



D2.9 Annual Communication Activity Report Y2

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List of Acronyms

Abbreviation / acronym	Description
EC	European Commission
EU	European Union
FE	Functional Encryption
KPI	Key performance Indicator
ICT	Information and communication Technologies
IoT	Internet of Things
IPR	Intellectual Property Rights
Mx	I.e., M1-M36. Month of the project schedule. From Jan 2018 to Dec 2020
SEO	Search Engine Optimization
SM	Social Media
UC	Use case
WP	Work Package
WG	Working Group
PAB	Project Advisory Board
WP	Work Package
Y1	Year 1 (2018)
Y2	Year 2 (2019)
Y3	Year 3 (2020)

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Executive Summary

The following document sets out an (1) **overview of the communication activities** carried out by FENTEC, (2) **the results over Y2**, from January 2019 (M13) to December 2019 (M24), and (3) **the update of the communication strategy to the Y3**.

The main focus of this deliverable are the specific communication activities, referencing every document, publication and events participation of industrial nature. The dissemination and scientific communication are not included in this report, being described in the **D2.4 Annual Dissemination Report & Material Y2**.

In addition, **FENTEC Consortium** uses Y1 and Y2 results of the communication plan in **D2.2 Dissemination Plan**, reported on the last month of Y1 (M12), to update its strategy and to define new communication actions for the third and last year (Y3), from January 2020 (M25) to December 2020 (M32).

Overall, Y2 results have either met or exceeded the KPIs set in Y1:

- 8,672 Total pages views
- 58,989 Total impressions Twitter & LinkedIn

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1 Introduction

1.1 Purpose of the document

This deliverable and its compiled activities belong to **WP2 Dissemination, Communication, Standardisation and Exploitation**, and in particular to **T2.3 Communication activities**.

The report content is divided into 3 relevant sections: (1) summary and contextualization of the previous reports, (2) communication activities and results during Y2 (between M12 and M24) of **FENTEC project**, and the planning and strategy for Y3.

The communication activities considered in this deliverable are such as posts on social media posts or other project digital medias, marketing materials (leaflets, brochures, posters...) or attendance at industrial events. Other kind of publications, such as press releases, scientific papers or attendance at scientific events, are collected and reported in **D2.4 Annual Dissemination Report & Material Y2**. These dissemination activities will be shortly mentioned in this deliverable, though this is discussed in detail in D2.4.

The document main objective is to analyse every activity performed and to evaluate the reach of the social media in the targeted audience defined in the **D2.2 Dissemination Plan** (M6) as industry and wider public.

1.2 Structure of the document

This deliverable is structured as follows:

Section 1: Introduction and description of the document (this section).

Section 2: Overview of the Communication Plan presented in D2.2 and updated in D2.8.

Section 3: Reporting and analysis of the communication activities performed during Y2.

Section 4: Detailed information about overall and communication plans to be performed during Y3.

Section 5: Conclusions.

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2 Communication Plan Overview

The **FENTEC communication plan** was defined within the first 6 months of the project. The communication strategy was specified in conjunction with the dissemination, standardization and PAB plans, where the formats, audiences, main actions and KPIs were specified.

The communication strategy consists of three stages (Visibility, Awareness and Engagement) which were defined in the **D2.2 Dissemination & Communication Plan**:

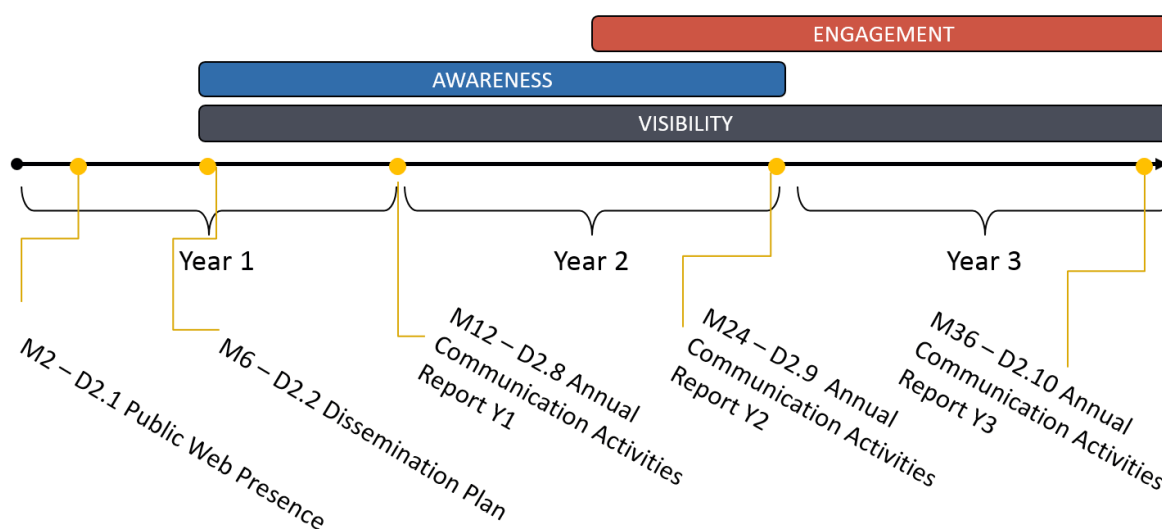


Figure 1 FENTEC's Communication Phases*

*This diagram also shows key milestones defined in the DoA related to communication deliverables and reports.

