



KRAKEN

BROKERAGE AND MARKET PLATFORM FOR PERSONAL DATA

D6.6 Initial Communication report

www.krakenh2020.eu



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KRAKEN

D6.6 Initial Communication Report

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List of Acronyms

Acronym	Description
CMS	Content Management System
CRM	Customer Relationship Management
DoA	Description of Action
Dx.y	Deliverable number y, belonging to WP number x
EC	European Commission
ETSI	European Telecommunications Standards Institute
EU	European Union
GDPR	General Data Protection Regulation
HTML	Hyper Text Markup Language
IACR	International Association for Cryptologic Research
ICT	Information and communication Technologies
IEC	International Electrotechnical Commission
IETF	Internet Engineering Task Force
IoT	Internet of Things
ISO	International Organization for Standardization
ITU-T	International Telecommunication Union – Telecommunication Standardization Sector
JTC	Joint Technical Committee
KPI	Key Performance Indicator
Mx	Month 1, Month 2... of the project life
PAB	Project Advisory Board
PPP	Public Private Partnership
RGB	Red, Green, Blue
RT	Retweet
SC	Subcommittee
SEO	Search Engine Optimization
SM	Social Media
SME	Small and Medium Enterprise
TL	Task Leader
Tx.y	Task 6.1, Task 6.2...
UC	Use Case

WG	Working Group
WP	Work Package
WPL	Work Package Leader
WPx	Work Package 1, Work Package 2...

Executive Summary

KRAKEN aims to deliver a trusted and secure personal data platform with state-of-the-art privacy aware analytics methods, guaranteeing both metadata privacy and query privacy. The project has the potential to become the key platform for the sharing, brokerage and trading of sensitive personal data with a user-centric approach. It is a cloud-based and privacy-preserving platform suitable for securely storing, managing and sharing self-sovereign identity information and other personal data.

Within **WP6**, the consortium supports the **project's visibility** among specific and sectorial audiences with the aim of bringing the project and the pilots to market. WP6 covers: market analysis, exploitation and sustainability plan, dissemination, communication and standardization, and PAB activities.

Although all tasks within WP6 are related and coordinated with each other, **T6.3 External communication and standardization** and **T6.4 Dissemination of foreground knowledge** work in a particularly coordinated mode. This document reports the project communication activities carried out in T6.3 and T6.4 since the beginning of the project in December 2019.

1 Introduction

1.1 Purpose of the document

This report summarises the communication activities performed from the beginning of the KRAKEN project to September 2020. The main objective of the document is to analyse each of the actions carried out and to evaluate their impact on the audiences previously identified in deliverable **D6.1 Public Project web presence** (February 2020) and in **T6.1 Market Analysis**.

After this in-depth analysis, the activities and the Communication Plan for the second year of the project are detailed, taking into account the experience acquired during the first year.

1.2 Structure of the document

This document is structured as follows:

- Section 1: Introduction of the document (this section).
- Section 2: Overview of the Communication Plan.
- Section 3: First Communication Report from December 2019 to September 2020
- Section 4: Standardization status.
- Section 5: Dissemination status.
- Section 6: Action plan (project & individual plan).

2 Communication plan overview

The general Communication Plan of KRAKEN was designed at the beginning of the project and was published in an internal document titled **Brand book & Communication plan** (T6.3).

This document aims to give all partners access to the brand guide of the project and the graphic resources to consolidate the image of KRAKEN. It also included the Communication Plan for the first months of the project.

Figure 1 below, presents an overview of the communication-related deliverables included within the DoA in tandem with the communication stages outlined within the **Communication plan**.

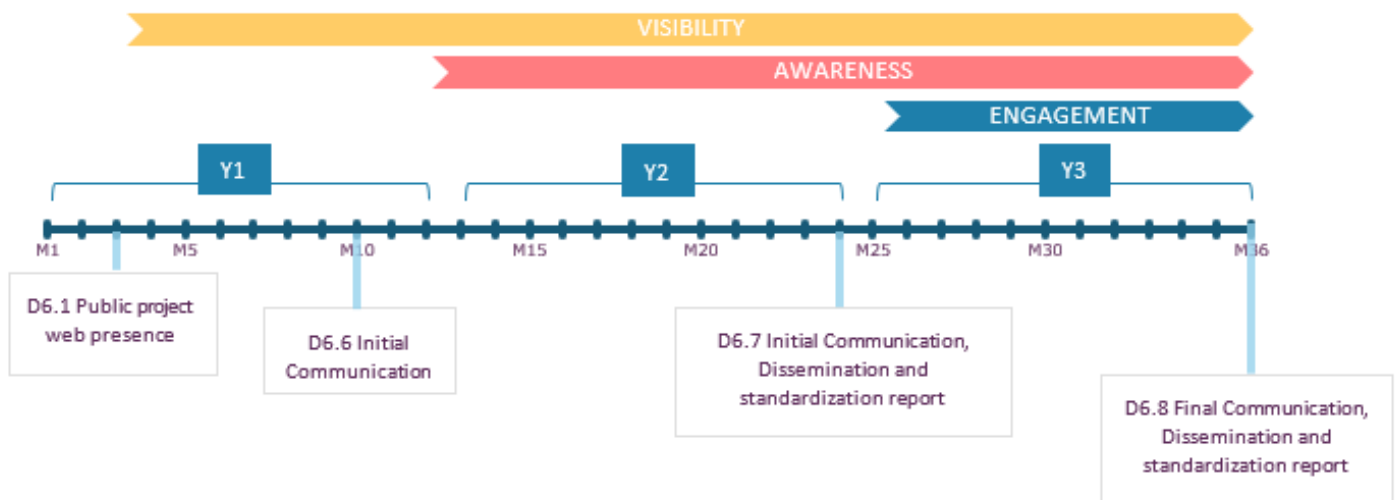


Figure 1: General Communication plan

As shown in the Figure 1, the **3 communication stages** are extended and complemented during the whole life of the project, focusing and adding new objectives to those previously identified.

Figure 2 below shows the detailed Communication plan for the **first year of the project**:

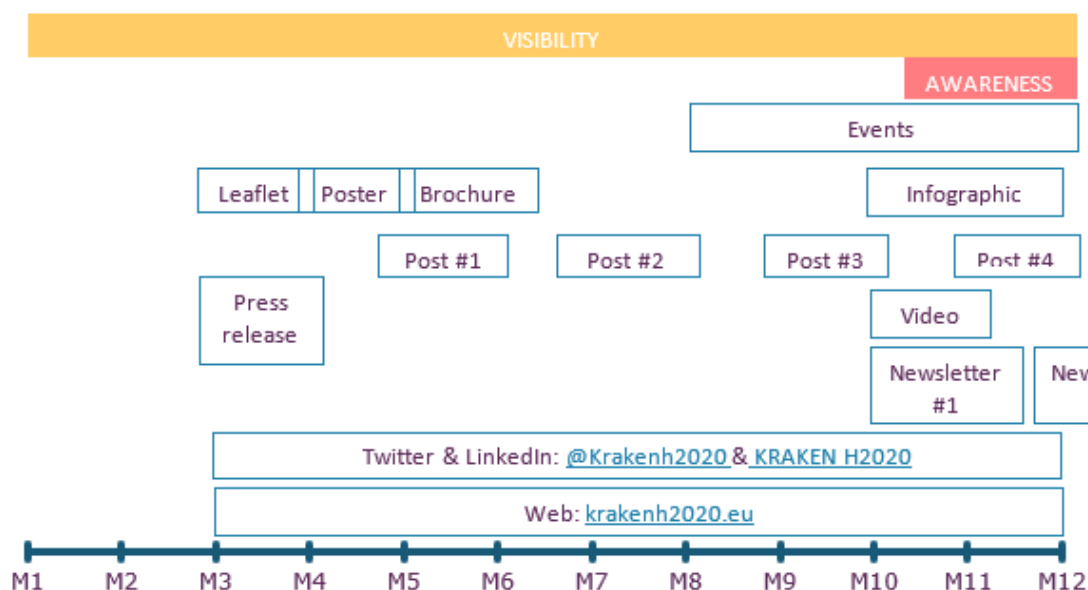


Figure 2: Communication plan Y1

2.1 Overview of KPIS

Most of the KPIs set for Y1 have been achieved within the first 10 months (December 2019 – September 2020), as can be seen in the following results table:

Activity	KPIs November 2020	Results September 2020
Project website	>1,000 unique visitors /year	2,912
	<65% Bounce Rate /Y1	64,96%
Social Media	>200 followers /M12	149
	Followers Twitter	109
	Followers LinkedIn	40
	>9,000 Twitter impressions /Month from M9 onwards	32,885
	>3 social media channels	3 ¹
Non-scientific technical publications	2 publications /M12	3 ²
Comm & promotional material	1 press release /Y1	1
	2 newsletters /Y1	2 ³
	1 video M10	1
	First posters & brochures M4	3 ⁴
Industry events	>1 industry exhibition attended /M12	3
	>2,000 visitors /M12	n/a
White Papers	Activity after M12	n/a

Table 1 Communication KPIs Y1

However, there are some activities in the communication and dissemination tasks that have not achieved results because the global health crisis situation has affected such activities, as detailed in the following section.

2.2 COVID-19 Impact

The health crisis situation caused by **COVID-19** has had a direct impact on the evolution of the project since its beginning.

The most affected tasks have been communication and dissemination activities. All international sector events, since February 2020, have been cancelled or postponed until 2021. Most of the partners, following the indications of national authorities, have cancelled planned travels, making networking and face to face activities impossible.

Other activity that has been affected by the health crisis has been the launch of the press release, scheduled for February 2020.

¹ Twitter, LinkedIn & Blog.

² Blog post articles.

³ First KRAKEN newsletter in September and second one will be launched in December.

