# FENTEC

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# D2.2 Dissemination Plan

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# List of Acronyms

| Abbreviation / acronym | Description |
|---|---|
| ACM | Association for Computing Machinery |
| CEN | European Committee for Standardization |
| EU | European Union |
| ETSI | European Telecommunications Standards Institute |
| IACR | International Association for Cryptologic Research |
| ICT | Information and Communication Technology |
| IEEE | Institute of Electrical and Electronics Engineers |
| IETF | Internet Engineering Task Force |
| ISO | International Organization for Standardization |
| KPI | Key Performance Indicator |
| NIST | National Institute of Standards and Technology |
| PAB | Project Advisory Board |
| RGB | Red, Green, Blue (e.g., color ID code) |
| RWC | Real World Crypto Symposium |
| W3C | World Wide Web Consortium |
| WP | Work Package |

# Executive Summary

This dissemination plan describes specific plans for communication and dissemination activities of FENTEC. The communication and dissemination of the results of the project is of utmost importance for FENTEC. The objective is to maximize the impact that the project will have in the scientific community and the industry, as well as to benefit the wider public and society. The communication and dissemination actions will run for the entire duration of the project from the beginning in January 2018 to the end in December 2020.

FENTEC targets its communication and dissemination actions to specific target groups in order to maximize the impact of the efforts. The main communication activities are the web page, social media, industry events and press/media. The main dissemination activities are scientific publications in relevant scientific conferences and journals, as well as participation and presentations in various scientific conferences and workshops.

All partners take part in communication and dissemination activities, assuming different roles depending on their profiles. The universities focus more on scientific dissemination of research results, whereas the industry partners focus on communication and dissemination for industry events. These activities are organized in WP2 of the project, which is led by UH. The communication activities within WP2 are led by ATOS, dissemination by UH, standardization by KU Leuven, and the PAB activities by ENS.

This dissemination plan also includes specific KPIs to measure the effectiveness and success of communication and dissemination activities described in this plan.

# 1 Introduction

This deliverable D2.2 "Dissemination Plan" describes activities to communicate and disseminate the activities and results of FENTEC project to a large audience. The deliverable identifies the most important target audiences within the scientific and industrial communities, and describes the actions that are taken in FENTEC to obtain maximal attention for FENTEC and its results within these communities. The deliverable also explores ways to communicate the results of the project to the public in general, as well as, in a more general sense, how to increase public awareness in some of the topics related to the project.

This dissemination plan also describes communication activities of FENTEC, although it is not explicitly included in the title of the deliverable. FENTEC considers communication and dissemination as separate topics (although closely related). Communication is seen as a wider and more general activity than dissemination. Communication is targeted to a wider public, the scientific community and industry in general. This includes activities related to web presence, social media, press releases, and such. On the other hand, dissemination is about sharing specific messages to more strictly defined audiences and it aims to create impact in the scientific communities of cryptography, information security, and cryptographic engineering, as well as specific branches of industry that relate to information security. In this regard, all activities towards the scientific publication of FENTEC's outcomes are counted as dissemination.

Exploitation is considered in a separate deliverable: D2.4 Exploitation Plan (M24).

The deliverable describes the plans for communication and dissemination activities for the whole duration of the project until December 2020 (M36). The results of these actions will be reported annually in deliverables D2.3, D2.4 and D2.5.

## 1.1 Purpose

The purpose of this deliverable is to have clear plans and guidelines for dissemination and communications activities to maximize their impact to the target audiences. The deliverable also provides specific metrics, key performance indicators (KPI), that allow to evaluate the success of the actions during and after the project.

## 1.2 Structure

The structure of this deliverable is as follows:

- **Chapter 2** discusses the impact that dissemination and communication activities aim to have.
- **Chapter 3** provides details of planned actions that are taken to achieve the impact of the project.
- **Chapter 4** describes the KPIs used for measuring the success of dissemination and communication activities.
- **Chapter 5** closes the deliverable by drawing conclusions and discussing future work.

## 1.3 Relation with other projects

FENTEC proactively seeks communication and knowledge exchange with other related Research and Innovation European projects, particularly those under the same Horizon 2020 call and topic (i.e., DS-06-2017 [17]). FENTEC will also monitor new projects that will be starting in the near future and will stablish close links, seek cooperation opportunities and generate synergies with the consortiums carrying out the work.

Up to this date, FENTEC has already joined cyberwatching.eu and participated in a concertation event (April 2018, [18]) where the project was presented and representatives from other related projects where met.

FENTEC has also started to build bridges with specific projects such as PRIViLEDGE. The first initiative was to request a joint networking session in the event "ICT 2018: Imagine Digital - Connect Europe (December 2018, [16]). In return, PRIViLEDGE has also requested a joint booth. As part of this initiative, FENTEC also contacted project PROMETHEUS y FutureTPM. These projects have not confirmed a joint participation in the ICT event yet, but they will be invited again when the date comes closer.

Additionally, further in this document section 3.6 summarizes the individual dissemination plans of FENTEC's partners. These plans contain additional references to projects that are related to FENTEC and the consortium.

The links with other projects, as well as new cooperation opportunities, will be evaluated and re-planned yearly (i.e., D2.3, D2.4 and D2.5).

# 2 Impact

The main objective of FENTEC's Communication and Dissemination Plan is to generate a marked effect or influence within the defined target audiences. In this section, several communication and dissemination objectives are expound aiming at creating an effective strategy, capable of achieving impact.

The purpose of the FENTEC communication policy is to coordinate communication activities and tasks between the project stakeholders, and also to prevent the improper use or disclosure of confidential information.

## 2.1   Objectives

The main goal of the FENTEC Communication and Dissemination strategy is to create an impact by maximizing the visibility and awareness of the project through the creation and distribution of educational content and knowledge sharing. This major objective is fully aligned with the Article 38.1.1 of the Grant Agreement about the Obligation to promote the action and its results, which states: *"The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner."* [19]

To achieve this impact-oriented strategy, a further subdivision by communication sub-objectives is required for a consistent plan. It is important to highlight that these objectives have been built under SMART criteria, having into account that they must be: Specific, Measurable, Achievable, Realistic and Time Based. Due to this fact, a metric plan and a timing plan is described and detailed in this document. The objectives proposed are:

- **Obj. 1.1. Awareness**: Create positioning among the FENTEC targeted audience about the project concept and results to generate brand recognition and recall. In this regard, the bulk of this objective will be achieved by the implementation of a digital strategy through the development of online marketing activities: website and social media.
- **Obj. 1.2. Visibility**: Generate online and offline visibility by creating content related with the project developments and results, and distributing it through several formats and channels: website, social media, graphic material (e.g., leaflets), events, etc. It is crucial to create understanding of the project concepts and benefits for the different audiences.
- **Obj. 1.3. Action/Engagement:** Create interest among the defined audience to generate interaction and feedback on the different channels to identify customers and business opportunities.

