

D6.1a

Initial CSP, DEP and synergies establishment

Lead Author: Francesco Ghini

With contributions from: Paolo Mariotti

Reviewer: Alicia Jimenez, Augustine Lemesle, Patrick Duflot

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EXECUTIVE SUMMARY

The TRUMPET project is an ambitious initiative aimed at improving cybersecurity in the field of Federated Learning, an innovative AI system that has garnered significant interest from the scientific community. The project's success relies on effective communication and dissemination strategies that reach key target audiences with information about the project and its objectives. The TRUMPET dissemination plan provides a comprehensive roadmap for partners and their communication officers to follow, outlining specific communication tools and channels that will be utilized to raise awareness about the project, promote collaboration, and ensure the efficient exploitation of project results. The dissemination plan is a critical component of the project's overall strategy and will play a vital role in its successful implementation and impact on the community interested in the field.

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Authors (partners)	IRST
Responsible author	FRANCESCO GHINI Francesco.ghini@irst.emr.it

Summary (for dissemination)	<i>This plan provides a comprehensive roadmap for partners and their communication officers, outlining specific tools and channels to be used for raising awareness, promoting collaboration, and ensuring efficient project result exploitation.</i>
Keywords	Dissemination plan, communication plan, exploitation

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ABBREVIATIONS AND ACRONYMS

ICT: Information and Communication Technologies

PR: Public relations

BTL: Below the Line

SME: Small medium enterprises

GDPR: General Data Protection Regulation

NIS Network and Information Security

EU European Union

STEAM (Science, Technology, Engineering, Arts, and Mathematics)

GAP Gender Action Plan

ENISA: European Union Agency for Cybersecurity

ECCC The European Cybersecurity Competence Centre

ECSSO The European Cyber Security Organisation

HIMSS Healthcare Information, Management Systems Society

ISACA: Information Systems Audit and Control Association

IAPP: International Association Of Privacy Professionals

ICT: Information and Communication Technologies

1 Introduction

TRUMPET has been funded under the Civil Security for Society action by the Horizon Europe framework, which is related to the development of new knowledge, technologies, and other solutions to identified requirements. This action reflects Europe's vision of promoting innovation in the ICT field by maintaining high levels of security for services developed by EU countries. TRUMPET's aims align with this direction.

Work Package 6 of TRUMPET is dedicated to dissemination and communication activities of the project. As defined by Grant agreement (art. 17), its goals are to raise awareness of the project and its topics, promote collaboration and networking with other European initiatives related to TRUMPET, and ensure efficient exploitation of project results to have an impact on the community interested in the field. TRUMPET is specifically focused on the cybersecurity of Federated Learning, an innovative AI technique that is garnering interest from the scientific community due to the security standards it may provide.

In addition to outlining specific dissemination strategies, the TRUMPET dissemination plan also identifies target audiences for the project. These include academic and research communities, industry professionals and stakeholders, policymakers and regulators, and the general public. By tailoring its communication efforts to these specific groups, the consortium can ensure that its messages are delivered effectively and that its results have the greatest possible impact.

The dissemination plan also emphasizes the importance of stakeholder engagement and collaboration with other European initiatives to maximize the dissemination of TRUMPET's results and promote the adoption of its innovative approaches to cybersecurity and Federated Learning. By following the strategies outlined in the dissemination plan, the consortium can ensure that its results are widely recognized and utilized, contributing to the advancement of research and development in this important field.

2 Dissemination and Communication baseline

The implementation of the TRUMPET project's content and results dissemination strategy was developed with some general considerations in mind, including:

- **Difficulty to understand:** TRUMPET deals with a topic that is difficult for the majority of the population to understand. While artificial intelligence is a word that constantly appears in the media and universities, its applications and the opportunities that can arise from it are not well known and are often unpopular by non-specialists. Similarly, federated learning, which is one of the central points of the project, is also a niche topic. Only scientists and enthusiasts of the field understand the opportunity of this specific machine-learning model.
- **Appeal of the topic to different targets:** cybersecurity is a highly complex topic and specifically intended only for professionals, making it unappealing themes. Indeed, it evokes different scenarios depending on the target audience: if for the average consumer, it is a means of protecting their privacy on the web, stakeholders and SMEs consider it a trend that complicates their productive processes and services, leading them to be wary of those who seek to promote virtuous and controlled use of data on the web.
- **Innovation and development:** from a communicational point of view, AI and machine learning are a bubble of interest worldwide. Particular attention has been dedicating to its development in healthcare and possible processes to support diagnosis and therapy, in an increasingly personalized medicine perspective based on the analysis of large amounts of data.

Based on these considerations, communicative opportunities and issues have been identified. The aim of this process was to understand communication perimeter of TRUMPET from the beginning.

The identified opportunities are:

- Cybersecurity and Federated Learning in healthcare are highly innovative.
- AI in healthcare is a trend topic, allowing the use of already structured communication channels for content communication.
- TRUMPET is highly reproducible in other areas beyond healthcare, allowing widespread dissemination of its content.

Additionally, some difficulties have been found, such as:

- Technical topics in TRUMPET require a significant effort to simplify the content for the general target audience.
- Wide cultural differences on AI and cybersecurity within the European Union. Some countries have a low awareness of the importance of data protection compared to others. Similarly, regarding AI, some countries have already implemented initial use in citizen services, unlike others.
- The presence of various targets with different knowledge levels on the topic requires a communication strategy that develops specific messages and dedicated channels for the intended audience.

2.1 Dissemination and Communication strategy

Disseminating a highly complex international project means promoting two interdependent actions: informing and communicating.

Informing (from the Latin word "*In Formare*" meaning to give shape) means creating content that allows the public to give shape to their thoughts. This means not only making them aware of TRUMPET project's objectives and expected results. It also means shaping their thoughts on federated learning, cybersecurity, and the opportunities that arise from them. Specifically, we need to provide new contents to help them understand:

- The importance of analyzing scientific data from different hospitals,
- What it means to provide their data for the benefit of scientific and technological progress while ensuring privacy protection,
- Why the European Union strongly believes in protecting personal data from cybersecurity threats.

Communicating (from the Latin word "*Cum Munis*" meaning to make it common) implies a collective action: sharing content. If informing involves a passive action for the audience, communication is only possible if there is interaction. Therefore, it has a significant impact on society because it involves active engagement of the target audience. Efforts will be put into communicating, like making as many people as possible interact with the project's content and results. The planned actions will be:

- Creating content that encourages interaction and the sharing of ideas on TRUMPET's theme,
- Creating dissemination events open to both expert and general audiences,
- Participating in events that involve interaction, such as workshops and crosstalk events.

