AI4CYBER

Artificial Intelligence for next generation CYBERsecurity

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Abstract:

This deliverable describes the public website, social media channels, flyers, templates, and all communication supporting materials created at the beginning of the AI4CYBER project. The initial version of the project website includes the description of the project objectives, expected major results and consortium details. The AI4CYBER project website has been set-up by TECNALIA and it will be continuously enhanced by all consortium members to include public outcomes and links to related news, events and initiatives. The social network profiles of the project have been set-up by EOS and the networks' contents will also be updated on a regular basis.

Dissemination level		
PU	Public, fully open	X
SEN	Sensitive, limited under the conditions of the Grant Agreement	
EU-R	Classified R-UE/EU-R – EU RESTRICTED under the Commission Decision No 2015/444	

AI4CYBER consortium

1		Fundación Tecnalia Research & Innovation (TECNALIA, Spain)
2		University of Western Macedonia (UOWM, Greece)
2.1		Metamind Innovations P.C (MINDS, Greece)
3		Montimage EURL (MI, France)
4		Thales Six GTS France SAS (TSG, France)
5		Search Lab (SLAB, Hungary)
6		Frontendart Szoftver KFT (FEA, Hungary)
7		European Organisation for Security (EOS, Belgium)
8		PDM E FC Projecto Desenvolvimento Manutencao Formacao e Consultadorialda (PDMFC, Portugal)
9		ITTI Sp. z o.o. (ITTI, Poland)
10		Public Power Corporation S. A. (PPC, Greece)
11		Hospital Do Espirito Santo de Evora EPE (HES, Portugal)
12		Caixabank S.A. (CXB, Spain)

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Executive summary

This document is the D8.1: Communications Tools of AI4CYBER project, which presents the established website, social media channels and other communication tools of the AI4CYBER´s project.

AI4CYBER consortium understands communication activities as those in which the project's expected added value is presented and demonstrated to non-specialized audiences. The emphasis of these communication activities will be placed in both the project public website and social networks.

The AI4CYBER project website has been set-up by TECNALIA and it will be continuously enhanced by all consortium members to include public outcomes and links to related news, events and initiatives.

The social network profiles of the project, both Twitter and LinkedIn, have been set-up by EOS and the networks' contents will also be updated on a regular basis.

The report describes other communication materials and tools designed at the initial months of the project which will be used in dissemination and communication activities, including press releases, newsletter, audio-visual materials, presentations, etc.

1   Introduction

1.1   Objective of the document

This document is deliverable D8.1 *Communication Tools* of AI4CYBER project [1].

The document presents the initial structure and main content of the AI4CYBER website which has been recently launched and will continue to be updated and improved during the project lifetime. The deliverable reports the social networks of the project, twitter and LinkedIn channels, created for a wider communication to the public.

1.2   Structure of the document

This document is structured as follows.

Section 2 presents the current status of the project website, detailing the structure designed to present project objectives, progress and news along the project duration.

Section 3 describes the social media channels set-up for the project, both Twitter and LinkedIn.

Section 4 presents other communication tools and materials that will push the wider diffusion of the project objectives, achievements, progress and news during the project.

1.3   Relationships with other deliverables

The deliverable presented in the document relates on the following deliverables, which will present in the future the advances in the communication tools and materials:

- D8.2- Dissemination, Communication, Networking and Exploitation Plan (M6)
- D8.3-Interim Dissemination, Communication, Networking and Exploitation Report (M18)
- D8.4-Final Dissemination, Communication, Networking and Exploitation Report (M36)

1.4   Contributors

TECNALIA as coordinator of AI4CYBER and responsible for the project website, together with EOS as Communication task leader are the main contributors to the deliverable at hand. Nevertheless, ALL project partners have contributed to this deliverable as they have provided feedback on the tools and materials presented herein.

1.5   Acronyms and abbreviations

DoA	Description of Action	URL	Uniform Resource Locator

1.6   Revision history

Version	Date issued	Author	Organisation	Description
0.1	01/12/2022	Olga Navalon	TECNALIA	First draft version
0.2	20/12/2022	Olga Navalon	TECNALIA	Second draft version
0.3	21/12/2022	Erkuden Rios	TECNALIA	Reviewed version
1.0	22/12/2022	Erkuden Rios	TECNALIA	Final version

AI4CYBER

2   Project public website

The main communication channel of the project to external audiences is the AI4CYBER public website. This website will be the main interface for communication of the project objectives and outcomes to the wide public. The website will contain project information such as objectives and consortium members but will also contain news on the progress of the action, the technical results, as well as all the activities of the project which will take place during the project life cycle.

The website will also provide access to the public deliverables, scientific publications and other dissemination materials.

The URL of the official project webpage is: https://ai4cyber.eu/

2.1   Structure

The website follows the project's visual identity and a clear structure. At this stage, the initial structure supported is presented below, which shall be adapted to include additional content in the future if the need arises, e.g. to include sister projects or clusters which the AI4CYBER gets engaged with.

