COoperative Cyber prOtectiOn for modern power grids

D9.1
Dissemination & Communication Plan and Project Communication Guideline

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0.1 (Draft)	15/01/2024	Viktor Piotr Papadopoulos	Initial Structure – Inclusion of Partner Input
1.0 (Final)	17/01/2024	Viktor Piotr Papadopoulos	Integration of all reviews

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Definition of Acronyms

AS	Ancillary Service
ACER	Agency for the Cooperation of Energy Regulators
BSP	Balancing Service Provider
CNI	Critical National Infrastructure
CPN	COCOON Programmable Node
CUE	Cuerva Energia
DRES	Distributed Renewable Energy Source
DSO	Distribution System Operator
D&C	Dissemination and Communication
D&E	Dissemination & Exploitation
EC	European Commission
EPES	Electrical Power and Energy Systems
ERASB	European regulating authorities and standardization bodies
ENCS	European Network for Cyber Security
EU	European Union
EWS	Early Warning System
ICS	Industrial Control Systems
ING	Ingelectus Innovative Electrical Solutions SL
IoT	Internet of Things
IPR	Intellectual Property Right
IT	Information Technology
NCCS	Network Codes and Guidelines Support
OT	Operational Technology
PMB	Project Management Board
SEL	Southeast Electricity Network Coordination Centre
SGAM	Smart Grid Architecture Model
SWOT	Strengths, Weaknesses, Opportunities, and Threats.
TSO	Transmission System Operator
WP	Work Package

1. Introduction

1.1 About COCOON

The electrification of the European Union (EU) is driving the decentralization and digitalization of Electrical Power and Energy Systems (EPES), incorporating Distributed Renewable Energy Sources (DRES) as a pivotal pathway towards decarbonization and climate mitigation. However, the existing setups managed by Transmission System Operators (TSOs), Distribution System Operators (DSOs), and aggregators face cybersecurity challenges at the convergence of Information Technology (IT) and Operational Technology (OT). Recent geopolitical events, like the war in Ukraine, underscore the vulnerability of the interconnected EU power grid to malicious activities. In response, COCOON aims to deliver a practical cyber-physical systems solution for converged EPES.

The project has outlined key objectives to address the existing challenges. Firstly, it seeks to increase trustworthy information exchange by developing the COCOON Programmable Node (CPN). This CPN will accelerate data processing, forwarding, and control functionalities, providing a bottom-up solution for supporting computationally intensive cyber protection applications. Secondly, COCOON aims to implement an Early Warning System (EWS) for cooperative cyber-physical protection and operator training. This system, coupled with CPN functionalities, will enhance real-time measurement, monitoring, and DL-based attack diagnosis.

Thirdly, COCOON aims to enable real-time cyber-physical protection by mapping explicit OT properties to IT vulnerabilities, addressing cybersecurity challenges resulting from the convergence of IT with OT technologies. The project plans to provide a measurement-based methodology attributing threat vectors with violations of technical and physical constraints in power distribution networks. Additionally, COCOON seeks to achieve data-driven detection of known and unknown (zero-day) exploits in converged IT/OT setups through the synergy of graph-based data provenance and DL-based regression analysis.

Finally, COCOON aims to strengthen the resilience of interactions among entities involved in grid stability processes through practical network and system threat mitigation mechanisms. These mechanisms will be orchestrated by a cross-domain programmable data plane scheme inherent to the CPN, enhancing the resilience of interactions among entities involved in grid stability processes.

In conclusion, COCOON's comprehensive approach, aligned with EU ACER NCCS and SGAM framework, aims to significantly advance the state-of-the-art in cyber-physical protection for EPES setups, contributing to a more secure and resilient energy infrastructure in the EU.

1.2 Scope and objectives of this deliverable

This deliverable is the 1st version of the D&C plan (D9.1) and will be subsequently updated every year. T9.6 is devoted to the continuous development of the D&C Plan of COCOON.

In the presented visual (Picture 1), WP9, dedicated to D&C, is organized into distinct tasks and subtasks. The tasks consist of six main components:

T9.1 – Development & Implementation of Dissemination Action and Communication Plan
T9.2 – Project Website
T9.3 – COCOON Dissemination Materials
T9.4 – COCOON Dissemination Events
T9.5 – Coordination with Other Projects
T9.6 – Development & Implementation of Exploitation Plan and Business Case

Each task encompasses various subtasks, providing details about the start and end months for each subtask, alongside information about the overall task.
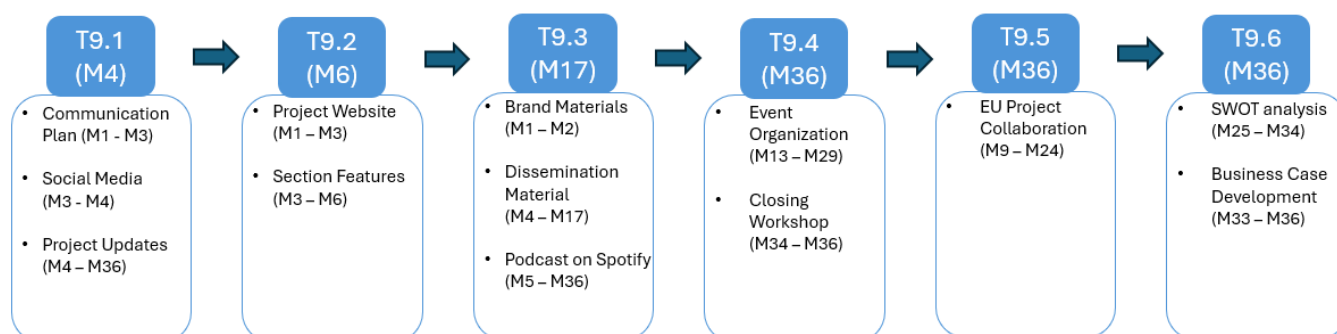
Picture 1: D&E Overview

The main objective of the planned dissemination activities is to increase the visibility of the COCOON project on selected communities and target groups at both National, European, and international level and to further facilitate the realization of the impacts. In order to maximize impact, special attention will be given to approximate specific stakeholder groups such as:

i. Policy makers
ii. Utilities like DSOs and TSOs
iii. Regulating authorities and standardization bodies
iv. Market players, such as Balancing Service Providers (BSPs)
v. Stakeholders in the manufacturing and operation of storage and DRES
vi. Local energy communities, willing to exploit the market opportunities created by the provision and quantification of several AS at the distribution grid level
vii. Potential commercial end users
viii. Academics
ix. Investors and consultants

Through this interaction, valuable feedback from stakeholders who will be interested in the COCOON outputs, its results and – mainly – in future market products of the COCOON technology, is anticipated.

