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Security ECONomics service platform for smart security investments and cyber insurance pricing in the beyonD 2020 netwOrking era



**WP7– Dissemination, Standardisation and Exploitation
Deliverable D7.1 “Dissemination and Standardisation Plan and Activities (midterm)”**

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 UBITECH ubiquitous solutions	UBITECH LIMITED	Cyprus
 LS TECH	LSTech Espana	Spain
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Executive Summary

The Deliverable D7.1 “Dissemination and Standardisation Plan and Activities (midterm)” presents the guidelines of dissemination and standardization plan and how the consortium will implement it. Moreover, it evaluates the related dissemination actions of the first two years of the SECONDO project. This document provides useful information’s about appearance on the website, social media channel of the project, available communication material, dissemination activities, and presents scientific publications regarding the SECONDO project. Also, it describes the strategy of targeting and engaging users. It aims to play the role of an internal instrument that provides the framework of the project activities. Throughout the evaluation, it will do fine-tuning aiming the expected results. The dissemination and exploitation plan also presents the future activities and actions that will take place during the project.

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Part A: Dissemination and Standardization plan

1 Dissemination Plan

1.1 Methodology

The Dissemination and Communication strategy in the context of SECONDO is designed to expand and ensure the spread of knowledge and stakeholders' involvement, regarded as a two-way dynamic and interactive process, which should be continuous and progressive during the project.

An important role of dissemination activities success depends on the identification of the dissemination channels to target the appropriate audience and follow an implementation strategy through established communication channels that will be used as a penetration mean. The SECONDO project has at its disposal, tools which constitute the core of the dissemination plan, aiming to use a balanced strategy of traditional (printed dissemination material, participation to workshops, conferences, trade fairs, and scientific publications) and Digital Marketing (Social Media, website-related, publishing on external professional platforms and blogs) as well as communication materials that will be customized to each stakeholders' group and continuously tailor-made following the different phases of the project and the changing requirements.

The content produced on dissemination and communication activities is based on the S.O.S.T.A.C. [1] and S.M.A.R.T. [2] marketing methodology.

1.1.1 S.O.S.T.A.C. methodology

S.O.S.T.A.C. [1] is a marketing methodology that permits the planning and construction of a communication campaign and its acronyms constitute six words:

- Situation Analysis
- Objectives
- Strategy
- Tactics
- Actions
- Control

Situation Analysis: “Where are we now?": With S.W.O.T. [3] analysis (it's a useful technique for planning, and helps to identify strengths, weaknesses, opportunities, and threats) a necessary tool for the evaluation of the current situation with all planned activities involved and reviewing the different aspects of the micro-environment are included in this stage for a correct self-assessment aiming to build a strong strategy.

Objectives: “Where do we want to be?": Deciding the content and the context of traditional and digital communication channels, setting limits for the progress making micro-adjustments and fine-tuning according to (Key Performance Indicator) KPI's that have been set.

Strategy: “How do we get there?": Designing the strategy of SECONDO summarizes how to achieve

the desired implementation in the Cyber Insurance market, including segmentation, targeting, proposition development with the appropriate marketing plan.

Tactics: Taking into consideration the digital Communication, marketing mix, and techniques that are preferred to achieve goals, are at SECONDO’s disposal, to achieve the resonance that must predict from the initiation of the project.

Actions: Division of task, guidelines, execution excellence, achievements, and how performance is going to be recorded, constitutes points of step-by-step action, combined with Return Over Investment (ROI) results that SECONDO aims to meet the expectations that have been set.

Control: A continuous monitoring and review process in this stage regarding the marketing plan as a revision process to redefine the objectives.

1.1.2 S.M.A.R.T. methodology

S.M.A.R.T. [2] methodology is an effective tool to build a successful marketing plan, to assess the suitability of objectives set, and to drive different strategies or to improve the process of the marketing plan. The acronym means:

- Specific
- Measurable
- Achievable
- Realistic
- Timely

Specific: We define and precise the goals we are going to focus on, so the people involved understanding what results are expected.

Measurable: Quantification of the objectives will permit the observation of the progress that has been made towards the goal.

Achievable: We set realistic, attainable but high-level goals which are completed with measurable small steps following the path of success.

Realistic: With available resources, we set achievable goals delivering right on time results.

Timely: To define deadlines in the spectre of the processes that must be delivered in a specific time, makes the effort to the project more effective.

1.2 Objectives

The main objectives of the Dissemination strategy are to publish all the main attributes, achievements, main messages and to build a strong awareness about the SECONDO project at a European and International level. The dissemination activities have been carefully planned to maximize the visibility of the project’s work and results in a wide heterogeneous audience for the whole duration of the project. The communication activities will cover every span of the activities to the public as well as dissemination material to target stakeholders.

More specifically SECONDO incorporates actions in dissemination and communication strategy which aims to:

- Create internal procedures (conference calls, presentations) understanding of how the dissemination and communication activities can be utilized to support overall SECONDO project objectives.
- Create a strong and recognizable SECONDO visual identity and key messages to be used on all dissemination material.
- The SECONDO consortium aims to recognize the stakeholders in target groups who may be interested in the project and its outcomes, to engage them in the project’s activities and encourage them to regularly interact with the SECONDO project.
- Through templates, logos and motto, the SECONDO project focuses on creating a strong and recognizable SECONDO visual identity, providing key messages which will be used as dissemination and communication material.
- Encourage all partners to spread the SECONDO’s approach and goals to each target group with specific dissemination means, reaping all the benefits from their stakeholders and networks.
- Create a powerful communication and dissemination support infrastructure, that will be continuously adapted in accordance with the project progress and the current methods in the global dissemination and communication channels.
- Understand and pursue dissemination opportunities in world-wide and international conferences.
- Communication of SECONDO project via group-specific lists and newsletter dissemination activities. Plan the production of series about articles and scientific publications which will disseminate the project's results, reaching more than out target groups.
- Publishing scientific documents in well-known conferences and journals, will communicate the project innovations.
- Build partnerships through intensive networking with existing related projects to share resource/data/results and spread good practice through the coordination/clustering activities.
- Recognize opportunities for participation in workshops as well as to organize events, webinars, or workshops with other Marie Curie projects, aiming to interact with the audience and to exchange opinions about the ongoing research activities directly with organizers and the members of the consortium.
- Generate short commentary videos that promote and explain the achievements and substance of SECONDO.

The guidelines presented in the dissemination plan will constitute a handbook for every partner to implement and execute all the planned dissemination activities. This will the consortium by listing all possible stakeholders, available dissemination means, to utilize communication channels, and dissemination activities. SECONDO will follow a different approach to engage stakeholders from different target groups, aiming to interact frequently with the project.

1.3 Targeted Audience

SECONDO with the dissemination and exploitation plan aims to reach out to a significant number of people and to engage stakeholders from different domains. Moreover, potential stakeholders have been separated into groups and they have been identified according to their interest in project results, its outcomes, and its impact on society and the global ecosystem. The target groups that may display

interest are already identified in the SECONDO project and are the following: (i) **Industry**, including Small and Medium Enterprises (SMEs) as well as Large organizations; (ii) **Cyber insurers**; (iii) **Cybersecurity professional managers, and business consultants**; (iv) **Broad Public**; (v) **Scientific Community** and (vi) **Government**. Dissemination activities aim to reach the target groups, and to captivate them. It can be achieved through the Website (which is an easily accessible tool for experts and non-experts to monitor the project activities and results), Social Media Channels, Videos, Brochures, E-Newsletters, Public Events, Workshops, and Articles.

Table 1 SECONDO Targeted Audience

Targeted Audience	Objectives
Industry (SMEs & Large Organization)	Raise awareness, Challenges to cover.
Cyber Insurers	Raise awareness, exchange knowledge, exchange state-of-the-art techniques, strengthen the collaboration between academia and industry, challenges to cover.
Cyber security professionals and business consultants	
Broad Public	Attract people to science, Raise Awareness.
Scientific Community	Promote synergies, exchange knowledge, contribute to research.
Government	Raise awareness, strengthen the collaboration between academia and government.

1.4 SECONDO Communication channels

The main channels for communication are E-mails, Video, Webinars, Leaflets, Brochures, E-Newsletters and Webinars. SECONDO’s consortium to achieve the most effective communication results, has decided to utilize both, traditional and digital communication channels aiming to reach out and maximize the targeted audience.

The means which will be used in the project to deliver every activity of every category of interest are enlisted below:

- Printed material (Brochures, Flyers, Posters, Newsletter)
- Digital material (e-Newsletters, Video-clips, Articles, Posts)
- Scientific documents in high impact journals and well-known conferences.
- Participation in events (public and private events, talks, workshops, exhibitions)

1.4.1 SECONDO Dissemination means

SECONDO has at its disposal all the necessary means and tools (modern and traditional) to implement the designed strategy and to have a great impact in all targeted groups of its selection. We will present in this subsection all the dissemination mechanisms which will be utilized, and these are the following: (i) Website; (ii) Visual Identity; (iii) Scientific Publication; (iv) OpenAire; (v) Multimedia material; (vi) Newsletter; (vii) Brochures/Leaflets; (viii) Social Media; (ix) Workshops; (x) Events; (xi) Articles; (xii) Presentation Template and (xiii) Deliverable Template.

1.4.2 Website

The basis to support all the dissemination and communication plan is SECONDO's Website and is accessible at <https://secondo-h2020.eu/> [4]. The Website constitute the main tool of information's diffusion regarding the process of SECONDO project.

The website incorporates all the necessary information, who every user is seeking, such as project information, newsletters, publications, events, social media, news, triggering the interest of users and especially the glance of Cyber insurance sector. Users can browse through the main menu which consists a numerous of tabs providing useful pieces of information with a click. Deliverables section is also listed in the “Documents” area which will be accessible from users when they are published. The Website is user-friendly providing information’s and giving a clear view of SECONDO innovation.



Figure 1 Homepage of the SECONDO project website

1.4.3 Visual Identity

The logo that represents SECONDO, is designed according to the instructions of the partners and the consortium. Its design includes a shield that offers security including an internal design of currency as well as the symbol of approval. At the part of the text design, the acronym of the project appears, creating the feeling of security but also of a dynamic brand that easily stays in the mind of the public. The choice of color has an important place along with the design of the logo. It works much more as a message to the subconscious and therefore passes more easily to the audience the goals of a project. The blue is directly related to capacity, success, safety, trust, and reliability.



Figure 2 SECONDO Official Logo -1



Figure 3 SECONDO Official Logo -2

1.4.4 Scientific Publications

An effective way to disseminate the outcomes, is the scientific publications in top’s scientific journals and well-known conferences. Thus, the communication of the project can attract the attention of the scientific community and business stakeholders. These actions will be performed mainly by research partners and will be featured on SECONDO’s Website. Industrial participation in joint publications will be encouraged, while industrial partners will give demonstrations, in dedicated workshops and exhibitions. Moreover, all the beneficiaries will put in place the necessary measures to continue joint research work and publication at the end of the project. Finally, the driving force of dissemination and communication of the project, is that SECONDO acknowledges that Open Access (OA) policies will accelerate the results towards boosting the visibility of European research.

Table 2 Targeted scientific conferences

Targeted Scientific Conferences
IEEE Security & Privacy Symposium
USENIX – The advanced computing systems association
ESORICS - The European Symposium on Research in Computer Security

TrustBus - Trust, Privacy and Security in Digital Business
International Conference on Decision and Game Theory for Security
IFIP SEC – International Conference on ICT Systems Security and Privacy Protection

Table 3 Targeted scientific journals

Targeted Scientific Journals
Computer & Security
Computer Science Review
ACM Transactions on Privacy and Security
Games
IEEE Access

1.4.5 OpenAIRE

The consortium of SECONDO has decided to upload and share on OpenAIRE [5] all the scientific publications that utilize the acknowledgement to the project.

To share our scientific publication, we use the following steps:

- Visit** Zenodo [6] website on the following link: <https://zenodo.org/>
- Log-in**, with GitHub or ORCID account, or **create new account**.

