

Communication Performance Report

Deliverable D5.8

Table of Contents

List of Tables	2
List of Figures	2
About the Digital4Security project.....	3
Document Control Information.....	7
Communications objectives	8
Communication strategy and branding	10
Communication strategy (D5.1)	10
Visual identity and brand manual.....	10
Communication and dissemination channels and tools	11
Website.....	11
Website analytics	11
Website content	13
Social media channels.....	14
Social Media content.....	14
Social Media Analytics.....	16
Newsletter.....	17
Visual Assets	18
Communication and dissemination activities.....	20
Promotional campaigns: awareness raising and call for support.....	20
Events and networking	21
Promotion via partners' channels.....	23
Scientific publications	23
WP5 management	24
KPIs Monitoring	24
Conclusion.....	25
Quality Assurance Review	26

List of Tables

Table 1: Digital4Security communication goals and activities.....	10
Table 2: Digital4Security Website – Performance overview M12	12
Table 3: Website content M6 – M12.....	13
Table 4: Digital4Security LinkedIn social media channel	17
Table 5: Digital4Security visual assets – overview.....	18
Table 6: Awareness Raising Campaign - overview of promotional mini-campaigns	21
Table 7: Digital4Security events and networking.....	23
Table 8: Promotion via Digital4Security partners’ channels	23
Table 9: KPIs monitoring	25

List of Figures

Figure 1: Digital4Security logo	11
Figure 2: Digital4Security website visits over time.....	12
Figure 3: location of visitors to the Digital4Security website.....	12
Figure 4: Channel types for the visits to the Digital4Security website	13
Figure 5: Digital4Security PR Event in Dublin (March 2024) - Top performed LinkedIn post.....	14
Figure 6: Digital4Security After-event video for the PR Panel in Dublin (March 2024) - Top performed LinkedIn post.....	15
Figure 7: Main outcomes from the Digital4Security partners meeting in June 2024 - Top performed LinkedIn post.....	16
Figure 8: Digital4Security project brochure	19
Figure 9: Digital4Security Diversity & Inclusion Board online brochure.....	19
Figure 10: Digital4Security video	20
Figure 11: Digital4Security participation in the 20x30 Europe’s Advanced Digital Skills Summit on 16 May 2024 in Madrid	21
Figure 12: Promotion of Digital4Security participation in the 20x30 Europe’s Advanced Digital Skills Summit	22
Figure 13: Promotion of Digital4Security participation in the CYBERSEC EXPO & FORUM	22

About the Digital4Security project

Digital4Security is as a ground-breaking pan-European master's program aimed at addressing the escalating challenges posed by cybersecurity threats and data privacy concerns across all industries. This €20m industry-led Master's is supported by funding from the DIGITAL Europe Programme and comprises 34 partners spanning 14 countries. This industry-driven program will provide comprehensive knowledge of cybersecurity management, regulatory compliance, and technical expertise to European SMEs and companies.

About Work Package 5 “Dissemination and European Impact”

The activities under Work Package 5 are designed to ensure the development of a dynamic pan-European Cybersecurity stakeholder ecosystem where HEIs, Industry partners, training providers and cybersecurity clusters work together to design, promote, deliver and improve an innovative Cybersecurity Management Programme that will be developed and delivered by the best cybersecurity talent from Europe and worldwide. The aim is to also provide practical support to European SMEs and companies who will recruit graduates or retrain existing staff, integrating them within the design and delivery of the Masters programme, helping them to identify their cybersecurity risks and skills gaps, define the ECSF occupational profiles they need, and either retrain or recruit candidates to fill these positions and to develop a ‘best practice’ model for a European Masters Programme in Cybersecurity Management that can be easily and effectively adopted and deployed by consortia of mid-size European HEIs & EUIs, allowing a high number of European HEIs to either join the DIGITAL4Security consortium and deliver the programme locally in their country or develop similar cybersecurity training programmes; thus increasing the quality, availability and accessibility of training in cybersecurity throughout Europe. Overall, WP5 main goals are to establish and follow a robust communication strategy, promote the Digital4Security Master’s programme, build partnerships, and monitor communication performance to ensure the successful promotion of the project and related European Master in Cybersecurity Management & Data Sovereignty.

About D5.8 Communications performance reports

The Communication Performance Report (D5.8) aims to:

- Provide an overview of the communication and dissemination activities implemented on a quarterly basis. This report focuses on the first year of the project, since the kick-off of the project in October 2023 (M1) until September 2024 (M12);
- Analyse the communication and dissemination results from the different Digital4Security partner channels;
- Monitor the progress towards the global project’s KPIs (for M12);
- Provide lessons learnt and recommendations to improve communication and dissemination for the next project’s years.