At the conclusion of **Y2**, the awareness phase ends and the engagement phase, which began in the middle of Y2, reaches its peak. During the third and last year of the project, the communication activities will focus on **visibility**, disseminating the project results and graphic resources.

The strategy defined in the **D2.2 Dissemination & Communication Plan** slightly reoriented in **D2.8**, unfolding the 3 phases previously defined in specific actions and formats:

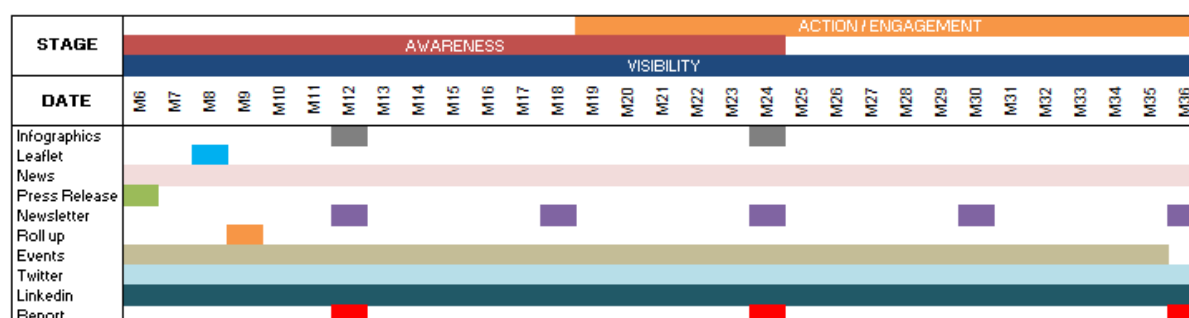


Figure 2 FENTEC Schedule and communication checkpoints

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The KPI set out in **D2.2 Dissemination & Communication Plan** and **D2.8 Annual Communication Activity Report Y1 for Y2**:

CHANNEL	KPI	
Social Media	Twitter	250 followers
		1,500 profile visits
		65,000 impressions
		1.2% engagement
	LinkedIn	35 followers
		5,000 impressions
		3% engagement
Website	3,500 unique new visitors	
	50% organic search evolution	
	3,000 page views	
	<50% bounce rate	
Event	>500 audience reached	

Table 1 Table 1 FENTEC KPIs Y1 & Y2

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3 Y2 Performance Analysis

During Y2, the **Visibility** and **Awareness** objectives have been continued and the **Engagement** objective has begun. During this year the planned objectives have been reached, exceeding the KPIs established for this phase.

During this year, the first communication report was presented and obtained in **M12, D2.8 Annual Communication Activity Report Y1**. This deliverable presented a review of the proposed and carried out activities and the results obtained, in order to improve the strategy and implement small modifications. The communication results can be classified as successful, having reached a point of maturity of the project.

In order to continue improving the results, small adjustments will be proposed in this document again, with the aim of increasing the reach of the target audience.

The performance of the channels and formats used in the Y2 is summarized below.

3.1 Website & SEO

The **FENTEC website** is the communication centre of the project, where all dissemination actions and campaigns are developed. All content with a lasting character is published in the domain fentec.eu to be disseminated in informational capsules through social networks, which function as satellites that direct the user towards the full content of the website.

In the M13, the **FENTEC's blog** was launched with the objective of generating **quality content** that contributes to the positioning of the website and increases the visibility of the project.

During Y2, **7 specialized publications** -contributions from partners- and **8 accepted papers** have been published. In addition, the **2 newsletters** that have been released during the year and the events partners attended have been published.

In addition, the **use cases** have been updated with information and graphic support, and the **legal texts** corresponding to compliance with the GDPR have been published.

Finally, the website has been updated in a timely manner in order to continue improving graphic design and accessibility.

The images and published contents have been updated with **SEO improvements** with the aim of increasing search engine **web traffic**.

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After the work done, the data obtained from **M12** to **M24** are:

INDICATOR	KPI Y2	RESULTS M12-M24	RESULTS M6-M24
New Users	-	1,704	3,125
Total users	1,000	1,723	3,118
Number of sessions per User	-	1.5	1.43
Average Session Duration	-	00:02:46	00:02:17
Page Views	2,500	8,672	14,282
Sessions	1,400	2,592	4,474
Bounce rate	<60%	58.37%	61.69%
Direct traffic	-	922	1,878
Organic search traffic	-	662	906

