



Multi-layered Security Technologies

for hyper-connected
smart cities

D5.4: Dissemination Activities Report-second year
report

June 2020



Grant Agreement No. 814917

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

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Authors	F6S/NTTE/All Partners
Internal reviewer	WLI/KEIO
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Type of deliverable	R

Worldline



TST



YNU



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Version history

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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 is an update of **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 runs from Month 1 until Month 36, 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

This report follows on directly from D5.2 – Initial Dissemination Plan, and acts as the 2-year interim report of progress during the first year and the second 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.



Second year progress

Overall, the progress made during this period has been well-planned, executed on time, almost reached targets, and accomplished comments from the first review meeting. Here are the comments towards this task and the main actions.

- 1) Include findings and innovation on the website (UCs, components developed, integrated components, architecture view, etc.)
 - Pages of UCs, developed components, integrated components are updated as the project proceeds (the project branding, posts on developments, publications about the events that M-Sec project organised or participated)
- 2) All partners disseminate on their social networks
 - Set up a shortterm goal and all partners posts on the project and their own social networks.
- 3) Monitor KPIs and set action points and follow-up
 - KPIs are monitored and confirmed in regular GA meetings. The status of KPIs is in Table 7 in section 5.
- 4) To get in touch with UN ITU as it is a key standard organisation in the telco operators industry.
 - NTTE and Keio have been talking with ITU members in Japan to introduce M-Sec project for possible collaboration work regarding standarization.



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.

- **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 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](https://twitter.com/MSecProject), Youtube - [M-Sec](https://www.youtube.com/M-Sec) and on LinkedIn - [M-Sec Project](https://www.linkedin.com/company/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
- **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 - <https://www.msecproject.eu/media-kit/> as well as the images below):
 - **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)**
https://www.msecproject.eu/wp-content/uploads/2019/03/M-Sec_ProjectOverview_2019.pdf);
 - **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.
- **Scientific Publications** – When M-Sec relevant results are approved by the funding organisations, M-Sec partners will start disseminating these via the publication of M-Sec scientific papers. Additionally, a position paper about the M-Sec architecture will be published now that the architecture has been correctly defined based on the latest deliverable submitted on M24 D3.4 “Architecture: Functional and Technical Specifications”. The first M-Sec publications were made during the fourth quarter of 2019, in alignment with the scientific production of the project. However, during this first reporting period, the project partners have included mention of M-Sec in their own publications on further topics and published papers on topics which will aid the development of the use cases. These ‘indirect’ M-Sec publications are detailed further on in this report.
- **Media and other channels** – A number of additional tools and channels have been used to disseminate the activities and results of M-Sec. 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 is promoting the project activities and results. The full details of the initiatives taken so far is on section 3, item “Synergies with other activities”.





3. Dissemination activities – Project level

In the first 24 months of the project, various dissemination activities have been implemented at project level, according to the Action Plan set in D5.2 Initial Dissemination Plan. The following table demonstrates the dissemination activities that have already been implemented in the first and second year, as well as those planned for the coming months. A more comprehensive description of the relevant dissemination activities implemented in the first year is provided below.

		Project Year 1												Project Year 2												Project Year 3												
		2018						2019						2020						2021																		
		J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	
Materials	Main resp.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	
Press releases	ATOS/ NTTE	✓													✓									✓														
Flyer	ATOS/ NTTE				✓										✓											✓												
Poster	ATOS/ NTTE						✓								✓											✓												
Newsletters	ATOS/ NTTE						✓																															
Toolkits / SDKs	ICCS/ NII																																					
Scientific papers	CEA/ WU													✓																							✓	
White paper	TST/ KEIO																																					
Tutorials / Cookbook	TST/ KEIO													✓													✓											✓

Figure 3. Dissemination Activities Action Plan

Project Branding

All partners gathered to discuss if the current branding message was the appropriate one, and got to the conclusion that it didn't reflect properly the vision and the goal's of the project. Therefore, to have a better understanding of the project's objectives and to reach the right public, the branding message was changed to:

"M-Sec is developing a multi-layer secure IoT framework that is compatible with the transfer and processing of personal data between the EU and Japan. M-Sec framework provides the technological foundation to comply with GDPR, PIPA ,the Adequacy Agreement between EU&JP, and will be validated through its two crossborder use cases."

Project website

As mentioned above, the project website is the main communication tool of the project. The following dissemination activities have been carried out via this tool:

- Description of the M-Sec project (<https://www.msecproject.eu/about/>) and M-Sec Use Cases (<https://www.msecproject.eu/use-cases/>);
- Project news (read further below);
- Easy subscription to the M-Sec newsletter and release of the first edition;
- Update of the Resources section (<https://www.msecproject.eu/resources/>) (ready for the following content and results to be uploaded):



- Media kit;
- Relevant initiatives;
- Scientific papers;
- Deliverables – On the second year, the submitted deliverables from year 1 were published on the website once approved by the European Commission;
- Get involved section; and,
- Press coverage

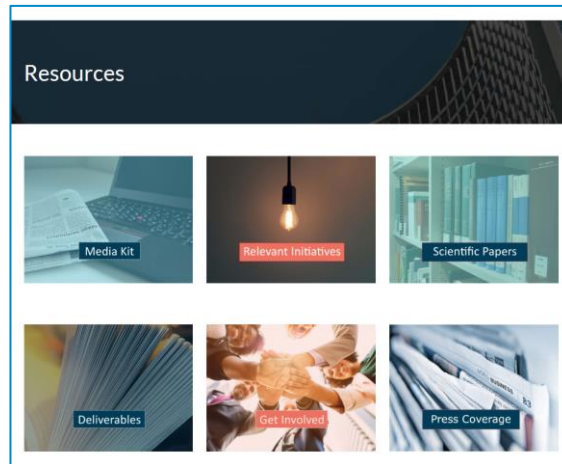


Figure 4. Website resources section

Website statistics

Data point

Results (July 2019 – June 2020)

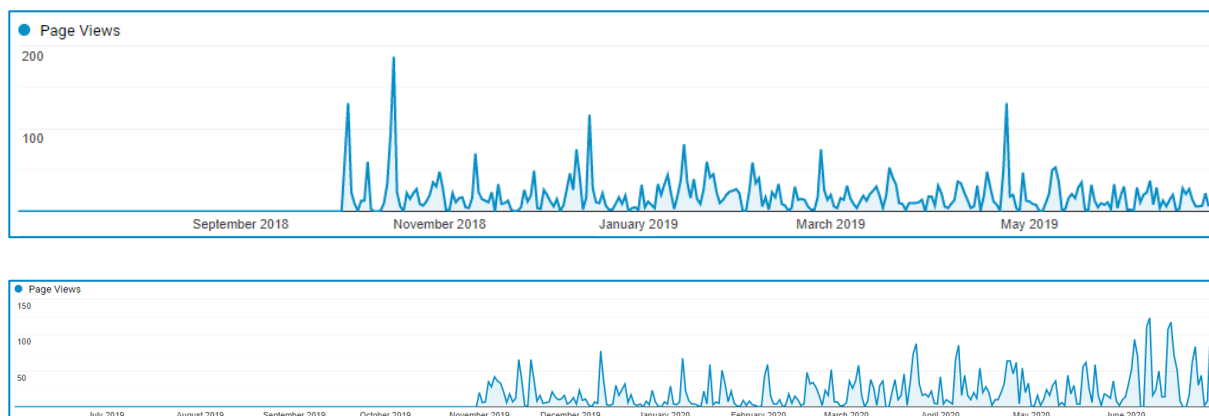
Total page views	5.278
Average reads per month	440
Average time on page	02:46
Most visited pages	Deliverables, event and latest news
Bounce rate	26.43%
Mobile/Desktop/Tablet use	80.5% desktop, 18.5% mobile, 0.9% tablet
Top referral countries	Japan, US, Spain, France and China

In the graph below, the average number of visits per day can be seen. After the summer months, the first spikes can be seen quite after the interview with one of M-Sec partner. Furthermore, a noticeable spike can be observed in the month of April, due to the involvement of M-Sec in the Coimbra Sustainability Summit. Additionally, a group of spikes can be seen in June 2020, the time when the use cases were updated and



webinars took place. This shows the importance of the news and events content, on the website and social media, for attracting visitors.

Table 1. 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	731
LinkedIn	M-Sec Project	47

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 5. 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 (April-June snapshot)		Twitter 1 st year	Twitter 2 nd year	LinkedIn 1 st year	LinkedIn 2 nd year
Monthly impressions		12,000	4900	300	197
Monthly engagements		150	103	20	197
Average engagements per post		25	22	5	33
Follower rate		110% more	1% more	37% more	33% less





Engagement rate	180% more	3.49% more	130% more	10.64% more
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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.