⁴ Official leaflet & 2 project posters

The press release is the first opportunity of the project to approach the media through the corporate tools of the partners. The press release marks the beginning of the project and usually has a great impact on the media.

However, in this case, this was postponed because the news about the coronavirus was dominating the international media agenda. During these months, both the partners involved, and the project have prioritized the health of their employees and society, prioritizing communications about COVID and the safety measures implemented, and keeping other news such as that related to the projects in the background.

The following actions have been taken in order to mitigate the negative impact of this situation:

- Increase of social network publications by about 20%.
- Improvement of the website and new content. Publication of content designed to rank in keywords relating to COVID-19 and data protection.
- Participation in the Cyberwatching project hub and incorporation into the radar of European projects.
- Virtual presentations of the project in place of physical events.
- Active monitoring of virtual events and follow-up of the evolution and changes of previously in-person events.

3 First communication report

Despite the situation, partners have adapted to the teleworking measures and managed to continue the project tasks. Thanks to this adaptability and involvement of the partners, the communication results of these first months of the project can be considered a success.

Likewise, the initial communication plan has been adapted and adjusted to the current situation. Increasing the digital presence of the project has been the leading activity of the communication strategy, following and reinforcing the initial planning.

The following is a summary of the performance of the main channels and formats.

3.1 Project website

The website of the KRAKEN project has been the central core of the communication strategy and the main information channel. All the activities, news, articles and presentations related to the project have been published on this channel.

This website is the result of the work of the first 3 months of the project, being officially launched to the public in February 2020 together with **D6.1. Public Project Web Presence**. Although the biggest effort in this activity was carried out in these first months, KRAKEN's web page is conceived as a living tool that is in continuous evolution, updated with the latest news of the project and improved following the technical requirements of the CMS or search engines⁵.

Traffic and user behaviour data have been collected on a monthly basis through the Google Analytics monitoring tool.

WEB TRAFFIC RESULTS			
ACTIVITY	KPI target value	DATE	Value September 2020
Unique visitors ⁶	1,000	Y1	3,679
Bounce Rate ⁷	<65%	Y1	68.7%
Number of page views ⁸	6,000	Y1	12,084
Average time of user sessions ⁹	>00:02:00	Y1	00:01:57

Table 2 Website KPIs

As table 2 above shows, most of the targets set for **the first year** have been achieved and exceeded by September 2020 (M10). There are two KPIs which are very close to their target values, but which have been considerably reduced as the number of unique visitors has risen exponentially. These are the bounce rate and the average session time. These KPIs are calculated based on 1,000 unique visitors

⁵ **Search Engines:** online tool that searches for results in its database based on the search query (keyword) submitted by the internet user (<https://mangools.com/blog/seopedia/search-engines/>)

⁶ **Unique visitor:** term used in Web analytics to refer to a person who visits a site at least once within the reporting period. Description by Techopedia (<https://www.techopedia.com/definition/1611/unique-visitor>).

⁷ **Bounce Rate:** Web analytics term that refers to the percentage of visitors who leave a website instead of viewing more pages. Description by Techopedia (<https://www.techopedia.com/definition/27952/bounce-rate>).

⁸ **Number of page views:** Web analytics term that refers to each time a Web page is successfully loaded onto a user's Web browser. Description by Techopedia (<https://www.techopedia.com/definition/1553/page-view-pv>).

⁹ **Session:** reference to a certain time frame for communication between two devices, two systems or two parts of a system. Description by Techopedia (<https://www.techopedia.com/definition/5392/session-computer-science>).

and 6,000-page views. However, the session time and the bounce rate are often affected (lower average session time and higher bounce rate) as the web traffic grows.

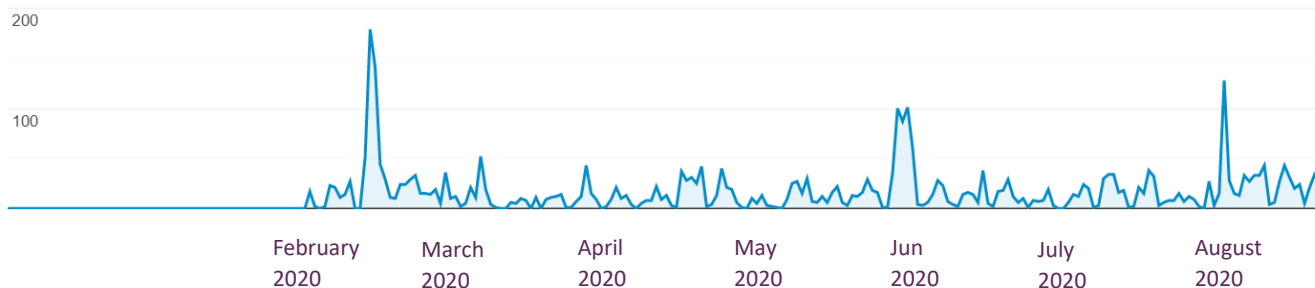


Figure 3 Number of web visitors.

1.	Spain	888 (26,84 %)
2.	Italy	269 (8,13 %)
3.	United States	183 (5,53 %)
4.	Austria	176 (5,32 %)
5.	Netherlands	170 (5,14 %)
6.	Germany	143 (4,32 %)
7.	United Kingdom	138 (4,17 %)
8.	Finland	123 (3,72 %)
9.	India	106 (3,20 %)
10.	Greece	105 (3,17 %)

Table 3 Visitors by country

Table 3 shows the users' geographical origin data. The main locations include Spain, Italy and Austria.

This data is aligned with the nationality of the project partners, who are contributing to the generation of traffic and visibility of the project in their closest environments.

The majority of visitors are new visitors versus 4% who are recurrent. These results are in accordance with the objective of increasing the visibility in the first phase of the project and is in line with the industry standard for newly launched websites. In the next phase from the 12th month onwards, the consolidation of the audience will be reinforced.

1. New Visitor	3.682 (95,79 %)
2. Returning Visitor	162 (4,21 %)

Table 4 Percentage of new visitors versus returning visitors

	3.684 % del total: 100,00 % (3.684)
1. Direct	2.736 (73,27 %)
2. Referral	429 (11,49 %)
3. Organic Search	343 (9,19 %)
4. Social	226 (6,05 %)

Table 5 Traffic data by source

The main type of traffic is direct traffic, and it is due to project partners sharing links between them and their closest environments.

It should be noted that the second source of traffic is the referral traffic. When analysing the original sources, we can verify that it is traffic directed from the websites of partners such as XLAB, KUL, Atos Research & Innovation, or INFOCERT, their

third-parties, and on other platforms such as Medium.

		12.084 <small>% del total: 100,00 % (12.084)</small>
1.	/	4.275 (35,38 %)
2.	/the_project/consortium	1.189 (9,84 %)
3.	/the_project/overview	808 (6,69 %)
4.	/pilots/health	568 (4,70 %)
5.	/node/1	523 (4,33 %)
6.	/news_and_events	339 (2,81 %)
7.	/es	224 (1,85 %)
8.	/pilots/education	221 (1,83 %)
9.	/es/node/1	195 (1,61 %)
10.	/resources/deliverables	190 (1,57 %)

Finally, the most visited pages - besides the home page - have been the Consortium map, the summary of the project and the information of the two pilots.

In addition, the news and events section, which has been the most updated so far, is also one of the most visited.

Table 6 Most visited pages

3.2 Social Networks

The following is an overview of the results of the analysis of social networks activity:

	Twitter impressions	Twitter engagement	#Tweets	LinkedIn impressions	LinkedIn engagement
M3	2769	60	5	120	18
M4	3368	68	5	49	1
M5	4192	94	14	371	30
M6	6626	87	7	420	37
M7	7660	198	16	583	42
M8	8622	156	15	378	27
M9	11200	274	18	378	39
Annual total	44437	937	80	2299	194

Table 7 Social networks results - Twitter Analytics source

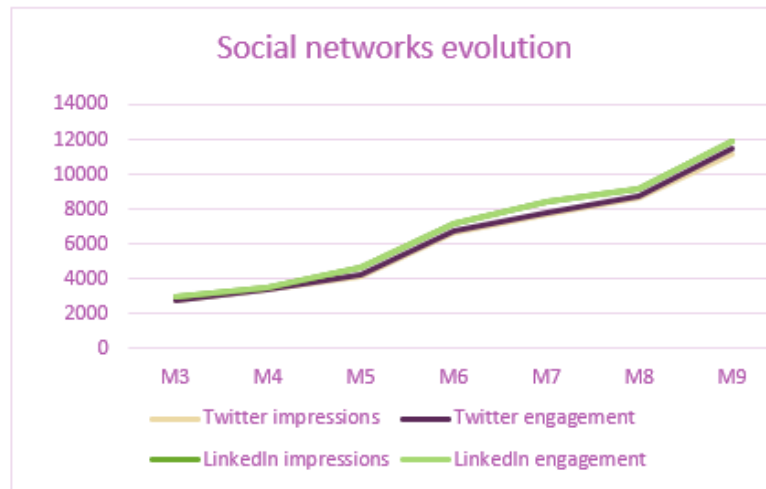


Figure 4: Social networks evolution

3.2.1 Twitter

Twitter is the main social network on which the communication strategy has been developed in order to reach the target audience defined in D6.1. During these months, the project's Twitter profile has shared content around 3 topics:

- Information about the project, in a didactic tone.
- News about the sector and the European Commission from third parties.
- Information about other H2020 privacy projects.

In addition to the tools offered by Twitter for the analysis and generation of content, other tools have been used for monitoring and programming publications such as **Hootsuite** and **Pokedem**.

