



**Multi-layered
Security
Technologies**
for hyper-connected
smart cities

D5.3: Dissemination Activities Report-first year report

June 2019



Grant Agreement No. 814917

Multi-layered Security technologies to ensure hyper-connected smart cities with Blockchain, BigData, Cloud and IoT

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1. Introduction

This document was elaborated for the M-Sec (Multi-layered Security technologies to ensure hyper-connected smart cities with Blockchain, BigData, Cloud and IoT) project.

It corresponds to the **Deliverable 5.3 – Dissemination Activities Report**, which is a report on the first year of activities (month 1 -12).

This Deliverable comes under Work Package 5: GDPR, dissemination, exploitation and sustainability. WP5 will run from Month 1 until Month 36, i.e. the whole duration of the project. In this way, the communications and dissemination activities are horizontal, touching every element of the project.

Format of the report

As mentioned, this report follows on directly from D5.2 – Initial Dissemination Plan, and acts as the first report of progress during the first year of the project. Therefore, in order to compare the activities planned and the activities completed, the deliverable follows a similar format:

- Tools and channels
- Dissemination activities – Project level
- Dissemination activities – Partner level
- Monitoring and evaluation
- Conclusions

First year progress

Overall, the progress made during this period has been well-planned, executed on time and reached targets. Each of the sections above has hit the goals set in the original plan D5.2 and has, therefore, successfully laid a strong base for the dissemination and communication activities for the whole of the project.

Laying the groundwork during this period has been somewhat challenging, in that at this stage, the project does not have any concrete results to show, before the uses cases have been launched and the marketplace has been set up. However, it has been crucial to build a brand, and spread the news of what M-Sec plans to achieve, in order to build pace for the next reporting period, in which activities will be intensified alongside the launch of the use cases.

The majority of the work carried out in this period has been dedicated to creating and building up the main tools of the project (such as the website, social media, newsletter, and blog), including creating regular branded content for said tools, setting up awareness campaigns and ensuring a smooth customer journey. Furthermore connections have been fostered with external actors, such as press organisations and partner organisations, in order to build a community, become a thought-leader in the sphere and ultimately ensure the sustainability of the project results long-term.





2. Tools and channels

As defined in D5.2 Initial Dissemination Plan, the following are the tools and channels used to support the dissemination of the M-Sec project. Updates since the deliverable submission are provided. How each channel and tool has been used is demonstrated in detail in section 3.

- **Visual identity** – The M-Sec visual identity and all its elements (project name, logo and project colours, funding information and branded templates – Word, PowerPoint, Meeting Minutes, Agenda) have been used in all external and internal communication activities. A small update in the partners logos was made in the templates.

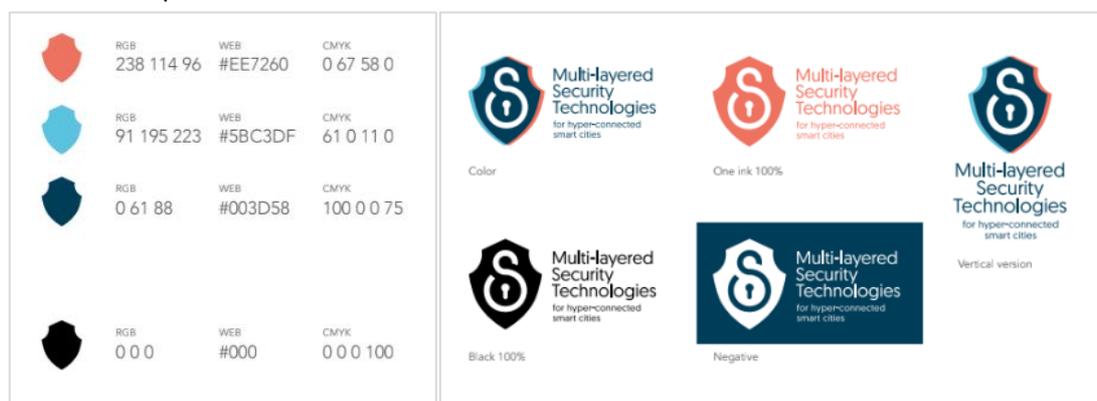


Figure 1. Examples of the existing project identity elements

- **Project website** (www.msecproject.eu) – The project website is the main communication tool of M-Sec. A dedicated deliverable regarding the project website has been provided, describing its different sections and pages. The website will be updated regularly, as the project progresses. Major updates in recent months include the M-Sec Use Case names; the creation of the online M-Sec Media Kit (<https://www.msecproject.eu/media-kit/> - with easy-to-download press release, project logos, and printed materials); the inclusion of a newsletter subscription box; as well as the Press Coverage section (<https://www.msecproject.eu/press-coverage/>). Compliance with GDPR is ensured in the website. Website statistics are provided in section 3 of this report.



Figure 2. Website homepage





- **Social Media** – M-Sec is present on Twitter - [@MSecProject](#), and on LinkedIn: [M-Sec Project](#). These are the main social media accounts used to disseminate the results of M-Sec, as well as to raise awareness of the project activities. A description of the organic social media activity implemented to date is provided in section 3 of this report. In addition to the project social media accounts, M-Sec makes use of its partners' presence on social media, and each partner is responsible for interacting on social media by following the M-Sec social media guidelines provided.
- **News and Articles** – Various channels are used to publish news about the project. The release of this type of news is well-planned in the Action Plan of D5.2 Initial Dissemination Plan, including the:
 - M-Sec newsletter;
 - M-Sec press releases;
 - M-Sec blog posts;
 - External articles about M-Sec.
- **Promotional Materials** – Since the submission of D5.2 Initial Dissemination Plan, good progress has been made in on this front. The following is a list of all materials that have been created for use at different events (see the [M-Sec Media Kit](#)).
 - **M-Sec Flyer/Poster;**
 - **M-Sec Business Card;**
 - **M-Sec Name Tag;**
 - **M-Sec Poster (A3);**
 - **M-Sec Roll-Up;**
 - [M-Sec Overview \(Generic PPT\);](#)
 - **M-Sec Visuals**
- **Events** – Being present at events and conferences is one of the main platforms to disseminate M-Sec. Despite being at an initial stage of the project, without many results to disseminate, partners have raised awareness of M-Sec activities in a significant number of events – these are listed in section 3 of this report.
- **Research publications and Tutorials/Cookbook** – Research results will be disseminated via the publication of scientific papers and the participation in scientific conferences. The first papers focusing on research relevant to M-Sec activities have been published and are demonstrated in section 3. As further research results are obtained and approved by the funding organisations, new research publications will be uploaded on the project website, as well as the expected tutorials.
- **Media and other channels** – A number of additional tools and channels will be used to disseminate the activities and results of M-Sec during the pilots. These include municipal channels (including local newspapers) during the implementation of the pilot cases, as well as any other form of direct contact with citizens.
- **Synergies with other initiatives and standardisation efforts** – By establishing synergies with other relevant initiatives and standardisation bodies, M-Sec will further promote the project activities and results. A strategy on engaging with such organisations has been created, including how to formalise connections in the coming months.