This deliverable outlines the COCOON dissemination strategy in terms of identification and description of the **dissemination key elements**:

i. the objectives of the dissemination (mission, vision),
ii. the subjects of dissemination (what will be disseminated),
iii. the target audience (to whom it will be disseminated), as well as
iv. the dissemination methods (how it will be disseminated),
v. the distribution of responsibilities for dissemination (who will perform the dissemination) and rules for planning and performing of dissemination activities.

The Consortium attaches great importance to dissemination. All partners will contribute to that effort and will strive to maximize use of all existing dissemination channels, such as high-quality papers containing the best

scientific achievements and oral and poster contributions to topical international and European conferences. Industrial partners regularly participate in workshops, fairs and showcases, where technical achievements and prototypes can be shown to stakeholders.

2. Dissemination & Communication

2.1. D&C strategy

The intention of this report is to give an overview of dissemination, as well as communication activities performed within work package 9 in COCOON. Our goal is to spread the knowledge gained throughout this project to the scientific and industrial community and key stakeholders and pave the road for exploitation of the technologies and methodologies developed in the project, based on new market opportunities and business models.

As dissemination activities only focus on the project results, we add a communication strategy that enables COCOON to reach multiple audiences beyond our own community, including the media and the public.

Our key objectives for D&C are:

1) To raise awareness in the public about the project, its results and progress within target groups using effective communication methods and tools.
2) To disseminate all fundamental results, the methodologies and technologies developed during the project, e.g. novel solutions, and research for the scientific and industrial community.
3) To exchange experience with projects and groups working in the field, to join efforts, minimize duplication and maximize potential.
4) To pave the way for a successful commercial and non-commercial exploitation of the project outcomes through dissemination.
5) Develop a communication strategy, so that the project objectives and the methodologies reach:
   a. Policy makers
   b. Utilities like DSOs and TSOs
   c. Regulating authorities and standardization bodies
   d. Market players, such as Balancing Service Providers (BSPs)
   e. Stakeholders in the manufacturing and operation of storage and DRES
   f. Local energy communities, willing to exploit the market opportunities created by the provision and quantification of several AS at the distribution grid level.
   g. Academics
   h. Investors and consultants

The dissemination and communication strategy and activities will follow principles and best practices successfully tested by the partners in other projects and in line with the EC Guidelines for successful dissemination:

- All research results/reports will be reviewed, and a copy will be sent to relevant partners involved in the project, before these are published or disseminated. When appropriate, the reports will refer to other research projects and build on the existing results and literature.
- Research will be conducted following sound analysis and scientific practice principles, considering as much as possible policy requirements and needs.
- All consortium members who will contribute to the project activities will be duly informed about the final outcomes and the implications stemming from project results.
- All public results will be accessible from the project website and usable by all parties who may benefit from them.

In the following, we will explain several aspects of our D&C plan for COCOON.
It will include:
1) the subject of dissemination (**what** will be disseminated),
2) the identification of target audience (**who** will most benefit from the project results and **who** would be interested in learning about the project findings),

3) the definition of methods and tools (**what** is the most effective way to reach the target audience),
4) the timing (**when** dissemination will take place),
5) the dissemination management and policy (**who** is responsible of and how dissemination is ruled).

2.1.1. Reasons for communication and dissemination:

We have identified several key reasons for disseminating and communicating information related to the COCOON project. These include:

1. **COCOON Project Overview:** Providing information on the general scope, coverage, goals, structure, project members, participating universities and countries, project assets, milestones, and overall project information.

2. **Interim Results:** Communicating the achieved objectives and interim accomplishments throughout the project timeline.

3. **Techniques and Methodologies:** Disseminating information regarding the developed techniques and methodologies, with a focus on addressing IPR issues.

4. **Technologies:** Sharing insights into the technological advancements within the project, particularly concerning industrial IPR issues.

5. **Innovation Aspects:** Communicating innovation perspectives, embracing an "open innovation" approach to foster collaboration and idea exchange.

6. **News and Events:** Keeping stakeholders informed about the latest news and events associated with the COCOON project.

7. **External Resources:** Providing additional external resources related to renewable energy, energy transition, ancillary services, and other pertinent information.

These communication and dissemination efforts aim to achieve various goals, including effective utilization of project outcomes, widespread knowledge availability, contributions to larger-scale solutions in the field, and the delivery of significant societal benefits.

## 2.1.2 Identification of the communication and dissemination objects

2.1.2.1 Graphic Identity LOGO

The logo showcases the project name (COCOON) and the complete project title (Cooperative Cyber Protection for Modern Power Grids), intentionally crafted to captivate the audience's attention. The ground solar panels (orange yellow), the roof panels of the house (blue), and the power grid (green) symbolize different aspects of green energy, complemented by a green shape reminiscent of a tree. The integration of lines forming a lock between the house and the roof solar panel (blue) signifies security in the electricity sector. The logo embodies both the commitment to green energy and the emphasis on security in the power sector. It will be utilized across various deliverables, reports, and dissemination tools for both internal and external purposes.

