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DATA-PROTECTION TOOLKIT REDUCING RISKS IN HOSPITALS AND CARE CENTERS

Project Nº 826284

ProTego

D8.1 *Marketing material, website, RDP and CP*

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Executive summary

This deliverable provides an overview of the external communication tools that are prepared at the beginning of the project, to support the dissemination and exploitation of the ProTego's results. This consists of two parts. First, it includes the project website (see chapter I) that provides public access to ProTego documents such as reports, deliverables, research articles, etc., as well as published monthly blogs and social media posts. Second, it includes marketing material such as leaflets, posters, etc (see chapter II) and the project visual identity for press releases, project presentations, etc. (see chapter III).

These tools are complemented with internal communication tools. The Collaborative Working Environment of ProTego is described in deliverable D1.1 and supports the collaboration and information sharing internally in the project, i.e. among the consortium partners.

In all projects, dissemination and communication are important tasks to maximize the impact of the project and to make the results of the project known to the appropriate user communities and stakeholders across Europe and beyond. Therefore, a Results Dissemination Plan (RDP) and Communication Plan (CP) have been set up (see chapter IV and V respectively), which will be further developed, reviewed and updated throughout the project.

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Table of Acronyms and Definitions

Acronym	Definition
CP	Communication Plan
KPI	Key Performance Indicator
RDP	Results Dissemination Plan
TLS	Transport Layer Security
WP	Work Package

I. ProTego online

I.1. Public project website

A public dissemination website has been designed and setup to provide a user-friendly and informative environment. The main goal of this website is to provide any interested third party public information about the ProTego project and an overview of the progress and latest results. A detailed overview of target groups relevant for the ProTego project will be discussed in Section V. It is also interesting to note that the public project website is not a static website that is created once (i.e. at the start of the project). The website will be updated regularly, to ensure that all information available is relevant, up to date and easily accessible by any third party.

The website also contains links to interesting external resources and relevant news items related to the project (both internal and external news). Below in this section, we will discuss each of these items more in detail.

The ProTego website is available on the following link:

https://protego-project.eu/

The website is hosted by the University of Leuven (KU Leuven) and is compliant to KU Leuven's privacy policy. More information on this privacy policy can be found on the following website:

https://admin.kuleuven.be/privacy/en/kuleuven-privacy-policy

Data communication to the website is encrypted and protected via TLS.

The design of the website is based on the colours and fonts of the ProTego logo. By using the same logo, colours and fonts in all the dissemination and communication material, the reader will automatically link the material to the ProTego website. This also helps to create a 'ProTego brand' More information on this topic will be provided in Section III.

ProTego

Figure 1. ProTego logo

When entering the url of the website, the visitor will reach the start page of the project website. This start page is depicted in Figure 2 and 3.



Figure 2. The start page of the project website (footer)

At the bottom of the page, there is the basic project information and the EU logo, as well as a link to KU Leuven's privacy and cookie policy. Furthermore, there is also the Twitter logo. If the user clicks on this logo, they are forwarded to the Twitter account of the ProTego project (see Section I.2 for more details). Above this static footer, there is a dynamic footer where each logo of the consortium partner is shown periodically. If the user clicks on one of this logos, they are forwarded to the public website of this particular consortium partner. By clicking on the left and right arrows next to the logos, the user can manually browse through all the logos.