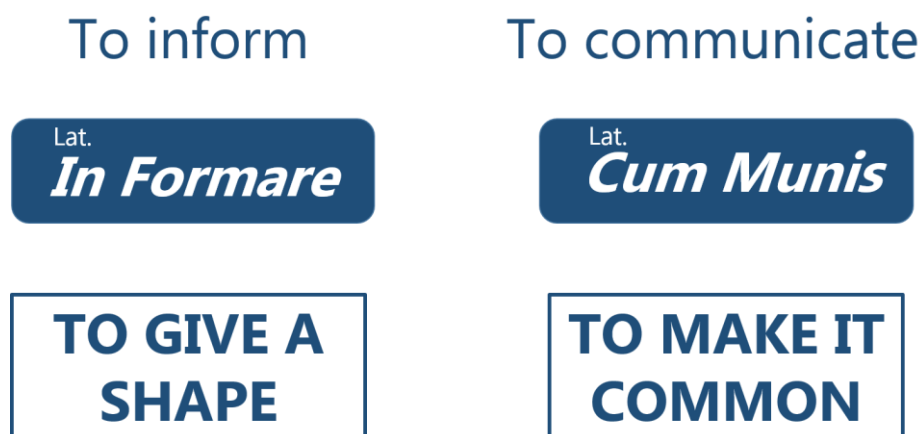


Figure 1 - TRUMPET's communication baseline

2.2 Communication concept

Using a communication concept in a communication plan is crucial for ensuring that the message being conveyed is effective and impactful. A communication concept is essentially the overarching idea or theme that ties all elements of the communication plan together. By establishing a clear concept, it becomes easier to create a cohesive message that resonates with the intended audience.

Without a communication concept, a communication plan risks being disjointed and ineffective, resulting in confusion and missed opportunities to connect with the target audience. A well-crafted communication concept can enhance the clarity and effectiveness of a communication plan, leading to a more successful outcome.

**Preserve data privacy,
enhance AI research in healthcare.**

Figure 2 - TRUMPET communication concept

The communication claim "**Preserve data privacy, enhance AI research in healthcare**" addresses two significant topics related to the use of artificial intelligence (AI) in the healthcare sector:

- Data privacy
- Potential benefits of AI research

Data privacy is a crucial issue that has gained increased attention in recent years, particularly with the increasing use of digital technologies in healthcare. Protecting patient data is essential for ensuring trust and building long-term relationships with patients, as well as complying with legal and ethical standards defined by GDPR (General Data Protection Regulation). By emphasizing the importance of preserving data privacy, the claim reassures all stakeholders engaged that the project is running to preserve the privacy of data.

At the same time, the claim also highlights **the potential benefits of AI research in healthcare**. AI and federated learning have the potential to revolutionize the way we diagnose and treat illnesses, leading to diagnoses that are more accurate, more effective treatments and better outcomes for patients. However, to realize these benefits, it is essential to conduct research that advances the understanding of AI and its application in healthcare. By emphasizing the need to enhance AI research, the claim encourages stakeholders to invest in research and development, which ultimately benefits patients and the healthcare industry as a whole.

2.3 Impact of TRUMPET project

The TRUMPET project will have a significant impact on various aspects of society. We focused on three categories: scientific, societal and economic impact.

From a **scientific standpoint**, the TRUMPET project will focus on increasing Federated Learning protection for its proliferation in the scientific community. The project will identify specific privacy threats related to Federated Learning and develop novel privacy metrics to assess those threats. Additionally, the team will develop tools for automated measurement of privacy in FL and conduct a legal study on the General Data Protection Regulation's (GDPR) implication in Federated Learning.

On a **societal level**, the TRUMPET project will identify and evaluate the specific needs of stakeholders, such as data providers and researchers. The project will contribute to the implementation of digital and privacy policies from the NIS Directive, EU Cybersecurity Act, and EU Cybersecurity Strategy. Moreover, the project will make it easier and safer for researchers to leverage data while keeping it protected and anonymous. The TRUMPET project will also generate interest in AI-based diagnosis and therapies.

Finally, the project will have a positive **economic impact** by attracting Information and Communication Technology (ICT) agencies interested in applying the TRUMPET federated learning model to their work. The TRUMPET platform will also be used in other fields such as energy, green technology, and logistics. Overall, the TRUMPET project's scientific, societal, and economic impact will be significant, contributing to advances in FL protection, privacy, and policy implementation while generating interest in AI-based diagnosis and therapies.

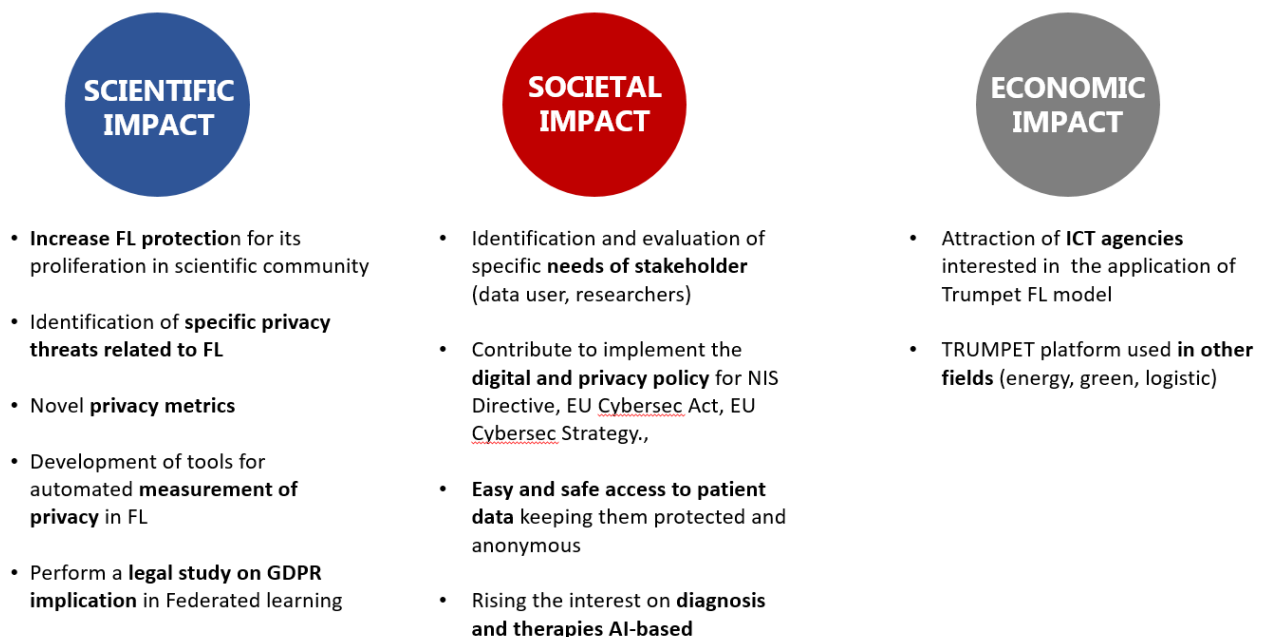


Figure 3 - Desired impact of TRUMPET project

2.4 Targets of TRUMPET communication

We have identified TRUMPET project targets based on scientific, societal, and economic impacts (see chapter 2.3). The project aims to attract different scientific audiences: solution and AI model developers, as well as researchers interested in machine learning and cybersecurity in healthcare. The project also targets data providers and platform users such as hospitals, research centers, and pharmaceutical companies interested in FL protection and privacy.

On a societal level, the TRUMPET project targets authorities and networks such as European Union Agency for Cybersecurity (ENISA) ENISA, The European Cybersecurity Competence Centre (ECCC), The European Cyber Security Organisation (ECSO), and Healthcare Information, Management Systems Society (HIMSS), Information Systems Audit and Control Association (ISACA) and International Association Of Privacy Professionals (IAPP), policymakers. Additionally, the project targets physicians and patients, who are the indirect beneficiaries of the project's efforts to provide easy and safe access to patient data while keeping it protected and anonymous. Healthcare researchers and EU citizens interested in AI and healthcare are also targeted.

