitive content is published and the posts are approved from the relevant partners before publication.



Figure 10: DYNAMO LinkedIn Account

Direct links to the DYNAMO Twitter Account and the LinkedIn page can be also found on the DYNAMO website.



Chapter 5 Communication & Dissemination Strategy

5.1 Overview

This chapter presents a general overview of the DYNAMO C&D activities that will be carried out until the end of the project. Instructions and recommendations are also provided on how to prepare these tools and activities to ensure that all partners communicate and disseminate the project information in the most effective and appropriate way. During the proposal phase of DYNAMO, a detailed communication and dissemination plan was already set up, stating different audiences, what the objective of reaching the audience would be and what the impact of reaching them will be. This plan is the basis for D7.1 and can be found in Section 2.2 of the DoA.

A clear communication and dissemination strategy is essential and a forerunner for the execution of a C&D plan. Therefore, the DYNAMO project has developed a clear communication and dissemination strategy (). The strategy defines the audiences the project aims to target, and defines why such audiences should be targeted and by which means. Figure 11 identifies which target audiences should be reached with which channels.

While addressing communication, the goal is to highlight the benefits of the DYNAMO project for society, e.g. by showing the public society and media the actual and potential impact of our project on everyday lives. When it comes to dissemination, the goal is to transfer knowledge and make project results available to an audience that may take an interest.

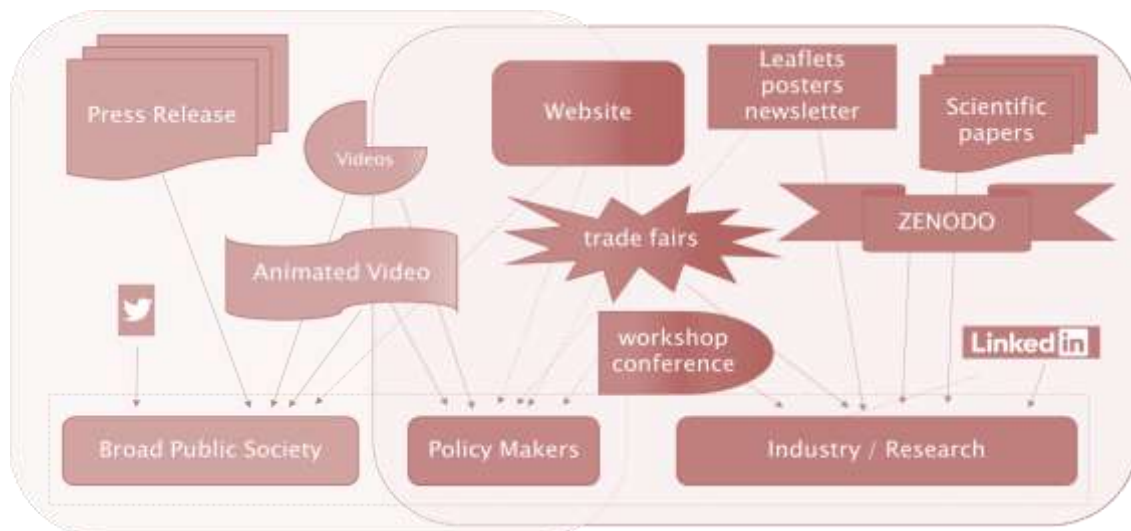


Figure 11: The DYNAMO Communication & Dissemination strategy – communication / dissemination channels and target audiences

Within the DYNAMO project, three main audience groups can be defined:

- (A) Broad public society
- (B) Policy Makers
- (C) Industry/Research

The channels and the forms of their application have been described in the previous sections. What is going to be published on the different channels and which audience groups are planned to be reached will be described in more detail in the next sections. The further plans of the partners are also explained in more detail.