At the beginning of the project, a monitoring tool has been set up to collect the relevant data from partners to perform an analysis of the past communication actions and campaigns. It looks more specifically at the advancements on the KPIs and recommendations to improve or maintain high performance throughout project's lifetime. All partners are expected to provide their qualitative/quantitative results to have a complete overview. The quarterly communication reports have been already produced and it has been incorporated in the Flash Reports produced under WP1. This activity will continue until the end of the project to support the further developments of future communication actions and campaigns for optimal impact.

The Digital4Security Consortium

The Digital4Security Consortium is a dynamic pan-European partnership of innovators in the field of cybersecurity. It comprises higher education institutions, industry partners, training providers and cybersecurity clusters, working together to design, promote and deliver a transformative cybersecurity management programme, developed and delivered by the best cybersecurity talent from Europe and worldwide.

No.	Role	Short name	Partner	Country
1	COO	POLITEHNICA BUCHAREST	UNIVERSITATEA POLITEHNICA DIN BUCURESTI	RO
2	BEN	SA	SCHUMAN ASSOCIATES SCRL	BE
3	BEN	Ataya	ATAYA & PARTNERS	BE
4	BEN	POLIMI	POLITECNICO DI MILANO	IT
5	BEN	CMIP	POLSKI KLASTER CYBERBEZPIECZENSTWA CYBERMADEINPOLAND SP. Z O. O.	PL
6	BEN	Contrader	CONTRADER SRL	IT
7	BEN	DTSL	DIGITAL TECHNOLOGY SKILLS LIMITED	IE
8	BEN	indiepics	INDEPENDENT PICTURES LIMITED	IE
9	BEN	MATRIX	MATRIX INTERNET APPLICATIONS LIMITED	IE
10	BEN	PROFIL KLETT	PROFIL KLETT D.O.O.	HR
11	BEN	ServiceNow	SERVICENOW IRELAND LIMITED	IE
12	BEN	UNIBS	UNIVERSITA DEGLI STUDI DI BRESCIA	IT
13	BEN	UDS	UNIVERSITY OF DIGITAL SCIENCE GGMBH	DE
14	BEN	SKILLNET	SKILLNET IRELAND COMPANY LIMITED BY GUARANTEE	IE
15	BEN	IT@CORK	IT@CORK ASSOCIATION LIMITED LBG	IE
16	BEN	ADECCO TRAINING	ADECCO FORMAZIONE SRL	IT
17	BEN	UNI KO	UNIVERSITAT KOBLENZ	DE

18	BEN	BRNO UNIVERSITY	VYSOKÉ UCENÍ TECHNICKÉ V BRNĚ	CZ
19	BEN	MTU	MUNSTER TECHNOLOGICAL UNIVERSITY	IE
20	BEN	DIGITAL SME	EUROPEAN DIGITAL SME ALLIANCE	BE
21	BEN	DIGITALEUROPE	DIGITALEUROPE AISBL*	BE
22	BEN	MRU	MYKOLO ROMERIO UNIVERSITETAS	LT
23	BEN	UNIRI	SVEUCILISTE U RIJECI	HR
24	BEN	NASK	NAUKOWA I AKADEMICKA SIEĆ KOMPUTEROWA - PAŃSTWOWY INSTYTUT BADAWCZY	PL
25	BEN	UNIR	UNIVERSIDAD INTERNACIONAL DE LA RIOJA SA	ES
26	BEN	NCI	NATIONAL COLLEGE OF IRELAND	IE
27	BEN	TERAWE	TERAWE TECHNOLOGIES LIMITED	IE
28	BEN	CY CERGY PARIS	CY CERGY PARIS UNIVERSITE	FR
29	BEN	BANCO SANTANDER	BANCO SANTANDER SA	ES
30	BEN	CYBER RANGES	CYBER RANGES LTD	CY
31	BEN	RED OPEN S.R.L.	RED OPEN S.R.L.	IT
32	BEN	VMU	VYTAUTO DIDŽIOJO UNIVERSITETAS	LT
33	AP	FHG	FRAUNHOFER GESELLSCHAFT ZUR FÖRDERUNG DER ANGEWANDTEN FORSCHUNG EV	DE
34	AP	Pearson Benelux	Pearson Benelux BV	NL

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Introduction

The communication performance report provides an overview of the communication and dissemination activities implemented since the kick-off of the project (October 2023 - M1) until September 2024 M12. During the first year, the communication and dissemination activities were focused on raising awareness about the project among the target groups and support and further promote the project and its outputs. This report will focus on presenting the activities implemented in the reporting period from M1 to M12 and the analysis of the overall results and KPIs monitoring established in the D5.1 Communication Strategy.