2.1.3.2 Project Background
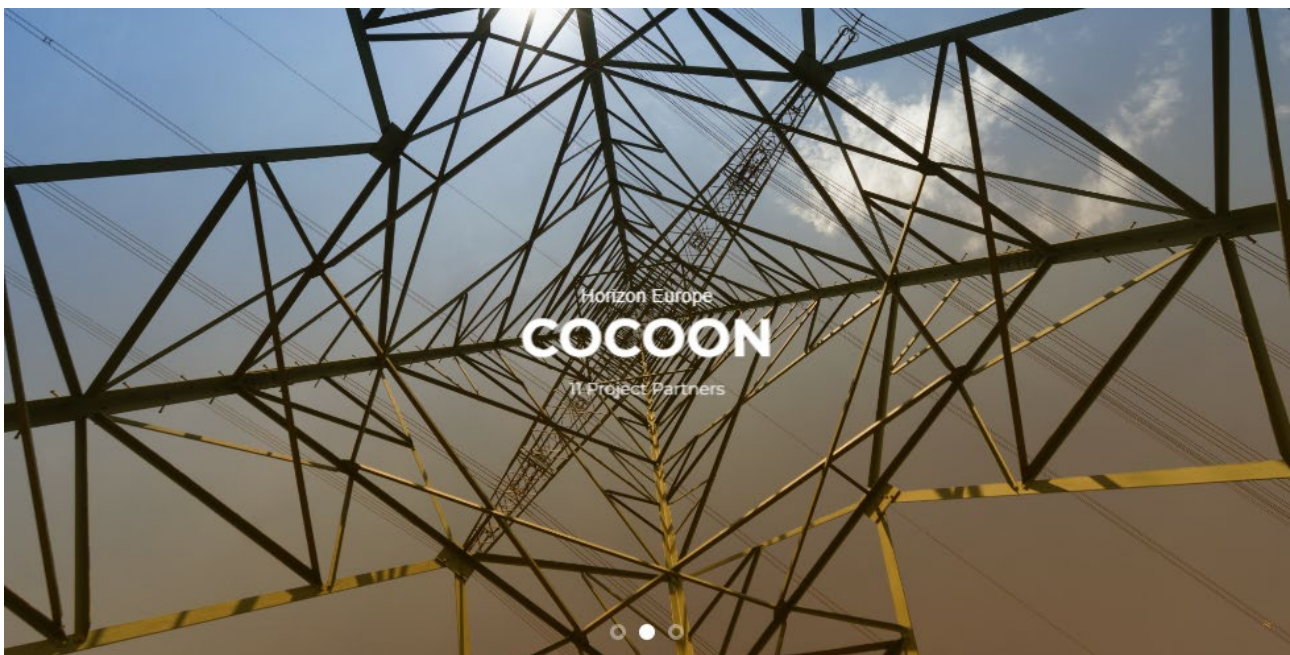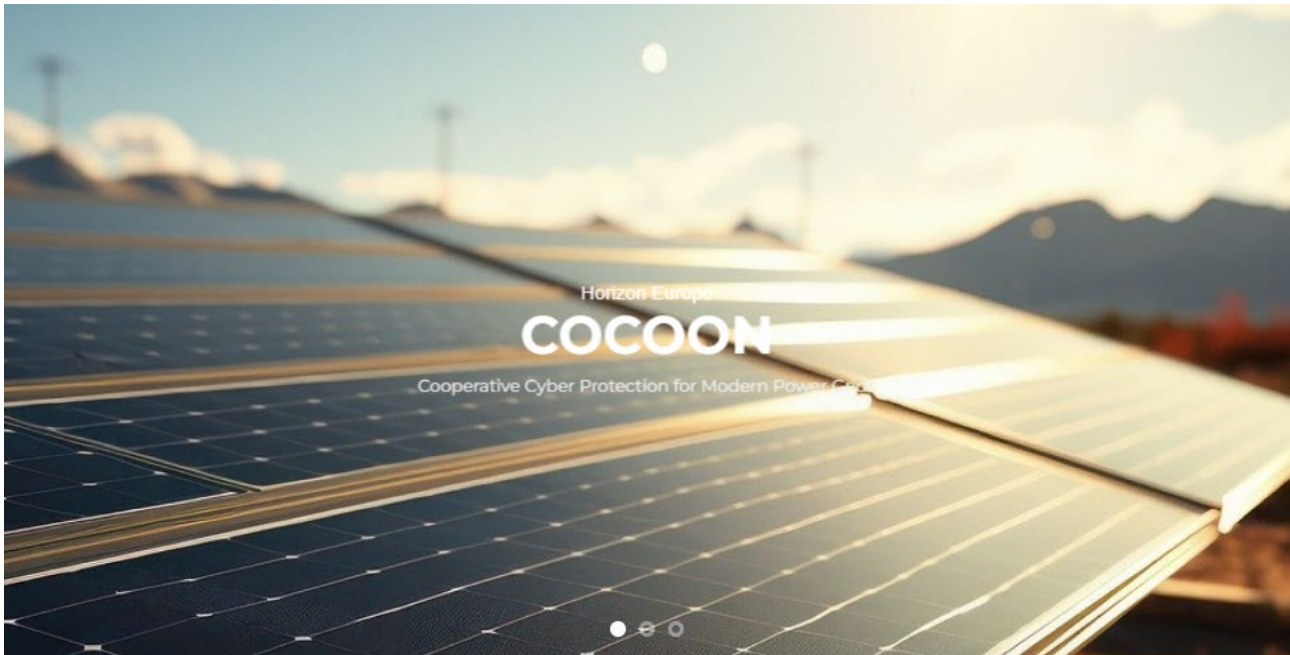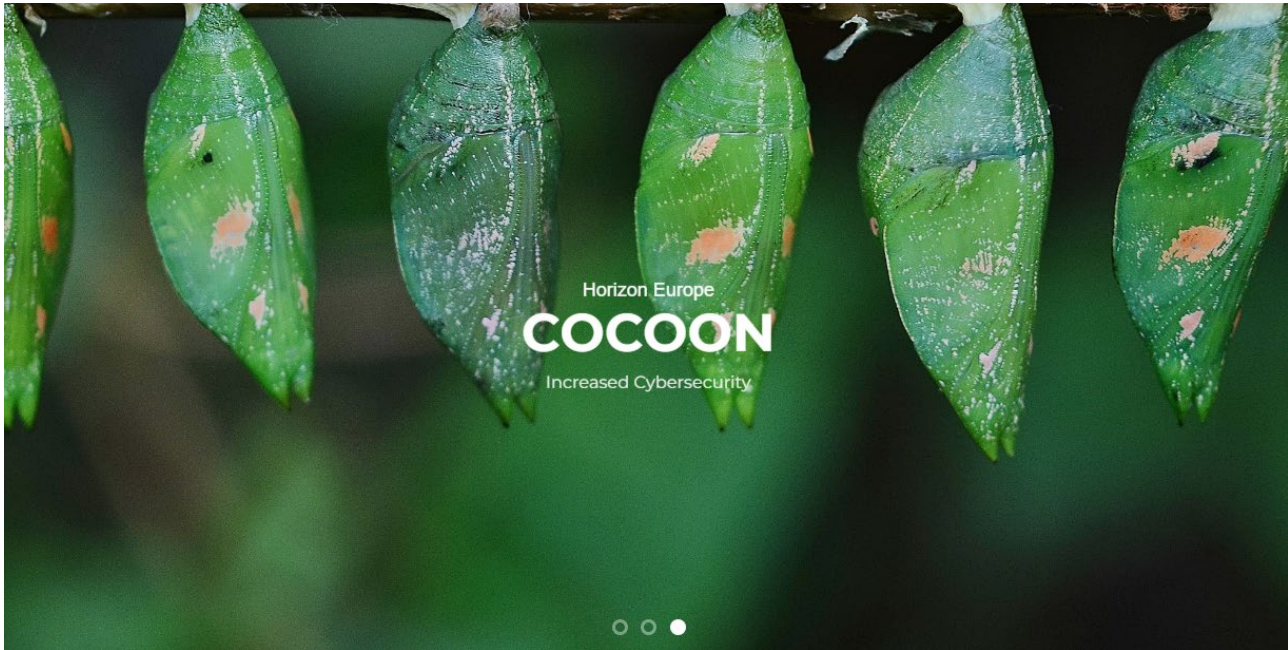
The project background illustrates common forms of energy, including the traditional power grid and renewable energy sources such as solar panels. Additionally, it incorporates images of cocoons, serving as a playful pun that aligns with the project's name. The text on the backgrounds prominently displays the project name, emphasizing that it has received funding from the Horizon Europe project. It further highlights the number of participating partners and underscores the project's focus on enhancing cybersecurity.