- HOME
- SOLUTIONS
- RESOURCES
  - Media
  - Repositories
  - Publications
  - Articles
  - Deliverables
  - Newsletters
- NEWS
- BLOG
- ABOUT US
  - Who We Are
  - Consortium
  - Contact Us

2.2   Menu

The following is the main menu of the website which is placed at the upper part of the site. The menu options reflect the structure described above and open new pages when they are clicked.
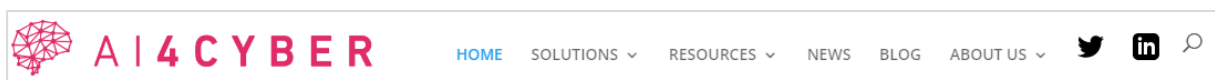

Figure 1: Menu bar of AI4CYBER website

2.3   Body

The website content is the body part of the site and it has been structured in the following main Menu options in the Menu bar.

2.3.1 Homepage

The **"Home"** page is the landing page of the visitors. It outlines the project objectives and the main technical approach followed in the project. Also describes the project in greater detail by providing a summary, explaining its concept and approach, ambition, objectives and informs on related projects.

With the aim of giving dynamicity to the webpage content and make it more attractive, the homepage shows a carrousel of three sliding images with key messages from the project, as illustrated in Figure 2, Figure 3 and Figure 4.

Figure 2: Homepage of AI4CYBER website – carrousel image 1

Figure 3: Homepage of AI4CYBER website – carrousel image 2

Figure 4: Homepage of AI4CYBER website – carrousel image 3

2.3.2 Solutions

"Solutions" menu describes the different exploitable cybersecurity solutions planned in AI4CYBER structured into 4 main service groups, as described below. In the future, when the AI4CYBER prototypes are available, each of the individual service cards will link to a dedicated page for the particular exploitable result, which will include a technical description of the tool and the links to all supporting materials developed for such result, e.g. demonstration videos and tutorials.
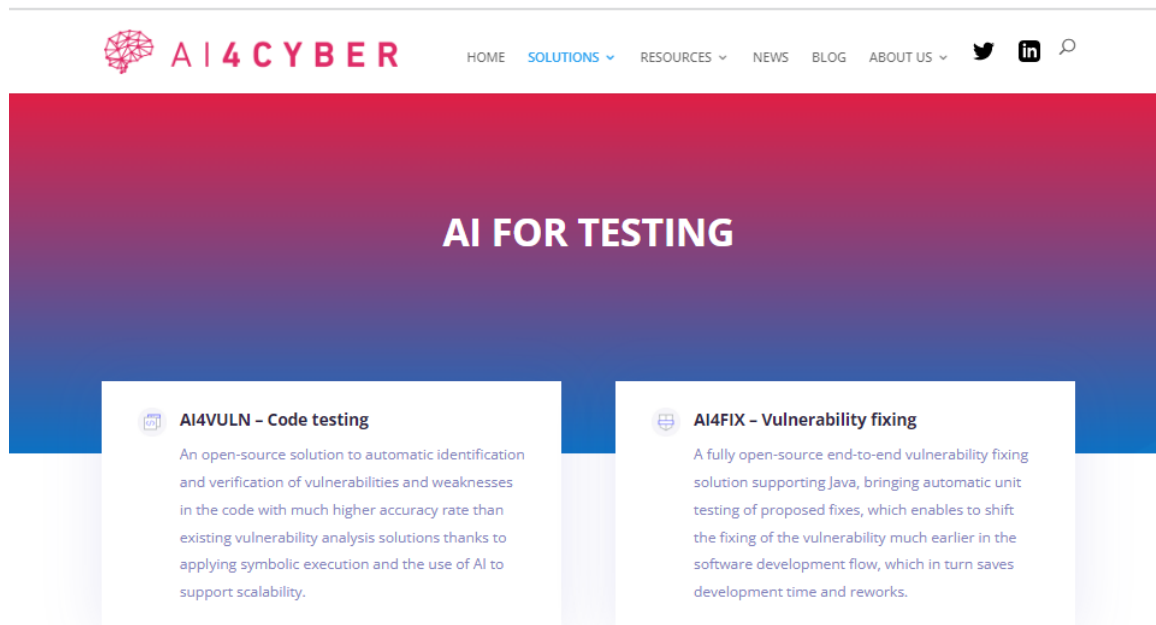
- **AI FOR TESTING**