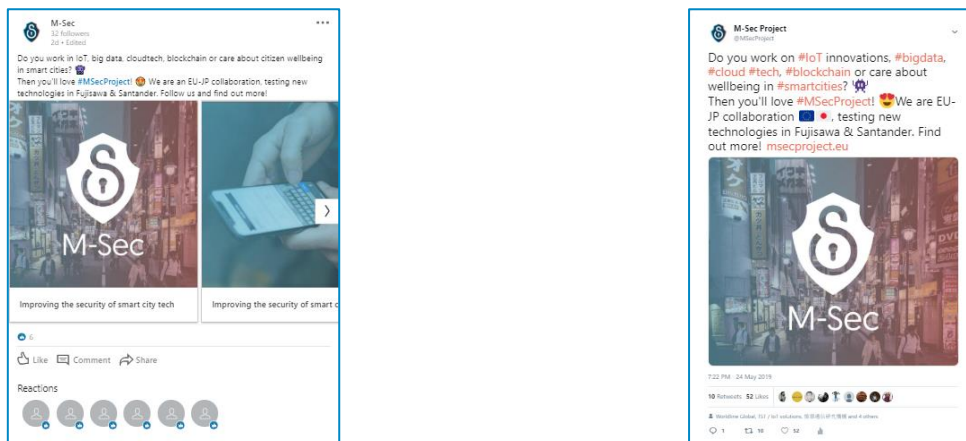


Figure 6. LinkedIn and Twitter paid promotions

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, **23 blog posts** have been written and published. 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/>

- Webinar – M-sec project overview
<https://www.msecproject.eu/webinar1/>
- Women in M-sec
<https://www.msecproject.eu/women-in-m-sec/>



About

A EU-Japan collaboration which stands for "Multi-layered Security technologies to ensure hyperconnected smart cities with Blockchain, Big Data, Cloud and IoT".

The main goal of M-Sec project is to research, develop, **deploy and demonstrate** multi-layered Security technologies to ensure hyper connected smart cities and empower IoT stakeholders with an innovative platform which leverages blockchain, BigData, Cloud and IoT security, upon which they can build innovative smart city applications.

WHAT DOES M-SEC DO?

The project explores secure, interoperable interactions between IoT elements based on a holistic secured cloud/edge/IoT context within a future smart city. Overall, the M-Sec paradigm complements mainstream IoT/cloud technologies, through enabling the introduction and implementation of specific classes of applications and services, which are not efficiently supported by state-of-the-art architectures.

M-Sec Results

M-5ec will achieve 4 main results:

- ✔ M-Sec IoT infrastructure

The M-Sec smart city platforms will be distributed and robust, and based on IoT, cloud, Big Data and blockchain technologies. Through this trusted infrastructure, IoT stakeholders will be empowered to develop and operate new IoT applications for smart cities on top of smart objects. Follow our pilots in real-life smart cities: Santander (Spain) and Fugisawa (Japan)!

✔ M-Sec Smart City Ecosystem

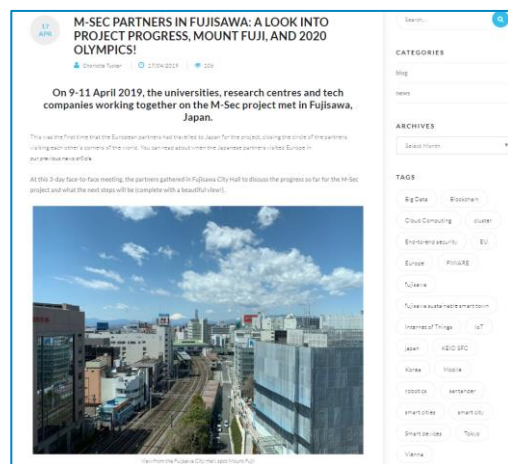
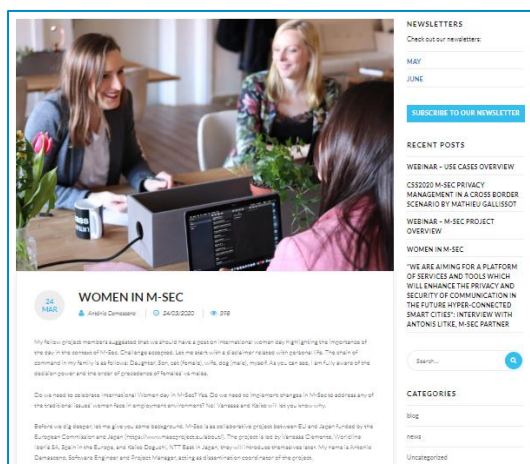
Build and experiment with new ideas and application services for smart cities! Startups, SMEs and developers will be connected to the M-Sec actors and be given access to a complete set of tools and infrastructures.

 M-Sec Marketplace

Our open market of applications, data and services will facilitate the exchange of value and information between IoT devices and people through virtual currencies. Check the incentives that motivate the interaction between smart objects and humans.

 M-Sec Replication Plan

Learn how to replicate the M-Sec approach in your city! Our revenue model will guarantee the return on investment and all M-Sec benefits.



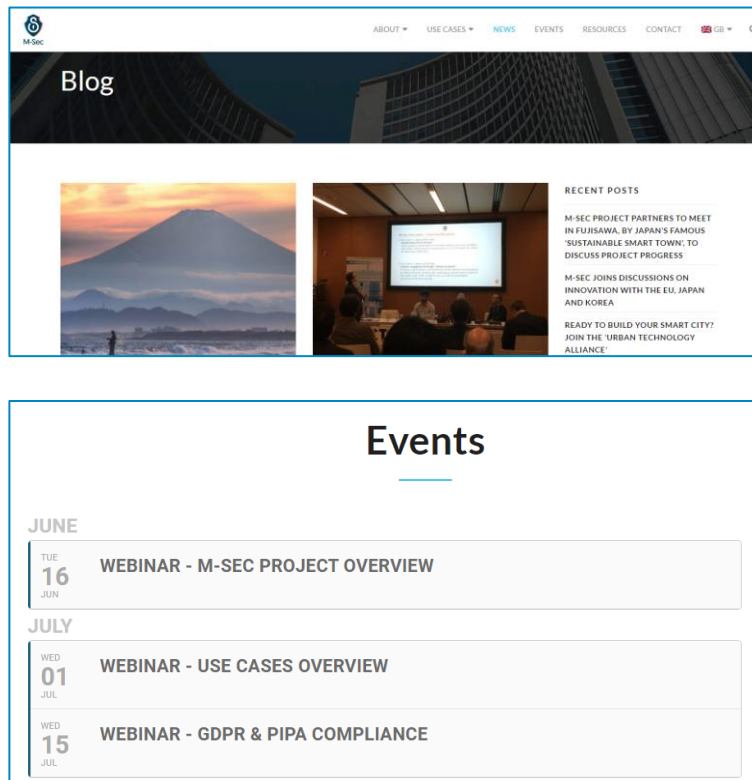


Figure 7. Example of blog/news/events posts

The top number of views for M-Sec blog posts is 3821, 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 166.

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 8. 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>

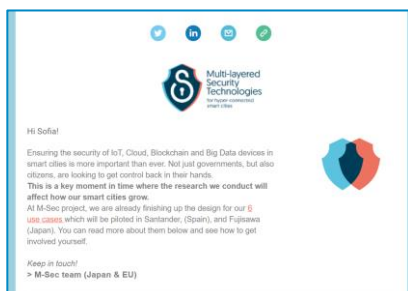


Figure 9. Press Release No. 1

Newsletters

In the first year, two newsletters have been developed disseminating project news. Currently, M-Sec has 69 newsletter subscribers.

- Newsletter 1: [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: [https://us11.campaign-archive.com/?e=\[UNIQID\]&u=6ae6e9ad9c892115850252d40&id=13ebf0cc7](https://us11.campaign-archive.com/?e=[UNIQID]&u=6ae6e9ad9c892115850252d40&id=13ebf0cc7)
- Newsletter 3: <https://mailchi.mp/3a898bb1db8a/m-sec-newsletter-3-november>



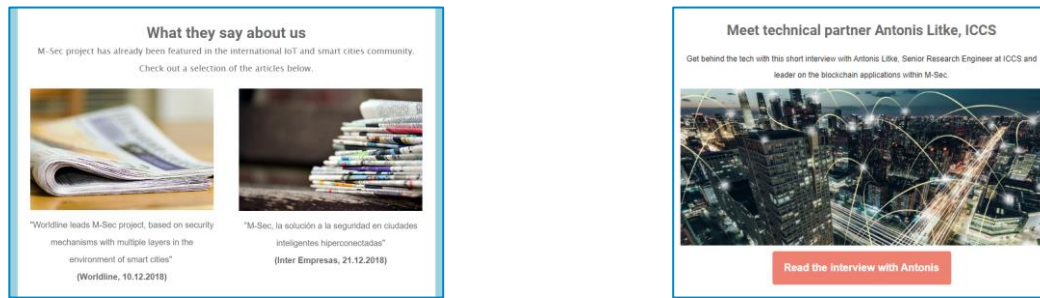


Figure 10. Newsletter screenshots

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.