Website statistics

Table 1. Website statistics

| Data point | Results (as time of report) |
|--------------------------------|--|
| Total page views | (October – June): 13,011 |
| Average reads per month | 1500 (October - June) |
| Average time on page | 01:42 |
| Most visited pages | Home, about, use cases |
| Bounce rate | Healthy at approx. 50% |
| Mobile/Desktop use | 80% desktop, 17% mobile, 3% desktop |
| Top referral countries | Japan, Spain, US, France, UK, South Korea, India, Germany, Italy, Canada |

In the image below, the average number of visits per day can be seen. The first spikes can be seen during the time of the launch of the website and the consortium meeting in Barcelona in October 2018. Furthermore, a notable spike can be observed at the end of December 2018, due to a news piece on M-Sec’s involvement in the Urban Technology Alliance.

Additionally, a third spike can be seen in May 2019, on the home and news page. This shows the importance of the news content on the website for attracting visitors.

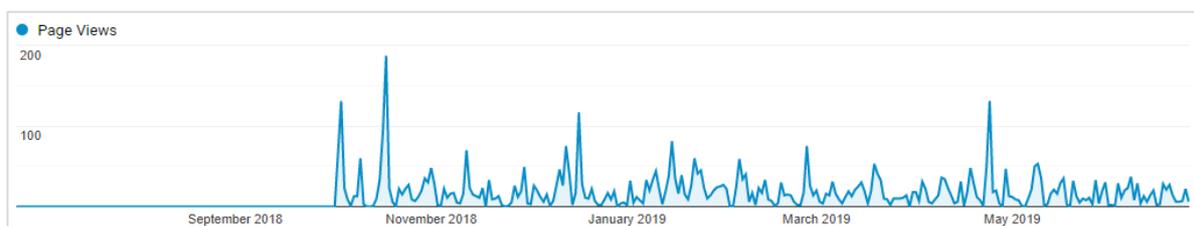


Figure 5. Average no. visits per day





Social media

The M-Sec project has two project accounts, on LinkedIn and Twitter.

Table 2. M-sec social media channels

| Channel | Account name | Followers |
|----------|--|-----------|
| Twitter | @msecproject | 713 |
| LinkedIn | M-Sec Project | 33 |

As stated in D5.2, these two channels were chosen to reach the commercial research / news communities (via Twitter) and the professional research community (via LinkedIn). The official hashtag of the project is **#MSecProject**.

Content and frequency

As planned, the social media channels are attended on a weekly basis and postings are sent at optimal times for each platform. As set out in D5.2, the content posted covers M-Sec project blogs and news. However during the last reporting period the channels have also been sharing interesting news from across the field. As explained in the section below, this activity has been useful to tag other entities and draw their attention to our channels, and in doing so, demonstrate that M-Sec is a thought-leader in this sphere.

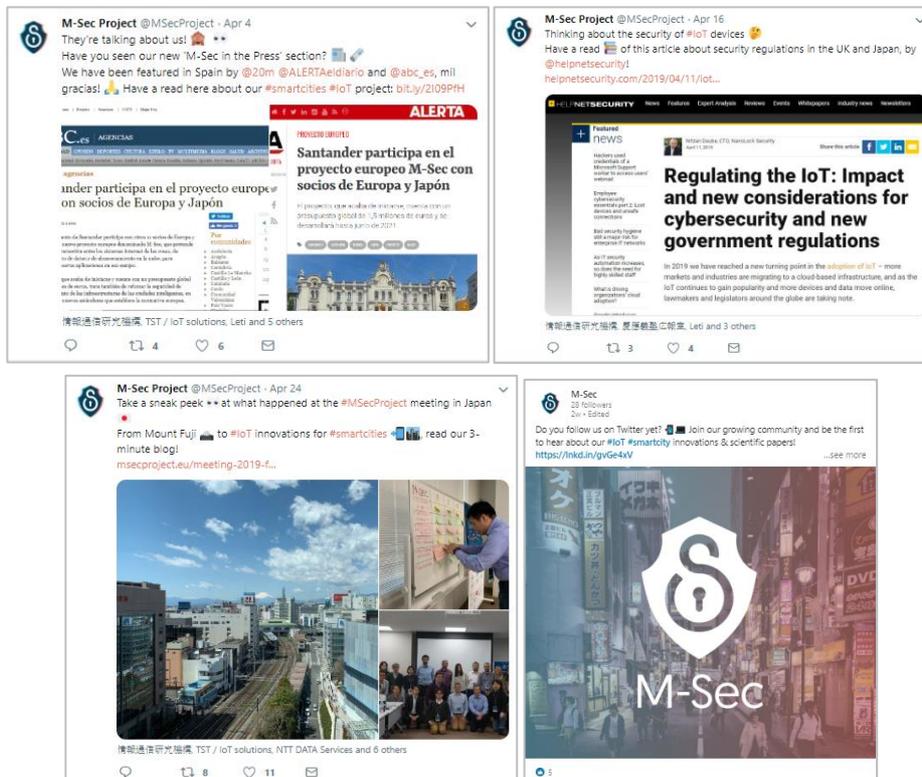


Figure 6. Website resources section





Channel growth

M-Sec project channels are growing at a healthy rate for new accounts that attract a niche community. The number of engagements and impressions achieved for each post continues to grow incrementally, month by month. The table below demonstrates some statistics related to the accounts, including engagement rate and follower increase rate.

Table 3. M-Sec social media channel data

| Data point | Twitter | LinkedIn |
|--|-----------|-----------|
| Monthly impressions | 12,000 | 300 |
| Monthly engagements | 150 | 20 |
| Average engagements per post | 25 | 5 |
| Follower rate (March-April snapshot) | 110% more | 37% more |
| Engagement rate (March – April snapshot) | 180% more | 130% more |

In order to build up the number of followers of the social media channels, a number of actions have been put in place:

- Strategic following of other accounts
- Tagging in news publications, potential partners and interested parties
- Posting of content every week, including sharing news in the field and M-Sec activities
- Paid advertisements on both Twitter and LinkedIn

With regard to the latter, specific adverts were set up following the M-Sec brand (language and images), targeting populations with interests in technological spheres such as AI and big data, and

In total, both ads ran for 2 weeks and achieved a total of 73,422 impressions and 540+ new followers.