Figure 1

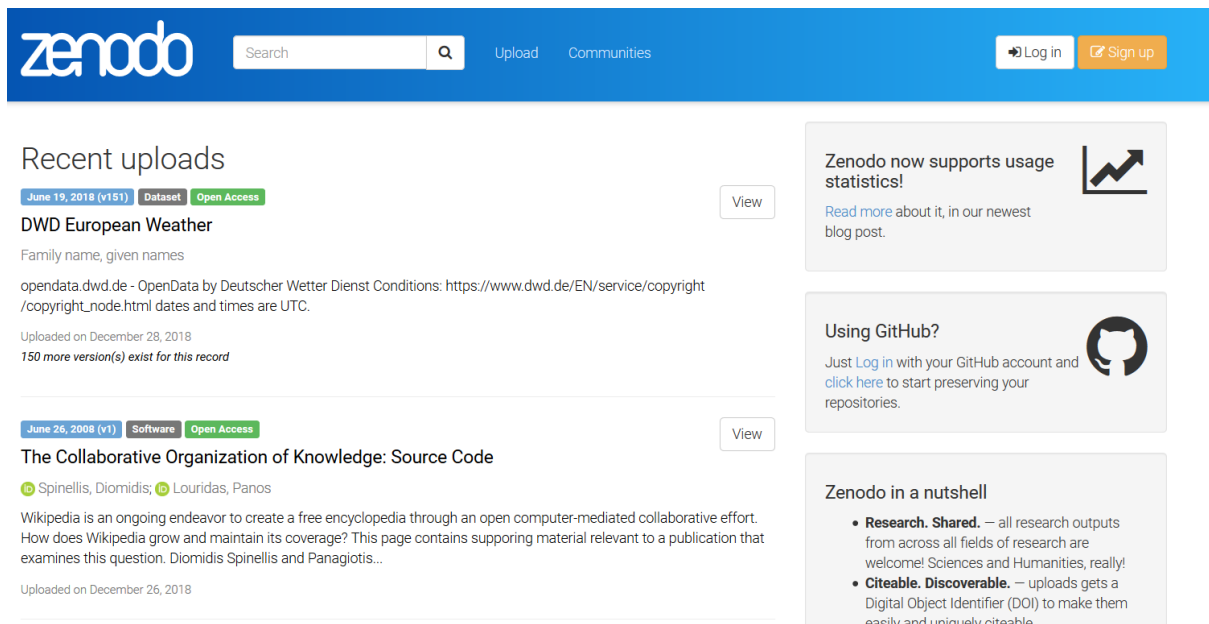


Figure 4 Step a and Step b

- Press the **Upload** button.
- On this page, there are available all your uploaded papers.
- Press the **New Upload** button to upload your new paper

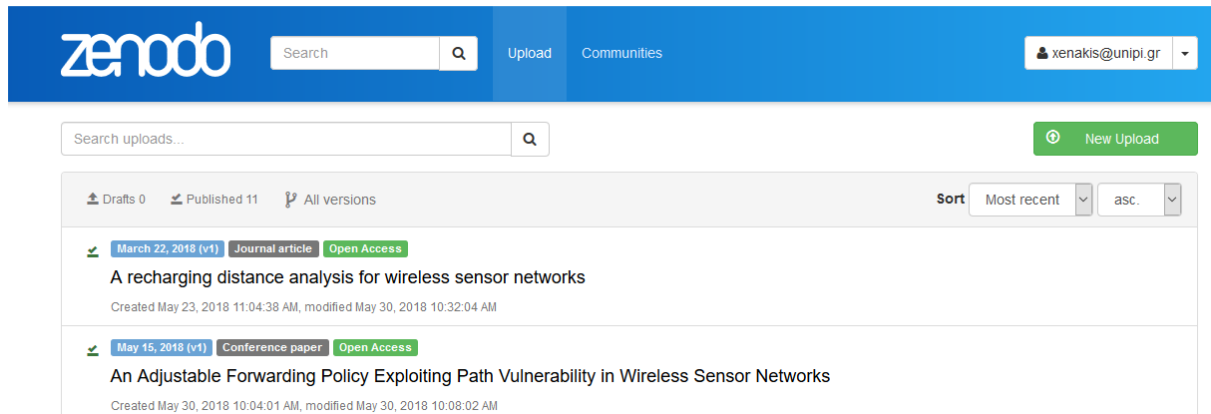


Figure 5 Step e

- f) **Drag and drop** or **choose** your desirable file.
- g) **Select** your Category.

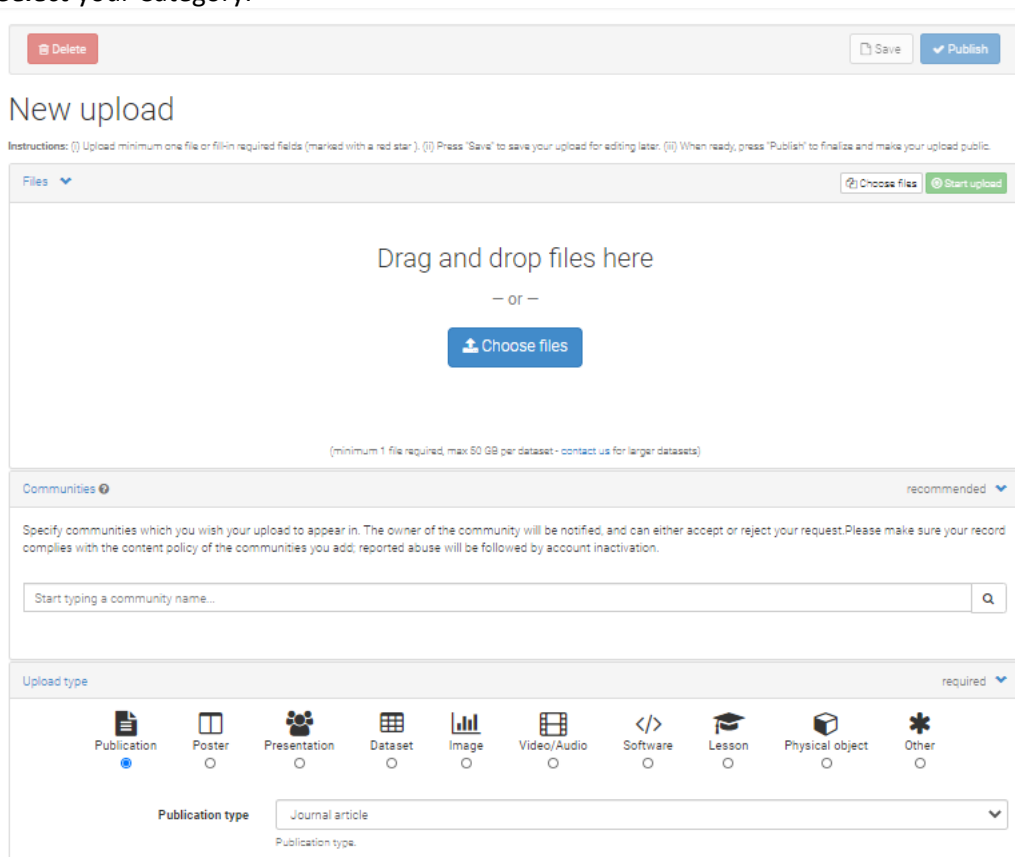


Figure 6 Step h

- h) Fill-in the details of your new upload.

Basic information

Digital Object Identifier e.g. 10.1234/foo.bar

Optional. Did your publisher already assign a DOI to your upload? If not, leave the field empty and we will register a new DOI for you. A DOI allows others to easily and unambiguously cite your upload. Please note that it is NOT possible to edit a Zenodo DOI once it has been registered by us, while it is always possible to edit a custom DOI.

Reserve DOI

Publication date * 2018-11-29

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Authors * Family name, given names Affiliation ID ORCID (e.g.: 0000-0002-1825-0097)

Optional.

+ Add another author

Description *

Rich text editor toolbar: Bold, Italic, Underline, Strikethrough, Bulleted List, Numbered List, Indent Left, Indent Right, Undo, Redo, Link, Unlink, Source Code, Full Screen, Help, Save, Print, Copy, Paste, Find & Replace, Spell Check, Word Count, etc.

Required.

Version

Optional. Mostly relevant for software and dataset uploads. Any string will be accepted, but semantically-versioned tag is recommended. See [semver.org](#) for more information on semantic versioning.

Figure 7 Step h

- Link** your paper to your project.
- Press the **Save** button.
- Press the **Publish** button.

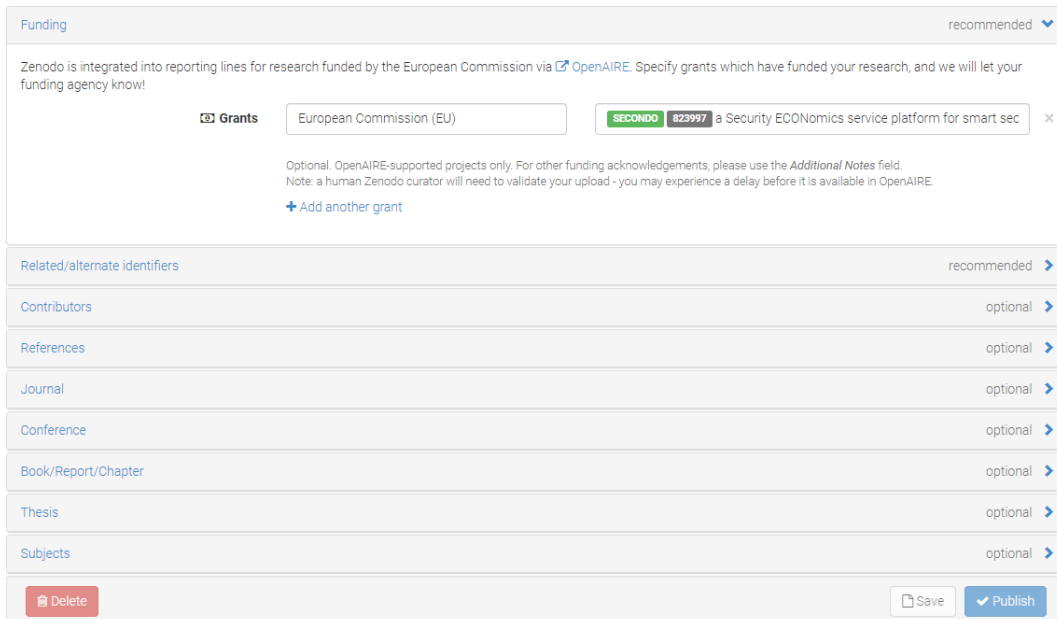


Figure 8 Step i, Step j and Step n

1.4.6 Multimedia material

Consortium aims, to create video clips, that will explain what the project does and its innovation through the SECONDO platform. The content of the videos will include technical and non-technical material of the project, aiming to be perceived to the audience. The point of interest about video clips, is that the partners of the SECONDO project will participate, aiming to present a more explanatory scope of the project with immediacy through the consortium. All the content that will be created during the SECONDO will be available on the official pages of the project as well as on social media and can be downloaded for free.

1.4.7 Newsletter

It has been decided from the consortium that will be produced a Newsletter every four (4) months and will be provide with useful content and information's to the audience and will display's the project progress as well as highlights (outcomes, publications, participation in webinars, events, conferences) and dissemination materials. The Newsletter will be uploaded on the topic “Document” of the website’s Homepage in the subcategory “Communication” but also will be shared on the Official Social Media pages of the project. The content of the Newsletter will be clickable providing to users the usability, leading them directly to the requested page, aiming to look for more content on the site and to follows us on Social Media.

1.4.8 Brochures/Leaflets

The brochure and leaflets have been designed with modern and minimal lines providing all the necessary information about the project more openly and less scientifically, explaining the potential applications of the project, aiming to be disseminated on different channels. It will present the potential applications in a less scientific way and will be disseminated to different councils, local universities, events, and exhibitions. Brochure and Leaflets are the most common way of dissemination and communication and include a balanced visual and straight context aiming to trigger the audience with the purpose of creating awareness and to target stakeholders during events.

1.4.9 Social Media

Other digital communication channels such as Facebook, Twitter, LinkedIn, and YouTube, will be used as news transmitter of the project and will permit the interaction with the audience through likes, views, shares and follows. These platforms have been selected because of the popularity from the broader audience and the immediacy that they provide. The response from the interaction with the audience will be taken into consideration for future improvement and fine tuning towards to a successful implementation plan.

1.4.10 Workshops

Three workshops will be organised during the project. In these public events, the results of the project will be presented. These events will be additional occasions to meet, exchange opinions on ongoing research activities, as well as interact with attendees and delegates who are not directly involved in the project. The latter will be able to see the project, judge it, and eventually provide suggestions and remarks for improving it. Furthermore, researchers from other MSCA projects will be invited to attend, which will be another source of ToK. UPRC and UBI will organise the first workshop, UOG and CRO the second, and CUT and LST the final one.

1.4.11 Events

Each beneficiary will organise one public talk per year to promote the scope of the project in collaboration with local public authorities. The seconded researchers from all beneficiaries will be heavily involved in these activities. SMEs will organise customer live workshops and presentations.

1.4.12 Articles

Consortium will publish articles regarding the SECONDO project on national communication means as well as technology sites, newspapers, and magazines with similar content. Finally, magazines published by the Universities will be another vehicle where the consortium will publish non-scientific articles. Articles in magazines and newspapers act as a tangible, unified vision of the project. These are an opportunity to position the project in print. Also, can inform stakeholders about the project and its impact.

1.4.13 SECONDO Presentation Template

To have a common look and image, SECONDO has created a specific template that utilize on workshops, conferences, webinars exhibition and events a but also to be used from partners for deliverables, presentations, and dissemination activities.

