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**PHOENIX**
**Electrical Power System's Shield against complex incidents and extensive cyber and privacy attacks**

# Deliverable D8.2
# Marketing and Promotional Tools

| | |
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| **Keywords** | Communication, Deliverable, Dissemination, Publication, Reporting |
| **Abstract** | This deliverable describes the marketing and promotion activities undertaken and assets developed for the PHOENIX project. It includes the communication goals and objectives in line with the project vision and the plan to achieve the same. It also includes the visual identity developed for the project and the different promotional tools employed to disseminate the project and the measures and indicators of tracking the progress and effectiveness of the dissemination and outreach activities. |

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# Definitions, Acronyms and Abbreviations

| | |
|---|---|
| CA | Consortium Agreement |
| CERT | Cyber Emergency Response Team |
| CSIRT | Computer Security Incident Response Team |
| DoA | Description of Action |
| DSO | Distribution System Operators |
| EC | European Commission |
| EPES | Electrical Power and Energy System |
| GA | Grant Agreement |
| GDPR | General Data Protection Regulation |
| ICT | Information and communications technology |
| LSP | Large Scale Pilot |
| MOOC | Massive Open Online Course |
| TSO | Transmission System Operators |

# Executive Summary

This report constitutes the deliverable D8.2 Marketing and Promotional Tools of the PHOENIX project. The document has been prepared by Capgemini Technology Services (CTS) and reviewed by Centro Romania Energy (CRE) and Thales Six GTS France (TSG).

This report is a comprehensive and living document which outlines the tools, actions and channels to be used throughout the project in the dissemination and outreach of the products and services under development. The purpose of this deliverable is to provide a listing and description of the communication strategy of the project, the target groups, and promotional tools created for the project, the dissemination activities completed and foreseen in the project and the communication channels to be used. An update of this report will be released in M24 of the project as D8.3.

The communication and marketing concept of project PHOENIX lies in actively interacting with the different target groups and having them involved actively throughout the lifetime of the project. Different target audience groups will be engaged at different phases of the project through relevant dissemination tools, measures and key messages.

In order to have a consistent image and identity across platforms, a fixed visual identity comprising of the project logo, colour scheme and templates has been developed for the project. This ensures a uniquely identifiable and easy to recall image for the project across all platforms.

The visual identity will be transversally applied to all the communication tools and channels that will be used in the PHOENIX project. This includes a public website with project information, blogs and quarterly newsletters, social media, events and conferences, journals, publications and press, and audio-visual and print marketing material such as brochures, flyers, posters and videos. These tools have been selected in line with the communication objectives and target audiences of the project.

The report also presents a set of indicators to track and measure the effectiveness of the communication activities of the project. Each key performance indicator has a goal measure to be achieved within the 36 months of the project.

# 1. Introduction

Exploitation and outreach activities form an integral part of PHOENIX. The main purpose is to ensure that the successful execution of the project gains attention among a large audience in Europe and the rest of the world. Not only does this help drive competitiveness and growth in Europe, but also helps to tackle societal challenges. A strong marketing and communication strategy aids in improving the standing of a research project in front of the scientific community, tapping into additional funding sources and attracting potential users of the findings and results.

The purpose of this deliverable is to provide a listing and description of the marketing strategy of the project, the target groups, and promotional tools created for the project, the dissemination activities completed and foreseen in the project and the promotional tools to be used.

## 1.1. Relation to project work

This deliverable is a live document comprising of the different marketing and promotional tools created in the project for the purposes of disseminating the project objectives, activities, results and news to the intended target groups and the general public. This report presents a first view into the completed and planned marketing and promotional tools, and an updated report will be released in M24 of the project as D8.3.

## 1.2. Structure of the document

The "Marketing and Promotional Tools" report is divided into 5 chapters. Chapter 1 is the document introduction. In chapter 2, we present the main PHOENIX dissemination concepts, target groups, and tools for dissemination. Chapter 3 considers the visual identity of PHOENIX project where we set up the graphical elements to be used for the project. Furthermore, chapter 4 lists all the promotional tools developed and planned for the project. In chapter 5, we evaluate the effectiveness and impact of communication activities in terms of Key Performance Indicators (KPIs). We conclude in chapter 6 by presenting the next steps.

**Table 1: Structure of the document**

| Chapter Number | Chapter Title | Summary |
| --- | --- | --- |
| Chapter 1 | Introduction | |
| Chapter 2 | Dissemination and Communication Strategies | PHOENIX dissemination concept, target groups and tools for dissemination |
| Chapter 3 | Visual Identity | Set of graphical elements to be used for PHOENIX |
| Chapter 4 | Promotional Tools | Enumeration of different promotional tools developed and planned for the project |
| Chapter 5 | Evaluating the effectiveness and impact of communication activities | Key Performance Indicators (KPIs) for the project and the project performance against them at present |

