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Executive Summary

This deliverable marks the launch of the internal and external DiSIEM IT communication infrastructure. The internal infrastructure includes the establishment of mailing lists, and a file repository with version control, while the external infrastructure corresponds to the official dissemination materials and channels, including the project website. The report also describes the procedures and policies for dissemination and communication in the DiSIEM project. Furthermore, we define the means for communication to external target groups including marketing measures and communication channels.
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1 Introduction

This document describes the procedures, policies and infrastructures for dissemination and communication activities in the DiSIEM project.

Dissemination is mostly related with the knowledge diffusion to the peers, usually other researchers and organisations working in the area of the project. Typical forms of dissemination are the website, presentation at a scientific audience, etc.

Communication is aimed at non-specialists, a wider audience, including stakeholders and end-users interested in the innovations produced during the project. Typical examples of communication activities are press releases spread in general public media at the start of the project, local workshops targeted at audiences for which the action is of interest, brochures/leaflets to explain the action's work, etc.

This report focuses on the external communication and dissemination, as well as the internal communication infrastructure for the DiSIEM project. The external communication and dissemination infrastructure subsumes the means and tools for communication of the project to external target groups including conferences, marketing measures and communication channels. This includes also the definition of clear policies for using and producing communication and dissemination materials. The internal communication infrastructure of DiSIEM includes the mailing lists, tele-conference and instant message tools, and an internal file repository with version control.

1.1 Organization of the Document

This short report contains three chapters (besides this introduction). Chapter 2 describes the external communication and dissemination procedures and channels of the project. Chapter 3 describes the internal IT infrastructure of the project. Finally, we conclude and summarize the report in Chapter 4.
2 External Dissemination and Communication

In this chapter we define the main procedures, materials and channels for realizing both dissemination and communication activities during the project.

2.1 Roles and Responsibilities

As the project coordinator, FFCUL is responsible for leading the communication and dissemination task of DiSIEM. However, all partners have PMs in this WP8 and it is expected that they contribute with communication and dissemination activities of DiSIEM by raising awareness about the project within their organization and community, and giving talks in conferences and workshops about the project results. In terms of effort, we it is expected these activities take between 1-2 PMs per partner during the three years of the project.

2.2 Target Users

The dissemination and communication strategy of the project is divided in two main phases. On the first year of the project we are more interested in raising awareness about it, so communication activities will be privileged. On the second and third years of DiSIEM our focus shift more to dissemination as we expect to have already important results to disseminate.

Given this strategy, our targets will also change: at the beginning is more general audience, then we can try to reach more technical people, and finally we tend to exploitation/adopters.

2.3 Key messages

There are some key concepts and messages of DiSIEM that need to be stressed in every dissemination and communication activity. They are:

- DiSIEM is an innovation project that aims to improve the capacity of SIEMs to deal with modern/advanced persistent threats;
- DiSIEM will produce several components that (in principle) can be integrated in any existing SIEM systems;
- The project will exploit OSINT data (security feeds, indicators of compromise repositories, blogs, social networks, etc.) and machine learning techniques to detect, inform and propose actions to deal with novel threats against a cyber infrastructure;
- The project will equip existing SIEMs with the capability of evaluating diverse configurations of monitoring and protection devices, novel application-based misuse detection and secure cloud-based even archival.
2.4 Visual identity

We established the visual identity of the project, including the project logo (with variants) and templates for presentations and deliverables (used in this document). Figure 1 presents the basic iconography of the project logo.

![Figure 1 DiSIEM visual identity.](image)

The project's brand was inspired by visually connecting three concepts that define DiSIEM: cyber-security (represented by a shield); data streams (represented by vertical lines with different sizes); and diversity of inputs (represented by the multi-coloring of the vertical lines).

Figure 2 presents the final project logo within the colour and backgrounds that are recommended for keeping a consistent visual identity for DiSIEM.

![Figure 2 DiSIEM logo and visual identity.](image)
All communication and dissemination activities of the project should try to comply with logo and colours defined in our visual identity. In order to preserve coherence and harmony throughout the communication, some typography was selected, and it’s recommended to be used in all graphic pieces:

- Titles: Furore
- Text: Gotham

More details and logo variants are available on the project repository for the partners to inspect.