DYNAMO's communication and dissemination activities are overarching throughout the whole duration of the project and aim to ensure a broad promotion and effective showcasing of the



developed concepts, technologies, use cases and results. In terms of communication and marketing, this ambition translates into the following main objectives:

- Ensure broad visibility and raise awareness about DYNAMO, spreading knowledge about the project and its results, establishing a distinctive and recognizable identity that will support marketing efforts;
- Reach, stimulate and engage a critical mass of relevant stakeholders to ensure that the results of the project are effectively showcased, leading to validation, improvement and possibly further adoption of the developed technologies and concepts;
- Facilitate exploitation of project’s outcomes and promote the development of innovative solutions based on the DYNAMO technologies and architectures;
- Foster impactful contribution to relevant standardization bodies as appropriate and relevant to planned exploitation plans and the project’s outcomes;

There will still be some ongoing dissemination activities after the project has ended to promote the project results (e.g., the project website will be online for further five years, and similarly, social media, and cooperation activities with other projects, talks at conferences and follow-up projects, will be kept alive), and the main focus will be to exploit them and attract the target audience group.

This messages included in the communication materials produced to date and presented in Chapter 4 identify also DYNAMO’s “key messages” to date. The reader is requested to view these communication materials for further details on the “key messages”.

All the planned communication and dissemination activities aim at reaching out at several different target groups with specific messages based on relevant interests’ areas. The target groups were already defined in the proposal phase and can be found in section 2.2 of the DoA. The following table provides the detailed DYNAMO impact and benefit for each target.

Target Group	Examples
Health Care Sector	European Association of Hospital Managers, European Health Management Association, European Hospital and Healthcare Federation.
Energy	European Energy Forum, European Distribution System Operators' Association for Smart Grids, European Group of Energy Distribution Org.
Transportation	European Road Haulers Association, European Passenger Transport Operators, Association of European Airlines
Policing Agencies	European Police Association, INTERPOL, EUROPOL
Cybersecurity Bodies	European Union Agency for Cybersecurity, CERT-EU, European Defence Agency, ACN, ANSSI, BSI, NCSC
Insurance Providers	Federation of European Risk Management Associations
National and Federal Government Agencies	Health Service Executive of Ireland, Italian Ministry of Health, etc.
Sectoral Stakeholders	See above list of examples by Sector.
National and EU networks, and NGOs, Security Operation Centres (SOCs), CERTs	e.g. CERIS - Community for European Research and Innovation for Security
Private Sector Representatives	NO FEAR, , Irish Security Forum, Emergency Management Institute Ireland
Researchers and academia	European Reference Network for Critical Infrastructure Protection.
Standardisation bodies	e.g. CEN, Afnor, DIN, NSAI

Table 2: DYNAMO Target Groups¹

In order to assess the effect of the communication and dissemination activities on the target audience, a number of Key Performance Indicators (KPI) have been selected, allowing to measure

¹ European Commission, DYNAMO Grant Agreement, version 1.0 dated 22 June 2022, part B, p.23



progress towards fixed goals for dissemination activities. These KPIs are repeatedly referenced in the document. The following table collects the selected KPI:

Dissemination activity/channel	KPI	Goals
DYNAMO website	<ul style="list-style-type: none"> • Number of visits • Number of new and returning visitors 	Greater than 5.000 reached per year
Newsletter	<ul style="list-style-type: none"> • Number of contacts • Number of downloads 	Greater than 1.000 for each publication
Social Media	<ul style="list-style-type: none"> • Number of postings • Number of follower/contacts • Engagement rate 	Greater than 500 views of each post
Scientific journals and conferences	<ul style="list-style-type: none"> • Number of publications per year • Number of views per publication • Number of attendees • Number of citations • Feedback received 	Publish at least 4-5 scientific papers
Presentation/workshops	<ul style="list-style-type: none"> • Number of attendees • Number of events 	At least 20 participants per presentation / workshop

Table 3: Key performance indicators for communication and dissemination activities²

To ensure accurate monitoring and reporting of dissemination activities, the DYNAMO dissemination results include several reports in form of deliverables linked to dissemination activities. All partners will report on their dissemination activities and there will be a compilation of activities. For the purpose of evaluating the DYNAMO dissemination activities, quantitative indicators and related metrics were established. A numerical target was initially set up as an estimate. These targets will be reviewed at regular intervals in collaboration with the consortium.