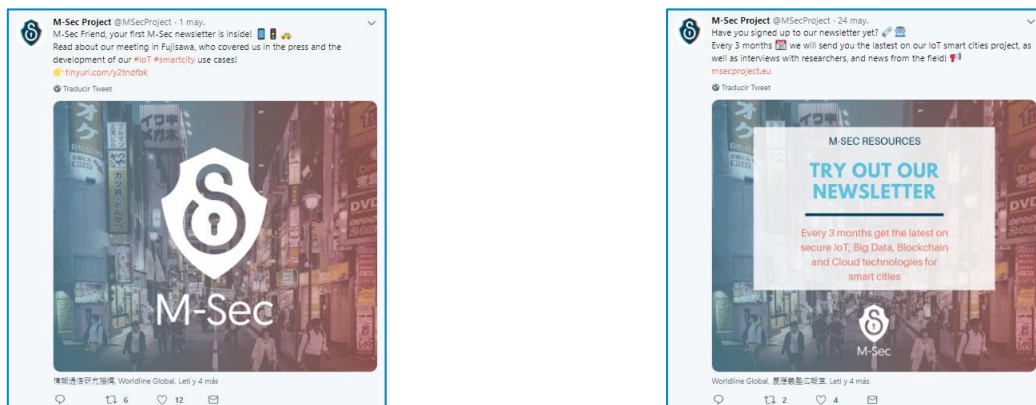


Figure 11. Examples of newsletter promotion on social media

- 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.



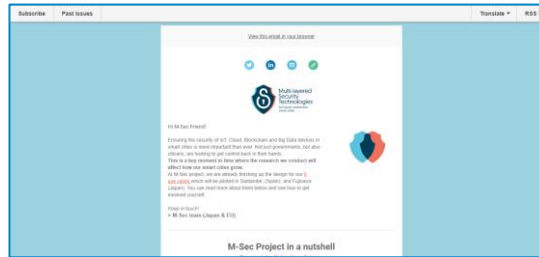


Figure 122. Public link available, to sample the newsletter

Promotional Materials

The M-Sec visual identity is maintained across all dissemination activities, ensuring a strong project branding. The promotional materials presented in section 2 are to be used at internal and external events.

The pictures below provide an example of the promotional materials (roll-up, name badges, business cards) that is being used at an internal meetings and by partners in dissemination activities.

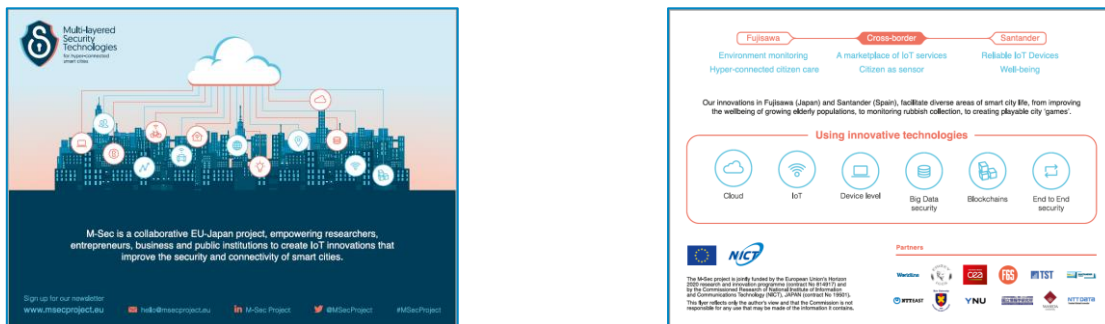


Figure 113. M-Sec Flyer/Postcard

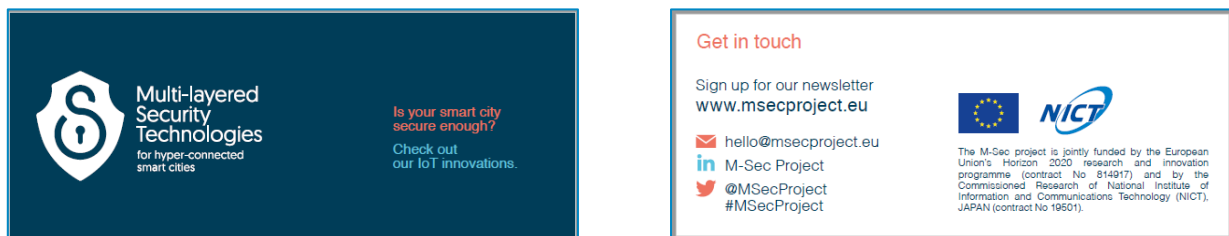


Figure 114. M-Sec Business Card





Figure 115. M-Sec Name Tag

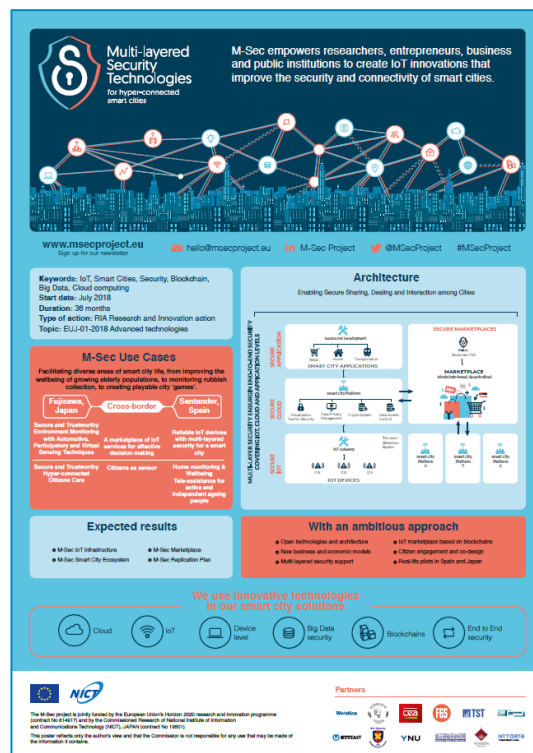


Figure 116. M-Sec Poster





A EU-Japan collaboration

Multi-layered Security Technologies
for hyper-connected smart cities

M-Sec empowers researchers, entrepreneurs, business and public institutions to create IoT innovations that improve the security and connectivity of smart cities.

www.msecproject.eu Sign up for our newsletter

[#MsecProject](#)
[@MsecProject](#)
[#MsecProject](#)

Our smart cities
Fujisawa, Japan Santander, Spain

We use innovative technologies in our smart city solutions

- Cloud
- IoT
- Device level
- Big Data security
- Blockchain
- End to End security

Partners

EUROPEAN UNION **NICT**

The M-Sec project is partly funded by the European Union's Horizon 2020 research and innovation programme (contract No. 814817) and by the Commission Research of National Institute of Information and Communications Technology (NICT), JAPAN (contract No. 15001).

This roll-up reflects only the author's view and that the Commission is not responsible for any use that may be made of the information it contains.

Proyecto de Colaboración EU-JP

M-Sec: el Internet de las Cosas para mejorar la seguridad y la conectividad de las ciudades inteligentes

Nuestras ciudades inteligentes
Fujisawa, Japón Santander, España

Tecnologías innovadoras en nuestras soluciones para ciudades inteligentes

- Hub
- IoT
- Dispositivos
- Big Data seguro
- Blockchain
- Seguridad integral

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EUROPEAN UNION **NICT**

El proyecto M-Sec está financiado conjuntamente por el programa de Investigación e Innovación Horizonte 2020 de la Unión Europea (contrato nº 814817) y por el Instituto Nacional de Tecnología de la Información y las Comunicaciones (NICT) de Japón (contrato nº 15001).

Este roll-up refleja únicamente la perspectiva del autor y la Comisión no es responsable del uso que pueda hacerse de la información que contiene.

Figure 117. M-Sec Roll-Up

The grid contains 16 slides, numbered 1 to 16. Slide 1 is the title slide. Slides 2-12 show various use cases and technical details. Slide 13 is a blank slide. Slide 14 is a Table of Contents slide. Slide 15 is a slide with a large '1' and the word 'TITLE'. Slide 16 is a slide with a large '1' and the word 'TITLE'.