| Chapter 6 | Conclusions and Next Steps | |
|---|---|---|

# 2. Dissemination and Communication Strategies

## 2.1. Concept and Approach

The PHOENIX dissemination concept lies in creating interactive communication channels between the target groups (e.g. utilities, CERTS, CSIRTs, domain stakeholders, cyber security industry and the general public) and the project. The active involvement of the relevant groups leads to an association with the results rather than simple awareness. PHOENIX has clearly identified the position of the project with respect to the current EPES landscape and has identified the target groups affected by each of the project developments. As shown in Figure 1, PHOENIX dissemination activities are categorized based on the position of the target audience with respect to the time-to-market of the results:
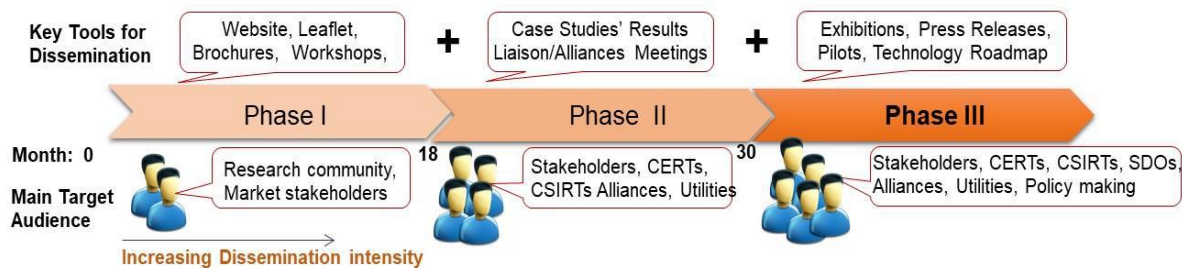


**Figure 1: PHOENIX Communication strategy, with increasing the dissemination level during the project lifetime.**

- Phase I (Months 1-18): In this phase, we select the dissemination channels, key messages, communication activities towards innovation (Long time-to-market).
- Phase II (Months 19-30): During this phase, we highlight the policy fostering business innovation (Midterm time-to-market).
- Phase III (Months 31-36): Matching market analysis and Exploitation (Short time-to-market).

In addition, on the advice of the EU Commission, a **crisis communication board** for the PHOENIX project has been established. This board consists of CTS, CEL, TSG and SYN.

## 2.2. Target Groups

To ensure an effective communication strategy, it is fundamental that each target group receives the message relevant to them at an appropriate time and through the right channel. All levels of target

groups need to be addressed for achieving the highest impact of PHOENIX results and activities. At the same time, the key national and regional stakeholders are actively involved throughout the project. We have identified six main target groups presented in Table 2.

**Table 2: Target Groups and communication tools**

| Target Group | Measure | Goal |
|---|---|---|
| Utilities, DSOs, TSO, CERTs, CSIRTs | Communication Channels, Events, Advisory board, Alliances, standardization organisations and certification activities. Invitations to midterm and final PHOENIX events. Web site and social media | The main goal is to achieve a consensus on security issues and functionalities that need to be addressed by the current and future EPES cybersecurity requirements. |
| ICT and Cybersecurity Industry | | The goal is to create awareness of the EPES risks and future cyber/human threats, PHOENIX roadmap and opportunities. |
| EPES industry and scientific community | Contributions in scientific conferences and publications in journals, mainly open access for larger impact. Web site and social media. Special session in innovation event. Participation on a sub-group of experts of the European Commission on the impacts of Artificial Intelligence on connected products and other market challenges. | The main goal is to increase awareness and feedback towards the research gaps for joint optimization of ICT and EPES/Energy infrastructure |
| Life-long learning community | A short MOOC course presented to a global audience to create awareness on vulnerabilities and cybersecurity measures | The goal is to accelerate the uptake of our concepts and results for maximizing awareness of their availability |

In addition to the above-mentioned activities, PHOENIX will engage in dissemination activities towards research community, as explained below:

**Dissemination Activities towards Research Community**

The project plans to address related scientific audience (including audience both from the cyber security, communications and the privacy area) and strategic decision makers (such as stakeholders, EU ministers and general secretaries of investment, head of research departments, professors etc.) in related research facilities (both in industry and academia). PHOENIX will disseminate the research and countermeasure concepts and provide guided research directions and stimuli. The aim is also to engage actively the consortium partners but also the members of the Advisory Board in the scientific discussion and to enhance the quality and relevance of the publications. All scientific publications will

be available as preliminary versions in the secure area of the webpage with the option of guided forum discussion. Following the general open strategy of PHOENIX, the open access publishing option will be pursued for some of the above scientific journals and conferences so that the target audience is maximized, simultaneously maximizing the impact of the relevant publications.

# 3. Visual Identity

A set of graphical elements has been designed in order to give an identity to the PHOENIX project. The designed elements are the PHOENIX logos and templates for reports, minutes, agenda, and acknowledgement, as well as private and public presentations.

These elements have been created with three objectives:

a. **Consistency:** The right use of these visual elements allows an effective and consistent communication of the project concept and results, e.g. for dissemination purposes.
b. **Reusability:** These elements can act as guidelines for the partners to write certain documents such as deliverables without the need of thinking about the document design.
c. **Appeal:** These design elements are finalised while keeping in mind the intended purpose of project identity, branding and easy recall while giving equal importance to symbolic elements and aesthetics. The phoenix logo symbolizes the mythical bird phoenix, which obtains new life by arising from its ashes. PHOENIX project aims to give the perception of self-healing to European EPES enabling to survive large scale cyber-attacks.

## 3.1. Project Logo

The consortium agreed as a whole on the following logo. We believe that this logo is unique, appealing and easy to recall. Also, it encompasses key elements of this project in a tasteful and subtle design which is easy to reproduce.

Figure 2 illustrates the PHOENIX logo (which is used consistently across platforms and templates). A high-resolution version of the same logo, which allows to generate any format of the image (.png, .jpeg) and can also be used in email signature where desired. It can further be hyperlinked to direct stakeholders to the project's website.



**Figure 2: Project Logo**

## 3.2. Templates

The graphic charter and logo were the point of reference for designing the communication templates (Word and PowerPoint – see Figure 2). The templates aim to achieve a consistent project identity within the consortium as well as awareness and recognition among external stakeholders. The project logo, EU flag graphic and funding disclaimer (contract number) is displayed on all templates.