2.1.2.3 Project Website

The project website stands as a cornerstone of communication within the COCOON project, serving as a central hub for information dissemination. To maximize visibility and user engagement, the project website is registered under the "eu" domain, featuring an intuitive URL to enhance accessibility:

https://www.cyber-cocoon.eu/

The design of the website builds upon the following criteria and taking into account suggestions given in the EU Project Websites - Best Practice Guidelines (EC, 2010):

    i.   **visual communication**: use of colors and/or photos, web pages are easy to browse, information is kept short, and links are included to websites, publications, and so on.

   ii.   **verbal communication**: the website uses simple phrasing, no jargon is used in order to attract the widest possible audience, e-devices are user friendly.

  iii.   **visibility**: maximum use of free or affordable methods to increase page ranking on search engines, Webmaster Tools provided by search engines to check indexing status, good cross-linking between the different pages of your site and other sites, add keywords to the web page metadata; use frequently used keyword search phrases both in the metadata and in the contents pages.

  iv.   **regular update of contents**: the website is maintained by WG and the update will be regularly done by the Webmaster upon inputs of the DM and of partners.

   v.   **monitoring tools**: the website will include a counter of visitors or other statistical tools.

In summary, the COCOON website features:

Upon entering the website, a drop-down bar provides essential project information, details about project members, upcoming events, pilots, and uploaded publications.
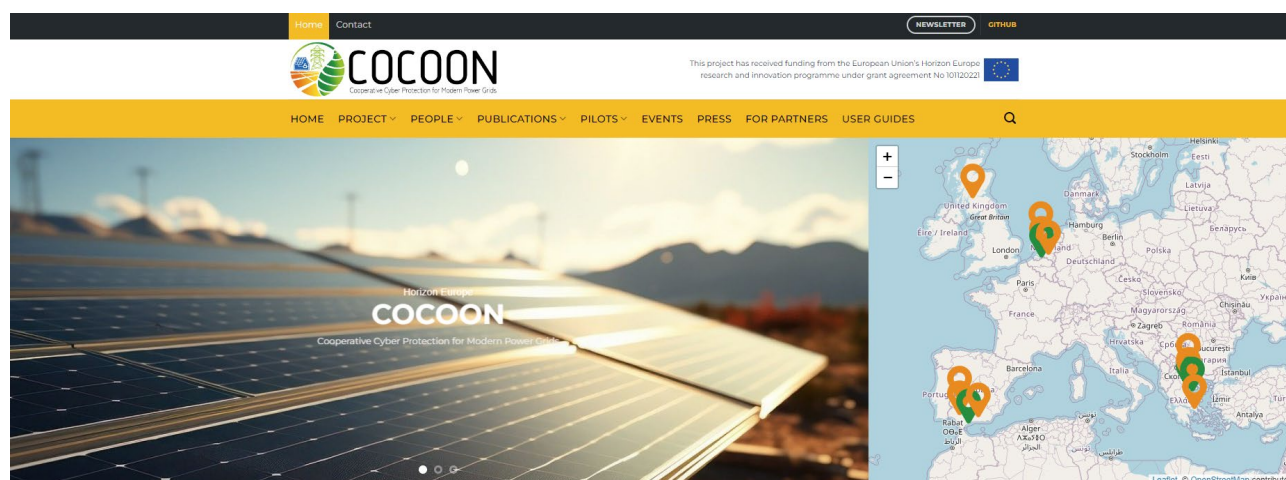