Pokedem (pokedem.com), is a Web application for social media analysis currently under development by one of the project partners, **FBK**. Pokedem is used to support the project communication and dissemination. At present, the application supports Twitter and provides two main functionalities: stream and performance analysis. The former allows searching the stream of tweets by keywords, users, hashtags, or emojis, filter by date, location and language, and identifying conversation peaks, most used keywords, photos, videos, hashtags, URLs and emoji and most active and influential users. The latter allows monitoring users and analysing and comparing their daily performance by number of followers, following, tweets, and favourites. These features allow social media managers to perform the following task:

- Projects communication bootstrap
- Trend scouting
- Engaging niche communities worldwide
- Project reputation management
- Monitoring performances

At a first stage, after an introduction to the service through Web seminars, we focused on bootstrapping the project communication on Twitter. We started identifying related Twitter accounts to monitor and find relevant searches, to generate data streams to analyse (currently, we analyse English and Italian tweets). Specifically, we identified 35 users to monitor and classified them as partners, benchmark users, and competitors. Figure 5 below shows the comparison, in number of followers, with competitor accounts since our account has been created.

Performance analysis H2020Kraken



Figure 5 Followers growth comparison

We initially defined 9 searches to find in the Twitter stream relevant information to bootstrap our communication (note that a random subset of tweets is provided by the Twitter Stream API). A search is a Boolean query to the Twitter using a combination of keywords, accounts, hashtags, etc. The currently used queries are listed in the table below. They are used to collect a stream of tweets related with the project topics. Queries can be added, modified and removed; the temporal span is one month.

Query	Description
@KrakenH2020 from: KrakenH2020	All tweets mentioning our account or done by our account
#GDPR	All tweets containing the hashtag GDPR
+#blockchain+#security	All tweets containing the hashtag blockchain and the hashtag security
+#security+#privacy	All tweets containing the hashtag security and the hashtag privacy
#dataprotection	All tweets containing the hashtag dataprotection
#Databreach	All tweets containing the hashtag Databreach
+#privacy+student	All tweets containing the hashtag privacy and the hashtag student
+#data+health	All tweets containing the hashtag data and the hashtag health

Table 8 Monitoring and analysis of queries

The following insights are extracted from the output of the queries (set of tweets):

- Top posts (tweet and retweet) and their temporal distribution.
- Top users according to different metrics (here we find the influencer of the domain and it is where we would like to find our account in the next months):

- Most followed
- Most active
- Most engaging
- Most mentioned
- Top images and videos and their temporal distribution.
- Top entities according different types and their temporal distribution:
 - Hashtags
 - URLs
 - Emojis
- Most frequent words and languages and their temporal distribution.
- Locations from which the posts are generated.

The results are delivered as a monthly report and are currently used to:

- Focus on one search at time or as aggregate of searches (Boolean OR of all specified searches).
- Find narrative universes related to the searches (e.g., influencers, links, emojis, videos, pictures and other keywords).
- Optimize the post enrichment starting from evidence, i.e., the results of the searches and analyses.
- Connect third-party applications to schedule posts and campaigns. Pokedem is an analysis tool, to schedule our posts, we need to use social media management applications such as Buffer, Hootsuite, or TweetDeck.
- Map benchmarks and learn how to improve the digital strategy through periodical tailored reports.

Figure 6 below shows a snapshot from the overview page of the August 2020 report.

Monthly reports H2020Kraken

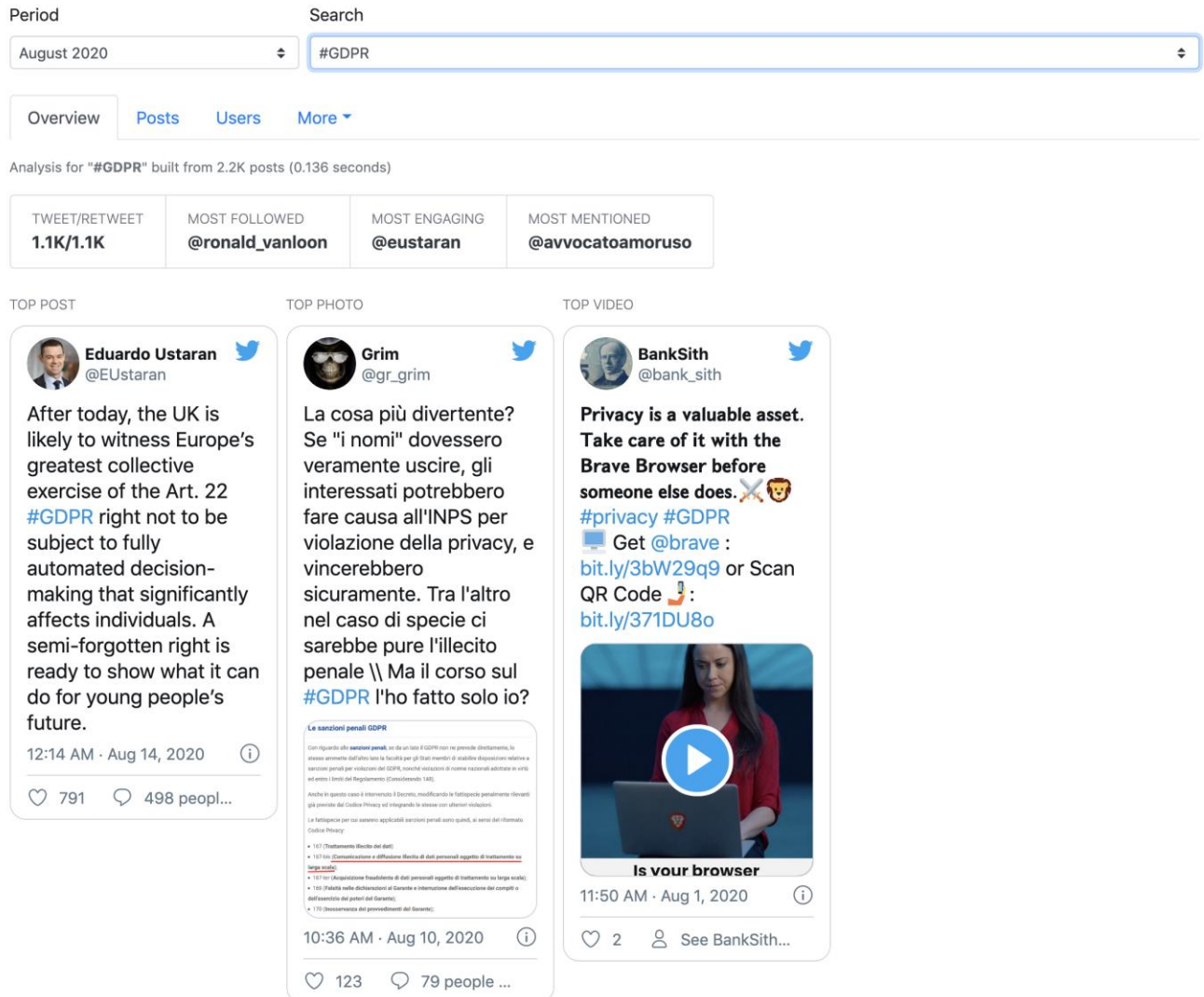


Figure 6 August report

3.2.2 LinkedIn

LinkedIn has been the secondary social network for KRAKEN. The periodicity of communications in this social network is lower than in Twitter, due to the idiosyncrasy of this community.

It is used to share industry and EU news with a more business focus and a more formal tone, as well as to share the news of the project. The tools provided by this social platform have been used to monitor and program the LinkedIn profile, also supported by Hootsuite.

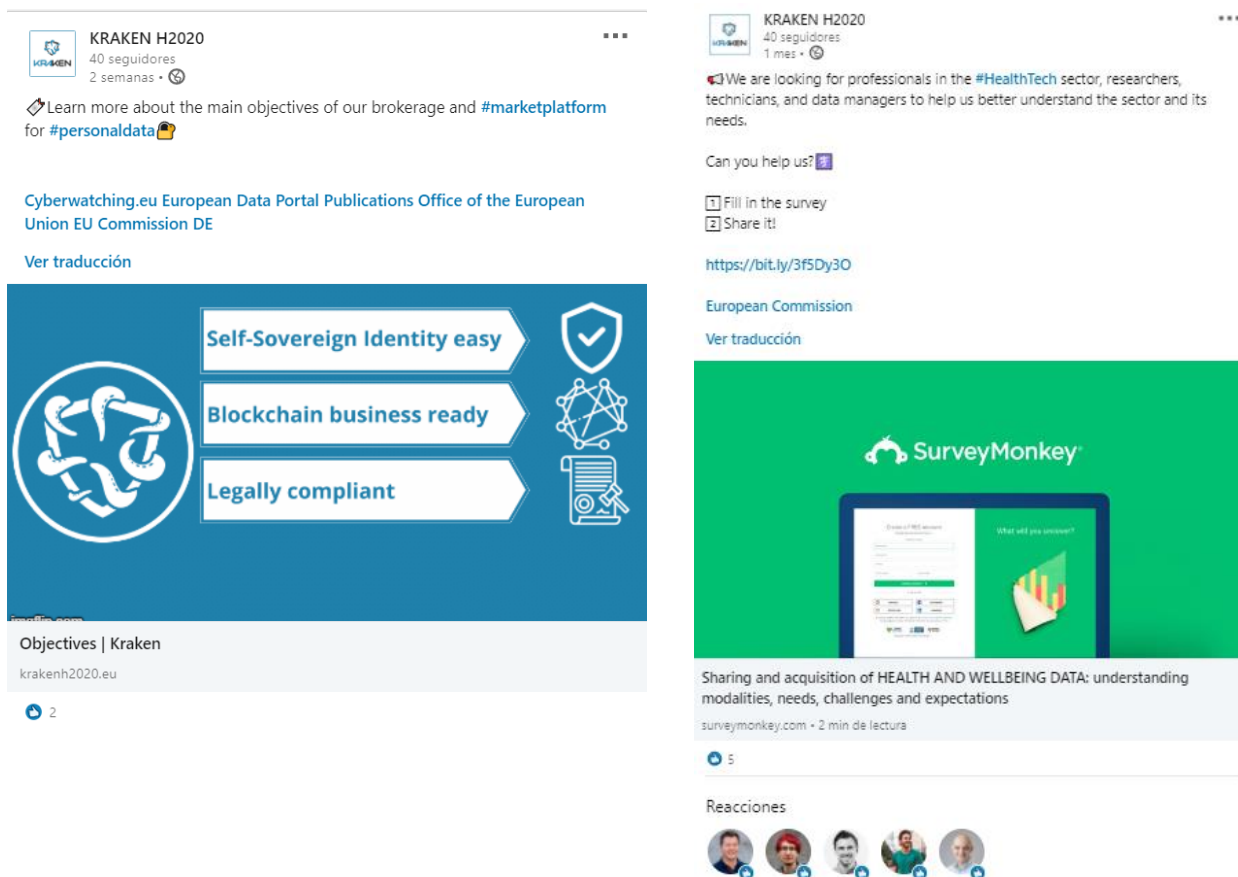


Figure 7 LinkedIn post examples

3.3 Non-scientific technical publications

3.3.1 Blog

The KRAKEN blog was launched in June 2020 as a section within the project's website. The initial approach of the blog has been affected by the international situation of the first months of the year and the media relevance of COVID. The contents and the calendar were modified to adapt to the new situation:

M1-M12			
YEAR	MONTH	PARTNER	TOPIC
2020	M5	Atos	Project overview & context
2020	M7	ICERT	Technical overview
2020	M9	KUL	Legal framework
2020	M11	SIC	Marketplace

Table 10 Blog initial planning

M1-M12			
YEAR	MONTH	PARTNER	TOPIC
2020	M7	Atos	Data protection in COVID times
2020	M8	ICERT	Healthcare challenge in COVID times
2020	M9	TX	Pharmaceutical Data Economies
2020	M11	KUL	Legal framework in COVID times (series of articles published during the month)

Table 9 Blog current planning

The project intention is to publish one post every two months, starting from May 2020. However, the blog is open to changes according to the external and internal news of the project itself. The topics are set according to the field of expertise of each partner, the interest in SEO positioning, the knowledge acquired regarding the interest of the users from the traffic analysis and the most relevant current topics.

3.4 Marketing material

3.4.1 Press release & media

During the first 10 months of the project, KRAKEN has launched a press release that has been published on several websites of the Consortium partners.

The press release, planned for the March 2020, was launched when COVID-19 was in full swing, so media coverage was limited, and scope reduced. However, it has been published on the partners' corporate websites.

In addition, other news about the project have been published in the NEWS & EVENTS section of the website and on third party platforms. The list of publications is shown in the following table:

Media articles				
Date	Media	URL	Audience reached	Title
09/04/2020	Data manager - website	http://www.datamanager.it/2020/04/infocert-digital-transformation-la-chiave-e-la-firma/	n/a	InfoCert: digital transformation, la chiave è la firma
29/04/2020	Digital Future - webmagazine	https://www.digitalfuturemagazine.com/2020/04/29/a-global-response-to-the-calls-of-governments-for-covid-19-immunity-passports/	n/a	A global response to the calls of governments for Covid-19 immunity passports
10/02/2020	Booklet Atos	https://booklet.atosresearch.eu/press-releases/kraken-project-innovating-personal-data-protection	n/a	KRAKEN project: innovating in personal data protection
20/01/2020	Booklet Atos	https://booklet.atosresearch.eu/project/kraken	n/a	Brokerage and market platform to facilitate the personal data sharing on the internet by guaranteeing the privacy-preservation
05/05/2020	Podcast Apple - TEX	https://podcasts.apple.com/us/podcast/data-economies-within-health-pharmaceuticals-industries/id1501804603?i=1000472284414	44	Data economies within Health and Pharmaceuticals industries
07/08/2020	YouTube - TEX	https://www.youtube.com/watch?time_continue=2&v=qd90XAvPPw8&feature=emb_logo	12	Pharmaceutical Data Economies
06/07/2020	Cyberwatching – Press release	https://www.cyberwatching.eu/projects/2127/kraken-project/news-events/kraken-project-innovating-personal-data-protection	n/a	KRAKEN PROJECT: INNOVATING IN PERSONAL DATA PROTECTION
06/07/2020	Cyberwatching – Profile	https://www.cyberwatching.eu/projects/2127/kraken-project/news-events/kraken-project-innovating-personal-data-protection	n/a	KRAKEN PROJECT: INNOVATING IN PERSONAL DATA PROTECTION
02/04/2020	LinkedIn – TEX	https://www.linkedin.com/pulse/kraken-project-innovating-personal-data-protection-rob-holmes/	442	KRAKEN project: innovating in personal data protection
25/03/2020	AIT website EN	https://www.ait.ac.at/en/news-events/single-view/detail/6263/?no_cache=1&cHash=276e5ae81fe1b71aad50c102a44868f4	60.000	KRAKEN PROJECT: INNOVATING IN PERSONAL DATA PROTECTION

Media articles

25/03/2020	AIT website DE	https://www.ait.ac.at/en/news-events/single-view/detail/6263/?no_cache=1&cHash=276e5ae81fe1b71aad50c102a44868f4	60.000	KRAKEN-PROJEKT: INNOVATIONEN IM BEREICH DES SCHUTZES PERSÖNLICHER DATEN
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Table 11 KRAKEN media clipping

3.4.2 Leaflet

In March 2020 the project leaflet was launched. It will be used in future face-to-face events, conferences and workshops. The online version was launched and published on the project's website, which can be found here: <https://www.krakenh2020.eu/marketing-material/leaflet-kraken>



Figure 8 KRAKEN leaflet printed version

This 16x16 centimetres triptych collects the most relevant information about the project in order to offer a context and summary of the objectives, pilots and project technologies to the audience.

In addition, the leaflet incorporates a series of icons and graphic materials to give visual support to the digital content.

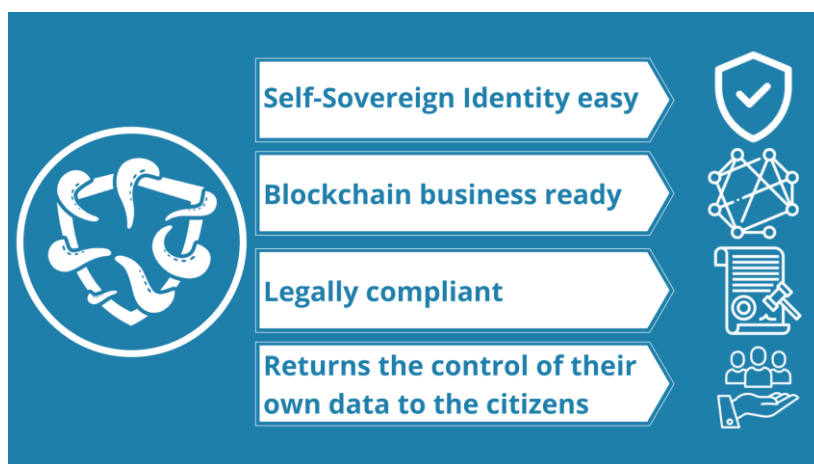


Figure 9 Kraken objectives in the leaflet for social networks



Figure 10 KRAKEN icons

3.4.3 Poster

Two posters have been designed by **TEX** in **T6.3** to be used for KRAKEN communication purposes in events such as conferences and trade fairs (however, the use of these posters has been postponed for the time being because of the global COVID-19 pandemic). It was decided that there should be two posters instead of one since this provides more visibility and also gives the possibility to present different aspects of the project. The format was chosen to be roll up banners, as they have their own support structure and are well suited for any conference space without the need to put them on a wall. It was decided that the banners should be well suited for general project presentation purposes and thus fit the needs of different kinds of events. The design follows the visual guidelines of the KRAKEN project, and some of the previously made icons are also used. The size of the banners is 2000 mm (height) x 850 mm (width). For transportation they are compacted to their protective box which fits in a large suitcase.

One of the banners is a general KRAKEN project presentation focusing on the five principles of KRAKEN: **State-of-the-art technologies, Self-sovereign approach, Value-creation from personal data, Data transparency, and Legal Compliance**. The other banner focuses on the two pilots, aiming to portray in a schematic manner how the data marketplace works between data providers and data consumers in health and education pilots, and what value is created for each of the stakeholder groups.

After an internal revision by the KRAKEN project, a print ready version was made of the two banners. As the project progresses, it is expected that some content updates will be needed to keep them up to date. Images of the two banners are included below:



Figure 11 KRAKEN posters

3.4.4 Video

The preparation of a short video explaining the main objectives of the **KRAKEN project** and the two envisaged piloting domains of the KRAKEN marketplace has been conducted by partners for publication on the project website and for other communication purposes.

Partners collaborated in the editing of the video script to provide a clear and accessible explanation of the KRAKEN contribution also to a **non-technical audience**. The video script was also prototyped and initially shared with potential non-expert users to assess its clarity and appropriateness for the target audience. Feedback collected from the initial users was considered for refining and finalizing the video script before sending it to production.

This video is the result of teamwork between the project partners. The script and concept have been created by the partners of FBK, while the team of Atos is in charge of the audio-visual production, and other partners such as Lynkeus and TUG will review and approve the content.

The video will be launched during the month of October 2020 and will be shared on social networks, the website of the project, the newsletter and other partners' platforms.

3.5 Events & workshops

As mentioned previously, the health crisis situation caused by COVID-19 has had a negative impact on participation in events during this - almost - first year of the project.