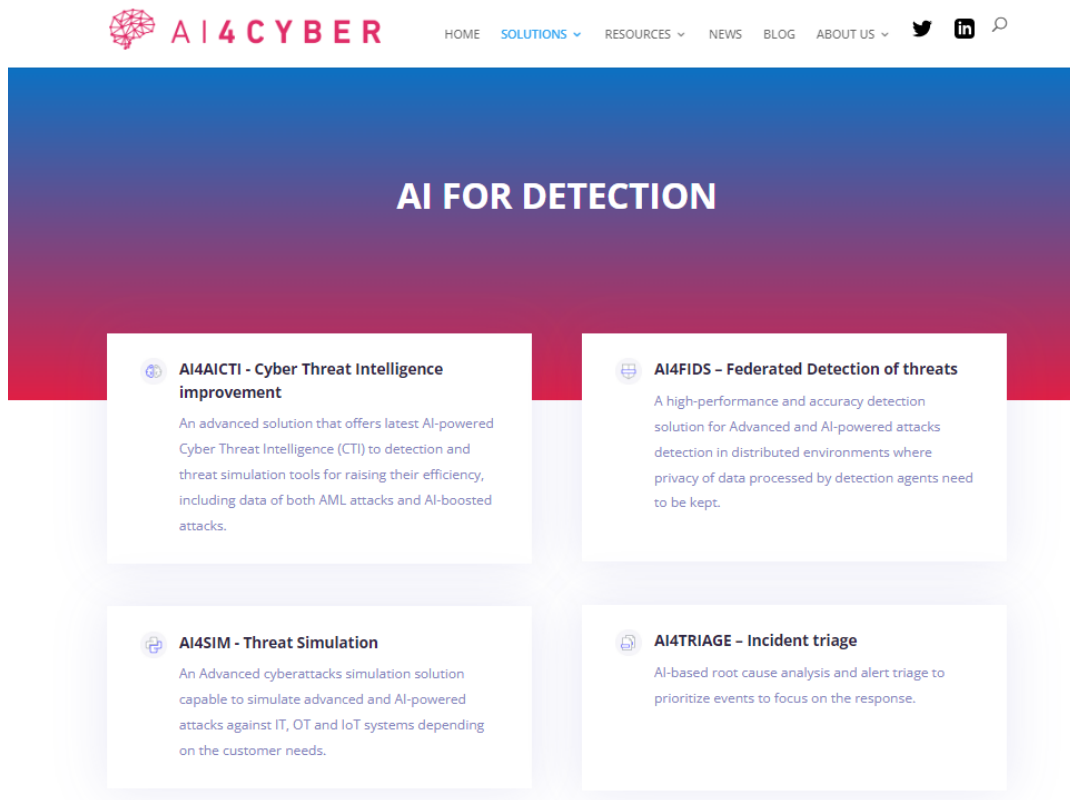**Figure 5: Solutions – AI FOR TESTING**

- **AI FOR DETECTION**

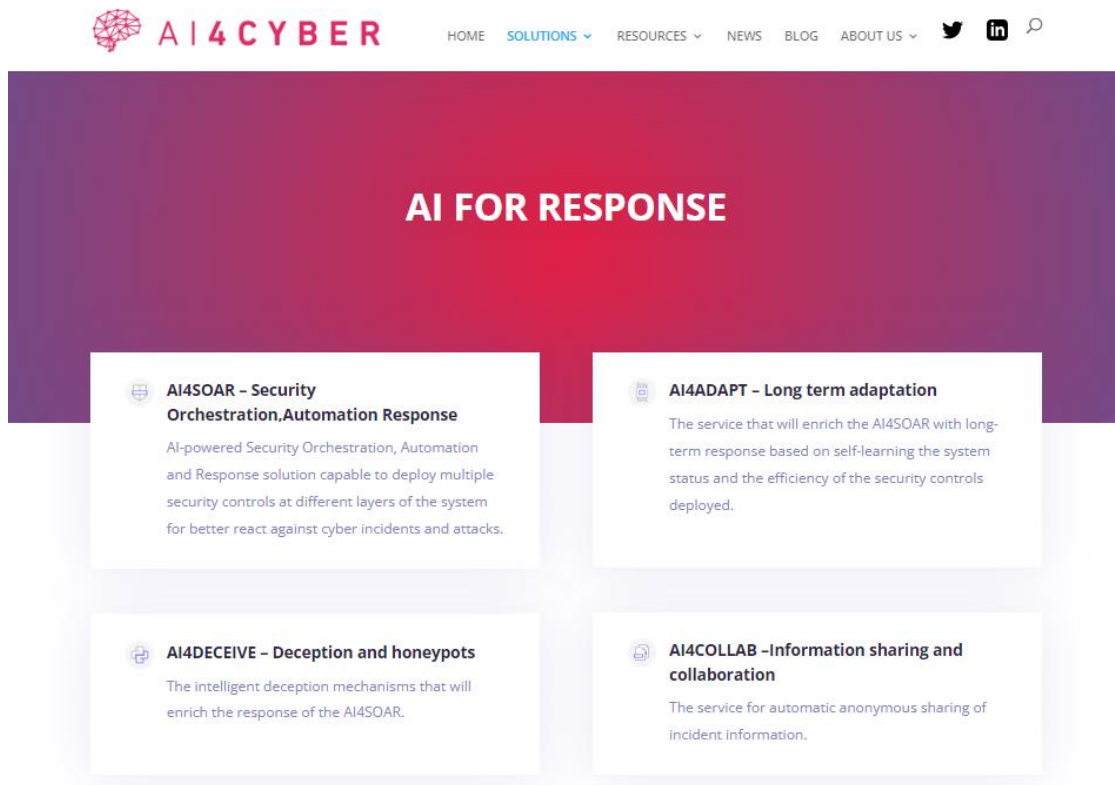**Figure 6: Solutions – AI FOR DETECTION**