## 2.2   Communication and dissemination policy

Horizon 2020 programme specifies the importance of a comprehensive communication plan to call attention of multiple audiences about the project. In this context, this means to promote de value and benefits derived of the development of the project to the general audience. As a result, communication

and dissemination activities have become a strategic work field for the H2020 research and innovation projects.

The major communication and dissemination objectives in FENTEC are in line with the Grant Agreement (GA) article 38.1.1 – Obligation to promote the action and its results which states: *"The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences in a strategic and effective manner"* [19].

In this same article of the Grant Agreement, the different Communication and Dissemination Obligations are outlined:

*"Unless the Commission request or agrees otherwise or unless it is impossible, any dissemination of results must:*

 a) *Display the EU emblem and*
 b) *include the following text: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 780108"*

The European Commission demands the consortium to create an impact by using communication and dissemination strategies. These two activities occupy a key role in the impact of the project, but it is important to tell the difference between them:

- **Communication.** It is about comprehensive communication strategies to distribute key messages of the project to targeted audiences. The strategy should set out a description, an action plan and a timing plan. The information should be understood by the general public.
- **Dissemination.** Public disclosure of the results of the project, targeting specific audiences and including scientific publishing and press relations.

The communication and dissemination in FENTEC project should act in accordance with the following standards:

- Any communication or dissemination activities should aim at achieving the objectives presented in this document.
- The language used for communication and dissemination will be English for general content. However, other national languages can be used when necessary.
- Any communication or dissemination must promote a positive consortium identity, respecting the graphical identity and agreed message.
- Intellectual property rights of the project partners must be respected
- Public results will be distributed through FENTEC's project website in an attractive format.

### 2.2.1 Open access

FENTEC follows the "green" open access model. This means that the project's outcomes are made available in the project website, without prejudice of IPR and copyright considerations regarding publications in peer-reviewed journals and conferences. When applicable (i.e., by respecting copyrights of conference and journals), the scientific and technical publications will also be made available through the project website as well as in the most relevant public online repositories such as IACR Cryptology ePrint Archive [20], arXiv [21] and/or OpenAIRE [22].

# 3 Strategy

This chapter describes a strategy that will be carried out in order to achieve the impact and objectives described in Chapter 2. This includes defining specific target groups and identifying their special requirements and needs, as well as scopes and focuses to guide communication and dissemination activities towards these target groups. Communication and dissemination are then considered individually by introducing communication and dissemination channels, formats and activities. This chapter discusses also standardization and PAB (Project Advisory Board) as dissemination channels.

## 3.1 Overview

### 3.1.1 FENTEC mission

According to the ANNEX 1 (part A) Description of the Action (780108), FENTEC's mission "*is to make the functional encryption paradigm ready for wide-range applications, integrating it in ICT technologies as naturally as classical encryption. The primary objective is the efficient and application-oriented development of functional encryption systems.*" [19]

It is vital to have this mission in mind for every action and tactic implemented, due to the fact that it defines the purpose and reason for existence of FENTEC. The communication and dissemination strategy proposed in this document aims at achieving this mission.

### 3.1.2 Target groups

FENTEC targets its dissemination and communication activities to specific target groups in order to maximize the impact of the project. FENTEC particularly focuses on the following target audiences:

- **Scientific community.** This group is composed by the researchers and academics working in the domains of cryptography, information and computer security, cryptographic engineering, and related fields in universities, research institutions and private companies. FENTEC aims to deliver cutting-edge research results on functional encryption and, therefore, it can be expected that the project's outcomes will have high impact to the scientific community and will advance the state-of-the-art of cryptology and information security.

- **Industry.** This group consists of companies and their employees, who are focusing on the markets of information and communication security, cybersecurity, general software industry, etc. It is expected that the outcomes of FENTEC could have direct applicability in commercial applications and, hence, it is important to gain attention in the relevant branches of industry in order to maximize the practical impact of the project.

- **Wider public.** This group is formed by members of the general public who are interested in end-products that could potentially benefit from the outcomes of FENTEC or in information security in more general. It is of interest in European initiatives to reach the wider public in order to distribute and communicate information and to foster societal debate. Most of the outcomes of FENTEC will be specific technical solutions that are used "under-the-hood" but, for this audience, the focus will be on the key features and overall concepts and on raising general interest towards information security and cryptography.

- **Standardization bodies.** This group consists of working groups and individuals who are participating in developing standards that include use of cryptography. It is in FENTEC's interest to reach this group and increase awareness about FENTEC's outcomes because practical adaptability of security technologies often requires standardization. FENTEC can potentially also help this group by commenting drafts of future standards and by explaining how functional encryption improves the current situation.

In order to maximize the impact of communication and dissemination activities, they are tailored to according to the specific needs of the different target groups.

### 3.1.3 Scope and focus of activities

Communication and dissemination activities have specific focuses as listed below  The target groups, key messages, and expected outcomes of these focuses are also discussed.

**The project.** This focus aims at raising awareness about the project itself among all target groups. That is, the focus is to answer questions such as: What is the topic of the project? What are the problems being solved in the project? What are the potential impacts? Which partners are involved? What is the duration of the project? Etc.

- **Target groups.** This focus is relevant for all target groups.
- **Key message.** FENTEC is a three-year (2018-2020) EU Horizon 2020 research and innovation action that studies and develops functional encryption. The objective is to advance the state-of-the-art of functional encryption and to apply it to specific use cases and, ultimately, to benefit the European research community, technology industry, and the general public.
- **Expected outcomes.** Different target groups become aware of FENTEC and its objectives.

**The innovation.** This focus is about the innovation expected from FENTEC. What are the specific innovations produced in FENTEC? What problems they solve and how they improve the current state-of-the-art? FENTEC includes three specific use cases. How can the innovations be used in commercial products by the industry? This focus communicates the usefulness of ideas produced by FENTEC.

- **Target groups.** This focus is particularly relevant for the industry (but potentially also at least to wider public and standardization bodies).
- **Key message.** FENTEC will advance the state-of-the-art of functional encryption. In particular, this includes advances in the efficiency of these systems both on the algorithmic and implementation levels. On the implementation level, FENTEC will consider both software and hardware, and specific hardware architectures that will bring significant efficiency improvements. Contrary to all-or-nothing approach of traditional encryption, functional encryption will allow deriving keys that allow computing specific functions (e.g., inner products) from encrypted data. This enables many innovative applications, some of which will be prototyped and demonstrated via FENTEC's use cases.
- **Expected outcomes.** The target groups become aware of the innovations that are produced within FENTEC as well as of potential further innovations that can follow from the technological advancements produced by FENTEC.