The toolbar includes two exclusive features for project partners. The first, labeled "For Partners," redirects to Cocoon's OneDrive or SharePoint, serving as the official tools for document exchange. The second, 'User Guide,' offers comprehensive instructions on accessing SharePoint and uploading content to the COCOON website.
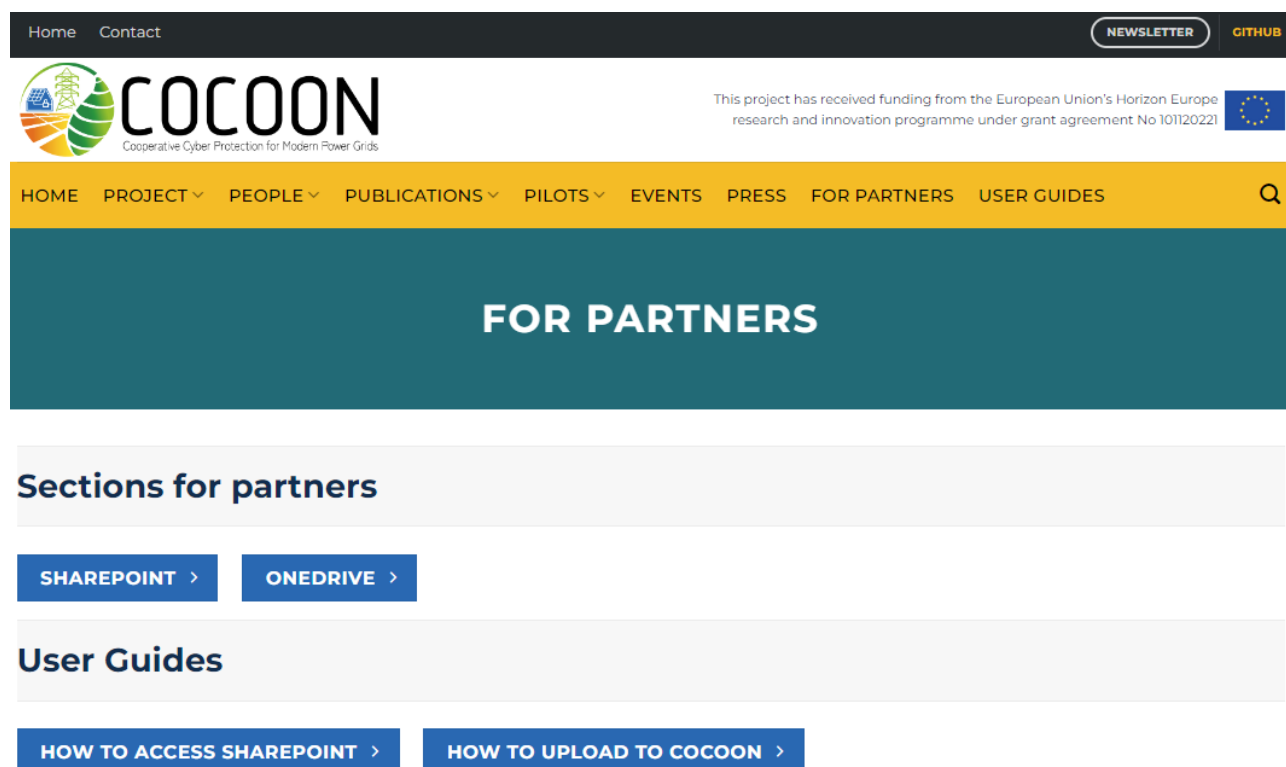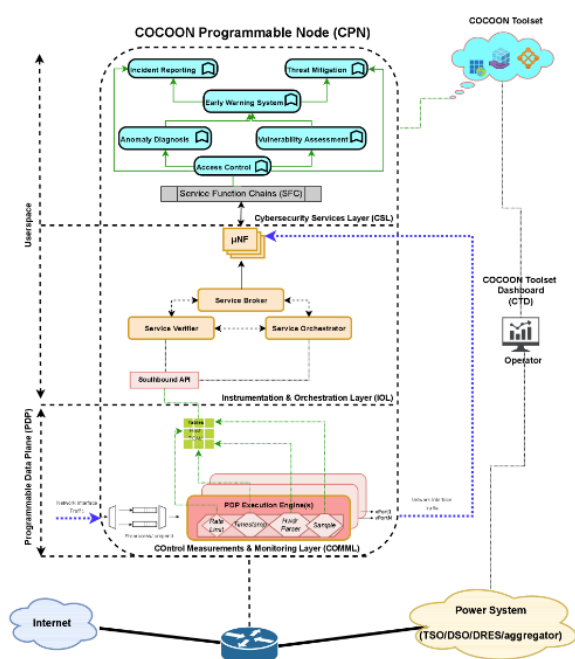

The site's main screen showcases a map displaying the locations of all project partners (orange pins) and project pilots (green pins). Clicking on a pin directs users to the official partner website or provides information about the selected pilot.
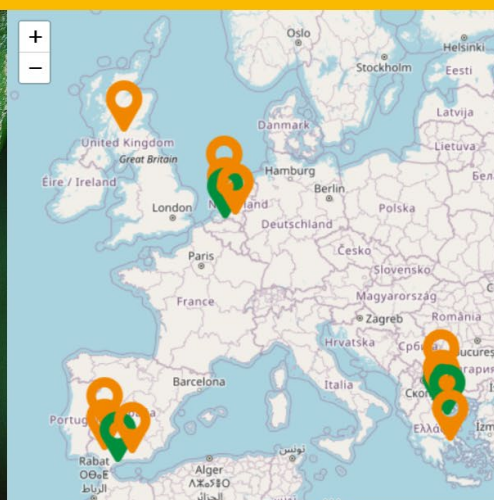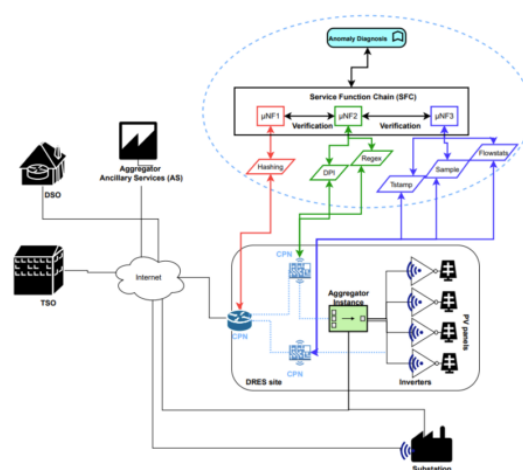
Scrolling down the website reveals images illustrating the project's concept and installation process.

At the bottom of the website, logos of all project partners are displayed, each clickable to access their respective official websites.

Two subscription buttons for the newsletter are strategically placed. One in the upper right corner upon entering the website and a larger one when scrolling down the main page. The newsletter, containing project updates and events, is electronically distributed to the subscription list managed through these buttons.
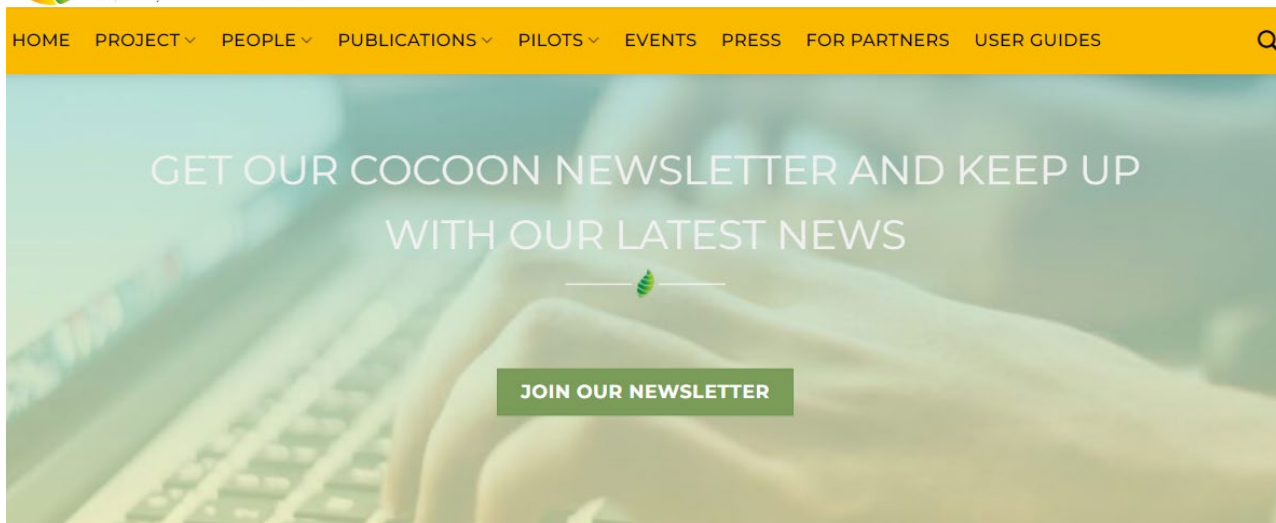
Finally, adjacent to the upper newsletter button, a GitHub button provides direct access to the project's GitHub repository.
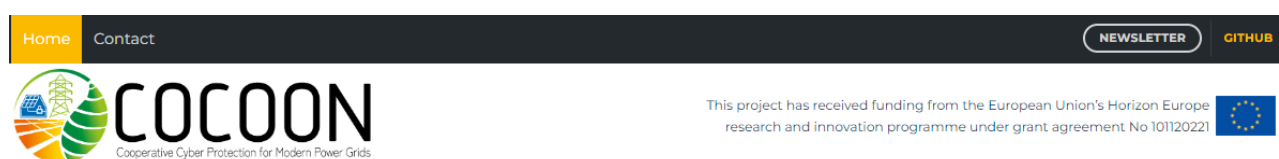
2.1.2.4 Other tools under development