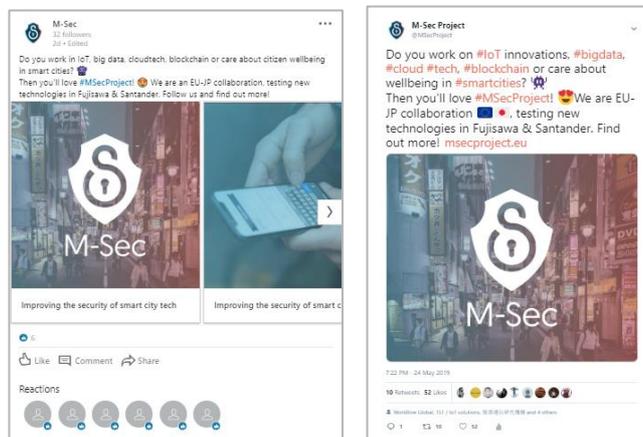


Figure 7. LinkedIn and Twitter paid promotions





News and articles

News

The M-Sec news section (<https://www.msecproject.eu/latest-news/>) features the project news articles and is in the top 5 most visited pages on the website, alongside HOME, ABOUT, PARTNERS and EVENTS. To date, **14 blog posts** have been written and published on the project website. The following is a sample of the most successful blog posts available on the website:

- *M-Sec Project Kicks Off Its Global Ambitions With Its First EU-JP Meeting*
https://www.msecproject.eu/m-sec_project_kicks_off/
- *M-Sec joins discussions on innovation with the EU, Japan and Korea*
<https://www.msecproject.eu/m-sec-joins-discussions-on-innovation-with-the-eu-japan-and-korea/>
- *M-Sec project partners to meet in Fujisawa, by Japan's famous 'Sustainable Smart Town', to discuss project progress*
<https://www.msecproject.eu/m-sec-project-partners-to-meet-in-fujisawa/>

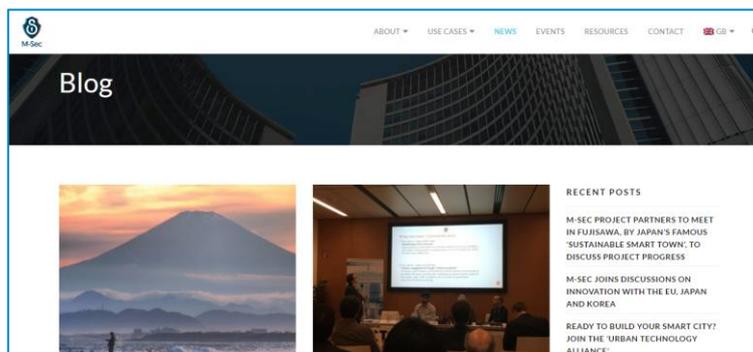
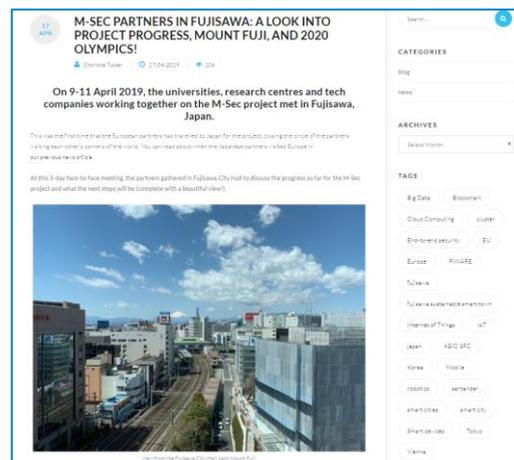
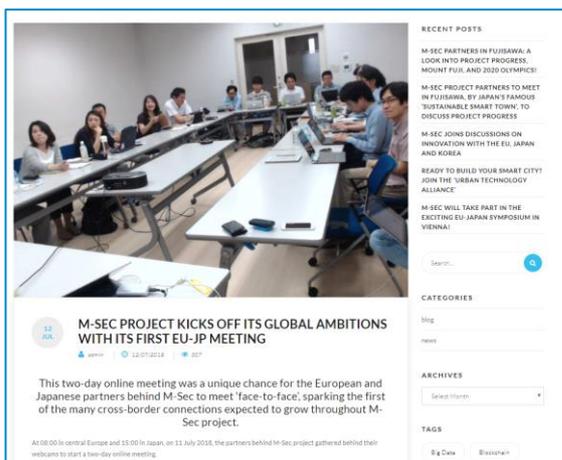


Figure 8. Example of blog/news posts

The top number of views for M-Sec blog posts is 1285, with the most popular topics being the first blog post about the initiative and invitations to join other relevant initiatives. The average number of views across all posts is 115.





External articles

In total, 23 articles have also been posted on the news/blogs section of the partners' websites, as well as being published in the international news in both English, Spanish, and Japanese. Externally published articles ensure that wide audiences are made aware of the project, both in the circles of our partners and in the wider research/developers communities.

These exact articles will be detailed in the section 'Partner Level' communications, further on in this report.



Figure 9. Examples of externally published articles

Press Releases

Press Releases are available in the Media Kit section of the website. Partners share the M-Sec press releases in their channels and networks:

- Press Release Number 1: <https://www.msecproject.eu/wp-content/uploads/2019/03/M-Sec-press-release-1.pdf>
- Press Release Number 2: <https://www.msecproject.eu/wp-content/uploads/2019/04/M-Sec-press-release-Partners-meet-in-Fujisawa-April-2019.pdf>

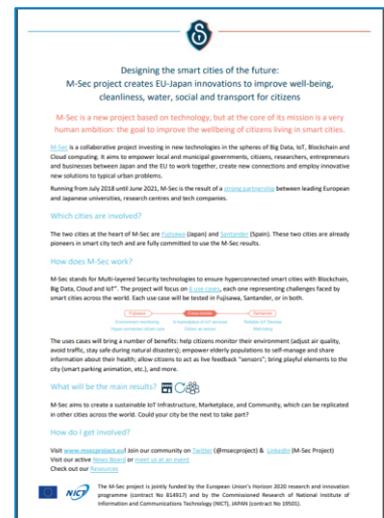


Figure 10. Press Release No. 1

Newsletters

In the first year, two newsletters have been developed disseminating project news. Currently, M-Sec has 71 newsletter subscribers.

- Newsletter 1 – April 2019: [https://mailchi.mp/18ea30181717/your-first-m-sec-newsletter-is-inside?e=\[UNIQID\]](https://mailchi.mp/18ea30181717/your-first-m-sec-newsletter-is-inside?e=[UNIQID])
- Newsletter 2 – June 2019: <https://mailchi.mp/9cd4729285f0/your-second-m-sec-newsletter-is-inside-2013589>





Figure 11. Newsletter screenshots

In order to draw attention to the newsletter and its value, a number of actions were carried out:

- **Website pop-up:** A pop-up has been added to the website to encourage our website users to sign-up. The language and look of this pop-up follows the tone of M-Sec branding, avoiding aggressive marketing language and instead presenting the newsletter as an interesting piece of content for a niche audience (see image below).
- **Promotional graphics for social media:** A series of graphics were created and posted on social media at intermittent moments, tagging in external organisations, in order to let a wider audience know about the publication.



Figure 12. Examples of newsletter promotion on social media

- **Promotion of newsletter sample:** A public link was created to showcase the M-Sec newsletter link (via MailChimp, the platform in which it is developed), and then posted on social media platforms, so that users could sample to content before signing up in the top right-hand corner.

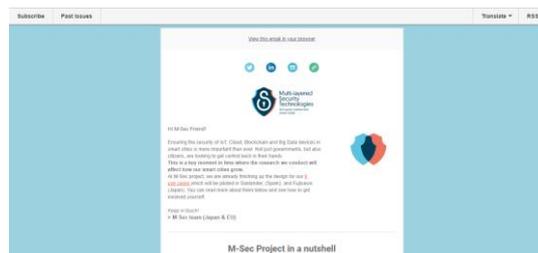


Figure 13. Public link available, to sample the newsletter





Promotional materials

The M-Sec visual identity is maintained across all dissemination activities, ensuring a strong project branding. Several promotional materials have been developed and are to be used at internal and external events.