- **AI FOR RESPONSE**

Figure 7: Solutions – AI FOR RESPONSE
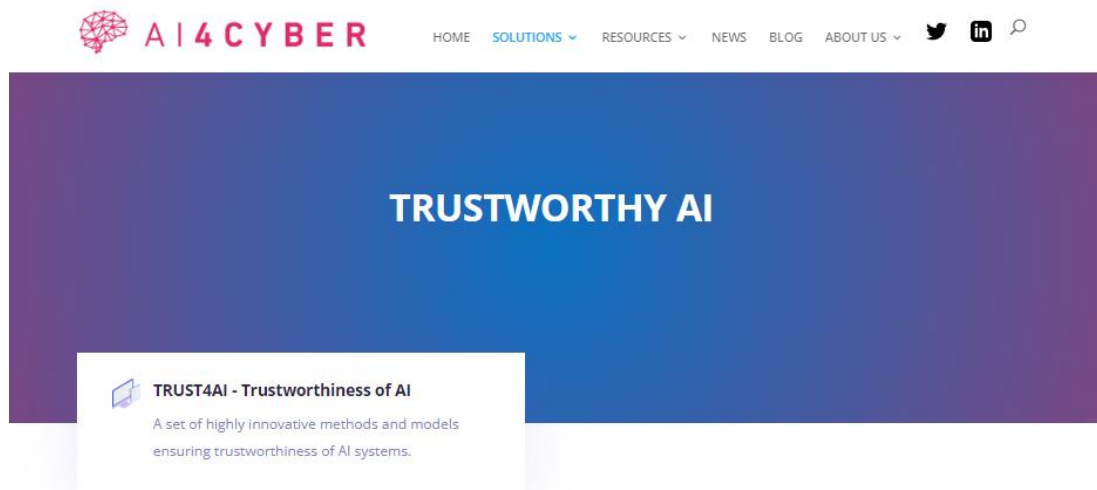
- **TRUSTWORTHY AI**

Figure 8: Solutions – TRUSTWORTHY AI

2.3.3 Resources

"Resources" menu will give an easy-to-find way to access all the dissemination materials about the research results from the action, including the produced scientific publications, public deliverables, presentations and other materials.

The deliverable D1.2 Data Management Plan - Initial version in M6 will offer further details of the plans for public resources resulting from the action tasks.

Initially, the Resources content will include the following items:

- **Media** – All public audio-visual materials created in the project will be accessible through this page, which will link to internal sections of the website such as key results subsections or to other external channels such as YouTube, as relevant.

- **Repositories** – This section will present and provide access to the data repositories and code repositories where public key results generated in the project can be found.

- **Publications** – Non-peer reviewed publications such as public whitepapers will be collected under Publications section.

- **Articles –** Peer reviewed papers and journal articles resulting from research activities in the project will be listed here together with their abstract and link to the open access version.

- **Deliverables –** All public deliverables of the project will be listed here and a link to the downloadable version of the report will be added. Note that the deliverables will be published as soon as they get approved by the reviewers from the EC.

- **Newsletters** – besides being distributed by email following a subscription process, the newsletters of the project which will be produced in a yearly basis will be published in this section. See chapter 4.2 for further details.

Each of the items in Resources above corresponds to a dedicated sub-section of the Resources chapter, which shall always include the link to the public resource for the audience to benefit from the project achievements.

2.3.4 News

The **"News"** page presents a collection of news related to the goals of the project and publication of project results, a list of the events related to the project or as part of the project work plan, as well as the project newsletter, and the facility to subscribe to the newsletter.

Figure 9: News main page

When clicking on top of each of the news pieces, a dedicated page will open showing the information in a greater size and additional details.

