



EUROPEAN SECURITY CERTIFICATION FRAMEWORK

# D 6.1: DISSEMINATION AND STANDARDISATION PLAN

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\*PU = Public, CO = Confidential

\*\*R = Report, P = Prototype, D = Demonstrator, O = Other

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## VERSIONING

Version	Date	Comment	Name, Organisation
1.0	31/03/2017	Initial version	Immo Regener, PwC
1.1	20/12/2018	Appendix A with updates on dissemination activities and dissemination plans	Louise Merifield, SixSq

## EXECUTIVE SUMMARY

The dissemination plan is aimed to raise awareness of the EU-SEC Project and its results among stakeholders. It describes the objectives of the dissemination plan, the methodology of the dissemination strategy, the information to be disseminated and the responsibilities of each beneficiary in terms of dissemination. Furthermore, it describes the dissemination strategy and its implementation plan through different activities, channels and tools with the associated information that is going to be communicated, target audiences, time, frequency, location, number of participants, the expected outcome and the KPIs.

The standardisation plan is developed to set out a mutual standard of the process executed as well as the strategies and approaches taken during the execution of the project. It describes the foundations and the roles of the strategy and the methodological approach within the work package as well.

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# ABBREVIATIONS

AB	Advisory Board
AP	Action Point
CEN	European Committee for Standardization
CIO	Chief Information Officer
CSA CCM	Cloud Security Alliance's Cloud Control Matrix
CSA	Cloud Security Alliance (Europe) LBG
CSC	Cloud Service Customer
C-SIG	Cloud-Select Industry Group
CSP	Cloud Service Provider
DS	Dissemination Strategy
e.g.	for example
EC C-SIG	European Commission Cloud-Select Industry Group
ENISA	European Network and Information Security Agency
etc.	et cetera
ETSI	European Telecommunication Standards Institute
EU	European Union
EU-SEC	European Security Certification Framework
Fabasoft	Fabasoft R&D GmbH
Fraunhofer	Fraunhofer Gesellschaft zur Förderung der angewandten Forschung e.V.
GDPR	General Data Protection Regulation
H2020	Horizon 2020

i.e.	<i>id est</i> (It is)
ICT	Information and Communication Technology
IPR	Intellectual Property Rules
ISC	International Standardization Council
ISO	International Organization for Standardization
ISO/IEC	International Organization for Standardization/International Electrotechnical Commission
KPI	Key Performance Indicator
MF-SR	Ministerstvo financii Slovenskej republiky
n.a.	not applicable
NIS	Network and Information Security
NIST	National Institute of Standards and Technology
NIXU	Nixu Oyj
PwC	PricewaterhouseCoopers GmbH WPG
SDO	Standards Development Organization
SI-MPA	Ministry of Public Administration
SIXSQ	SixSq Sàrl
SME	Small and Medium-sized Enterprise
tbd.	To be defined
WP	Work Package

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# 1 PROJECT OVERVIEW

In recent years, the ICT market has evolved toward a cloud-based approach. This shift, together with the rapidly changing legal and regulatory landscape, has heavily impacted security assurance, governance and compliance. The information security market players have tried to provide suitable solutions to cope with issues such as:

- lack of means to provide higher level of assurance (e.g. continuous monitoring and auditing),
- privacy not adequately taken into account,
- limited transparency,
- and lack of means to streamline risk management and compliance.

In the certification area this has resulted in the creation of several schemas creating an additional problem, i.e. the proliferation of certification scheme.

With the support of Horizon 2020 (H2020), a funding programme created by the European Union to support and foster research in the European Research Area, the European Security Certification Framework (EU-SEC) Consortium aims to solve the aforementioned issues by:

- improving the effectiveness and efficiency of existing approaches for assurance and compliance,
- creating a framework under which existing, certification and assurance approaches can co-exist,
- providing stakeholders in the ICT security ecosystem with a validated governance structure, a reference architecture, and the corresponding set of tools,
- and enhancing trustworthiness and transparency in the ICT supply chain through business cases developed and piloted by industrial partners.

## 1.1 OBJECTIVES AND SCOPE

This is the first deliverable addressing objectives 1 and 3 of the work package 6 (WP6):

*1. Establish and maintain mechanisms for effective communication and outreach, to ensure that information is shared with relevant target audiences on a timely basis and by the most effective means to a broadest possible outreach.*

*3. Enabling all consortium partners, among them are also auditors and ICT companies, to exploit the project's results for their business by providing guidance through educational and training material, through workshops, webinars, events and finally through the project website.*

## 2 OBJECTIVES OF DISSEMINATION

The objectives pursued with this dissemination strategy are (in line with the Grant Agreement):

1. To build awareness on EU-SEC key advantage and technological excellence.

Continually education programs and events will show the key advantages and the technological excellence to the public in order to build the awareness on the project. It is necessary to have a high public awareness in order to bring the framework to the market.

2. To establish networks of partnerships to promote solution efficiency.

Dissemination activities will be done in coordination with many experts and researchers on the field. This has an aim to establish and expand the networks of partnerships, particularly to promote our project.

3. To identify relevant user and build segmented users' profile.

The dissemination activities involve many direct contacts with the future users of the framework. This will help the consortium to identify each user groups and build the users' profile from them.

In order to reach these objectives, the EU-SEC Consortium has developed this dissemination strategy (DS) describing how the information related to the project will be communicated to external and internal stakeholders by a set of activities. Furthermore, the DS will support and leverage the adoption of the project's outcomes by the targeted communities and the relevant business and commercial groups, through practical examples, based on the pilots. The DS will be re-evaluated, adjusted and enhanced throughout the project duration, continually according to the project's progress as well as the external developments and information.

### 3 INFORMATION TO BE DISSEMINATED

The EU-SEC Project consists of seven work packages (WP) producing several deliverables of different types. The information to be disseminated strongly depends on the approach, the process of developing the deliverables and the type of the deliverables. The deliverables are classified into two dissemination levels: public and restricted. The level "Public" means that the information concerning the deliverable will be disseminated publicly, whereas "Restricted" deliverables are confidential and available to members of the EU-SEC Consortium including the Commission Services only.

Depending on the approach for developing and the type of the deliverable, the EU-SEC Consortium has selected the appropriate dissemination channels and activities ensuring the maximum pervasion, range and coverage (please refer to Chapter 5: Dissemination Activities, Channels and Tools). Table 1 shows all deliverables for public and the month, in which it is due. All deliverables are classified as "Report".

*Table 1: List of Deliverables for Public*

ID	TITLE	DUE IN MONTH
D1.1	TRA Methodology	6
D1.2	Security and privacy requirements and controls	8
D1.3	Auditing and assessment requirements	8
D1.4	Principles, criteria and requirements for a multiparty recognition and continuous monitoring based certifications	12
D2.1	Multiparty recognition framework for cloud security certifications	9
D2.2	Continuous Auditing / Monitoring certification scheme	12
D2.3	Privacy Code of Conduct	9
D2.4	EU-SEC Framework First Version	15
D2.5	EU-SEC Framework Final Version	30
D3.1	Architecture for security controls V1	12
D3.2	Architecture and tools for auditing V1	12
D3.3	Architecture and tools for evidence storage V1	12
D3.4	Integration framework V1	18
D3.5	Integration framework Final documentation	24
D4.5	Consolidation and analysis the pilot results	23

ID	TITLE	DUE IN MONTH
D5.1	Pilot preparation report	18
D5.2	Technical report on pilot integration for provider selection and continuous certification	28
D5.3	Requirements and validation criteria – Pilot results	29
D6.1	Website and Dissemination and Standardisation Plan	3
D6.2	Exploitation Plan	12
D6.3	Annual report on dissemination, standardization and exploitation	24
D6.4	Training and awareness plan	24
D6.5	Final annual report on dissemination, standardization and exploitation	36