All project partners are encouraged to use the templates in all communication about the project.

### 3.2.1. Project Decks (PPTs)



**Figure 3: Project Deck Templates**
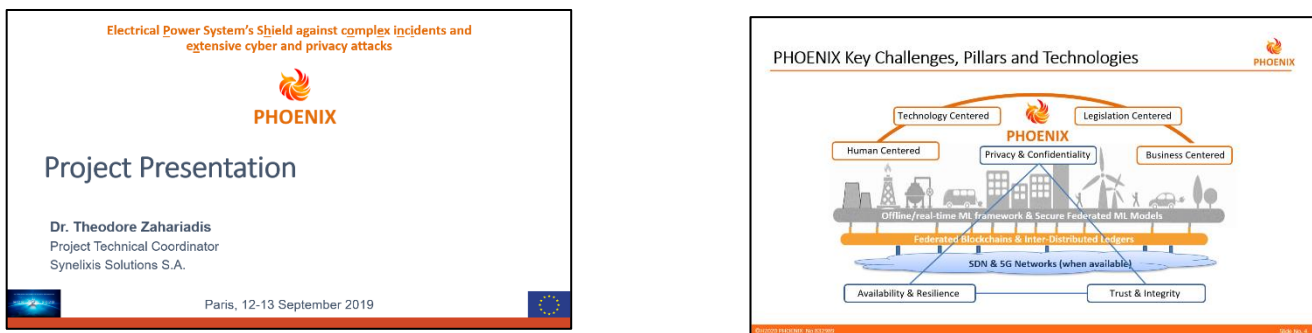


**Figure 4: Example of Project Decks (PPTs)**

### 3.2.2. Project Documents (Word Files/Reports)



**Figure 5: Project Document Template**

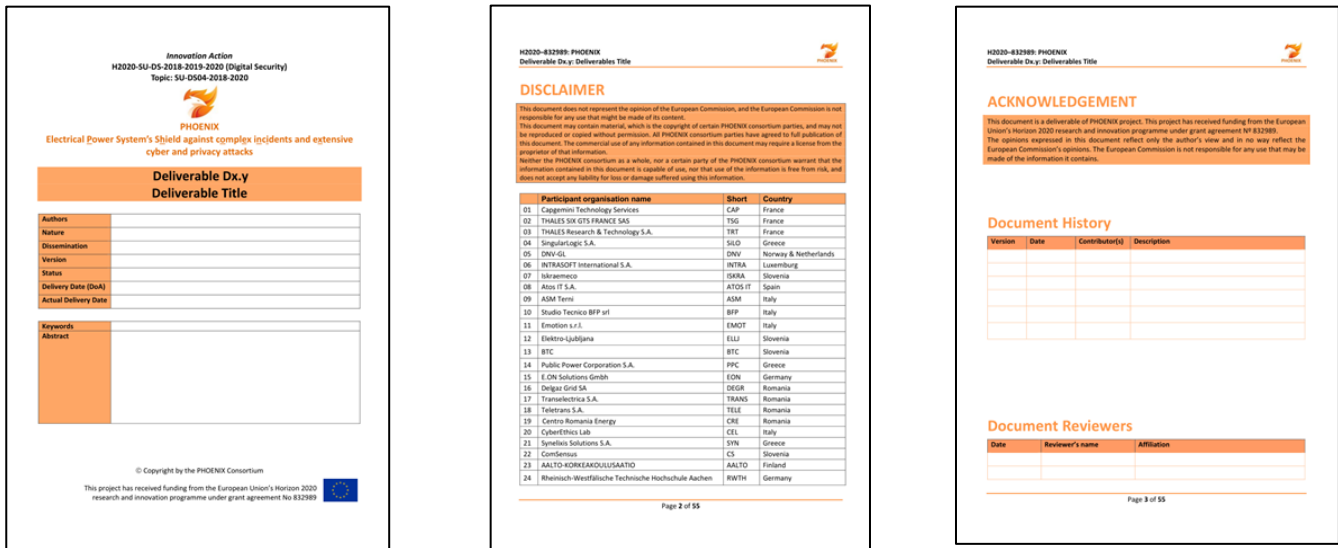### 3.2.3. Deliverables



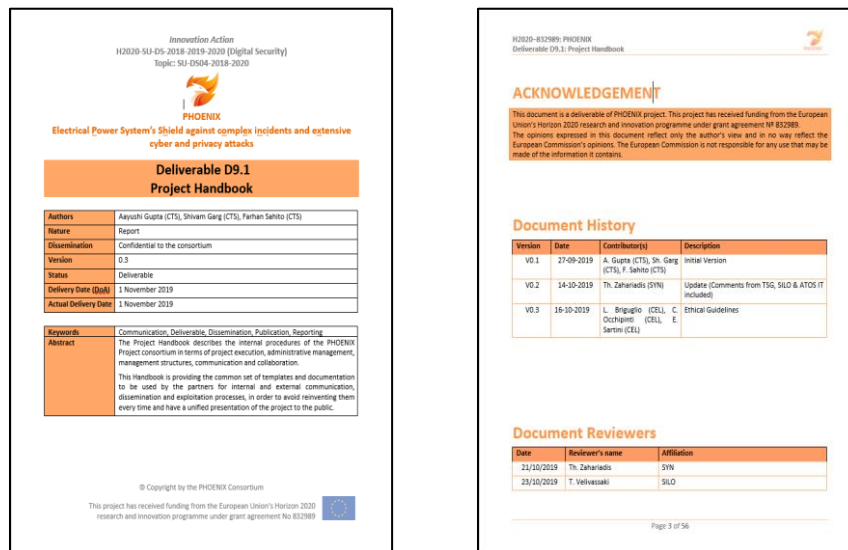**Figure 6: Project Deliverable Template**