5.2 DYNAMO Newsletter

DYNAMO plans to publish an electronic Newsletter on a regularly basis. This allows the consortium to inform the project community about the latest project activities and results. The electronic newsletters are intended to cover project-related results, information as well as about the partners or pilots in more detail that can be communicated via social media, especially Twitter, due to the limited number of characters. The newsletters will be organised and edited by TEC, with content contributed by each project partner. It is initially planned to publish and distribute two newsletters per year. Depending on the project phase, it may be necessary to communicate important results and information more frequently to participants, target groups and stakeholders. The newsletters are intended for external use and will not contain confidential information. The language of the newsletter will be English, although translations and adaptations for National languages are permitted. Distribution will be taken by every member of the Consortium at national level. Once the newsletter is published, TEC will make it available on the project’s website and share its availability on Twitter and LinkedIn. All members are asked to communicate and disseminate within their own networks and profiles to increase the visibility of the project. The newsletter aims to increase awareness of

² Op.cit. p. 24.



DYNAMO's technical and scientific progress among the scientific community, end users (Healthcare Sector, Energy Sector, Transportation Sector and Researchers and academia) and the general public.

5.3 DYNAMO Press Releases

Press releases (PR) will be produced to distribute information for the media around key DYNAMO milestones, major achievements, solutions, pilots, and stories. These will be distributed through the networks, platforms and PR contacts of the project partners and further multipliers.

- TEC will prepare three PRs per project year for each important announcement (milestones, major achievements, etc.) and PRs on relevant project publications.
- The partners will validate the content of the PRs before dissemination.
- TEC communicates the PRs under the DYNAMO contact network and uploads them to the resources section of the project website to keep them accessible to the public.
- Partners send the press release through their extended contact networks to maximize exposure.

The target groups for the press releases are the same as for the newsletters.

5.4 DYNAMO Project Presentation

A general project presentation will be designed for the purpose of consistency and dissemination of uniform content regarding the project description, project concept, project objectives, partners, and use-cases and to support the DYNAMO dissemination efforts. TEC and KPMG FA are mainly responsible for the content and design of the presentation.

5.5 DYNAMO Videos

The DYNAMO consortium will publish videos and interviews throughout the project. Video material with durations of up to 2 minutes and animated 2D/3D content will be produced by TEC and published on Vimeo.

TEC's media department will produce and record interviews at the project meetings and host them on the Vimeo platform. They will be then shared via <https://euvation.eu/>, TEC's platform for research innovation. These videos will then also be shared on the website and on the DYNAMO Social Media accounts.

The first DYNAMO interview was conducted with the project coordinator, discussing the possibilities of the project and its importance for young people. The interview is already available on the DYNAMO website and on Technikon's Vimeo presence (see links below).

- Talk with our Coordinator
<https://horizon-dynamo.eu/talk-with-our-coordinator/>



Figure 12: DYNAMO Video Example

This is the first interview conducted by the project. In the dissemination plan the project anticipated 3-6 interviews. At the next project meeting it is planned to have an interview with the technical lead (CERTH) and the ethic advisor (KEMEA).

5.6 Conferences, Workshops and Webinars

In order to effectively ensure the visibility of the project and to establish important networks and contacts, the DYNAMO partners will organise and/or participate in several events, ranging from conferences and exhibitions to workshops, webinars and meetings, targeting different target groups and stakeholder and bring the project to the attention of public and private entities. Webinars for example are suitable for inviting many various target groups or stakeholders to dialogue, share knowledge and best practice. The webinars will also present DYNAMO's outputs to target audiences and enhance the uptake from local, EU and international markets.

During the lifecycle of the project there will be several dissemination activities including the creation a detailed calendar of relevant events that will consist of major national and international conferences and events where DYNAMO will participate and share its achievements. The main project achievements and results will also be presented at meetings of various networks and conferences, co-design workshops, presentations, meet-ups, and stakeholder training events. Indeed, the acceptance of the DYNAMO platform depends, among other things, on the training of key stakeholders, as there are no education and training programs, presently identified, that incorporate both Business Continuity Management (BCM) and Cyber Threat Intelligence (CTI) as a shared responsibility of security professionals and other personnel. Therefore, this is also an important component in DYNAMO's C&D strategy.