**The outcomes.** This focus concentrates on the outcomes that FENTEC has or is expected to produce and on their potential impact. This will include explaining how the outcomes, such as novel functional encryption schemes, software libraries and hardware implementations, are applied in the use cases of FENTEC and their specific problems that require and/or benefit from functional encryption. This focus

communicates how the project's outcomes help in solving specific practical use cases that may also serve as examples of solving the same or similar problems of the target groups.

- **Target groups.** This focus is particularly relevant for the scientific community and industry, but potentially also for other target groups.
- **Key message.** The key messages of this communication and dissemination focus are the specific technological and scientific contributions that advance the state-of-the-art of functional encryption.
- **Expected outcomes.** The target groups become aware of the technical and scientific contributions made in FENTEC. These novel contributions will advance both technological and scientific state-of-the-art of functional encryption and its applications. The techniques developed in FENTEC and the use cases help the industry to solve specific practical problems, to make profitable business, and to help the European societies.

## 3.2 Communication

Brand elements are key factors for the tactical planning phase, due to the fact that they set up the general politics of design of every format and the corporate identity. FENTEC's corporate identity is composed by the following elements:

- **Logo.** FENTEC's logo will always keep the same format and can be presented in two different colors schemes, depending on the context and the format. Below, Figure 1 show the original logo and Figure 2 shows FENTEC's logo in white.
- **Color Palette.** FENTEC's default colors are those used in the original logo. Figure 3 shows the colors with their RGB and Hex codes.
- **Slogan**. "Increasing Trustworthiness of ICT Solutions by developing Functional Encryption Technologies"



**Figure 1: FENTEC Logo**
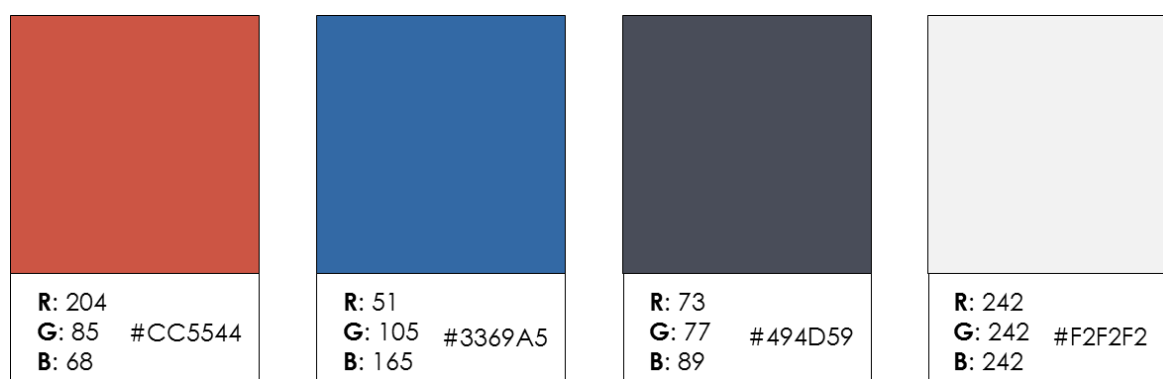
**Figure 2: FENTEC White Logo**

**Figure 3: FENTEC Color Scheme**

### 3.2.1 Communication channels and formats

This section proposes a differentiation between channels and formats. Channels are defined as the platforms used by FENTEC aiming at connecting with their target groups and generating engagement with them. Formats are the elements specifically created for the project that will be disseminated through the proposed channels.

#### 3.2.1.1 Channels

This section presents a summary of the key initial channels for communication tactics for FENTEC project.



**Figure 4: Communication Channels**

**Website.** FENTEC's website is already available at the following link: www.fentec.eu. The original design (see D2.1, [23]) has been improved as part of the ongoing process of maintain the website. This platform will be the visible face on the digital environment, where all the formats proposed below will be published and promoted. In general, the main functionalities of the site are:

- **Home.** This section is the first one appearing when a user comes for the first time to the web. We find the slogan of the project and a button directly linked with the second section ("the project"). In addition, social logos with a direct link to the different social networks appear are situated in the foreground aiming at generating interactions. The different objectives of the project ant the consortium partners are also displayed graphically.

| Document name: | D2.2 Dissemination Plan | | | | | Page: | 17 of 36 |
|---|---|---|---|---|---|---|---|
| Reference: | D2.2 | Dissemination: | PU | | Version: | 1 | Status: | Final |
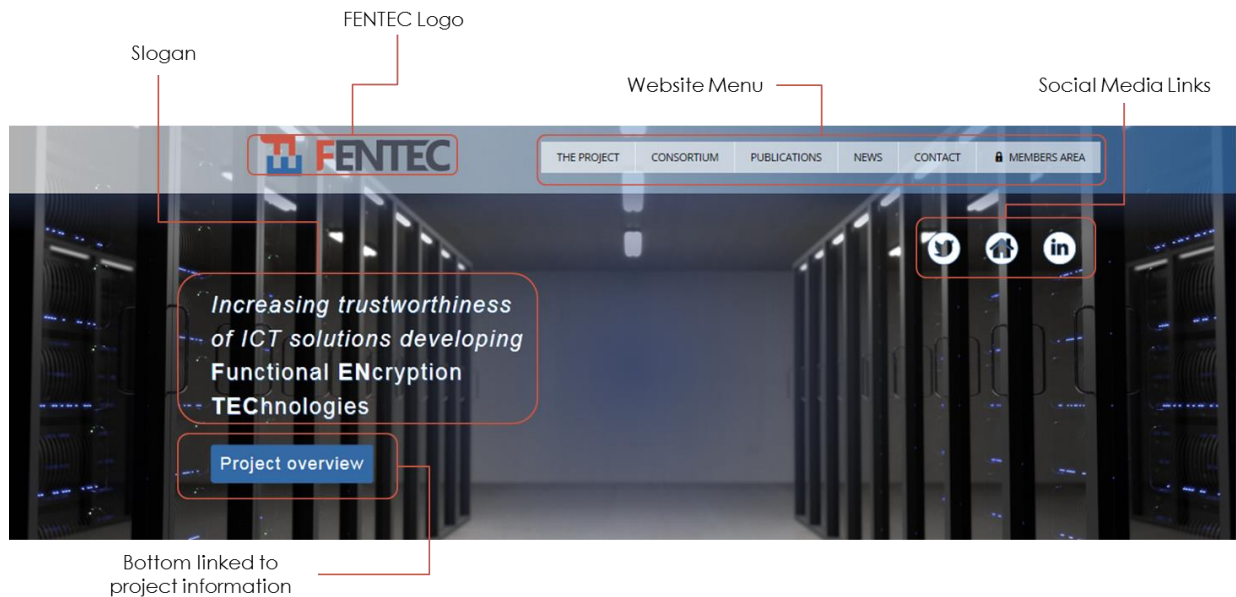
**Figure 5: FENTEC Website Home Screenshot**

- **The Project**. Shows general and technical information of the project, WP structure and use cases definition.
- **Consortium**. This section collects the logos of every partner with a description about each of them.
- **Publications.** Public deliverables and press notes will be published in this section, with download file option.
- **News**. Project related news and major milestones about the project. In this section FENTEC consortium will also publish several blog posts to attract organic users and generate traffic.
- **Contact**. In case that any user wanted to contact the team, we offer this section with a contact form open for every user.