2.5 Communication Policy

The project consortium implements a publication process to ensure the quality of deliverables and of any other external publication. It ensures that the IPR (Intellectual Property Rights) of the partners are adequately verified before the dissemination of any project results.

This section defines the policy for dissemination of project results and deliverables. Some of the information in this section contains minor revisions on the plan described in Part B of the DiSIEM Grant Agreement (Section 3.2.2).

2.5.1 IPR conflict in publications

For general dissemination activities, the partners need to communicate the consortium about the dissemination at least one week before it is made public. In the particular case of conferences and journals, the partners should disseminate a draft of the paper before submission. In the worst case, an accepted paper must be disseminated to the consortium members at least one week before the camera-ready version is submitted.

The aforementioned communication must be done through the project mailing list (disiem-technical, see Section 3.1) and the draft of the paper/presentation/article must be made available on the relevant WP directory on the project repository.

Once the paper, presentation, or article is made available to the consortium, partners have the chance to review the content to identify potential conflicts with confidential information. Partners have one week to express their objection to the publication. Silence is considered a tacit approval.

2.5.2 Disclosure of PU deliverables

For official project deliverables, there will be a specific process of review before the submission to EC. This guarantees that the qualitative targets are reached with regards the technical content, the objectives of the project and adhere to
formal requirements established in the Grant and Consortium Agreements. The review process should be done in accordance with the formal review process defined in D9.1 (Project Quality Plan).

After the submission of a deliverable to the EC, the document/software package will be made available on the DiSIEM website within one week (for public deliverables). We will clearly mark each deliverable as “Under Review” or “Approved” in the website.

2.5.3 Implementation of open green access

The DiSIEM project is fully committed with open green access of publications. This means that any paper reporting work supported by DiSIEM must be published also in an open-access repository. As with several H2020 projects, we plan to have the pre-print of all papers on the Zenodo EU-funded repository [Zenodo]. The version on this repository will be linked to the project webpage.

2.5.4 EU disclaimer and EU emblem

The following statements must be added to every dissemination and/or communication item.

For presentations, blog posts or webpages:

The DiSIEM project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 700692.

For papers, a shorter version suffices:

This work is supported by the European Commission through the H2020 programme under grant agreement 700692 (DiSIEM).

2.6 Key Performance Indicators

Communication and dissemination activities must be measured by key performance indicators (KPIs) defined by the consortium. These indicators are intended to demonstrate how effective communication and dissemination activities are, in terms of quantity and quality. On one hand, the quantity is measured by controlling the frequency of the communication activities. On the other hand, the quality is evaluated with the specialized research capacity demonstrated in the resulting impact.

Table 1 describes the KPI proposed in the project, which will be monitored, and specific actions will be defined accordingly.
<table>
<thead>
<tr>
<th>Category</th>
<th>Quantitative KPIs</th>
<th>Qualitative KPIs (Optional)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Branding</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leaflets</td>
<td>Number of leaflets produced</td>
<td>Type of events where the leaflets were handed out (e.g., trade fair, research conferences)</td>
</tr>
<tr>
<td>Leaflets</td>
<td>Number of events where leaflets were handed out</td>
<td></td>
</tr>
<tr>
<td>Press releases</td>
<td>Number of published PR</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Impacts of published PR (in other media)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Publication in other media (newsletters, clusters website)</td>
<td></td>
</tr>
<tr>
<td><strong>Publications</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Papers</td>
<td>Number of papers produced</td>
<td>Conference rank where the paper has been accepted</td>
</tr>
<tr>
<td>Articles</td>
<td>Number of published articles</td>
<td></td>
</tr>
<tr>
<td>Blogs, specialized websites</td>
<td>Number of mentions in specialized blogs, webs of the partners</td>
<td></td>
</tr>
<tr>
<td><strong>Events</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conferences</td>
<td>Number of attended third party conferences</td>
<td>Type of audience</td>
</tr>
<tr>
<td></td>
<td>Size of audience</td>
<td></td>
</tr>
<tr>
<td>Workshops</td>
<td>Number of attended third party workshops</td>
<td>Type of audience</td>
</tr>
<tr>
<td></td>
<td>Size of audience</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Number of organized workshops</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Size of audience</td>
<td></td>
</tr>
<tr>
<td>Events</td>
<td>Number of attended third party events</td>
<td>Type of audience</td>
</tr>
<tr>
<td></td>
<td>Size of audience</td>
<td></td>
</tr>
<tr>
<td>Webinars</td>
<td>Number of organized webinars</td>
<td>Type of audience</td>
</tr>
<tr>
<td></td>
<td>Size of audience</td>
<td></td>
</tr>
<tr>
<td><strong>Social media</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website</td>
<td>Metrics of the website, including the number of visitors, countries of the visitors, and number of downloads of dissemination files</td>
<td></td>
</tr>
<tr>
<td>Social accounts</td>
<td>Social network metrics such as number of followers, number of tweets with @disiemproject, #DISEM, #disiemproject, and number of reactions in the feeds of @disiemproject account</td>
<td></td>
</tr>
<tr>
<td><strong>Face-to-face contacts</strong></td>
<td>Number of contacts with potential target users</td>
<td>Relevance of the contact with target users</td>
</tr>
</tbody>
</table>
### Collaboration with R&D projects