Figure 118. M-Sec Overview (Generic PPT)



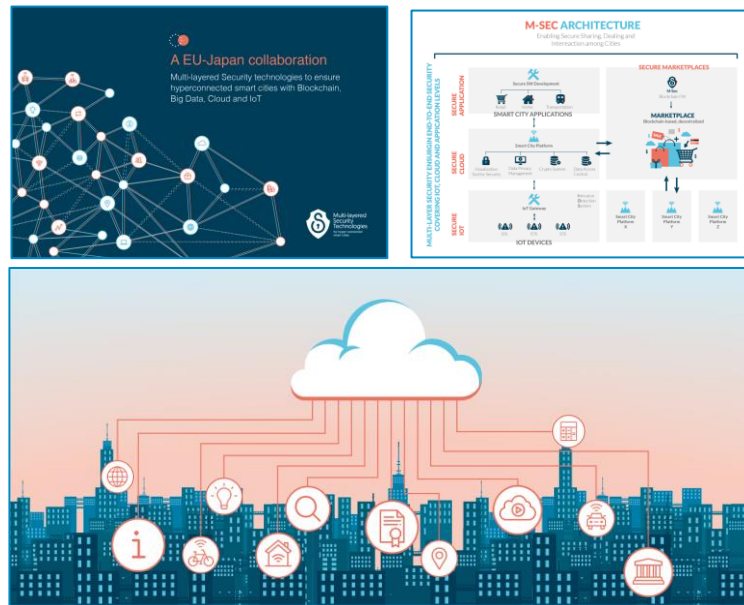


Figure 119. M-Sec Visuals, including the M-Sec architecture and smart city

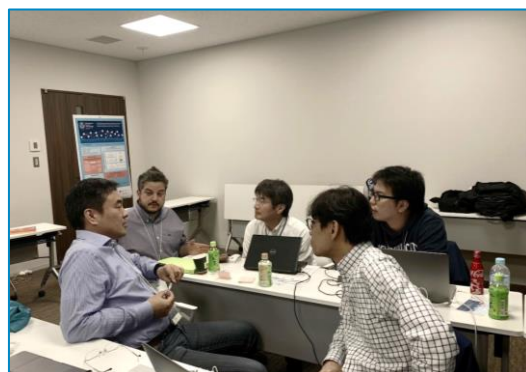
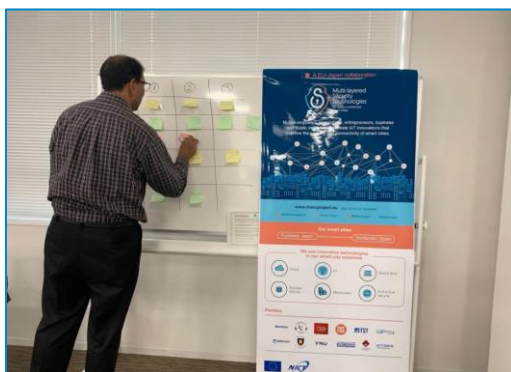


Figure 20. M-Sec Poster, Roll-Up and Name Tags – Second Face to face meeting in Fujisawa



Figure 21. M-Sec Poster, Roll-Up and Name Tags – 1st Review meeting in Tokyo (September 2019)



Figure 22. M-Sec Roll-Up and Name Tags - Face to face meeting in Santander (October 2019)

Events

Attendance at conferences and summits

By Month 24, partners have either presented the M-Sec project in a panel or presentation, or acted as a walking ‘ambassador’ of the project, at 42 events. Below is a list of the events attended.



Table 4. Events in which M-Sec partners presented the project - Year 1&2

Name of event	City, Country	Date	Partner(s) attending
Meeting with Toulouse University	Santander, Spain	2018	AYTOSAN
XVIII Internacional Congress ORP conference	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	WLI, AYTOSAN, CEA
Presentation of Welever Project: Smart cities round table	Madrid, Spain	13 November 2018	AYTOSAN
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	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	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
Meeting with German delegation	Santander, Spain	7 th July 2019	AYTO
Smart Tourism Destination Workshop	Santander, Spain	15-16 July 2019	AYTO
Software Engineering Symposium	Tokyo, Japan	30 August 2019	NII



(SES2019)

[Presentation of M-Sec at eCare meeting](#) Santander, Spain 3rd September 2019 AYTOSAN

Meeting with managers of Monterrey TEC Santander, Spain 9th September 2019 AYTO

The 1st Blockchain Security (BSEC) Study Group Tukuba, Japan 13 September 2019 YNU

[Alzheimerfest](#) Treviso, Italy 14 September 2019 WLI

Meeting with a delegation of South Korean research centres Santander, Spain 23rd September 2019 AYTO

The 6th International Workshop on The Evolving Security and Privacy Requirements Engineering Jeju, Korea 24 September 2019 NII

Information Security Strategy Seminar 2019 Tokyo, Japan 27 September 2019 YNU

Meeting with BlockchainAragon Santander, Spain 27th September 2019 AYTO

[Foro Emergentes 4.0](#) Valencia, Spain 1-2 October 2019 TST

[15th world congress in Toyama: The most beautiful bays in the world](#) Toyama, Japan 16-20 October 2019 AYTO

Computer Security Symposium 2019 Nagasaki, Japan 21 October 2019 NII, YNU

The 8th Asian Workshop on Advanced Software Engineering (AWASE 2019) Fukuoka, Japan 29 October 2019 WU

[IoT Solutions World Congress](#) Barcelona, Spain 29 October 2019 TST

[Barcelona Smart City Expo World Congress](#) Barcelona, Spain 19 November 2019 AYTO

[Open Research Forum 2019](#) Tokyo, Japan 22-23 November 2019 KEIO

Meeting with a delegation from Cordoba Santander, Spain 27th November 2019 AYTO

[IoT Symposium](#) Tokyo, Japan 3 December 2019 KEIO

IoT Security Forum 2020 Bangkok, Thailand 22 January 2020 YNU

The 21st Cloud Security Study Group & Overseas Expansion Study Group Tokyo, Japan 23 January 2020 NTTDMC

[Presentation of M-Sec in the kickoff meeting of TOKEN project](#) Santander, Spain 21 January 2020 AYTO

Mayoress of Santander participates in FITUR (International Tourism Fair in Madrid) Madrid, Spain 23 January 2020 AYTO

The 2nd International Workshop on Big data, cloud, and IoT technologies for smart cities (IWBigDataCity2020) Busan, Korea 19 February 2020 ICCS, WU



Information and Communication System Security(ICSS)	Okinawa, Japan	03 March 2020	YNU
EmotionAware2020	Austin, TX	23-27 March 2020	KEIO
Coimbra Sustainability Summit	Coimbra, Portugal (WEB)	18-29 May 2020	F6S, NTT, CEA

Coimbra Sustainability Summit

This event was a co-organization of M-Sec's project and others. In the Coimbra Sustainability Summit, the registration was free and the participants gained an opportunity for diverse talks and sessions, to participate in those sessions with great speakers about the SDGs and how technology can boost solution and find out new funding opportunities. They were able to participate in matching sessions and make new partnerships and to pitch to investors.

The event gathered 14 European Projects and almost 400 participants, from 33 different countries, in 10 sessions. In the end of 7 of those sessions were brokerage moments where participants had the opportunity to present their companies.

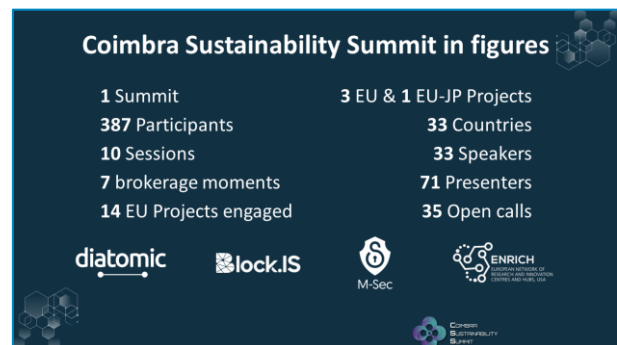




Figure 23. CSS Poster, CSS values, CSS M1 Poster and CSS S2 Poster

Co-organised international workshops

In addition to attending scientific conferences and tech summits, the M-Sec partners are co-organising smaller, more participative workshops. These allow for a more intensive discussion around M-Sec and the technologies employed.

The table below details the 5 workshops organised via external collaborations. The last two events took place in the second year.