5.7 Scientific Publications

The main project achievements and results will be presented in relevant journals. These publications will cover both the technical/technological developments achieved and the new knowledge gained during the project. Possible journals in which the project partners could submit their papers are for example:

- Sustainability
- Disaster Prevention and Management
- Journal of Infrastructure Systems
- Information and Communication Technology



- Business Information Review
- Int. Journal of Business Continuity and Risk Management
- Int. Journal on Critical Infra. Prot.
- Int. Journal of Cybersecurity and Digital Forensics
- IEEE Security and Privacy
- Frontiers in Digital Health
- Digital Health

The DYNAMO research partners will publish scientific papers in conference proceedings and journals, some of which are already in close contact with them. The consortium will take the necessary steps to ensure that this process is implemented. As soon as a paper has been published, the Consortium is committed to provide open access *via* the EU compliant repository Zenodo (<https://zenodo.org/>), where also a [DYNAMO community](#) has been established. Zenodo is convenient to access and also easy to use. This repository allows to easily share research results in a wide variety of formats including text, spreadsheets, audio, video, and images across all fields of science. Further, each uploaded publication and dataset receives a persistent identifier (DOI), which ensures long term preservation. If relevant, also underlying research data will be made publicly available and linked to the specific publication.

5.8 DYNAMO Social Media and Website Engagement

Social media and the project website are a very powerful tool to communicate and disseminate information and to effectively let people know about the activities we carry out in our DYNAMO project, that's why we created in October 2022, a DYNAMO Twitter, as well as a LinkedIn account. Both accounts are updated on a regular basis, to schedule the postings and tweets, we have created a posting plan, which helps us to plan and organize upcoming content. In addition to that there is also the blog on the project website.

5.8.1 Twitter

Since the beginning of the project, DYNAMO published 12 tweets and is mainly used for communication activities, including the announcement of the project website, press releases, newsletter, publications and different meetings. The engagement rate (the number of engagement clicks, likes, retweets, replied) is 3,2% and the account has 11 followers (Status: 21.02.2023).

The DYNAMO project is available on: [DYNAMO HEU \(@DYNAMO_HEU\) / Twitter](#)

Internal guidelines have established that social media must be only used for none controversial content unless it has been agreed within the consortium in advance. In situations of uncertainty TEC and / or the coordinator should be contacted³.

5.8.2 LinkedIn

Until the end of February 2023, the DYNAMO team has established a good network on the social media platform and gathered 89 interesting and professional contacts. Information about publications, deliverables, conferences, workshops etc. are posted on a regular basis. We can report that the engagement rate (9,3%) at our LinkedIn profile is quite good, and that our followers are interested in the posted content (Engagement measures the number of likes, shares and comments our social media updates receive. In our opinion a good engagement rate is more important than just the number of followers). At the moment we are satisfied with the number of contacts, as we can

³ DYNAMO, Project Handbook, version 1.0, March 2023, page 28.



evaluate that all are interesting contacts for the project and work related fields. The goal is to triple the number of contacts by the end of the project and build a network interested in the results of DYNAMO.

The DYNAMO project is available on: <https://www.linkedin.com/company/dynamo-horizon-europe-project-101069601/>

5.8.3 DYNAMO Website

According to Google Analytics, the DYNAMO website was looked in 4.951 times (visits) from its launch until end of February 2023. All of the visitors currently originate from Europe. In addition to that we point out that the average session duration is 2:30 minutes. Our target is to reach at least the KPI of 12.000 visits. We always refer back to the website (e.g., in social media and in dissemination material) and hope to boost it more in the upcoming months. A good opportunity for this are upcoming workshops, which we will also announce on the website <https://horizon-dynamo.eu>.



5.9 Past Communication & Dissemination Activities – Phase 1

Within the first six months of the project, the following C&D activities have been performed within the “awareness creation phase”.