<table>
<thead>
<tr>
<th>Clusters</th>
<th>Number of clusters to belong</th>
<th>Number of developed activities inside the clusters</th>
<th>Type of collaboration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actions with other projects</td>
<td>Number of actions with other projects</td>
<td></td>
<td>Type of collaboration</td>
</tr>
<tr>
<td>Mentions in third party media</td>
<td>Number of mentions to DiSIEM project in other social media (e.g., twitter, facebook) external to DiSIEM partners; Number of mentions in websites external to DiSIEM partners</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 2.7 Communication and dissemination materials

We prepared seven materials for communicating the overall ideas of the project.

- **Announcement letter.** A short document informing about the start of the project.
- **Press release.** An official statement issued to disseminate to the press and partners institutions.
- **Leaflet.** Information material to raise awareness on project targets, opportunities and partners, which can be distributed via e-mail or directly in meetings/conferences. The leaflet is presented in Figure 3.
- **Short project description.** A very short introduction about the objectives and expected contributions of the project. To be included in partner’s websites, booklets, etc.
- **Project presentation.** A half-hour presentation about the project that can be used by the partners in workshops, innovation boards, etc.
- **Project video.** In the next months, we plan to have promotional video of the project and one newsletter of the project each six months.

All communication material will be available in the project webpage, in the “Publications and Deliverables” section.
2.8 Communication and dissemination channels

Finding the best channels for communicating and disseminating the project and its results is crucial for broadening the impact of DiSIEM. These available channels include the participation in academic and industrial events such as conferences, workshops, meetings and fairs, the press, partner’s blogs and newsletters, among others. The project website (described in the next section) should be the main concentrator of all these activities.

Below we list the main channels considered in DiSIEM.

- **Project web page.** Channel to disseminate information on the project and its impact on interested parties worldwide (e.g., news such as conference talks, publications and deliverables, involved partners, links, etc.)
- **Project newsletter.** Starting at month six, we plan to summarize the main achievements of the project every three months in a newsletter to be published on the webpage and sent to interested parties.
- **Partner’s blogs and newsletters.** Several partners maintain blogs, magazines and newsletters that should be used to communicate the project. To cite just some:
  - Ascent (https://ascent.atos.net/) (Atos Website for Technical and Research contents, designed to share with Atos partners and customers innovation and thought leadership on emerging trends in many areas. This publication is linked to the Atos scientific community in charge of identify the most innovative technological trends.
  - Twitter account: @AtosES;
  - AXIA: Atos Spain Corporate magazine (only edited in Spanish). The aim of “axia” is to reinforce Atos corporate image and effectively communicate the company’s knowledge and success stories in the Information Technology market;
  - Ascent Journey: series of yearly publications, a comprehensive document from Atos where we present our predictions and vision for technology that will shape business through to the next 3 years;
  - DigitalMR blog (http://www.digital-mr.com/blog) and newsletter: (http://www.digital-mr.com/archive/archives/category/Social-Media-Research-Digest/page/1);
  - All partners also have their institutional webpages, and it is expected that these channels are used for communicating DiSIEM ideas and results.
- **Academic events.** Academic events are important for reaching the scientific audience. In DiSIEM, the dissemination activities includes the attendees of some of the top conferences in security and dependability, such as IEEE/IFIP Dependable Systems and Networks, IEEE Security & Privacy, IEEE International Symposium on Software Reliability Engineering, ACM Computer and Communication Security, USENIX Annual Technical Conference, European Symposium on Research in Computer Security and USENIX Security, to cite just some. In addition visualisation related activities will be presented in top venues such as