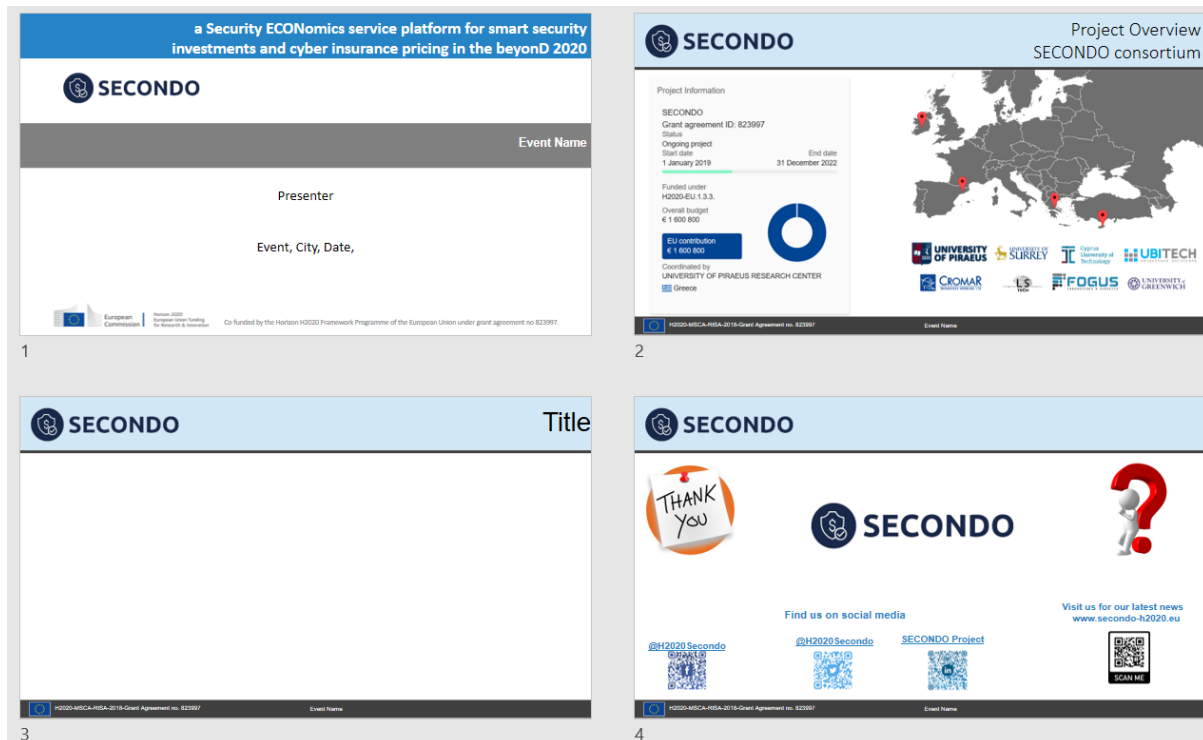


Figure 9 Presentation template of the SECONDO project

1.4.14 SECONDO Deliverable Template

The SECONDO consortium will utilize a specific template to present the technical progress in the deliverables. The template is presented in the following figures. The deliverables will be available for downloading and sharing on the SECONDO website. The deliverable contains the following information: (i) the **Work Package title**; (ii) the **Deliverable Title**; (iii) the **Editor** -the editor of each deliverable is only one at a time and is one of the partners; (iii) the **Authors** who contributed to the completion of the deliverable and are researchers from the consortium; (iv) the **Final version** of the documents; (v) the **Document's Type** e.g. Report; (vi) the **Document's Dissemination Level** – Public or Confidential; (vii) the **Historical Progress of the document** and (viii) the **Technical Information**.

























<p>MSCA-RSE – Marie Skłodowska Curie Research and Innovation Staff Exchange (RSE)</p> <p>This project has received funding from the European Union's Horizon 2020 MSCA-RSE 2018 programme under grant agreement No 823997.</p> <p>Security Economics service platform for smart security investments and cyber insurance pricing in the beyond 2020 networking era</p> <p>SECONDO</p> <p>WPX- Work Package name Deliverable DX.X “Deliverable Title”</p> <table border="1"> <tr> <td>Editor(s)</td> <td>Partner's short name</td> </tr> <tr> <td>Author(s)</td> <td>Author's names</td> </tr> <tr> <td>Dissemination Level</td> <td>EU/CEU/REU/CON/INT/SEC</td> </tr> <tr> <td>Type</td> <td>Report/ Ethics</td> </tr> <tr> <td>Version</td> <td>1.0</td> </tr> </table>	Editor(s)	Partner's short name	Author(s)	Author's names	Dissemination Level	EU/CEU/REU/CON/INT/SEC	Type	Report/ Ethics	Version	1.0	<p>SECONDO Deliverable DX.X “Deliverable Title”</p> <p>Project Profile</p> <table border="1"> <tr> <td>Contract Number</td> <td>823997</td> </tr> <tr> <td>Acronym</td> <td>SECONDO</td> </tr> <tr> <td>Title</td> <td>Security Economics service platform for smart security investments and cyber insurance pricing in the beyond 2020 networking era</td> </tr> <tr> <td>Start Date</td> <td>Jan 1st, 2019</td> </tr> <tr> <td>Duration</td> <td>48 Months</td> </tr> </table> <p>Partners</p> <table border="1"> <tr> <td></td> <td>University of Piraeus Research Center</td> <td>Greece</td> </tr> <tr> <td></td> <td>UNIVERSITY OF SURREY</td> <td>United Kingdom</td> </tr> <tr> <td></td> <td>Cyprus University of Technology</td> <td>Cyprus</td> </tr> <tr> <td></td> <td>UBITECH LIMITED</td> <td>Cyprus</td> </tr> <tr> <td></td> <td>LS TECH</td> <td>Spain</td> </tr> <tr> <td></td> <td>Caspian Insurance Brokers LTD</td> <td>Greece</td> </tr> <tr> <td></td> <td>FOGUS Innovations & Services P.C.</td> <td>Greece</td> </tr> <tr> <td></td> <td>University of Greenwich</td> <td>United Kingdom</td> </tr> </table> <p>2</p>	Contract Number	823997	Acronym	SECONDO	Title	Security Economics service platform for smart security investments and cyber insurance pricing in the beyond 2020 networking era	Start Date	Jan 1 st , 2019	Duration	48 Months		University of Piraeus Research Center	Greece		UNIVERSITY OF SURREY	United Kingdom		Cyprus University of Technology	Cyprus		UBITECH LIMITED	Cyprus		LS TECH	Spain		Caspian Insurance Brokers LTD	Greece		FOGUS Innovations & Services P.C.	Greece		University of Greenwich	United Kingdom	<p>SECONDO Deliverable DX.X “Deliverable Title”</p> <p>Document History</p> <table border="1"> <thead> <tr> <th>VERSIONS</th> <th>Date</th> <th>Author</th> <th>Remarks</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table> <p>3</p>	VERSIONS	Date	Author	Remarks				
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Figure 10 Deliverable Template Part A

<p>SECONDO Deliverable DX.X “Deliverable Title”</p> <p>Executive Summary</p> <p>4</p>	<p>SECONDO Deliverable DX.X “Deliverable Title”</p> <p>Table of Contents</p> <table border="1"> <tr> <td>Executive Summary</td> <td>4</td> </tr> <tr> <td>Table of Figures</td> <td>6</td> </tr> <tr> <td>Table of Tables</td> <td>7</td> </tr> <tr> <td>Abbreviations</td> <td>8</td> </tr> <tr> <td>1 Introduction</td> <td>9</td> </tr> <tr> <td>2 Section 1</td> <td>9</td> </tr> <tr> <td>3 Section 2</td> <td>9</td> </tr> <tr> <td>3.1 Subsection 2.1</td> <td>9</td> </tr> <tr> <td>3.2 Subsection 2.2</td> <td>9</td> </tr> <tr> <td>4 Section 3</td> <td>9</td> </tr> <tr> <td>5 Conclusions</td> <td>9</td> </tr> <tr> <td>6 References</td> <td>9</td> </tr> </table> <p>5</p>	Executive Summary	4	Table of Figures	6	Table of Tables	7	Abbreviations	8	1 Introduction	9	2 Section 1	9	3 Section 2	9	3.1 Subsection 2.1	9	3.2 Subsection 2.2	9	4 Section 3	9	5 Conclusions	9	6 References	9	<p>SECONDO Deliverable DX.X “Deliverable Title”</p> <p>Table of Figures</p> <p>No table of figures entries found.</p> <p>6</p>
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3.2 Subsection 2.2	9																									
4 Section 3	9																									
5 Conclusions	9																									
6 References	9																									

Figure 11 Deliverable Template Part B

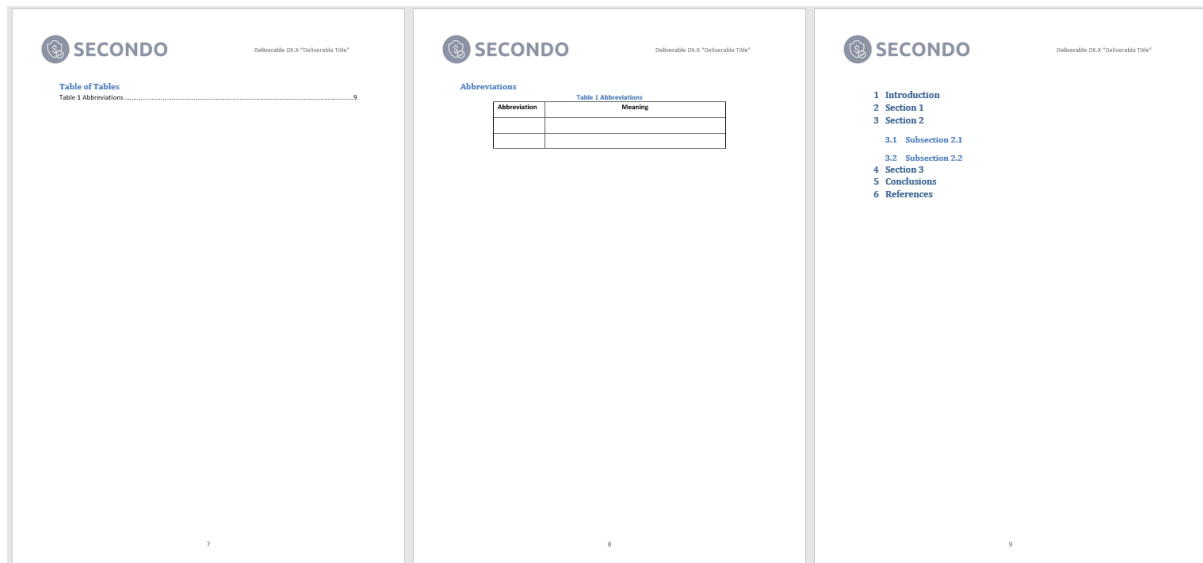


Figure 12 Deliverable Template Part C

1.4.15 SECONDO presentation

The SECONDO consortium based on the presentation which was used during the kick-off meeting aims to build its future representative presentation. This presentation will be equipped with the latest technical results of the project. The presented results will briefly describe the project progress by including figures of the SECONDO platform and its modules. Moreover, the partners will be presented, who constitute the project consortium. Furthermore, the website and the social media accounts will be included both in links but also in QR-code forms. The QR-codes will be available since some events share the presentation through their websites. Finally, we would like to inform you that each presentation will be adapted to the event and its corresponding audience. Each audience is interested in different kinds of results which we aim to release based on the audience.

1.5 Communication Tools per Audience Group

Each communication channel has different approach of audience. SECONDO consortium will achieve the maximum implementation among social media platforms using different approaches to attract each audience group with a dissemination plan which is described below.

Table 4 Targeted Group vs Dissemination Mean

Audience Group	Dissemination Means
Scientific Community	Scientific Documents, Project Website, Newsletter, Social media, Video-Clips, Events, Brochures, Flyers, Posters, Exhibitions
Industry (SMEs & Large Organization)	
Government	
Cyber Insurers	
Cyber security professionals and consultants	
Broad Public	Project Website, Newsletter, Social media, Video-Clips, Events, Brochures, Flyers, Posters, Exhibitions

1.6 Evaluation and monitoring of activities

The Project Coordinator will evaluate the performance of the communication and dissemination activities that are conducted by the consortium. The borders of minimum success have been determined for each tool to be used and to minimize the divergence of objectives, will perform continuous monitoring and evaluation which will assist to design a plan that will bring the required goals. The effort will be evaluated at the end of each year and the following table presents the minimum success threshold for each dissemination mean.

Table 5 Dissemination Mean VS Measures VS Minimum success threshold

Dissemination Mean	Measures	Minimum success threshold
Website	Number of users per year	300
LinkedIn	Connections per year	100
Facebook	Likes per year	70
Twitter	Followers per year	60
YouTube	Views per video	60
Scientific Publications	Number of published scientific publications in journals and conferences per year	3
Events	Number per year	5
Workshop	Number of participants per workshop	30
	Number of total workshops	3
Articles in third websites	Total articles in third websites	2

2 Standardization Plan

SECONDO, as European Funded Project aims to raise the barriers in Cyber Security Sector, following and adopting European standards from start to finish. Consortium has previous experience with standardization activities and knowledge of current technical standards and insurance. A central goal of the consortium is to benefit the European community. Currently, there are several organizations that officially contribute to the technical area of standardizations and guidelines. SECONDO monitors its activities and aims to comply with its standards and guidelines.

The dissemination the SECONDO’s results is very important to the beneficiaries of the consortium. The contribution of the project in various sections including government initiatives and wider industry dialogue, will be crucial to build a roadmap and to develop a common understanding of terms throughout the industry. SECONDO by standardization activities aim to be established as “information security ontology”.

By participating in standardization activities enables the consortium to:

- Enrich knowledge of standards.
- Create bonds and establish contacts with other stakeholders, experts, and regulators at both national and European levels.
- Monitor and integrate the development of standards that ensure increased efficiency and effectiveness of the SECONDO platform.

SECONDO consortium participates in standardization bodies both at national level but also at European and international level.