Figure 10: Example of individual news piece page
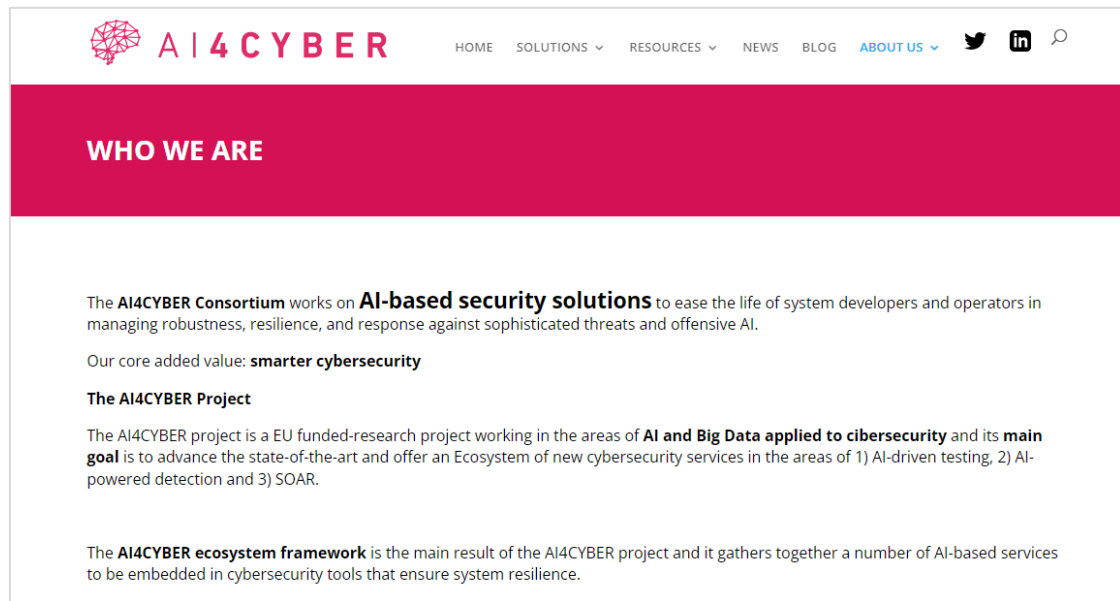
2.3.5 Blog

The **"Blog"** shows the blogs entries generated by the project partners during the lifetime of the project. These entries will explain the project outcomes in an easy-to-understand manner for those interested in AI4CYBER technologies that may be not experts in cybersecurity or Artificial Intelligence fields.

2.3.6 About us

Under **"About us"** menu option, three main parts can be found.

- **Who We Are**: This section briefly describes the AI4CYBER project and its main goals and activity in order to explain to the public the mission of the AI4CYBER consortium.

Figure 11: About Us – Who we are

- **Consortium**: It outlines the multidisciplinary nature of the project and presents the consortium partners logos, which can be clicked to access their respective description fiches, which include the link to the organisation website.

Figure 12: About Us - Consortium

Figure 13: About Us – Consortium – Partner fiche

- **Contact Us**: This page shows a form that allows visitors of the website to request feedback regarding the project and/or website functionalities, as well as contact information for the project coordinator. The best way of communication between the website user and the project coordinator is currently being discussed, and it may change to the EU Cordis Projects & Results system (https://cordis.europa.eu/projects), as it is the official channel to get in contact with the project beneficiaries.
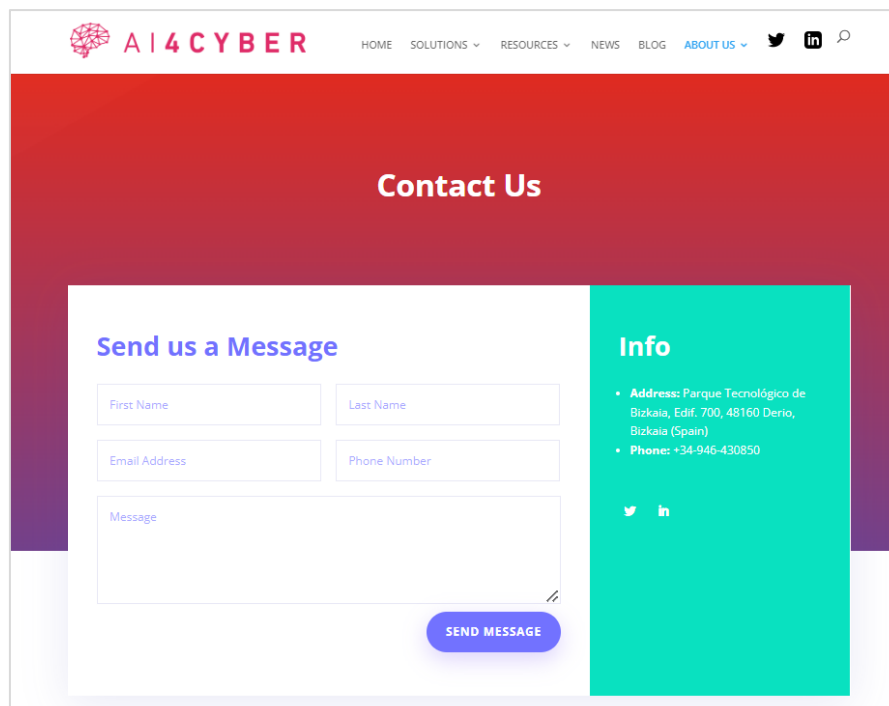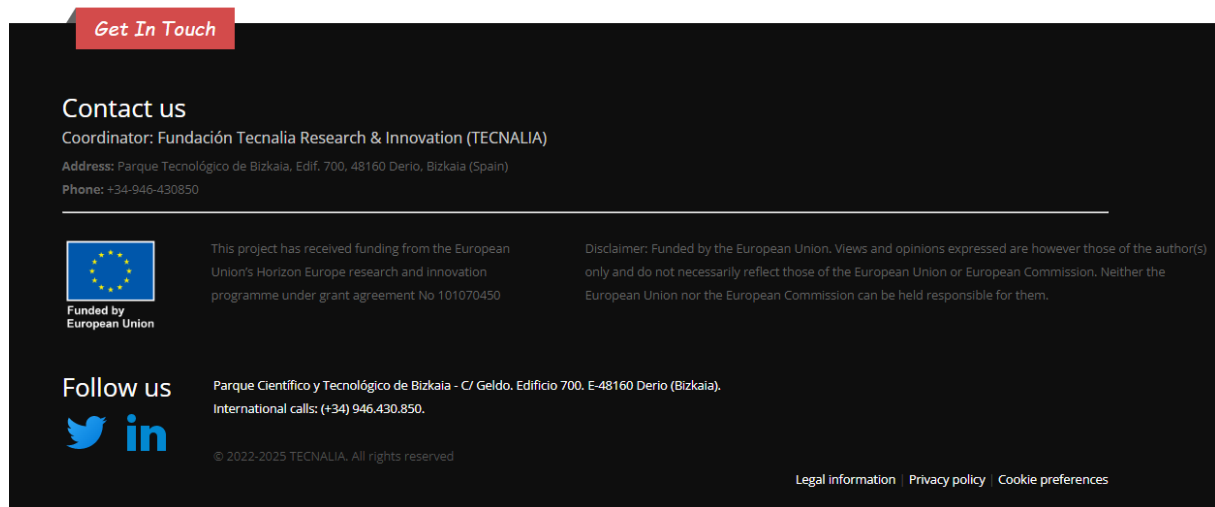
Figure 14: About Us – Contact Us