Spotify Podcast: Utilizing a podcast is an engaging and impactful approach to communicate the latest technology goals, accomplishments, and findings to a wider audience.

Printed Materials: An A4 project leaflet, outlining the project and its goals, will be produced in the initial 6 months of the project.

A comprehensive project brochure will be compiled in the last 8 months to present the project's outcomes and advocate for COCOON technologies.

Furthermore, a project poster will be crafted within the initial 6 months for display in workshops and dissemination events.

2.1.3 Detection of relevant stakeholders

2.1.3.1 Identify relevant stakeholders.

All partners will work on finding interested stakeholders in their surroundings. Furthermore, SEL will use its large network in the energy sector to select specific stakeholders and analyze their interest in COCOON.

The following target groups have been initially identified:

(i) Academia and research institutions in the fields of cybersecurity and privacy for CNI, ICS and the IoT,

applied networked systems, DRES, power electronics, power systems and smart grid technologies. Similar EU projects.

(ii) Policy makers, DSOs, TSOs and their respective unions, electricity retailers, DRES Aggregators, BSPs, independent DRES producers and their respective unions, National Regulatory Authorities, Standardization bodies.

(iii)Stakeholders in the cybersecurity services for the electricity sector, DRES grid-integration business, unions of DRES manufacturers, energy communities, consultants and possibly market regulatory bodies.

We further analyze their nature and interest in COCOON:

Type of audience	Motivation	Responsible Partner
Academia and research institutions	This group targets all research communities interested in the COCOON project's developments, results and innovation which can be beneficiary for their own research activities. Scientific contributions of COCOON are particularly interesting for researchers working e.g. in the fields of cybersecurity and privacy for CNI, ICS and the IoT.	All academic partners in the project and SEL
Participants in related research projects	The participation of project partners in other relevant projects offers the opportunity to establish quick links among parties through common participants.	All partners
Policy makers	This is a wide group encompassing innovation driven local, regional authorities, representatives and associations, politicians, ministries, parliaments, and public administrations at national and European level.	SEL
Utilities like DSOs and TSOs	COCOON is important for utilities like DSOs and TSOs because it addresses key challenges associated with the integration of renewables, provides advanced ICT solutions, enhances data coordination, improves grid stability, contributes to marketplace efficiency, and aligns with evolving regulatory expectations.	SEL
Balancing Service Providers	Settlements between TSOs, DSOs and BSPs are essential tasks and functions that are fundamental to the core objectives of ensuring operational security and integrating the balancing market and thus cannot be delegated or assigned by the TSOs to any third parties.	HEDNO
Electricity retailers and aggregators	Aggregators are being lauded as critical in enabling DRES to provide valuable electricity services at scale. In this light, regulatory and policy bodies are discussing the role of aggregators and even the need to support their	USE

Type of audience	Motivation	Responsible Partner
	market entry. The interest in the results of COCOON is therefore given.	
Independent energy producers by DRES	COCOON is important for Independent Energy Producers by DRES as it provides technological advancements, facilitates the integration of AS, explores the potential of inverters, and opens market opportunities. The project's outcomes offer practical solutions for enhancing the performance and capabilities of distributed renewable energy systems operated by independent producers.	ING
European regulating authorities and standardization bodies (ERASB)	COCOON holds paramount importance for European Regulating Authorities and Standardization Bodies (ERASB) as it represents a pioneering initiative in shaping the future of renewable energy integration and grid technologies. The project serves as a significant reference point for establishing standards and regulatory frameworks within the European energy sector. ERASB's involvement in the advanced stages of COCOON enables them to offer consultative advice on pre-standardization procedures, ensuring that technological developments align with regulatory requirements as they reach suitable readiness levels	ENCS
Stakeholders in the cybersecurity services for the electricity sector	A major objective of COCOON is to address and stimulate the active involvement of key players.	ING

Actions to be taken:

- All partners will screen their networks for relevant partners regularly.
- Create a list of relevant contributors that will be constantly updated.
- Identify and contact other relevant national and EU projects needed for dissemination.
- Discuss further actions based on the list of relevant partners.

Indicators: Total number of relevant stakeholders, contacts to relevant networks, number of relevant projects.

2.1.3.2 *Attract stakeholders through excellent marketing, networking, and collaboration.*

The project aims to captivate stakeholders and generate heightened interest in its endeavors. Achieving this objective necessitates compelling results, effective marketing, and outstanding performance by all project partners. Consequently, seamless collaboration across all work packages (WPs) with dissemination responsibilities becomes crucial for maximizing effectiveness. Regular online or offline meetings within the WPs and the Project Management Board (PMB) are integral to keeping all partners abreast of ongoing activities and fostering a shared understanding of the project's trajectory. A robust marketing strategy ensures

that the project's content attracts external stakeholders, with SEL conducting a thorough analysis of their interests to tailor messages for optimal impact. Collaborative efforts among project partners are vital in establishing a sustainable network around COCOON, while engaging initiatives designed to pique external interest contribute to expanding the network.

Key Actions:

(i) Create a marketing concept of the project via website, newsletter, brochures, podcasts, posters, etc.

(ii) Use of tools to analyze stakeholder interest, e.g. questionnaires.

(iii) Develop creative marketing measures for ensuring the project's timely and attractive presentation

(iv) Organize events with other relevant projects.