Table 3 Website results

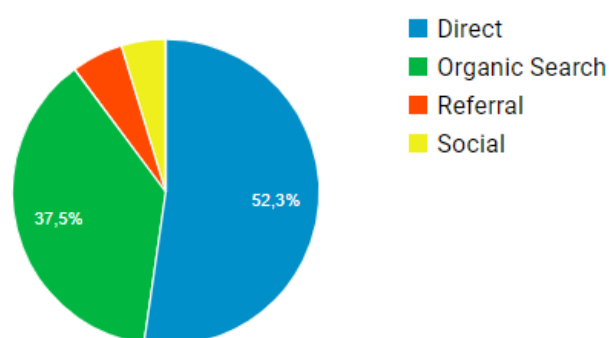


Table 2 Main traffic sources

SEARCH QUERY	CLICS	IMPRESSIONS
	412 % del total: 44,54 % (925)	25.230 % del total: 46,91 % (53.783)
1. fentec	379 (91,99 %)	7.341 (29,10 %)
2. functional encryption	6 (1,46 %)	475 (1,88 %)
3. fentech	3 (0,73 %)	502 (1,99 %)
4. fentech projects	3 (0,73 %)	30 (0,12 %)
5. hoetec wee	3 (0,73 %)	312 (1,24 %)
6. blockchain alternative	2 (0,49 %)	64 (0,25 %)
7. nagravisio sa	2 (0,49 %)	646 (2,56 %)
8. project started	2 (0,49 %)	358 (1,42 %)
9. razvoj programske opreme	2 (0,49 %)	31 (0,12 %)
10. "identity and access management"	1 (0,24 %)	1 (0,00 %)

Table 4 Organic searches

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- The **table 2** shows the results obtained during **Y2** and the accumulated results (**M6-M24**) compared to the established KPIs. This table shows how all KPIs have been successfully met.
- The **figure 3** shows the percentage of every traffic source. The main source of traffic is still **direct traffic** (from direct insertion of the URL in the browser bar). Secondly, there is the **organic traffic** (from search engine searches).
- The **figure 4** analyzes which search terms bring the traffic majority to the **fentec.eu** website. This figure shows the terms related to **brand** (in blue) and the concepts related to the **project topic** (in red). 6 of the 10 most searched terms are related to the project, which is a very satisfactory percentage.

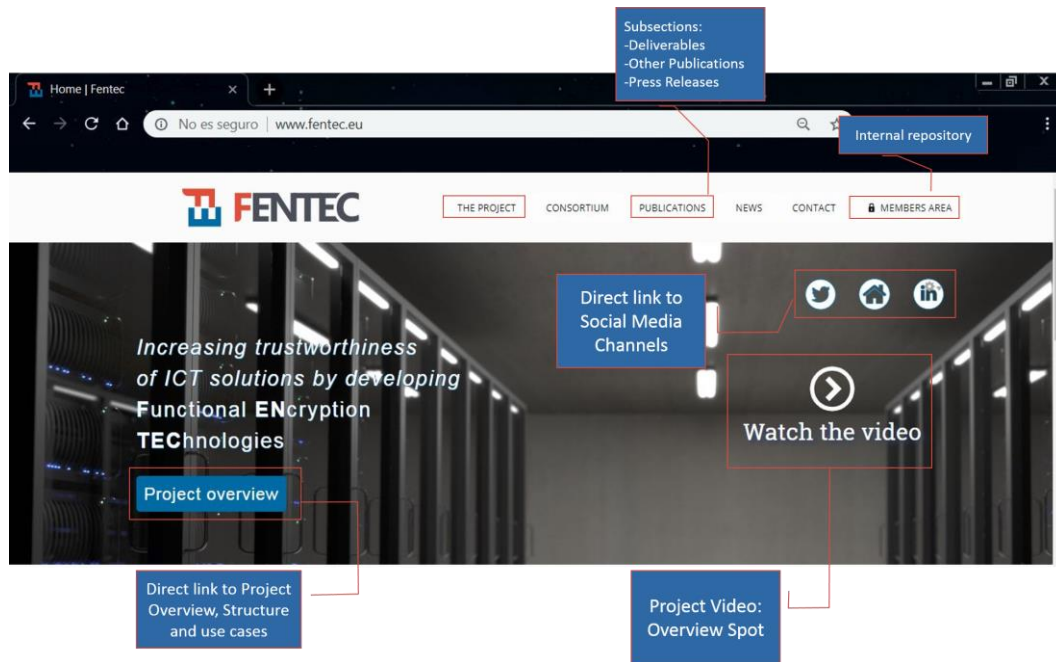


Figure 3 FENTEC's website M12

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Figure 4 FENTEC's website M24

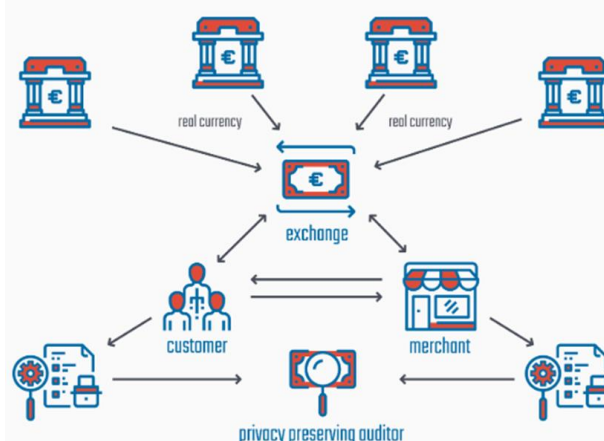
Figures 2 and 3 show the various changes and updates that have been made on the website from M12 to M24. This is the most static part of a website, but small changes have been made with the aim of improving the content and its positioning.

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This use-case provides a **digital-based currency** as a one-to-one counterpart to physical money or issued by debit and credit cards. This would remove the privacy issues but still allowing some opportunities of taxability or auditability by governments or its taxes agencies.