Finally, the TRUMPET project targets ICT companies interested in GDPR compliance and machine learning, data providers, venture capitalists, and business angels interested in investing in the project's technology and platform. The project's economic impact is significant and aims to attract various investors and stakeholders interested in the application of the TRUMPET Federated Learning model to healthcare and other fields such as energy, green technology, and logistics.



Figure 4 - Targets of TRUMPET communication

Hence, we defined specific messages to convey to the different targets. These messages convey what we intend to communicate to the audience through the TRUMPET communication activities, aimed at capturing their attention and encouraging them to establish contact with us. We focus on different messages for each specific target

- Scientific target
- Societal target
- Economic target

Each post, web article and more generally, any dissemination activity will disseminate the following messages with purpose to position the following contents:

- Federated learning
- Cybersecurity in machine learning
- Machine learning in healthcare
- Cybersecurity in healthcare
- Opportunity of multicentre clinical study
- GDPR and data protection



MESSAGES

Federated learning is a valid method for multicenter data analysis

You can safely use Armored Federated learning for your purposes

We are creating a solid and valuable tool for your analysis

Build the future of AI and healthcare together

Thanks to our technology, patients data don't leave the hospital

Researchers could have access to a vast amount of data

Figure 5 - Messages for scientific target



Figure 6 - Messages for Societal target

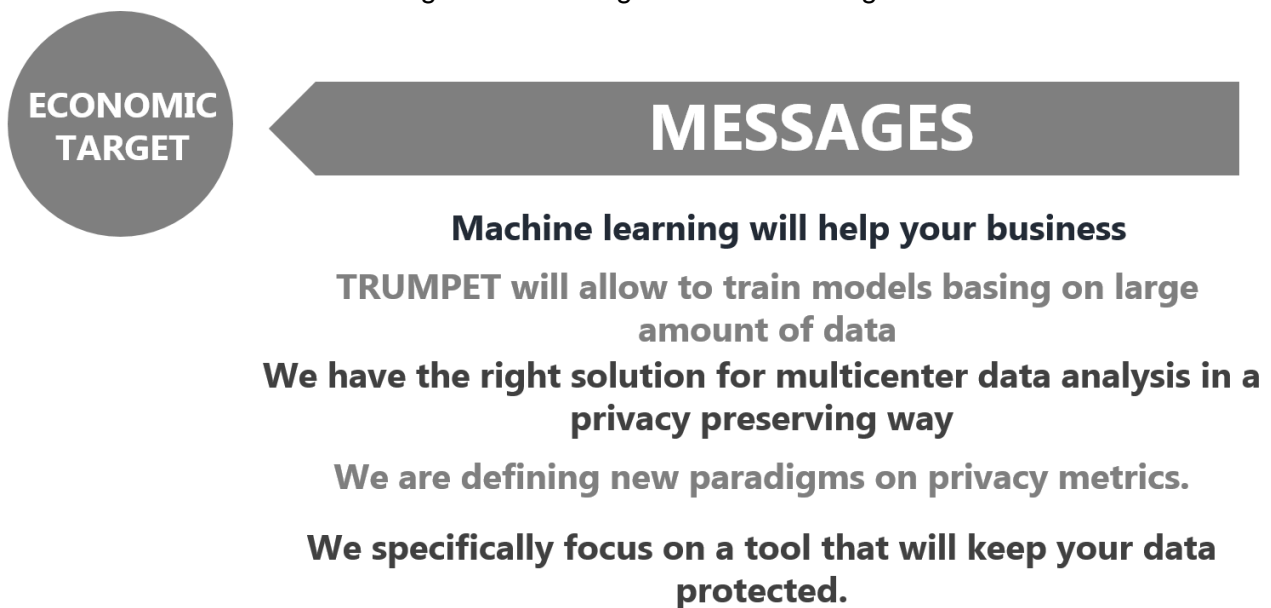


Figure 7 - Messages for Economic target

2.5 Partners involvement

The success of any consortium depends on:

- Active involvement of the participants.
- Consortium engagement.
- Partners commitments.

An active involvement and collaboration of the partners means contributing to the development of innovative ideas and solutions. In the context of TRUMPET, the partners bring diverse expertise and perspectives to the table, making this process pivotal for the success of the project.

When partners are fully engaged and invested in the project, they are more likely to contribute their unique skills and knowledge, leading to better outcomes and results. By working together towards a common goal, partners can leverage each other's strengths and capabilities, ultimately leading to more impactful and meaningful research.

In addition to the benefits of increased innovation and collaboration, partner involvement also helps to ensure that the project remains on track and aligned with its goals and objectives. Regular communication and collaboration among partners can help to identify potential challenges or roadblocks early on, allowing the consortium to pivot and adjust course as needed.

The TRUMPET communication plan was discussed with partners at three specific times. Firstly, during the kick-off meeting, the dissemination manager presented the communication scenario related to Cybersecurity and Federated Learning, and collected ideas from partners about conferences to attend, scientific journals for publication, and opinion leaders to contact for disseminating the project.

Secondly, work package leaders held a remote meeting to discuss and identify the messages that TRUMPET should convey to the audience. These messages are reported in Chapter 2.4 of the project plan. Finally, the communication plan was presented to the WP leaders, and suggestions and modifications were collected.

2.5.1 **Communication guidelines**

Following communication guidelines is crucial for partners involved in a Horizon Europe project. Effective communication helps to ensure that all partners are on the same page and that dissemination goals are met within the allotted timeframe. Indeed, according to the Grant Agreement, it is mandatory for all beneficiaries to promote the TRUMPET project and its outcomes by providing targeted information to a diverse range of audiences, including the media and the public.

Guidelines provide a framework for communication that includes best practices and expectations. Indeed, it also help to avoid misunderstandings and conflicts, which can be costly and time-consuming. When partners adhere to communication guidelines, they create a collaborative and productive environment that promotes innovation and success of the project by ensuring that all partners are aligned and working together towards a common goal.

We have created communication guidelines specifically related to TRUMPET. The document is uploaded in the project repository and it has been shared with the communication officer of the partners (>TRUMPET - workspace/WP6 Collaboration, dissemination and exploitation (IRST)/Documents/Internal communication). The TRUMPET project requires partners to register all communication and dissemination activities, including scientific publications, local and regional PR activities, press publications, event participation and organization, BTL materials, and digital communication. Acknowledgment of the project's funding from the European Union with grant

agreement number 101070038 is mandatory in all communication activities, including papers, interviews, press releases, and conference presentations. Partners must include the TRUMPET logo and the EU logo in their slide presentations and BTL materials. The TRUMPET project website and social media channels will be managed by the TRUMPET Communication Staff, but consortium members are encouraged to contribute actively to their dissemination.

3 Communication tools

3.1 Logo and Brand identity

Brand identity is based on the values determined by the project: interconnection, correlation, networking, and security. Therefore, a graphic solution has been created that can visually express, in all possible variations, the foundational concepts of TRUMPET. The ideas directly interact with the purposes identified by the project itself, thus immediately translating its aims.