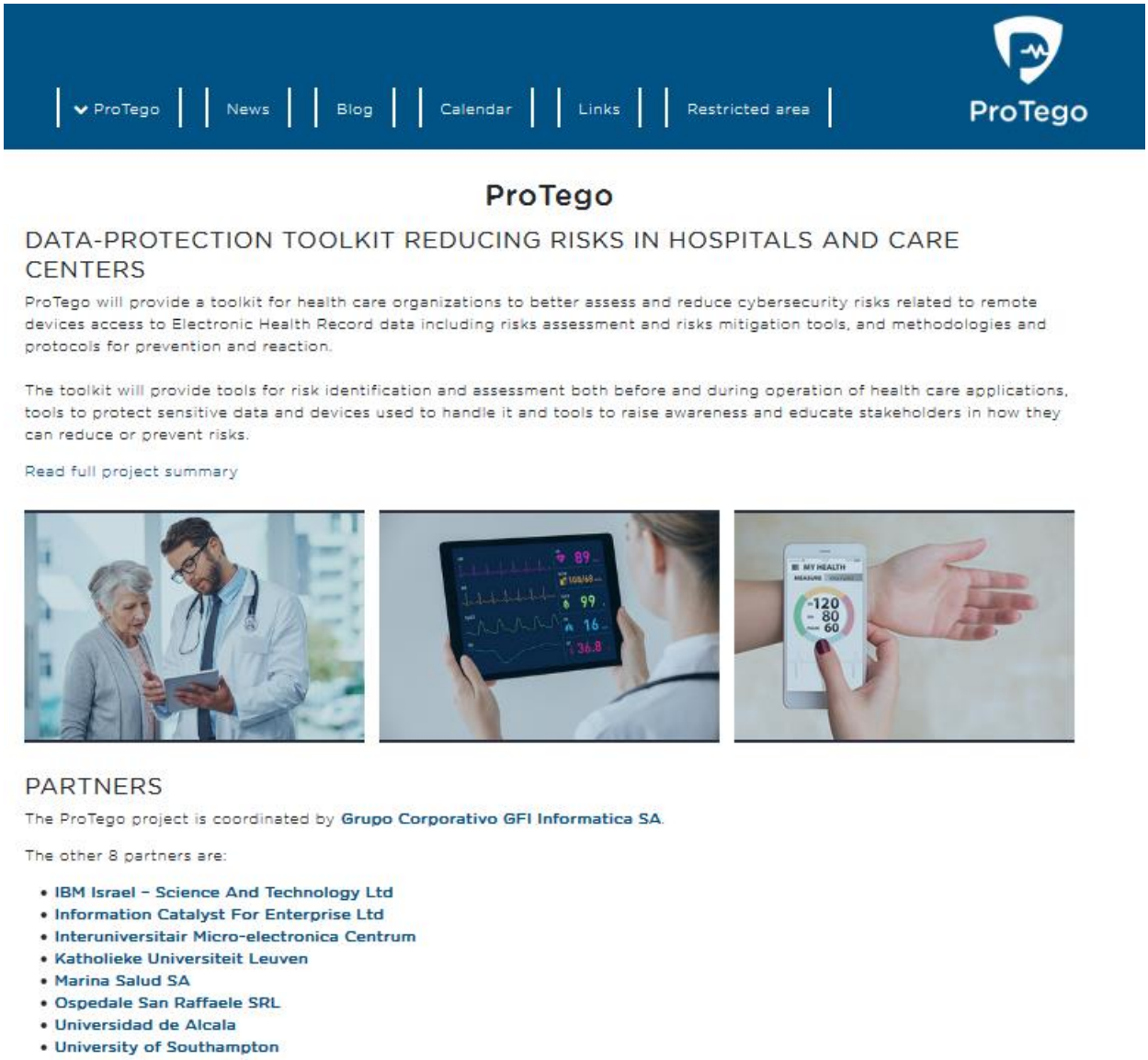

Figure 3. The start page of the project website (top part)

On the start page of the project website, one can find a short summary of the ProTego project, a few project-related pictures and an overview of the consortium partner. Again, if the user clicks on one of the partners' names, they are forwarded to the public website of that particular consortium partner. In the header, one can find the different categories of the ProTego website. These are: ProTego, News, Blog, Calendar, Links, Restricted Area.

- **ProTego:** If the user clicks on ProTego, they are redirected to the start page of the project website. If they click on the arrow, 3 subcategories are shown, as depicted in Figure 4:
    - Project summary: On this page, the visitor can read the full project summary of ProTego.

  - Publications: Here, visitors can download all the project publications and research papers.
  - Deliverables: On this page, the visitor can download all the public deliverables of the project

- **News:** This page contains links to relevant third-party news items which are within the scope of the project, as is shown in Figure 5. Also project news items (for example the announcement of a workshop or an important achievement) will be posted on this page. To avoid that irrelevant news items (e.g. closed events) remain within this overview, this page needs to be maintained regularly.
- **Blog:** One of the dissemination and communication objectives of the ProTego project is to write at least one blog post or social media post per month. On this page, the visitor can read all the monthly blogs that were already published. Figure 6 shows the first blog post of the ProTego project, to announce the successful kickoff of the project.
- **Calendar:** The calendar page gives an overview of upcoming public ProTego events (e.g. workshops, conferences, etc.). Note that the calender will not show internal ProTego events, as there are not targeted towards external parties.
- **Links:** On this page, visitors can check links to other interesting website and online resources.
- **Restricted Area:** By clicking on this category, a member of the project team is forwarded to the internal collaborative working environment (i.e. Sharepoint) of ProTego. More information on this environment can be found in deliverable D1.1.



Figure 4. Subcategories: 'project summary', 'publications' and 'deliverables'



Figure 5. ProTego's public news page

The website can be viewed with a standard desktop browser as well with a mobile device (e.g. smartphone). The project website will be kept alive throughout the project period and a few years afterwards. The exact duration is open for discussion.

The project website can be easily adopted throughout the project period. For example, if there would be a need for additional (sub)categories, or if certain categories need to be modified or deleted, then this can be done without the need to redesign the entire website. KU Leuven is hosting the public project website and is also responsible for integrating the input it receives from other project partners (for example a new blog post or a news item). This procedure also allows to easily manage and control the content of the website.