**Figure 7: Example of Project Deliverable**

### 3.2.4. Font/colours definition as a project identity scheme

All templates and documents will use the font 'Calibri' with font-size '14' for headings and font-size '12' for body. (This holds true for reports and text based deliverables)

Also, for templates and project deliverables, the colour-scheme that will be adhered to for the project graphical identity is the following:

White

HTML code: #EFEFEF

RGB code: R: 239 G: 239 B: 239

HSV: 0° 0% 93.73%

Black

HTML code: #040404

RGB code: R: 4 G: 4 B: 4

HSV: 0° 0% 1.57%

Bright Orange

HTML code: #FE9648

RGB code: R: 254 G: 150 B: 72

HSV: 25° 71.65% 99.61%

# 4. Promotional Tools

A careful selection of different promotional tools is used to achieve the communication and outreach objectives of the project and to reach the relevant stakeholders through appropriate channels. This section details the developments made by the project in the use of these selected promotional tools and provides a view into the activities planned in the future.

## 4.1. Website

The publicly available website of the project is running since the first month of the project and is accessible to everyone. It is the primary information source of the project describing the project objectives, research areas, outcomes, and partners. The website has been developed by AALTO and has been registered at: www.phoenix-h2020.eu

In order to ensure an online presence from the beginning of the project, initially the project identity was developed with a beta version of the website platform containing immediate information about the project aims, partners and funding information. A more detailed and sophisticated website (uniquely supporting a secured communication under https:) was developed later incorporating the PHOENIX graphic identity, additional content and functionality, such as social media buttons, newsletter sign-up, blogposts, etc.

Figure 8 shows some screenshots from the current version of the project website.
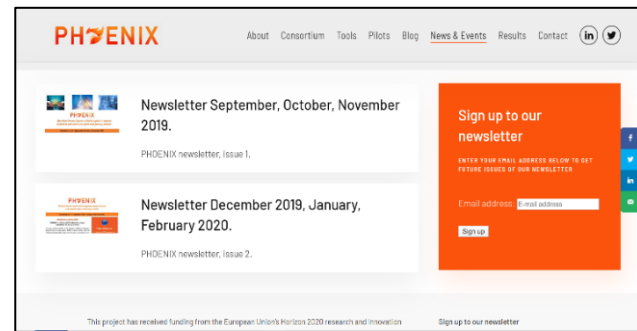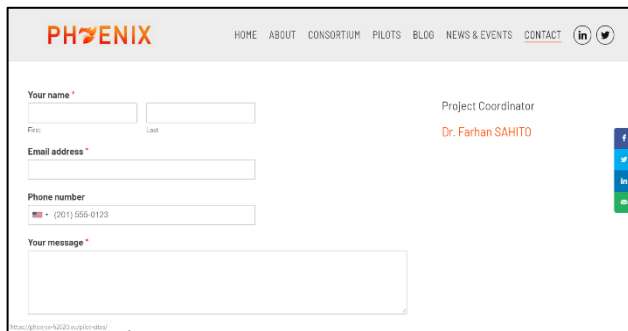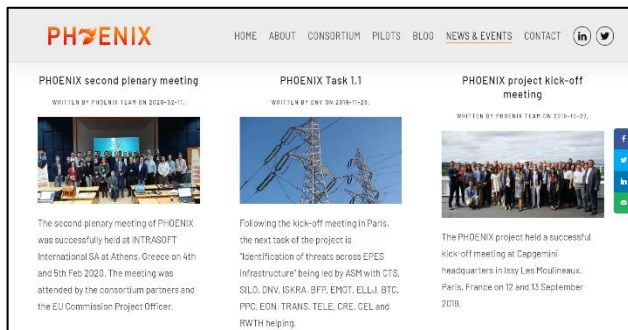
**Figure 8: Screenshots from the Website**

The website offers the following features and actions:

- WordPress, a powerful content management solution to create and maintain public websites
- Functionality of the website can be extended using 3rd party plugins
- The content of PHOENIX social media will be automatically aligned with the website
- The website is separated into 3 sections by the means of a header, a footer and the main section:
  - Website header consists of the project logo and the main menu having a sticky function
  - The main section of each page consists of the actual content to validate and demonstrate how and to what extent the PHOENIX framework will enable an effective holistic cyber-physical security
  - The footer consists of 4 columns, containing the information that should be available to the user on every webpage of the website, such as name of funding agency and name of the project.

The structure of the website is as follows:

- **Home Page:** This is the initial landing page for any visitor to the website. It consists of a slide show of some project images, a description of the PHOENIX tools towards secure EPES and an introduction to the Large Scale Pilots, with hyperlinks to individual LSP landing pages.
- **About:** The "About" page presents detailed information about the project challenges, objectives, concept and approach, expected results, target end users and EU policies. A "PHOENIX at a glance" box presents the key facts (grant number, start and end date, total cost etc) about the project.
- **Consortium:** This page introduces the PHOENIX consortium, with a small description of each partner organization.
- **Pilots:** This page details the large scale pilots of the project. The page further provides links to separate landing pages for each of the five large scale pilots.
- **Blog:** This section of the website is regularly updated with informational blogs submitted by the consortium partners on a monthly basis. The blogposts are on topics related and relevant to the project.
- **News and Events:** This section is further divided into three subsections: News, events and newsletters. The "News" page is updated with the latest meetings and task related information of the project. The "Events" page presents the past and upcoming events where PHOENIX project has or will be presented. The "Newsletters" page is a repository of the quarterly newsletters of the project.
- **Contact:** The contact page presents an opportunity for interested stakeholders to reach out to the project coordinator team through the means of a form where they can input their name, email address, phone number and a message. The page includes a GDPR Agreement consent checkbox and a captcha to avoid spam.