The concept of TRUMPET logo focuses on the ideas of connection, relationship, and unity. The TRUMPET project allows for a harmonious connection between various points while preserving the security of data and the privacy of the agents involved. Similarly, the first graphic rendition aims to convey this idea of a network by proposing a logo composed of the project's name, which, when integrated, allows for the union and reaching of a series of coloured points symbolizing the various actors favoured by the project. This creates a legible, functional, and immediate monogram that conveys the project's message in its entirety. We also identified different keywords which will support communication and digital content creation (social media post, graphics). Keywords are: node, dataset, patient, hospital, multicentre, nodes, patients, EU, training, connection, model, analysis, openscience, algorithms, collaboration, platform, security, differences, technology, sectors, preservingprivacy,

The proposed brand color is black, which conveys a concept of solidity and security/protection, while the dots adopt the colors of the European community (yellow and blue) and the shades of partner logos (light blue and red). A palette has been specifically identify

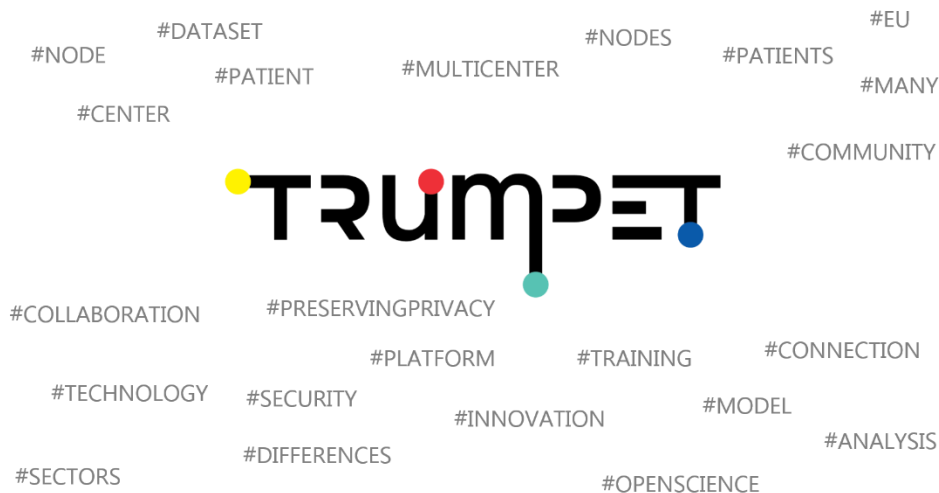


Figure 8 – TRUMPET logo and keywords






	black	CMYK	0 - 0 - 0 - 100
		RGB	0 - 0 - 0
	yellow	CMYK	0 - 0 - 100 - 0
		PANTONE	255 - 237 - 0
		RGB	255 - 255 - 0
	red	CMYK	0 - 94 - 84v0
		PANTONE	185 C
		RGB	229 - 39 - 43
	aqua blue	CMYK	62 - 0 - 37 - 0
		PANTONE	7472 C
		RGB	96 - 190 - 177
	blue	CMYK	97 - 71 - 0 - 0
		PANTONE	Reflex Blue C
		RGB	13 - 79 - 158

Figure 9 - TRUMPET logo palette

Different versions of TRUMPET logo have been created. Alternative versions are the black and white version for print materials or low-resolution digital media the negative version. The black and white version ensure that the logo remains visually appealing and legible in various settings.

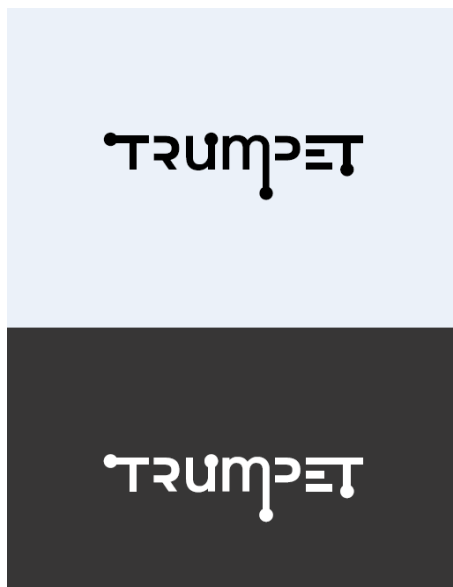


Figure 10 - Black and white version of TRUMPET logo

The negative version is a white version to ensure that the logo remains visible on coloured background.

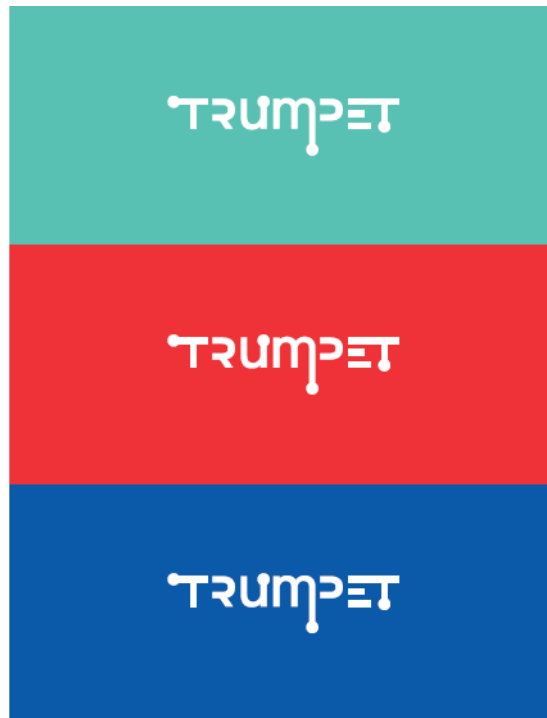


Figure 11 - Negative version of TRUMPET logo on different background colors

A **communication brand manual** has been created to help partners and whoever might be interested in promoting TRUMPET project (Journalists, stakeholders, EU) and uploaded on the website.

3.2 Digital Communication

Digital communication is crucial for the dissemination of the TRUMPET project, especially given its focus on cybersecurity, privacy, and federated learning in healthcare.

Through digital communication channels such as email, social media, and the project website, TRUMPET can reach a wider audience and share its research findings, developments, and activities.

This enables TRUMPET to engage with stakeholders, including researchers, policymakers, healthcare professionals, and patients, to discuss the challenges and opportunities in implementing secure and privacy-preserving federated learning in healthcare.

The digital communication strategy of TRUMPET is based on:

- Social media activities
- Project website updating
- Direct email – Newsletters