Objective

The main objective of the use case is to demonstrate the benefits of **Functional Encryption** that allows us to comply with complex regulations or requirements, without compromising the functionality of the whole system.



Benefits

The use case will demonstrate how a digital coin with a proper level of privacy could benefit the society from different perspectives:

- **End-users** would be able to perform transactions without exposing their private information to banks and government.
- **Public administrations** could use the tool to tax business and users, reducing underground economy.
- **Merchants** would have a cost-effective tool to enable digital micropayments.

Target

The main potential beneficiaries of this use case are:

- **Bank and Financial Service Providers.**
- **Public administrations.**
- **Merchants.**

Methodology

The technical work will follow an **Iterative and Incremental development** approach, an alternative methodology. This decision comes from the particularities of and complexity of introducing FE into an existing **payment platform** that requires modifying different programmatic modules and interfaces. This methodology allows the division of the work into subtasks or functions of the whole functionality.

The process consists of repeating a set of steps recursively for each of the subtasks: **analysis, design, implementation, and testing**. Once a subtask is finalized the result is integrated into the platform, which is built by adding functions progressively.

Previous work

Previously, this pilot has worked on the development of the core functionality of a payment platform based on Blind Signature scheme.

Current work

Currently, this **FENTEC pilot** is working on the integration of KP_ABE encryption scheme into the Coin generation and payment steps.

Next steps

Next step for **Atos pilot** will be the integration of the KP_ABE scheme and to enhance payment platform by splitting the current class structure into services.

Challenges

The biggest challenge here is to achieve the integration of KP_ABE into the payment process without leaking any information to the exchange which let to link a payment with a wallet.

 [Explanatory infographic of the use case operation flow](#)

Figure 5 Use case example on the FENTEC website

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3.2 Partner websites

The partner contribution to the dissemination of **FENTEC messages and results** is key to the communication of the project.

According to the different established phases of communication, the partners published in **Y1** general information about the project and their participation in it with the aim of increasing the project awareness. In **Y2**, the different partners have published more specialized and specific content. Some examples are the following:

- **KU Leuven:** from its blog, *the IT and IP Law Center*, has published several posts about cryptography and legislation in relation to the project and explicitly mentions it
 - o [Obscure meaning, cryptic messages: cryptography and the law](https://www.law.kuleuven.be/citip/blog/obscure-meaning-cryptic-messages-cryptography-and-the-law/)¹
 - o [Cracking down on encryption: opening the front door](https://www.law.kuleuven.be/citip/blog/cracking-down-on-encryption-opening-the-front-door/)²
 - o [Cybersecurity and identity in online banking: authentication under the GDPR and the PSD2](https://www.law.kuleuven.be/citip/blog/cybersecurity-and-identity-in-online-banking-authentication-under-the-gdpr-and-the-psd2/)³
- **Kudelski Security:** also from the blog section of their corporate website, they have contributed to the dissemination of the project through a publication about **Functional Encryption**:
 - o [Forget homomorphic encryption, here comes Functional Encryption](https://research.kudelskisecurity.com/2019/11/25/forget-homomorphic-encryption-here-comes-functional-encryption/)⁴

3.3 Social Media

Another key tools in **FENTEC's communication strategy** are the social networks. The main objective of social networks is to **direct user traffic to the project website** through the generation of ad-hoc content in the format of news-pills. Secondly, the objective of the content published on social networks is to generate engagement and conversation between users.

The content published on both the **FENTEC Twitter** profile and the **LinkedIn profile** has been adapted to the communication objectives during **Y2**, directing the content to increase the engagement and decreasing the "knowledge" function throughout the year.

¹ <https://www.law.kuleuven.be/citip/blog/obscure-meaning-cryptic-messages-cryptography-and-the-law/>

² <https://www.law.kuleuven.be/citip/blog/cracking-down-on-encryption-opening-the-front-door/>

³ <https://www.law.kuleuven.be/citip/blog/cybersecurity-and-identity-in-online-banking-authentication-under-the-gdpr-and-the-psd2/>

⁴ <https://research.kudelskisecurity.com/2019/11/25/forget-homomorphic-encryption-here-comes-functional-encryption/>

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The data obtained in social networks during Y2 are:



INDICATOR	KPI Y2	RESULTS M12-M24	RESULTS M6-M24
Tweet impressions	30,000	56,758	100,500
Followers	350	416	416
Engagement Rate	1.20%	0.89%	3.71%
Profile Visits	700	960	2,162
# tweets	-	55	94

Table 5 @FENTEC Project results



INDICATOR	KPI Y2	RESULTS M12-M24	RESULTS M6-M24
Posts impressions	2,000	2,231	4,521
Followers	35	40	40
Engagement Rate	-	0.09%	13.09%
Total engagement	-	185	283
# posts	-	17	-

Table 6 FENTEC Project LinkedIn results

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Figure 6 Twitter post examples