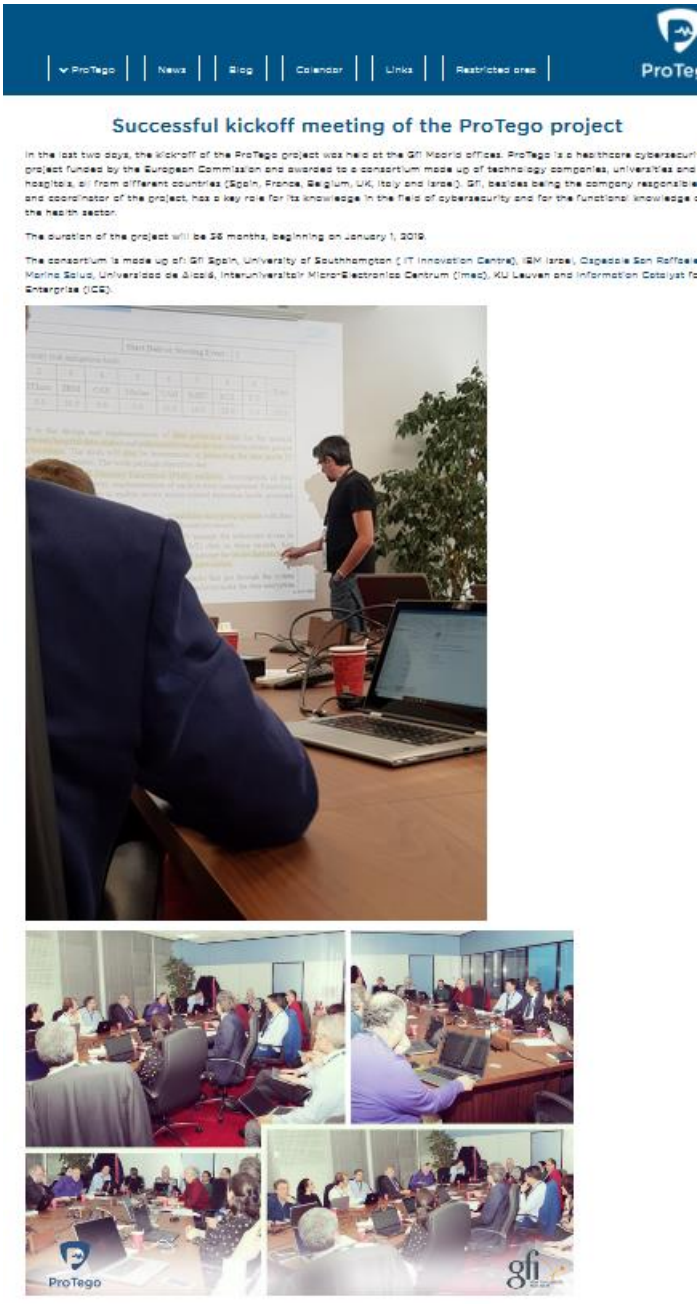

Figure 6. First blog of the ProTego project

I.2. ProTego on social media

To maximize the dissemination efforts and to reach a large audience, the ProTego project will also be active on social media. While the public website is ideal for visitors to retrieve basic information of the project and to check pubic deliverables and publications in detail, social media

are the best means to announce short news items and to attract new and returning visitors to the website. For example, when a new report is uploaded to the public website, this can be announced via social media. Any interested party can then visit the website to download the report and check it in more detail.

There are many social media available, some more suitable for dissemination within the context of research and innovation projects than others. Therefore, an appropriate balance needs to be found between effort (i.e. writing and distributing the social media posts and managing the social media account) and its benefit (i.e. targeting more interested users that can visit the website and follow the progress of the project). Based on our experience, we have decided to focus mainly on Twitter and LinkedIn, and only use other social media sporadically.

I.2.1. Twitter

Our main social media communication channel will be Twitter. Since we mainly want to distribute short news items to a broad audience, Twitter is obviously the ideal candidate for doing exactly this. Another advantage of using Twitter, is that it can be used instead of mailing lists. Indeed, instead of creating and managing a mailing list for which interested parties could register, one could use a Twitter account to distribute the same information. Any interested user just has to follow this Twitter feed to stay up to date. Moreover, posts can be easily retweeted by other parties, hence targeting a larger audience. This would be much harder to achieve by newsletters which are distributed via mailing lists.

The Twitter account of the ProTego project is:

@protego_project

The url to ProTego's Twitter account is:

https://twitter.com/protego_project

The Twitter page is shown in Figure 7.



Figure 7. ProTego Twitter account

I.2.2. LinkedIn

LinkedIn is a business and employment-oriented social media service. It is mainly used for professional networking, and therefore also very suitable for announcing relevant project updates. Since most of the consortium partners already have a dedicated LinkedIn account of their company or research group, we decided to use these accounts to distribute posts related to the

ProTego project. Posts written by one partner can then be shared by the other partners to target a larger audience.

Figure 8 shows an example of a LinkedIn post. It was used to announce the launch of the public ProTego website, which was described earlier in this section. A similar LinkedIn post was written after the successful kickoff meeting of the ProTego project in the beginning of January in Madrid.