2.1 Targeted Working Groups

SECONDO adopts European and International standards in its platform obtaining the standards which published by the corresponding organizations targets to provide EU cyber insurance industry the necessary innovation capacity to increase its leading role in the world business field. Given the wide range of impact, the working groups where will be targeted with different dissemination approaches. Moreover, follows the potential groups that SECONDO innovation will have a great impact on the market.

2.1.1 Ad-hoc Working Group on Risk Assessment and Risk Management [7]

ENISA has been established to develop a culture of security by ensuring a high and effective level of network and information security. To achieve this goal, the Agency shall enhance the capability of Community and Member States and the business community to prevent, address and respond to such network and information security issues. Of major importance in the tasks of ENISA are Risk Management and Risk Assessment. They are both vital parts of Information Security Management and as such are essential for the establishment of security in organizations.

2.1.2 IS Risk Management Working Group [8]

The focus of this group will be to share experiences, tactics, wins, and challenges to evolve our collective capabilities and enable the focus of our organizations. Goals include: Share best practices across risk management methods, services, and outcomes; Reduce the impact of threats from adversaries by better understanding the risks that can or will affect us (protecting information and reputation of the sector); Improve efficiency and effectiveness of security risk management operations; Explore opportunities of opportunities of sharing risk tactics or actually risks so that we can build a collective risk/threat landscape; Learn from each other’s accomplishments and challenges; Surface innovative ways to progress the risk management discipline; Define collective best practices for our ISAC; Build partnerships in industry; and Produce measurable, usable outcomes from this working group that members and future members can consume to leapfrog their IS risk management practices.

2.1.3 Vulnerability Management Working Group [9]

The focus of the Vulnerability Management Working Group is to stay ahead of emerging threats and vulnerabilities, share knowledge, and reduce the need to invoke an incident response process.

2.1.4 Security Engineering and Risk Management [10]

This aims to research, develop and promote a comprehensive suite of security engineering and risk management standards and guidelines.

2.1.5 ISO/TC 262 Risk management [11]

The scope of this working groups is to provide standardization in the field of risk management.

2.2 Training Events

Consortium follows forums that inform for upcoming events and training conferences. Among them stands out the official Website of ENISA which publish cyber security events with application on Cyber Insurance. Moreover, you can find available dates about upcoming online conferences. Furthermore, we target to watch the recording video from previous webinars about relevant topics.

Part B: First year & Second year activities

1 Scientific Publications

- Angelogianni, I. Politis, F. Mohammadi and C. Xenakis, “On identifying threats and quantifying cybersecurity risks of MNOs deploying heterogeneous RATs,” in IEEE Access, [doi: 10.1109/ACCESS.2020.3045322](https://doi.org/10.1109/ACCESS.2020.3045322)
- Nikolaos Koutroumpouchos, Georgios Lavdanis, Eleni Veroni, Christoforos Ntantogian, and Christos Xenakis. 2019. ObjectMap: Detecting Insecure Object Deserialization. In 23rd Pan Hellenic Conference on Informatics (PCI '19), November 28–30, 2019, Nicosia, Cyprus. ACM, New York, NY, USA, 6 pages. <https://doi.org/10.1145/3368640.3368680>, <https://zenodo.org/record/3553676>
- Sakshyam Panda, Daniel W Woods, Aron Laszka, Andrew Fielder, Emmanouil Panaousis, Post-incident audits on cyber insurance discounts, Computers & Security, Volume 87, 2019. <https://doi.org/10.1016/j.cose.2019.101593>, https://openresearch.surrey.ac.uk/discovery/fulldisplay/alma99513145302346/44SUR_INST:ResearchRepository
- Laszka A., Panaousis E., Grossklags J. (2018) Cyber-Insurance as a Signaling Game: Self-reporting and External Security Audits. In: Bushnell L., Poovendran R., Başar T. (eds) Decision and Game Theory for Security. GameSec 2018. Lecture Notes in Computer Science, vol 11199. Springer, Cham. https://link.springer.com/chapter/10.1007/978-3-030-01554-1_29, eprints.surrey.ac.uk/849078/1/Cyber-Insurance%20as%20a%20Signaling%20Game.pdf
- Farao A. et al. (2020) SECONDO: A Platform for Cybersecurity Investments and Cyber Insurance Decisions. In: Gritzalis S., Weippl E.R., Kotsis G., Tjoa A.M., Khalil I. (eds) Trust, Privacy and Security in Digital Business. TrustBus 2020. Lecture Notes in Computer Science, vol 12395. Springer, Cham. https://link.springer.com/chapter/10.1007/978-3-030-58986-8_5, <https://zenodo.org/record/4040576>
- Sakshyam Panda, Aristidis Farao, Emmanouil Panaousis, Christos Xenakis, Cyber-insurance: Past, Present and Future. Section: Economics of Security and Privacy, Section Editor: Sokratis Katsikas, Pankaj Pandey, Editors-in-Chief: Sushil Jajodia, Pierangela Samarati, and Moti Young, 3rd edition of Encyclopedia of Cryptography, Security, and Privacy. Springer. **[Accepted/To be published/ Will be uploaded to open repository when published]**

2 Project Website

2.1 Website infrastructure

The SECONDO website has been designed, developed, and hosted by UPRC and can be found under the www.secondo-h2020.eu [4]. The SECONDO website [4] has been created based on international standards, aiming to be responsive and compatible with all browsing platforms such as Firefox, Chrome, Safari, Opera, MS IExplorer, Edge but also to be compatible with smart devices. In addition, SECONDO’s website is compatible with smart devices running Android, Windows, or iOS software. Google Analytics platform is used to measure statistics such as the number of visits, absolute unique visitors, page views, average page views, site time, bounce rate, new hits, referral sites, keywords-search keys, the language of the visitors, and the country of the visitors.

2.2 Website structure

The SECONDO website [4] has been created with a minimal approach, modern design as well as rich content for users. Based on the new standards, it offers easy and fast browsing providing all the useful information under a structure that contains categories and subsections.

- HOME
- THE PROJECT
 - FUNDING
 - WORK PACKAGES
 - OBJECTIVES
 - CONSORTIUM
- NEWS & EVENTS
- DOCUMENTS
 - COMMUNICATION
 - PUBLICATIONS
 - DELIVERABLES
- CONTACT

The Website is built with the WordPress platform which is a widely known platform and most used, offering compatibility and a range of plugins for editing, creating, and management. UPRC is the administrator and will follow closely the progress of SECONDO, uploading all the necessary content for dissemination purposes according to the role in the project.

In the next sections, will be delivered a detailed analysis of the SECONDO Website and a description of each subsection providing all the necessary content. (Please note that not all the content is available by the time this deliverable is written, sample text may be visible in the screenshots).

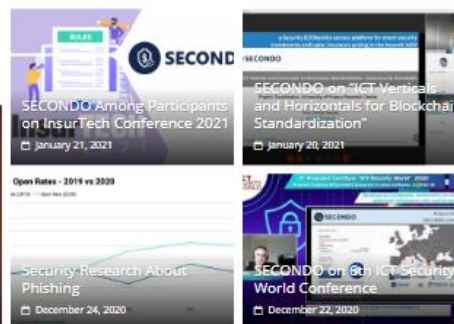
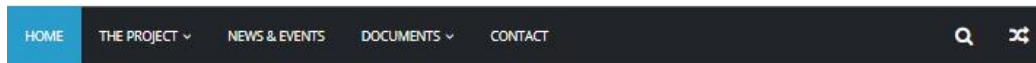
2.2.1 Section: HOME

This is the first page that every user of SECONDO’s Website and contains all the necessary content as tabs, latest news, photos, meeting events and a section of social media to follow the project on Social.

Tuesday, January 26, 2021 **Latest:** A Telco between SECONDO Researchers about D3.2 & D4.1



A Security ECONomics service platform for smart security investments and cyber insurance pricing in the beyond 2020 netwOrking era



HOME



Figure 13 SECONDO's Homepage

2.2.2 Section: THE PROJECT

The tab “THE PROJECT” is separated in four main categories “FUNDING”, “WORK PACKAGES”, “OBJECTIVES”, “CONSORTIUM” which will be explained thoroughly at the section below.

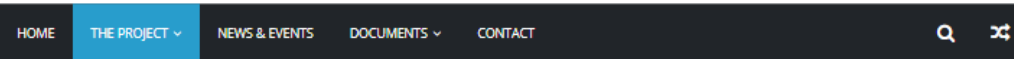
2.2.2.1 FUNDING

SECONDO project is approved under the European Union's Horizon 2020 research and innovation program. This tab contains detailed information about the funding along with a direct link to the Community Research and Development Information Service where the SECONDO is described.

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A Security ECONomics service platform for smart security investments and cyber insurance pricing in the beyond 2020 networking era



FUNDING

Project reference: 823997
Funded under: H2020-EU.1.3.3. – Stimulating innovation by means of cross-fertilisation of knowledge
From 2019-01-01 to 2022-12-31, ongoing project

Total cost: EUR 1 600 800
EU contribution: EUR 1 600 800
Coordinated in: Greece
Topic(s): MSCA-RISE-2018 – Research and Innovation Staff Exchange
Call for proposal: H2020-MSCA-RISE-2018
Funding scheme: MSCA-RISE – Marie Skłodowska-Curie Research and Innovation Staff Exchange (RISE)

More details: <https://cordis.europa.eu/project/id/823997>



TWEETS 71 FOLLOWING 166 FOLLOWERS 226
LIKES 265

H2020 SECONDO @H2020Secundo
On 21 January, #SECONDO was invited to participate at the 4th Insurtech Conference entitled "Post-Covid Insurance – Rewriting the Rules".
<https://it.co/p02PCbYVYX>

Figure 14 Section: FUNDING

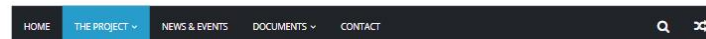
2.2.2.2 Section: WORK PACKAGES

The section “WORK PACKAGES” provides analytical information of the SECONDO managerial and technical work packages. The available information is related to the WP objective and its duration.

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A Security ECONomics service platform for smart security investments and cyber insurance pricing in the beyond 2020 networking era



WORK PACKAGES

WP1 – Project Management and Coordination (M1 – M28) Provide the overall project coordination as well as the administrative and technical management for the SECONDO project.

WP2 – Requirements, Business Cases and Architecture (M1 – M12) Firstly, define the SECONDO business cases according to the interests and the capacity of the industrial beneficiaries. Based on that, industrial partners will define the platform requirements as the potential customers and users of the businesses involved. Secondly, detail the technical requirements of the SECONDO platform together with the overall system architecture and interfaces between modules.

WP3 – Quantitative Risk Analysis and Data Analytics (M7 – M28)
(a) devise methods for pricing assets facilitating risk assessment; (b) design and implement all SECONDO modules related to risk modelling and develop QRAM; (c) design and implement the Big Data Collection and Processing Module to support risk assessment.

WP4 – Cyber Security Investments and Blockchain (M14 – M36)
(a) provide the Economic Module; (b) design and implement the CRMM in conjunction with a blockchain implementation to register the monitored risk level and create smart contracts; and (c) the CSIM that is empowered by the Game Theoretic and EM modules.

WP5 – Cyber Insurance and Smart Contracts (M14 – M36)
(a) undertake analysis of cyber insurance market and (b) develop the SECONDO cyber insurance ontology; (c) develop the Cyber Insurance Coverage and Premiums Module; and (d) develop cyber insurance smart contract.

WP6 – Platform Integration and Assessment (M34 – M48)
(a) define the technical integrated endpoints and proactive planning of the integration of the SECONDO modules developed in WP2-WP5; (b) integration, technical testing, assessment of the platform in real-life use cases and refinement of the SECONDO prototype.

WP7 – Dissemination, Standardisation and Exploitation (M1 – M48)
The aim of WP7 is to coordinate the activities related to the dissemination of the results, to define strategies to ensure visibility into standardisation groups and to enable the exploitation of the new solutions.

WP8 – Ethics requirements (M1 – M48)
The objective is to ensure compliance with the 'ethics requirements' set out in this work package.



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<https://it.co/p02PCbYVYX>

#H2020 #MSCA2018 #cybersecurity #conference
#insurtech #presentation #online #insurtech #insurance
<https://it.co/p02PCbYVYX>



H2020 SECONDO @H2020Secundo
In the roundtable discussion regarding ICT Verticals and Horizons for Blockchain Standardisation, #SECONDO had the opportunity to participate and meet other projects <https://it.co/p02PCbYVYX>

#H2020 #MSCA2018 #cybersecurity #conference
#insurtech #presentation #blockchain
<https://it.co/p02PCbYVYX>

Figure 15 Section: WORK PACKAGES

2.2.2.3 Sections: OBJECTIVES

At this section of the Website, describes the innovation of the project, the goals that are going to be achieved, and the values that represent it. Furthermore, general information’s regarding the project is included with other more details.



Tuesday, January 26, 2021 **Latest:** A Telco between SECONDO Researchers about D3.2 & D4.1



A Security ECONomics service platform for smart security investments and cyber insurance pricing in the beyond 2020 netwOrking era



[HOME](#)
[THE PROJECT](#)
[NEWS & EVENTS](#)
[DOCUMENTS](#)
[CONTACT](#)

OBJECTIVES

“SECONDO addresses the question “How can decisions about cyber security investments and cyber insurance pricing be optimized?”