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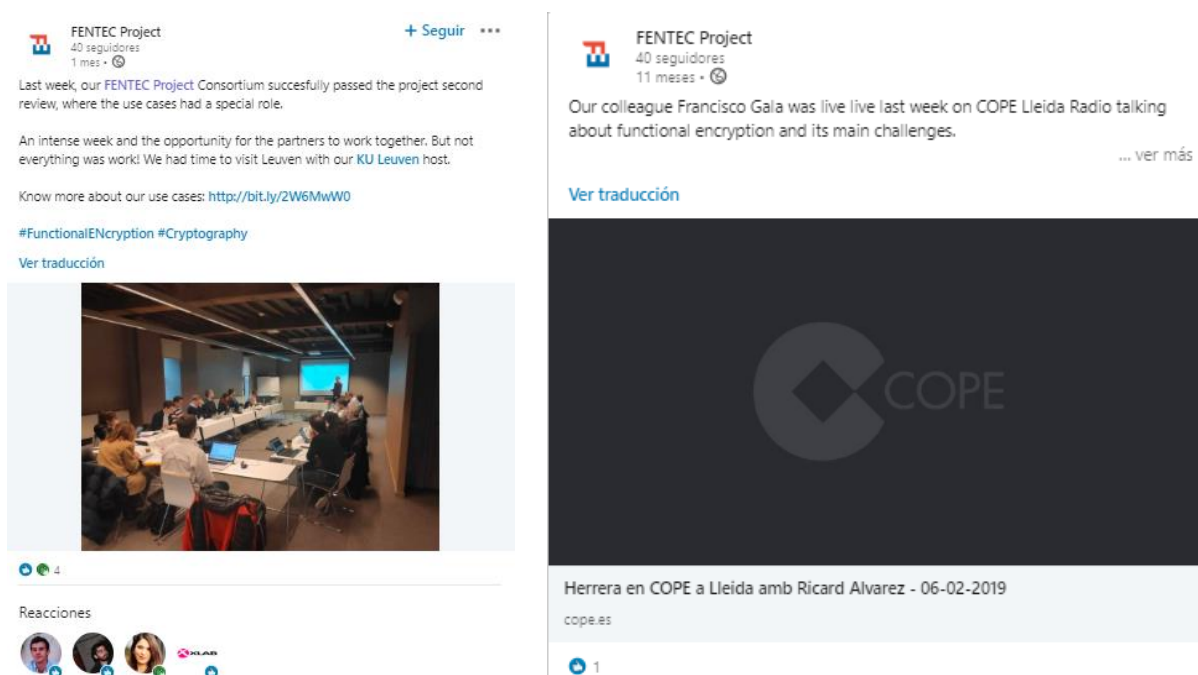


Figure 7 LinkedIn post examples

⁵ https://twitter.com/FENTEC_Project/status/1196821021724205056

⁶ https://twitter.com/FENTEC_Project/status/1204761547366682624

⁷ <https://www.linkedin.com/feed/update/urn:li:activity:6600129989474033664/>

⁸ <https://www.linkedin.com/feed/update/urn:li:activity:6500633719668244480>

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In the social media posts examples, one can see the variation of the formats being used. During Y2, the types of publications were altered, including video, text only, GIF, images, etc. In addition, a publication strategy was established, testing the best publication time in order to concentrate posts in moments of greater engagement.

On the other hand, the partners have also contributed to the dissemination and visibility of the project in their **corporate and personal social networks**, such as:

9101112

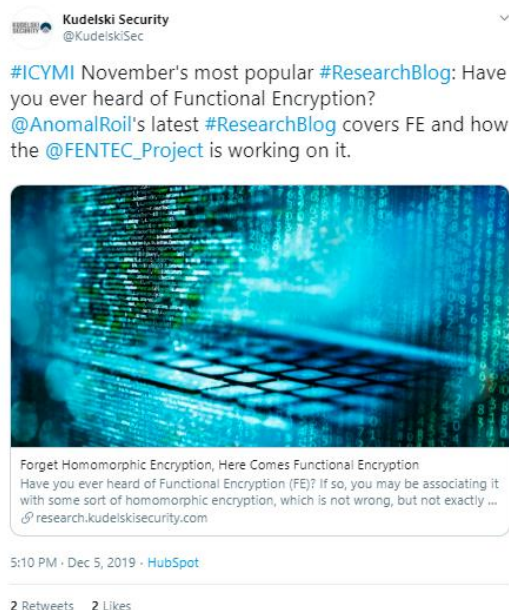


Figure 8 Twitter partners post examples

⁹ <https://twitter.com/AnomalRoil/status/1199334171434352642>

¹⁰ <https://twitter.com/AnomalRoil/status/1192410329411674117>

¹¹ <https://twitter.com/AriMarcomm/status/1186204454418292736>

¹² <https://twitter.com/KudelskiSec/status/1202621167510544384>

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3.4 Press and Media

The publication and distribution of press releases, mentions in corporate tools, media interviews and other mentions in tech newsletters, and other media content is reported in **D2.4 Dissemination Report & Material Y2**.

3.5 Events

During Y2, the **FENTEC Consortium** has actively participated in various **industrial events**, where -in addition to presenting papers- the opportunity has been taken to disseminate leaflets and project information. The distribution of this graphic material aims to increase the visibility of the project and its pilots.

In addition, the **FENTEC Consortium** has attended other scientific and academic events where work was presented. This information is collected in **D2.4**.