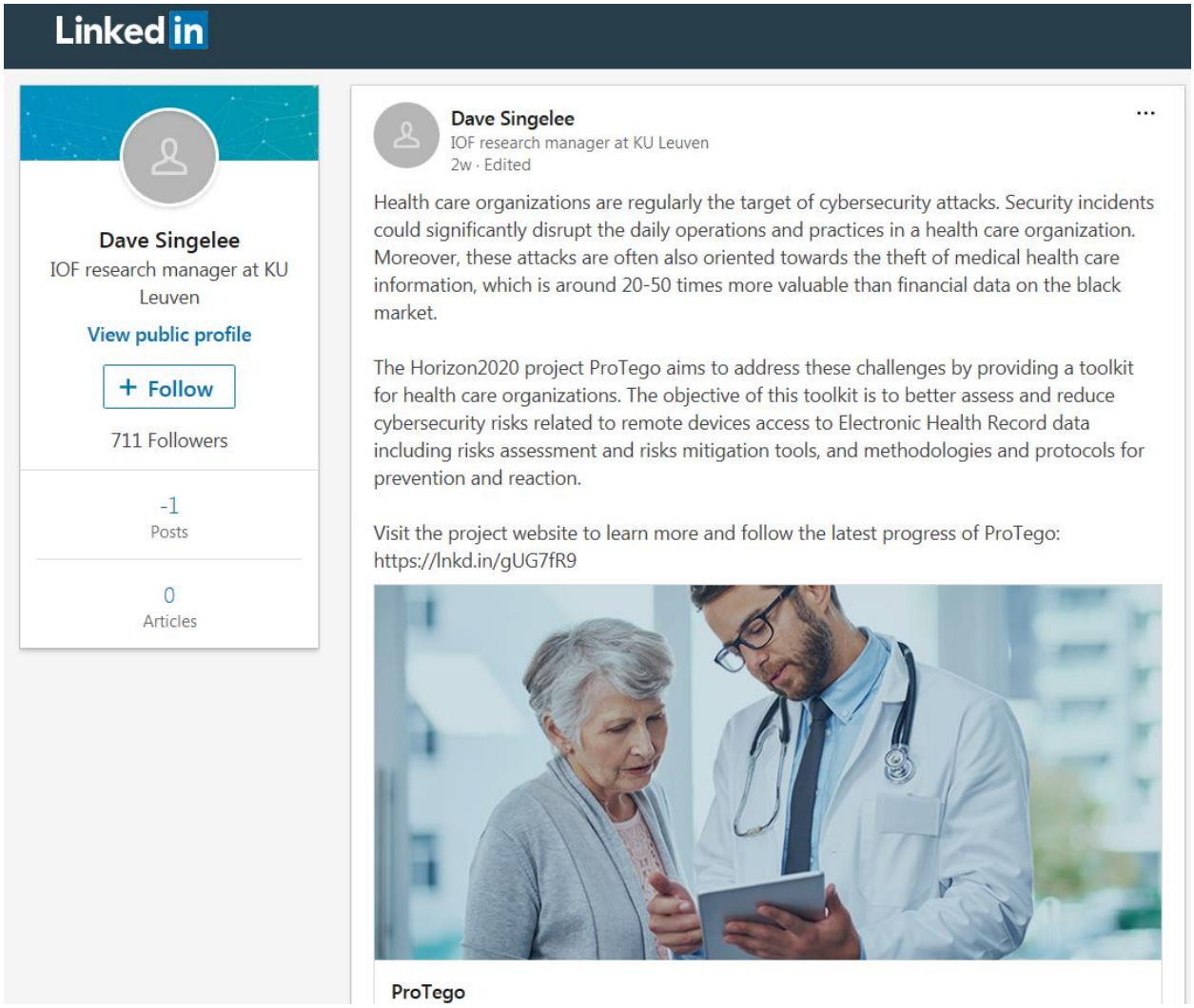

Figure 8. LinkedIn post to announce the launch of the ProTego public website

I.2.3. Other social media

Whenever possible with limited effort, also other social media will be used for the ProTego project. For example, the launch of the ProTego project has also been announced via a Facebook post by the research group COSIC of KU Leuven, as shown in Figure 9.

However, since Facebook is not specifically oriented towards professional networks, we will mainly use it for relevant dissemination and communication towards the general public. When other specific professional stakeholders are targeted, other social media are more appropriate. Note that Twitter is the best social media candidate in that perspective, since it can easily be used to target both professional users as well as the general public.



Figure 9. Facebook post to announce the launch of the ProTego public website

II. Marketing material

During the project period, the consortium partners of the ProTego project will regularly attend industrial events and exhibitions, as well as workshops. Some of these events will be organized by ProTego, other ones by external partners. In both cases, the goals are twofold:

- Disseminate and communicate specific results and outcomes of the ProTego project. This can be related to the work of one partner in the project, a specific WP, or the entire project.
- Maximize the visibility of the project; i.e. make relevant stakeholders aware about the goal and scope of the project.

To support this second goal, there is the need for marketing material. This marketing material has to be visually attractive, give a brief overview of the scope and vision of ProTego, point interested parties (see Section V for an overview of the target audiences of the ProTego project) to other dissemination channels (such as the public website), and have the 'look and feel' of other ProTego material (e.g. presentations, website, press releases, etc.).

At the beginning of the project, a leaflet and a poster have been created. Whenever needed, other marketing material will be designed later throughout the duration of the project.

II.1. Leaflet

The goal of the leaflet is to have a small booklet that can be easily distributed at third-party events (see Sections IV.2.5-7 for several examples). The leaflet that has been created for the ProTego project, is printed recto verso on A4 paper and then folded in two. The result of this process is a booklet in A5 format that contains 4 pages. These are shown in Figures 10-13 respectively. Similarly to other dissemination material, the design of the leaflet is based on the ProTego colours and logo. When needed, other versions of the leaflet can be produced during the project.

- Page 1: This page contains the title and logo of the ProTego project. It also shows the link to the public website, and the ProTego Twitter account.
- Page 2: This page gives a brief summary of the WP structure of the ProTego project. This gives the reader a high-level overview of the different activities that are carried out in the project.
- Page 3: This page explains the high-level concept of the ProTego and describes the main goal of the project.
- Page 4: The last page of the leaflet shows the contact details of the coordinator, the different partners involved in the project, and the project information.

II.2. Poster/banner

The poster/banner that has been designed at the beginning of the project, is shown in Figure 14. The design of this poster is based on the ProTego colours and logo. Similarly to the leaflet, it will be mainly used at industrial events, exhibitions and workshops. It will be printed in A0 format and gives a high-level overview of the ProTego project. It contains the following information:

- ProTego logo and title
- High-level goal of the project
- Detailed objectives of the project
- URL of public website and Twitter account
- Overview of the consortium partners
- Contact information of the coordinator

- General project information
- EU logo and grant information (Horizon 2020)