Indicators: Number of newsletter subscriptions; Number of bilateral talks with external stakeholders; Number of positive reactions in questionnaires of external stakeholders; Number of website impressions; Number of brochures and flyers being distributed; Number of inquiries from external stakeholders; Number of meetings with external stakeholders; Number of project workshops with involvement of SEL; Number of marketing partnerships at external events; Number of marketing actions.

2.1.3.3 Involve important stakeholders.

To achieve long-term success, the project seeks to engage a broader network of stakeholders more deeply. This involves discussing project outcomes, incorporating fresh perspectives, embracing emerging technological trends, collaborating on solutions, sharing data, and fostering new business opportunities. To accomplish this, the project partners intend to develop captivating activities that entice stakeholders to actively participate and become integral contributors to the project's objectives.

Recommended Actions:

- **Organize innovative workshops- WF:** Create innovative workshop formats that involve stakeholders in the project.
- **Create accounts and discussion groups in social media sites- SM:** Create on-line discussion forums in professional social media like LinkedIn that will enable the timely exchange of relative opinions and ideas. Create Spotify appearances. This will be achieved in the first 6 months of the project and managed by SEL with the involvement of all partners.
- **Send specific newsletters to the identified stakeholders.**

Indicators: number of on-line discussions in relevant media, number of responses, Number of external stakeholders actively involved in the project.

2.1.4 Means of communication and dissemination.

2.1.4.1 Choose the correct channels.

The COCOON project consortium provides an extensive European network to disseminate project information and results among relevant partners. Moreover, the network expansion involves utilizing communication channels to engage stakeholders who are not currently part of the existing COCOON network. Public events, conferences, brochures, press releases, online resources, and presentations are employed as strategies to reach a broad audience and communicate the project's status and outcomes comprehensively. A thoughtful selection of relevant content and professional communication practices guarantee the effective presentation of the project's results.

Actions to be taken:

- **Create a well-structured and constantly updated project website -WS:** Create a well-structured website that informs about the project and keeps interested stakeholders updated on the project's results and actions (SEL) within the first 3 months of the project.
- **Create a project newsletter -NF**: Offer the possibility to subscribe to a project newsletter and inform regularly (e.g. every three months) about relevant progress in the project (SEL) within the first 4 months of the project.
- **Design, publish and spread informative materials - CK**: Plan, design, publish and spread information material like brochures, flyers, and posters (SEL) as basic communication kit within the first 8 months of the project.
- **Organize networking events, e.g. conferences, workshops** (All partners).
- **Spread information through other networks** (All partners).
- **Inform with discussions and relevant presentation at external events** (All partners).

Indicators: number of website articles, number of articles being spread through different communication channels, number of information material, number of presentations at project events, Number of usage of communications through external networks, Number of external talks and presentations of project members, Number of mailings and newsletters.

2.1.4.2 Adopt excellent scientific and industrial exchange.

A significant part of the D&E actions regards the spread of the results to the academic and research community. All papers will be submitted to highly appreciated peer-reviewed conferences, which will appear in databases like IEEE Xplore and Scopus. All scientific papers will be submitted to high-impact international scientific journals, while accepted papers will be immediately uploaded to the Zenodo repository in the form allowed by the respective publisher. An indicative, list of conferences and journals is:

- IEEE Globecom
- IEEE ICC
- ACM SIGEnergy e-Energy
- IEEE SmartGridcomm
- IEEE Powertech
- EEM
- UPEC
- ISAP
- ACM Computer and Communications Security (CCS)
- ACM SIGCOMM
- ACM CoNeXT
- Usenix Security
- Usenix NSDI
- Usenix OSDI
- ISGT Europe
- CIRED
- CIGRE Symposia and Conferences

Journal publications will probably start after the first project year to collect credible project results and developed technological outputs. All academic and research partners are at the forefront of the current research subject, and all scientific papers will be submitted to high-impact international scientific journals like:

- IEEE Trans. On Information Forensics & Security
- IEEE Trans. On Smart Grids
- IEEE Trans. On Network & Service Management
- IEEE Trans. On Networking
- IEEE Trans. On Power Delivery
- IEEE Trans. On Power Systems
- IEEE Trans. On Sustainable Energy

- IEEE Trans. On Industrial Informatics
- IEEE Proceedings
- IET Generation, Transmission and Distribution
- Elsevier Computers & Security
- Elsevier Computer Networks
- Elsevier Computer Communications
- Elsevier Renewable Energy
- Elsevier Applied Energy
- ACM Trans. on Privacy and Security
- ACM Trans. On Networking
- ACM Trans. On Computer Systems

Target groups: Academia, researchers and participants in other relevant projects, representatives from utilities, commercial operators and possibly policy makers.

Indicators: For conferences, the number of papers presented at research conferences, together with the number of registered participants attending each of these conferences. For journal papers, the number of papers submitted and the number of accepted papers. Journal paper citations cannot be used as an impact indicator, because it needs time for papers to be cited beyond the project life.

Target values: 15 conference papers presented at international conferences. 12 journal papers submitted, and 8 journal papers accepted by the end of the project. At least 5 selected journal papers will be published as "Golden Open Access" with the rest published as "Green Open Access".

2.1.4.3 Publications for wider audience

Besides publications in scientific journals, the COCOON dissemination plan also includes several publications in journals addressed to a much wider audience. These publications can include simple articles, technology progress updates, interviews, etc., to promote the COCOON approach in a broader community. Such publicly available technical, but not strictly scientific magazines are indicatively, the IEEE Networking Letters, Smart Grid Newsletter, Spektrum der Wissenschaft, etc.

Target groups: Computer Scientists, Engineers; cyber security consultants, VPP operators, general audience.

Indicators: Number of published articles and blog postings, media impact.

Target values: 5 articles and 15 blog posts within the project lifetime.

2.1.4.4 Final dissemination conference

This conference is scheduled in order to present the outcomes of COCOON demonstrator outputs to a wider community of stakeholders and will also include invited distinguished speakers. It will be combined with major international events and addressed to a wider audience through the partners' networks. The final dissemination conference will be organized in the last project month in Glasgow, UK.

All project partners will also participate in the final dissemination conference to enhance collaborations and promote efficiently the project results.

Target groups accessed: all the identified stakeholders; participants in other relevant projects; academia; etc.

Indicators: The number of participants in the final dissemination conference.

2.1.4.5 Organization of Workshops

A set of targeted workshops are scheduled in the COCOON project for external dissemination. The scope of these dissemination local workshops is to present the technical project outcomes.