Figure 14. M-Sec Flyer/Postcard



Figure 15. M-Sec Business Card and M-Sec Name Tag

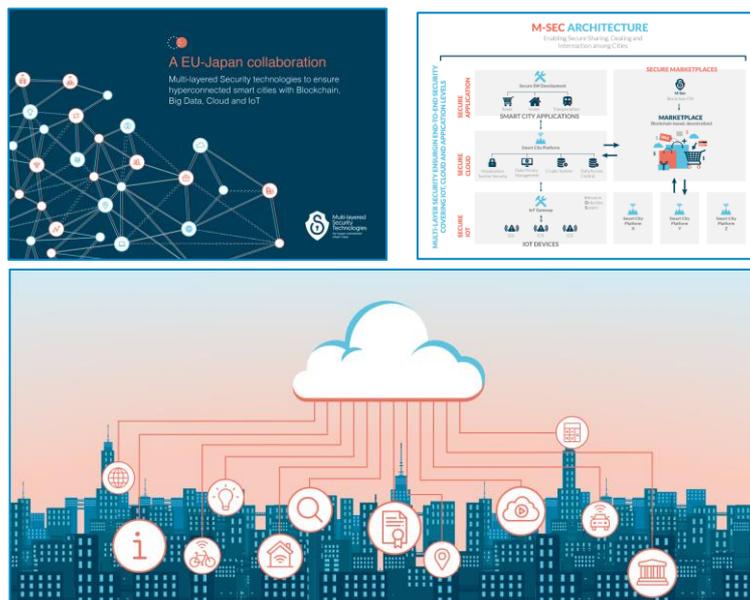


Figure 16. M-Sec Visuals, including the M-Sec architecture and smart city





The figure displays two promotional materials for the M-Sec project. On the left is a poster titled 'Multi-layered Security Technologies for hyper-connected smart cities'. It features a network diagram at the top and a central 'Architecture' diagram showing the flow of data and security between various smart city components. The poster lists keywords, project duration (36 months), and expected results. On the right is a roll-up banner with a dark blue background. It features the NICT logo and the text 'A EU-Japan collaboration' and 'Multi-layered Security Technologies for hyper-connected smart cities'. The banner highlights that M-Sec empowers researchers, entrepreneurs, and public institutions to create IoT innovations. It also lists project partners from Fujisawa, Japan and Santander, Spain, and mentions the use of innovative technologies like Cloud, IoT, Device level, Big Data security, and Blockchain. The roll-up includes social media handles and a disclaimer at the bottom.

Figure 17. M-Sec Poster and M-Sec Roll-up

The figure shows a 4x4 grid of 16 presentation slides for the M-Sec project. Slide 1 is the title slide. Slide 2 outlines the 'M-Sec goals'. Slide 3 lists 'Our new IoT applications will be tested across'. Slide 4 introduces 'Testing six unique 'Use Cases''. Slides 5 through 10 present individual use cases: 5. Reliable IoT Devices, 6. Walk-bike, 7. Environment Monitoring, 8. Hyper-connected citizen care, 9. A marketplace of IoT services, and 10. Citizens as sensors. Slide 11 shows the 'M-Sec Architecture'. Slide 12 details 'Expected results'. Slide 13 is a blank slide. Slide 14 is the 'Table of Contents'. Slide 15 is the 'TITLE' slide. Slide 16 is the 'TITLE' slide.

Figure 18. M-Sec Overview (Generic PPT)





The pictures below provide an example of the promotional materials (roll-up, name badges, business cards) being used at an internal meeting: the face-to-face meeting in Fujisawa, April 2019. For future events, partners will make use of the available promotional materials, as convenient.



Figure 19. M-Sec Poster, Roll-Up and Name Tags - Face to face meeting in Fujisawa





Events

Attendance at conferences and summits, and participation in workshops

By Month 12, partners have either presented the M-Sec project in a panel or presentation, or acted as a walking ‘ambassador’ of the project and joined a workshop, at 25 events. Below is a list of the events attended.

Table 4. Events in which M-Sec partners presented the project - Year 1

| Name of event | Location | Date | Partner(s) |
|---|-----------------------------------|---|--|
| Monthly workshops of Regional IoT and Information Force Research Consortium | Fujisawa, Japan | 13 June, 24 August, 26 September, 21 October, December (2018) | KEIO |
| Meeting with Toulouse University | Santander, Spain | 2018 | AYTOSAN |
| XVIII Internacional Congress conference | ORP Cartagena de Indias, Colombia | 18 September 2018 | AYTOSAN |
| IoT Solutions World Congress | Barcelona, Spain | 16-18 October 2018 | TST, KEIO, WLI |
| Smart City Expo Congress | Barcelona, Spain | 13-15 November 2018 | WLI, AYTOSAN, CEA |
| Presentation of Welever Project: Smart cities round table | Madrid, Spain | 13 November 2018 | AYTOSAN |
| Regional IoT Summit / Symposium on Regional IoT and Information Force | Fujisawa, Japan | 18 November, 2018 | KEIO |
| 1st Smart Territories day | Santander, Spain | 20 November 2018 | AYTOSAN |
| Keio SFC Open Research Forum 2018 | Tokyo, Japan | November 2018 | KEIO |
| SEAMS 2019 | Montreal, Canada | 25-26 May 2019 | WU |
| Symposium on ICT call (EU-JP collaboration) | Vienna, Austria | 3 December 2018 | WLI, ICCS, KEIO |
| ICT2018 - EU-JP-KR calls - Networking Session | Vienna, Austria | 04 December 2018 | WLI, CEA, F6S |
| Urban Technology Alliance Launch Event | Tokyo, Japan | 17-19 December 2018 | NTTDMC, CEA, NTT East, KEIO, NII, NTTE |
| YEIS Forum 2018 - Katsunari Yoshioka, "Observing Cyber Attacks in IoT"; - Aamir Bokhari, "M-Sec Introduction" | Yokohama, Japan | 18-20 December 2018 | YNU |
| Think Europe: "Cities 2030: the Urban Dimension in European Cohesion Policy" | Soria, Spain | 18 January 2019 | AYTOSAN |
| Lab Day 2019 - NTUA | Athens, Greece | 25-26 February 2019 | ICCS |





| | | | |
|---|------------------|---|----------|
| MWC 2019 | Barcelona, Spain | 25-28 February 2019 | WLI |
| EU-Japan center webinar | Web | 26 February 2019 | CEA/Keio |
| Waseda Open Research Forum 2019 | Tokyo, Japan | March 2019 | WU |
| Smart City Summit & Expo | Taipei, Taiwan | 25-27 March 2019 | CEA |
| IEEE Percom 2019 - Emotion Aware: 3rd Workshop on emotion awareness for pervasive computing with mobile and wearable devices | Tokyo, Japan | 11-15 March 2019 | Keio |
| Presentation of M-Sec at Poseid-on meeting | Santander, Spain | 4-5 April 2019 | AYTOSAN |
| 5th France-Japan Cybersecurity workshop | Kyoto, Japan | 23-25 April 2019 | CEA |
| SEAMS | Montreal, Canada | 25-26 May 2019 | WU |
| Monthly workshops of Regional IoT and Information Force Research Consortium | Fujisawa, Japan | 18 January, 15 February, 22 March, 26 April, 24 May, 28 June (2019) | KEIO |



Figure 20. Participation in external events





Research publications and tutorials/cookbook

As the last quarter of 2019 will involve finalising the first prototypes of the use cases, market place and architecture, it was decided between the partners that this will be the most adequate time for the production of M-Sec centric research publications and tutorials/cookbooks.