## 4.2. Social Media

Social Media channels occupy a highly important place in the communication plan of any EU project. Given their global reach and almost negligible cost, they are a highly cost effective promotional tool.

For the PHOENIX project, we have decided to reach out to relevant stakeholders and audience using **LinkedIn** and **Twitter** as the official mediums for social media dissemination and communication.

**LinkedIn:** LinkedIn will help us connect with relevant stakeholders and audience. Posts on LinkedIn would generally be more descriptive and one post would be published per event. The LinkedIn page of the project is available at https://www.linkedin.com/company/phoenix-h2020
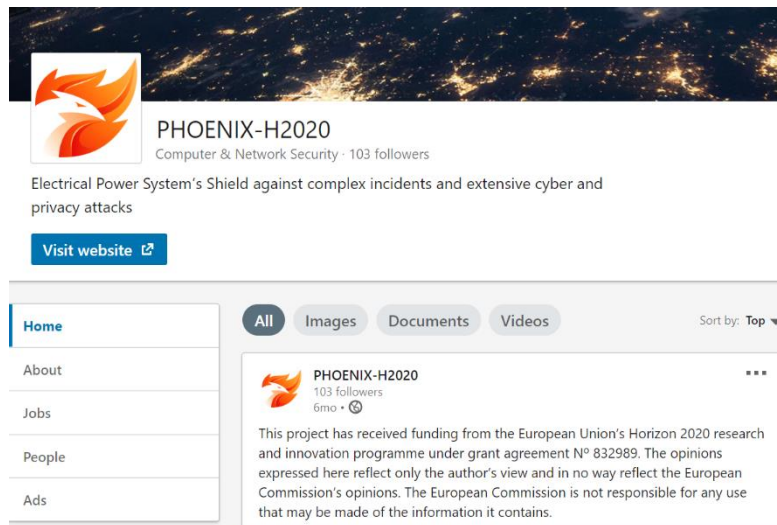
**Figure 10: LinkedIn Page of project PHOENIX**

**Twitter:** Twitter will help us drive the information related to project with a less targeted mode of communication. The posts on Twitter will be shorter due to character limit and would be used to post multiple updates for each event. We intend to spread these posts to all our audience & would not be targeting specific stakeholders. The twitter page of the project is available at https://twitter.com/H2020Phoenix



**Figure 11: Twitter page of project PHOENIX**

In line with the guidelines of social communication and dissemination, we have informed the Project Officer about the social media handles and groups created for this purpose. The accounts also include the **required disclaimers** which are prominent in nature.

A specific short social media guide has been created and shared with project partners to advise on the usage of PHOENIX social media channels including also some general useful tips on social media. This guide will also be regularly updated during the project lifetime as the usage of channels evolves based on the marketing and communication needs of the project

## 4.3. Newsletters

As per the DoA, project newsletters will be published on quarterly basis throughout the project duration. The first two newsletters have been published for the months of Sep – Oct – Nov 2019 and Dec 2019 – Jan – Feb 2020 respectively and are available on the website for download under "publications".

Figure 12 and Figure 13 provide several characteristic screenshots from the first two newsletter of PHOENIX project. These are also available on the project website at the following URLs:

https://phoenix-h2020.eu/newsletter-sep-oct-nov-2019/

https://phoenix-h2020.eu/newsletter-december-2019-february-2020/



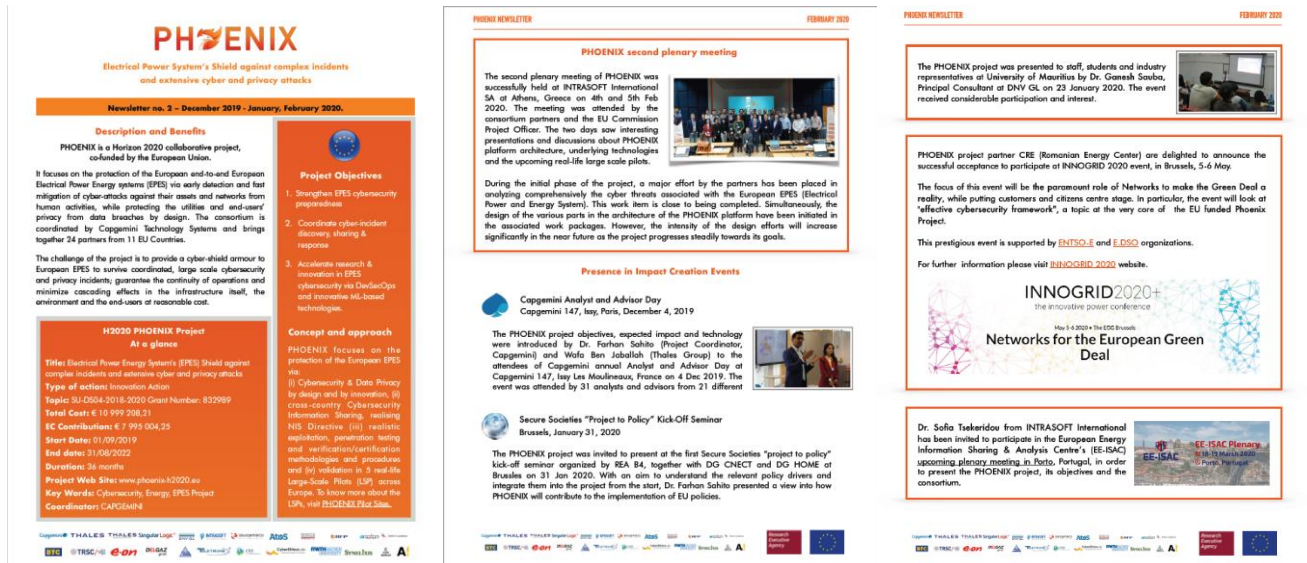**Figure 12: Newsletter No. 01: Sep – Oct – Nov 2019**