Table 5. Co-organised international workshops

Workshop name	Location	Date	Co-organiser	Partner
Katsunari Yoshioka, "Observing Cyber Attacks in IoT"	Yokohama, Japan	December 2019	YEIS2018	YNU
Aamir Bokhari, "M-Sec Introduction"	Yokohama, Japan	December 2019	YEIS2018	YNU
Emotion Aware: 3rd Workshop on emotion awareness for pervasive computing with mobile and wearable devices (https://www.comtec.eecs.uni-kassel.de/emotionaware/)	Kyoto, Japan	March 2019	PERCOM2019	KEIO
WELLCOMP'18: 1 st international workshop on computing for wellbeing	London, UK	September 2019	UBICOMP2018	KEIO





(<http://wellcomp.org/2019/>)

Big Data, Cloud and IoT Technologies for Smart Cities: The M-Sec project paradigm – objectives, current status and related future research topics
(<http://iwbigdatacity.org/>)

Busan, Korea February 19th IEEE 2020. BigComp WU/ICCS

Training and community events

By Month 24, the M-Sec partners have co-organised 3 training and community events (classed as webinars, workshops, hackathons, etc.). These allow a proactive discussion of the main elements of the M-Sec project, in a workshop style, encouraging the feedback and input of participants, particularly thinking about the perspective of the end users.

Table 6. Training and community events

Name	Location	Date	Partner
Regional IoT Summit / Symposium on Regional IoT and Information Force (https://www.jn.sfc.keio.ac.jp/ /第 2 回-地域 iot と情報力シンポジウム/))	Fujisawa, Japan	18 November, 2018	KEIO
Monthly workshops of Regional IoT and Information Force Research Consortium	Fujisawa, Japan	<i>In 2018:</i> 13 June, 24 August, 28 September, 26 October, 21 December <i>In 2019:</i> 18 January, 15 February, 22 March, 26 April, 24 May, 28 June.	KEIO
Webinar – Project Overview	Web	16 June 2020	WLI

Research publications and Tutorials/Cookbook

The publication of designated M-Sec research/scientific publications as well as tutorial/cookbook was planned for the end of M18, However, since there were some deliverables related with Architecture to be submitted at the end of M24, , it was decided between the partners that the third year would 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, or that mention M-Sec as a relevant initiative. In these 'indirect' publications, the focus is not solely on the M-Sec project, however these publications are important to mention as they contribute to the evolution of the project. For the purposes of KPI tracking, these publications have been divided into two lists (published in journals and published in conferences), however many items pertain to both categories, as subjects are often previously presented at conferences for peer-to-peer review purposes.

Publications in international journals

Still in the first reporting period, 4 papers have been published in journals, often with the collaboration of external researchers.

- K. Aizawa, K. Tei and S. Honiden, "Identifying safety properties guaranteed in changed environment at runtime," 2018 IEEE International Conference on Agents (ICA), Singapore, 2018, pp. 75-80, doi: 10.1109/AGENTS.2018.8460083 (<https://ieeexplore.ieee.org/document/8460083>)
- Bennaceur et al., "Modelling and Analysing Resilient Cyber-Physical Systems," 2019 IEEE/ACM 14th International Symposium on Software Engineering for Adaptive and Self-Managing Systems (SEAMS), Montreal, QC, Canada, 2019, pp. 70-76, doi: 10.1109/SEAMS.2019.00018 (<https://conf.researchr.org/details/seams-2019/seams-2019-papers/2/Modelling-and-Analysing-ResilientCyber-Physical-Systems>)
- P. Mallozzi, E. Castellano, P. Pelliccione, G. Schneider and K. Tei, "A Runtime Monitoring Framework to Enforce Invariants on Reinforcement Learning Agents Exploring Complex Environments," 2019 IEEE/ACM 2nd International Workshop on Robotics Software Engineering (RoSE), Montreal, QC, Canada, 2019, pp. 5-12, doi: 10.1109/RoSE.2019.00011 (<https://dl.acm.org/citation.cfm?id=3340891>)
- H. Washizaki et al., "Landscape of IoT Patterns," 2019 IEEE/ACM 1st International Workshop on Software Engineering Research & Practices for the Internet of Things (SERP4IoT), Montreal, QC, Canada, 2019, pp. 57-60, doi: 10.1109/SERP4IoT.2019.00017.

Publications in international conferences

These 11 papers have been published both in journals and presented at international conferences, inciting the direct feedback of the research community.





- K. Aizawa, K. Tei and S. Honiden, "Identifying safety properties guaranteed in changed environment at runtime," 2018 IEEE International Conference on Agents (ICA), Singapore, 2018, pp. 75-80, doi: 10.1109/AGENTS.2018.8460083 (<https://ieeexplore.ieee.org/document/8460083>)
- Bennaceur et al., "Modelling and Analysing Resilient Cyber-Physical Systems," 2019 IEEE/ACM 14th International Symposium on Software Engineering for Adaptive and Self-Managing Systems (SEAMS), Montreal, QC, Canada, 2019, pp. 70-76, doi: 10.1109/SEAMS.2019.00018 (<https://conf.researchr.org/details/seams-2019/seams-2019-papers/2/Modelling-and-Analysing-ResilientCyber-Physical-Systems>)
- P. Mallozzi, E. Castellano, P. Pelliccione, G. Schneider and K. Tei, "A Runtime Monitoring Framework to Enforce Invariants on Reinforcement Learning Agents Exploring Complex Environments," 2019 IEEE/ACM 2nd International Workshop on Robotics Software Engineering (RoSE), Montreal, QC, Canada, 2019, pp. 5-12, doi: 10.1109/RoSE.2019.00011 (<https://dl.acm.org/citation.cfm?id=3340891>)
- H. Washizaki et al., "Landscape of IoT Patterns," 2019 IEEE/ACM 1st International Workshop on Software Engineering Research & Practices for the Internet of Things (SERP4IoT), Montreal, QC, Canada, 2019, pp. 57-60, doi: 10.1109/SERP4IoT.2019.00017.
- K. Aizawa, K. Tei and S. Honiden, "Identifying safety properties guaranteed in changed environment at runtime," 2018 IEEE International Conference on Agents (ICA), Singapore, 2018, pp. 75-80, doi: 10.1109/AGENTS.2018.8460083.
- K. Aizawa, K. Tei and S. Honiden, "Analysis Space Reduction with State Merging for Ensuring Safety Properties of Self-Adaptive Systems," 2019 IEEE SmartWorld, Ubiquitous Intelligence & Computing, Advanced & Trusted Computing, Scalable Computing & Communications, Cloud & Big Data Computing, Internet of People and Smart City Innovation (SmartWorld/SCALCOM/UIC/ATC/CBDCom/IOP/SCI), Leicester, United Kingdom, 2019, pp. 1363-1370, doi: 10.1109/SmartWorld-UIC-ATC-SCALCOM-IOP-SCI.2019.00249 (<http://www.smart-world.org/2019/atc/index.php>)
- Shin Katayama, "Situation-Aware Emotion Regulation of Conversational Agents with Kinetic Earables", 2019 8th International Conference on Affective Computing and Intelligent Interaction (ACII), Cambridge, United Kingdom, 2019, pp. 725–731





- Wataru Sasaki, “SmileCityReport: Emotion-aware Participatory Sensing for Smart Cities with Double-sided Photo Shooting”, Proceedings of the 18th Annual IEEE International Conference on Pervasive Computing and Communications - PerCom '20, Online, virtual conference, 2020, pp.164-169
- Ezequiel Castellano, “Minimising Makespan of Discrete Controllers: A Qualitative Approach” Minimising Makespan of Discrete Controllers: A Qualitative Approach, Nice, France, 2019, pp.1068-1075
- Kounas, D., Voutyras, O., Palaokrassas, G., Litke, A., & Varvarigou, T. (2020). QuietPlace: An Ultrasound-Based Proof of Location Protocol with Strong Identities. Applied System Innovation, 3(2), 19, doi: 10.3390/asi3020019
- Tsoulas K., Palaokrassas G., Fragkos G., Litke A., Varvarigou T. (2020) A graph model based blockchain implementation for increasing performance and security in decentralized ledger systems. IEEE Access (accepted for publication, under revision)

Participation in EU Commission's Consultation

Worldline submitted an E-consultation on Blockchain on March 2020
<https://ec.europa.eu/eusurvey/runner/b33a9f4e-1e1a-27e1-e0ae-3d092366275b>

Participation to EU's Concertation Activities

- Digital Excellence Forum @ ICT Proposers' Day 2019, 19-20/09 Helsinki
- SMI2G " Security Mission Information & Innovation Group", 29-30/01 Brussels
- H2020 Secure Societies Info Day & Brokerage Event , 12 – 13. March 2020 / Brussels

Media and other channels

Partner blogs and media channels are used to disseminate M-Sec news. All articles are accessible through the Press Coverage section of the website. At the time of this report, there are 9 press articles available in the website (<https://www.msecproject.eu/press-coverage/>). Some examples of these articles are provided below (Worldline, Santander Municipality, NTTE). To address local communities more easily, partners use not just the English language, but also Spanish and Japanese.