**Social Media.** Social Media is one of the most useful communication channels capable of generate engagement with the different target groups and other research projects. FENTEC is currently working on two well-stablished social media networks:

- **Twitter**. The Twitter account (@FENTEC_project) is being used to distribute content created in the website in a call-to-action way, using direct links to the website and creating attractive tweets with pictures and hashtags:
  - **Key Hashtags**. #Cryptography #ICT #Europe #H2020 #Security #FENTEC #FunctionalEncryption #Cybersecurity #RT #API
  - **Key related accounts.** @EU_H2020 @Moedas @EUScienceInnov @ERC_Research @ServidaAndrea

**Figure 6: FENTEC Twitter Account**

- **LinkedIn [23].** LinkedIn is arguably the most prominent business-oriented social networking sites. For this project the consortium decided to create a company page instead of an individual professional profile. The company profile provides analytics tools that will make the reporting activity easier and more accurate. The objective of this channel is also to generate reoriented traffic to the website and a bidirectional conversation with the target groups.

**Industry Events.** The following figure provides an overview about the industrial events, conference and workshops to be considered of interest for FENTEC at national, European and global level.

**Table 1: Industry events, conferences and workshops**

| Name | Location | Type of participation | Link |
|---|---|---|---|
| Cloud and Cyber Security Expo | London | Exhibition / Stands | https://www.cloudsecurityexpo.com/contact-the-team-now |
| European Utility Week | Vienna | Exhibition /Stands | https://www.european-utility-week.com/welcome |
| CES / Consumer Technology Association | Las Vegas | Conference | https://www.ces.tech/Conference/Speaking-at-CES/Call-for-Speakers.aspx |
| Forum International de la Cybersecurité | Lille | Exhibition / Stands | https://www.forum-fic.com/en/home.htm |

| Name | Location | Type of participation | Link |
|---|---|---|---|
| Gartner Security & Risk Management Summit 2018 | National Harbor, MD (USA) | Exhibition / Conferences | https://www.gartner.com/en/conferences/na/security-risk-management |
| IBC2018, RAI Amsterdam | Amsterdam | Conference/Exhibition | https://www.ibc.org/ |
| Internet of Things World | Santa Clara, CA, USA | Conference / Exhibition | https://tmt.knect365.com/iot-world/ |
| ICT 2018 Imagine Digital Connect Europe | Vienna, Austria | Conference, Exhibition, Networking, Innovation | https://ec.europa.eu/digital-single-market/en/events/ict-2018-imagine-digital-connect-europe |
| Mobile World Congress Barcelona | Barcelona, Spain | Exhibition, Conferences, Stands | https://www.mobileworldcongress.com |
| RSA Conference | London, UK | Conference | https://www.rsaconference.com/events/ldn18/agenda |
| EEMA Annual Conference | London | Conference | https://annualconference.eema.org/ |
| World eID & Cybersecurity | Marseille, France | Workshops, exhibition, demos, etc. | https://www.identityandcybersecurityinnovation.com/ |
| Cyberwatching | Several | Exhibition, workshops, discussions, etc. | https://www.cyberwatching.eu/ |

**Press/Media.** Press and media are crucial tools to distribute information about FENTEC to a wide range of stakeholders and generate visibility and impact. Contributions to local, national and international newspapers and media will be approached trough the distribution of press releases on the key project milestones in order to inform the audience about the project results.

### 3.2.1.2   Formats

The structure and design will always keep the same patterns for each format and use the color palette, which must remain unchanged. Details of each format proposed can be found below:

**Infographics.** Graphic visual representation of the project concept, objectives and use cases intended to present it quickly and clearly.

**Leaflet/Brochure.** Creation of a printed brochure with an introduction to the project, aiming at distributing it in several offline channels such as conferences, workshops and events. It will also be valuable in a digital version to be distributed through social media and website.

**News and Press Releases.** Creation of news and press releases with crucial milestones of the project, distributed through website and partners internal resources for media planning and external communication.

**Newsletter.** Delivery of biannual newsletters with targeted content for the different stakeholders collecting relevant information for the target groups. A delivery and subscription list has been created with contact form in the web to automatize material distribution.

**Roll up/X Banner.** Design and creation of a roll up banner with a visual presentation of the project, with links to social media, bidi code and other elements capable of generate a call-to-action response.

**Social Media Images.** Social media users engage at a rate five times higher when a picture or photo is included in a post. Users retweet and reply to tweets more when these features are included, generating engagement. Due to this fact, the FENTEC consortium will work on social media pictures for the key publications, such as the one that is shown below:



Figure 7: FENTEC Social Media Image example

### 3.2.2 Timeline and resources

The specific actions proposed for the FENTEC communication strategy have been aligned with the key milestones of the project in the timeline shown in Figure 8, where each proposed objective is represented as a communication phase. Awareness and visibility are crucial to get to the engagement stage.
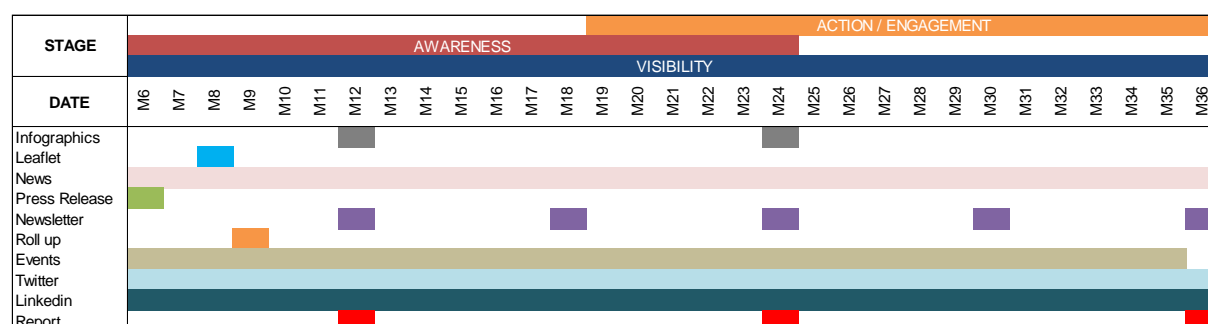


Figure 8: FENTEC's Communication Plan Timeline

## 3.3 Dissemination

### 3.3.1 Dissemination channels

The results of FENTEC are being disseminated via several channels. The public deliverables which will be produced in the project also serve as a dissemination channel, but they are not discussed further in this deliverable (see D1.1 [23] for a complete list of deliverables).