Figure 10. ProTego leaflet: page 1

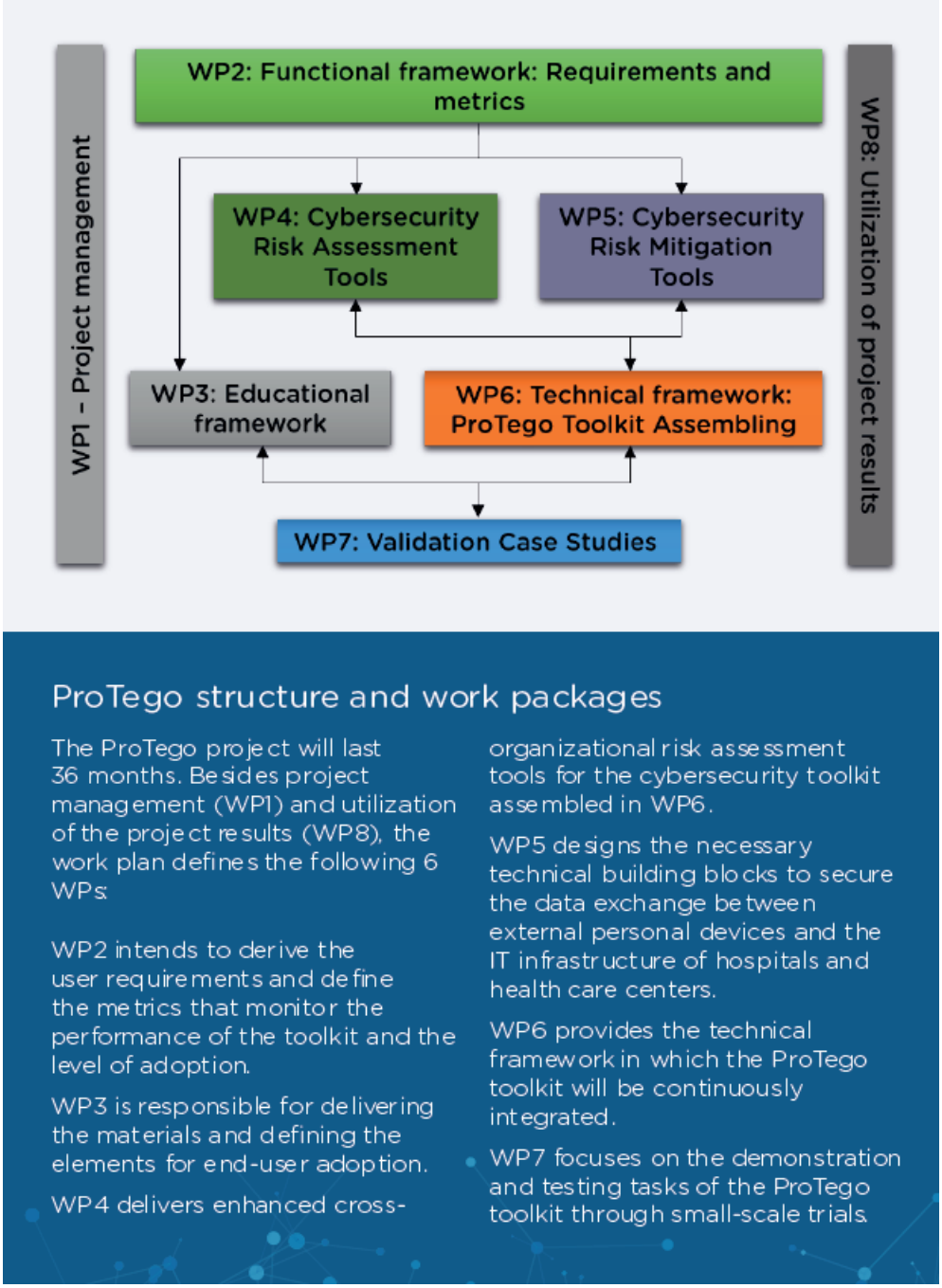

Figure 11. ProTego leaflet: page 2

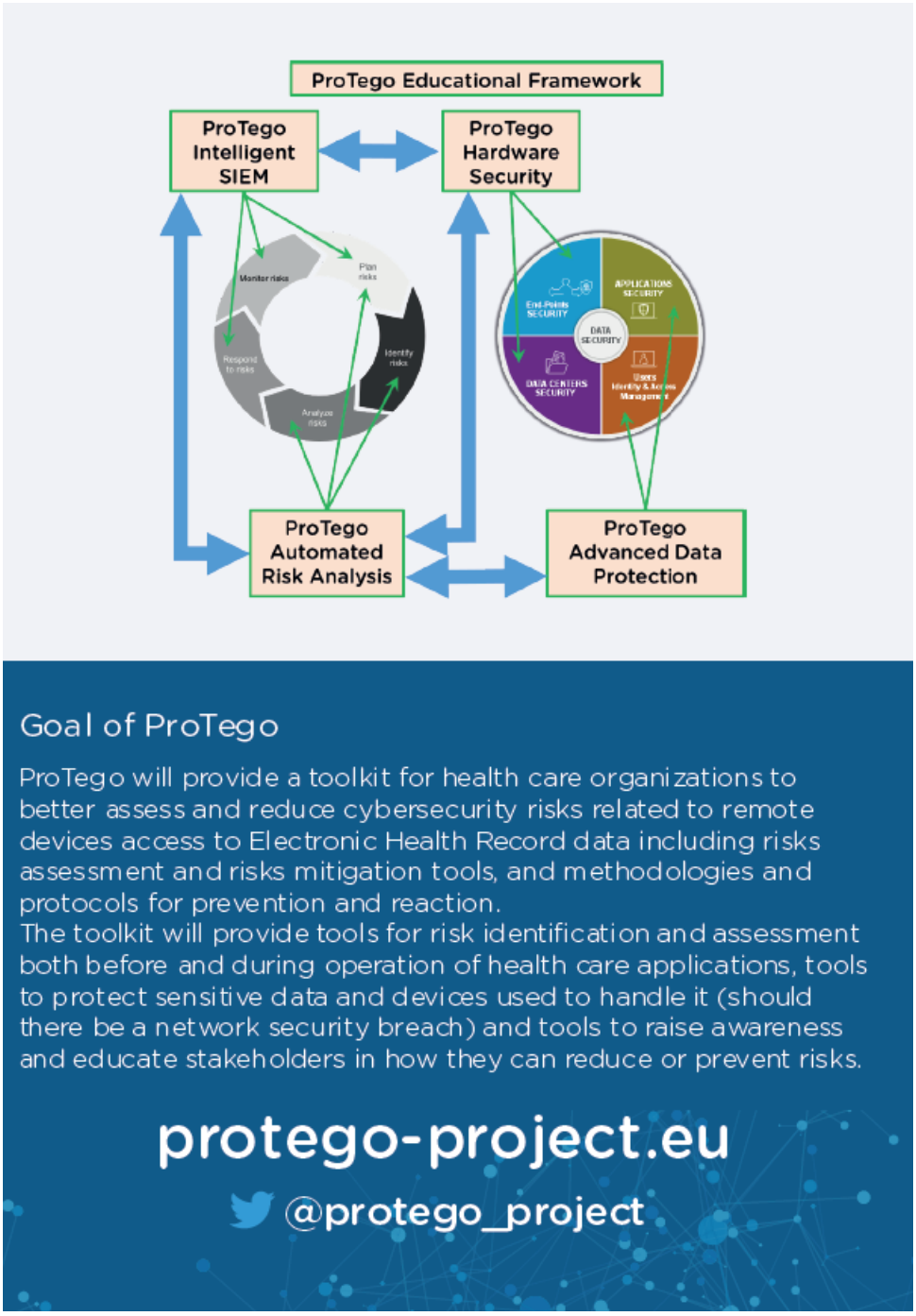

Figure 12. ProTego leaflet: page 3



Figure 13. ProTego leaflet: page 4



Figure 14. ProTego poster

III. ProTego brand

Uniformity and consistency is important in all communication activities of the project. It should be immediately clear for the reader/audience that a certain communication activity (presentation, press release, marketing material, etc.) is linked to the ProTego project. More particularly, the goal is to establish a ProTego 'brand/identity', by reusing the same colours, fonts, logo, etc. in all communication material. This logo has been designed before the start of the project, based on email discussions between the consortium partners.

To ensure that each consortium partners uses the same template, a *brand book* has been distributed to all partners before the start of the project. This brand book discusses the following items:

- Introduction to the ProTego logo and how to use it
    - Colour variations of the logo (see Figure 15)
    - Background colour when using the logo
    - Horizontal version of the logo
    - Logotype usage (protected space around the logo, minimal size, variations)
    - Improper use of the logo
- Typeface
    - Preferred font in communication (Gotham rounded)
    - Preferred font in marketing material (Gotham rounded)
    - Preferred font for presentations (Gotham rounded)
    - Preferred font for whitepapers (Arial)
- Colour palette: the colours to use in communication material are the following:
    - Dark Blue (default colour of the logo)
        - RGB: 1, 83, 134