Figure 24. Press Coverage in the M-Sec website

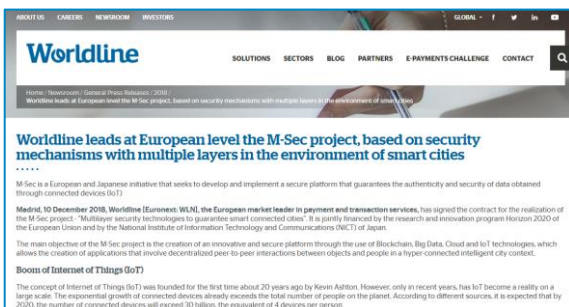


Figure 25. Examples of articles in partners channels and in the press

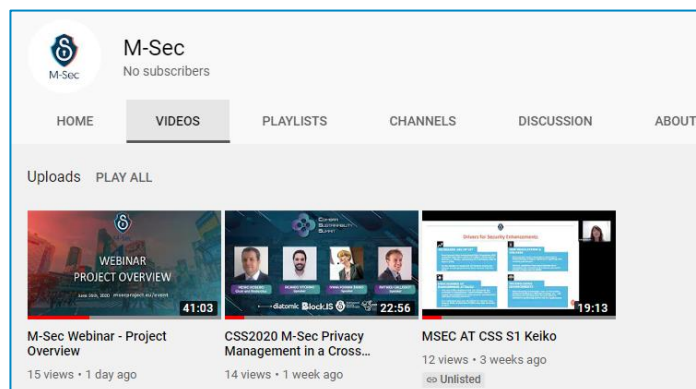


Figure 26. Youtube channel





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 (URA) (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.

5G ACIA - KEIO

5G-ACIA was launched in April 2018, and has joined about 50 companies from the telecommunications and manufacturing industries around the world. They are considering Latencies required in industrial use cases utilizing 5G technology such as factory automation, requirements such as communication speed, how to connect networks connected to general users and networks specialized for industry. The 5G network is also an important element in the smart city use case, and the significance of cooperating with M-Sec, such as handling security between the 5G network of general users and the private 5G network in the industry, can be considered.



When	Who	Short description
March	Akira	Contact to Lisa and send initial M-Sec presentation as well as an overall explanation of the project and the objective of the project.

ALLIANCE FOR INTERNET OF THINGS INNOVATION - ICCS

About the organization: Alliance for Internet of Things Innovation (AIOTI) was initiated by the European Commission in 2015 to strengthen the dialogue and interaction among IoT players in Europe, to contribute to the creation of a dynamic European IoT ecosystem and speed up the take up of IoT. Its members include key European IoT players – large companies, successful SMEs and dynamic startups – as well as research centres, universities, associations. Most of the AIOTI activities are carried out through Working Groups, which focus on well-defined areas of development. These include horizontal Working Groups in research and innovation, eco-systems, policy, standards and distributed ledger technologies, as well as vertical, cross-disciplinary activities focused on key IoT issues. AIOTI's objectives include: fostering experimentation, replication and deployment of IoT, supporting convergence and interoperability of IoT standards, gathering evidence on market obstacles for IoT deployment and mapping and bridging global, EU, and member states' IoT innovation activities.

Relation to M-Sec: In August 2018, the Alliance published its recommendations for the future IoT research priorities under Horizon Europe and Digital Europe programs in period 2021-2027 (<https://aioti.eu/wp-content/uploads/2019/09/AIOTI-Priorities-2019-2024-Digital.pdf>) and provided a 4-steps prioritization plan. The last step is focused on IoT-enabled data marketplaces, blockchain, DLT, and crossdomain services within data driven economy, an area of special interest for M-Sec. It should also be noted that AIOTI has signed a Memorandum of Understanding with IoT Acceleration Consortium (ITAC), Japan.

When	Who	Short description
February/March	Antonis Litke	Participated in 2 telcos of WG03 Task Force "IoT relation and impact on 5G" to monitor and get updated on the developments of the respective Working Group.

IIC (Industrial Internet Consortium) - KEIO

IIC (Industrial Internet Consortium) was established in 2014 and is an industry group focusing on industrial IoT, and consists of 175 members globally. IIC consists of six working groups: Digital Transformation, Liaison, Marketing, Security, Technology and Testbed.



Among them, the activities closely related to the activities of M-Sec are the Security Working Group, and the IIC security concept is published as "The Industrial Security Framework" (IISF).

The Testbed Working Group is discussing 26 types of testbeds, including those related to smart cities. As a proposal to the IIC, a test bed that focuses on smart city security while considering the IISF can be considered. In fact, there was a presentation of BigClouT at the Testbed Working Group session at the IIC F2F conference in 2017.

When	Who	Short description
October	Akira	Akira had a meeting with Howard and Stephan who is CTO of IIC in Japan, and Akira explained brief activities of Keio including M-Sec.

OASC - Santander City Council

The Open & Agile Smart Cities initiative (OASC) is a city-driven, non-profit organisation which aims to create an open smart city market based on the needs of cities and communities. Since its foundation in January 2015, more than 140 cities from over 30 countries and regions in Europe, Latin America and Asia-Pacific have joined.

It would be of great interest for M-Sec project to establish a collaboration with the OASC in order to learn from its experience in the development of the open smart city market, including not only good practices but also barriers encountered. In return, Msec would share the results obtained during the progress of the project. Additionally, this collaboration would be very positive in terms of disseminating and promoting the project, as well as attracting interested parties, thanks to its active presence in events worldwide and the number of cities that belong to the OASC.

When	Who	Short description
February	AYTOSAN	Sent an introduction to the M-Sec project and the objective of the contact, as well as an overall presentation of the project.
March	AYTOSAN	An overview of the project as well as the M-Sec MarketPlace were presented in detail during the call held on March 9th between OASC representatives and M-Sec partners (WLI, ICCS, KEIO, AYTOSAN). They showed interest in M-Sec deliverables, to better know the work developed and foreseen, and, dissemination of M-Sec results at events in which OASC participates.
June	AYTOSAN	Sent an update on the progress of the project, including an invitation to join the M-Sec project's webinars, with the option of disseminating this





information to OASC members

UN ITU - WLI&NTTE

Within UN ITU, there is a Study Group called G20 on "Internet of things (IoT) and smart cities and communities (SC&C)", which provides a unique platform to influence the development of international IoT standards and their application as part of urban-development master plans. This Study Group develops international standards to enable the coordinated development of IoT technologies, including machine-to-machine communications and ubiquitous sensor networks. A central part of this study is the standardization of end-to-end architectures for IoT, and mechanisms for the interoperability of IoT applications and datasets employed by various vertically oriented industry sectors. For M-Sec to establish a partnership with UN ITU would be important in terms of cooperating together with the development of the IoT standards by providing findings done during the progress of the project.

When	Who	Short description
------	-----	-------------------

February	WLI&NTTE	Analyse within UN ITU areas related with M-Sec. Found GS20 in charge of making research about different topics related with IoT threats and mitigation measures.
June	Keio&NTTE	Meeting with Dr. Toshihiro Watanabe who is member of ITU-T SG20. Explained about M-Sec by using Vanessa's latest presentation slide pack. Shared concrete next action for presentation to ITU-T SG20.

UTA - CEA

Urban Technology Alliance (UTA) is a global non-profit organization providing city-scale testbeds from all around the world, to deploy, test and validate the latest smart city innovations. The UTA is providing trusted and neutral guidance to cities for their sustainable digital transformation, enabling them to face today's economic, social and environmental challenges. The UTA is a vibrant community including a complete smart city ecosystem composed of cities, industry, academy and non-profit organizations. UTA members network, build partnerships, deploy and test concrete solutions in real-life environments and share best practice and success stories among members worldwide.

UTA has been officially launched and incorporated as a Geneva (Switzerland) based association in December 2019. Several M-SEC partners are already members of the alliance from its start (CEA, Keio University, NTT East, Fujisawa, Santander). A kick-off event has been planned for June 2020, however due to the global covid-19 pandemic, it will be transformed into a virtual event in Autumn.





M-SEC and UTA has been represented by CEA LETI during the smart city expo in November 2019 and their activities have been presented during a UTA specific presentation.