Despite the aforementioned setbacks, the project has participated in several events:

Industrial Events			
Name of the event	Date	Venue	Description of the action
HIMSS Europe Conference	May 26-28	Helsinki, Finland	Assistance to conference
The 3rd ZKProoF Workshop, home edition	April 20 - May 21	Virtual	Presentation at workshop
Big Data PPP Personal Data Platforms: Empowering Citizens Leveraging their Data Power	01/05/2008	Virtual	Presentation at workshop

Table 12 Events in which KRAKEN has actively participated

3.6 Partners contributions

Atos

From the Innovation Hub department, Atos contributes to the amplification of the KRAKEN project. The Innovation Hub has made its team of experts in marketing, communication and design, available to the project on and offline. Thus, Atos has contributed to the communication and dissemination of the project through the corporate channels of the company during the first months of the project.

The following table shows all the project's insertions in channels of Atos.

Communication activities						
Date	Medium	URL	Type	Title	Also shared via...	
10/02/2020	Booklet ARI	https://booklet.atosresearch.eu/press-releases/kraken-project-innovating-personal-data-protection	Website	KRAKEN project: innovating in personal data protection		
20/01/2020	Booklet ARI	https://booklet.atosresearch.eu/project/kraken	Website	Brokerage and market platform to facilitate the personal data sharing on the internet by guaranteeing the privacy-preservation		
30/08/2020	ARI Newsletter #39 Sept	Internal link	Newsletter	KRAKEN launches a web survey	Twitter: https://twitter.com/AriMarcomm/status/1296009257301639171 https://twitter.com/AriMarcomm/status/1280796265731809280 https://twitter.com/AriMarcomm/status/1277595407279960069 https://twitter.com/AriMarcomm/status/1303250219694305281	

03/08/2020	ARI Newsletter #38 August	Internal link	Newsletter	Cyberwatching cluster	Twitter: https://twitter.com/AriMarcomm/status/1284065306277752832
03/06/2020	Innovation Week presentation	Internal event	Event presentation	Self-Sovereign paradigm	Twitter: https://twitter.com/AriMarcomm/status/1268166610038272005

Table 13 Atos Communication contribution

In addition, the Twitter profile of Atos Research and Innovation provides continuous support by sharing and RT content. Ongoing support on Twitter:

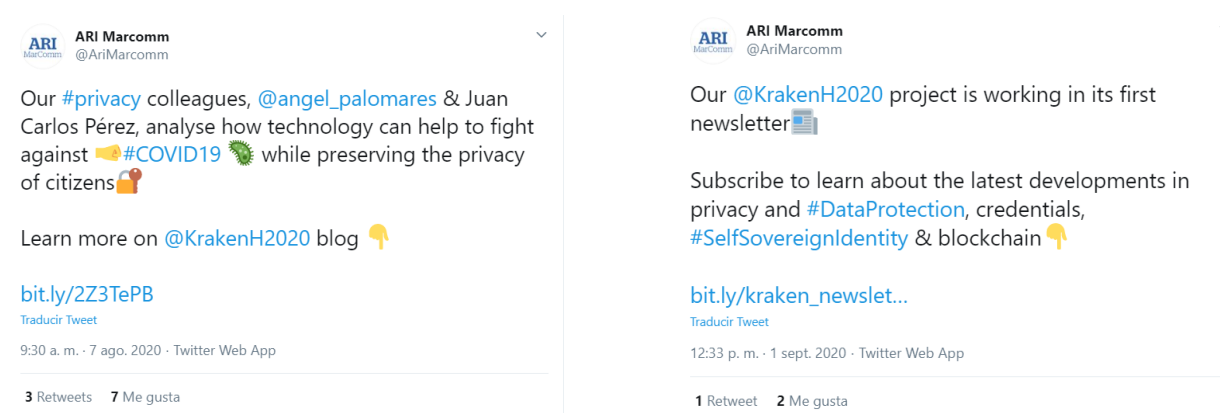


Figure 12 Tweets example

InfoCert

InfoCert created a “Research and Development” section on its website to show its effort and investment in innovation. KRAKEN, as one of InfoCert’s main international projects, has a dedicated section with a description and a link to the KRAKEN website to learn more. This is the page <https://infocert.digital/research-development/>. InfoCert has also collaborated to the “Project overview” PowerPoint presentation.

KuLeuven

KUL (CiTiP) has created a section on its official website, showing KRAKEN as part of its ongoing research projects (<https://www.law.kuleuven.be/citip/en/research/projects/ongoing/kraken>). The webpage provides a description of the KRAKEN project and a link to the official KRAKEN website.

AIT

AIT has published a press release on its website (https://www.ait.ac.at/en/news-events/single-view/detail/6263/?no_cache=1&cHash=276e5ae81fe1b71aad50c102a44868f4), providing descriptions of the KRAKEN project and a link to the official website. Furthermore, the project is referred to in presentations to relevant stakeholders and research group presentations.

Technology Exploration Oy

TX - Technology Exploration Oy has created a case article for the KRAKEN Project on its corporate website to showcase KRAKEN as one of TEX’s major international projects (<https://tx.company/projects/kraken/>). It has also engaged in the production of a significant amount of publications via its social media channels, including videos, articles, blogs and a podcast (these publications are highlighted in Table 14 below). In addition to this TEX has produced two posters for the KRAKEN project to be used at future events pending an improvement in the global situation with COVID-19.

Communication activities					
Date	Medium	URL	Type	Title	Also shared via...
26/02/2020	Medium	https://medium.com/engineering-data-economies/engineering-solutions-for-the-future-data-economy-in-healthcare-72cae648b8d4	Blog Post	Engineering Solutions for the Future Data Economy in Healthcare	LinkedIn https://www.linkedin.com/feed/update/urn:li:activity:6638383829889482752 Twitter https://twitter.com/TxExplored/status/1234033300647354368?s=20
02/04/2020	LinkedIn	https://www.linkedin.com/pulse/kraken-project-innovating-personal-data-protection-rob-holmes/	Article	KRAKEN project: innovating in personal data protection	LinkedIn https://www.linkedin.com/feed/update/urn:li:activity:6651821972084797440 Twitter https://twitter.com/TxExplored/status/1245944277831647233?s=20
18/04/2020	YouTube	https://www.youtube.com/watch?v=hS1yyeJ9Wio	Video	Engineering Data Economies	LinkedIn https://www.linkedin.com/feed/update/urn:li:activity:6657144274104217600 Twitter https://twitter.com/tx_shep/status/1251380413315989504?s=20
22/04/2020	Spreaker	https://www.spreaker.com/user/12092246/healthcare-data-unions	Podcast	Data economies within Health and Pharmaceuticals industries	LinkedIn https://www.linkedin.com/feed/update/urn:li:activity:6658718837317472256 Twitter https://twitter.com/TxExplored/status/1252904900637405188?s=20
12/05/2020	YouTube	https://www.youtube.com/watch?v=r3alXzpzFGg	Video	The Value Of Big Data In The Healthcare Industry	LinkedIn https://www.linkedin.com/feed/update/urn:li:activity:6666294524920373248 Twitter https://twitter.com/TxExplored/status/1260531469455208449?s=20
18/06/2020	LinkedIn	https://www.linkedin.com/pulse/big-data-healthcare-pharmaceuticals-industry-ben-sheppard/	Article	Big Data in the Healthcare and Pharmaceuticals Industry	LinkedIn https://www.linkedin.com/feed/update/urn:li:activity:6679253624260046848
07/08/2020	YouTube	https://www.youtube.com/watch?v=qd90XAvPPw8	Video	Pharmaceutical Data Economies	LinkedIn https://www.linkedin.com/feed/update/urn:li:activity:6697445277269401600 Twitter https://twitter.com/tx_shep/status/1291680300888539137?s=20

Table 14 TX Communication contribution

Lynkeus

Lynkeus has actively contributed to multiple communication and dissemination tasks, including contribution to various materials such as the project website, newsletter and the first project video, for what concerns its leading activity, the healthcare pilot implementation, as well as with regard to communication strategy and content review. Along with others involved in T5.1, Lynkeus has created and is currently administering the web survey “Sharing and acquisition of HEALTH AND WELLBEING DATA: understanding modalities, needs, challenges and expectations” on Survey Monkey, contributing to gather feedback from the platform's potential users. The survey has been disseminated and shared

on KRAKEN social networks and website. Within WP6, Lynkeus has also defined business use case scenarios for the biomedical marketplace, substantially contributing to D6.2 - Initial Market Analysis.

FBK

Communication about the aims and activities carried out by the KRAKEN project was conducted by publishing relevant information and newsletters on the TrentinoSalute 4.0 website (<https://trentinosalutedigitale.com/blog/portfolio/kraken-controllo-avanzato-della-condizione-dati/>) and on the FBK institutional social media accounts.

4 Standardization overview

The vision of KRAKEN is the development of a next-generation privacy-friendly, end-to-end authentic data market, which also considers relevant aspects like usability, scalability, and legal compliance. The developed solution will follow and use state-of-the-art privacy and security principles and leverage advanced cryptographic mechanisms to achieve these goals. As a consequence, in order to achieve compatibility and increase the project's impact, the consortium plans to push the project's results and findings into national and international standardization activities.

4.1 Overview of Standardization Bodies

In this section, we give an overview of standardization bodies monitored for potential relations to the KRAKEN project. The KRAKEN consortium will continuously monitor the state of the project, the precise results suitable for standardization, as well as ongoing standardization activities in these bodies, in order to select the best-suited standardization bodies to approach.