        - Hex: #015386
    - Light Blue
        - RGB: 152, 202, 237
        - Hex: #98caed
    - Acqua
        - RGB: 65, 169, 182
        - Hex: #41a9b6
    - Greyed Blue
        - RGB: 41, 47, 63
        - Hex: #292f3f

Furthermore, a Powerpoint template has been distributed for presentations. This template is compliant to the brand book, and uses the recommended colours and fonts. All consortium partners are recommended to use this template when presenting results of the ProTego project.

All dissemination and communication material that has been discussed in Sections I and II of this deliverable – public website, social media, leaflet, poster/banner – have been designed with this brand book in mind. They all use the same colour schemes, logo and font.

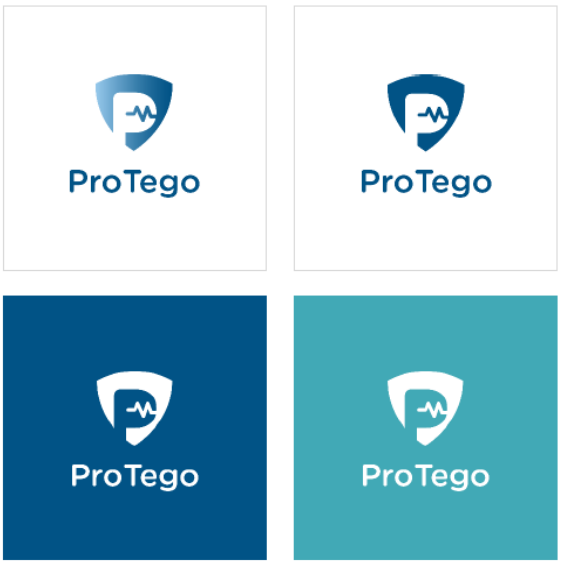

Figure 15. Colour variants of the ProTego logo

IV. Initial dissemination plan

IV.1. Progress tracking

The dissemination activities of ProTego will be focused around scientific, technical and professional fields related to cybersecurity in the health sector, and targeted towards the target audiences discussed in Section V. The dissemination actions will be tracked and measured throughout the project. The goal is to raise the awareness of dissemination among the project partners and to structure the input which is required for progress reports. To facilitate this process, an excel sheet has been put on the internal SharePoint. Each partner is requested to fill in its dissemination activities in this document (below we give an overview of the type of dissemination activities that need to be put in this excel sheet). A screenshot of the table is shown in Figure 16.