It is worth mentioning that M-Sec partners have published papers on topics that will aid the development of the use cases and future M-Sec research activities. While the focus is not solely on the M-Sec project, these publications will contribute to the evolution of the project.

In the first reporting period, the following publications in international journals and conferences took place.

Table 5. Scientific publications

| Name | Conference | Date | Partner |
|---|---|---------------------------|---------|
| Kazuya Aizawa, Kenji Tei, Shinichi Honiden, <i>Identifying safety properties guaranteed in changed environment at runtime</i> , (https://ieeexplore.ieee.org/document/8460083) | 3rd IEEE International Conference on Agents (ICA 2018), pp.75-80 | September 2018 | WU |
| Amel Bennaceur et al, <i>Modelling and Analysing Resilient Cyber-Physical Systems</i> (https://conf.researchr.org/details/seams-2019/seams-2019-papers/2/Modelling-and-Analysing-ResilientCyber-Physical-Systems) | 14th International Symposium on Software Engineering for Adaptive & Self-Managing Systems (SEAMS2019), pp 70-76 | May 2019 | WU |
| Piergiuseppe Mallozzi et al, <i>A Runtime Monitoring Framework to Enforce Invariants on Reinforcement Learning Agents Exploring Complex Environments</i> , (https://dl.acm.org/citation.cfm?id=3340891) | 2nd International Workshop on Robotics Software Engineering (RoSE 2019), pp. 5-12 | May 2019 | WU |
| Hironori Washizaki et al, <i>"Landscape of IoT Patterns"</i> | 2019 IEEE/ACM 1st International Workshop on Software Engineering, Research & Practices for IoT (SERP4IoT), pp.57-60 | May 2019 | NII |
| Katsunari Yoshioka, <i>"Cleaning up the mess: from monitoring to discovery and notification of infected/insecure IoT devices,"</i> Keynote | 5th France-Japan Cybersecurity Workshop | April 2019 | YNU |
| Kazuya Aizawa, Kenji Tei, and Shinichi Honiden <i>Analysis space reduction with state merging for ensuring safety properties of self-adaptive systems</i> (http://www.smart-world.org/2019/atc/index.php) | The 16th IEEE International Conference on Advanced & Trusted Computing (ATC 2019) | August 2019 (in progress) | WU |





Synergies with other initiatives and standardisation efforts



Figure 21. Synergies with other initiatives

The M-Sec consortium is composed of European and Japanese universities, research centres and tech companies, which each have pre-existing connections with important relevant initiatives. From standardisation bodies, to alliances, to high level working groups, a primary list of such initiatives has been collected from all partners, considering their already established connections. Formally connecting these initiatives with M-Sec will provide the opportunity to promote the project activities and results to a compatible audience.

During the first year of the M-Sec project, some of these initiatives were contacted by email (alliance for the Internet of Things, IoT European Research Cluster, OSGi Alliance, Fiware, XMPP Foundation, IEEE, Hyperledger). First contact included introducing the M-Sec project, stating how our partners may already be connected with their organisation, copies of M-Sec promotional materials (press release and website media kit) and inviting said organisation to begin an open dialogue on how collaborations and cross-promotions could be established.

In addition, partner KEIO is already in contact with the Industrial Internet Consortium (IIC), and partner CEA is already in contact with the Urban Technology Alliance (UTA) (with a first news item https://www.msecproject.eu/join_msec_in_the_urban_technology_alliance/ already published on the M-Sec website in May 2019, showing an initial phase of collaboration).

Future actions include carrying out the synergies suggested e.g. sending media kits (including press releases, blogs, event summaries and photographs, social media posts), as well as establishing contact with other relevant initiatives in the coming months. Stronger collaborations will be pursued once M-Sec has specific results.





4. Dissemination activities – Partner level

Each partner has its own communication channels, whether that be website (with a static page dedicated to describing their role in M-Sec, as well as blogs/news), social media (Twitter, Facebook, LinkedIn, YouTube, Instagram), newsletter, etc. Some partners may have all of these channels, or only engage in a small selection.

It is important to spread the news of M-Sec project activities and results on these pre-existing channels in order to maximise communications efforts; in this way, M-Sec can reach a pre-existing audience that is already interested and engaged in the topics of secure and connected smart city innovations, IoT, blockchain, cloud technology and big data. In addition, each of the M-Sec partners has its own connections with other projects and platforms, where they might disseminate M-Sec news. In this way, dissemination efforts can reach even outside the realm of the consortium to a wider audience still.

The dissemination activities completed by partners are co-ordinated in an organised way on Confluence. Partners can easily record digital dissemination such as blog/news posted, social media activity, press articles mentioning the project, as well as attendance at events where M-Sec is disseminated during face-to-face networking/presentations. The following is a sample of the activity carried out during this first reporting period.

WLI

Social media

- Postings sharing the M-Sec blog/news, as well as events Worldwide attend on behalf of the project.

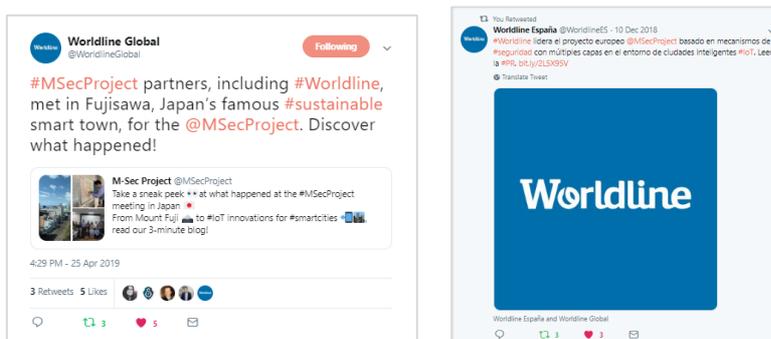


Figure 22. Examples of articles in partners channels and in the press

Blogs

- *Worldline leads at European level the M-Sec Project.*
https://worldline.com/en/home/newsroom/press-releases-general/2018/pr-2018_12_10_01.html
- *Worldline lidera a nivel europeo el proyecto M-Sec.*
https://es.worldline.com/es/home/newsroom/press-releases-general/2018/pr-2018_12_10_01.html
- *The M-Sec Project: Big Data, IoT and Blockchain for smart(er) cities*
<https://worldline.com/content/worldline/en/home/blog/2019/june/the-m-sec-project-big-data-iot-and-blockchain-for-smarter-cities.html>