## 4 DISSEMINATION TARGET AUDIENCES

In order to successfully communicate and disseminate the information related to the EU-SEC Project, it is important to identify and define the target audiences to be addressed. By this, the EU-SEC Consortium will tailor the information and communication flow to the specific needs and characteristics of each audience in order to maximise the impact and value of the project's outcomes. The EU-SEC Consortium has defined the target audiences as following:

1. Auditors
2. Cloud Service Customer (CSC)
3. Cloud Service Provider (CSP) and Security Provider
4. Financial sector and other critical infrastructure service provider
5. Governments/Agencies
6. ICT Companies
7. Partners
8. Public Administrations
9. Scientific Community
10. Privacy Professionals
11. Public

The 11 main target audiences could be freely broadened, since many fields of expertise and branches are involved there. Following are the specific target audiences of this dissemination plan, which were derived from the main target audiences:

- Academia community
- Auditors
- Certification authorities
- Cloud/ IT security experts, CIOs of CSP, CSC, and IT Service Providers
- Communities of software houses
- CSC
- CSP and Security Providers
- Education Institutions
- Focused online communities

- Government/policy community
- Governmental institutions
- Governmental organizations and relevant non-profit organizations
- Governments/Agencies
- ICT Provider Companies
- Industry community
- Partners
- Press
- Privacy Professionals
- Public Administrations
- Researchers
- Senior managers / Partners of auditing companies
- Senior members of governmental or non-profit organizations working in security or related areas
- Senior security executives of major cloud service customers
- SME community
- Standards/certification community

The dissemination channels, which aim to effectively reach each specific target audience, are different from one to another. Therefore, we have mapped in the following table the target audiences to the corresponding dissemination activity:

*Table 2: Dissemination Activities/Actions and the associated Target Audiences*

ACTIVITY / ACTION	SPECIFIC TARGET AUDIENCES
Project Website	all
Workshops	<ul style="list-style-type: none"> <li>• Senior security executives of leading cloud service providers</li> <li>• Senior security executives of major cloud service customers</li> <li>• Senior managers / Partners of auditing companies</li> <li>• Senior members of governmental or non-profit organizations working in security or related areas</li> <li>• Privacy professionals</li> </ul>

ACTIVITY / ACTION	SPECIFIC TARGET AUDIENCES
Conferences and Industry Seminars	<ul style="list-style-type: none"> <li>• Researchers</li> <li>• Education Institutions</li> <li>• Cloud/ IT security experts, CIOs of CSP, CSC, and IT Service Providers</li> <li>• Senior managers / Partners of auditing companies.</li> <li>• Governmental organizations and relevant non-profit organizations</li> <li>• Privacy professionals</li> </ul>
Press Releases	<ul style="list-style-type: none"> <li>• Auditors</li> <li>• CSC</li> <li>• CSP and Security Providers</li> <li>• ICT Provider Companies</li> <li>• Governments/Agencies</li> <li>• Public Administrations</li> <li>• Researchers</li> <li>• Focused online communities</li> <li>• Communities of software houses</li> <li>• Certification authorities</li> <li>• Privacy professionals</li> </ul>
Flyers and other Printed Materials	<ul style="list-style-type: none"> <li>• Auditors</li> <li>• CSC</li> <li>• CSP and Security Providers</li> <li>• ICT Provider Companies</li> <li>• Governments/Agencies</li> <li>• Public Administrations</li> <li>• Researchers</li> <li>• Focused online communities</li> <li>• Communities of software houses</li> <li>• Certification authorities</li> <li>• Privacy professionals</li> </ul>
Social Media	<ul style="list-style-type: none"> <li>• Auditors</li> <li>• CSC</li> <li>• CSP and Security Providers</li> <li>• ICT Provider Companies</li> <li>• Governments/Agencies</li> <li>• Public Administrations</li> </ul>



ACTIVITY / ACTION	SPECIFIC TARGET AUDIENCES
	<ul style="list-style-type: none"> <li>• Researchers</li> <li>• Focused online communities</li> <li>• Communities of software houses</li> <li>• Certification authorities</li> <li>• Privacy professionals</li> <li>• Public</li> </ul>
Newsletters	<ul style="list-style-type: none"> <li>• Partners ( for internal newsletters)</li> <li>• Auditors</li> <li>• CSC</li> <li>• CSP and Security Providers</li> <li>• ICT Provider Companies</li> <li>• Governments/Agencies</li> <li>• Public Administrations</li> <li>• Researchers</li> <li>• Focused online communities</li> <li>• Communities of software houses</li> <li>• Certification authorities</li> <li>• Privacy professionals</li> </ul>
Project Launch Event	all
Guidelines, Whitepapers, Studies, Training Material	<ul style="list-style-type: none"> <li>• CSC</li> <li>• CSP and Security Providers</li> <li>• ICT Provider Companies</li> <li>• Researchers</li> <li>• Focused online communities</li> <li>• Communities of software houses</li> <li>• Privacy professionals</li> </ul>

## 5 DISSEMINATION ACTIVITIES, CHANNELS AND TOOLS

The target audiences defined in Chapter 0 are addressed by different dissemination channels and tools. The activities, channels and tools will be selected based on the information to be disseminated as well as on the target audience. In order to ensure an effective and efficient communication flow, the following dissemination activities, channels and tools will be leveraged in this project:

1. Project Website
2. Conferences and Industry Seminars
3. Workshops
4. Press Releases
5. Flyers and other Printed Materials
6. Social Media
7. Newsletters
8. Project Launch Event
9. Guidelines, Whitepapers, Studies and Training Material

### 5.1 PROJECT WEBSITE

The EU-SEC Project will be represented by the website: [www.sec-cert.eu](http://www.sec-cert.eu). It is one of the central dissemination channels and sources of information about the project. The website will be enhanced and maintained regularly throughout the project. It will feature the dissemination and communication items, such as press releases, project flyers, conference presentations and links to news articles about the EU-SEC Project. The content of the website will be updated continually.

Additional subsites and advanced features will be set up and added throughout the project lifetime according to the progress of the project. Furthermore, it will contain public deliverables produced by the EU-SEC project.

The consortium plans to create a microsite or link to the project's website on each partner's website. It can contain but may not be limited to, logos, graphics, quotes, training materials, etc. Each consortium partner may position their organization as a contributor to the EU-SEC Project as long as there is a link back to the primary EU-SEC website for the official EU-SEC contents provided.

A guideline will be provided for the consortium partners to set out ground rules and principles in maintaining social media accounts, developing blog or byline article content for promoting their organizations participation in the EU-SEC project through third-party media properties. The guideline will be used for the use of the project's official dissemination channels as well as the partner's individual dissemination tools.

### 5.1.1 BENEFITS

- High accessibility of the project's results from the user perspective through its availability in PC, smartphones, tablets, etc.
- User-friendly to different target audiences
- Downloadable results provide users an up to date status of the project
- Platform supporting information sharing and collaboration among the stakeholders
- Increased awareness on the project among the relevant stakeholders and communities
- Real-time information about the viewers' range through analytics tools which will help the consortium to determine whether the targeted audiences were successfully addressed

### 5.1.2 INFORMATION TO BE COMMUNICATED

The website will go live with the following content and be updated according to the progress of the project.