Acronym	Full name	Place	Date	Number of participants	FENTEC partners	Presentation
TIIME Workshop	Trust and Internet Identity Meeting Europe 2019: Workshops and Unconference	Vienna, Austria	12/02/2019	115	Atos	Yes (Functional Encryption and Pilots)
Aslan Conference 2019	Enabling Digital Transformation	Madrid, Spain	3-4/04/2019	60	Atos	Yes
EEMA Annual Conference 2019	Interactive Session: Initiatives to enable enhanced privacy and security	London, UK	18-19/06/2019		XLAB	Yes
Crypto & Privacy Village	DEF CON 27	Las Vegas, USA	19/08/2019	50	KUD	Yes (Empowering Gateways with Functional Encryption)
21st ISSE Conference	European Business Security and Society Challenges: Security in the Digital World 4.0	Brussels, Belgium	6-7/11/2019	~200	KUD Atos KuLeuven	Yes (The FENTEC H2020 project: Function Encryption Technologies made Practical)

Figure 9 Industrial events participation M13-M24

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3.6 Formats

3.6.1 Newsletter

The first newsletter was launched in the **M12**, as scheduled at the planning. During **Y2**, the second newsletter was published in the **M19** and the third edition will be published in the **M24**.

The newsletters are published on the **FENTEC project website** with the aim of making it accessible to all users, being able to disseminate it on social networks and increase its reach.

In addition, during Y2, the subscription to the newsletter has been opened to the general public, adjusting the legal aspects of the GDPR accordingly. Currently, any user can subscribe to the newsletter to receive the public information about the project.

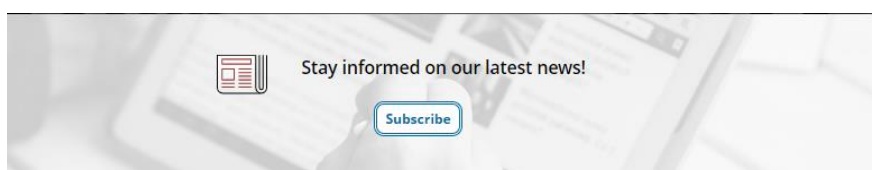


Figure 8 Newsletter subscription banner (fentec.eu)



FENTEC newsletter

Yes, keep me informed on the latest news on the project and Function ENcryption!

Email Address

First Name

Last Name

Marketing Permissions

Please select all the ways you would like to hear from FENTEC project:

☐ Email

You can unsubscribe at any time by clicking the link in the footer of our emails. For information about our privacy practices, please visit our website.



We use Mailchimp as our marketing platform. By clicking below to subscribe, you acknowledge that your information will be transferred to Mailchimp for processing. [Learn more about Mailchimp's privacy practices here.](#)

Subscribe!

Figure 10 Newsletter subscription form (fentec.eu)

Currently, there are 53 users subscribed to the **FENTEC newsletter**.

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Apart from the official poster that was launched in February, **KU Leuven** made a new version of the poster to adapt it to a specific corporate event: the **30 YEARS ICRI / CIR / CITIP conference**¹³.

3.6.4 Infographic

During **M24**, the **FENTEC consortium** is working on the design of 3 different infographics in order to publicize the three use cases of the **FENTEC project**.

The **infographics** will be adapted to **different formats** with the aim to disseminate them on the digital channels, as much as the web, as the social networks or as the newsletter. Each of them focuses on one of the current pilots and describes the current situation and the challenges in a generic and global way, with the aim of translating the technical research into general terms and reaching a wider audience.

3.6.5 Social Media creativities

With the aim of increasing the reach and the engagement several formats have been used in social networks during **Y2**: From the automatic preview of shared links, to predesigned GIFs and images created in an ad-hoc manner. The **FENTEC** strategy have learnt about the best time to post and the **most engagement format or the greater reach**.



Figure 12 FENTEC Social Media creative artworks

¹³ <https://www.law.kuleuven.be/citip/en/30-years-icri-cir-citip>

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3.6.6 News and Publications

Aside from the blog articles and published papers, the **FENTEC website** has been continuously updated during **Y2** with information according to the project.

From **M13** to **M24**, the information related to events and conferences, the impacts on the media, the publication of public deliverables, the dissemination of marketing materials, etc., has been published. These publications have also been disseminated through other channels such as social networks.

Overall, the following have been published:

- 6 pieces of relevant information for the project hosted on the NEWS category of the FENTEC website.¹⁴
- 6 public deliverables on the PUBLICATIONS category of the FENTEC website.¹⁵
- 10 accepted and published papers on the FENTEC web.¹⁶

The papers disseminated on the web and on social networks have also been published in **public repositories** to facilitate the access to the technical professionals of interest. The main repository that has been nurtured with all project papers is **zenodo.org**, which is linked to other platforms such as **Open Aire** where the papers are also automatically dumped.

The **FENTEC repository on Zenodo** can be found here:

<http://bit.ly/FENTEC-Zenodo>¹⁷

¹⁴ <http://www.fentec.eu/category/13>

¹⁵ <http://www.fentec.eu/deliverables>

¹⁶ <http://www.fentec.eu/article/latest-papers>

¹⁷ <https://zenodo.org/search?page=1&size=20&q=FENTEC>

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4 Y3 Communication Plan

FENTEC project is starting the third and last year and the maturity of its technology has grown, so it will achieve the peak expected over the last months of next year. Based on this situation, the Consortium has decided to update the current communication plan and to establish a detailed plan of actions adapted to every channel and format.