Figure 23. Examples of articles in partners channels and in the press

Press

- Interempresas - *Worldline, líder europeo del proyecto M-Sec*
https://www.interempresas.net/Smart_Cities/Articulos/230782-Worldline-lider-europeo-del-proyecto-M-Sec.html
- Interempresas - *M-Sec, la solución a la seguridad en ciudades inteligentes hiperconectadas*
<http://www.interempresas.net/Seguridad/Articulos/231186-M-Sec-la-solucion-a-la-seguridad-en-ciudades-inteligentes-hiperconectadas.html>
- Izaro - *Worldline lidera a nivel europeo el proyecto M-Sec*
<https://www.izaro.com/worldline-lidera-a-nivel-europeo-el-proyecto-m-sec-sobre-ciudades-inteligentes-conectadas/c-1544690904/>
- Economía de hoy - *Worldline lidera a nivel europeo el proyecto M-Sec*
<https://www.economiadehoy.es/noticia/39508/tecnologia/worldline-lidera-a-nivel-europeo-el-proyecto-m-sec-basado-en-mecanismos-de-seguridad-con-multiples-capas-en-el-entorno-de-ciudades-inteligentes.html>
- Generalitat Valenciana - *El nuevo proyecto M-Sec, garantía de conexión de los destinos inteligentes*
<http://invattur.gva.es/noticia/el-nuevo-proyecto-m-sec-garantia-de-conexion-de-los-destinos-inteligentes/>
- ES Smart City - *Worldline coordina el proyecto M-Sec entre Unión Europea y Japón..*
<https://www.esmartcity.es/2018/12/14/worldline-coordina-proyecto-m-sec-union-europea-japon-seguridad-iot-ciudades-inteligentes>

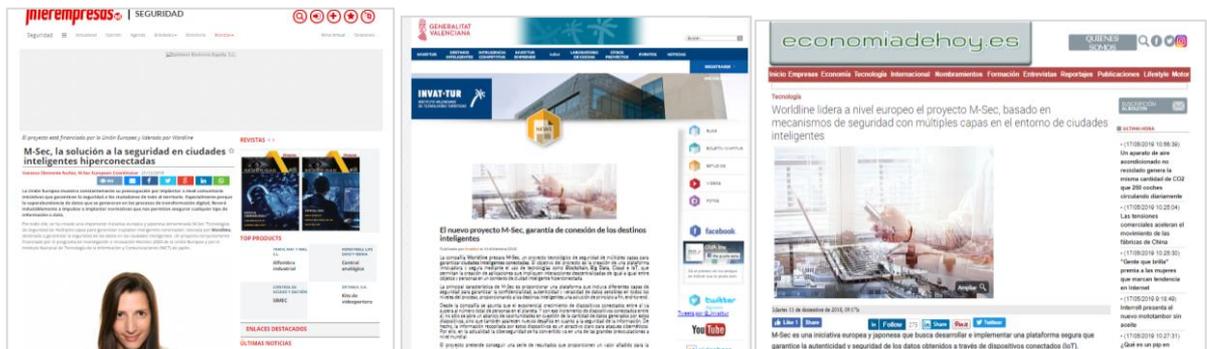


Figure 24. Examples of articles in partners channels and in the press (WLI)





ICCS

Blog

- National Technical University of Athens; *Lab Day 2019* <https://www.ece.ntua.gr/article/274>

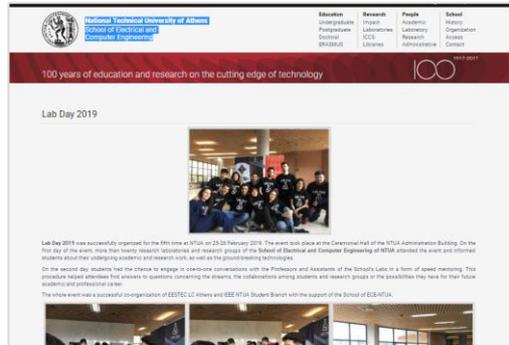


Figure 25. Example of article in partner channel (ICCS)

CEA

- Events CEA attended on behalf of the project.

F6S

Social media

- F6S runs the M-Sec social media channels, and has carried out all the postings listed in the 'social media' section of this report'. In addition, F6S has its own company accounts where the M-Sec blog/news, as well as events F6S attended on behalf of the project, are shared. In addition, the F6S team share posts on their personal LinkedIn accounts.



Figure 26. Examples of articles in partners channels and in the press (F6S)

Blog

- F6S runs the M-Sec blog and co-ordinates the promotion of all posts. F6S is also responsible for the upload of news in the project website and in the media kit.





TST

Social media

- Postings sharing the M-Sec blog/news, as well as events TST attended on behalf of the project.

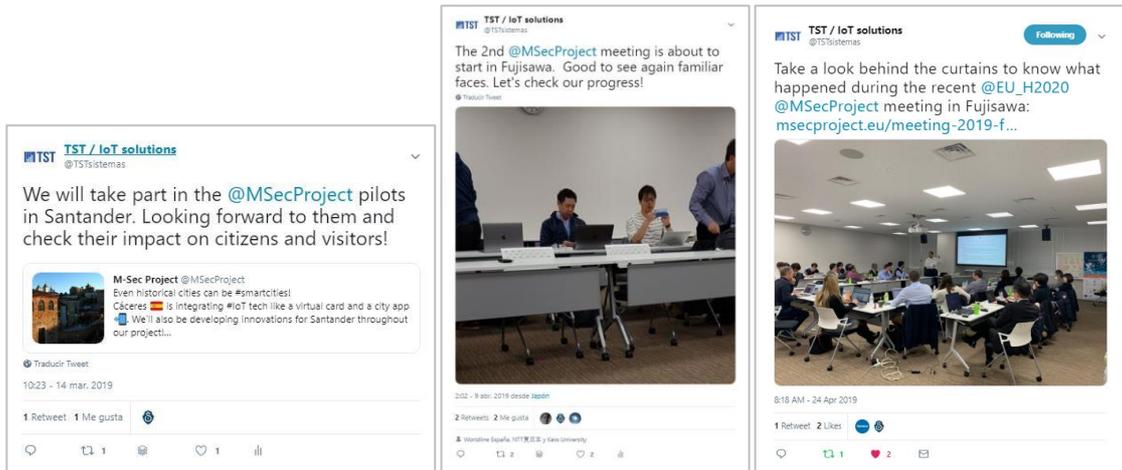


Figure 27. Example of social media coverage on TST channels

Blog

- M-Sec <http://www.tst-sistemas.es/id-2/m-sec/>
- M-Sec <http://www.tst-sistemas.es/en/rd/m-sec/>

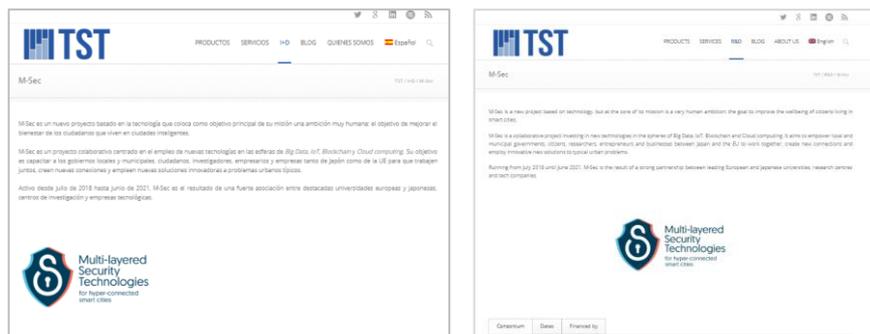


Figure 28. Examples of articles in partners channels and in the press (TST)