2.4   Footer

As in any other public dissemination material of AI4CYBER, the website footer displays the financial acknowledgment to the EU and the disclaimer, pursuant to requirements in the Grant Agreement, as follows:

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101070450. **Funded by the European Union**	**Disclaimer:** Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the European Commission can be held responsible for them.

As shown in Figure 15, the footer does also show the contact information, connections to the project's social media channels, as well as links to imprint and privacy policies.

Figure 15: AI4CYBER website footer

3   Social media channels

AI4CYBER consortium understands communication activities as those in which the project's expected added value is presented and demonstrated to non-specialized audiences.

The AI4CYBER consortium plans to exploit the power of social networks to create a AI4CYBER community of people interested in the AI4CYBER solution, where they may participate and contribute to the project outreach by spreading the news of project results, events and available materials, and they may even discuss about potential opportunities of new results above those already planned in the project. Therefore, social media channels will be used as direct communication channels with potential users and adopters of AI4CYBER. The social channels will promote and support the communication of the dissemination materials to broader audiences.

Under Task 8.2 Communication, two new profiles have been created in the following social media channels: Twitter and LinkedIn. The profiles will be supported by the partners on a regular basis. Regularly updates on events, news items, milestones and achievements of the project will be published in the networks increasing the impact of AI4CYBER. Short news, updates or complementary links associated to the project will also be published. A strategic list of relevant hashtags and possible followers will assist project team in gaining new and sharing existing knowledge.

The selection of these social media channels is based on the following factors:

-   Twitter is a micro-blogging platform with more than 486 million of monthly active users according to 2022 statistics[1]. Twitter enables to provide short messages to a wide community of users, thereby providing an easy way to deliver brief, yet significant and concise information. Search of content via hashtags is also a useful feature enabling the easy detection of information of interest.

-   LinkedIn is a social media platform targeted at professionals with over 875 million members in 200 countries and regions worldwide according to 2022 statistics[2]. LinkedIn provides a useful tool to communicate information either through posts or private messages to professionals and their societies.

3.1   LinkedIn

The partner EOS in charge of coordinating the social networks of the project created a LinkedIn profile which was launched in September 2022 in order to foster the initiation of the AI4CYBER community and closer communication with the research and user communities. The page will also be used to promote the project and chances for involvement, such as upcoming events, over the duration of the project.