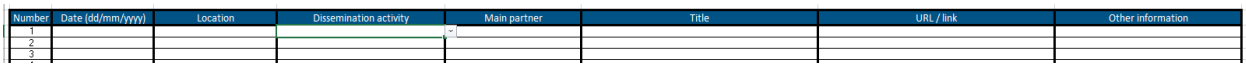

Figure 16. Table to track dissemination progress of ProTego

The table contains the following fields:

- Number: sequence number to track the total number of dissemination entries in the table.
- Date: the date upon which the dissemination activity took place (e.g. date of the presentation or event), when applicable.
- Location: the location where the dissemination activity took place, when applicable.
- Dissemination activity: this field shows the type of dissemination activity. The following types of activities need to be listed in the excel sheet:
    - Website
    - Exhibition
    - Flyer
    - Banner/poster
    - Press release
    - Video
    - Seminar
    - Organisation of conference
    - Organisation of workshop
    - Organisation of industry event
    - Organisation of other event
    - Participation in conference
    - Participation in workshop
    - Participation in industry event
    - Participation in other event
    - Other
- Main partner: the consortium partner that carried out the activity. When multiple partners were involved, this field will show the partner that took the lead in this dissemination activity.

- Title: the title of the dissemination activity (for example the title of a presentation given at a workshop)
- URL/link: the link to the related event, or url to the location where the material can be downloaded.
- Other information: other relevant information that needs to be put in the overview of dissemination activities, and that is not yet covered by the other fields in the table.

Note that publications are not put in the table. Publications are a specific type of dissemination activity, and already tracked via other means. For example, publications are already listed on the project website. Therefore, there is no reason to duplicate this reporting work. Also note that scientific publications at conferences and workshops anyhow result in active participation at these events (i.e. presentation being given). Therefore, although the publication itself will not be listed in the table, the presentation at the conference/workshop will be put in the excel sheet.

IV.2. Planned dissemination activities

Each consortium partner will be involved in the dissemination of the project results. To support this, an initial dissemination plan has been set up. This plan will be continuously updated and refined during the project period. The following dissemination channels have been identified.

IV.2.1. Scientific publications

Being a research and innovation project, one of the main dissemination channels for ProTego will be scientific publications in conferences, workshops and journals. The main goal is to publish the project results in highly ranked peer-reviewed journals and high-quality conferences/workshops with high impact. International rankings of journals and conferences, as well as the expertise of the research partners within the consortium, will help to identify the most appropriate publication strategy (i.e. where to submit to). Also edited books and book chapters could be an option.

Since the ProTego project focuses on cybersecurity (access control, cryptography, network slicing, etc.) in the health sector, the scientific outcome of the project could target both of these domains. During the proposal writing, some interesting candidates for conferences and journals have already been identified.

- Cybersecurity:
  - **Conferences:** Crypto, Eurocrypt, Asiacrypt, FSE, CHES, ACM CCS, IEEE Symposium on Security and Privacy, USENIX Security symposium, etc.
  - **Journals:** Journal of Cryptology, IEEE Journal on Selected Areas in Communication, IEEE Transactions on Information Theory, IEEE Transactions on Information Forensics and Security, IEEE Transactions on Computers, ACM TOPS (previously ACM TISSEC), Computers and Security, IEEE Security and Privacy, Proceedings of the IEEE, etc.
- Health:
  - **Conferences:** International Conference on Health Informatics, eHealth Conference, etc.
  - **Journals:** Health Informatics Journal, International Journal of Medical Informatics.

IV.2.2. Whitepapers

Since publications in conferences, workshops and journals often mainly target the academic community – although there are also a few scientific conferences which have a high industry attendance – the ProTego project aims to write several whitepapers on a selected topic related to the project. The advantage of a whitepaper is that one has full control over the format and layout of the article, as well as the content itself. This is not necessary the case for articles in proceedings and journals. These typically have to comply with strict submission guidelines, such as number of pages, typefacing, etc.

These whitepapers could target any of ProTego's target groups (see Table 2 in Section V). Examples include the scientific community, technical or clinical staff in hospitals, the general public, etc. Which topics will be selected for each of the whitepapers will be decided during the execution of the project. Most likely, this will be strongly linked to the individual work packages of the project.

IV.2.3. Press releases

The main goal of press releases is to report on the progress and achieved results of the project. Press releases can be announced on the project public website, and via social media. They can also be sent to local media and national or international press. Another option is to engage with journalists directly and have them write an article about the ProTego project. Note that there is some overlap with the monthly blogs and social media posts, discussed further below in this section. Press releases will mainly focus on the achievement of important milestones within the project, while the monthly blog posts will also cover intermediate outcomes and results.

IV.2.4. Academic events

Conferences and workshops are good opportunity to publish the project outcomes and to present these research results for scientific and/or industrial target groups. All accepted papers submitted to conferences and workshops will automatically results in the active participation at these events. However, we also plan to have active contributions to other academic events, where we do not have an accepted paper. These could be events where there are invited talks by several speakers, or events where a poster/banner and/or demo could be presented during break-out sessions. The selection on which academic events to contribute to will depend on the topic/scope of that event (for example cybersecurity in the health sector), the expected audience (for example an important industry representation), the number of expected attendees, and the impact of that event (for example well recognized by the academic community to be a high-quality event).

IV.2.5. Industrial events and exhibitions

These events are used to specifically target industrial stakeholders. Participation in these events fits well with the exploitation strategies of the industrial partners of the consortium, targeting future adopters of ProTego technology and relevant industry stakeholders. During the proposal writing, several interesting candidates for industrial events and exhibitions have been identified: IFSEC International, Cyber Security Europe, Cloud & Cyber Security Expo, Cyber Security Summit & Expo.