Local workshops (**LW**) will be organized after the first 12 months of the project to present the developed COCOON approach in in Glasgow - UK (UGLA), Thessaloniki (AUTH), and Delft - NL (TUD). Each

workshop will mainly target local stakeholders and policy makers. Through the workshops, the collaboration with the stakeholders will be enhanced, while the developed concepts and technologies will be effectively promoted.

All project partners will participate in these workshops to enhance collaborations and promote efficiently the project concepts and technologies.

Target groups: local stakeholders and policy makers.

Indicators: The number of participants in each dissemination workshop.

Target values: up to 100 participants in each of the local workshops.

2.1.4.6 Website

The project website (**WS**) The COCOON website will serve as the primary communication channel and external reference for the project. It will offer comprehensive information about the project's context, its partners, and related resources in English. Regular updates will be conducted throughout the project's duration, and the site will be maintained for at least two years post-project completion. All public documents will be accessible in the public domain, with a restricted access partners' area. The website will also feature additional resources, including presentations, selected articles, news, and upcoming events related to COCOON's work. Updates (**WSU**) will occur at least every four months.

Target groups: All the identified stakeholders, and public.

Indicators: No. of visitors and trends (Visits for all visitors, Absolute Unique Visitors, Page views, Map Overlay, New vs. Returning, Time on Site for all visitors, Traffic Sources Overview).

Target values/impact: 10,000 visitors

2.2 Communication activities

2.2.1 Conferences and exhibitions

COCOON will participate in Industrial Conferences through the presence of its industrial partners with the aim of promoting COCOON technologies. Such events indicatively are:

- International Cyber Expo

- European Utility Week

Target groups: Cybersecurity Industry, Cybersecurity policy makers, energy utilities decision makers, energy policy makers, DRES manufacturers and consulting companies, professional experts, utilities.

Indicators: Number of events participated, total visitors to the event, number of participants in parallel events and sessions, number of networking contacts.

Target values: Participation in 1 major trade fair and exhibition assigned to ING, SEL, ENCS, CUE

2.2.2 Media presence

- Project newsletters -**NL**: Every 6-8 months, newsletters will be released to communicate updates on COCOON's progress. These will be published, uploaded to the website, and distributed electronically to the project's distribution list, which will be collaboratively compiled and regularly updated by all partners. The newsletters will be initially in English, and partners may decide to translate them into their respective languages. SEL will issue a regular call for newsletters every 5-6 months, with a one-month deadline, directed to WP leaders and PMB members to gather information. Each WP leader and PMB member is responsible for collecting pertinent news within their domain. SEL's role is to aggregate news, create formulated abstracts, and publish the COCOON newsletter.

- Social networks - **SoN**: COCOON aims to fulfill its communication objectives by leveraging social networks. Establishing a LinkedIn profile is anticipated to elevate the project's visibility within the technical community. This platform will facilitate communication with stakeholders engaged in similar projects and the broader technical audience, contributing to COCOON's widespread recognition. Given the research nature of COCOON, work package leaders will extensively utilize ResearchGate.net resources to communicate project outcomes and gather feedback on planned research methodologies. This initiative will be completed within the initial 6 months of the project.

- Promotional Podcast: An efficient way to explain new technology goals, achievements, and results to a wider audience is by creating a podcast. In COCOON, we intend to produce two types of podcasts. The first one will be a short podcast (**SP**) with a duration of 5–15 minutes to present partner roles in the project and their general activities. The second one will be a long podcast (**LP**) with a duration of 20–30 minutes, discussing COCOON project WPs. These podcasts will be produced during the first 12 project months and promoted through Spotify.

Target groups accessed: All target groups, general audience.

Indicators: Website interactions and downloads, newsletter releases, mailing list recipients, LinkedIn followers, ResearchGate.net discussions, and Spotify podcast listenership are some of the key metrics we will monitor to gauge the project's reach and engagement.

Target values: For the website, 10,000 hits and 100 downloads of material, 5 newsletters to be produced, 1,000 members in the project mailing list by the project end, 500 followers on LinkedIn, 300 listeners on Spotify.

- *Brochures, posters, and other press releases:* In the initial 6 months, an A4 project leaflet (**LF**) will be crafted to introduce COCOON and its objectives. This leaflet will be in English and translated into local languages by partners as needed. It will be distributed during the project's initial phase workshops and other partner-organized events.

Towards the project's conclusion, within the last 8 months, a project brochure (**PB**) will be released. It will showcase the project's outcomes and promote COCOON technologies. The brochure will be created in English and translated into local languages if required for the target audience.

Within the first 6 months, a project poster (**PP**) will also be designed for use in workshops and dissemination events. The poster's layout will be editable, allowing partners to add text in individual languages for specific dissemination purposes.

Additionally, significant COCOON milestones will be communicated to the press through special press releases (**PR**), issued by SEL and the project partners.

Target groups accessed: All target groups, general audience.

Indicators: Number of leaflets and brochures published number of press releases.

Target values: 2,000 leaflets and 2,000 brochures to be printed for all project partners; 4 press releases - one at the project start, one after the first round of workshops, one at the end of year 2 and one with the final project results.

3 Overview of dissemination and communication events and actions

Activity A1: Identify relevant stakeholders.

- **CCL**: Create contact list
- **UL**: Update contact list

Activity A2: Attract stakeholders through excellent marketing, networking, and collaboration.

Activity A3: Involve important stakeholders in the project.

- **WF**: Development of workshop formats
- **SM**: Social media integration and online forums

Activity A4: Choose the correct channels.

- **NF**: Development of Newsletter functionality
- **CK**: Creation of a Communication kit
- **WS:** Development of a project website

Activity A5: Adopt excellent scientific and industrial exchange.

Activity A6: Publications for wider audience

Activity A7: Final dissemination conference

- **FiC**: Final dissemination conference

Activity A8: Organization of Workshops

- **LW**: Local workshops

Activity A9: Website

- **WS**: Creation of the project website
- **WSU**: Update of the project website

Activity A10: Conferences and exhibitions

Activity A11: Media presence

- **NS:** Publication of the COCOON Newsletter

Activity A12: Brochures, posters, and other press releases:

- **LF**: Creation of a project leaflet
- **PP**: Creation of a project poster
- **SP**: Creation of small podcast
- **LP**: Creation of large podcast
- **SoN**: Social networks

3.1 First year (M1 – M12) Plan

	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24
Act./Mon.	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
A1				CCL			UL			UL		
A2												
A3							SM					
A4			WS	NF				CK				
A5												
A6												
A7												
A8												
A9			WS		WSU							
A10												
A11									NL			
A12					LP	SP	SP/LP	SP	SP/LP	SP/LP	SP/LP	SP/LP