4. Dissemination activities – Partner level

Each partner of the M-Sec project has its own existing 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.
- Proposed M-Sec to be included in H-CLOUD and participated in the Communication Task Force Meeting.
- Submitted application for the exhibition of the ICT 2020 – Leading the Digital Age

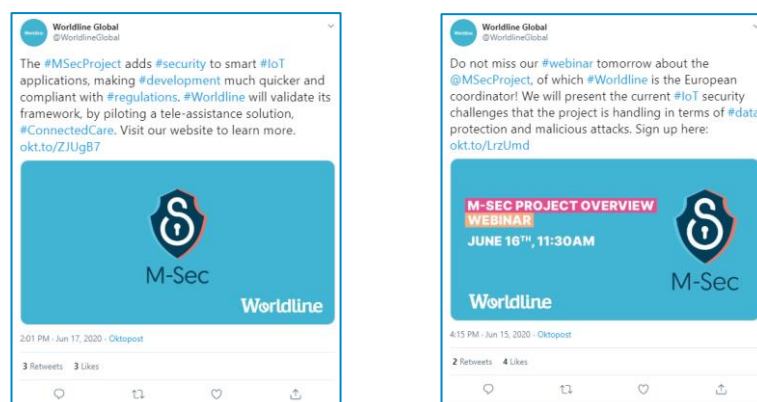


Figure 27. Examples of articles in partners channels and in the press





Blogs

- **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 28. 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 Valencia**
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>

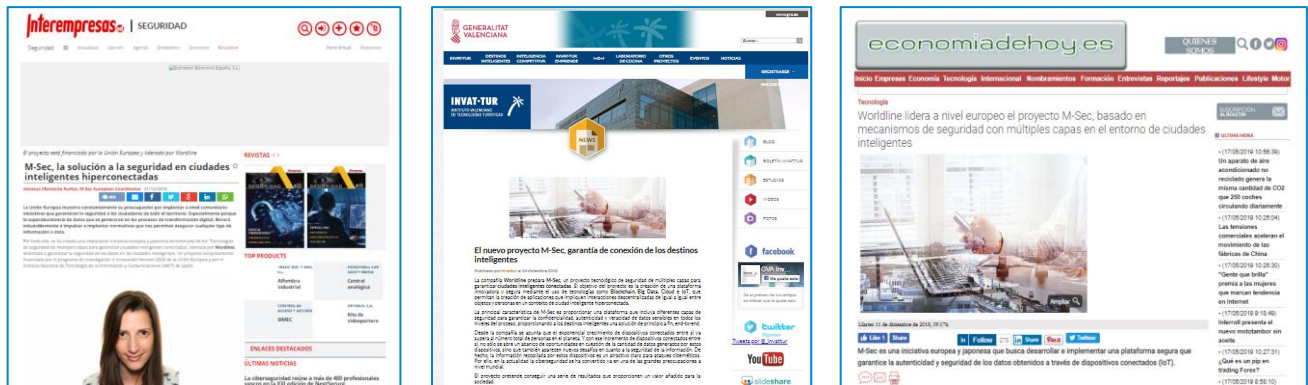


Figure 29. Examples of articles in partners channels and in the press

ICCS

Blog

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

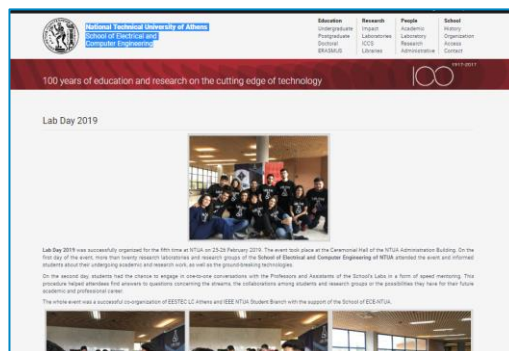


Figure 30. Examples of articles in partners channels and in the press

CEA

Social media and blog

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

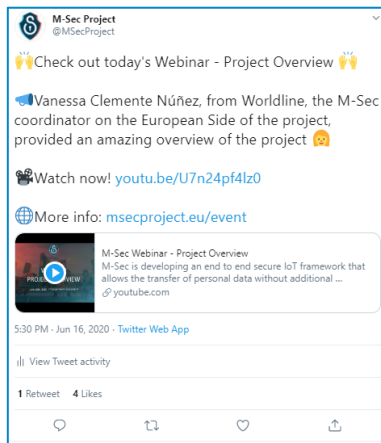




F6S

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.

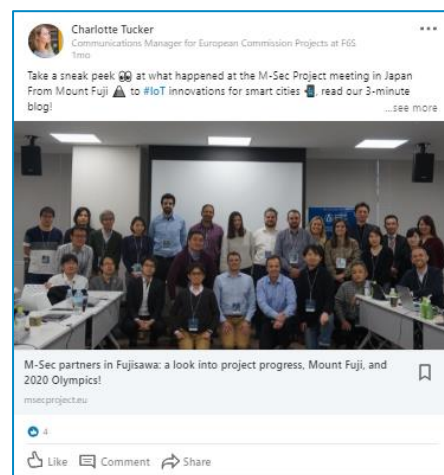
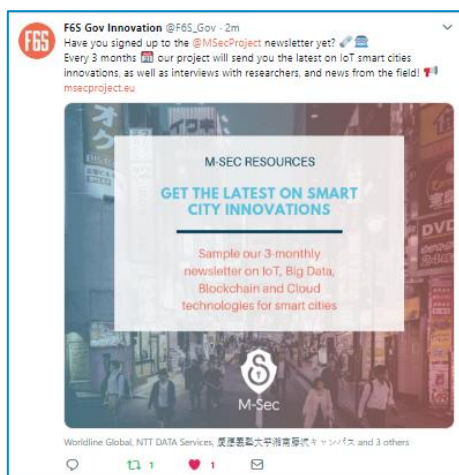


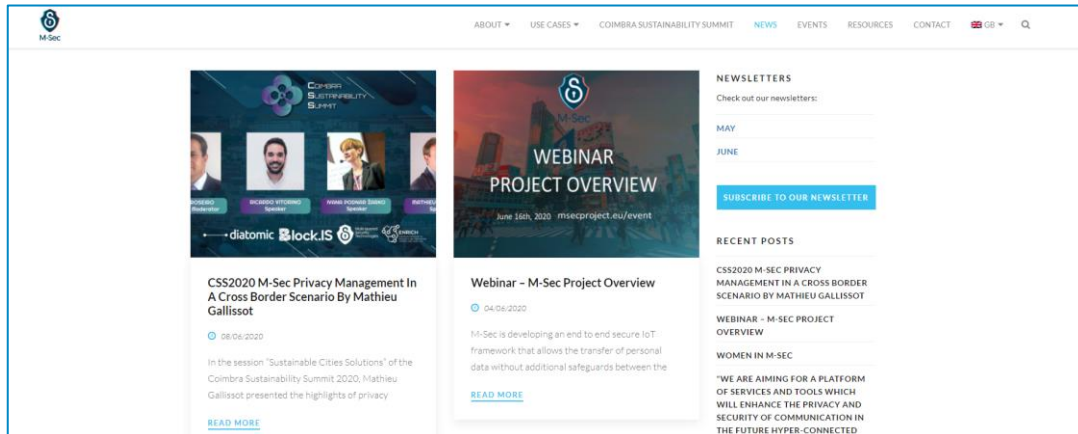
Figure 31. Examples of articles in partners channels and in the press





Blog

F6S runs the M-Sec blog and co-ordinate the promotion of all posts - <https://www.msecproject.eu/latest-news/>.



Website

F6S is currently managing the Project's website – providing updated information of the project, disseminating activities and promoting events - <https://www.msecproject.eu/>.

Coimbra Sustainability Summit

F6S created a page on the M-Sec Project Website regarding the Coimbra Sustainability Summit - <https://www.msecproject.eu/coimbra-sustainability-summit/>.





TST

Social media

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



Figure 32. 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/>

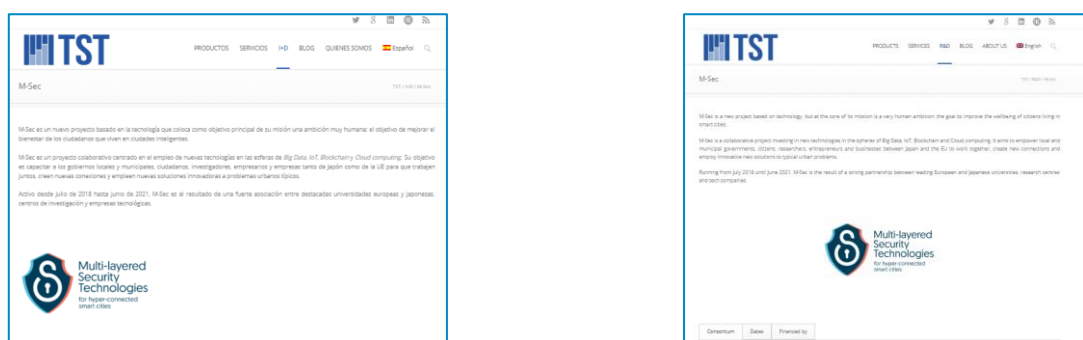


Figure 33. Examples of articles in partners channels and in the press

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 34. Examples of articles in partners channels and in the press

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 35. Examples of articles in partners channels and in the press





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 36. Examples of articles in partners channels and in the press

KEIO

Social media

- Postings sharing the M-Sec blog/news, as well as events Keio attended on behalf of the project;
- Advertised the project in KEIO SFC IoT consortium and participated to Keio SFC Open Research Forum (# visitors=5,000) to present M-Sec recent results;
- Participated online IIC Plenary Meeting in March, especially Security WG and Testbed WG and send request about M-Sec presentation opportunity.