In addition to the public deliverables, FENTEC also disseminates the most important outcomes of the project by publishing scientific articles in the leading international scientific conferences and journals. In fact, these can be considered as the main dissemination channels for the scientific results of FENTEC because they probably have the highest impact in the scientific communities of cryptography, information security, and cryptographic engineering.

Scientific conferences have two distinct but linked functions for dissemination:

- **Publication forum.** The results of FENTEC are being published as scientific articles in the proceedings of conferences, and
- **Participation.** Members of the project personnel are attending the conferences as participants and/or presenters.

Selection of conferences for publishing scientific articles considers multiple factors:

- **Topic.** How well the topic of the conference fits with the topic of the results to be published? How well the conference topic matches FENTEC in general? Does the conference have connections to the industry?
- **Quality of the peer-review process.** Does the conference have a rigorous peer-review process? What is the quality of the peer-reviews and the review process? What is the quality of the program committee (are there respected experts in the committee)? What is the paper acceptance ratio?
- **Impact.** How much impact does the conference have on the scientific communities of information security, cryptography, and cryptographic engineering? What is the general quality of the papers published in the conference? What is the number of citations that papers published in the conference normally receive? What is the ratio between the number of attendees vs. the number of accepted papers? Where are the proceedings published and how accessible they are (e.g., open access)?
- **Other issues.** What is the location of the conference? Who are the organizers or the responsible organization? What is the history and reputation of the event? Etc.

The scientific communities of cryptography, information security, and cryptographic engineering emphasize conference publications more than many other fields of science and, hence, conferences are the main forums to distribute new scientific results. FENTEC will aim to maximize the impact of its results and, hence, the goal is to publish the articles in as good conferences as is realistically possible (considering the above factors).

Decisions to participate (without paper publication) conferences and other events are made using similar factors. For example, an invitation to give a talk in a respectable conference with high visibility in the

community (e.g., RWC [26]) would be naturally accepted, but receiving such an invitation to a less-prestigious event (e.g., a local workshop) would require careful consideration.

Examples of certain notable scientific conferences and workshops that will be considered as dissemination channels for the results of FENTEC are listed in Table 2.

**Table 2: Examples of scientific conferences and workshops (in alphabetical order)**

| Acronym | Name | Website |
|---|---|---|
| **ACNS** | International Conference on Applied Cryptography and Network Security | https://www.cosic.esat.kuleuven.be/events/acns2018 |
| **APC** | Amsterdam Privacy Conference | http://appr.uva.nl/en/conference/conference.html |
| **AsiaCCS** | ACM Asia Conference on Computer and Communications Security | http://asiaccs2018.org/ |
| **ASIACRYPT** | IACR International Conference on the Theory and Applications of Cryptographic Techniques | http://asiacrypt.iacr.org/ |
| **CCS** | ACM Conference on Computer and Communications Security | http://www.sigsac.org/ccs/CCS2018/ |
| **CHES** | IACR International Conference on Cryptographic Hardware and Embedded Systems | https://ches.iacr.org/ |
| **CPDP** | Computers Privacy and Data Protection Conference | http://www.cpdpconferences.org |
| **CRYPTO** | IACR International Cryptology Conference | https://crypto.iacr.org/ |
| **CT-RSA** | RSA Conference Cryptographers' Track | https://www.cosic.esat.kuleuven.be/ct-rsa2018/ |
| **DISC** | International Symposium on Distributed Computing | http://www.discconference.org/ |
| **ESORICS** | European Symposium on Research in Computer Security | https://esorics2018.upc.edu/ |
| **EUROCRYPT** | IACR International Conference on the Theory and Applications of Cryptographic Techniques | https://eurocrypt.iacr.org/ |
| **FC** | Financial Cryptography and Data Security | http://fc18.ifca.ai |
| **HOST** | IEEE International Symposium on Hardware Oriented Security and Trust | http://www.hostsymposium.org |

| Acronym | Name | Website |
|---------|------|---------|
| **ICSE** | International Conference on Software Engineering | http://www.icse-conferences.org |
| **IEEE S&P** | IEEE Symposium on Security and Privacy | https://www.ieeesecurity.org/TC/SP2018/ |
| **NDSS** | Network and Distributed System Security Symposium | http://www.internetsociety.org/events/ndss-symposium/ndss-symposium-2018 |
| **PKC** | IACR International Conference on Practice and Theory of Public-Key Cryptography | https://pkc.iacr.org/ |
| **PODC** | ACM Symposium on Principles of Distributed Computing | https://www.podc.org |
| **PSR** | IAPP Privacy, Security and Risk Conference | https://iapp.org/conference/privacysecurity-risk/ |
| **RWC** | Real-World Cryptography Conference | https://rwc.iacr.org |
| **TCC** | IACR International Conference on Theory of Cryptography | https://www.iacr.org/workshops/tcc/ |
| **USENIX** | USENIX Security Symposium | https://www.usenix.org/conference/usenixsecurity18 |

Despite conferences dominating as publication forums for novel results for the relevant scientific fields, journals are also important forums to distribute the outcomes of FENTEC. Table 3 lists relevant scientific journals for publishing the outcomes of the project. FENTEC also uses journals as forums for publishing extended versions which elaborate on results of earlier conference papers by providing deeper analyses, new results, etc. Journals are selected using the same criteria (where appropriate) described earlier for selecting conferences.

**Table 3: Examples of scientific journals (in alphabetical order)**

| Name | Website |
|------|---------|
| ACM Transactions on Information and System Security | http://tissec.acm.org/ |
| Computer Law & Security Review | https://www.journals.elsevier.com/computer-law-andsecurity-review |
| Cryptography and Communications | http://link.springer.com/journal/12095 |
| Designs, Codes and Cryptography | http://link.springer.com/journal/10623 |

| Name | Website |
|---|---|
| European Data Protection Law Review | http://edpl.lexxion.eu |
| IEEE Security and Privacy Magazine | http://www.computer.org/portal/web/security/home |
| IEEE Transactions on Circuits and Systems I - Regular Papers | http://ieeecas.org/publications/transactions-circuits-and-systems-i-regular-papers |
| IEEE Transactions on Computers | https://www.computer.org/web/tc |
| IEEE Transactions on Dependable and Secure Computing | http://www.computer.org/portal/web/tdsc |
| IEEE Transactions on Information Forensics and Security | http://www.signalprocessingsociety.org/publications/periodicals/forensics |
| IEEE Transactions on Information Theory | http://www.comm.utoronto.ca/trans-it/ |
| IEEE Transactions on Very Large Scale Integration (VLSI) Systems | http://tvlsi.egr.duke.edu/index.html |
| IET Information Security | http://digital-library.theiet.org/content/journals/iet-ifs |
| International Data Privacy Law | https://academic.oup.com/idpl |
| Journal of Cryptographic Engineering | http://jcen.info/home.html |
| Journal of Cryptology | https://www.iacr.org/jofc/ |

As already mentioned in Section 2.2.1, FENTEC will use online repositories for open access publication. IACR ePrint Archive [20] is a particularly important dissemination channel for outcomes of FENTEC because it has highly used by the community.