**Figure 13: Newsletter No. 02: Dec 2019 - Jan - Feb 2020**

Table 3 provides the schedule for the newsletters of PHOENIX. For each edition of the newsletter, two to three consortium partners will be responsible for creating the structure, creating and collating the content. Thus, the designed newsletter will undergo a review by the Project Coordinator (CTS), Technical Coordinator (Theodore Zachariadis, SYN), WP8 Leader (CRE) and the Project Security Officer (Hervé de l'Eprevier, TSG). Prior to that, the newsletter will be circulated to the consortium partners for feedback. These comments will be integrated and the newsletter will be published on the website and promoted on the project social media handles.

**Table 3: Newsletter Schedule**

| S/N | Newsletter | Main Contributors | Months |
|---|---|---|---|
| 1 | Newsletter # 1 | CRE, CTS, SYN | Sep 2019 – Nov 2019 |
| 2 | Newsletter # 2 | AALTO, ASM | Dec 2019 – Feb 2020 |
| 3 | Newsletter # 3 | ATOS IT, BFP | Mar 2020 – May 2020 |
| 4 | Newsletter # 4 | BTC, CEL | Jun 2020 – Aug 2020 |
| 5 | Newsletter # 5 | CS, DEGR | Sep 2020 – Nov 2020 |
| 6 | Newsletter # 6 | DNV, ELLJ | Dec 2020 – Feb 2021 |
| 7 | Newsletter # 7 | EMOT, EON | Mar 2021 – May 2021 |
| 8 | Newsletter # 8 | TSG, ISKRA | Jun 2021 – Aug 2021 |
| 9 | Newsletter # 9 | INTRA, PPC | Sep 2021 – Nov 2021 |
| 10 | Newsletter # 10 | RWTH, SILO | Dec 2021 – Feb 2022 |
| 11 | Newsletter # 11 | SYN, TELE | Mar 2022 – May 2022 |
| 12 | Newsletter # 12 | TRANS, TRT | Jun 2022 – Aug 2022 |

## 4.4. Marketing Material

The project plans to release multiple versions of project leaflets, brochures, fillers and posters throughout the project duration. The first version of the project brochure has been designed by

Capgemini Technology Services. The brochure designs are included in the annex. The digital version of this brochure will be shared with the consortium partners to be printed and distributed for project outreach and promotion.

In addition, two project banners have also been designed by Capgemini Technology Services and printed by CRE. The designs of the same are included in the annex.

## 4.5. Journals, publications, press and partner websites

The local specialised magazines and newspapers will be used as channels to disseminate the project innovation results and increase the project visibility among the targeted specific audience in that area. The articles and press releases will be translated to local language. In addition to the local channels, the project intends to disseminate its innovation results in international peer reviewed scientific journals, magazines, book chapters and conferences. Following are some of the publications by PHOENIX consortium partners as of now:

- Thales SA (TRT) has submitted the chapter "Securing CEIs by innovation" for the Open Access book "Practical Solutions and Tools for Integrated Security and Protection of Critical Infrastructures ". This chapter includes references to future works in PHOENIX.
- Thales Six GTS (TSG) has published a Journal Paper at the Elsevier Computer Networks:
  - Wafa Ben Jaballah, Mauro Conti, Chhagan Lal: "Security and design requirements for software-defined VANETs"" Computer Networks 169: 107099 (2020). "

PHOENIX has been covered in press release by numerous major magazines and newspapers, and on several partner websites. The links to these releases can be found below:

- Revistabyte, Dec 16, 2019 : Capgemini coordinará el proyecto de ciberseguridad Phoenix de la Comisión Europea
- Capgemini, Nov 27, 2019: Capgemini coordinates the Phoenix cybersecurity project for the European Commission
- PES, Nov 27, 2019: Capgemini coordinates the Phoenix cybersecurity project for the European Commission
- Le Monde Informatique.fr, Nov 27, 2019 : Capgemini pilots the european cybersecurity project Phoenix
- Global Security Mag, Nov 26, 2019 : Capgemini coordinates Phoenix cybersecurity project for the European Commission
- Cercle Finance, Nov 26, 2019 : Capgemini : coordination of the Phoenix cybersecurity project
- Zone Bourse, Nov 26, 2019 : Capgemini : coordination of the Phoenix cybersecurity project
- CRE, Sep 20, 2019 : ROMANIAN ENERGY CENTRE REPRESENTATIVES CONTRIBUTE TO THE KICK-OFF MEETING OF THE NEW EUROPEAN H2020 FUNDED PROJECT "PHOENIX" IN PARIS
- BTC : Project PHOENIX H2020
- Synelixis : PHOENIX (Electrical Power System's Shield against complex incidents and extensive cyber and privacy attacks)
- RWTH: PHOENIX
- SILO: PHOENIX

- EMOT: [PHOENIX: ELECTRICAL POWER SYSTEM'S SHIELD AGAINST COMPLEX INCIDENTS AND EXTENSIVE CYBER AND PRIVACY ATTACKS](#)

## 4.6. Key European Events

The list below shows the international conferences, workshops and summits where project PHOENIX partners have participated or organized.