- **ISO/IEC:** The International Organization for Standardization/International Electrotechnical Commission is one of the most renowned standardization bodies worldwide. The two involved bodies seamlessly fit together and complement each other in terms of covered areas: while ISO is primarily focusing on guidelines to ensure, e.g., that materials, products, or processes fit their purpose, IEC is focusing on electro-technology. International standards produced by ISO/IEC are often used as key references for national but also European standards. For KRAKEN, we identified ISO/IEC JTC1/SC27 on "Information security, cybersecurity and privacy protection" as a relevant committee.
- **ETSI:** The European Telecommunications Standards Institute has members from more than 60 countries, and is publishing more than 2'500 standards annually, promoting a greater harmonization of (European) telecommunication systems. With relevance to KRAKEN, ETSI is also developing guidelines on personally identifiable information protection, or requirements on data protection and privacy, all addressed within the Security and the Interoperability clusters of ETSI.
- **ITU-T:** The International Telecommunication Union - Telecommunication Standardization Sector is covering numerous fields within telecommunication and information technology. Given ITU's nature as a specialized agency of the United Nations, standards developed by the ITU-T gain significant international attention. Relevant groups for KRAKEN contain, among others, the ITU-T Study Group 17: Security on privacy in cloud computing.
- **IETF:** The Internet Engineering Task Force is an open standards organization, developing and promoting voluntary and open Internet standards. All developments and contributions are carried out by volunteers on a non-profit basis. IETF standards could in particular be of interest to KRAKEN because of their Security working group, which is in particular addressing secure authentication and authorization mechanisms.

Further standardization bodies include, e.g., OASIS (Organization for the Advancement of Structured Information Standards), CSA (Cloud Security Alliance), EuroCloud, or the OpenID Foundation. However, after an initial internal assessment regarding suitability and alignment with the project's contents, these are currently not under closer observation by the consortium.

4.2 Standardization Activities

Given the early stage of the project and the fact that many aspects including the final architecture of the KRAKEN marketplace are still under development, the consortium decided to primarily focus on

the standardization of the cryptographic building blocks and mechanisms underlying the cryptographic core components of KRAKEN.

Considering planned activities within the listed standardization bodies, KRAKEN thus decided to focus on ISO/IEC during the first phase of the project. More specifically, the aforementioned ISO/IEC JTC1/SC27 on “Information security, cybersecurity and privacy protection” was identified.

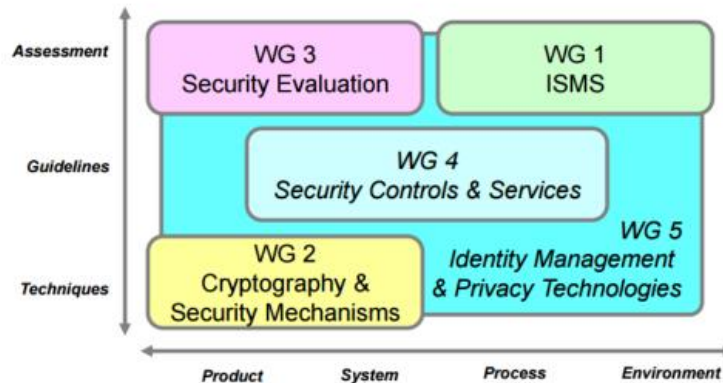


Figure 13 Structure of ISO/IEC JTC1/SC27

This committee, founded in 1990, is dedicated to the development of international standards in the area of IT security. According to its official website¹⁰, it focuses on the following aspects:

- Security requirements capture methodology;
- Management of information and ICT security; in particular information security management systems, security processes, security controls and services;
- Cryptographic and other security mechanisms, including but not limited to mechanisms for protecting the accountability, availability, integrity and confidentiality of information;
- Security management support documentation including terminology, guidelines as well as procedures for the registration of security components;
- Security aspects of identity management, biometrics and privacy;
- Conformance assessment, accreditation and auditing requirements in the area of information security;
- Security evaluation criteria and methodology.

The committee consists of five working groups focusing on the following areas:

- WG 1: Information Security Management Systems
- WG 2: Cryptography and Security Mechanisms
- WG 3: Security Evaluation, Testing, and Specification
- WG 4: Security Controls and Services
- WG 5: Identity Management and Privacy Technologies

Given the above rationale, during the first year of KRAKEN the main focus was on WG 2: Cryptography and Security Mechanisms. Leveraging contacts within SC27 as well as FlexProd¹¹ and CyberSec4Europe¹² as one of the pilots for a European Cybersecurity Competence Network, the KRAKEN consortium successfully initiated a new standard on multiparty computation as one of the key primitives required for our envisioned marketplace. Furthermore, the consortium is actively contributing to other ongoing projects such as ISO/IEC 20008-3 on privacy-preserving mechanisms for signing documents on behalf of groups – one of the possible ways to achieve end-to-end authenticity in our scenario.

¹⁰ <https://www.din.de/en/meta/jtc1sc27>

¹¹ <https://flexprod.at/>

¹² <https://cybersec4europe.eu>

A detailed overview of standardization achievements so far is provided in Table 15 below:

Standardization Activities				
Body	Committee	Standard identifier	Name	Type of contribution
ISO/IEC	JTC1/SC27	ISO/IEC 4922-1	Information security — Secure multiparty computation — Part 1: General	Editor; initiated together with different national bodies, etc.; Current status: working draft.
ISO/IEC	JTC1/SC27	ISO/IEC 4922-2	Information security — Secure multiparty computation — Part 2: Mechanisms based on secret sharing	Co-editor; initiated together with different national bodies, etc.; Current status: working draft.
ISO/IEC	JTC1/SC27	ISO/IEC 20008-3	Information technology — Security techniques — Anonymous digital signatures — Part 3: Mechanisms using multiple public keys	Contributor; Current status: working draft

Table 15 Standardization activities September 2020

In the next phases of the project, we plan to follow up on these activities, but also consider additional standardization bodies and activities once the final architecture and underlying processes of the KRAKEN platform have stabilized.

5 Dissemination overview

While Section 3 provides an overview of communication activities beyond the scientific and technical community, this section will give an overview of KRAKEN's activities to disseminate the project's foreground knowledge.

5.1 Target Audience and Venues

The target audience for dissemination of foreground knowledge consists of the scientific community, peer researchers, as well as related research initiatives and projects. In order to reach this audience, the publication of scientific articles as well as participation in respective events is of paramount importance. Accordingly, KRAKEN is aiming for publication in high-rank conferences and journals.

Examples for relevant journals include, but are not limited to:

- Journal of Computer Security
- IEEE Transactions on Cloud Computing
- International Journal of Secure Software Engineering
- Computers and Security
- IEEE Security and Privacy
- IEEE Transactions on Services Computing
- International Journal of Cloud Computing

Furthermore, given the different publication cultures within different research fields, also major conferences and workshops are targeted by KRAKEN.

Examples of such conferences and workshops include (but are not limited to):

- All conferences organized by the International Association for Cryptologic Research (IACR), but in particular EUROCRYPT, CRYPTO, ASIACRYPT, PKC
- IEEE Symposium on Security and Privacy
- USENIX Security Symposium
- CCS – ACM Conference on Computer and Communications Security
- PETS – Privacy Enhancing Technologies Symposium
- SOUPS – Symposium on Usable Privacy and Security
- ESORICS – European Symposium on Research in Computer Security
- FC – Financial Cryptography
- ACNS – International Conference on Applied Cryptography and Network Security
- CANS – International Conference on Cryptology and Network Security

5.2 Collaboration with Related Research Initiatives

During the first project year, the KRAKEN consortium has effectively collaborated with numerous national and European research initiatives, mainly focusing on certain aspects of the cryptographic KRAKEN architecture. Specifically, joint activities with the following projects have been undertaken:

- CyberSec4Europe¹³: The collaboration with this pilot project for a European Cybersecurity Competence Network has led to joint publications as well as joint standardization activities during Y1.
- PROFET¹⁴: The collaboration with this national Austrian research initiative on cryptographic foundations for a future-proof Internet has led to joint publications.

¹³ <https://cybersec4europe.eu/>

¹⁴ <https://profet.at/>

- FlexProd¹⁵: This national Austrian research project is in particular developing a platform for multi-party computation. The collaboration with this project is mainly focusing on the standardization activities mentioned in Section 4.
- SECREDAS¹⁶: The collaboration with this ECSEL joint undertaking has led to joint publications on cryptographic building blocks.
- Comp4Drones¹⁷: The collaboration with this ECSEL joint undertaking has led to joint publications on cryptographic building blocks.
- Safe-DEED¹⁸: The collaboration with this H2020 project has led to joint publications on cryptographic building blocks.
- CREDENTIAL¹⁹ and MHMD²⁰: The KRAKEN consortium is in close contact with the consortia of these two completed H2020 projects in order to leverage their platforms and results for the envisioned marketplace.
- Cyberwatching²¹: KRAKEN has participated in the meeting of privacy projects held by Cyberwatching in order to find synergies and collaboration between European projects.
- ICT²²: Roundtables participation: ICT Verticals and Horizontals for Blockchain Standardisation - Digital Society, Identity and Privacy (25 Nov 2020).

5.3 Target KPIs

In the following we give an overview of the key performance indicators for the first project year regarding dissemination as specified in the project proposal and provide concrete results up to September 2020.

Activity	KPIs November 2020	Results September 2020
Scientific publications	At least 5 peer-reviewed papers accepted for publication by November 2020	3 3 submitted
	At least 50% of shared public-private Publications	17%
	On average more than 2 partners per publication	1.8
Interconnection with other projects	Number of liaisons with other R&D activities	joint research activities with 8 projects
	Number of joint publications with other research activities	4

Table 16 Dissemination KPIs

It is worth noting that due to the ongoing spread of the coronavirus, the establishment of new research collaborations and networks was negatively impacted within KRAKEN. We therefore expect an increase in terms of partners per publications once the situation has normalized.

¹⁵ <https://flexprod.at/>

¹⁶ <https://secredas-project.eu/>

¹⁷ <https://www.comp4drones.eu/>

¹⁸ <https://safe-deed.eu/>

¹⁹ <https://credential.eu/>

²⁰ <http://www.myhealthmydata.eu/>

²¹ <https://www.cyberwatching.eu/>

²² https://ec.europa.eu/newsroom/dae/document.cfm?doc_id=68644

5.4 Publications

In the following, we provide an overview of publications resulting from the KRAKEN project before the end of September 2020. Multiple additional publications are currently under final preparation and will be submitted before the end of Y1.