### 3.3.2   Dissemination actions

The main dissemination action of FENTEC is to write scientific articles on original research work and its results. These articles are then submitted to peer-reviews for relevant scientific conferences and journals as discussed in Section 3.3.1. It is recommended that each partner informs the other partners about its intention to submit a paper at least one week before submission and distributes the current draft of the submission among the partners at the same time. Depending on the policies of the selected conferences and journals, the papers are also made available either at same time with the submission or at a later stage (e.g., when published) via the project website and online repositories.

FENTEC disseminates its results also by giving presentations about the work done in FENTEC in conferences and other events. These presentations can be conference presentations about conference papers, invited talks, keynote talks, lectures in summer schools, etc. Links to the slides used in such

presentations (especially, to presentations about conference papers) are also provided in the project website. Conference and event participation can be regarded as dissemination actions as well, because these enable networking with other experts of the community and, thus, dissemination of the project and its results.

### 3.3.3    Timeline and resources

Dissemination is a process that runs for the entire duration of the project. However, dissemination emphasizes the outcomes of FENTEC and, hence, it is natural that also the majority of dissemination outcomes will come out only after the project has produced outcomes to disseminate. This is true particularly for dissemination via scientific publications. Furthermore, the timeline of academic dissemination is dominated by the submission deadlines and event dates of scientific conferences and they are, therefore, naturally distributed throughout the year.

The resources for dissemination are shown in Table 4, which lists the budgeted efforts for all partners for the communication and dissemination tasks in WP2. These tasks are T2.1 Dissemination Planning and Networking, T2.3 Communication activities & Public Web Presence, T2.4 Standardisation and T2.5 Project Advisory Board.

**Table 4: Total effort (in PMs) for communication and dissemination**

| Task | ATOS | ENS | FUAS | KU Leuven | UH | UEDIN | KUD | WALLIX | XLAB | TOTAL |
|------|------|-----|------|-----------|----|-------|-----|--------|------|-------|
| **T2.1** |  | 3 | 3 | 3 | 6 | 3 |  |  |  | 18 |
| **T2.3** | 7 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 18 |
| **T2.4** |  | 1 | 2 | 4 | 1 | 2 |  | 1 | 1 | 12 |
| **T2.5** | 1 | 2 |  |  |  |  |  |  |  | 3 |
| **TOTAL** | 8 | 7 | 6 | 8 | 8 | 6 | 2 | 3 | 3 | 51 |

## 3.4  Standardization

Standardization can be seen as a particular case of dissemination. In FENTEC, the standardization activity is developed in Task 2.4 and reported in devoted deliverables. However, it is also considered as a dissemination channel as it allows great visibility for the project among a large number of potential stakeholders.

The standardization bodies of reference for FENTEC are:

- International organization for standardization (ISO) JTC 1/SC 27 IT [6]
- World Wide Web Consortium (W3C).[7]
- Internet Engineering Task Force (IETF).[8]
- European Telecommunications Standards Institute (ETSI). [9]
- European Committee for Standardization (CEN). [10]

- National Institute of Standards and Technology (NIST). [11]

## 3.5 Project advisory board (PAB)

The main objective of the PAB is to ensure that the Consortium appropriately analyzes/addresses the influence of external factors on FENTEC. Its main tasks are:

- To provide technical, ethical and legal guidance to the project.
- To provide input and feedback on the achievement of the FENTEC objectives and results.
- To advise on links with relevant interest groups outside FENTEC.
- To propose and encourage the potential interactions with other projects, initiatives, and activities not previously identified by the Consortium, and to support FENTEC in this attempt in leveraging their own network(s) whenever possible.

### 3.5.1 Roles and responsibilities of the PAB members

To achieve these goals, the PAB members have committed to the following tasks:

- To attend the FENTEC Advisory Board meetings and teleconferences scheduled to support the project scientific coordination.
- To read, analyze, and make recommendations on selected FENTEC deliverables.
- To act as an ambassador to help optimizing impact and enhancing the sustainability of the results.

The PAB Chair will prepare, together with the Project Coordinator and the Technical Coordinator, the PAB meetings, and will be responsible for formulating the strategic recommendations and advice of the PAB to the consortium.

### 3.5.2 List of PAB members

The current members of the PAB are:

- Dr. Sven Bauer (Giesecke & Devrient, Germany)
- Prof. Sergey Gorbunov (University of Waterloo, Canada)
- Dr. Antonio Kung (Trialog, France)
- Dr. Jesus Luna (Bosch and Technische Universität of Darmstadt, Germany)
- Dr. Vadim Lyubashevsky (IBM Zurich, Switzerland)
- Dr. Ventzislav Nikov (NXP Semiconductors, Belgium)
- Dr. Claire Vishik (Intel Corporation, UK)

## 3.6 Individual plans

### 3.6.1 ATOS

Atos is the Project and Innovation Manager and coordinates the communication tasks within FENTEC project, making important efforts in WP2. In this role, Atos acts proactively in every online and offline communication and dissemination opportunities.

Atos is in charge of maintaining and updating the project website and project social media channels and generate media content for the online channel. Atos is the responsible of the creation and distribution of dissemination & communication material developed in the communication plan.

Atos also distributes and communicates FENTEC results and achievements through several channels.

With respect to internal communities, Atos counts with multiple communities related to the areas of Cloud, Cybersecurity or Information Technologies: Atos Scientific Community, Atos Research & Innovation Units and other Atos transfer lines of cloud and cybersecurity.

Atos also makes use of the corporate communication structures and tools to disseminate project information. Aiming to sharing with Atos partners and customers trends innovation in several areas such as cybersecurity, blockchain, trusted identities, etc., are being able to make use of the Axia Corporate Magazine. Atos also makes use of the Marketing and Communication Department for the distribution of graphic material and press releases.

Atos employees can also make use of the internal community site, Zen, where FENTEC communication material could be distributed and shared with the global community. There is also a Website blog where several experts discuss about emerging trends and future technologies, named Atos Thought Leadership Blog.

Atos is also trying to leverage its membership in the Cloud Security Alliance, Trusted European Cloud, or the NESSI initiative. Atos also plans to foster and contribute to the collaboration with other research and innovation projects and other cluster initiatives. Atos is seeking actively the participation to several events, congress, workshops or seminars such as the CEBIT 2018 [27] or the CSP Innovation Forum [28].

### 3.6.2 ENS

ENS will use internal and external communication channels, such as group meetings, department meetings, and the ENS Crypto mailing list [11], to promote FENTEC within ENS and in France.