IV.2.6. Clustering and liaison events

ProTego wants to establish synergies with project clusters in the health/security sector and with other European initiatives. Therefore, the ProTego consortium will actively participate in relevant clustering and liaison events. During the proposal writing, several interesting clusters and initiatives have been identified: European Cyber Security Organisation, CYBERSEC - European Cybersecurity Forum, DIGITALEUROPE, ENCS - European Network for Cyber Security, etc. European Connected Health Alliance (ECHA), EHTEL - The European eHealth Multidisciplinary Stakeholder Platform, DIGITALEUROPE's eHealth group, the eHealth Stakeholder Group.

IV.2.7. Workshops

Active participation in scientific and industrial events will definitely increase awareness of the activities carried out in the ProTego project. The participation in these third-party events will be augmented by project-related workshops. Three types of workshops have been identified:

- Scientific workshop, most likely co-organized with a highly ranked and well attended international conference. The scope of the conference will be related to the topics addressed in the ProTego project, such as security, access control, risk assessment tools, etc.
- General workshop, targeting the broader public. During this workshop, a few short talks related to the project could be given, combined with demos and showcases.

- Industry workshop, targeting relevant industry stakeholders and early adopters of the ProTego technology. The concept will be similar to the general workshop, but the content will be more specialized and targeted towards industry.

One might also consider combining several workshops into one. For example a morning session which is more targeted towards the scientific community, combined with showcases and demos for the general public and/or industry in the afternoon.

IV.2.8. Public websites

One of the main dissemination channels of a research and innovation project is its public website. We refer to Section I for more details on the public websites of the ProTego project.

IV.2.9. Monthly blog and social media posts

The goal is to regularly update the public website of ProTego. One of the items that will be regularly updated, is the monthly blog section. The idea is that a monthly blog will be written, each time focusing on a specific topic related to the project. During the beginning of the project, these posts will mostly concentrate on the project itself (e.g. kickoff of the project, etc.), while future posts will target a specific technology or research aspect.

To distribute the load and effort among the different consortium partners, a table has been setup that indicates which partner is responsible for writing the blog post the upcoming month. Another advantage of distributing the load is that different topics will be covered in consecutive months. For example, the blog of month x could focus on a topic related to WP3 (educational framework), while the blog post of month x+1 could focus on a topic related to WP5 (risk mitigation tool).

The partner responsible for writing the upcoming monthly blog can publish the blog on the medium of its choice (e.g. publish it at medium.com). However, for each of these monthly blog posts, a referencing blog will be created on the public ProTego website. This way, visitors of the website can view and read all the blog posts of the project.

These monthly blog posts will be complemented with social media posts. For example, the social media post could be used to announce that a new blog post has appeared on the public website. One exception is the blog post of February, which was used to announce the launch of the ProTego website. Since it does not make sense to publish this on the website itself, the article only appeared on social media (Twitter, LinkedIn, Facebook).

IV.2.10. Marketing material

To support the active participation at third-party events and workshops, marketing material has been developed. See Section II for more details.

IV.2.11. Project showcase and video

Project related videos are an interesting tool to raise awareness and interest in the ProTego project. They can be put online (e.g. on the public website or on popular video sharing sites such as youtube or vimeo) or shown at events and workshops. These videos can be complemented with showcases and demos, which show ProTego technology and research outcomes. However, preparing a good video or showcase requires large amounts of effort. Therefore, these efforts will focus on a few strategic topics, most likely towards the end of the project.

IV.2.12. Education

The research findings of the project will not only be described in academic papers and reports, but also be used to educate students, PhD students and researchers. The material can be embedded in academic lectures, summer schools, seminars, or student projects (e.g., master thesis topics). The research carried out in ProTego could also trigger novel PhD students during the definition of their research topic(s).

IV.3. Dissemination KPIs

During the proposal writing, an initial set of dissemination and communication KPIs have been defined. These have been further refined at the start of the project. The table below gives an overview of the KPIs that will be measured, and the corresponding targets that have been defined.

If needed, this list of KPIs might undergo a further modification during the execution of the project, as new feedback, opportunities and criteria maximizing the impact of the project may rise.

Table 1. Dissemination and communication KPIs

Dissemination channel	Target
Brochures and leaflets	Distributed in at least 20 events
Scientific publications	At least 20 publications
White papers	At least 4
Posters / banners	Used in at least 10 events / locations
Participation in events	At least 20 events
Organization of scientific events or seminars	At least 5
Press releases and newsletters	At least 10
Project showcases and videos	At least 2
Blog posts / social media	At least 1 per month

V. Initial communication plan

When establishing a communication strategy, it is important to specify which specific groups of stakeholders one is targeting. Different stakeholders might require different communication actions. At the stage of proposal writing, an initial communication plan has been setup. This will be summarized below. This communication plan will then be adapted during the project whenever needed, for example when new opportunities rise.

Table 2. Communication strategy

Target group	How to reach this target group
IT systems managers in hospitals and care centres	Technical sessions, workshop and seminars, public blog posts
Health centres: (all) staff	Brochures and leaflets, website, posters, press releases, project showcase and videos, blog posts, publications on specialized conferences and journals
Staff with direct contact to patients: doctors and nurses	Brochures and leaflets, website, posters, press releases, project showcase and videos, blog posts, publications on specialized conferences and journals
Patients	Website, blog posts, social media, brochures and leaflets, press releases, posters
Cluster initiatives	Direct personnel contact, participation in events and meetings organized by stakeholders
Policy on regional level	Press releases, website, social media, participation in events
Policy on national level	Press releases, website, social media, participation in events
Scientific community	Scientific publications in conferences, events and journals, white papers
General public	Website, blog posts, social media channels, press releases

The exact identification of which specific target groups, for example which specific industrial stakeholders, will be done during the execution of the project. This will also depend on the valorization and exploitation strategy of the different consortium partners.


ProTego