This report aims to:

- Provide an overview of the communication and dissemination activities implemented since the kick-off of the project in October 2023 (M1) until September (M12);
- Analyse the communication and dissemination results from the different Digital4Security partner channels;
- Monitor the progress towards the global project's KPIs (for M12);
- Provide lessons learnt and recommendations to improve communication and dissemination.

The communication and dissemination activities are led by WP5 leader (DIGITALEUROPE) with the support and active contribution of all project partners.

Communications objectives

As defined in D5.1 Communication Strategy, the project's communication and dissemination activities focus on achieving the following objectives:

Goals	Activities
Ensure project EU wide visibility and awareness	<ul style="list-style-type: none"> • Defining strategic objectives and KPIs for each phase of the communications activity and each year of the project. • Identify the primary, secondary and tertiary target groups and create a compelling value proposition and key messages. • Set up Digital4Security digital marketing channels and tools for effective online promotion.

	<ul style="list-style-type: none"> • Develop a tactical promotional strategy to reach and engage each target group with tailored messages via website, social media and email updates. • Create a new brand identity, guidelines and promotional assets aligned with EU visual identity guidelines. • Design and execute a Digital4Security launch campaign to promote the project to internal and external stakeholders. • Create a campaign-based strategy to promote various activities, milestones and initiatives regularly. • Execute an EU-wide online communications campaign and series of webinars and networking events to promote the project outputs and good practices. • Measure marketing results against KPIs and report regularly to the European Health and Digital Executive Agency (HaDEA) with interim and final reports.
Enhance engagement with key stakeholders	<ul style="list-style-type: none"> • Develop a stakeholder engagement strategy to connect and develop existing networks of each Partner. • Invite stakeholder to events, webinars, and networking sessions with organisations and Partners, and promote project initiatives. • Establish regular communication channels (e.g. newsletters, forums) to keep stakeholders informed and engaged. • Collaborate with industry associations and educational institutions to amplify project reach and impact.
Foster collaboration and knowledge sharing	<ul style="list-style-type: none"> • Facilitate collaboration between project Partners and relevant stakeholders through workshops and working groups. • Identify offline marketing opportunities at EU, regional or national events to promote Digital4Security and its initiatives. • Liaise closely with the Digital Skills and Jobs Platform to publish the Digital4Security resources and content, contribute to communications campaigns and participate in webinars. • Encourage exchange of best practices and lessons learned among Partners and stakeholders.

	<ul style="list-style-type: none"> • Organise joint initiatives, such as joint research projects or training programmes, to foster collaboration. • Promote participation in relevant conferences, seminars, and forums to share project insights and outcomes.
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Table 1: Digital4Security communication goals and activities

Communication strategy and branding

Communication strategy (D5.1)

The communication strategy was submitted in February 2024 (M5), outlining communication, promotional and outreach activities to ensure the communications about the project and its results reach the target audiences. The strategy includes an overview of the communication and stakeholder engagement objectives, key messages, and target groups. It also outlines a set of communications, dissemination, and stakeholder engagement actions to be carried out through a series of communication campaigns. The plan also defines key communications channels and tools as well as various communication materials to be produced. A set of key performance indicators (KPIs) is included in the plan to monitor and measure the impact of the communication and stakeholder engagement actions as well as refining the strategy during the project when needed. With D5.1 in place, all partners were aware of which communication and dissemination activities were implemented and when, as well as which resources and materials were going to be used from the work of WP2, WP3, WP4 and WP6. Accordingly, the coordination between the WP5 leader and other WPs was effectively carried out.

Visual identity and brand manual

Digital4Security is supported by a strong brand to ensure our main target groups fully understand the project objectives, its aims, and benefits, and encourage the uptake and further dissemination of the project results.

The Digital4Security brand, developed by Matrix, is reflected in the visual identity and all communications materials. To build a strong and relevant brand identity, all Digital4Security Partners contributed to a collaborative workshop during the Kick-Off Meeting in October 2023. Through interactive exercises, we collectively defined the key strengths, brand values, value propositions, aspirations, and brand positioning for Digital4Security.