No	Type of activities	Main leader	Title	Date	Place	Type and goal of the event / website	Countries addressed
1	Press Release	RHEA	DYNAMO Announcement	19/08/2022	Online	Official Project Announcement by RHEA: https://www.rheagroup.com/rhea-to-contribute-to-develop-cyber-threat-intelligence-solution-for-european-dynamo-project/	International
2	Website	TEC	DYNAMO Project Website	01/10/2022	Online	Official project website online: https://horizon-dynamo.eu	International
3	Social Media	TEC	DYNAMO Twitter Account	01/10/2022	Online	@DYNAMO_HEU / Twitter	International
4	Social Media	TEC	DYNAMO LinkedIn Account	01/10/2022	Online	https://www.linkedin.com/company/dynamo-horizon-europe-project-101069601/	International
5	Website	TEC	DYNAMO Announcement	12/10/2022	Online	https://horizon-dynamo.eu/wp-content/uploads/2022/10/DYNAMO_Announcement_Letter.pdf	International
6	Social Media	TEC	DYNAMO Announcement	12/10/2022	Online	https://www.linkedin.com/feed/update/urn:li:activity:6985851488065499136	International
7	Social Media	TEC	DYNAMO Kick-off Meeting	19/10-20/10/2022	Online	https://www.linkedin.com/feed/update/urn:li:activity:6988437580014841856 https://www.linkedin.com/feed/update/urn:li:activity:6988825800170983424 https://twitter.com/DYNAMO_HEU/status/1582672923285811200 https://twitter.com/DYNAMO_HEU/status/1583060066697064448	International
8	Website	TEC	DYNAMO Kick-off Meeting	21/10/2022	Online	https://horizon-dynamo.eu/dynamo-kicked-off/	International
9	Workshop	KEMEA	DYNAMO WP2 Workshop with end-users and technical partners	07/12/2022	Online		International



No	Type of activities	Main leader	Title	Date	Place	Type and goal of the event / website	Countries addressed
10	Website	TEC	Blog posting about the WP2 Workshop	15/12/2022	Online	https://horizon-dynamo.eu/first-co-creation-workshop/	International
11	Social Media	TEC	Posting about the WP2 Workshop	15/12/2022	Online	https://www.linkedin.com/feed/update/urn:li:activity:7009100176724258817 DYNAMO_HEU on Twitter	International
12	Flyer	TEC	DYNAMO Leaflet	09/01/2023	Online	https://horizon-dynamo.eu/wp-content/uploads/2023/01/DYNAMO_Leaflet_web.pdf	International
13	Social Media	KEMEA	DYNAMO Announcement	10/01/2023	Online	https://www.instagram.com/p/CnOzG80qXlc/?utm_source=ig_web_copy_link	International
14	Website	CERTH	DYNAMO Announcement	13/01/2023	Online	https://mklab.iti.gr/projects/dynamo/	International
15	Website	CERTH	DYNAMO Announcement	13/01/2023	Online	https://www.iti.gr/iti/projects/DYNAMO.html	International
16	Website	TEC	Talk with our Coordinator	17/01/2023	Online	https://horizon-dynamo.eu/talk-with-our-coordinator/	International
17	Social Media	TEC	Talk with our Coordinator	23/01/2023	Online	https://www.linkedin.com/feed/update/urn:li:activity:7023238843839463426 DYNAMO_HEU on Twitter	International
18	Flyer	KPMG FA	DYNAMO Elevator Pitch	21/02/2023	Online	DYNAMO-ELEVATOR-PITCH.pdf (horizon-dynamo.eu)	International
19	Social Media	TEC	Women in Technology	08/03/2023	Online	https://www.linkedin.com/feed/update/urn:li:activity:7039168249170669568 DYNAMO_HEU on Twitter	International
20	Participation to a conference	LAU	18 th International Conference on Cyber Warfare and Security	09/03-10/03/2023	Towson	ICCWS • Academic Conferences International (academic-conferences.org)	International

Table 4: Past Communication & Dissemination activities – Phase 1



5.10 Communication & Dissemination Plans – Phase 1 & Phase 2

In order to get a better overview of upcoming events, where participation is envisaged by one or more partners, the consortium established a communication / dissemination plan for 2023, focusing on phase 1 “Awareness creation phase” and phase 2 “Continuity of information flow”. This plan is updated on a quarterly basis by the consortium. Of course, there will be also weekly social media activities, blog posts and website updates.