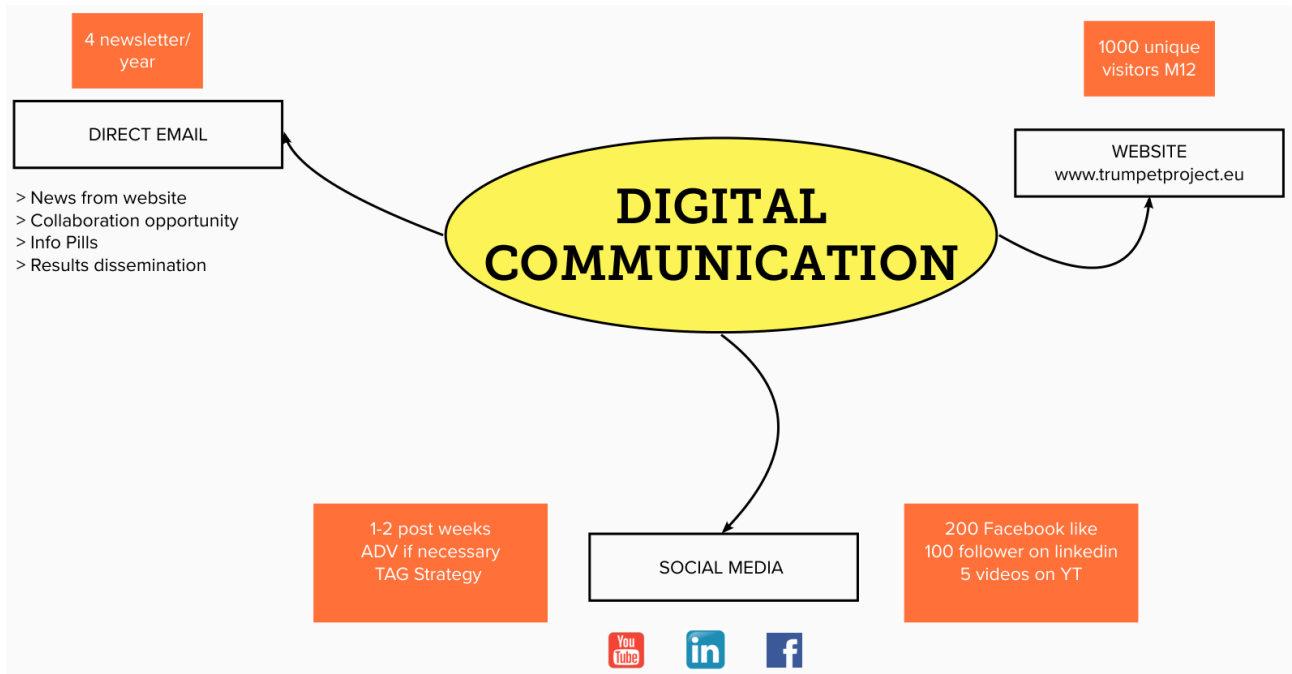


Figure 12 - A scheme of the digital communication strategy

We defined information as one of the pillars of our communication activities. To achieve this, we have collaborated with our partners to define the types of content that will be disseminated, which include:

- Federated Learning
- Cybersecurity in machine learning
- Machine learning in healthcare
- Cybersecurity in healthcare
- Opportunity of multicentre clinical study
- GDPR and data protection

The partners, coordinate by the Dissemination manager, will be responsible for creating content in their area of interest. They will prepare a text that will be utilized for news items on the website, newsletters, and social media posts. These texts will be crucial in disseminating information about the TRUMPET project to its target audience, thereby raising awareness about its objectives and promoting collaboration with other European initiatives. Therefore, the contribution of partners in creating high-quality and informative content is vital for the successful implementation of the TRUMPET project.

3.2.1 Direct Email - Newsletter

Direct email is a form of targeted communication that allows TRUMPET to reach out directly to individuals who have expressed an interest in the project. This form of communication is an important

tool for TRUMPET dissemination as it allows for personalized messages and direct contact with stakeholders, which can be more effective in driving engagement and participation.

By utilizing direct email, TRUMPET can communicate with individuals in a more tailored and focused manner, providing updates on project developments, events, and opportunities for collaboration.

Moreover, this strategy is particularly effective for reaching out to individuals who may not be reached through other channels, such as social media or press releases, and can help to build and strengthen relationships with key stakeholders. The key performance indicator (KPI) for this activity is the production of four newsletters per year

3.2.2 Website

TRUMPET website is a pivotal asset of TRUMPET communication and it collects all the information about the project such as:

- Aims of the project
- News about the project
- Partners contributions
- Project results (Publications and deliverables)
- Press releases and clippings
- Media (Video and pictures)

TRUMPET's website will be update with specific webpage related to educational and exploitations activities in the 2nd and 3rd year of the project.

The TRUMPET website is hosted on European server and is GDPR compliant. We understand the importance of privacy and security when handling personal data, and that is why we have chosen to host our website on a European server. Our analytics server (Matomo) and newsletter services (Sendinblue) have also been carefully chosen to ensure they align with the EU's data protection regulations.

TRUMPET website URL is <https://TRUMPETproject.eu>

We developed a responsive website that can be accessed from both desktop and mobile devices.

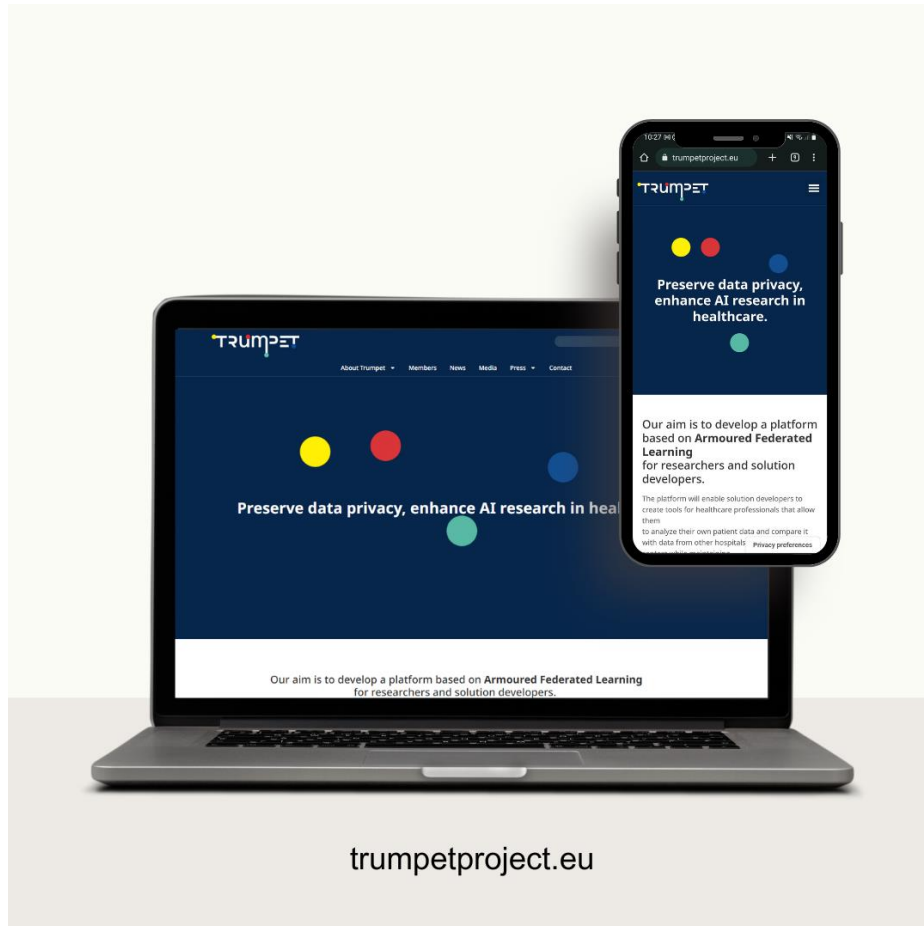


Figure 13 - Responsive TRUMPET website for desktop and mobile

TRUMPET website map was developed through an extensive benchmark analysis of other European projects related to cybersecurity and AI. Thus, we hypothesized a website’s tree based on the following menu bar:

Table 1 – Website menu bar

HOME	The homepage of the TRUMPET website, which includes a brief overview of the project, its objectives, and its partners.
ABOUT	This page provides more detailed information about the TRUMPET project, including its background, goals, and structure. The page also contains informative contents Federated Learning and GDPR. Information Page: This page provides an overview of federated learning, a privacy-preserving machine learning technique that is used by TRUMPET. GDPR and Privacy Information Page: This page provides information about the General Data Protection Regulation (GDPR) and how

	TRUMPET complies with it to protect the privacy of its users. Other informative sections will be upload during the project.
MEMBERS	This page provides a list of the organizations that are involved in the TRUMPET project
NEWS	This page provides the latest news and updates about the TRUMPET project. News section will be updated with content prepared by partners related to their specific area of interest.
MEDIA	This page provides images and videos related to the TRUMPET project, including interviews with project leaders and demonstrations of the technology.
EVENTS	This page includes information about conferences, dissemination events and workshops
PRESS	This page provides resources for journalists and media outlets who are interested in covering the TRUMPET project, including press releases, media contacts, and other resources.
CONTACT	This page provides contact information for the TRUMPET project,

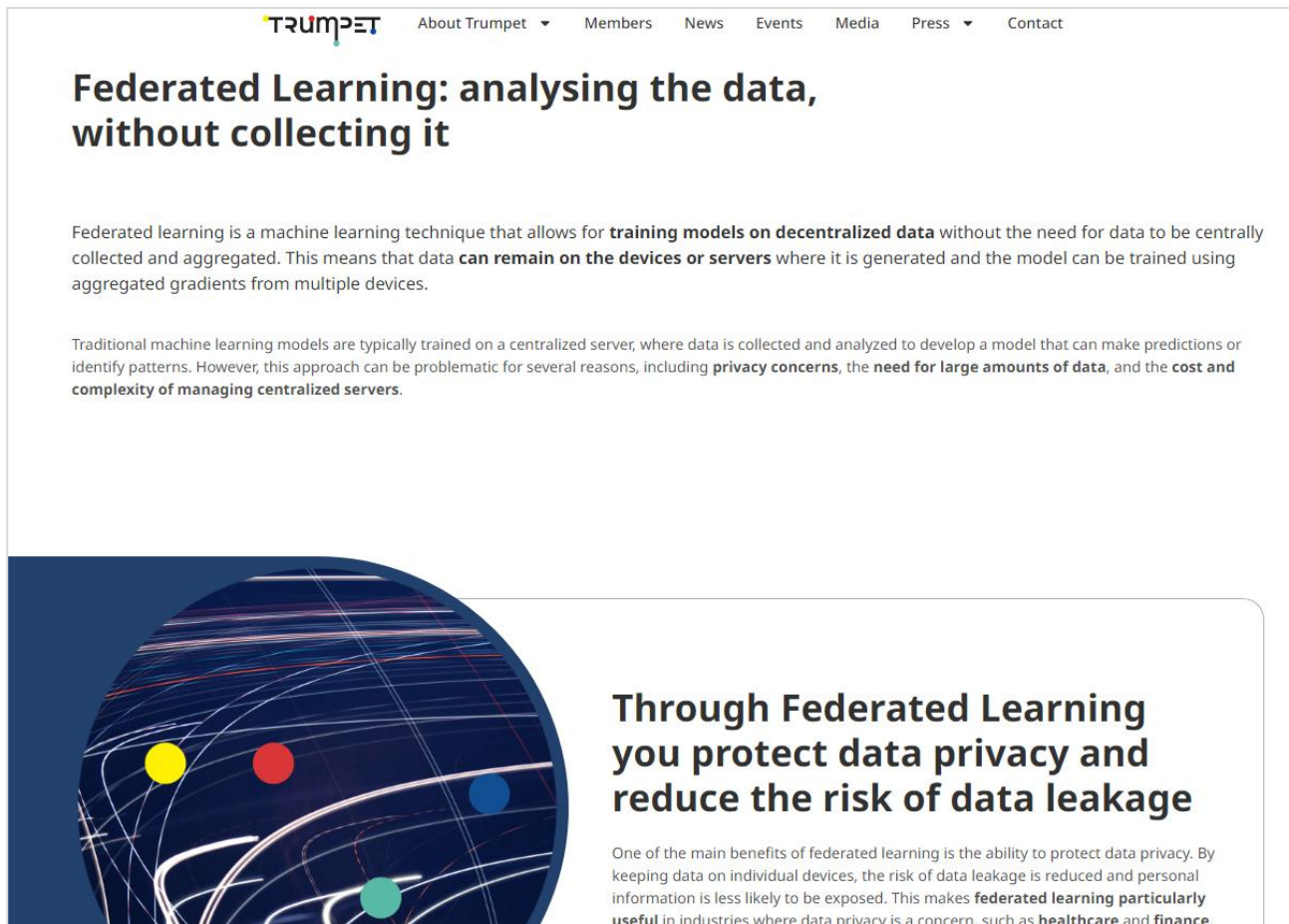


Figure 14 - The about section of the TURMPET website

The following are the Key Performance Indicators associated with the project website:

Table 2 - KPI for project website

NEWS	1 news/month uploaded into the website – Each partners will contribute to at least with 1 news/year
ABOUT SECTION	2-3 more informative pages on TRUMPET topics by the end of the project
UNIQUE VIEWS	1000 unique views by M12, 2000 by M24. Other KPI related to website views will be discussed during the update of the dissemination and exploitation plan.

3.2.3 Social Media

Social media represent one of the key paradigm of communication activity of TRUMPET. The project will use at first three social media:

- [LinkedIn](#)
- [Facebook](#)
- [YouTube](#)

Each platform is tailored to reach different target audiences and fulfil specific communication goals.

Our **LinkedIn channel** is targeted towards professionals and experts in the fields of cybersecurity, machine learning, and healthcare. It will serve as a platform to showcase the latest developments and achievements of the TRUMPET project, share valuable insights and knowledge, and connect with other professionals in the industry. The platform will be also used for connecting to other European funded project.

Our **Facebook page** aims to engage a broader audience, including patients, healthcare providers, and the general public. We will share informative and engaging content related to AI-based diagnosis and therapies, privacy and security in healthcare, and the impact of the TRUMPET project on society.

Finally, our **YouTube channel** will feature video content such as interviews with experts and stakeholders, and educational materials on Federated Learning and privacy in healthcare. It will target a diverse audience.

While Twitter can be a valuable tool for engagement and communication, recent public events have highlighted the potential risks and challenges associated with the platform. Therefore, we have decided to focus our efforts on other social media channels that align more closely with our values and priorities.

A tag and hashtag strategy on social media is crucial for increasing TRUMPET visibility and reach a larger audience on, social media. We will use popular tags can help our content show up in the top search results of topic like cybersecurity, machine learning, privacy and healthcare.

Each partners will contribute to social media dissemination by tagging TRUMPET social media channel and specific partners involved as well as social media profiles of the European commission and offices related to our project. Indeed, we have created a specific hashtag to identify our project: #TRUMPETproject

Other tag used will be:

- #HorizonEU
- #HorizonEurope
- #Cybersecurity
- #ePrivacy
- #Health

The following are the KPIs for social media activities:

Table 3 - KPI for Social media channels

FACEBOOK	200 follower
LINKEDIN	100 follower
YOUTUBE	5 video uploads

3.3 Communication “Below the line”

“Below the line” materials refer to promotional materials that are not typically seen in traditional mass media channels. Instead, they include items like brochures, flyers that are distributed directly to the target audience.