The official acronym of the project “Digital4Security” is supported by a slogan “Shaping the future European Data Space for Skills”. The project’s visual identity was developed in M2 with a digital and user-centric approach while considering the essence of an EU-funded project. The visual identity package includes the Digital4Security logo in different variations and supporting colour palettes (Figure 1). A brand manual was also developed to provide detailed guidelines on

how to use the logo and its variations, colour palette, typeface and how to apply the EU flag emblem, funding statement and disclaimer.



Figure 1: Digital4Security logo

Communication and dissemination channels and tools

Website

Website analytics

The table below presents the results of the communication activities from the **website** from March (M6), when it was launched, to September (M12). The last two columns of the table present the cumulative outcomes (total results), representing the aggregate of the data from the reporting period, alongside the anticipated Key Performance Indicator (KPI) established in the initial stages of the project as detailed in D5.1.

Key Results	Indicator	Results M6 – M12	Expected KPIs by M12
No. of visitors	Total no. of users	1.799	6.000
	Average no. of actions per users	3.6	1.0
Pageviews	Total no. pageviews	5.216	N/A
	Average no. pageviews per month	2460	N/A
Actions	Total no. of actions	5291	N/A

	Average no. of actions per user	3.7	N/A
No. of publications	Total no. of news & events articles published	7	N/A

*(clicks/downloads/change of pages/internal sites searches)

Table 2: Digital4Security Website – Performance overview M12

During the period of M6 – M12 (18 March 2024 – 01 September 2024), the website has received 1.799 visits with 5.216 pageviews. The number of visitors to the website has been low, but it should be considered that this data only covers the period from March to September. For the future, we are developing a communication strategy with ad hoc campaigns to increase traffic in the coming months.

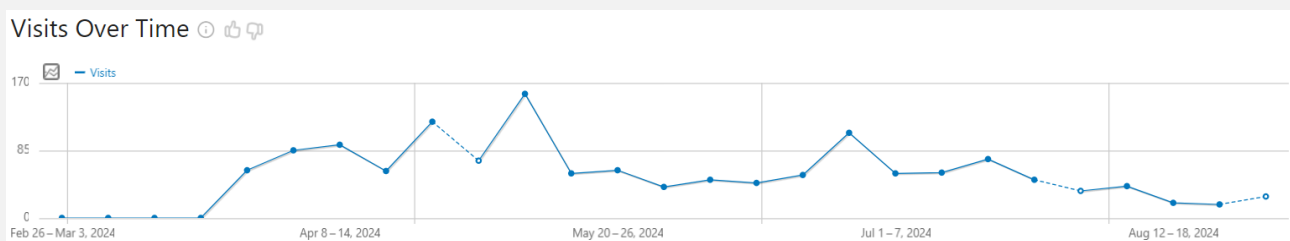


Figure 2: Digital4Security website visits over time

The location of visitors to the website were Europe (1032), North America (296), Asia (83), South America (8), Africa (6).

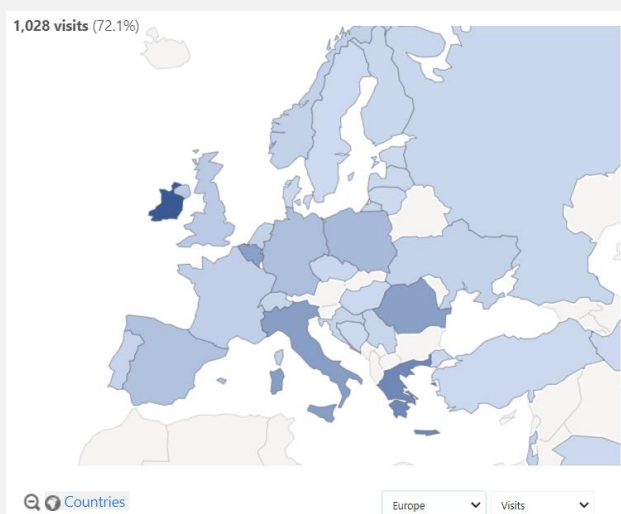


Figure 3: location of visitors to the Digital4Security website

Channel Types

CHANNEL TYPE	▼ VISITS	ACTIONS	ACTIONS PER VISIT
Direct Entry	1,162	4,487	3.9
+ Social Networks	105	154	1.5
+ Search Engines	83	215	2.6
+ Websites	75	200	2.7

Figure 4: Channel types for the visits to the Digital4Security website

Website content

Since its launch, the website has been regularly updated with the latest news and events coming from the progress of the project. During the first months after the launch of the website, there was particular attention to the events organised for the launch of the project, such as the kick-off meeting in Bucharest in October 2023 and the PR event in Dublin in March 2024. In addition to the events, the website was populated by news to explain the project's mission and reveal information and progress on the Digital4Security Master's Programme. The Digital4Security website was able to maintain a regular flow of content, with a total sum of 7 news and events items published since the launch of the website. In the upcoming months, we will improve the website by adding a dedicated section to the project internal and external resources.