All publications will be made available as (green) open access publications soon after publication.

Dissemination Activities					
Venue	Title	Authors	Beneficiaries	Joint Activity with	Link
CCSW 2020	Short-Lived Forward-Secure Delegation for TLS	Lukas Alber, Stefan More, Sebastian Ramacher	AIT, TUG	SECRETAS	https://doi.org/10.1145/3411495.3421362
ASIACRYPT 2020	CCA-Secure (Puncturable) KEMs from Encryption With Non-Negligible Decryption Errors	Valerio Cini, Sebastian Ramacher, Daniel Slamanig, Christoph Striecks	AIT	SECRETAS, PROFET, Comp4Drones	n/a
ACM CCS 2020	Lift-and-Shift: Obtaining Simulation Extractable Subversion and Updatable SNARKs Generically	Behzad Abdolmaleki, Sebastian Ramacher, Daniel Slamanig	AIT, external	CyberSec4Europe, PROFET	https://eprint.iacr.org/2020/062
Submitted	Privacy-preserving Analytics for Data Markets using MPC	Karl Koch, Stephan Krenn, Donato Pellegrino, Sebastian Ramacher	AIT, TUG, TX	n/a	n/a
Submitted	Multi-Party Revocation in Sovrin: Performance through Distributed Trust	Lukas Helminger, Daniel Kales, Sebastian Ramacher, Roman Walch	AIT, TUG	SECRETAS, Safe-DEED	n/a
Submitted	Strong customer authentication in online payments under GDPR and PSD2: a case of cumulative application	Danaja Fabcic	KUL	FENTEC	n/a

Table 17 Scientific Publications December 2019 – September 2020

6 Y2 Action plan

The current global health crisis generated by COVID-19 creates a paradigm of uncertainty that affects communication and dissemination efforts. With this in mind, the Consortium has worked on a specific communication plan for the coming months of the project. The plan for year 2 of the project is especially volatile and variable according to the current events and the evolution of this situation during the next year.

In view of this context and the current situation of the project, the communication team will focus on the analysis of news, the generation of online content and the monitoring of virtual events. In addition, the team will monitor and analyse the results achieved on a monthly basis in order to adapt the communication strategy to these.

From December 2020, the first phase of “VISIBILITY” ends, and the "AWARENESS" phase begins

The figure below, together with Figure 1: General Communication plan, is an update of slide 14 and 18 of the **Brandbook and Communication Strategy**, which detailed the communication plan.

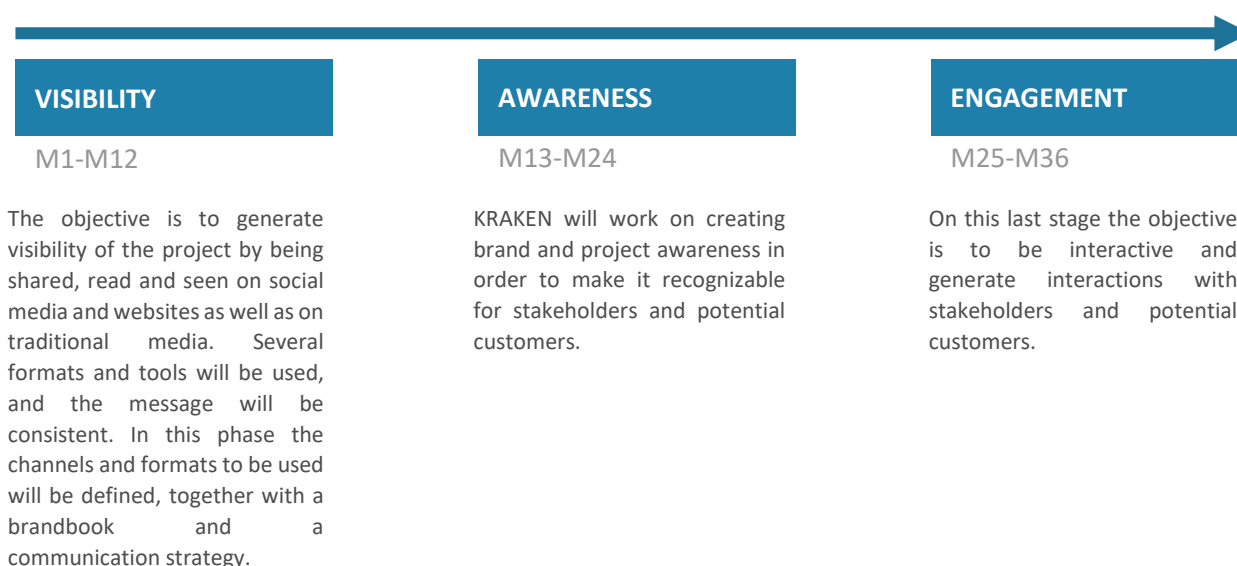


Figure 14 Description of communication stages

The following are a number of improvements regarding the actions and the communication strategy for the next project year.

6.1 Digital marketing & communication actions

6.1.1 Website

KRAKEN's website will continue to be the visible face of the project and the destination of the traffic from social networks.

During **Y2**, the visual aspect of the website will be maintained, with small updates, design improvements and with regular updates to content adapted to the objective of raising awareness.

The results show that the **bounce rate** - although within the standard average for this type of website – is higher than the KPI target value. Therefore, work will be done to encourage users to interact within the website and stay longer on the page.

The user-friendly design of the website will always be focused on **usability**, **SEO positioning** in technology of KRAKEN and reaching the **target audience**.

Among the changes to be implemented during the next year will be:

- Include call to action buttons (to increase the number of clicks)
- Include a pop-up window for newsletter subscription.
- Superficial changes in design (less weight to reduce loading time and more attractive images).
- More frequency of news.
- Continuous maintenance of the website.

6.1.2 Social Media

KRAKEN will continue to be proactive on social networks during the next months and will make use of the main channels (Twitter and LinkedIn) to inform about the news of the project, to show the project's advances, to raise debates in the scientific community, and to direct traffic to the project's website.

During this phase of the communication strategy the main objective is to **raise awareness**, therefore the tone and content of the social networks will be didactic and aimed at the scientific-European audience.

- **Twitter:** the objective is to publish an average of 5 tweets per week.
- **LinkedIn:** the objective is to publish an average of 2 publications per week.

6.1.3 Non-scientific technical publications

During this first year, due to the situation that has arisen, **KRAKEN's blog** has focused on **COVID-19** and the technological and legal development around data protection. Upcoming non-scientific articles will continue to be relevant to the latest current affairs in order to provide quality, interesting and current content to users.

However, anticipating that the interest of users and the situation will not change in the last months of the year, the following calendar of posts publications is proposed:

YEAR	MONTH	PARTNER	TOPIC
2020	jun-20	Atos	Data protection in COVID times
2020	jul-20	ICERT	Healthcare challenge in COVID times
2020	aug-20	TX	Pharmaceutical Data Economies
2020	oct-20	KUL	Legal framework in COVID times (series of articles published during the month)
2020	dec-20	TX	Blockchain & SSI (podcast)
2021	feb-21	FBK	Data protection conversation on Social Networks
2021	apr-21	AIT	Cryptography*
2021	jun-21	SIC	Marketplace
2021	sep-21	Lynkeus	Health pilot
2021	nov-21	TUG	Education pilot

Figure 15: Post publication schedule

6.1.1 Media

The first communication plan of the project did not envisage the launch of a **press release** in the middle of the project's life. Nevertheless, the communication team will remain alert to detect possible opportunities to give visibility to the project.

Furthermore, as the first press release of the project was launched in a complicated context with little impact, we will analyse the possibility of updating the press release and making a new mailing to the media throughout **Y2**, once the health crisis situation allows it.

6.1.2 Newsletter

During **Y2** the KRAKEN newsletter will continue to be taken as a channel of communication and dissemination of the project. This newsletter, open to the public, will be biannual and will be launched in **June 2021** and **December 2021** in order to inform the public of the latest advances and news of the project and to promote the transparency of the project and the scientific dissemination.

- **June 2021 #3 Newsletter**
- **December 2021 #4 Newsletter**

6.2 Events & materials

As previously noted, we find ourselves in a convulsive and uncertain context in which the situation of the world health crisis prevents the usual development of projects, in particular in the tasks of **communication** and **dissemination**.

Due to this situation, the Consortium has decided to prioritise **virtual events** over face-to-face events, in order to avoid travelling and exposing the project team members. Keeping this in mind, this is the sector events forecast:

Industrial Events			
Name of the event	Date	Venue	Link
Infosecurity Europe	8 th June 2021	London	https://www.infosecurityeurope.com/
EEMA Annual Conference - Digital Innovation & Exploitation for the Future 2021	TBD	TBD	https://www.eema.org/
Cyber Security & Data Protection Summit	TBD	TBD	https://cybersecuritysummit.co.uk/
ISSE 2021	TBD	TBD	https://www.isse.eu.com/
Blackhat Europe 2020	7 th Dec 2020	Virtual	https://www.blackhat.com/eu-20/
Cyber Science 2021	TBD	TBD	https://c-mric.org/
The European Data Protection & Privacy Conference	8 th Dec 2020	Brussels	https://dataprotection-conference.com/
European Security Summit 2021	TBD	TBD	https://eusecuritysummit.com/
European Data Strategy 2021	TBD	TBD	https://www.eu-datastrategy.com/
Cyber Security Hub 2021	TBD	TBD	https://cyber-hub.heysummit.com/
South Summit 2021	TBD	Madrid	https://southsummit.co/es/inicio/
Cyberwatching workshops	Several	Several	https://www.cyberwatching.eu/
RSAC 2021	17 th May 2021	San Francisco	https://www.rsaconference.com/
ICT 2021	TBD	TBD	https://ec.europa.eu/digital-single-market/en/news/ict-2020-leading-digital-age-event-cancelled

Table 18 Industrial sector events

6.3 KPIs Y2

After the analysis of the first months of work and the results achieved, the previous strategy has been elaborated and the following target values for project KPIs have been established:

Activity	KPIs November 2021
Project website	>3,000 unique visitors <69% Bounce Rate
Social Media	>300 followers Followers Twitter Followers LinkedIn >9,000 Twitter impressions /Month from M9 onwards >3 social media channels
Non-scientific technical publications	5 publications
Comm & promotional material	4 newsletters 1 brochure
Industry events	>1 industry exhibition attended >2,000 visitors
White Papers	1

Table 19 KPIs target values for the second year of the project

6.4 Individual communication plans

6.4.1 Atos

Atos coordinates the communication tasks within the KRAKEN project. In this role, Atos will act proactively in all online and offline communication and dissemination opportunities.