As part of the TRUMPET project's promotional strategy it will include a roll-up banner and flyers, printed documents for use at events, meetings, and conferences. Additionally, we will design a poster that highlights our project's key findings and objectives, which we can use at specific conferences if needed. However, as part of our commitment to sustainability, we will put particular attention to avoid printed materials whenever possible, and opt for digital solutions instead.

4 Publications and media relations

4.1 Public relations strategies

Publications and media relations strategy plays a crucial role in the success of any project, including TRUMPET. It helps to raise awareness and visibility of the project among various stakeholders, including the scientific community, policymakers, potential investors, and the general public. By establishing a strong media relations strategy, TRUMPET can effectively communicate its objectives, activities, and outcomes to a broader audience. This can help to attract more resources and support, foster collaboration with other initiatives, and ensure the efficient exploitation of project results. Moreover, a well-executed media relations strategy can also help to mitigate any potential negative publicity or misunderstandings that could arise during the project's lifecycle. Thus, it is essential for TRUMPET to develop and implement an effective media relations strategy to maximize the impact of its activities and results

We are focusing on five different activities that will help disseminate information about the project:

- Press releases
- Publication of generalist articles
- Publishing scientific papers in peer-reviewed journals
- Creating white papers
- Sending event invitations

To ensure that these activities are successful, we have identified touchpoints in media relations actions that are divided into three categories:

- Media services, both European (EUROnews, the European Broadcasting Union,..) and national, the OpenAIRE tool (Zenodo), and national and international podcast and radio platform.
- Institutional tools, such as Horizon Magazine and Cordis.
- Peer-reviewed publications, including exploiting the Open Research Europe journal, ACM, and IEEE journals, as reported in section 4.2 of the project's plan.

Here the KPI we will monitor:

Table 4 KPI of media relation activity

PRESS RELEASE	3 press releases per year
PUBLICATION	15 publications included: scientific paper, white paper and generalist articles
EVNTS INVITATIONS	For each event organized by TRUMPET invite external speakers

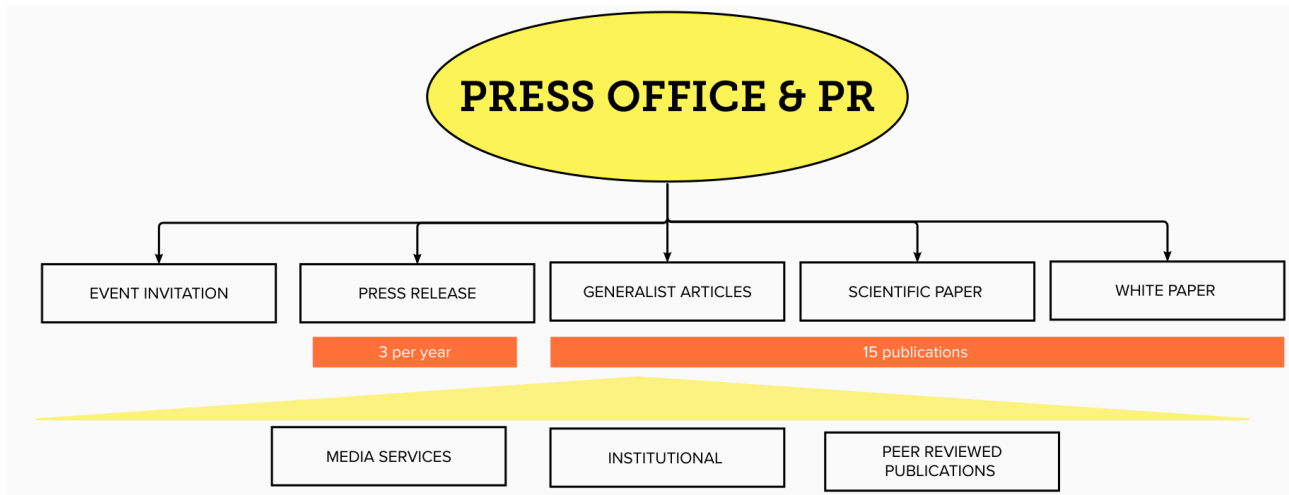


Figure 15 - A scheme of press office and public relation strategy

4.2 Peer-reviewed publications

Throughout the project's duration, the partners will choose the journals that are most suitable for publishing their research.

By making scientific publications available through green open access (the author freely and openly shares their article by depositing (self-archiving) it in a freely accessible repository), the TRUMPET project is ensuring that the research findings will be accessible to a wider audience, including researchers, practitioners, policymakers, and members of the public, regardless of their institutional affiliations or financial means. This can help to promote the dissemination, sharing, and use of knowledge, as well as increase the visibility and impact of the research.

Selecting appropriate journals and conferences for publication is an important aspect of disseminating scientific results. We will choose specific journals that are relevant for the topic of the proposal, that have a good reputation and quality standards, and are well-regarded in their fields. By publishing in such venues, researchers can reach their target audiences and contribute to advancing knowledge and innovation in cybersecurity and federated learning

Here is a list of some scientific peer-reviewed journals related to cybersecurity:

- IEEE Transactions on Dependable and Secure Computing
- ACM Transactions on Privacy and Security
- Journal of Cybersecurity
- IEEE Transactions on Information Forensics and Security
- Computers & Security
- International Journal of Information Security
- Journal of Computer Security
- IEEE Security & Privacy
- Journal of Cybersecurity and Mobility
- Journal of Cybersecurity and Information Management

Regarding AI, here is another list of scientific peer-reviewed journals that cover AI-related research:

- Journal of Artificial Intelligence Research
- Artificial Intelligence
- IEEE Transactions on Neural Networks and Learning Systems
- IEEE Transactions on Cognitive and Developmental Systems
- Pattern Recognition
- Machine Learning
- Expert Systems with Applications
- Neural Networks
- Applied Intelligence
- IEEE Intelligent Systems
- Artificial Intelligence in Medicine
- Computer Methods and Programs in Biomedicine

This list is not exhaustive and there are many other journals that cover cybersecurity and AI research. Publications can be proposed by all partners related to their specific activity on TRUMPET. Publications activity follow guidelines define Deliverable 5.1.

4.3 Media monitoring and media relations

It is crucial to keep track of the media coverage of the project as it helps to measure the project's impact, assess its success, and identify areas for improvement. Media monitoring is a continuous process that involves the collection, analysis, and evaluation of all media coverage related to the project.

Monitoring the media helps dissemination manager and project coordinator to understand the project's visibility, reach, and impact. It provides insights into how the project is being perceived by the public and stakeholders. It also helps in identifying potential risks and issues that may arise during the project's implementation. By keeping track of media coverage we can respond to any negative coverage quickly and effectively, thereby protecting the project's reputation.

Media monitoring also helps to assess the effectiveness of the project's communication strategy. It allows to identify which communication channels are working and which are not. This information can be used to adjust the project's communication strategy to ensure that it is reaching the intended audience. Moreover, media monitoring is necessary for complying with reporting requirements to the European Commission. Monitoring the media ensures that project coordinator has accurate and up-to-date information to include in their reports.