The main strategy was defined in the **D2.2**, so no major strategy changes will be made for this last year and the channels used will remain the same. The awareness phase has concluded, and the engagement state will be playing a bigger role in the communication activities, reaching its peak next year.

On the one hand, this implies that the message will be more attractive and captivating, seeking to communicate the project milestones and results to multiple audiences. And, on the other hand, a significant part of effort will be devoted to the search and participation of **FENTEC partners** in industrial events with different audiences.

4.1 Channels

4.1.1 Project website

The **FENTEC website** will continue to act as the visible face of the project to the external public.

- At the content level, it will be updated with **periodic blog posts**, related **news**, **deliverables**, **published papers**, new **marketing material** or other information under express requests from the consortium partners.
- On a visual level, the web took a turn during Y1, as in-depth work result. The objective for the **Y3** is to keep the design updated and make small changes to the graphics.
- During **Y3**, the **SEO** positioning strategy will be reinforced. **FENTEC website** will have slight improvements with the goal to raise positions in the appropriate search results and **increase traffic from search engines**.

4.1.2 Social Media

The **FENTEC Project** will continue to have an active role in its two social media profiles (**Twitter and LinkedIn**) with the goal of reaching to the general public, apart from the technical, industrial, and academic profiles that are already achieved through other channels. Both social networks aim to generate engagement and direct traffic to the **FENTEC website**.

Twitter will be used as a dynamic and spontaneous **social network** and to transmit information on a newsworthy basis. **LinkedIn** will be used as a professional social network, going more in detail in the content and with more thoughtful posts.

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In addition, and in order to achieve a higher engagement, the social media will include a **digital influential profiles strategy**. These profiles -such as industry experts, key companies, other research project or specialized journalists- will be detected, their relevant content will be shared and will be followed in order to get their attention and take the opportunity to reach their audience.

4.1.3 Press and Media

As in the Y1 and the Y2, the **FENTEC project** will use the press releases as channel to formally communicate the crucial information that may arise. These press releases will be distributed by the communication and marketing teams of the partners and translated into different languages if necessary or making partners adaptation. In addition, these press releases will be published on the FENTEC website and on the different partners websites.

4.1.4 Events

Taking into account that next year will be the third and final year of the project, the technology developed in **FENTEC** has a higher level of maturity. Therefore, **communication and dissemination** efforts should be aimed at increasing the presence of the project in **industrial events** in the sector.

With this objective, the **2020 events schedule** that will take place in Europe has been analyzed. Based on these calendar appointments, the presence of the project in certain events will be prioritized and the attendance of them will be distributed among the different partners, according to the priorities and preferences of everyone.

TOPIC	DATA	NAME	PLACE	URL
Data protection	21/01/2020	Privacy Camp 2020	Brussels	https://privacycamp.eu/
Data protection	22/01/2020	CPDP	Brussels	https://www.cdpconferences.org/
Technology and Innovation	12/02/2020	Transfiere Málaga: 9º Foro europeo para la ccia, tech e innov.	Málaga	https://transfiere.fycma.com
Security	24/02/2020	sec4dev Conference & Bootcamp	Vienna	https://sec4dev.io/
Cloud and industry	25/02/2020	embedded world Conference 2020	Nuremberg	https://www.embedded-world.de/
Big Data	09/03/2020	Big Data Paris	París	https://www.bigdataparis.com/2020/en/home/
Cybersecurity and Cloud	11/03/2020	Securing Digital Transformation	London	https://www.cloudsecurityexpo.com

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Business and Digital Transformation	March 2020	Digital Enterprise Show (DES)	Madrid	https://www.des-madrid.com/
Technology and Innovation	01/06/2020	OpenExpo Europe	Madrid	https://openexpoeurope.com/es/
Cybersecurity	02/06/2020	infosecurity Europe	London	https://www.infosecurityeurope.com/
Data protection	04/06/2020	Annual Privacy Forum 2020	Lisbon	https://privacyforum.eu/
Cybersecurity	15/06/2020	CyberSA 2020 (Cyber Science 2020)	Dublin	https://www.c-mric.com/csa2020#https://www.c-mric.com/booking
Cybersecurity	15/06/2020	Cyber Security 2020 (Cyber Science 2020)	Dublin	https://www.c-mric.com/cs2020
Data protection		IPEN Data Protection Day Workshop 2020		https://edps.europa.eu/data-protection/our-work_en
Innovation		Future of Open Innovation Practices Day		
Cybersecurity	28/12/2020	Cybersecurity Forum	Lille	https://www.forum-fic.com/en/home.htm

Table 7 Events proposal 2020

4.2 Formats

4.2.1 Newsletters

During Y3, two more newsletters will be published, which will be disseminated via **email** -to the full list of subscribers-, on **social networks** and on the **web**. In addition, it will be generated in a downloadable format for easy shipping and sharing.

The calendar proposed for these publications for Y3 is the following:

- **M30:** Fourth Newsletter: opportunities or obstacles in project delivery, procedures, and challenges.
- **M36:** End Newsletter: Final analysis, outcomes and conclusions.

4.2.2 Brochures

During Y1 and Y2, **FENTEC** communication worked on general infographics in order to reach a general public and execute the awareness phase.