Atos will continue to maintain and update the project website and project social media channels and generate media content. Atos is responsible for the creation and distribution of dissemination & communication materials and counts with the support of its Marketing and Communication Department for the distribution of graphic material and press releases.

Atos distributes and communicate KRAKEN results and achievements through several channels and will continue to do so in the coming months.

With respect to internal communities, Atos counts with multiple communities related to the areas of SSI, Blockchain, Cloud, Cybersecurity or Information Technologies: Atos Scientific Community, Atos Research & Innovation Units and other Atos transfer lines of cloud and cybersecurity.

Atos also will make use of the corporate communication structures and tools to disseminate project information, aiming to share with Atos partners and customers trends and innovations in several areas such as Cybersecurity, blockchain, Trusted Identities, etc., and the Axia Corporate Magazine.

KRAKEN communication material could be distributed and shared through the internal community site, Zen, and the emerging trends and future technologies Thought Leadership Blog with the global community.

Atos is also trying to leverage its membership in the Cloud Security Alliance, Trusted European Cloud, or the NESSI initiative. Atos also plans to foster and contribute to the collaboration with other research and innovation projects and other cluster initiatives.

6.4.2 KUL

KUL (CiTiP), as an academic partner, will disseminate findings and relevant research outcomes throughout the academic network, e.g. through the publication of scientific articles in international peer reviewed journals. KUL (CiTiP) will use its own website to promote the project, whilst outcomes will be further presented at public events and conferences. The Twitter feed of KUL (CiTiP) will also be used to publicly update on relevant achievements and project outcomes. KUL (CiTiP) will further disseminate KRAKEN's results by stimulating the broader societal debate on the identified problems (by informing the public at large through all relevant communication channels) and through academic courses to students.

6.4.3 AIT

AIT's contribution to increase KRAKEN's visibility will be multi-fold. Firstly, the team will continue their research activities, leading to scientific publications in renowned conferences and journals. Secondly, AIT will continue their standardization activities, thereby also raising awareness of the fundamental building blocks and their features in the heterogeneous standardization community. Thirdly, the team will advertise project results in relevant stakeholder meetings, adding KRAKEN to the already existing project portfolio in the area of data markets (others being, e.g., the Data Market Austria initiative²³). Finally, jointly with other partners, the organization of a dedicated workshop, e.g., as a European project symposium at ARES²⁴ or at the IFIP Summer School on Privacy and Identity Management²⁵ will be evaluated; depending on the project progress and the situation regarding the spread of the coronavirus, this activity may take place in Y2 or Y3 in order to maximize its impact.

6.4.4 TEX

TEX will continue to promote the work it is doing with the consortium on the KRAKEN project via its social media, website and search engine visibility, creating content in the form of blog articles, videos, and podcasts. TEX will also be making use of any communities and memberships it is part of to take part in or co-host events, such as webinars, as well as organising its own webinars around the subject. One example of this is the Industrial Internet Consortium (IIC), where the TEX team recently presented at its Healthcare Technology Group and has been asked to continue to update the group on the KRAKEN project's progress. TEX will continue to contact events for speaking opportunities. Together with Streamr AG, TEX is coordinating PR efforts and approaching relevant media for visibility. With a multitude of content showcasing the KRAKEN project, TEX will continue to build its brand and the project consortium as thought leaders in data economies, data sharing, monetisation and decentralised technologies.

6.4.5 Lynkeus

Lynkeus plans to contribute to KRAKEN general promotion and results dissemination leveraging its thick network of research and academic centres, businesses, healthcare institutions and associations in the field of healthcare informatics (blockchain, AI, analytics, privacy and security of data) and the numerous research conferences, institutional and business events LYN attends, on a regular basis, as an active member of the Healthcare Information and Management Systems Society (HIMSS), the Big Data Value Association (BDVA), the Global Blockchain Association (GBA) and the Research Data

²³ <https://datamarket.at/>

²⁴ <https://www.ares-conference.eu/>

²⁵ <https://ifip-summerschool.org/>

Alliance (RDA), particularly in the context of its current work within the RDA Health Data Interest Group and Blockchain Applications in Health Working Group. For its leading role in EU-funded healthcare research, besides its web presence on its website, Twitter, Facebook and LinkedIn, LYN's activity is often featured within EC-sponsored initiatives (e.g., Health-EU Newsletter - Active and Healthy Ageing, events such as the European Big Data Community Forum 2019, Cyberwatching.eu Project Radar and webinars) and yields conference proceedings and white papers. Through its partnerships and networking activities, Lynkeus will actively contribute to finding and gathering feedback from potential sellers/buyers for the KRAKEN healthcare data marketplace and make the best out of its business network and expertise for market analysis, exploitation and business planning.

6.4.6 XLAB

With years of experience, XLAB's dissemination specialists and technology experts combine their expertise with data driven insights to draw up viable dissemination and communication strategies. XLAB's content/design team works closely with the marketing/entrepreneurial team, bridging the gap between research results and exploitation with a clearly defined set of activities.

The activities are closely managed and monitored quarterly, the distribution channels are well defined and SMART goals set:

- Regular attendance of international events (CSA CEE, CeBIT expo, ISC HPC, HiPEAC, DEFCON, Linux conferences, Euro-Par conference, CloudWATCH Summit).
- Sponsorship of national events (DragonHack, WebCamp Ljubljana, SecTalks Ljubljana, FRI USA Tour, JobFair, BSidesLjubljana).
- Organisation of workshops/hackatons for students together with the Faculty of Computer and Information Science (devops, continuous integration/deployment demonstration with open source/relevant technologies).
- Set up of professional product websites (linked to XLAB website²⁶).
- Social media appearances for technology transfer, better mapping and targeting stakeholders (Twitter²⁷, LinkedIn²⁸, Facebook²⁹).
- Repositories for open source software, community building, ensuring that results are rendered openly available (XLAB's GitHub³⁰).
- Partner networks, liaison with related projects and relevant initiatives participation.

6.4.7 SIC

SIC was founded to encourage independent scientific research, development, and teaching in the field of information security. As this is our organization's nature, SIC will, throughout the project, release implemented security protocols and libraries that will be used in the KRAKEN platform but will furthermore be available as open-source projects, depending on the usage for our internal objectives. Additionally, SIC works closely together with TUG. Therefore, it will assist TUG with its publications, especially the protocols focused on trusted computing.

²⁶ www.xlab.si

²⁷ https://twitter.com/xlab_research

²⁸ <http://www.linkedin.com/company/xlab>

²⁹ <https://www.facebook.com/xlab.research>

³⁰ <https://github.com/xlab-si>

6.4.8 TUG

TUG, as academic partner, will continue to disseminate research output to the scientific community in the form of publications in peer-reviewed conferences and their respective proceedings. The focus is on international conferences. In addition, TUG will share those publications on open-access preprint platforms whenever possible, which will also be linked in the publication records on the institute's website. Involved researchers will use their social media presence to further communicate the findings to other people involved in the field.

6.4.9 FBK

In order to maximize the KRAKEN project's visibility in social media (i.e. twitter)t, FBK will continue to deploy and maintain **the AI-based Pokedem tool**, developed internally, that will support and partially automate the work of social media managers in content and community building. FBK will also continue to use its corporate communication structure to disseminate information about the project in relevant websites (e.g., TrentinoSalute 4.0 website) reaching both technical audiences and relevant stakeholders, such as eHealth app companies, public health institutions (e.g. Azienda Provinciale dei Servizi Sanitari, APSS) and research institutions (e.g., University of Trento Job Guidance services) in the Trentino region that might be interested to collaborate on designing, testing or using the KRAKEN platforms and marketplaces.

6.4.10 ICERT

ICERT, as industrial partner, will continue to spread KRAKEN results within its online magazine (<https://www.digitalfuturemagazine.com/>) and via its social media channel on Facebook, Twitter and LinkedIn. As a Stewart member of Sovrin Organization, it will also update the community about Consortium' activities and event participation. Moreover, ICERT will continue to mention its participation within the project also in the offline communication strategy, both on ATL and BTL, such as newspaper articles, interviews, press releases etc.

7 Conclusions

This deliverable **D6.6. Initial Communication Report** gives a summary of the work performed on communication, dissemination and standardisation tasks during the first months of the project life. After the analysis of the achieved results, the appropriate modifications of the communication strategy for the next months have been made, which will be re-evaluated and adapted in the **D6.7 Initial Communication, Dissemination and standardization report** due in November 2021.

Although the scope and impact of the KRAKEN brand has been high and has met the expected KPIs in most of cases, the global health crisis situation that prevents travel and face-to-face events and that dominates the media agenda has had a direct impact on dissemination activities and is expected to continue to have an effect in the coming months. This situation of ongoing uncertainty is a challenge and makes the KRAKEN team try new ways of communication and exploit digital channels.

The project starts now the "AWARENESS" stage of its communication plan, where priority will be given to the contents that raise the most interest in the audience, as it is the case of the case studies and the KRAKEN pilots, following a didactic approach.



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