SECONDO will support professionals who seek cyber security investments, developed to support human decision making, and a complete well-founded security strategy. This is a timely research problem, as the rapid growth of cyber-attacks is expected to continue its upwards trajectory. Such growth presents a prominent threat to normal business operations and the EU society itself. On the other hand, an interesting, well-known, finding is that an organisation's computer systems may be less secure than a competitor's, despite having spent more money in securing them. Budget setting, cyber security investment choices and cyber insurance, in the face of uncertainties, are highly challenging tasks with massive business implications.

SECONDO aims to make impact on the operation of EU businesses who often:

- (i) have a limited cyber security budget;
- (ii) ignore the importance of cyber insurance.


Cyber insurance can play a critical role to the mitigation of cyber risk. This can be done by imposing a cost on firms' cyber risk through a premium that they have to pay and the potential for paying a smaller premium should they reduce their current cyber security risk. SECONDO has a cross-disciplinary nature, combining mathematical and engineering insights to empower innovative software. Apart from the novel research results, the project will offer a software platform to narrow the gap between theoretical understanding and practice.

To achieve this, the four industrial project partners will:

- i) lead the part of the project where industrial needs will be entered as input to the requirements collection phase.
- ii) provide their innovative software for risk assessment.

The three academic partners will work together to:

- i) design and thoroughly describe the proposed methodologies.
- ii) contribute to their software development.




TWEETS	FOLLOWING	FOLLOWERS
71	166	226

LIKES
265

H2020 SECONDO @H2020Secundo
On 21 January, #SECONDO was invited to participate at the 4th Insurtech Conference entitled "Post-Covid Insurance - Rewriting the Rules".
<https://t.co/p02PCbYVYX>

#H2020 #MSCA20 #cybersecurity #conference #virtualevent #presentation #online #insurtech #insurance <https://t.co/BSY7Kj4u>



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In the roundtable discussion regarding ICT Verticals and Horizontals for Blockchain Standardization, #SECONDO had the opportunity to participate and meet other projects <https://t.co/GMggRvJpZ>

#H2020 #MSCA20 #cybersecurity #conference #virtualevent #presentation #Blockchain <https://t.co/WUQukR5Q4>

Figure 16 Section: OBJECTIVES

2.2.2.4 Section: CONSORTIUM

Professionals from the academic and industrial sector, form the consortium of the SECONDO and stand out for experience and knowledge on Cyber Security, privacy, insurance, and internet technologies. At this subsection, all partners are presented along with direct links, leading on their official Websites.

Tuesday, January 26, 2021 **Latest:** Security Research About Phishing



A Security ECONomics service platform for smart security investments and cyber insurance pricing in the beyond 2020 netwOrking era



HOME THE PROJECT NEWS & EVENTS DOCUMENTS CONTACT

CONSORTIUM



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H2020 SECONDO @H2020Secondo
1 1 On 21 January, #SECONDO was invited to participate at the 4th Insurtech Conference entitled "Post Covid Insurance - Rewriting the Rules".
<https://it.corpD2PCbWYCK>

#H2020 #MSCA20 #cybersecurity #conference
#virtualevent #presentation #online #insurtech
#insurance <https://it.co/BSYKxj4u>



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#H2020 #MSCA20 #cybersecurity #conference
#virtualevent #presentation #blockchain
<https://it.co/WJQkRf9D4>



H2020 SECONDO @H2020Secondo
🎄 We wish you Merry Christmas and a Happy New Year! 🎉 May the beauty of this season fill your life with joy and love! 🌟

#christmas #love #merrychristmas
#christmasmusic #christmascounting #christmaslights
#family #holidayseason <https://it.co/MrBvE4nib>

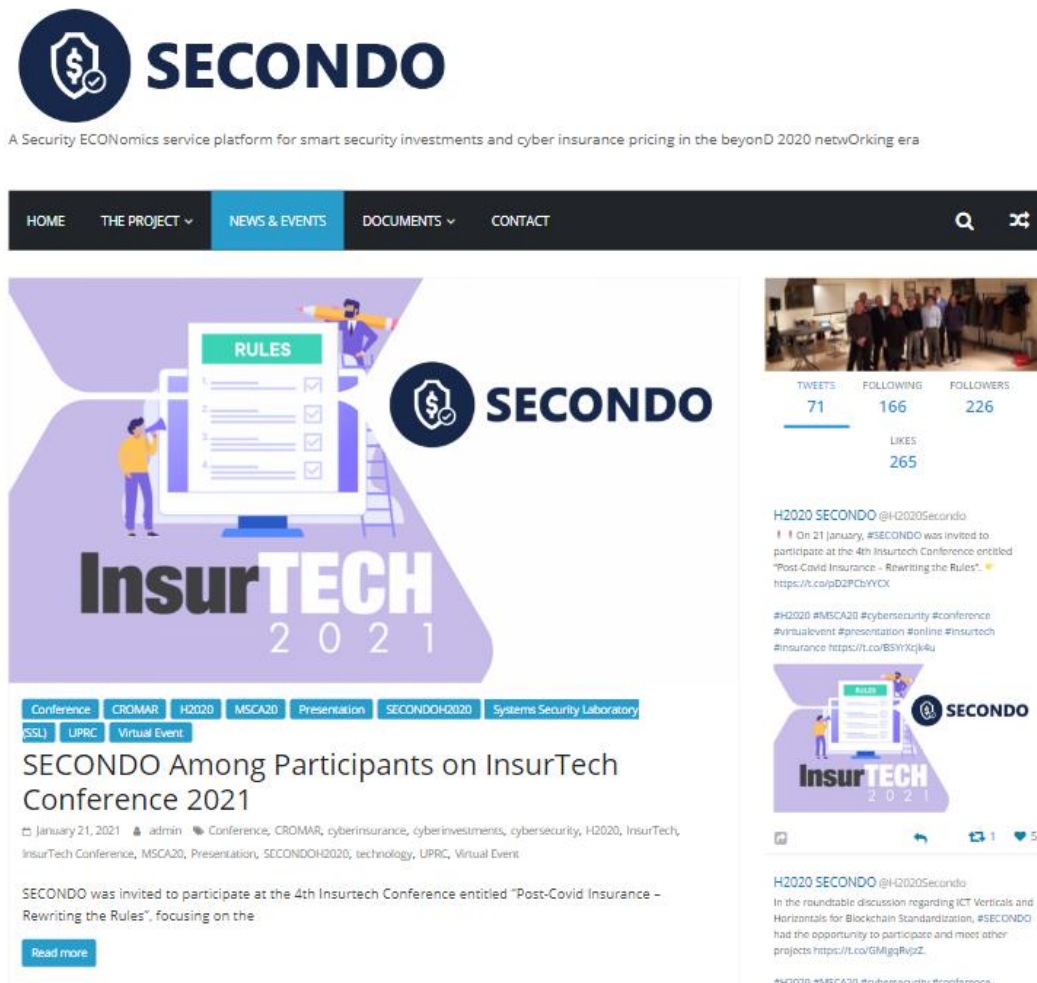


Figure 17 SECONDO Website Tab: The Project

2.2.3 Section: NEWS & EVENTS

At this tab are included the latest information's about the process as well as dissemination activities that are related to the project. In this section presenting the latest news, participation in talks, webinars, conferences, and as well as upcoming events that are related to the project objectives and may interest the audience of SECONDO.

Tuesday, January 26, 2021 **Latest:** SECONDO Among Participants on InsurTech Conference 2021



SECONDO

A Security ECONOMics service platform for smart security investments and cyber insurance pricing in the beyond 2020 networking era

HOME THE PROJECT **NEWS & EVENTS** DOCUMENTS CONTACT

InsurTECH 2021

Conference: CROMAR H2020 MSCA20 Presentation SECONDOH2020 Systems Security Laboratory (SSL) UPRC Virtual Event

SECONDO Among Participants on InsurTech Conference 2021

January 21, 2021 admin Conference, CROMAR, cyberinsurance, cyberinvestments, cybersecurity, H2020, InsurTech, InsurTech Conference, MSCA20, Presentation, SECONDOH2020, technology, UPRC, Virtual Event

SECONDO was invited to participate at the 4th Insurtech Conference entitled “Post-Covid Insurance – Rewriting the Rules”, focusing on the

[Read more](#)

H2020 SECONDO @H2020SECONDO

On 21 January, #SECONDO was invited to participate at the 4th Insurtech Conference entitled “Post-Covid Insurance – Rewriting the Rules”.
<https://t.co/pD2PCbYVcX>

#H2020 #MSCA20 #cybersecurity #conference #virtualevent #presentation #online #insurtech #insurance <https://t.co/BSYXqj4u>

H2020 SECONDO @H2020SECONDO

In the roundtable discussion regarding ICT Verticals and Horizontal for Blockchain Standardization, #SECONDO had the opportunity to participate and meet other projects <https://t.co/GMggRqjZ>.

#H2020 #MSCA20 #cybersecurity #conference #virtualevent #presentation #blockchain

Figure 18 SEONDO's Website Tab: News & Events

2.2.4 Section: DOCUMENTS

In this area, users can find three tabs allowing choosing between tabs as “Communication”, “Publications”, and “Deliverables”. At the sections below, every tab will be thoroughly explained.

2.2.4.1 Sub-Section: COMMUNICATION

The members of the project will upload at this area the available newsletter, brochures, leaflets, posters, and banners. This sub-section will be updated with context to keep the audience informed with the latest dissemination material.

Tuesday, January 26, 2021 **Latest:** SECONDO on 6th ICT Security World Conference



A Security ECONOMics service platform for smart security investments and cyber insurance pricing in the beyond 2020 netwOrking era



HOME THE PROJECT NEWS & EVENTS DOCUMENTS CONTACT



COMMUNICATION

- SECONDO 1st-Video
- SECONDO e-Newsletter Issue 5
- SECONDO e-Newsletter Issue 4
- SECONDO e-Newsletter Issue 3
- SECONDO – Poster
- SECONDO e-Newsletter Issue 2
- SECONDO – Leaflet Short
- SECONDO – Leaflet Long
- SECONDO – Banner
- SECONDO e-Newsletter Issue 1



TWEETS 71 FOLLOWING 166 FOLLOWERS 226
LIKES 265

H2020 SECONDO @H2020Secundo

! ! On 21 January, #SECONDO was invited to participate at the 4th Insurtech Conference entitled "Post Covid Insurance - Rewriting the Rules".
<https://t.co/pD2PCvYCX>

#H2020 #MSCA20 #cybersecurity #conference #virtualEvent #presentation #online #insurtech #insurance <https://t.co/BSWYKjku>



1 1 5

H2020 SECONDO @H2020Secundo

In the roundtable discussion regarding ICT Verticals and Horizontal for Blockchain Standardization, #SECONDO had the opportunity to participate and meet other projects <https://t.co/GMgaRujZ>.

#H2020 #MSCA20 #cybersecurity #conference #virtualEvent #presentation #blockchain <https://t.co/WUQJFIS04>



1 1 5

Figure 19 Sub-Section: Documents

2.2.4.2 Sub-Section: PUBLICATIONS

This sub-section hosts all the available scientific publications that have been released during the processes of the SECONDO project.

Tuesday, January 26, 2021 **Latest:** SECONDO Among Participants on InsurTech Conference 2021



A Security ECONOMics service platform for smart security investments and cyber insurance pricing in the beyond 2020 netwOrking era

HOME THE PROJECT ▾ NEWS & EVENTS DOCUMENTS ▾ CONTACT



PUBLICATIONS

- A. Angelogianni, I. Politis, F. Mohammadi and C. Xenakis, “On identifying threats and quantifying cybersecurity risks of MNOs deploying heterogeneous RATs,” in IEEE Access, doi: 10.1109/ACCESS.2020.3045322.
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- Sakshyam Panda, Daniel W Woods, Aron Laszka, Andrew Fielder, Emmanouil Panaousis, Post-incident audits on cyber insurance discounts, Computers & Security, Volume 87, 2019.
- Laszka A., Panaousis E., Grossklags J. (2018) Cyber-Insurance as a Signaling Game: Self-reporting and External Security Audits. In: Bushnell L., Poovendran R., Başar T. (eds) Decision and Game Theory for Security, GameSec 2018. Lecture Notes in Computer Science, vol 11199. Springer, Cham.
- Nikolaos Koutroumpouchos, Georgios Lavdanis, Eleni Veroni, Christoforos Ntantogian, and Christos Xenakis. 2019. ObjectMap: Detecting Insecure Object Deserialization. In 23rd Pan Hellenic Conference on Informatics (PCI '19), November 28–30, 2019, Nicosia, Cyprus. ACM, New York, NY, USA, 6 pages. <https://doi.org/10.1145/3368640.3368680>



TWEETS 71 FOLLOWING 166 FOLLOWERS 226
LIKES 265

H2020 SECONDO @H2020Secondo
! On 21 January, #SECONDO was invited to participate at the 4th Insurtech Conference entitled “Post-Covid Insurance - Rewriting the Rules”.
<https://it.csiip2PCbYVCK>

#H2020 #MSCA20 #cybersecurity #conference #virtualevent #presentation #online #insurtech

Figure 20 Sub-Section: PUBLICATIONS

2.2.4.3 Sub-Section: DELIVERABLES

This sub-section hosts all the public deliverables. The deliverables will be upload when these are accepted by the assigned Project Officer.