*Table 3: Website Content*

SUBSITE	CONTENT
<b>About EU-SEC</b>	Description of the project including standard information such as

---

	<ul style="list-style-type: none"> <li>• Objective</li> <li>• Project Approach</li> <li>• Timeline</li> <li>• Partners</li> <li>• Source of funding</li> <li>• ...</li> </ul>
<b>Partners</b>	Link to the consortium partners
<b>Events</b>	A current overview of all events such as workshops, trainings, conferences, and webinars, etc. including topic, time, location, and target audience. Section will be updated regularly.
<b>Downloads</b>	Representation of latest achievements and developments including links to research papers, whitepapers, and news articles prepared by the consortium partners. The visitor will also be able to subscribe for printed media and newsletters.
<b>News</b>	<p>Interesting news insights into latest achievements and technical project work and progress e.g. in form of newsletter, the latest intermediary / final research and deliverables etc. If appropriate, link to download section.</p> <p><i>(content suitable for publishing only)</i></p>
<b>Contact</b>	<p>Contact information giving visitors the opportunity to contact</p> <ul style="list-style-type: none"> <li>• the consortium as a whole via a central email-address monitored by Fraunhofer</li> <li>• specific partners via individual email-address monitored by the specific partner</li> </ul>

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### 5.1.3 LOCATION

The website will be maintained by PwC.

### 5.1.4 FREQUENCY

The website will be updated on at least the following occasions:

- Deliverable handed over
- Milestone achieved
- Major achievements
- Review of events
- Changes in event schedule (e.g. new event such as workshop planned)
- Press release issued

Furthermore, PwC will establish a maintenance plan that describes the planned activities that will be carried out to continually update the website. The website will be updated at least quarterly.

### 5.1.5 EXPECTED OUTCOME

Website with information as described above.

## 5.2 CONFERENCES AND INDUSTRY SEMINARS

Conferences and industry seminars support the EU-SEC Consortium in the following ways:

- The EU-SEC Consortium will set up and realise conferences and industry seminars within the different work packages covering different tasks and topics (“pull participants”)
- Representatives of project partners will visit conferences and industry seminars and bring information to a wider audience via e.g. speeches, panel discussions or personal exchange (“push information”)

The EU-SEC Consortium encourages all representatives of project partners to participate at conferences and industry seminars realised by the EU-SEC Consortium and other initiatives or associations throughout the project. This supports expanding the network and exchanging information with scientists and practitioners in the field in order to leverage latest developments, achievements and information. The representatives of the partners that are driving specific aspects of the project will present achievements, developments, approaches or outlooks of the project including other related aspects.

### *5.2.1 BENEFITS*

- Time efficient addressing of various target audiences at once
- Rapid exchange on latest developments in live discussions
- Direct feedback for the project from experts
- Opportunity to establish contacts with experts from different fields of expertise

### *5.2.2 INFORMATION TO BE COMMUNICATED*

The information that will be communicated through the conferences will be defined and detailed during the execution of the project.

### *5.2.3 LOCATION*

Individual.

### *5.2.4 FREQUENCY*

Each Partner will organise events and attend recognized scientific conferences. Please refer to Table 5: Template for Information Request for the EU-SEC's Participation at International Conferences and Industry Seminars in section 0

Management and Administration of Dissemination Activities.

### *5.2.5 EXPECTED OUTCOME*

The EU-SEC Consortium will execute conferences and industry seminars and also represent EU-SEC on relevant conferences.

## *5.3 WORKSHOPS*

The objective of workshops is to discuss the market readiness level for the framework. An early involvement of the market players by organising workshops with user communities, will help to better understand the market demand. The feedback from stakeholders gained in these workshops will be used to optimise the framework and its components in terms of practicability and trans-European adoption. The number of participants will depend on the budget available for each workshop, the number of companies which accept the invitation, the number of registrations, etc.

### *5.3.1 BENEFITS*

- Better understanding of the market demand which will optimise the functionality of the framework and its components
- Opportunity to learn for the stakeholders and other participants
- Establish contacts with experts from different fields of expertise
- Generate new ideas and insights through group work activities

### *5.3.2 INFORMATION TO BE COMMUNICATED*

The partners will decide which information is important to disseminate through the workshops on an individual, case-by-case basis. Please refer to Table 6: Template for Information Request for the EU-SEC's Workshops for further details. As a minimum, the following information will be communicated during the workshops:

- Briefing of background information and objectives of the project
- Problems or issues that EU-SEC will help to overcome

- Benefits of the project to the respective user communities participating
- The results of the project by the end of the first year and the results after the validation of the first and the second pilot

### 5.3.3 LOCATION

The workshops will be conducted in the following major European cities (selected based on geography and reachability):

1. Berlin
2. Brussels
3. Frankfurt
4. Paris

### 5.3.4 FREQUENCY

The workshops will be conducted at least 3 times throughout the project.

### 5.3.5 EXPECTED OUTCOME

Workshop summary including main achievements, participants and further relevant information, according to the type of the workshop.

Action Items assigned to partners (including the due date).

## 5.4 PRESS RELEASES

The consortium will prepare press releases to publish the project's current status and achievements. Publication through press is highly important considering the number of potential readers and the publicity the project will receive. It is planned to distribute press releases quarterly and in the event of major achievements (e.g.: milestone achieved).

### 5.4.1 BENEFITS

- Increase of the target groups' and the public's awareness of the project



- Well-built public image for the project and the consortium
- Press release will lead to more publications about the project
- Increased visibility for the project and all involved organisations (EU-SEC Consortium, H2020 and EU)
- Well-established contacts with media representatives, which are the intermediaries to the primary target group

#### *5.4.2 INFORMATION TO BE COMMUNICATED*

- Announcement of significant project progress and results
- Cites from experts and respective leaders about the project
- Achievements
- Information about other dissemination activities or sources of information (e.g.: Project web address, workshop appointments, training materials, whitepapers, guidelines, social media groups, contact details).

#### *5.4.3 LOCATION*

n.a.

#### *5.4.4 FREQUENCY*

The consortium will release press releases on selected occasions if necessary.

#### *5.4.5 EXPECTED OUTCOME*

Well-written press release and appropriate media coverage.

### *5.5 FLYERS AND OTHER PRINTED MATERIAL*

Printed material increases the engagement between the organiser and the event's participants considering they are tangible objects that involve interaction during the distribution. Therefore, flyers and other printed material are one of the most used offline dissemination tools. They are a

cost-effective way to reach the target audiences that prefer having something on hand rather than the digital copies.

The consortium plans to produce one flyer, which will be further developed and enriched throughout the project. The information to be disseminated by means of printed material will be set into context with latest societal and technological developments and trends (concept of framing will be applied). The respective event's organiser is accountable for providing the audience with relevant and appropriate material in the right amount.

### *5.5.1 BENEFITS*

- Increased engagement between the consortium's representatives and the respective event's participants through the flyer distribution
- Triggers and supports interaction between the consortium's representatives and participants
- Increased visibility of the project as printed material can be spontaneously passed on to others
- Growth of the community through the information spread with help of the flyers

### *5.5.2 INFORMATION TO BE COMMUNICATED*

The consortium will create one flyer in the first year, which will be continually updated throughout the project. The flyer will contain details about at least the following aspects:

- Description of the project: objective, approach, background, involved partners, progress etc.
- Sources of information, e.g.: web address, project email address, Social Media
- Information related to events: Dates, location, target groups and objectives of upcoming events such as conferences, workshops, trainings, webinars, etc.
- Contact: The consortium's central email address (as shown on the website)

The information to be communicated through flyers and other printed material varies according to the occasion and the purpose. The consortium plans to include information related to the aforementioned aspects into all further printed material in a condensed way.