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 37. Examples of articles in partners channels and in the press

YNU

Social media

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

Blog

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

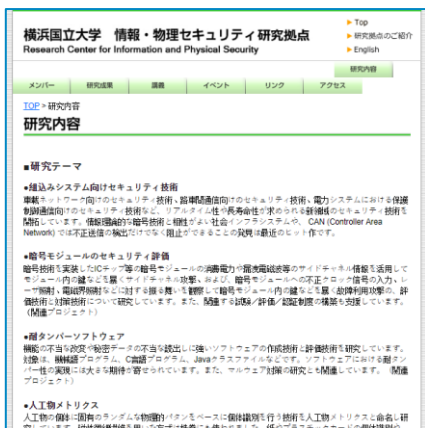


Figure 38. Examples of blogs by YNU





WU

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 39. Examples of blogs by WU

NTTDMC

Social media

- Postings sharing the M-Sec blog/news. NTTDMC shared M-Sec activity on their LinkedIn page:
<https://www.linkedin.com/feed/update/urn:li:activity:6546992561532305408>



Figure 40. Examples of blogs by YNU

- Participated in ASPIC seminar (# visitors=30) to present M-Sec recent results.





NII

Social media and blog

- N/A





5. Monitoring and evaluation

The small traction that M-Sec communication and dissemination has been getting both in social media and website was one of the reasons to rethink the branding message. It was tested in the Coimbra Sustainability Summit where we were able to attract to the Smart Cities parallel sections (82 + 58 attendees).

The increase in social media activity is also a reality both in number of publications and followers. Analytics on the website are only available from Nov 2019 onwards they also show a steady increase in the number of followers.

Following project activities we have prepared significant updates to the website in two domains: use-case description and revised architecture. Both activities were finished recently. Website content is under review to be released.

The June 2020 newsletter was postponed to July 2020 to include the webinars, and website updates on pilots and a Architecture.

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

- **Website:** Robust branded website prepared with 9000+ total visitors, 1500 monthly reads.
 - There was an interview 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.
- **Blogs and articles:** 23 blogs and 23 external articles published, totalling 46 (ahead of target of the total 15 articles).
- **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
- **Press:** mentions in 15+ publications, in multiple languages, as well as contacts established for future collaborations
- **Synergies:** Collaborations fostered with 11+ relevant initiatives, paving the way for more in-depth partnerships as the project evolves.
- **Events:** partners present in 24 events worldwide, from Europe to Japan.
- **Newsletter:** the first 3 newsletters have been sent out to a growing audience of 69 subscribers (ahead of target at 50% of the project goal of 4 newsletters).

Next Steps – Year 3

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, blogs/news to be published, and timely campaigns:

- **Website:**
 - Revised use-cases, architecture and assets used in each use-case
 - Current sections will be updated with new content (events, blogs, etc.).
 - More articles will be published on the website, going further beyond the target of 15 (currently 14 blogs and 23 external articles published, totalling 36).



- 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.
- 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:
 - D2.3 M-Sec pilots definition, setup and citizen involvement report – first version (month 24)
 - D2.5 Integration Plan (month 18)
 - D2.6 M-Sec integrated prototype – first release (month 21)
 - D3.2 M-Sec Requirements Analysis – final version (month 24)
 - D3.4 M-Sec Architecture: Functional and technical specifications – final version (month 24)
 - D3.5 Risks and security elements for a hyper-connected smart city (month 24)
 - D4.1 M-Sec IoT security layer – first version (month 18)
 - D4.3 M-Sec data and cloud level security – first version (month 18)
 - D4.5 M-Sec P2P level security and M-Sec blockchains - first version (month 18)
 - D4.7 M-Sec application level security – first version (month 18)
 - D4.9 M-Sec overall end-to-end security – first version (month 18)
 - D5.4 Dissemination Activities Report – second year report (month 24)
 - D5.7 Market Analysis and Exploitation – second year report (month 24)
 - D5.11 M-Sec GDPR compliance assessment report (month 24)

All deliverables with a delivery date of month 24 will be uploaded to the website when approved by the EC, in year 3. 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
 - Looking into gamification/incentives to subscribe, as a popular new method of increasing interest in channels
 - Paid social media ads will be set up at timely moments to target new followers, within the scientific and technological community
- **Printed materials:**
 - Materials such as the poster, postcard, roll-up, business card will be refreshed in January 2019, 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.
- **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.
- **Tutorial/cookbook:** As agreed with the partners, this will be developed in order to time its release with the finalising of the M-Sec use case, marketplace and architecture pilots by the second semester of 2020.
- **Toolkit/SDKs:** The toolkit SDK are expected for the second semester of 2020, with the support of partners ICCS (Europe) and NII (Japan).
- **White paper:** The white paper is due to be developed in the second semester of 2020, with the support of partners TST (Europe) and KEIO (Japan).
- **Events:** Partners will attend numerous events all over Europe and Asia.
 - A initial calendar has already been planned in Confluence, whereby partners have filled in conferences, summits and high-level meetings;
 - Workshops will continue to be organised by the partners within larger conferences, as well as smaller meetings;
 - With the publishing of further research papers, partners will continue to present at scientific conferences.
- **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 in July 2020, October 2020, February 2021 and June 2021.
- **Sustainability:** Further development of task 5.2, ‘Exploitation and IPR activities’, including finalising the market study and analysis.



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 7. Communication KPIs - targets and status

Target Groups	Group description	Indicator for measuring the effectiveness of the approach	Min target (project end)	STATUS at Month 24 (some N/A)
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	44
		Newsletters	4	3
		Videos views	3000	464
		Followers in social networks	>500	800+
		Number of deliverables downloaded	200	7
		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)	11
		Publications in international journals	3	4
		Co-organized international workshops	2	5
Standards and regulation bodies	Main Target groups are AIOTI, OSGi alliance	Standardization groups that project interact with	>3	6
		Participation in EU commission's consultation and other worldwide regulatory in the field of interest	4	1
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	3
		Online contest with participation of startups and entrepreneurs	>1 with more than 20 participants	
		Number of citizens for e-consultation	1000 EU/JP	N/A (<i>Too early</i>)
		Use case replication in 2 cities or more	2	N/A (<i>Too early</i>)
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	3
		Joint events with other EU-Japan projects	>4	3





		Invitations from governmental institution (embassy, etc.)	>3	2
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6. Conclusions

Overall, the first and second year of M-Sec dissemination activities have made good progress. The work completed during these years has laid a strong base in terms of promoting the M-Sec project and its mission, ready for the final year of the project. Even though use case pilots are postponed due to Covid-19 influence, we are reaching the goal of the project as much as possible.

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 utilized amongst the partners and used at both internal and external events.

The main digital channels for dissemination have been actively updated, such as the website (with resources, news/blog, use cases descriptions), and social media (Twitter and LinkedIn). Channels are growing at a healthy rate. In addition, the newsletter has been published according to the visual identity and already launched, growing a steady number of subscribers.

Synergies and collaborations are beginning to be established with standardisation bodies, with preliminary partnerships already having been made with the potential to grow. Project started to talk with standardization bodies to establish the collaboration.

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

KPIs have already been almost met for the second year of the project all on fronts, putting the dissemination of the project in good stead for the second year.

The global spread of coronaviruses has had a major impact on the progress of projects in both Japan and Europe in almost half of the second year. In particular, in the dissemination and development activities, events originally planned for F2F such as workshops and events, but they were all cancelled. For this reason, we have shifted organizing those activities from F2F to online events, such as holding a webinar co-sponsored by the M-Sec project, and have been promoting dissemination and development activities. European and Japanese partners have been making use of online/offline to carry out activities.

In standardization efforts, we are also looking for cooperation with ITU, and it is hoped that we will be able to report it on the project results for the third year.