In the course of Y3, the focus will be on engagement state and **FENTEC** communication will work in a sequence of brochures about the **three FENTEC pilots**. This material may attend and support the

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events proposed during Y3 (section 4.1.4.), thus reinforcing the message and approach defined for the last phase of the project.

While the previous infographics were aimed at reaching a general public in social networks, the next brochures will explain in depth and in a technical way the pilots developed by **FENTEC project** and will be aimed at the technical and niche audience who attend the sector events.

4.2.3 Blog

Continuing on the strategy adopted in the blog and with the engagement objectives proposed for the

DATE	PARTNER	TOPIC
Feb (M26)	FUAS	TBD
May (M28)	KUD	TBD
Jun (M30)	UEDIN	TBD
Aug (M31)	ATOS	Pilot 1 <i>Privacy-preserving and auditable Digital Currency</i>
Oct (M32)	KUD	Pilot 2 <i>Motion Detection and Local Decision Making</i>
Dec (M34)	WALLIX	Pilot 3 <i>Privacy-Preserving Statistical Analysis</i>

Y3, the blog will have a periodic publication every 2 months, in which all partners will participate.

For this year, both the proposed topics and the posts will be oriented with **SEO objectives**. The following proposed posts are based on the **most popular searches** related to project issues. These topics can be modified by the corresponding partner, but FENTEC will guarantee the SEO review on the final post.

Table 8 FENTEC blog calendar

Guidelines:

450-600 words

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Keywords: Functional Encryption, Applied Cryptography, Cryptography, FE Challenges, FE Definitions, Innovation, Research, Digital Transformation, Cybersecurity, Blockchain, Europe, Internet of Things, Cryptocurrency, telecommunications, Finance, Technology, Online payments etc.

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4.3 Calendar

As a result of the proposed strategy and of the results obtained during the first two years of the project, the following calendar for communication activities is proposed:

STAGE	ENGAGEMENT												
	VISIBILITY												
	AWARA.												
ACTION	M24	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36
	DEC 19	JAN	FEB	MAR	MAY	APR	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Papers repository													
Website													
Social Media													
Press	Ad-hoc												
Events													
Newsletters													
Brochures													
Post blog													
Infographics													

Table 9 FENTEC action calendar

4.4 Specific Partners Actions

○ Atos

As a **communication task coordinator and Innovation Manager**, **Atos** is maintaining and updating the project website and project social media channels. In this way, Atos is the responsible of the creation and distribution of communication material developed.

From Atos, not just as a communication coordinator, the company puts at the disposal of the project its corporate communication structures in order to contribute to the achievement of **FENTEC objectives**:

- **Internal communities**: Atos counts with multiple communities related to the areas of Cloud, Cybersecurity or Information Technologies: Atos Scientific Community, Atos Research & Innovation Units, internal newsletters, and other Atos transfer lines of cloud and cybersecurity. In addition, Atos employees has an internal community site, Zen, to share interesting content.

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FENTEC communication material could be distributed and shared with the internal global community.

- **External communities:** Atos also makes use of the corporate communication structures and tools to disseminate project information. The project is being able to make use of the Axia Corporate Magazine, aiming to share with Atos partners and customers trends innovation in several areas such as Cybersecurity, blockchain, Trusted Identities, etc. Atos also makes use of the Marketing and Communication Department for the international distribution of graphic material and press releases.

○ **KU Leuven-CITIP**

KU Leuven is engaged in **FENTEC** as an **expert academic** center on law and ethics in the field of ICT.

Alongside scientific dissemination in the form of conference papers and journal articles, **KU Leuven-CITIP** also runs its own **blog**¹⁸ and communicates through a **Twitter account**¹⁹. Through those two channels, the center reaches a wider audience, including academia, industry, policy-makers and interested non-expert public.

As example, during Y2, three blogposts relating to **FENTEC** have been posted on **CITIP's blog**, communicated through Twitter and adapted on the **FENTEC website**:

1. Obscure meaning, cryptic messages: cryptography and the law²⁰
2. Cracking down on encryption: opening the front door²¹

○ **Helsingin Yliopisto**

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**.

¹⁸ <https://www.law.kuleuven.be/citip/blog/>

¹⁹ https://twitter.com/citip_kuleuven

²⁰ <https://www.law.kuleuven.be/citip/blog/obscure-meaning-cryptic-messages-cryptography-and-the-law/>

²¹ <https://www.law.kuleuven.be/citip/blog/cracking-down-on-encryption-opening-the-front-door/>

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5 Conclusions

After analyzing the work done during the first two years of the project, we can say that the **communication task** has had -and is having- satisfactory results for the project.

The established objectives have not only been met, but -in most cases- exceeded. The variety of formats and channels allow to reach a broad audience, covering both technical profiles and a more general audience. In addition, the strategy and the analysis of results, allows us to adapt the contents and publications continuously, to increase the reach and the engagement.

Online channels have become the key to **FENTEC communication**, where social networks, and especially **Twitter**, have become essential tools. In addition to directing traffic to the web, they are community-creation platforms that allow us to measure, analyze and engage in a conversation with **FENTEC followers**.

The partners contributions have been essential to **generate community**. During Y3, the engagement objective will continue to work through these contributions and through **Public Relations strategies** in social networks.

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