### 5.5.3 LOCATION

Flyers and other printed material will be distributed to the target audiences during the project's events such as seminars, workshops and conferences. The consortium expects that the majority of the material will be handed out to the event's participants directly. Where appropriate and necessary, material may be shipped to the participants also. Where appropriate, printed material will be supplemented by digital material and information.

### 5.5.4 FREQUENCY

At least five flyers will be distributed during the project. The consortium will decide case-by-case if other printed material is necessary.

### 5.5.5 EXPECTED OUTCOME

High quality flyers and printed material appropriate to the purpose.

## 5.6 SOCIAL MEDIA

The project partners recognise the importance of communicating with citizens about science and its benefits to demonstrate the impact of the European Commission's investment into research and innovation. It is undoubtedly a challenge to show members of the public the impact of such investment on society, the economy and people's everyday lives, in particular to express achievements in terms that can be digested by a non-research audience. Social media channels are accessible to all audiences and can therefore be leveraged to disseminate such information to the public. The consortium recognises that all audiences are important, from research peers, through large and small businesses to members of the public, and content will be tailored to ensure a wide reach. Due to numerous high profile news items on breaches of security and confidentiality in ICT, these topics are of concern to all citizens and should prove accessible and of interest to the target audiences detailed in the strategy, in particular via social media.

Twitter and LinkedIn have been initially chosen as the social media tools suitable for the dissemination strategy of EU-SEC. Both platforms will be highly effective for increasing the impact and visibility of the project. Furthermore, both platforms are used worldwide and have solid numbers of active users. In addition to creating its own social media accounts, the EU-SEC project will take advantage of the well-established social media channels of the consortium partners. For social media activity to be effective, it is critical that all partners commit to following the EU-SEC accounts, and actively re-tweet and re-post published information. The project will also take advantage of the official Twitter account for the Horizon 2020 programme @EU\_H2020 to access the wider audience of followers offered by this account.

All social media activities will start in March 2017, after the project's website goes live. The size of the community in both social media will grow as the project continues (e.g.: by gaining followers and members, which will increase the traffic of the members or followers). LinkedIn will be mainly used to strengthen interest amongst research peers and raise awareness within the business world, with a view to improving exploitation of the project results by industry and the scientific community. Twitter will be used for communicating information and news to a wider audience, including members of the public. This will include project objectives, news on achievements, events and showing how the outcomes have an impact on everyday lives.

### 5.6.1 *BENEFITS*

- Increases visibility of the EU-SEC project by global reach and coverage of the channels
- Establishes the EU-SEC project as a pace-setter and prepares landscape for vast adoption
- Supports other initiatives' and individuals' interaction and information exchange with EU-SEC
- Accelerated content update enabling a rapid publication of information and news
- High accessibility to the project's information from the user perspective through availability on personal computer, smartphones, tablets, etc.

Provides a real-time monitoring of the viewer traffic through analytics tools which will help the consortium to monitor and drive the implementation of the DS.

### *5.6.2 INFORMATION TO BE COMMUNICATED*

The information to be communicated depends on the technical capabilities, functions and set up of the social media tools. Furthermore, the information communicated will be adjusted according to the progress of the project. The consortium deems that the following information will be communicated:

- Description of the project: objective, approach, background, involved partners, progress etc.
- Information related to events: Dates, location, target groups and objectives of upcoming events such as conferences, workshops, trainings, webinars, etc.
- Contact: The consortium's central email address (as shown on the website)
- Expert's opinions on the project (e.g.: leaders of project partner organizations)
- Links to digital material such as flyers, journals, press releases, white papers, publications, presentations etc.
- Information or news related to the project from the partners

### *5.6.3 LOCATION*

Twitter, LinkedIn

### *5.6.4 FREQUENCY*

The social media activities such as posting, responding to comments and queries will be carried out regularly. These activities will be carried out more intensively before major events and after major achievements, to increase the awareness for events and strengthen the project's visibility.

### *5.6.5 EXPECTED OUTCOME*

Well-maintained social media accounts including regular updates/activities

## 5.7 NEWSLETTER

The newsletters will be used to distribute information to a large readership. The potential subscribers will register through online channels such as on the website and on social media and during the events through manual registration. The newsletters will be posted on the website and the subscription link will be available there and on all social media (Twitter and LinkedIn). The newsletters will be distributed to the subscribers via E-Mail.

### 5.7.1 *BENEFITS*

- Subscribers are informed about the project's achievements and latest developments
- Cost effective way for communicating latest information
- Subscribers can forward email newsletters to others
- Effective way to support awareness and to remind the subscribers about the events or the registration of an event

### 5.7.2 *INFORMATION TO BE COMMUNICATED*

- Announcement of significant project achievements and news
- Reminders for events (e.g. workshops, conferences, trainings, webinars)
- Showcase project activities
- Scientific or actual topics that are relevant to the project
- Press release content will distribute via the newsletter as well

### 5.7.3 *LOCATION*

E-Mail

### 5.7.4 *FREQUENCY*

Currently, the consortium plans to publish newsletters quarterly.

### *5.7.5 EXPECTED OUTCOME*

Quarterly newsletters with information as defined above

## *5.8 LAUNCH EVENT*

The launch event will be organised at the end of the project. The main activity of the event is to present and demonstrate the project results. Senior management representatives of each partner will be involved to demonstrate the high attention this project will have for each partner. Specialised press will be invited to the event to ensure that the project gets adequate publicity. This event will give the consortium a chance to discuss about business opportunities regarding the project's results with the invited guests as well.

### *5.8.1 BENEFITS*

- High attention on the project with support of specialised press
- Possibility to directly discuss about business' opportunities with the sponsors on the spot

### *5.8.2 INFORMATION TO BE COMMUNICATED*

- Project end results
- Financial report
- Expertise contributed by each partner
- Benefits of the proposed solutions (business cases)

### *5.8.3 LOCATION*

Central European city (e.g.: Berlin, Brussels)

### *5.8.4 FREQUENCY*

n.a.

### *5.8.5 EXPECTED OUTCOME*

Well-presented and demonstrated project end results

## 5.9 GUIDELINES, WHITEPAPERS, STUDIES AND TRAINING MATERIAL

All educational events need an outline to be well executed. Guidelines and training material will act as a standard of the educational events, where the stakeholder community is expected to better understand the results of the project and able to adopt the framework and its components. Whitepapers and studies will be disseminated through various dissemination channels (e.g.: on the website) in order to fairly distribute the results to all target audiences and all partners of the consortium.

### *5.9.1 BENEFITS*

- Offers the audiences which cannot attend the events an in-depth knowledge of the specific field
- Shows the high quality of the project through the details
- Deep assessment of various topics and issues (studies and whitepaper)

### *5.9.2 INFORMATION TO BE COMMUNICATED*

- Course of actions for particular processes related to the project's results (Guidelines)
- Specific and complex issues with the suitable discovered solution regarding the project (Whitepapers)
- Discussion about specific and complex themes related to the project with detailed explanations and evidences (Studies)
- Instructions for the execution of the trainings (Training Material)

### *5.9.3 LOCATION*

n.a.



#### 5.9.4 FREQUENCY

Please refer to Table 8: KPIs for the Dissemination Activities and Channels under "*Guidelines, Whitepapers, Studies and Training Material*"

#### 5.9.5 EXPECTED OUTCOME

Guidelines, Whitepapers, Studies and Training Material with all information mentioned above

## 6 MANAGEMENT AND ADMINISTRATION OF DISSEMINATION ACTIVITIES

As the WP 6 Leader, PwC will manage and administer dissemination activities. The dissemination strategy is a holistic one, which targets stakeholders from diverse branches and varied interest groups. Reaching this audience can only be achieved through combined efforts of the whole consortium. In order to ensure that dissemination activities are being carried out, PwC will employ the following management plan: To accomplish the objectives of the dissemination activities, according to the Grant Agreement the efforts should be shared by all the partners involved in the project. To reach the external target audience through dissemination activities, PwC (WP 6 Leader) performs and ensures the following management activities.