The table below lists all the content published on the website from January to September 2024:

Publication date	Type (news, events, resources)	Title + Link
08/01/2024	News	Bridging the skills gap: Digital4Security's role in European cybersecurity
08/01/2024	News	Developing the Digital4Security brand: The USE strategy in action
08/01/2024	News	Why cybersecurity education is crucial for Europe's digital transformation
08/01/2024	News	The growing importance of cybersecurity in the digital age
05/03/2024	News	Launching Digital4Security: A groundbreaking European master's programme in cybersecurity
07/06/2024	News	Digital4Security Launches Diversity and Inclusion Board to Enhance Cybersecurity Education
02/07/2024	Event and News	Digital4Security at the CYBERSEC Forum 2024 in Poland

Table 3: Website content M6 – M12

*Please note that before the official launch of the website, these items were hosted in the Digital4Security temporary landing page which was closed in May 2024 after the content migration to the website.

Social media channels

The Digital4Security's social media channels [LinkedIn](#) and [Youtube](#) were launched in M4 (January 2024) and M8 (May 2024) respectively. These channels are used to expand Digital4Security's reach to its target groups and foster the community engagement, enhance its visibility, and promote the project's outputs and events.

Social Media content

The main content shared on the Digital4Security social media channels were related to the launch of the project in October 2023, the relevant events organised by the consortium partners to promote the development of the project, and the events attended by the partners to meet stakeholders and expand the project's outreach. Other content focused on news related to the project, the recruitment of members for the Diversity and Inclusion Board and for the development of the Master's modules. For organic posts across LinkedIn, content centred around updates on Digital4Security Masters programme and the Consortium, garnered the highest engagement rates.

We noted a significant spike in post engagement when we tagged all partner social media accounts. This approach appears to have amplified the reach and impact of our content, broadening the scope of our project's visibility and influence. The screenshots below represent the best performed organic posts on LinkedIn:



Figure 5: Digital4Security [PR Event in Dublin \(March 2024\)](#) - Top performed LinkedIn post

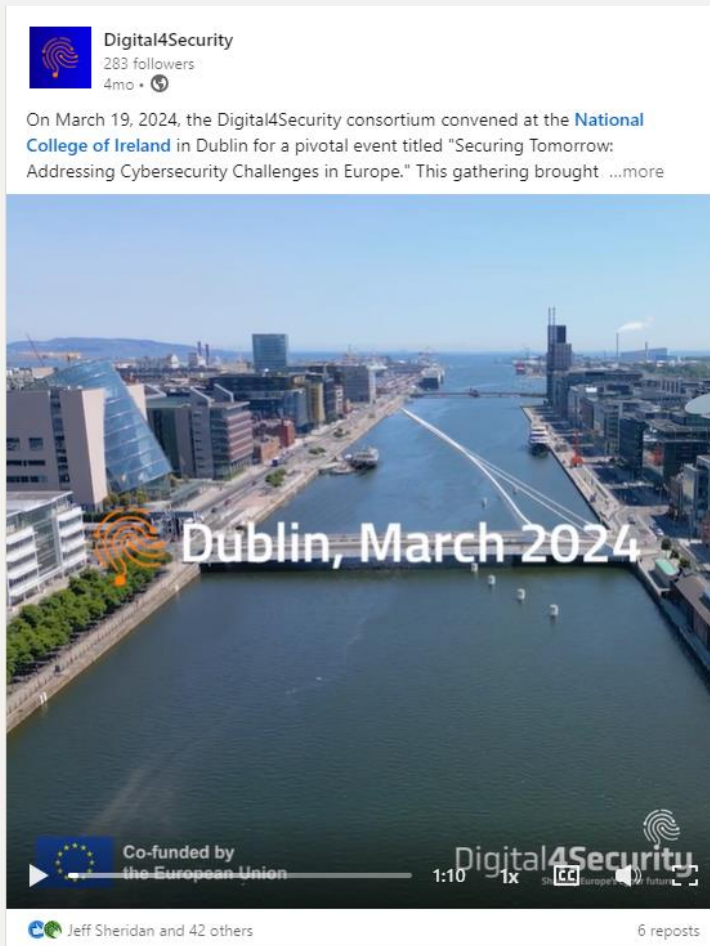


Figure 6: Digital4Security After-event video for the PR Panel in Dublin (March 2024) - Top performed LinkedIn post