2.2.5 Section: CONTACT

Finally, the section “CONTACT” contains all the useful information’s about the Project Coordinator, emails, contact numbers, and useful information to get in touch with. Moreover, on this page appears a contact form where users can fill-in to send a request to the Project Coordinator of the project.

Tuesday, January 26, 2021 **Latest** SECONDO on 6th ICT Security World Conference



A Security ECONomics service platform for smart security investments and cyber insurance pricing in the beyonD 2020 netwOrking era

HOME THE PROJECT ▾ NEWS & EVENTS DOCUMENTS ▾ **CONTACT**



CONTACT

Prof. Christos Xenakis

School of Information and Communication Technologies
Department of Digital Systems
University of Piraeus
Karaoli and Dimitriou 80,
PC 18534, Piraeus, Greece
Tel: +30 210 4142776
email: xenakis@unipi.gr

If you have any questions or would like more information please use the following form:

Name *

First

Last

Email *

Comment or Message *

Submit



TWEETS 71 FOLLOWING 166 FOLLOWERS 226
LIKES 265

H2020 SECONDO @H2020Secundo

! On 21 January, #SECONDO was invited to participate at the 4th Insurtech Conference entitled "Post Covid Insurance - Rewriting the Rules".
<https://it.co/p02PCbVVCk>

#H2020 #MSCA20 #cybersecurity #conference
#virtualevent #presentation #online #insurtech
#insurance <https://it.co/BS5Vrk9k4u>



H2020 SECONDO @H2020Secundo

In the roundtable discussion regarding ICT Verticals and Horizontals for Blockchain Standardization, #SECONDO had the opportunity to participate and meet other projects <https://it.co/GMgRvjz2>.

#H2020 #MSCA20 #cybersecurity #conference
#virtualevent #presentation #blockchain
<https://it.co/WUQulP3O4>

Figure 21 Section: CONTACT

2.3 Website Analytics

With Google Analytics can measure several statistics to understand users. The analysis from results as an example: active visitors, location, number of sessions, technology used to browse the website, devices use, etc. can provide useful data help to understand audience and how to improve the plan. At the following images we extract data from January of 2019 until December of 2020.

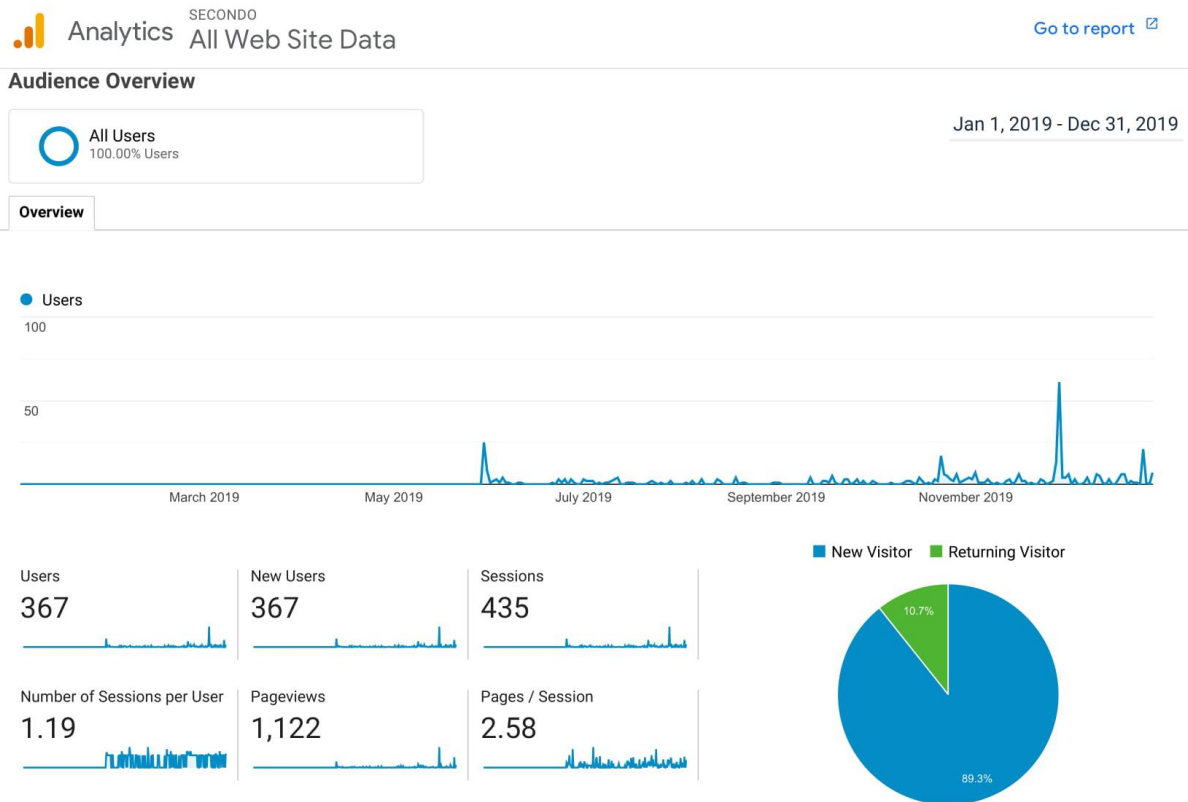


Figure 22 Google Analytics – Part A: 1/1/2019-31/12/2019

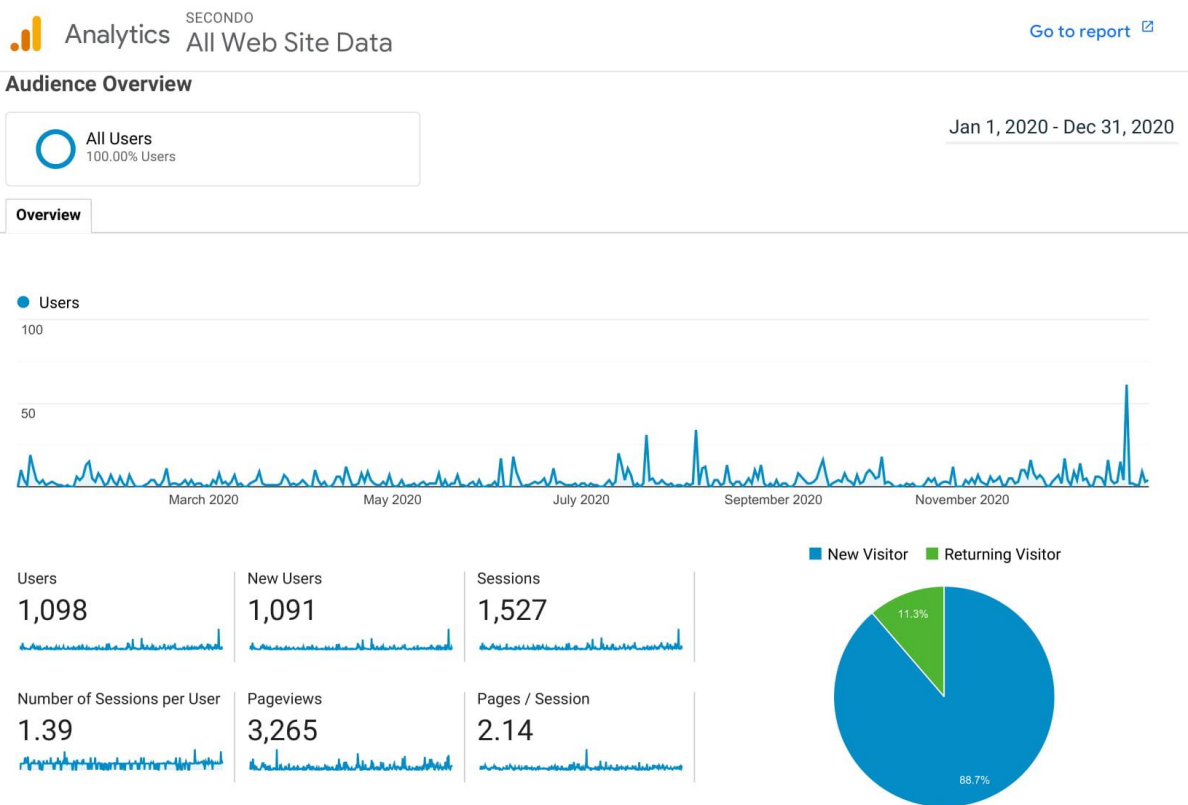


Figure 23 Google Analytics - Part B: 1/1/2020-30/12/2020

3 SECONDO in social media

SECONDO maintains official page profiles and has a leading position in all social media channels as Facebook [12], Twitter [13], LinkedIn [14], and YouTube [15]. Using all the media channels the project can “talk” to the audience and applies the implementation strategy for dissemination and communication purposes.

The SECONDO project can be found on Facebook, that is a very famous social network with many user. The page can be found here: <https://www.facebook.com/SecondoH2020/> [12]

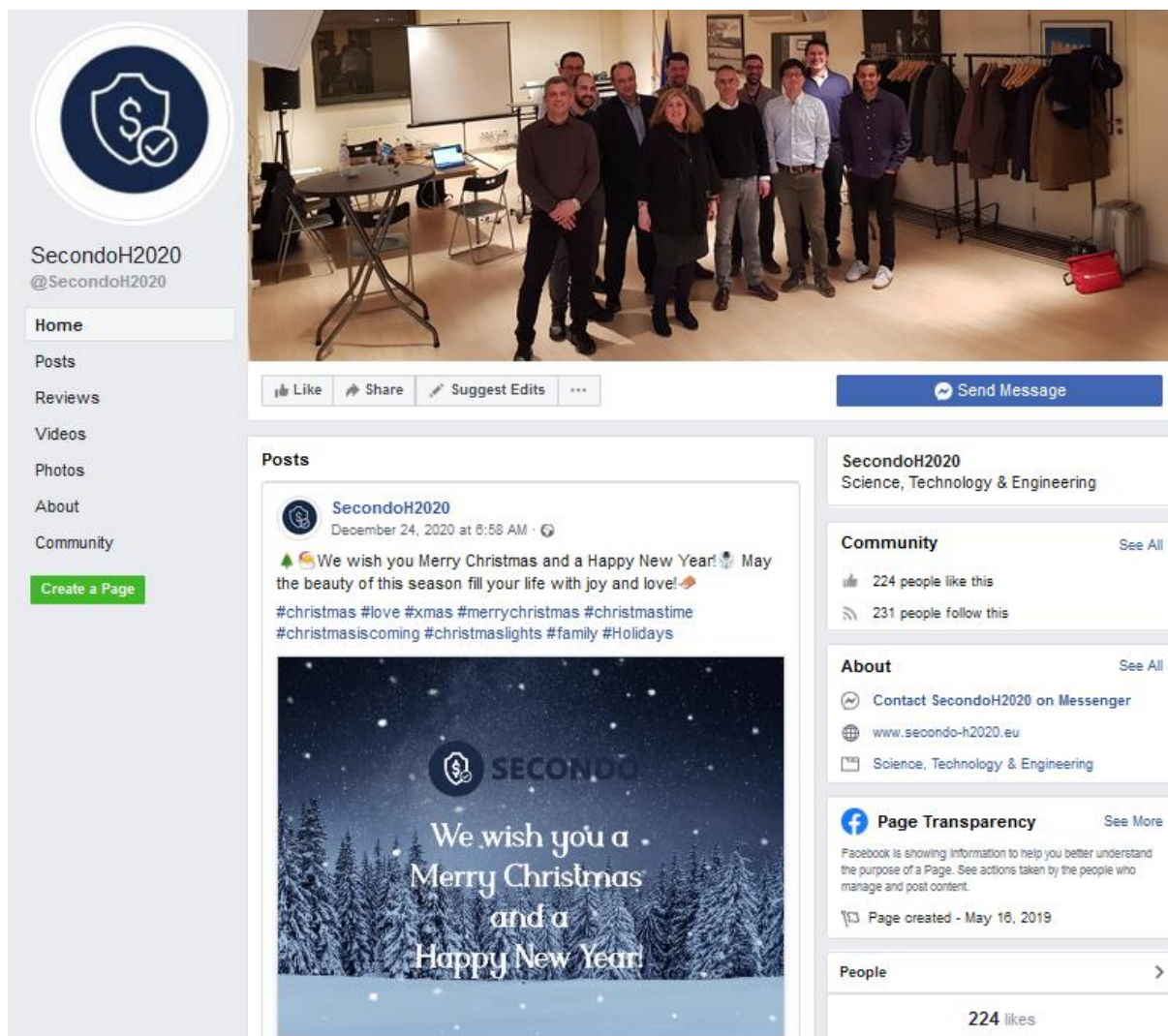


Figure 24 SECONDO's Official Page on Facebook

Also, the SECONDO project can be found in the Twitter social network on the following url: <https://twitter.com/h2020secondo> [13].



Figure 25 SECONDO's Official Page on Twitter

The SECONDO's account on LinkedIn can be found here: <https://gr.linkedin.com/in/secondo-project-b72063187> [14].