### 6.1 ALIGN ADVISORY BOARD WITH EXECUTIVE BOARD

PwC will align with the Advisory Board (AB) to improve the project results and give evaluation and feedbacks to the deliverables throughout the project.

### 6.2 DISSEMINATION PER PARTNER

The aforementioned dissemination activities are assigned to the corresponding partners in the table below. Furthermore, a person in charge should be nominated by each partner for each dissemination activity.

Table 4: Responsible Beneficiary for Dissemination Activities, Tools and Channels

DISSEMINATION ACTIVITIES, TOOLS, CHANNELS	Fraunhofer	CSA	SIXSQ	NIXU	PwC	SI-MPA	MF SR	Fabasoft
<b>Website</b>								
Content input and update	C	C	C	C	L	C	C	C
Maintenance of the website	C	C	C	C	L	C	C	C
<b>Conferences and Industry Seminars</b>								
Evaluation, planning and organization of participation at conferences and industry seminars	C	C	C	C	L	C	C	C
Participation at Conferences and Industry Seminars	C	C	C	C	C	C	C	C
Creating conference papers and presentations	C	C	C	C	C	C	C	C
<b>Workshops</b>								
Production of material required for workshops	C	C	C	C	C	C	C	C
Planning and organization of the workshops	C	C	C	C	C	C	C	C
Conducting workshops	C	C	C	C	C	C	C	C
<b>Press Releases</b>								
Content input	C	C	C	C	L	C	C	C
Producing and publishing press releases	C	C	C	C	L	C	C	C
<b>Flyers and Other Printed Materials</b>								
Content input	C	C	C	C	L	C	C	C
Producing and distributing of flyers and printed materials	C	C	C	C	L	C	C	C
<b>Social Media</b>								
Content input	C	C	C	C	L	C	C	C
Maintaining and operating the EU-SEC social media accounts, members and publishing	C	C	C	C	L	C	C	C
<b>Newsletter</b>								
Content input	C	C	C	C	L	C	C	C
Newsletter Production and Distribution	C	C	C	C	L	C	C	C
<b>Project Launch Event</b>								
Planning, and organizing the project launch event	C	C	C	C	L	C	C	C

DISSEMINATION ACTIVITIES, TOOLS, CHANNELS	Fraunhofer	CSA	SIXSQ	NIXU	PwC	SI-MPA	MF SR	Fabasoft
Presenting and demonstrating the project end results	L	C	C	C	C	C	C	C
<b>Guidelines, Whitepapers, Studies and Training Material</b>								
Content input	C	C	C	C	L	C	C	C
Distribution	C	C	C	C	L	C	C	C

**L: Leader, C: Contributor**

This dissemination strategy aims to plan all the dissemination activities throughout the life cycle of the project. Therefore, it is not possible to define all the responsibilities and content expected from other partners at this point of time.

This section of the dissemination strategy contains the **templates** for requesting information from other partners. The inputs of partners in these templates, at different points of time, can be used to continually update the dissemination strategy.

**Information to be communicated through International Conferences and Industry Seminars** (to be filled by ALL partners)

*Table 5: Template for Information Request for the EU-SEC's Participation at International Conferences and Industry Seminars*

NAME	PRESENTATION TOPIC	RESPONSIBLE PARTNER	TARGET AUDIENCE	DATE

**Information to be communicated through Workshops** (to be filled by ALL partners)

*Table 6: Template for Information Request for the EU-SEC's Workshops*

NAME	WORKSHOP TOPIC	RESPONSIBLE PARTNER	TARGET AUDIENCE	DATE
Workshop 1				
Workshop 2				
Workshop 3				
....				

## 6.2.1 TIME PLAN

The various dissemination activities, tools and channels have to be exploited over different time frames with varied durations, so that the project can benefit to the full from dissemination strategy. The following table shows the current timing for each dissemination activity, along with its responsible partner.

*Table 7: Time Plan of the Dissemination Activities*

ACTIVITY/ACTION	RESPONSIBLE PARTNER	TIMING
Development of project Website	PwC	Due March 2017
Establishment of presence on social media networks	PwC	Due March 2017
Development of project brochures, flyers and other printed materials	PwC	Summer 2017 around January 2018 around August 2018 around August 2019 around November 2019
Press release in local and international media	PwC	Q2 2017 around December 2017 around August 2018 around December 2019
Participation in EU-level events and international research/industry area	All Partners	December 2017 to December 2019 (date tbd)
Liaison with other initiatives, including Governmental organizations and policy makers.	All Partners	October 2017 to December 2019
Enrich Website with content	PwC	March 2017 to December 2019
Leverage use of social media (LinkedIn, Twitter) groups to attract the communities interested in trust for e-Services	PwC	March 2017 to December 2019
Participation at international conferences	All Partners	January 2018 to December 2019 (date tbd)



ACTIVITY/ACTION	RESPONSIBLE PARTNER	TIMING
Publications in journals and industrial magazines	PwC, Fraunhofer, other partners	January 2018 to December 2019
Newsletters to update EU-SEC achievements	PwC	around March 2018 around January 2018 around November 2018 around July 2019
Organization of industry seminars, conference sessions and training workshops to support knowledge exchange and collaboration with other projects and initiatives. Planned targets: CSA EMEA Congress, RSA Conference, SecureCloud	PwC , CSA	January 2018 to December 2019 (date tbd)
Workshop 1	PwC , CSA	around January 2018
Workshop 2	PwC, CSA	around August 2018
Workshop 3	PwC, CSA	around August 2019
Trainings	To be updated	July 2018 to December 2019 (date tbd)
Take-up of EU-SEC pre-commercial stage	To be updated	January - December 2019
Include use cases and open access parts of EU-SEC framework on the website	PwC	September 2019
Engage professionals and end users through social media, demos, and web tools.	PwC	January - December 2019
Organize industry/government/EC/training workshops demonstrating EU-SEC results	CSA	around August 2019
Leverage use of dissemination material, including newsletters and the publication of press releases in the media.	PwC	January - December 2019
Development of market oriented brochures, customised to the target groups	PwC	April - December 2019
Showcase the framework through the pilot use cases with major closing EU workshop/event.	PwC and Pilot Partners	December 2019

## 6.2.2 DISSEMINATION KEY PERFORMANCE INDICATORS

The project environment might change during the lifecycle of the project. Therefore, suitable mechanisms are needed to review the progress and the extent, to which the dissemination strategy is meeting the objectives. The dissemination Key Performance Indicator (KPI) can be utilised to review and monitor the effectiveness of the dissemination strategy throughout the project. The following KPIs are defined for the dissemination activities:

*Table 8: KPIs for the Dissemination Activities and Channels*

DISSEMINATION ACTIVITIES AND CHANNELS	KPI	TOOLS
Project Website	Number of unique views per day	125 visitors per month – in total 1500 visitors per year
	Location of access	at least 10 different users from 7 EU countries per month
	Number of registrations for project events made through websites	(depends on the available seats) % of the invited guests
	Number of document downloads	at least 350 document downloads per year
	Number of hits	250 hits per month
	Time span of visitors	Average session duration of 90 seconds for direct traffic (to be achieved by 31.12.2018)
Conferences and Industry Seminars	Number of external workshops, seminars, etc. participation	at least 3 participations per year, in total at least 10 throughout the project
	Number of conference papers and presentations	5 per year