Dissemination towards the broader research community will be done through the publication of scientific papers in top international conferences and journals in the areas of cryptography and security. These include IEEE's Symposium on Security and Privacy, ACM's Conference on Computer and Communications Security, the IACR general conferences (CRYPTO, EUROCRYPT, ASIACRYPT), and the IACR area conferences (PKC, TCC, CHES, and FSE).

Collaboration with other French and European projects will be done through communication with partners from research projects in which ENS is currently such as ECRYPT-NET [13], SAFECRYPTO [15], and RISQ [14].

### 3.6.3   FUAS

As a university FUAS main domain of competence is scientific research. The personnel involved in the FENTEC project for FUAS are professors or (post)-doctoral researchers doing research directly related to functional encryption. For those reasons, the two media FUAS will focus on are the following:

- The main contribution of FUAS towards the dissemination of FENTEC material will be the participation to peer-reviewed international scientific conferences, industrial conferences, workshops, fairs and professional meetings. This is partly conditioned by the production of paper of quality on functional encryption.
- The second medium of dissemination that FUAS will use are scientific papers. As FUAS research on functional encryption are commissioned by the FENTEC project, FUAS publications on the subject of functional encryption, or directly related to it, will try its best to promote the FENTEC project as well as tie the innovations presented in the paper to FENTEC use-cases and scenarios.

FUAS will teach functional encryption to students. In summer semester 2018, Prof. Dr. Gajek reads the course Hot Topics in IT-Security which deals with the basics of functional encryptions, including identity, attribute and predicate encryption.

FUAS will disseminate project results through private as well as the ITSC group social media channels like Twitter and blogs. FUAS will also promote functional technology as new solution opportunity for industry players. Of course, FUAS will be ready to exploit unexpected dissemination opportunities, such as new events, publication opportunities, or other media offering the possibility of disseminating the FENTEC project.

### 3.6.4   KUD

In general, KUD focuses more on the exploitation of the outcomes of FENTEC, than communication or dissemination. Having said this, KUD is open towards publishing results and will be actively participating in FENTEC cryptography research. This may lead to joint scientific publications with the other partners.

For internal communication, KUD has a "crypto guild", which is a group of about 15 cryptographers that regularly meet and discuss on cryptography related topics. FENTEC is being discussed and presented there. For external communication, KUD will include and discuss FENTEC material on their blogs, such as http://research.kudelskisecurity.com.

KUD will also promote FENTEC in appropriate marketing-related events and exhibitions. In particular, this will be the case at events that have a more academic side, such as the RSA conference or CRYPTO.

### 3.6.5   KU Leuven

For internal dissemination, KU Leuven will use departmental and sub-departamental meetings and mailing lists, e.g., COSIC [1], CiTiP [2], Data Protection and Privacy Group mailing lists as well as monthly and weekly internal meetings.

Dissemination towards the research community is done by publishing results in highly visible and relevant outlets, i.e., top journals and conferences in the field such as Data Privacy Law and European Data Protection Law Review, Computer Law & Security Review, IEEE's Symposium on Security and Privacy, USENIX, ACM's Conference on Computer and Communications Security, IACR flagship

conferences (CHES, CRYPTO, EUROCRYPT, ASIACRYPT) or the Amsterdam Privacy Conference, among others.

Collaboration with other European projects is done through communication with partners from European research projects on which KU Leuven was or is currently involved in such as WITDOM [2] and CLARUS [4].

### 3.6.6    UH

UH is the leader of WP2 Dissemination, Communication, Standardisation and Exploitation.

UH will use internal communication channels to promote FENTEC and to communicate and disseminate its outcomes. Examples include the CS department's internal meetings and mailing lists. UH will use also the department's communication channels such as the Twitter account (@UnivHelsinkiCS) for (re)tweeting UH related work done in FENTEC.

The main dissemination activity of UH is to publish scientific papers in high impact scientific conferences and journals. Relevant conferences include IACR conferences (such as CHES, CRYPTO, EUROCRYPT, ASIACRYPT), IEEE S&P, ACM CCS, USENIX Security, etc. Relevant scientific journals include: IEEE Transactions on Computers, IEEE Transactions on VLSI Systems, Journal of Cryptographic Engineering, etc.

On the national (Finnish) level, UH will promote FENTEC in national seminars and workshops on information security and computer science. One example is the Annual Secure Systems Demo Day organized every June jointly by researchers of UH and Aalto University. Communication will be done also with Finnish research projects.

### 3.6.7    UEDIN

UEDIN will use internal communication channels to promote the FENTEC project and to communicate and disseminate its outcomes. The main channel for this purpose is UEDINs internal "cryptosec" mailing list that includes security and cryptography researchers in the university, the related weekly team meetings and the security-privacy mailing list that reaches out to hundreds of cyber security researchers in the general Scotland area. Beside this, UEDIN will also use its external communication channels, such as the Twitter account of the School of Informatics (@InfAtEd) to tweet or retweet FENTEC related work done by UEDIN and the other FENTEC partners.

As a leader of D4.4 Annual Report on Functional Encryption schemes with richer Functionality the main dissemination activity of UEDIN is to publish scientific papers in high impact scientific conferences. Especially the IACR conferences (such as CRYPTO, EUROCRYPT, TCC, ASIACRYPT, RWC) should be mentioned as relevant conferences in this area. Also, presentations at summer schools or workshops can be done to present UEDINs work.

UEDIN will also work closely with researchers in related H2020 projects running concurrently with FENTEC at UEDIN, that include PANORAMIX (https://panoramix-project.eu), PRIVILEDGE (http://priviledge-project.eu) and also the OXCHAIN project (http://oxchain.uk) funded by EPSRC. Finally, we will utilize the dissemination channels of the Blockchain Technology Laboratory at UEDIN and its industry partners (that include IOHK and Huawei) to disseminate results and engage with industry collaborators outside the FENTEC consortium and are interested in the project's outputs.

### 3.6.8   WALLIX

For WALLIX, the priority for the dissemination plan is to reach potential clients who may have an interest in our anonymous statistical analysis.  This covers a wide range of potential parties of interest, including internet-based companies, marketing companies or indeed anybody who wishes to perform simple statistical analysis on internet-based data in a manner which retains the security of the participants in the on-line poll.

WALLIX intends to concentrate upon trade shows and industry journals. For example, WALLIX recently presented the DataPEPS product at the VIVA Technology 2018 [29] startup conference in Paris attended by industry leaders.  This kind of event gives WALLIX an excellent opportunity not just to reach the kind of clients we are looking for but to discuss our technology with industry specialists. WALLIX will also target cloud-based trade shows such as the annual European Conference on Service-Oriented and Cloud Computing (ESOCC) [30]. Specifically for the national (French) market, WALLIX attends the Forum International de la Securité [31], which is more focused upon cybersecurity. On a similar theme, there is Les Assises de la Securité [32] which is a large cybersecurity conference in France.