The profile can be accessed through: https://www.linkedin.com/company/ai4cyber/

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[1] https://datareportal.com/essential-twitter-stats
[2] https://about.linkedin.com/

Figure 16: AI4CYBER LinkedIn profile

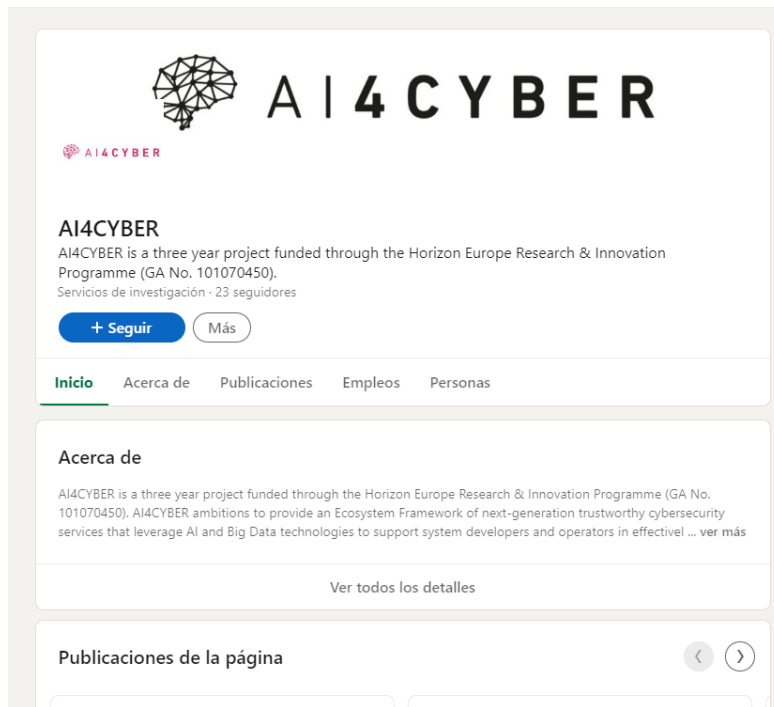## 3.2 Twitter

In addition, a Twitter account was implemented to reach out to relevant stakeholders, like the research community, related projects and their beneficiaries, as well as relevant end-users networks primarily in the domains of the use cases of the project.
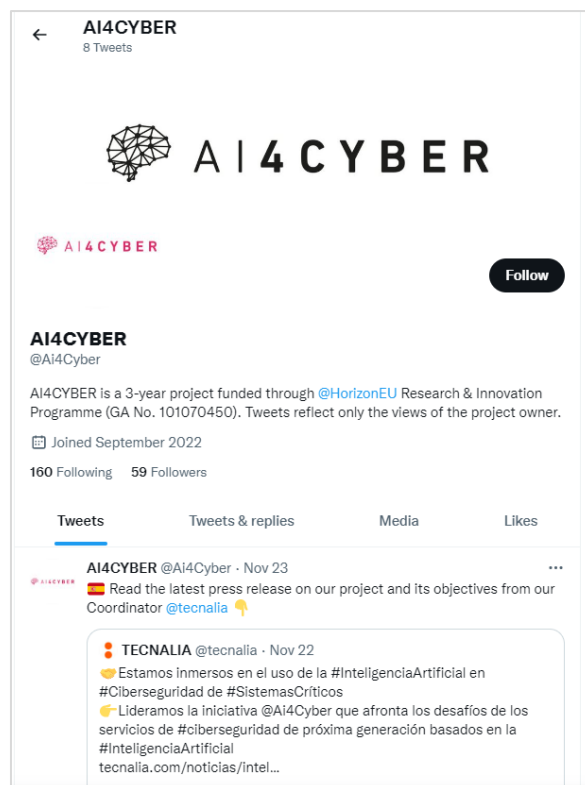
The page is accessible through the following link: https://twitter.com/Ai4Cyber

Figure 17: AI4CYBER Twitter profile

4   Other communication tools

4.1   Press Releases

Targeted at the general non-specialist public and journalists, press releases will complement the information provided through other social media.

The initial bunch of press releases have communicated the launch of the AI4CYBER project to a broader audience of interested stakeholders. The messages therein described the project kick-off meeting held in Tecnalia headquarters in Derio, near Bilbao city (Spain), on the 7th and 8th of September 2022. During the first period of the project, press releases will deal with the intentions rather than outcomes of the project. As the project research progresses and prototype development intensifies, the messages will evolve to the description of the project solutions and their benefits in the project use cases.

At all moments, all partners will be assisted by WP8 with the preparation of the press releases.

4.2   Newsletters

Project digital newsletters to subscribed recipients will be circulated on a yearly basis. Subscribers will initially come from the network of contacts of the partners, and later from the website as well as contacts gathered at attended conferences, events, etc. The newsletter will contain information on the progress of the project as well as related and relevant news from research and industry arena. The AI4CBYER partners will all contribute to and agree with the contents of the newsletter prior to its publication. The description of the initial newsletter of the project that is planned for M12 will be included in the specific D8.3 Interim Dissemination, Communication, Networking and Exploitation Report.

4.3   Audio-visuals

In order to increase project awareness and ease the comprehension of AI4CYBER framework's goals and capabilities, audio-visual materials will be prepared.

These materials will be accessible both at main website as well as in each partner's websites. Furthermore, prototype demonstration videos, also called project showcases, showing the main features of the AI4CYBER tools will be shared on YouTube in order to increase the project outreach. As explained before, such YouTube videos will also be linked to the Solutions menu items (individual key results) in the project website.