- **Industry events.** For the technical and industry audience, we envision the promotion of DiSIEM and its results in industry-focused meetings and fairs such as Web Summit, InfoSec, CeBIT, Cyber Security for Energy and Utilities, among others. Selected results of the project can also be presented in international industry-focused conferences about social media, such as iStrategy Conference, Social Media World Forum, Innovate, and The Social Media Strategies Summit.

- **Journals and magazines.** There are many journals and magazines that can be used for disseminating the ideas of the project. We want to have at least one paper for disseminating the overall ideas of the project in a magazine such as IEEE Security & Privacy magazine and Computer & Security. Besides that, it is expected that the partners publish some of their scientific work in high-reputable academic journals.

- **Social networks.** We recently created a twitter account @disiemproject to disseminate main the achievements of the project and as an additional tool to create a community around the project. This account is under responsibility of City, but other partners such as ATOS and FFCUL can also post using this account through the use of Tweetdeck [Tweetdeck].

- **Press.** Every partner is responsible to try to reach the (technical) press for disseminating the DiSIEM project and its results, thus broadening the audience of the communication activities.

- **Liaison with related research projects.** A final channel that we plan to explore is the possible collaborations with other H2020 projects such as SUPERCLOUD, CIPSEC, COMPOSITION, and ANASTACIA, to cite just some.

### 2.9 Project website

The DiSIEM project website is the most important dissemination channel of the project. FFCUL is the main responsible for building, maintaining and updating the website, which is hosted in University of Lisbon, Faculty of Sciences premises. The website is accessible since the end of October 2016 though the addresses [www.disiem-project.eu](http://www.disiem-project.eu), [disiem-project.eu](http://disiem-project.eu), and [disiem.lasige.di.fc.ul.pt](http://disiem.lasige.di.fc.ul.pt).

Figure 4 presents the initial page of the project webpage. As can be seen, the main sections of the website are:

- **The Project.** This section presents an overview of the key facts, objectives, main innovation vectors, and the methodology we want to employ.

- **News.** This section contains all the news of the project. We want to use this section also to publish short blog-like posts informing about project key results and milestones.

- **Consortium.** This section lists project partner institutions together with key persons in each one of them.
• **Publications.** This section lists, in separated sections, the scientific publications, deliverables (reports), and the communication material (e.g., leaflet, newsletters, overview documents) of the project.

• **Contact.** This last section lists the contact of all partners and means to easily contact the project coordinator.

This structure can be easily changed in case of need as the webpage is built using the Word Press content management system [Word Press].

![Figure 4 Project website.](image-url)
3 Internal Communication Infrastructure

This chapter describes the main internal communication infrastructure of the DiSIEM project. In particular, we detail the most important infrastructures for collaboration: mailing lists, instant messaging, tele-conferences and the project file repository.

3.1 Project mailing lists

We have two mailing lists for internal communication on the project, one for technical discussions (disiem-technical@listas.di.ciencias.ulisboa.pt) and another for administrative issues (disiem-administrative@listas.di.ciencias.ulisboa.pt). Any partner can subscribe members in these lists at any time by asking the project coordinator.

3.2 Instant messaging

The project coordinating team did not defined a specific tool for instant messaging as our experience in previous project is that few people stay online in these private chat tools. Therefore, partners are using mostly Skype [Skype] for exchanging messages on real time. Other possible tools are Gtalk/Google Hangout [Hangouts]. Every person working on DiSIEM maintains its Skype and Gtalk contacts on the contact-list.csv file on our project repository.