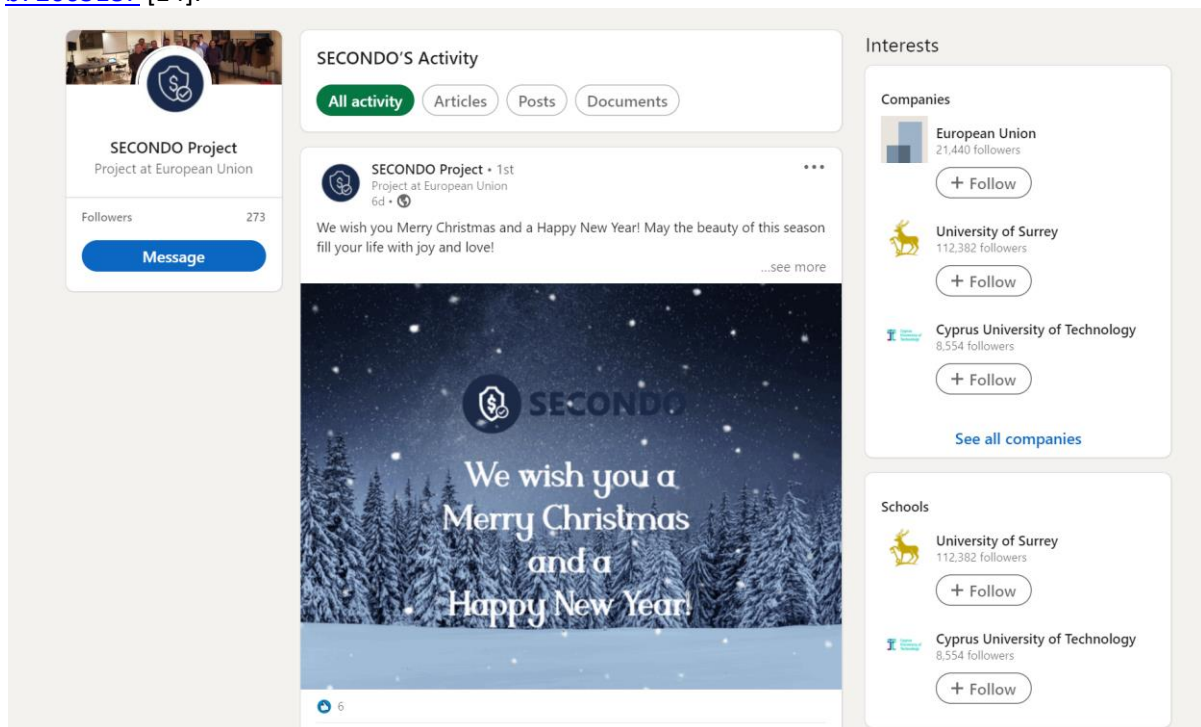


Figure 26 SECONDO's Official Page on LinkedIn

Finally, the SECONDO's channel on YouTube platform can be found here: <https://www.youtube.com/channel/UCqEZdmft9FtBXTS82Ld9Www> [15].

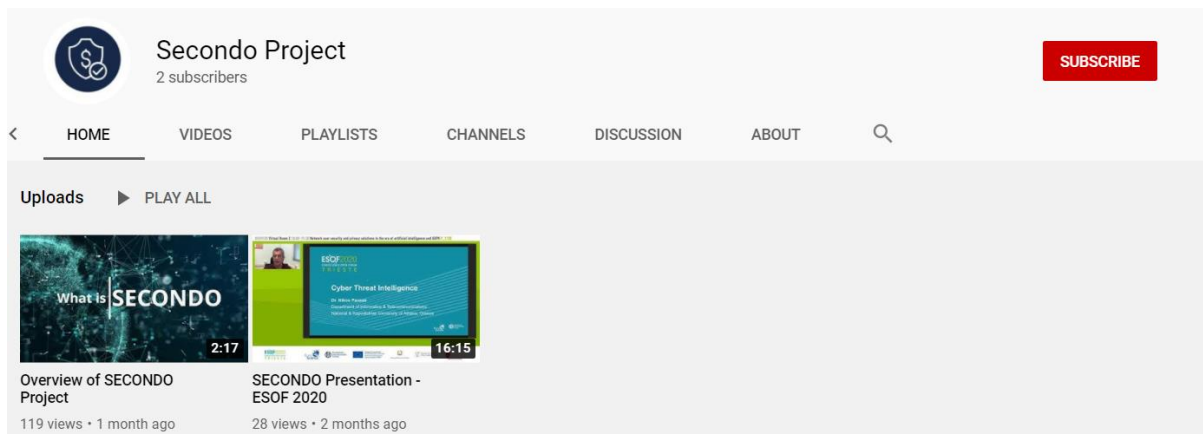


Figure 27 SECONDO's Official Channel on YouTube

4 Website and Social Media accounts Maintenance

The project website needs to be always up to date. Sections like “NEWS & EVENTS” and “DOCUMENTS” will be updated frequently giving the visitors the opportunity to follow closely all the project results.


The content of the website will be discussed among the partners and after approval of the whole consortium, UPRC will update the webpages. The project website has been designed, developed, and hosted by UPRC.

Apart from the website, it is very important to keep the social media accounts updated. UPRC has created the social media accounts and will update them with content received by the whole consortium.

5 SECONDO in corporate websites

The consortium is communicating the project to its customers, the academic community, and its associates.

UPRC has presented the SECONDO project, describing its aims and goals. The relevant post can be found in the following link <https://ssl.ds.unipi.gr/events-news/2019/03/28/uprc-participate-at-the-secondo-project/> [16]:



The screenshot shows the official website of the University of Piraeus Systems Security Laboratory (SSL). The header includes the university's logo and the department name. A navigation bar lists various sections: HOME, MEMBERS, PUBLICATIONS, PROJECTS, NEWS & EVENTS, CONTACT, and TERMS OF USE. The main content area features a news article titled "UPRC PARTICIPATE AT THE SECONDO PROJECT", dated March 28, 2019. The article text describes the university's participation in the SECONDO project, a Marie Skłodowska-Curie Action, and details the project's goals and the university's role. A sidebar on the right contains a navigation menu and a section for recent posts, including "Be an Active Contributor in Our Research" and "CUREX On The European Big Data Value Forum 2020".

UNIVERSITY OF PIRAEUS
SYSTEMS SECURITY LABORATORY (SSL)
DEPARTMENT OF DIGITAL SYSTEMS

HOME MEMBERS PUBLICATIONS PROJECTS NEWS & EVENTS CONTACT TERMS OF USE

UPRC PARTICIPATE AT THE SECONDO PROJECT
Posted on March 28, 2019 by Author

UPRC Participate at the SECONDO Project

-- SSL --

Home

Projects

Publications

Members

-- RECENT POSTS --

Be an Active Contributor in Our Research
December 24, 2020

CUREX On The European Big Data Value
Forum 2020 November 11, 2020

University of Piraeus Research Center participated at the kick-off meeting of the SECONDO project which is a Marie Skłodowska-Curie Action. UPRC will participate and will be the project coordinator as well as the technical and innovation coordinator. UPRC will take advantage of the exchange program to perform joint processing and publications where possible. The staff of UPRC will publish the project results in top-level scientific journals and conferences aiming at increasing the understanding of the research community about security economics, establishing UPRC's position as a regional center of excellence in relevant activities.

The SECONDO is a project that proposes a unique, scalable, highly interoperable Economics of Security as a Service (ESaaS) platform and aims to estimate cyber risks based on a quantitative approach that focuses on both technical and non-technical aspects that influence cyber exposure. Moreover, it provides an analysis of effective and efficient risk management by recommending optimal investments in cybersecurity controls. Also, it determines the residual risks and estimates the cyber insurance premiums considering the insurer's business strategy, while eliminates the information asymmetry between the insured and insurer.

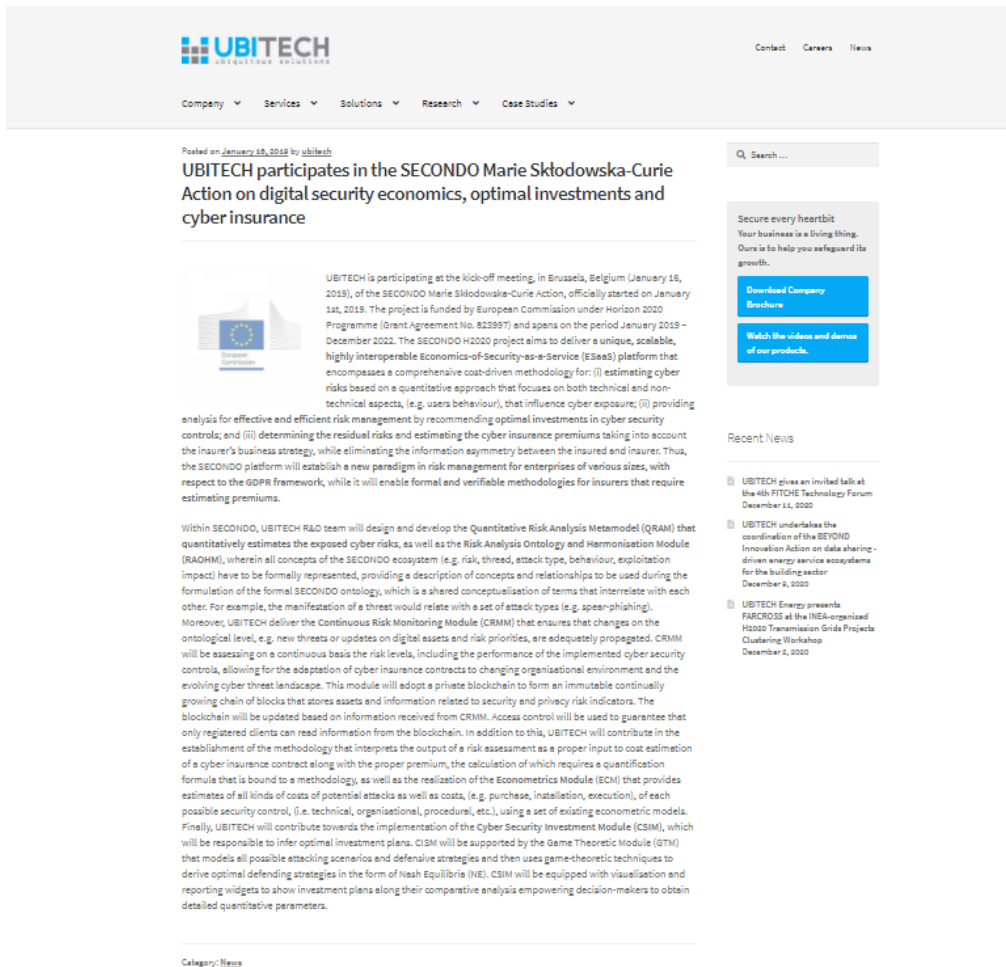
The platform will deliver a risk management platform for enterprises of various sizes, with respect to the General Data Protection Regulation (GDPR) framework, enabling formal and verifiable methodologies for insurers that require estimating premiums. SECONDO fosters the fruitful collaboration of academia and industry targeting at developing an innovative platform of security economics and aims to bridge the fundamental gap between academic (i.e. more theoretical and fundamental) and industrial research (i.e. more system-specific and devoted to solutions that can be implemented in real-life scenarios).

SECONDO focuses on endorsing the collaboration among experts in i) designing advanced methodologies for data analysis for risk management, and ii) implementing advanced modular software that combines modules for decisions on cyber security investments and cyber insurance. To this end, it is vital that the industrial beneficiaries transfer their deep know-how on the development of software products and data analysis platforms, tailored to real enterprise scenarios.

Posted in UPRC Tagged cybersecurity, Europe, H2020, Research, SECONDO, UPRC Edit

Figure 28 SECONDO's Presentation on UPRC Official Website

Furthermore, SECONDO was published on UBITECH's website and can be found here: <https://ubitech.eu/ubitech-participates-in-the-secondo-marie-sklodowska-curie-action-on-digital-security-economics-optimal-investments-and-cyber-insurance/> [17].



UBITECH participates in the SECONDO Marie Skłodowska-Curie Action on digital security economics, optimal investments and cyber insurance

Posted on January 18, 2019 by ubitech

UBITECH is participating at the kick-off meeting, in Brussels, Belgium (January 16, 2019), of the SECONDO Marie Skłodowska-Curie Action, officially started on January 1st, 2019. The project is funded by European Commission under Horizon 2020 Programme (Grant Agreement No. 823997) and spans on the period January 2019 – December 2022. The SECONDO H2020 project aims to deliver a unique, available, highly interoperable Economics-of-Security-as-a-Service (ESaaS) platform that encompasses a comprehensive cost-driven methodology for: (i) estimating cyber risks based on a quantitative approach that focuses on both technical and non-technical aspects, (e.g. users behaviour), that influence cyber exposure; (ii) providing analysis for effective and efficient risk management by recommending optimal investments in cyber security controls; and (iii) determining the residual risks and estimating the cyber insurance premiums taking into account the insurer's business strategy, while eliminating the information asymmetry between the insured and insurer. Thus, the SECONDO platform will establish a new paradigm in risk management for enterprises of various sizes, with respect to the GDPR framework, while it will enable formal and verifiable methodologies for insurers that require estimating premiums.