WALLIX intends to use their experience with promoting new technology and use WALLIX's resources to target trade publications, social media platforms and their own marketing material.

### 3.6.9   XLAB

With years of experience, XLAB's dissemination specialists and technology experts combine their expertise with data driven insights to draw up viable dissemination and communication strategies. XLAB's content/design team works closely with the marketing/entrepreneurial team to deliver strong value and support the exploitation team, bridging the gap between research results and exploitation with a clearly defined set of activities.

XLAB will set up professional product websites (linked to XLAB website www.xlab.si, 63.000 views/year, XLAB products page 945 pageviews/year), create newsletter and factsheets, and make social media appearances for technology transfer, better mapping and targeting stakeholders (e.g., Twitter - 511 followers, LinkedIn - 573 followers, Facebook - 503 followers).

XLAB will regularly attend international events (CSA CEE, CeBIT expo, ISC HPC, HiPEAC, DEFCON, Linux conferences, Euro-Par conference, CloudWATCH Summit), sponsor and participate national events (DragonHack, WebCamp Ljubljana, SecTalks Ljubljana, FRI USA Tour, JobFair, BSidesLjubljana), and organize workshops/hackatons for students together with the Faculty of Computer and Information Science (devops, continuous integration/deployment demonstration with open source/relevant technologies).

XLAB ensures all results are rendered openly available by using repositories for open source software (XLAB's GitHub https://github.com/xlab-si, linked to X OPEN https://www.xlab.si/x-open, 1043 pageviews since launch December 2017).

XLAB will also utilize partner networks, liaison with related projects and relevant initiatives participation for its communication and dissemination.

# 4 Key performance indicators (KPI)

This chapter introduced several KPIs to have quantitative measures which allow to understand and evaluate the success of communication and dissemination actions described in this document.

## 4.1 Communication KPIs

With the purpose of measure the communication impact and to show the evolution of the project, a set of KPIs for each of the objectives has been proposed. Each metric comes with a yearly target defined by addressing the results of similar projects. In addition, the proposed metrics for the different channels can be measured.

**Table 5: Communication KPIs**

| Objective | Channel | KPI | M12 | M24 | M36 |
|---|---|---|---|---|---|
| Obj. 1.1 Awareness | Website | Unique New Visitors | 1500 | 3500 | 5000 |
| | | Organic Search Evolution | 40% | 50% | 50% |
| | Social Media | Twitter Followers Evolution | 150 | 250 | 300 |
| | | Twitter Profile visits | 620 | 1500 | 2000 |
| | | LinkedIn Followers Evolution | 25 | 35 | 40 |
| Obj. 1.2. Visibility | Website | Page Views Evolution | 14000 | 30000 | 40000 |
| | Events | Audience reached | >300 | >500 | >1000 |
| | Social Media | Tweet Impressions [1]Evolution | 30000 | 65000 | 80000 |
| | | LinkedIn Organic Impressions Evolution | 2000 | 5000 | 15000 |
| Obj. 1.3. Action/ Engagement | Social Media | Twitter Engagement Rate | 1,2% | 1,2% | 1,4% |
| | | LinkedIn Social Engagement Rate | 1 – 3% | 3% | 3% |
| | Website | Bounce Rate (%) | <50% | <50% | <50% |

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[1] Impression: Display of publications on social media or web page

## 4.2 Dissemination KPIs

A set of KPIs is defined to measure the success of dissemination actions. These KPIs have annual targets which are set based on previous experience from similar research projects. The targets are intentionally set lower for the first project year because of the project starts to deliver publishable outcomes when the related research work is done and there is also a natural delay in dissemination (writing publication, submission and peer-review delays, etc.).

**Table 6: Dissemination KPIs**

| KPI | M1-M12 | M13-M24 | M25-M36 |
|---|---|---|---|
| Scientific publications, accepted for publication in peer-reviewed conferences or journals | 2 | 4 | 4 |
| Presentations, invited talks, and keynotes in scientific conferences, workshops, summer schools, and other events | 3 | 4 | 5 |
| Participations in scientific conferences and workshop | 4 | 5 | 5 |

## 4.3 Standardization KPIs

Four KPIs are defined to track the standardization actions. All of them are for the entire duration of the project (until M36). The threshold value is given in parentheses after the KPI.

- Number of standardization organizations contacted (3)
- Number of liaison agreements signed with standardization organizations (1)
- Number of communication activities with standardization organizations (3)
- Number of standardization documents reviewed and commented (2)

## 4.4 Project advisory board KPIs

The PAB will have one meeting per year. Hence, the KPIs are the following:

- Number of PAB meetings and teleconferences (1/year)
- Number of PAB members present at meetings and teleconferences (6/meeting)

# 5 Conclusions and future work

This deliverable D2.2 "Dissemination plan" presented the main approaches for communication and dissemination in FENTEC. Successful communication and dissemination is of utmost importance for the project in order to maximize the impact of the project. To ensure the efficiency of the communication and dissemination actions, they are targeted to specific target groups that were identified in this deliverable. Communication actions aim to increase general awareness about the projects and its outcomes. To reach wide audiences, the project uses the website, social media, events, etc., for its communication. Dissemination actions are targeted more closely on the scientific and industry communities. The main dissemination actions are scientific publications as well as talks and participation in scientific and industrial events.

The plan also discussed standardization and PAB from the view point of dissemination. It provided details about the impact that they aim to have as well as a clear strategy to implement them and to achieve the wanted impact in practice. In the end, certain KPIs were listed that can be used for evaluating the success of communication and dissemination efforts.

This dissemination plan will be followed by several reports:

- D2.3 Annual Dissemination Report and Material Y1 (M12). Reports the annual dissemination activities from M1 to M12.
- D2.4 Annual Dissemination Report and Material Y2 (M24). Reports the annual dissemination activities from M13 to M24.
- D2.5 Annual Dissemination Report and Material Y3 (M32). Reports the annual dissemination activities from M25 to M32.
- D2.8 Annual Communication Activities Report Y1 (M12). Reports the annual communication activities from M1 to M12.
- D2.9 Annual Communication Activities Report Y2 (M24). Reports the annual communication activities from M13 to M24.
- D2.10 Annual Communication Activities Report Y3 (M32). Reports the annual communication activities from M25 to M32.
- D2.11 Preliminary Standardisation Report (M18). Reports the standardization activities until M18.
- D2.12 Final Standardisation Report (M32). Reports the standardization activities until the end of the project in M32.
- D2.13 Project Advisory Board Workshop Reports Y1 (M12). Reports the activities regarding PAB from M1 to M12 including the PAB workshop.
- D2.14 Project Advisory Board Workshop Reports Y2 (M24). Reports the activities regarding PAB from M13 to M24 including the PAB workshop.
- D2.15 Project Advisory Board Workshop Reports Y3 (M32). Reports the activities regarding PAB from M25 to M32 including the PAB workshop.

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