DISSEMINATION ACTIVITIES AND CHANNELS	KPI		TOOLS
	Number of events attended	At least 17 attended events, in total 50 throughout the project	Team evaluation
Workshops	Number of workshops held	at least 3 workshops throughout the project	Team evaluation
	Number of workshop's participants	(depends on the available seats) % of the invited guests	Team evaluation
Press Releases	Number of press releases issued per year (digital and printed)	4 press releases per year, in total 12 press releases throughout the project	Team evaluation
Flyers and other Printed Materials	Number of flyers and other printed materials distributed	at least 2 per year, in total at least 5 printed materials throughout the project	Team evaluation
Social Media	Number of LinkedIn posts	one post per month	LinkedIn Company Page Analytics
	Number of LinkedIn members	at least 30 active users	LinkedIn Company Page Analytics
	Number of discussions opened	one discussion per month	LinkedIn Company Page Analytics
	Number of Twitter followers	10/20 new followers monthly	Twitter Analytics
	Number of likes, retweets, etc. on Twitter	at least 500 likes and retweets per year	Twitter Analytics
	Number of Tweets	at least 1 Tweet per day	Twitter Analytics

DISSEMINATION ACTIVITIES AND CHANNELS		KPI	TOOLS
Newsletters	Number of subscribers to newsletters	at the beginning of the project at least 30 subscribers with a monthly growth rate of 3%	Google Analytics
Guidelines, Whitepapers, Studies, and Training Material	Number of journal publications	at least 1 per year, in total at least 5 publications throughout the project	Team evaluation
	Number of whitepapers published	at least 5 scientific and 2 non-scientific publications throughout the project	Team evaluation
Project Launch Event	Number of the participants	(depends on the available seats) % of the invited guests	Team evaluation

## 6.3 MANAGEMENT OF KNOWLEDGE, INTELLECTUAL PROPERTY RULES AND INNOVATION-RELATED ACTIVITIES

The rules for the confidentiality of information and handling of the Intellectual Property Rules (IPRs) are presented in the Consortium Agreement.

The management of knowledge, intellectual property and other activities of innovation is performed in each work package, individually. The potential IPR applications for new concepts and solutions will be prepared by participants. On the other hand, information will be disseminated within the project and to external bodies such as publications, presentations and standards bodies, but only after the necessary steps for ensuring the protection of IPRs have been made. This ensures that intellectual property rights or rules will be secured in the interest of project

partners. Contributions to external bodies will have an impact on global harmonization of concepts. The dissemination of information and influence (e.g. on standards bodies) is a prerequisite for the economic value of IPRs.

## 7 STANDARDISATION STRATEGY

In this report we are documenting the first version of the standardisation strategy.

### 7.1 OBJECTIVE

Standardisation activities will play an important role in increasing the value proposition, market uptake and long-term sustainability of the EU-SEC project. Standardisation-related activities will be mainly performed under Task 6.5., which will coordinate the input collected in the technical work packages, including the pilots' validation results (WP5).

The main standardisation objective of the EU-SEC project is to initiate the process for the international standardisation of the multiparty recognition framework as well as of the format used for security requirements, controls and audit/ assessment results expression.

Standardisation activities will maximise the project impact and support the EU-SEC Consortium beyond the project timeframe. Furthermore, standardisation will widen the exploitation potential of project outputs and it will provide the project with access to a large pool of external/international expertise. Contributing to standards can help building a competitive advantage and can create the ability to design and validate the EU-SEC framework according to internationally agreed principles. In addition, participating in standardisation processes may bring the project to a higher level of international recognition and highlight new opportunities for collaboration.

### 7.2 STRATEGY

To achieve the objective, we will develop and implement a strategy for defining and orchestrating the project's contributions to the relevant standards and best practices.

Our strategy is built on two main pillars:

1. a set of qualitative methodological instruments, namely research of the standardisation landscape and survey of related standards/best practices that will be used to define

relevant input from the EU-SEC project to the standardisation community and from relevant Standards Developing Organization (SDO) to the project,

2. the use of the CSA International Standardization Council (ISC<sup>1</sup>) as a gateway to channel the contribution to and the input from relevant SDOs as well as other relevant fora.

In particular, the following SDOs and international organisations will be monitored for a possible EU-SEC contribution: ISO/IEC JTC 1/SC 27, ISO/IEC JTC 1/SC 38, ITU-T, CEN-CENELEC, ETSI, CSA, ENISA, EC C-SIG, NIST.

The standardisation plays two main roles within the EU-SEC project, as seen on Figure 1. Firstly, (see the blue arrow in the central part of Figure 1) WP6 monitors the activities performed within the EU-SEC project in order to:

1. identify and evaluate which standards are leveraged within other WPs,
2. understand if EU-SEC has generated any potential contribution of either existing standards or identify the opportunity to initiate a new standard,
3. orchestrate the contributions to those relevant standardization initiatives.

It should be noted that the first activity requires a collaboration with WP1 in order for WP6 to be aware of the standards used for collection of harmonized requirements, while the last activity in WP6 acts as a unique interface with the relevant SDOs that provides the consolidated contributions from EU-SEC.

Secondly, (see the red arrow in Figure 1) the WP6 monitors the standardisation landscape in order to identify:

1. new incubators/initiatives related to EU-SEC, and
2. standards that might not have been originally considered by WP1.

Once again, WP6 is used by the rest of the WPs as a unique point of contact to be constantly updated about relevant standardization initiatives.