No	Type of activities	Main leader	Title	Date	Place	Type and goal of the event / website	Countries addressed
1	Communication Campaign	TEC	The faces of DYNAMO	28/11/2022 (ongoing)	Online	Presentation of all involved partners in the project on the website and social media (ongoing)	International
2	Social Media	TBS	DYNAMO inclusion in TBS monthly Cybersecurity Bulletin	01/04/-30/04/2023	Online	LinkedIn	International
3	Video/Film	TEC	DYNAMO Project Teaser	01/04/2023	Online	For invitation to SRG Members; to be sent along with elevator pitch	International
4	Flyer	TEC	1 st DYNAMO Newsletter	01/05/2023	Online	First DYNAMO newsletter reporting on progress in the first six months of the project.	International
5	Participation to a Conference	KEMEA	DEFEA	09/05-11/05/2023	Athens	https://defea.gr/	International
6	Video/Film	TEC	Interviews with DYNAMO Partners CERTH & KEMEA	01/06/2023	Online	Publishing the videos recorded at the next remote meeting	International
7	Participation to a Conference	LAU	22 nd European Conference on Cyber Warfare and Security	22/06-23/06/2023	Athens	https://www.academic-conferences.org/conferences/eccws/	International
8	Participation to a Conference	LAU	18 th International Conference on Critical Information Infrastructures Security	13/09-15/09/2023	Vantaa	TBD	International
9	Participation to a Conference	Fraunhofer	28 th European Symposium on Research in Computer Security (ESORICS 2023)	25/09-29/09/2023	The Hague	https://esorics2023.org/	International
10	Organisation of a Workshop	KPMG FA	1 st DYNAMO SRG Webinar	TBD	Online	TBD	International



No	Type of activities	Main leader	Title	Date	Place	Type and goal of the event / website	Countries addressed
11	Flyer	KPMG FA	Creation of a Cover Letter	TBD	Online	For invitation to SRG Members; to be sent along with elevator pitch	International
12	Video/Film	TEC	Podcast Recordings	TBD	Online	Inform public and end users about the project activities and results	International
13	Flyer	TEC	Several DYNAMO Factsheets	TBD	Online	Informing the public and end users about various key facts in the project area	International

Table 5: Planned Communication & Dissemination activities – Phase 1 & Phase 2



Chapter 6 Summary and Conclusion

This document provides an initial documentation of the DYNAMO communication infrastructure as well as the IT-related infrastructure.

The DYNAMO communication kit and IT infrastructure provide an essential resource for all project partners. All project partners are able to access all project relevant information and documents. Further, the communication environment, including the website, Social Media, but also the instant messaging system (Microsoft Teams), different mailing lists, and conference call systems, help to distribute relevant information and create transparent efficient working conditions.

A presentation of the visual identity of the DYNAMO project, including the project logo and project templates, was developed. A corporate visual identity expresses the values and ambitions of the DYNAMO project and its characteristics. The visual identity provides the project with visibility and "recognisability".

The DYNAMO communication kit consists of the DYNAMO project website as the major communication tool, the announcement letter, the elevator pitch, the project leaflet, as well as Social Media channels.

The website is divided into different sections, which will be updated on a regular basis. It was reviewed by several management and research employees of TEC and very useful feedback has been received by the partners. Through publishing all relevant public information about the project on the official DYNAMO website, the website will be kept up-to-date and external visitors will immediately see the current news and activities. Further, this allows more interaction and communication within and outside the DYNAMO Consortium. In general, we grant open access to all communication and dissemination materials published on the project website. If, in a certain case, other licence requirements have to be taken into consideration, this will be marked accordingly.

This Communication and Dissemination Plan (C&D) includes strategies on how the above-mentioned objectives will be pursued and achieved with the use of specific tools by the DYNAMO partners, whereas the overall goal is to maximise the impact of the DYNAMO project by step by step promoting the different milestones that were reached while developing the three pilot applications. The C&D Plan is an important starting point for impact creation and can be adapted to the needs of the target groups at a later stage of the project.



Bibliography

DYNAMO, Project Handbook, version 1.0, March 2023.

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