AYTOSAN

Blog

- Santander aumenta un 60% el presupuesto de innovación y avanza como smart city <http://santander.es/content/santander-aumenta-60-presupuesto-innovacion-avanza-como-smart-city>





Figure 29. Example of article in partner channel (AYTOSAN)

Press

- Diario Alerta – Santander participa en el proyecto europeo M-Sec con socios de Europa y Japón <http://www.eldiarioalerta.com/articulo/cabecera-santander/santander-participa-proyecto-europeo-m-sec-socios-europa-japon/20180902134210043211.html>
- ABC.es - Santander participa en el proyecto europeo M-Sec con socios de Europa y Japón <https://agencias.abc.es/noticia.asp?noticia=2905902>
- ESmart City - Santander participa en un proyecto conjunto de Europa y Japón sobre IoT y ciudades inteligentes <https://www.esmartcity.es/2018/09/04/santander-participa-proyecto-conjunto-europa-japon-iot-ciudades-inteligentes>



Figure 30. Examples of articles in partners channels and in the press (AYTOSAN)

NTTE

Blog

- 「欧州との連携によるハイパーコネクテッド社会のためのセキュリティ技術」の共同研究開発を開始 https://business.ntt-east.co.jp/topics/2018/09_18.html



Figure 31. Example of article in partner channel (NTTE)





KEIO

- Attendance of events

Blog

- Projects – <https://www.jn.sfc.keio.ac.jp/research/>
- M-Sec プロジェクトの F2F ミーティングが開催されています。
<https://www.jn.sfc.keio.ac.jp/news/2019/04/09/93/>



Figure 32. Examples of articles in partners channels and in the press (KEIO)

YNU

- Attendance of events

Blog

- <http://ipsr.ynu.ac.jp/research.html>
- <http://ipsr.ynu.ac.jp/>



Figure 33. Examples of blogs (YNU)





NII

- Attendance of events

WU

- Attendance of events

Blog

- M-Sec プロジェクトの F2F ミーティングが開催されました
<http://www.honiden.jp/m-sec-f2f-in-fujisawa-2019/>



Figure 34. Examples of articles in partners channels and in the press (WU)

NTTDMC

- Attendance of events

Social media

- M-Sec activity on LinkedIn: <https://www.linkedin.com/feed/update/urn:li:activity:6546992561532305408>





5. Monitoring and evaluation

The Dissemination Plan is revisited by WP5 leaders and discussed in plenary meetings, taking into account the objectives and KPIs set. It can be observed that the M-Sec project has achieved a considerable amount of impact through communication and dissemination activities in this first reporting period.

It is important to remember that at the time of this report, the M-Sec project is still defining how many aspects of the use cases will be managed, from ensuring GDPR compliance, to how to manage successful cross-border use cases. This means that the core mission of the project has not yet reached its peak, and a good amount of solid preparation is still being carried out.

Despite this, this period has been used as a spring board to start the project dissemination off on a good foot, from generating interest already in the project activities through an already popular website, to building up a community of interested researchers, entrepreneurs and citizens on social media and in our newsletter. This base level of activity will stand the project in good stead for the coming reporting period, having laid down the ground work for when the use cases kick off.

Impact assessment – Year 1

The following shows a snapshot of the impact achieved during this period:

- **Project website:** Robust branded website prepared with 9000+ total visitors, 1500 monthly reads.
- **Social media:** 730 followers (ahead of target at more than 100% of the 500 final goal), 15,000 monthly impressions, accounts growing at a rate of 100+% per month
- **News and articles:** 14 blog posts on the project website and 23 external articles published, totalling 37 (ahead of target of the total 15 articles).
- **Press:** mentions in 15+ publications, in multiple languages, as well as contacts established for future collaborations
- **Newsletter:** the first 2 newsletters have been sent out to a growing audience of 71 subscribers (ahead of target at 50% of the project goal of 4 newsletters).
- **Events:** partners present in 25 events worldwide, from Europe to Japan, including 3 joint events with other EU-Japan projects: Symposium on ICT call (EU-JP collaboration); ICT2018: European Union's priorities in the digital transformation of society and industry; Urban Technology Alliance Launch Event; and 2 invitations from governmental institution (embassy, etc.): Symposium on ICT call (EU-JP collaboration); ICT2018: European Union's priorities in the digital transformation of society and industry.
- **Synergies:** Collaborations fostered with 11+ relevant initiatives, paving the way for more in-depth partnerships as the project evolves.

The M-Sec project is in a good position to continue achieving the objectives proposed for its dissemination strategy. A deeper analysis of the communication activities in the first Year of the project is presented in contrast of the KPIs set for the end of the project – table below.





Table 6. Communication KPIs - targets and status

| Target Groups | Group description | Indicator for measuring the effectiveness of the approach | Min target (project end) | STATUS at Month 12 |
|---|--|---|-----------------------------------|---|
| General public (including industry and SMEs) | Public and private such as city applications developers, cities, local and national authorities and organizations | Non-scientific publications (articles, press releases, ...) | 15 | 37 |
| | | Newsletters | 4 | 2 |
| | | Videos views | 3000 | N/A (No project results available yet to show in video) |
| | | Followers in social networks | >500 | 700+ |
| | | Number of deliverables downloaded | 200 | N/A (no deliverables released yet) |
| | | Booth in exhibition | 2 | 2 |
| Research community | European and Japanese researchers IoT, cloud, blockchains and big data | Publications in international conferences | 15 incl. 5 joint (EU/JP) | 6 |
| | | Publications in international journals | 3 | 4 |
| | | Co-organized international workshops | 2 | 2 |
| Standards and regulation bodies | Main Target groups are AIOTI, OSGi alliance | Standardization groups that project interact with | >3 | 3 (ICC, UTA, OSGi) |
| | | Participation in EU commission's consultation and other worldwide regulatory in the field of interest | 4 | N/A (not yet) |
| Cities field trial stakeholders / community (including Citizens and startups) | Potential end-users for each field trial applications, private or public players in the value chain, citizens' organisations for bottomup approach and citizens for public e-consultation. | Number of training and community events co-organized (webinars, workshops, hackathons, etc.) | 10, with 20-50 participants | N/A (Too early) |
| | | Online contest with participation of startups and entrepreneurs | >1 with more than 20 participants | N/A (Too early) |
| | | Number of citizens for e-consultation | 1000 EU/JP | N/A (Too early) |
| | | Use case replication in 2 cities or more | 2 | N/A (Too early) |
| EU-Japan initiatives and policy makers | A particular attention will be given to clustering with projects already financed by the EU and NICT, under EU-JP calls | Participation to EU's concertation activities | >4 | 0 |
| | | Joint events with other EU-Japan projects | >4 | 3 |
| | | Invitations from governmental institution (embassy, etc.) | >3 | 2 |





Next steps – Year 2

The next year of M-Sec has already been planned in terms of dissemination and communication, with a comprehensive calendar set up with regards to events to be attended, website updates, blogs/news to be published, and timely campaigns:

- **Project website:**
 - Current sections will be updated with new content (events, blogs, etc.).
 - More articles will be published on the website. Content will include new storytelling style interviews with the EU and JP partners, focusing on their roles in the project, and the development of the M-Sec prototypes. For example, the next interviews planned are with NTT East on their role as coordinator of the JP partners, as well as with WU on the evolution of the M-Sec Architecture. In addition, a series will be developed looking at each use case in detail. Each article will be promoted on social media, the partners' channels and the newsletter
 - Skeleton sections will be fed with new content, such as the 'Resources' page (with newly published scientific papers, press releases, media kit, etc.).
 - The upcoming M-Sec public deliverables (once approved by the EC) will be fed into the website. The year 1 public deliverables, to be released soon, include:
 - D1.5 Data Management Plan
 - D2.1 M-Sec use cases description
 - D2.2 M-Sec pilots definition, setup and citizen involvement plan
 - D3.1 M-Sec Requirements Analysis – first version

The target of 200 downloads will be tracked and maximised throughout this year, using strategies just as pop-ups on the website, sending via the newsletter, on social media, and forwarding interested contacts to the right page.

- The Uses Cases pages will be updated with new descriptions according to their development, and the first awareness campaigns will be launched for the M-Sec marketplace.
- **Social media:** A strategy has been set up to promote the channels (Twitter and LinkedIn) to gain more followers and reach more audiences. Goals include:
 - Increasing number of followers and engagement rate, as the project develops the marketplace, architecture and use cases
 - Continuing to follow the plan laid out in the dissemination plan, including posting on Twitter and LinkedIn on a weekly basis, posting content such as M-Sec news items
 - New content will involve updates on the finalising of the prototypes, focusing on the marketplace, use cases and architecture. Additionally, new blogs content, as detailed above, will be promoted on social media
 - Timely short 'bursts' of social media promotion (both organic and paid) to avoid audience fatigue
 - Using new graphics to maintain interest, in particular introducing the concept of movement in GIFs, and looking into gamification/incentives to subscribe
- **Printed materials:** Materials such as the poster, postcard, roll-up, business card will be refreshed in January 2019 if needed, updating with any new information related to the finalising on the prototypes





of the marketplace, use cases and architecture. These materials will continue to be used by partners at public events, such as summits and conferences, smaller workshops and

- **Press:** The next press release will be released in March 2020, focusing on the evolution of the prototypes. This will be uploaded to the website, promoted in the newsletter and distributed among partners. Local print and digital press outlets will continue to be contacted in local languages, always pushing the local impact that M-Sec can have on a given city or region.
- **Newsletter:** A strategy has been planned to encourage more subscribers, such as a website pop-up, social media promotion and collaboration with intermediaries. Newsletters will be sent out every 4 months. The next year's newsletters will therefore likely be released in October 2019, February 2020 and June 2020.
- **Events:** Partners will attend numerous events all over Europe and Asia. An initial calendar has already been planned in Confluence, whereby partners have filled in conferences, summits and high-level meetings. Events include attending conferences and summits such as:

Table 7. Initial planning of events attendance for the second reporting period

| Name of event | Location | Date | Partner(s) |
|---|------------------------|------------------------|------------|
| SmartSE Consortium Kickoff Symposium | Tokyo, Japan | 26th June 2019 | WU |
| WELLCOMP'18: 1st international workshop on computing for wellbeing | London, United Kingdom | 9 or 10 September 2019 | KEIO |
| Digital Excellence Forum @ ICT Proposers' Day 2019 | Helsinki, Finland | 19-20 September 2019 | TBC |
| GECON 2019: 16th International Conference on the Economics of Grids, Clouds, Systems and Services | Leeds, United Kingdom | 17-19 September 2019 | ICCS |
| The 8th Asian-Pacific Workshop of Advanced Software Engineering (AWASE2019) | Fukuokam Japan | 29-30 October 2019 | WU |
| 11º CONGRESO NACIONAL DE CRÉDITO | Madrid, Spain | 19-20 November 2019 | WLI |
| Keio SFC Open Research Forum 2019 | Tokyo, Japan | TBC | KEIO |
| Techforum eXplore Iberia | Spain | TBC | WLI |
| MWC 2020 | Barcelona, Spain | 24-27 February 2020 | WLI |
| Shonan meeting on the 3rd Controlled Adaptation of Self-adaptive Systems (CASaS), | Kanagawam Japan | 12-17 January 2020 | WU |

- Workshops will continue to be organised by the partners within larger conferences, such as WELLCOMP which will take place within UBICOMP, as well as smaller meetings such as the monthly workshops of Regional IoT and Information Force Research Consortium (KEIO).
- With the publishing of further research papers, partners will continue to present at scientific conferences, for example ICCS will be presenting at GECON 2019: 16th International





Conference on the Economics of Grids, Clouds, Systems and Services, and WU will present at The 16th IEEE International Conference on Advanced and Trusted Computing.

- **Synergies:** Collaborations will be deepened to involve 2-way synergies beyond communication partnerships, including cross-participation in high level working groups and sharing results obtained.
- **Research publications:** Partners have begin incorporating M-Sec into their existing research publications, however at the end of 2019 (month 18), designated paper will be published, including information about the technologies employed (big data, cloud, blockchain, etc) and the formalisation of the use cases, market place and architecture. This publication may also be presented at an international conference, in order to encourage peer-to-peer feedback.
- **Tutorial/cookbook:** Despite being planned a first release in Month 12, as agreed with the partners, this will be developed at the end of 2019 (month 18), in order to time its release with the finalising of the M-Sec use case, marketplace and architecture pilots.
- **Toolkit/SDKs:** The toolkit SDKare expected for February 2020 (month 20), with the support of partners ICCS (Europe) and NII (Japan).
- **White paper:** The white paper is due to be developed in January 2020 (month 19), with the support of partners TST (Europe) and KEIO (Japan).





6. Conclusions

Overall, the first year of M-Sec dissemination activities have made good progress. The work completed during this year has laid a strong base in terms of promoting the M-Sec project and its mission, ready for the second year of the project where the use case pilots will begin running, and first prototypes of the market place and architecture will be officially launched.

The visual identity for the project has been strengthened and implemented in all project materials (project poster, postcard, roll-up, name tag, etc.). These materials have been shared amongst the partners and used at both internal and external events.

The main digital channels for dissemination have been set up and established, such as the website (with resources, news/blog, use cases descriptions), and social media (Twitter and LinkedIn). Channels are growing at a healthy rate for new accounts and are targeting the goal audiences with regular relevant content. In addition, the newsletter has been designed according to the visual identity and already launched, growing a steady number of subscribers.

With regards to interactions with external media outlets, official press releases have been drafted and branded with the M-Sec visual identity. M-Sec has made an impact in the local press, receiving coverage in multiple local languages.

Synergies and collaborations are beginning to be established with standardisation bodies, with preliminary partnerships already having been made with the potential to grow.

Furthermore, synergies will be created between dissemination activities and task 5.2, 'Exploitation and IPR activities', including finalising the market study and analysis.

Targets have already been met for the first year of the project all on fronts, putting the dissemination of the project in good stead for the second year. A higher impact on dissemination is thus expected.