<sup>1</sup> Please refer to <https://cloudsecurityalliance.org/isc/>

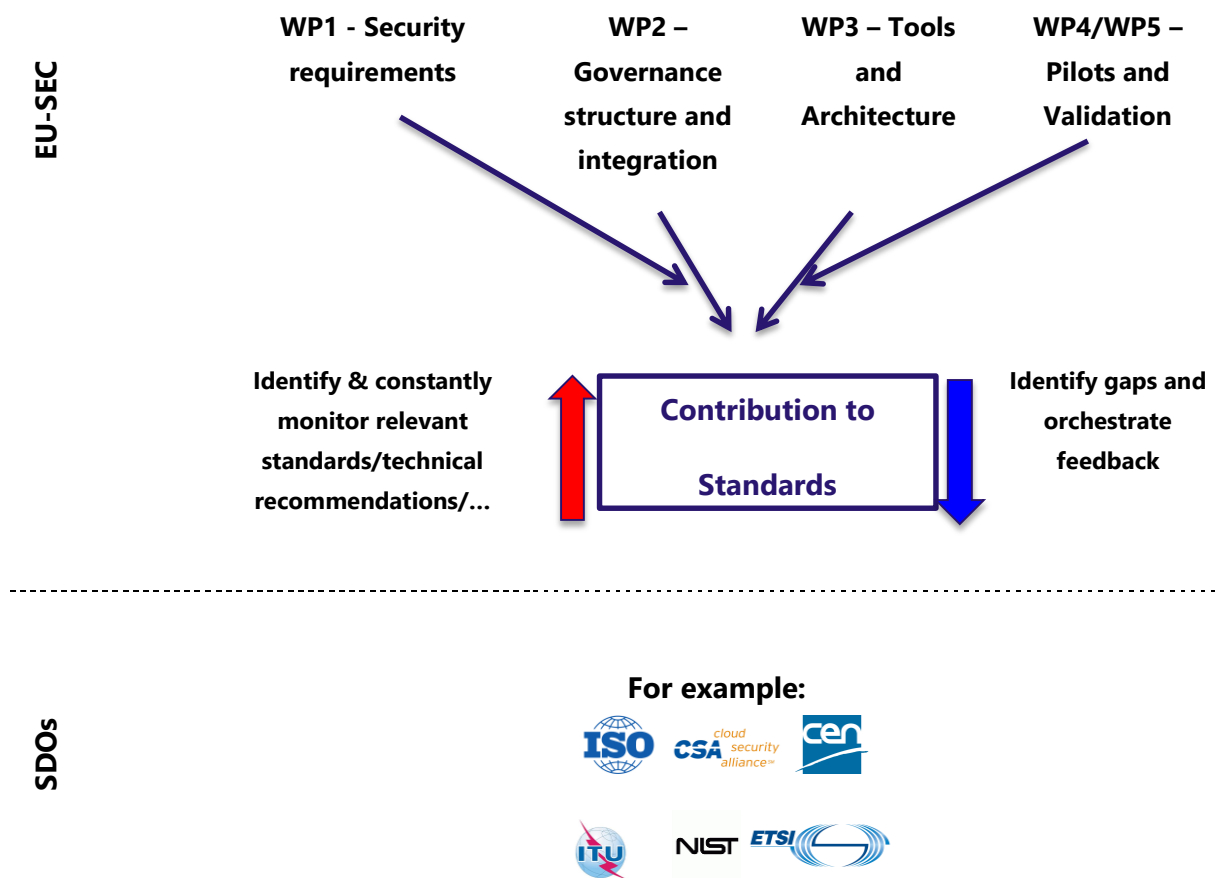


Figure 1: The Role of Standards in EU-SEC

## 7.3 APPROACH

The orchestration of contributions to standards (i.e.: Task 6.5), will follow a methodological approach within WP6 to guarantee the impact of EU-SEC research-related WPs. A high-level view of the developed approach is shown in Figure 2. The individual building blocks of the WP6 strategy are presented next.

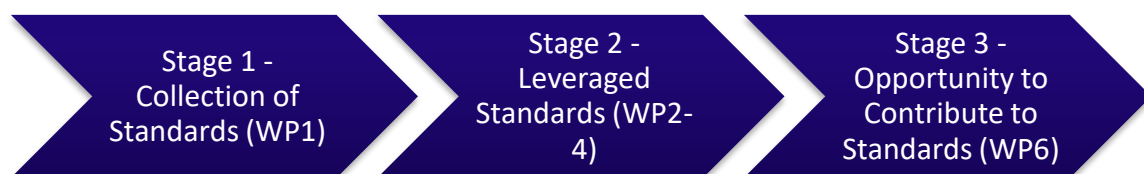


Figure 2: Strategy for Standardisation in EU-SEC Project



During the first stage, WP1 will identify the relevant standards (for more details see section 1.2.1). The second stage foresees a further refinement of the set of the standards (Stage 1) initially identified. This new set of standards is supposed to be the one in the scope of the project activities and of the foreseen outcomes and will be leveraged within the activities in WP2, WP3 and WP4. Furthermore, these standards are of great importance to WP6 because EU-SEC can actively provide a relevant contribution to them in order to bridge identified gaps in stage 3. During the third stage, WP6 will continuously maintain up-to-date the list of standards by analysing the relevant SDO initiatives and, requesting (when necessary) feedback from the WP leaders.

During the execution of the project, this task will periodically revise its standardisation approach based on the continuous analysis of the standardisation landscape. Partners will actively track changes in regulations or standards (at the national and EU levels), to conduct corrective alignments in the development of the framework. Finally, in order to bring the project outcomes close to the market, this task will also guarantee the alignment of the performed WP1 – WP6 activities with the relevant standards or best practices.

### *7.3.1 STANDARDISATION LANDSCAPE*

As part of the WP1 activities, the EU-SEC Consortium will collect security requirements derived from well-known security control frameworks including the ones defined by the German BSI, French ANSSI, Ministry of Finance of the Slovak Republic, Slovenian Ministry of Public Administration as well as the ones collected from the countries of participating Advisory Board members. The compiled national requirements derived from security controls will be integrated with the ones included in international standards such as ISO/IEC 2700, ISO/IEC 27017, ISO/IEC 27018, and CSA Cloud Control Matrix (CCM). Technical and business-related requirements associated to collected controls will be also elicited based on the analysis of the following sources:

1. European Countries,
2. Business sectors,

3. New technologies (i.e., extending the cloud related scope to smart environments, big data, etc.)
4. New laws and regulations (e.g., NIS Directive, and GDPR)

Security auditing requirements will be derived from certifications such as CSA STAR Certification, CSA STAR Attestation, ISO 27001 and ISAE 3000. The EU-SEC Consortium will also elicit requirements related to auditing approaches based on 3rd party assessments and continuous monitoring.

Finally, a set of functional requirements in the EU-SEC Project will enable the mutual recognition of security certificates across the EU. These functional requirements will be the foundation of the governance structure, tools and architecture to extend the scope and coverage of the analysed certification schemes.

### *7.3.2 SURVEY OF RELATED STANDARDS OR BEST PRACTICES*

As mentioned earlier, following the initial collection of requirements in WP1, WP6 will be monitoring the standard landscape to be able to validate and update the list of relevant standards.

The information will be collected mainly as a desktop research and by surveying the relevant communities. The scope of the survey is based on the four different categories of requirements elicited in WP1:

1. Information security and privacy
2. Auditing
3. Mutual / Multi-recognition
4. Continuous monitoring-based certification

In those areas we will aim to understand:

1. which standards are being leveraged within organisation,
2. the difference between the standards leveraged within EU-SEC and then those adopted by the organisations surveyed,

3. the potential gaps in the standards related to categories mentioned above,
4. and the potential barriers to the adoption of a certain standard

### *7.3.3 CONTRIBUTIONS TO STANDARDS OR BEST PRACTICES*

To guarantee that the contributions are created in a timely manner and with the quality that maximises its chances to be accepted, we will early identify and engage with related organisations (e.g., ETSI, CEN and ISO/IEC) in order to influence initiatives related to the project's outcomes.

- EU-SEC will engage with Cloud Select Industry Group on Certification Schemes (SIG - Cert)
- EU-SEC will engage with related organisations using the partners' standardisation liaisons (e.g., CSA's International Standardisation Council)

CSA CCM, a cloud security control objectives catalogue is the most widely used cloud security standard in the world and considered as a trusted best practice. The CCM will be used within EU-SEC as a foundation of the repository of requirements and controls. The CCM format will be used to harmonise the security requirements collected into a standard format.

- CCM will be improved by adding mapping to new relevant standards and legislations.

### *7.3.4 INDICATORS*

Early identification of contributions to standards will be an important activity. Therefore, the project has defined the following KPIs for standardization activities:

- 5 or more contributions to standards/best-practices over project duration,
- 2 or more contributions to roadmaps, discussion papers per year,
- 2 contributions to policy-makers.

## 8 CONCLUSION

The dissemination and standardisation plan will serve as a tool for project management to plan resources and effort required for certain task or activity. It will ensure that all dissemination and standardisation activities are adequately and effectively carried out and implemented. The time plan defined on this plan will ensure the activities are being punctually executed.

All activities and strategies defined on this plan had been sounded with and agreed by all partners. This dissemination and the standardisation plan will be the guideline and the reference during the execution of the project. The contents defined in this plan have been developed at an early stage of the project and may be adjusted as the project progresses. This plan will be enhanced and enriched with more contents in the future.