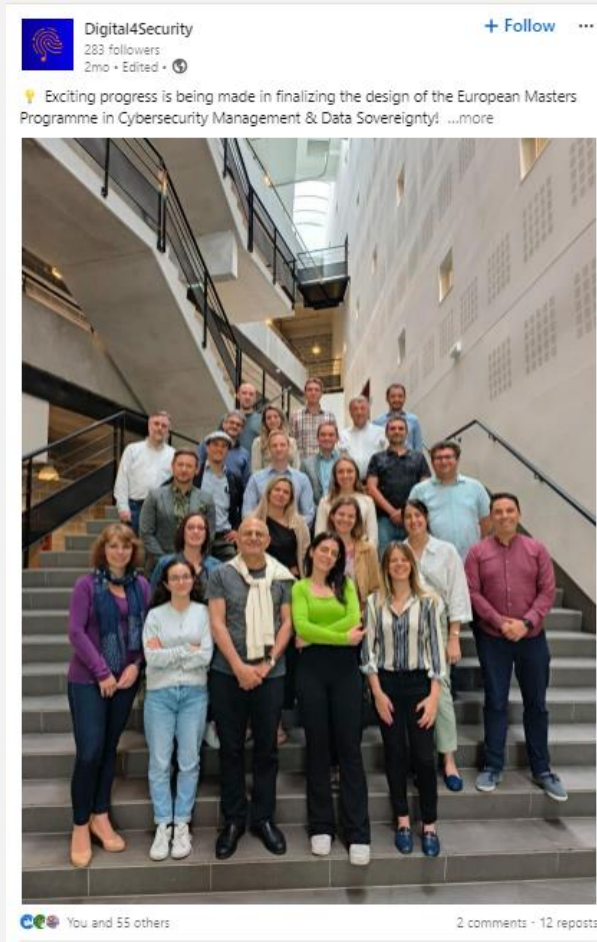


Figure 7: Main outcomes from the Digital4Security partners meeting in June 2024 - Top performed LinkedIn post

Social Media Analytics

The table below presents the results of the communication activities on the Digital4Security LinkedIn channel from January to September 2024.

Key Results	Indicator	LinkedIn Results M4 – M12	Expected KPIs by M12
Average no. of posts	Total no. of posts	12	Min. 24
Followers	Total no. of followers	283	200
Impressions (organic and sponsored)	Total no. of impression	13.059	15.000
Engagement	Link clicks	995	N/A
	Reactions	426	N/A

	Comments	9	N/A
	Reposts	23	N/A
	Average engagement rate	8.9	N/A
Mentions and hashtags	No. of post mentioning the project/using project hashtags	90	N/A

Table 4: Digital4Security LinkedIn social media channel

The data shows that there was a total of 12 posts on the LinkedIn accounts of the project, which falls below the KPI of min. 24 posts. This lower number of posts can be attributed to the fact that the LinkedIn channel was created four months after the project's kick-off. As a result, promotional posts were initially limited to the consortium's attendance at events and the ongoing work on curriculum designs. With the establishment of the channel and the completion of foundational tasks, we anticipate a more consistent posting schedule moving forward, aligning with our KPI targets, and expanding our communication efforts. The total number of followers on LinkedIn is 283. Despite the lower KPI on the number of posts, the KPI on number of followers exceeds the expectations for M12, highlighting a good social media strategy and good response from stakeholders. The total number of impressions was 13.059, slightly below the KPIs due to the number of posts shared. The average engagement rate was 8,9%. In general, Digital4Security's social media showed a good performance even with the absence of paid ads or campaigns. Further analysis of the social media channels' overall performance throughout the first year of the project' (M1-M12), along with a comparison to the expected KPIs defined in D5.1, will be discussed in detail in section KPI monitoring.

Newsletter

As part of the communication and dissemination plan, the official Digital4Security newsletter has been set up on Brevo. It will be issued every second month — starting from year 2 — and in an ad-hoc manner, when needed. It will be used to communicate about the project progress and results and key related topics. The WP5 leader manages the Digital4Security newsletter editorial line to ensure consistency. Partners are encouraged to submit interesting and related content directly to WP5 leader to be promoted on the newsletter. Partners' own content related to the topics of the project. Third-party content that Partners find suitable and interesting for our target audiences (e.g., evergreen content, hot topics content). To promote the newsletter, Partners are encouraged to share it with their network. Website visitors can subscribe to the

newsletter via an embedded form on the homepage. We have registered a total of 133 subscribers, and we will encourage new sign-up with an ad-hoc campaign.