**Table 4: Dissemination events for PHOENIX**

| Participating Organization(s) | Event | Location | Date | Audience Type and Size |
|---|---|---|---|---|
| SYN and INTRA | Mediterranean Security Event (MSE 2019) | Heraklion, Crete, Greece | 29 Oct 2019 | Policy makers representing EC services and European organizations including DG Home, JRC, REA, Frontex, Satcen and ENISA, Thirty-six (36) European R&D projects having co-organised this joint initiative, Security researchers, security industry representatives, security practitioners |
| INTRA | Security Research Event | Helsinki, Finland | 6 Nov 2019 | Policy makers representing EC services and European organizations, European R&D projects with presentations and demos, Security researchers, security industry representatives, security practitioners |
| CRE | European Utility Week | Paris, France | 12-14 Nov 2019 | Representatives from utilities, network operators, vendors, consultants, start-ups and system integrators covering the entire smart energy value chain |
| SYN | European Sub-Group on Artificial Intelligence (AI) Monthly Meetings | Brussels, Belgium | 29-31 Jan 2020 | The main purpose of the sub-group is to modify and enhance the current legislation regarding the challenges that Artificial Intelligence (AI) brings into the fields of connected products and product safety. SYN collaborates with a group of experts from various fields (i.e. Law-experts, |

| | | | | Engineers, Physchologists) in order to define the main challenges, dangers and limitations that AI brings to connected products (such as IoT systems). |
|---|---|---|---|---|
| DNV-GL | General Presentation at University of Mauritius | Moka, Mauritius | 23 Jan 2020 | Students, Staff Members and Industry Representatives, 50+ |
| CTS | Secure Societies "Project to Policy" Kick Off Seminar | Brussels, Belgium | 31 Jan 2020 | DG CNECT, DG HOME, REA, EC |
| DNV-GL | Smart Home and Building Association (SH&BA) Energy & Technology Panel | London, UK | 28 Feb 2020 | Members of the energy utilities, technology providers, construction industry, local authorities and the UK Government |
| BTC | Innovative days | Ljubljana, Slovenia | | Top and middle management of BTC, ~100 |
| CTS and TSG | Analyst and Advisor Day | Issy, France | 4 Feb 2020 | 31 analysts and advisors from 21 different companies |
| PPC | 2020 Cybersecurity Roadshow Greece | Greece | 12-13 Feb 2020 | Industrial personnel from the biggest Greek industrial organizations with a capacity of 70 people. PPC presented PHOENIX and discussed about potential research partnerships with both Honeywell and Intec, the representative company of Honeywell in Greece. |
| PPC | Workshop with ENISA | Athens, Greece | 28 Feb 2020 | Participants from PPC, University of Piraeus and ENISA (total 20 people) |
| BFP | Internal presentations and workshops | Bari, Italy | Dec 2019 and Feb 2020 | Phoenix project and its progress status have been presented by eng. Corrado De Santis and Marco Storelli to about 35 |

| | | | | technicians, mostly engineers and architects, in order to make them aware about the project perspective and the impact on EPES. Two events have been held in BFP premises. |
| --- | --- | --- | --- | --- |

## 4.7. Videos

Three or more videos/podcasts will be released during the duration of the project, with at least one video released per year. These will be short (90-150 seconds) videos including project description, news, interview, project results etc. Capgemini Technology Services has the budget for the development of videos. The content of the first video is under development, which is planned to be release in M11 of the project.

# 5. Evaluating the effectiveness and impact of communication activities

The communication and marketing activities will be coordinated by providing planning and reporting templates for partners eventually to provide input for the evaluation of impact. The dissemination activities of partners are collected from the very beginning of the project with the help of a specific sheet with columns detailing the information about the activities. Key Performance Indicators (KPIs) will be used to monitor the progress in communication, covering all forms of activities with a special emphasis on the results and impact attained rather than the produced quantity.

## KPIs for communication activities (defined in DoA):

The following initial list of KPIs have been set for PHOENIX on communications. The list of KPIs will be visited on a regular basis as part of WP8 activities.

**Table 5: KPIs for Communication Activities**

| Action | KPI | Measure | Current Value | Comments |
|---|---|---|---|---|
| Whitepapers | Number of whitepapers published | >3 for the whole project duration | 0 | First whitepaper planned in M12 |
| Number of Workshops | Number of workshops organized (in collaboration or not) | 2 workshops through the project lifecycle | 0 | |
| Online training sessions | Training Session on PHOENIX platform | 3 presentations, 100 non-specialized attendees | 0 | |
| Collaboration Action | Number of significant actions in liaison with other (bridge) projects | Contact and establish a significant collaboration with at least 5 projects | 0 | |
| Marketing Collateral Materials | Number of newsletters/blogs | 1 newsletter and 15 blogs every 3 months | 2 newsletters and 17 blogs | |
| | Number of leaflets/fillers/brochures | 2 of each per year | 1 brochure | |
| | Number of posters | 2 per year | 1 poster (roll up banner) | |
| | Number of | >1 per year | 0 | First video |

| | videos/podcasts/etc | | | planned in M11 |
|---|---|---|---|---|
| Project Website | Visibility/Popularity | <5 results Google page (SERP) | 1$^{st}$ place on keywords PHOENIX H2020, PHOENIX Horizon 2020, PHOENIX European Union, PHOENIX EPES | 2$^{nd}$ place for keywords PHOENIX EU grant and PHOENIX EU |
| | Number of visitors | >500 visits per year | 882 visitors, 10736 page views | As at 1530 hours CET, 31 Mar 2020 |
| | Landing Pages | 1 page per topic | 12 static pages, 6 pilot pages, 3 news pages, 2 newsletters, 14 blogposts | |
| Social Media Channels | Number of followers in Twitter | >300 from outside the project | 44 followers | |
| | Number of tweets | 100 (re-)tweets per year | 81 (re-)tweets | |
| | Number of LinkedIn group members | >50 members | 103 followers | |