3.3 Tele-conferences

Every teleconference meeting will have a host partner, whom is responsible for setting up the tele-conference (telco) system and invite the other participants. Currently we are hosting telcos using both Skype corporate [Skype] and WebEx [WebEx], but Google Hangouts [Hangouts] is also a possibility. In any case, it is expected that the host partner send the invitation to all other by email using either the project mailing list or individual emails found in the contact list on the project repository.

3.4 Project repository

For this project, we host the files with version control based on GIT. In particular, we setup a GitLab server [GitLab] on the FCUL infrastructure. This server hosts a master repository that other partners can clone in their hosts and contribute to.

The server repository can be found at http://git.lasige.di.fc.ul.pt/root/DiSIEM (via web), or directly through a git URL git@git.lasige.di.fc.ul.pt:root/DiSIEM.git. Accessing this server requires an account created at FCUL, and an explicit invitation by the project coordination. Any partner can ask access at any time by contacting the project coordinator.
The project repository is organized with the following main directories:

- **00-Project-Info.** Communication and dissemination material about the project, including the logo, leaflet, templates and other materials described in Section 2.7;
- **01-Official-Documents.** This directory contains the Grant Agreement, Submitted deliverables, Published papers and any other official documentation related with the project;
- **02-Workpackages.** Here we have one subdirectory for each work package of the project. WP coordinators must use this space as a repository for WP work;
- **03-Meetings-Telcos.** Stores information about all physical meetings and telcos done in the project, separated per year and meeting;
- **04-Other-Info.** This is directory for storing other stuff, such as general related work about the project.

If the need arises, we can change this structure for accommodating further needs.

We provide a short introduction to Git in the appendix of this report as a reference to project partners.
4 Summary and Conclusions

This deliverable described the DiSIEM internal and external infrastructure for communication and dissemination. In particular, we defined the channels, materials and procedures for executing external communication and dissemination activities in the project. Regarding the internal communication infrastructure, we describe all the fundamental elements for establishing a successful collaboration: mailing lists, telco and instant message tools, and the project repository.

With all these procedures and infrastructures set, we now have the tools and methods for communicating and disseminating the DiSIEM and its innovations.
References


Appendix: A very brief introduction to Git

In the following we describe some of the basic commands for operating a command-line git tool and suggest some graphical interfaces for using git on different operating systems. Our purpose here is not to be extensive but provide some basic information for partners' non-familiar with this tool to use the repository.

Git is a version control system similar to svn [SVN] The big advantage of git is that it is distributed: a “master” repository can be cloned, modified, locally committed and latter on pushed for integrating the updates to the master repository. When compared with svn, the big difference is that updates committed to the repository are done only locally, and thus need to be pushed to the master repository (hosted at FCUL in case of DiSIEM). Error! Reference source not found. presents some basic commands for operating the DiSIEM repository. For more information, we refer the reader to [Chacon and Straub 2014].

Table 2 Important git commands.

<table>
<thead>
<tr>
<th>Action</th>
<th>Command</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cloning remote “master” repository</td>
<td>git clone <a href="mailto:git@git.lasige.di.fc.ul.pt">git@git.lasige.di.fc.ul.pt</a>:root/DiSIEM.git</td>
</tr>
<tr>
<td>Inspect (and change) repository configurations</td>
<td>git config –l (to list configs)            See other options for values</td>
</tr>
<tr>
<td>Synchronize local repository with master repository (master -&gt; local)</td>
<td>git pull</td>
</tr>
<tr>
<td>Status of local repository</td>
<td>git status</td>
</tr>
<tr>
<td>Status of master repository</td>
<td>git remote status</td>
</tr>
<tr>
<td>Add or Update files</td>
<td>git add, git commit</td>
</tr>
<tr>
<td>Synchronize master repository with local repository (local -&gt; master)</td>
<td>git push origin master</td>
</tr>
</tbody>
</table>

There are some graphical interfaces for using git, we recommend the following two for the partners less inclined to use the command line:

- [http://www.syntevo.com/smartgit/] (Windows, MacOS, Linux)
- [https://tortoisegit.org/] (Windows)
- [https://gitextensions.github.io/] (Windows)