Visual Assets

Following the Brand Manual, visual assets were designed and developed for use within the various promotional campaigns and communications materials, as detailed in the following table:

Visual Asset	Amount	To be used for/on
Brand Manual	1 pack on how to apply the Digital4Security brand identity	Digital4Security related documents, social media, email marketing, website, events
MS Word Template	1 template for deliverables	Digital4Security related document
PowerPoint Template	1 Template for presentations	Digital4Security related document
Brochure	2 promotional project and Diversity & inclusion board presentations	Social media and on-site/online events
Social media template	1 pack of templates, including customised visuals for different mini-campaigns and communication actions	Social media
(Digital) Banners	4 banners	On-site/online events
Video	1 video created to introducing and explaining the Digital4Security project	Social media

Table 5: Digital4Security visual assets – overview

Some examples of the Visual Assets are shown below:



Figure 8: Digital4Security project brochure



Figure 9: Digital4Security Diversity & Inclusion Board online brochure



Figure 10: Digital4Security video

Communication and dissemination activities

Promotional campaigns: awareness raising and call for support

The project's EU-wide promotional campaigns to raise awareness and call for support were kicked off in M4 and run until M9. The campaign focused on raising awareness about the project and outputs and building a database of interested stakeholders. A series of mini campaigns were carried out and focused on a specific topic with clear calls to action and supporting communication materials and resources. The table below provides an overview of the communication actions implemented for each awareness raising campaign.

Campaign name	Date	Comms package	Social media post	Website news	Press Release	Paid ads
Digital4Security Kick-off	M4	N/A	Yes	Yes	Yes	No
Digital4Security Industry survey for curriculum design	M4	Yes	Yes	No	No	No
PR event in Dublin to promote project	M6 – M7	N/A	Yes	Yes	Yes	No

Diversity and Inclusion Board	M9	No	Yes	Yes	No	No
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Table 6: Awareness Raising Campaign - overview of promotional mini-campaigns

Events and networking

An event calendar was created on the Digital4Security Teams channel under WP5 to list the relevant events and keep partners updated and involved. The event calendar maps events on a 6-month basis to allow a timely overview of relevant speaking and participating opportunities. Partners were encouraged to contribute to this event mapping calendar by adding relevant events. During the reporting period, the Digital4Security project was **promoted in 10 external events** from our partners, particularly from Digital Technology Skills, National College of Ireland, UPB, Schuman Associates, and DIGITALEUROPE. The project was also presented in third-party events, such as the Masters of Digital in Brussels, CYBERSEC Expo&Forum in Krakow, PDP 2024 in Dublin, 20x30 Europe's Advanced Digital Skills Summit in Madrid, HLF-EDU 2024 in Delft.



Figure 11: Digital4Security participation in the 20x30 Europe's Advanced Digital Skills Summit on 16 May 2024 in Madrid



Figure 12: Promotion of Digital4Security participation in the 20x30 Europe's Advanced Digital Skills Summit



Figure 13: Promotion of Digital4Security participation in the CYBERSEC EXPO & FORUM

For the project's events, there were 4 total events, including the internal consortium events and workshops, such as the consortium meeting in Bucharest (M1) and the consortium meeting in Dublin with the PR panel (M6), partners' workshop in Brussels (M9).

Indicator	Results (M1 – M12)	KPI by M12
Total no. Digital4Security events	4	N/A
Total no. partners events	10	N/A
Total no. of third-party events	5	N/A
Average no. of participants reached via project, Partners' events and third party events	Approx. 700	1.000

Table 7: Digital4Security events and networking

Promotion via partners' channels

Within the Digital4Security consortium, various communication and dissemination activities were conducted through partners' and associated partners' channels. The purpose of promoting Digital4Security via all partners' channels was to leverage the partners' networks and extend awareness of the project and its resources among their contacts and stakeholders.

The overview below includes all communication and dissemination activities performed over the reporting period (M1-M12) by all partners. The last two columns of the table present the cumulative outcomes (total results), representing the aggregate of the data from the two reporting periods, alongside the anticipated Key Performance Indicator (KPI) established in the initial stages of the project as detailed in the deliverable *D5.1 Communication Strategy*.