Within SECONDO, UBITECH R&D team will design and develop the Quantitative Risk Analysis Metamodel (QRAM) that quantitatively estimates the exposed cyber risks, as well as the Risk Analysis Ontology and Harmonization Module (RAOHM), wherein all concepts of the SECONDO ecosystem (e.g. risk, threat, attack type, behaviour, exploitation impact) have to be formally represented, providing a description of concepts and relationships to be used during the formulation of the formal SECONDO ontology, which is a shared conceptualisation of terms that interrelate with each other. For example, the manifestation of a threat would relate with a set of attack types (e.g. spear-phishing). Moreover, UBITECH deliver the Continuous Risk Monitoring Module (CRMM) that ensures that changes on the ontological level, e.g. new threats or updates on digital assets and risk priorities, are adequately propagated. CRMM will be assessing on a continuous basis the risk levels, including the performance of the implemented cyber security controls, allowing for the adaptation of cyber insurance contracts to changing organisational environment and the evolving cyber threat landscape. This module will adopt a private blockchain to form an immutable continually growing chain of blocks that stores assets and information related to security and privacy risk indicators. The blockchain will be updated based on information received from CRMM. Access control will be used to guarantee that only registered clients can read information from the blockchain. In addition to this, UBITECH will contribute in the establishment of the methodology that interprets the output of a risk assessment as a proper input to cost estimation of a cyber insurance contract along with the proper premium, the calculation of which requires a quantification formula that is bound to a methodology, as well as the realization of the Econometrics Module (ECM) that provides estimates of all kinds of costs of potential attacks as well as costs, (e.g. purchase, installation, execution), of each possible security control, (i.e. technical, organisational, procedural, etc.), using a set of existing econometric models. Finally, UBITECH will contribute towards the implementation of the Cyber Security Investment Module (CSIM), which will be responsible to infer optimal investment plans. CSIM will be supported by the Game Theoretic Module (GTM) that models all possible attacking scenarios and defensive strategies and then uses game-theoretic techniques to derive optimal defending strategies in the form of Nash Equilibria (NE). CSIM will be equipped with visualisation and reporting widgets to show investment plans along their comparative analysis empowering decision-makers to obtain detailed quantitative parameters.

Category: News

Figure 29 SECONDO's Presentation on UBITECH Official Website

In addition, the SECONDO project was published on **FOGUS** website and can be found here: <https://fogus.gr/secondo/> [18].

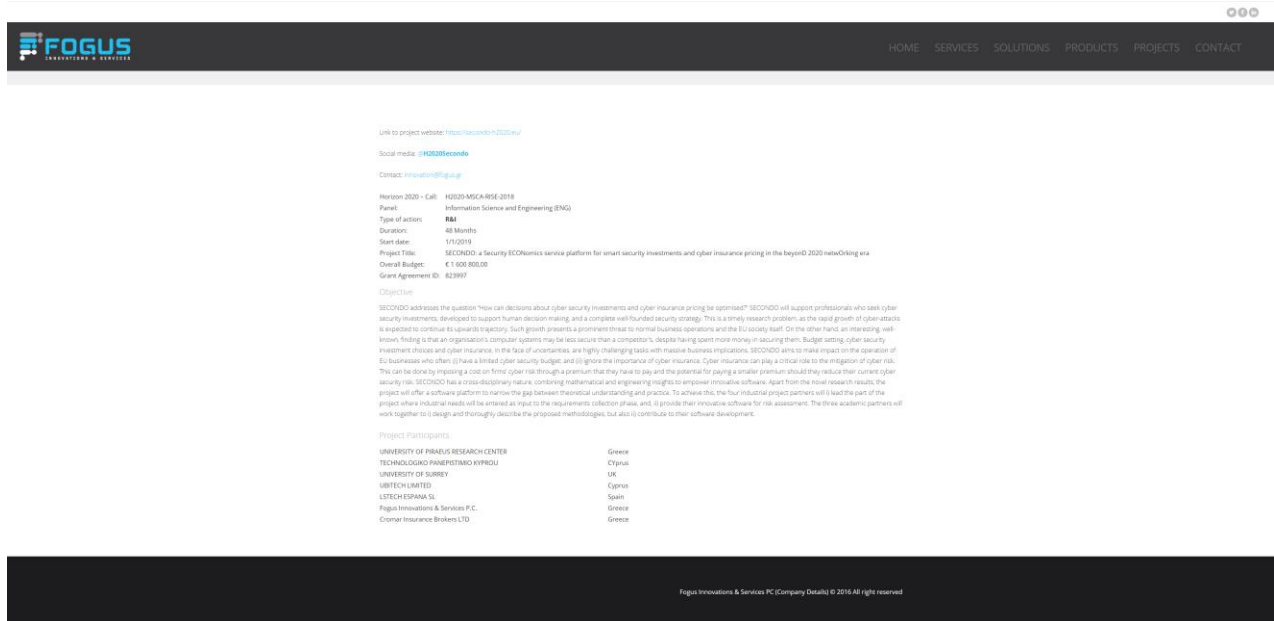


Figure 30 SECONDO's Presentation on FOGUS Official Website

6 Dissemination material

Newsletters, leaflets, and banner have been designed and published at the SECONDO Website. These have been created to be distributed during conferences, workshops, and other events when the project will participate in these social activities aiming to create awareness and to attract stakeholders that would be interested. The available dissemination material is the following:

- SECONDO 1st Video [19]
- SECONDO e-Newsletter Issue 5 [20]
- SECONDO e-Newsletter Issue 4 [21]
- SECONDO e-Newsletter Issue 3 [22]
- SECONDO – Poster [23]
- SECONDO e-Newsletter Issue 2 [24]
- SECONDO – Leaflet Short [25]
- SECONDO – Leaflet Long [26]
- SECONDO – Banner [27]
- SECONDO e-Newsletter Issue 1 [28]

7 Project video

A short video has been created for dissemination purposes, which explains the innovation of SECONDO with simplicity to be understood by the audience and to cultivate brand awareness. The video of the project is available in the section “NEWS & EVENTS” and is published in all social communication channels from SECONDO’s accounts to provide an overview of project objectives. The corresponding link on YouTube is the following: <https://youtu.be/G2G19Nx4jds> [19].

8 Presentation on events

SECONDO has been presented and participated in numerous conferences and events with the role of the participant or the organizer. These activities contribute to the dissemination and exploitation of the project.

8.1 SECONDO on 6th ICT Security World Conference [29]

The 6th ICT Security World Conference was held Online on December 9th and 10th in a period of digital "alarm". As a result of COVID-19, remote working has increased, together with malicious attacks and cyber threats, causing problems for users and organizations.

The relevant post can be found here: <https://secondo-h2020.eu/2020/12/22/secondo-on-6th-ict-security-world-conference/>

8.2 SECONDO on Cybersecurity risk management: How to strengthen resilience and adapt in 2021 [30]

SECONDO Project had participated in a webinar that organizes Cyberwatchingeu.eu entitled “Cybersecurity Risk Management: How to Strengthen Resilience and Adapt In 2020”.

The relevant post can be found here: <https://secondo-h2020.eu/2020/11/20/secondo-participates-in-cyberwatching-eu-webinar/>

8.3 SECONDO on ESOF2020 [31]

SECONDO project had the opportunity to participate at the ESOF 2020 virtual event entitled Cyber Threat Intelligence (CTI). Nikos Passas and members from UPRC, had the opportunity to present the project, on the conference participants and explained how it works, the tools and architecture it uses. The EuroScience Open Forum (ESOF) is a biennial pan-European conference that aims to bring to the foreground, the latest news about developments in the humanities and social sciences.

The relevant post can be found here: <https://secondo-h2020.eu/2020/09/09/secondo-on-esof-2020/>

8.4 SECONDO on DESECSYS workshop [32]

SECONDO together with other European projects, such as INCOGNITO, ASTRID, FutureTpm, and CUREX co-organized the 1st DeSECSyS Workshop. The conference agenda included topics on keynote talks and sessions related to the Cyber Security sector. Towards the end of the workshop, followed a presentation of the founders (European Projects) and the members discussed issues that are related to security in the modern digital world.

The relevant post can be found here: <https://secondo-h2020.eu/2020/09/24/the-1st-workshop-of-desecsys-was-successfully-completed/>

8.5 SECONDO on 2nd cyber insurance & incident response conference [33]

The 2nd Cyber Insurance & Incident Response Conference 2020 was held virtually on 5th November, the digital conference through the LiveOn which is an exhibition platform. Honoured guests from both, business and academia had the opportunity to participate in the Online conference brighten up with useful information the discussions based on their field of specialization.

The relevant post can be found here: <https://ssl.ds.unipi.gr/events-news/2020/11/10/2nd-cyber-insurance-incident-response-conference/>

8.6 Mastering Enterprise Risk Management and SECONDO [34]

Mastering ERM prepares the risk professionals to design and to install standards of Enterprise Risk Management which aim at boosting the procedures for decision making.

The relevant post can be found here: <https://secondo-h2020.eu/2019/12/13/mastering-enterprise-management-and-secondo/>

8.7 SECONDO in the event Hacking Democracy! [35]

Experts and specialists, on the Cambridge Analytica scandal, analyzed the process of personal data leakage, the importance of the ‘new gold’ as personal digital information has been characterized and focus on social, economic, personal and the moral implications of abusive practices.

The relevant post can be found here: <https://secondo-h2020.eu/2019/12/01/hacking-democracy/>

8.8 6th Meeting of The European Security & Defense College [36]

The European Security and Defense College is led by the EU Member States. They provide within their meeting format (‘Steering Committee’) political and strategic guidance (‘decision making body’).

The relevant post can be found here: <https://secondo-h2020.eu/2019/11/25/6th-meeting-of-the-european-security-defence-college/>

8.9 Domain names in full Greek script [37]

the European Registry for Internet Domains (EURid) launches. eu, the Greek equivalent of .eu top-level domain name.

The relevant post can be found here: <https://secondo-h2020.eu/2019/11/18/%ce%b5%cf%85-event-in-athens/>

8.10 Celebrating Researchers’ Night in Athens [38]

Researchers of the Secondo project at European Researchers' Night 2019 in Athens. SECONDO attracted many visitors who asked questions about its impact and its implementation.

The relevant post can be found here: <https://secondo-h2020.eu/2019/09/30/76/>

8.11 The SECONDO Project was present at the Cyber Security Challenge 2019 [39]

SECONDO was presented on European Cyber Security Challenge 2019 as well as its goals and its impact on the security companies.

The relevant post can be found here: <https://secondo-h2020.eu/2019/10/04/secondo-and-european-cyber-security-challenge-2019/>

8.12 SECONDO at the Critical Infrastructure Security and Resilience [40]

SECONDO was presented at the Critical Infrastructure Security and Resilience (CISaR) Workshop! The workshop was organized by the Critical Infrastructure Security and Resilience Research Group of NTNU and brought together research teams across Europe.

The relevant post can be found here: <https://secondo-h2020.eu/2020/02/06/secondo-at-the-critical-infrastructure-security-and-resilience-cisar-workshop-norway/>

The presentation of SECONDO in the events, can be in several forms including, flyers, banners, speeches, presentations aiming to increase and strengthen the network of relevant parties which are interested and spread the project’s innovation in order to become the main audience and multipliers of SECONDO.

9 Evaluation of the Dissemination strategy

SECONDO kept its promise for dissemination and communication activities, and this can be seen from the first steps of initiation. Through processes that include the creation of strategy and plan, the consortium has managed to have a high penetration in the technological fields of digital security and insurance. So far, it has participated in many webinars, conferences, and events, managing to become even more famous. Moreover, the project co-organized the DeSECSyS workshop with other friend projects managing to attract an audience not only from the academic but also from the industrial community. A big role in its success was played by the social media that functioned as channels of communication and interaction with the public audience but also with the stakeholders.

Table 6 Dissemination Mean VS Threshold VS Achievement

Dissemination Mean	Measures	Minimum success threshold	First Year		Second Year	
			Achievement	Status	Achievement	Status
Website	Number of users per year	300	367	SUCCESS	1095	SUCCESS
LinkedIn	Connections per year	100	139	SUCCESS	133	SUCCESS
Facebook	Likes per year	70	96	SUCCESS	128	SUCCESS
Twitter	Followers per year	60	12	FAIL	199	SUCCESS
YouTube	Views per video	60	N/A	N/A	119 & 60	SUCCESS
Scientific Publications	Number of published scientific publications in journals and conferences per year	3	3	SUCCESS	2 Published 1 Accepted	SUCCESS
Events	Number per year	5	6	SUCCESS	9	SUCCESS
Workshop	Number of participants per workshop	30	N/A	N/A	35	SUCCESS
	Number of total workshops	3	0	Pending	1	1/3 Pending
Article	Total articles in third websites	2	N/A	Pending	N/A	Pending

Conclusions

This document entitled Deliverable D7.1 “Dissemination and Standardization Plan and Activities (midterm)” is an instrument that provides a consistent framework of information about the strategic plan of the SECONDO project. Moreover, presents all the necessary information that is needed to be communicated, to engage the audience and stakeholders by presenting results and achievements that have taken place during the project. The generation of SECONDO’s first video clip which explains the

innovation of the project aiming to attract potential stakeholders. Newsletters, banners, leaflets, sites, conferences, webinars, speeches, social media platforms are introduced to this deliverable and used as a tool of targeting to engage the audience. To measure the efficiency of the strategy plan, the implementation, and the standardization activities, the defined KPIs are continuously monitored to measure the results. The SECONDO consortium aims to continue disseminating the progress and its goals, through the defined means. During the upcoming years aims to reach the goals that have been set, overcoming any emerging difficulties.

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- [6] “[Online] ZENODO Website <https://zenodo.org/>”.
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