SlideShare network will also be considered where the general project presentation as well as other main results' presentations may be uploaded.

4.4   Materials for external events

AI4CYBER materials for external events such as presentations, digital posters and flyers will provide an overview of the project and its outcomes, adapting the message to the event and audience characteristics as well as to the session duration. Currently a project presentation template has been developed in WP8 that presents the main facts of the project and summarises the objectives, key results and expected benefits, among other relevant data about the project. The template shall be used and adapted to the specific external event following the advice of WP8 task coordinators, technical manager and exploitation and innovation manager, as required. The presentation template will be included in D8.2- Dissemination, Communication, Networking and Exploitation Plan (M6).

Furthermore, project posters and flyer will be created as part of WP8 activities. The general flyer of the project is under work, which content will be very similar to the project general presentation but in three-page format presenting only the key facts.

The project flyer mock-up is shown next in Figure 18, Figure 19, and Figure 20.
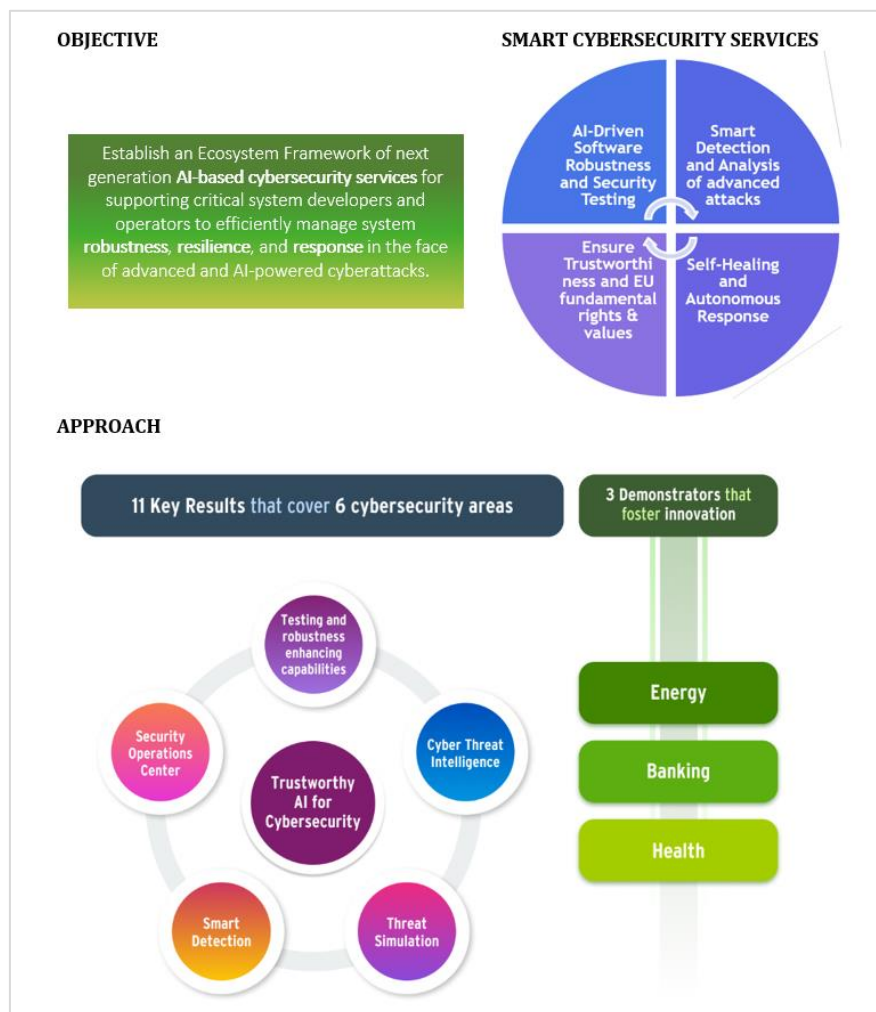
AI4CYBER

Figure 18: Mock-up of the flyer front page

Figure 19: Mock-up of the flyer inner page

Figure 20: Mock-up of the flyer back page

4.5 Webinars

Following the plans stated in the DoA, two project webinars will also be produced to demonstrate the key results of the project. Those webinars will be organized on social media with the aim to co-operate with other projects under similar objectives in order to reinforce the message. The webinars materials shall adopt the image of the project and their creation will be part of WP8.

5 Conclusion

The present document has described the initial communication tools designed and set-up for AI4CYBER project. The tools will be further developed and enhanced with contents resulting from the action activities as the project progresses. As main communication channel, the public website of AI4CYBER project has been described in detail, presenting its look and feel, its structure and initial contents. The social network profiles of the project have also been described together with other communication tools and materials that will be used for digital dissemination of the project plans, progress, and achievements.

References

[1] "AI4CYBER," Ai4cyber.eu. [Online]. Available: https://ai4cyber.eu/. [Accessed: 21-Dec-2022].