Activity	Channel	Total results	KPIs by M12
Social media	LinkedIn posts	50	N/A
	LinkedIn Impressions	30.024.157	N/A
Newsletter	No. of distributed partners' newsletter	6	N/A
Partners' website	Partner's subpages	In progress	N/A
	Partner's news articles	10	N/A
Events	No. of partner's event	10	N/A
	No. people reached through events	Approx. 150	N/A

Table 8: Promotion via Digital4Security partners' channels

Scientific publications

Consortium partners of the Digital4Security have also published scientific articles on security topics in which the Digital4Security project is acknowledged. For example, partners from NCI have published a paper in the 5th Workshop on Secure IoT, Edge, and Cloud systems ([SloTEC](#)

2024) as part of the 24th IEEE/ACM international Symposium on Cluster, Cloud and Internet Computing (CCGRID 2024). The research paper tackles security topics and informs the content of one of the assigned modules to NCI, namely *Digital Forensics, Chain of Custody and eDiscovery*.

B. Pulido-Gaytan, A. Tchernykh, M. Babenko, H. González-Vélez, J. M. Cortés-Mendoza, and Arutyun Avetisyan. Enhancing Cloud Security through Efficient Polynomial Approximations for Homomorphic Evaluation of Neural Network Activation Functions. SloTEC 2024 - 5th Workshop on Secure IoT, Edge, and Cloud systems, as part of CCGRID 2024. Philadelphia, USA. May 2024.

While the paper is not published yet, it will be available via its [DOI URL](#).

The course curriculum has been established as part of the deliverable D2.2 DIGITAL4Security Course Curriculum and refined as part of the meeting in Brussels in June 2024 and in the ongoing meetings of WP2 and WP3.

WP5 management

WP5 leader DIGITALEUROPE is driving the communication and dissemination activities. The activities were regularly reported to all project partners during the weekly WP leaders' meetings and the monthly project meetings. The Digital4Security Teams channel and mailing campaigns were also used for the coordination between WP5 members and all project partners. The WP5 Leader, DIGITALEUROPE and WP5 Co-Leader Matrix, meet with WP5 partners bi-weekly in a dedicated meeting to discuss the main activities, assign tasks and share updates. Each meeting is supported by a PPT presentation to keep track of the activities and changes. Started in M2 (November 2023), these meetings ensure an efficient and effective implementation of the communication, dissemination, and stakeholder engagement plan throughout the project. There were 19 meetings organised, from November 2023 to September 2024.

KPIs Monitoring

Type	Indicator	Total by M12	KPI by M12
Website	Average no. of visitors	1.799	6.000
	Average no. of actions per user*	3.6	1.0
Project newsletter	No. of issues (every 3 months starting in Y2)	-	2
	No. of subscribers	133	100

	No. of times the project was promoted in Partners newsletters	7	10
Social media	Average no. of posts per account	12	Min. 24
	LinkedIn – no. of impressions	13.059	15.000
	No. of followers	283	200
Media outreach	No. of joint press release	2	2 (M48)
	No. of media mentions	-	4 (M48)
Events	Average no. of participants reached via project, Partners' events and third-party events	Approx. 700	1,000

Table 9: KPIs monitoring

Conclusion

In its first year, the Digital4Security project has made significant strides in establishing a robust communication strategy, launching key promotional activities, and engaging stakeholders across Europe. The project's online presence, particularly through its website and social media channels, has garnered considerable attention, with the LinkedIn platform achieving higher-than-expected engagement levels. While some KPIs, such as the number of LinkedIn posts and website visitors, fell short of expectations, the overall performance demonstrates a strong foundation for future communication efforts. Lessons learned from this period will be used to refine strategies and improve outreach, ensuring continued growth and visibility of the Digital4Security Master's Programme in the coming year.

Quality Assurance Review

Work Package No/Name	WP5 Dissemination & European Impact				
Deliverable Name	D5.8 Communications Performance Report				
Partners involvement	National College of Ireland (NCI)				
Submission Deadline (As per Annual Work Plan)	30-09-2024				

Rate	1	2	3	4	5
Quality Parameter	very low/strongly disagree	low/disagree	moderate/neither nor	high/agree	very high/strongly agree
1. The work performed corresponds to the requirements and methodological standards of the project.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Yes.					
2. The drafting and structuring of each deliverable include the contribution of all relevant experts.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Yes. However, as part of the Communication and Dissemination Activities section, was included an additional sub-section on scientific publications.					
3. Deliverables use clear and easily understandable language in the text and the design is professional and in line with the project brand identity, guidelines, and document template.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Yes, the report is clear, and adheres to the project brand identity, guidelines and uses the required template.					
4. The output is in line with the standards adopted by the European Commission.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Yes, the report presents output in line with the standards adopted by the European Commission.					
Name of the WP Leader	DIGITALEUROPE				

Submission Date	30/09/2024
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