# 6. Conclusions and Next Steps

This deliverable presents a listing of marketing and promotional tools employed in the first seven months of the project and gives a glimpse of the dissemination and outreach activities and communication channels planned for the remaining duration of the project. A more detailed report of actions triggered for wide and effective promotion of PHOENIX will be reported in other WP8 deliverables which are foreseen along the project lifetime. These dissemination and outreach activities will be monitored and tracked closely and regularly to ensure that the dissemination KPIs are met and that the project has a wide and significant reach and impact.

# 7. Annex 1: Project Brochure

## About PHOENIX

The PHOENIX project is a European Union funded collaborative project aiming at offering a cyber-shield armour to the European Electrical Power Energy Systems (EPES).

It focuses on the protection of the European end-to-end EPES (from energy production to prosumption) via prevention, early detection and fast mitigation of cyber-attacks.

PHOENIX will involve real-world scenarios to validate the effectiveness of results across 5 European Large-Scale Pilots (LSP) in Italy, Sweden, Slovenia, Greece and Romania involving the complete end-to-end generation, transmission, distribution and prosumption value chain.

## H2020 PHOENIX: Project At A Glance

| | | | |
|---|---|---|---|
| **Title:** | Electrical Power System's Shield against complex incidents and extensive cyber and privacy attacks | | |
| **Type of Action:** | Innovation Action | | |
| **Topic:** | H2020-SU-DS04-2018-2020 (Cybersecurity in the Electrical Power and Energy System (EPES): an armour against cyber and privacy attacks and data breaches) | | |
| **Grant Number:** | 832989 | | |
| **Total Cost:** | 11 M Euros | **End Date:** | August 2022 |
| **EC Contribution:** | 8 M Euros | **Duration:** | 36 Months |
| **Start Date:** | September 2019 | **Project Coordinator:** | Capgemini |

## Key Challenges, Pillars and Technologies
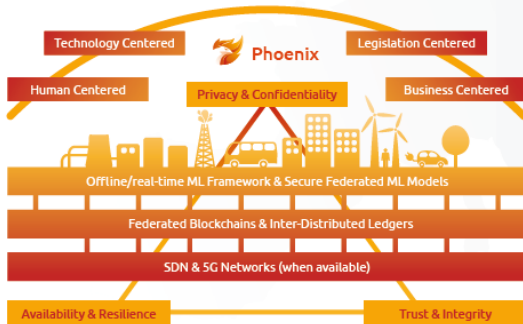


## Large Scale Pilots (LSPs)

**LSP1 (by ASM, EMOT and BFP) in Italy** will validate PHOENIX at operator and prosumer level on a regional and cross-site information exchange at national level. It will validate geographical horizontal regional-scale cyber-threats scenarios and privacy/data breaches governance management.

**LSP2 (by PPC)** will be provided at distributed renewable energy resources generation level and will feature 3 Hydroelectric Power Plants (HPPs) located in Greece. It will validate cybersecurity attacks on hydropower plant assets and measure subsystems, cybersecurity attacks on ultra-low delay (5G) communications, and energy cascading effects.

**LSP 3 (by ELLJ and BTC)** will be implemented in the commercial and industrial area of BTC (shopping, entertainment, business, commercial, and logistics centre) in **Ljubljana, Slovenia**. LSP3 will demonstrate cyber threats mitigation and data privacy management in a decentralized environment.

**LSP4 (by EON and RWTH) in Sweden** will use a **demand side response platform** with more than 20 households connected to validate micro grid flexibility versus cybersecurity and privacy attacks. PHOENIX will analyze logs and events from home assets and the DSR system, along with aggregated energy data at neighborhood section to validate several cybersecurity scenarios.

**LSP5 (by TELE, TRANS and DEGR) in Romania** will validate national and cross-border information and incidents exchange and governance hierarchies sharing models as foreseen by NIS Directive. Various **governance models and the complete platform** will be validated and response in data sharing from 5 countries, national and regional CERTs and CSIRTs will be evaluated.

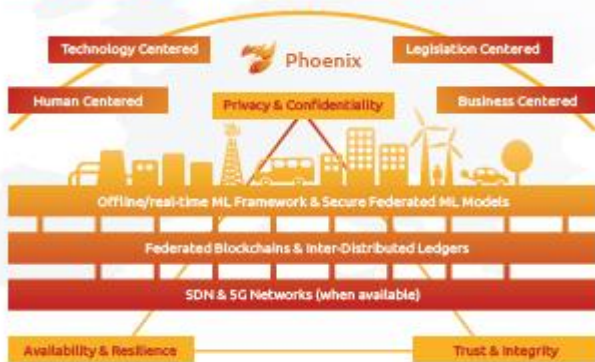# 8. Annex 2: Project Roll Up Banners