## APPENDIX A

*Table 9: Dissemination and standardisation activities 01.01.2017 to 30.06.2018 (M1-M18)*

Dissemination Channel	Action	Date	Comments
Project Website	Website launch	31/03/17	250-300 visitors per month
	Create Webpage "FAQ"	30/10/17	-
	Re-host Website from PwC to Fraunhofer	11/06/18	-
	Create Webpage "Event Info"	13/06/18	-
	Update event list	Continually	-
	Update documents	Continually	-
Conferences and Industry Seminars	Presentation at the Estonian Ministry of Interior	01/03/17	Estonian Cloud Security Strategy
	Paper and presentation 31st IEEE International Conference on Advanced Information Networking and Applications	27-29/03/17	
	Paper and presentation 2017 17th IEEE/ACM International Symposium on Cluster, Cloud and Grid Computing	14-17/05/17	
	Presentation at "DSM Cloud Stakeholder Meeting", Brussels, BE	29/06/17	See corresponding news item on website

Dissemination Channel	Action	Date	Comments
	Participation in "Smart City Day 2017" Geneva, CH	14/09/17	See corresponding news item on website
	Participation "FS-ISAC 2017 EMEA Summit", London, UK	30/10/-01/11/17	See corresponding news item on website
	Conference paper and presentation at "Certification Workshop and DSM Stakeholder Meeting", Brussels, BE	11-12/12/17	
	Conference paper and presentation at "Informatics in Public Administration", Kranj, SVN	05/12/17	
	Paper & presentation 2017 IEEE 9th International Conference on Cloud Computing Technology and Science	11-14/12/17	
	Contribution to "H2020 Project Clustering Workshop", Athens, GR	31/01/18	See corresponding news item on website
	EU-SEC Dissemination at ENISA WS Towards the EU Cybersecurity Certification Framework, Brussels, BE	01/03/18	
	Meeting Security Certification WG, Brussels, BE	17/04/18	
	Presentation EU-SEC and Break out session chair, Brussels, BE	26/04/18	
	Conference paper and presentation at "Days of Slovenian Informatics" and write conference paper, Portorož, SVN	17-18/04/18	

Dissemination Channel	Action	Date	Comments
	Attendance "CSA Japan Summit & Government Cybersecurity Forum 2018", Tokyo, JP	22/05/18	
	Attendance "In ICT We Trust", Graz, AT	28-29/06/18	
	Attendance "Infosecurity Europe", London, UK	05-07/06/18	
News items	9 news items published on project website.	Various dates	
Flyer and other Printed Material	Published 1 <sup>st</sup> Flyer ( <i>Project Overview</i> )	11/08/17	<a href="https://cdn0.scrvt.com/fokus/65f3409bd0d759d9/0519855bbc41/EU-SEC_Flyer_170627.pdf">https://cdn0.scrvt.com/fokus/65f3409bd0d759d9/0519855bbc41/EU-SEC_Flyer_170627.pdf</a>
Social Media	Twitter Account created	08/17	<a href="https://twitter.com/EU_SEC">https://twitter.com/EU_SEC</a>
	LinkedIn Group created	08/17	<a href="https://www.linkedin.com/groups/8623085/">https://www.linkedin.com/groups/8623085/</a>
	LinkedIn Company Page created	03/18	<a href="https://www.linkedin.com/company/eu-sec-eu-security-certification/">https://www.linkedin.com/company/eu-sec-eu-security-certification/</a>
	Update Social Media	continually	
Newsletter	Published 1 <sup>st</sup> Newsletter	19/01/18	<a href="https://cdn0.scrvt.com/fokus/f44e35f84eab-fdd3/37f972e936f4/Newsletter_EU-SEC_v001_Final.pdf">https://cdn0.scrvt.com/fokus/f44e35f84eab-fdd3/37f972e936f4/Newsletter_EU-SEC_v001_Final.pdf</a>
Press Release	3 on partner websites		<ul style="list-style-type: none"> <li>• <a href="https://sixsq.com/news/2017-01-31-news-eusec-announcement/">https://sixsq.com/news/2017-01-31-news-eusec-announcement/</a></li> <li>• <a href="https://sixsq.com/news/2018-09-04-news-eusec-workshop">https://sixsq.com/news/2018-09-04-news-eusec-workshop</a></li> <li>• <a href="https://sixsq.com/news/2018-10-10-news-eusec-linz-meeting/">https://sixsq.com/news/2018-10-10-news-eusec-linz-meeting/</a></li> </ul>

Table 10: Planned Actions 01.09.18 to 31.12.18 (M19-M24)

Dissemination Channel	Action	Date	Comments
Project Website	Carry out website review to improve message to target groups & general public	By 5/12/18	
	Add images to website	By 31/12/18	-
	Improve news page	By 31/12/18	-
	Publish slides from workshop	By 30/09/18	-
	Implement Social Media sharing & follow buttons on all pages	By 31/12/18	-
	Implement editorial calendar to ensure activities are fed to web-site	By 30/11/18	-
Conferences and Industry Seminars	Webinar: Providing Trust Through Efficient Cloud Security Certification The EU-SEC Project	05/09/18	
	Presentation T Security Conference of the LKRZV, Cologne 2018	17/09/18	
	Presentation & paper at DaZ & WIKT 2018, CZ	11/10/18	
	Cloud Security Summit, Milano, Italy	31/10/18	
	Presentation Annual Conference ISACA.SI, Ljubljana, Slovenija	06/11/18	



Dissemination Channel	Action	Date	Comments
	Webinar - CSA FSSP (Financial Services Stakeholder Platform) Working Group Meeting	07/11/18	
	IJU (Informatics in Public Administration) (SI)	10-11/12/18	
	Automotive Innovation Summit 2018, Neckarsulm, Germany	26-27/11/18	
	DSM Cloud Stakeholder event, Vienna, AT	06-07/12/18	Organised by Fabasoft
	Presentation EU Cyber Security and Cloud Computing conference	06/12/18	CSA presentation on GDPR Code of Conduct
	TRUESEC final symposium, Lille, FR	12/12/18	
	Paper & presentation Halfway Through the Digital Single Market Strategy	13/12/18	
	Presentation EU Cyber Security and Cloud Computing conference	06/12/18	
	Workshop on European Security Certification, Brussel, BE	11/09/18	34 registrations <a href="https://www.sec-cert.eu/eu-sec/event/certification">https://www.sec-cert.eu/eu-sec/event/certification</a>
Workshop	4 news items published on project website	Various dates	

Dissemination Channel	Action	Date	Comments
News items	Published 2 Flyers ( <i>Continuous Auditing Pilot and MPRF Pilot</i> )	By 31/10/18	<a href="https://cdn0.scrvt.com/fo-kus/c23b8da26b7c28e7/dd836aa31c7c/EU-SEC Flyer CA-PILOT.pdf">https://cdn0.scrvt.com/fo-kus/c23b8da26b7c28e7/dd836aa31c7c/EU-SEC Flyer CA-PILOT.pdf</a> <a href="https://cdn0.scrvt.com/fo-kus/6facaa36896042b8/bfdf149612d0/EU-SEC Flyer MPRF-PILOT.pdf">https://cdn0.scrvt.com/fo-kus/6facaa36896042b8/bfdf149612d0/EU-SEC Flyer MPRF-PILOT.pdf</a>
Flyer and other Printed Material	Twitter & LinkedIn accounts regularly updated	Ongoing	
Social Media	All partners to provide social media account details & targeted key words	By 30/09/18	
	Publish 2 <sup>nd</sup> Newsletter	By 31/12/18	
Newsletter	Publish white paper on Continuous Auditing	By 31/12/18	