Media monitoring will be performed through:

- Social media analytics tools (Facebook analytics, LinkedIn analytics)
- Online tool that monitor media dissemination and keywords (Prowly)

5 Events

Events are a key component of TRUMPET's communication strategy as they provide a valuable platform for the presentation of our results and the exchange of ideas with peers and stakeholders. We plan to:

- participate in various scientific congresses to showcase our research,
- organize informative workshops to engage with experts in the field,
- host dissemination events that are open to the public.

In addition, we recognize the importance of educating younger generations about topics such as AI and cybersecurity, and therefore plan to organize specific dissemination events in schools to engage with young males and females. By actively participating in events and reaching out to diverse audiences, we aim to maximize the impact of our research and raise awareness about the importance of federated learning in healthcare.

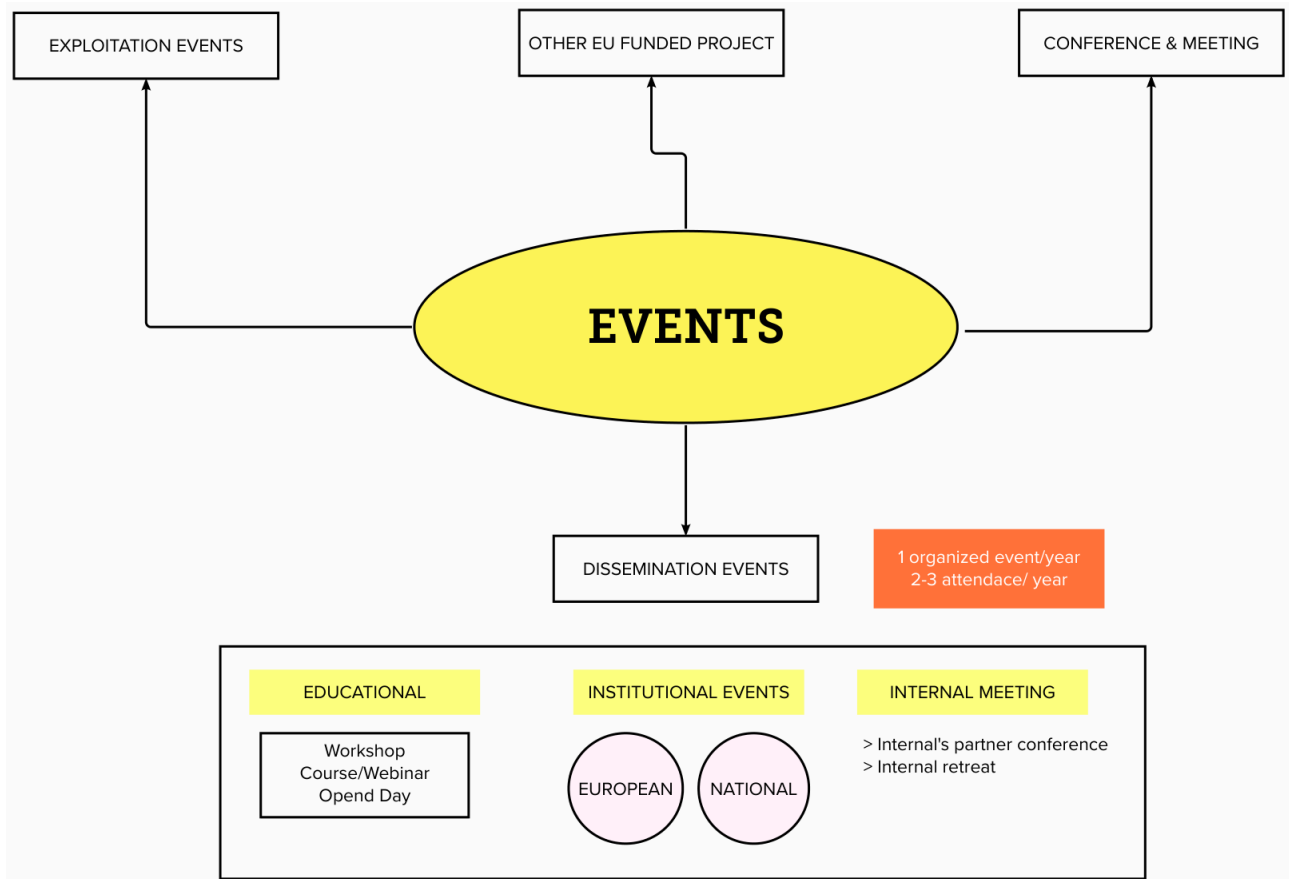


Figure 16 - Events plan

5.1 Scientific events

Attending scientific congress is important for researchers and professionals as it provides an opportunity to present and share their research findings, learn about the latest developments and

technologies in their field, network with other professionals, and gain recognition for their work. It also allows for discussions and collaborations that can lead to new research ideas and projects.

Each scientific partner should actively attend meetings and conferences by presenting papers, posters, and being available for lectures and speeches.

Below a list of international meeting on Cybersecurity, Federated learning and AI

- European Symposium on Research in Computer Security (ESORICS)
- IEEE European Symposium on Security and Privacy (EuroS&P)
- International Conference on Security and Privacy in Communication Networks (SecureComm)
- ACM Conference on Computer and Communications Security (CCS)
- European Conference on Machine Learning and Principles and Practice of Knowledge Discovery in Databases (ECML-PKDD)
- International Conference on Machine Learning and Data Mining (MLDM)
- European Symposium on Artificial Neural Networks, Computational Intelligence and Machine Learning (ESANN)
- International Conference on Federated Computing Systems (FedCSIS)
- International Conference on Federated Learning (ICFL)
- International Conference on Learning Representations (ICLR)
- HIMSS Global and European Conference
- Med-Tech World

5.2 Dissemination events

Dissemination events for the TRUMPET project are opportunities for the project team to share their findings, progress, and outcomes with various stakeholders. These events can take many forms, such as workshops, webinars, conferences, and seminars, and they are crucial for raising awareness and building networks within the scientific community, industry, policymakers, and the public. Through these events, TRUMPET aims to engage and educate these stakeholders on the importance and potential of federated learning, privacy, and cybersecurity in healthcare.

We plan to organize two dissemination events per year: one related to crosstalk between European-funded projects (Section 6.2) and another one specifically related to the topics of TRUMPET. The purpose of the latter is to invite key stakeholders from European authorities such as ENISA, ECSC, etc.

5.2.1 Workshop

Workshops are an important part of TRUMPET's communication strategy as they offer an opportunity to engage with stakeholders and educate them about the project's objectives, methods, and results. The workshops can be designed to cover specific topics related to the project, such as cybersecurity, privacy, and federated learning in healthcare. By organizing such workshops, TRUMPET's partners can disseminate their knowledge, share their experience, and receive feedback from participants.

This interaction can lead to new collaborations, partnerships, and ideas, which can ultimately benefit the project's goals.

We plan to organize two workshops per year with the direct involvement of partners as speaker. Indeed, GRADIANT, which is in charge for Gender action plan (GAP – Deliverable 7.1) will also organize two workshop related to STEAM (Science, Technology, Engineering, Arts, and Mathematics).

5.2.2 Educational

Education is crucial for the advancement of knowledge, and with the rapid pace at which technology is developing, it is essential that we educate the younger generation on topics such as AI in healthcare, cybersecurity, and privacy. TRUMPET's partners recognize this need and are committed to organizing educational events in high schools and universities to increase awareness and understanding of these critical topics. By creating such events, TRUMPET's partners hope to inspire the next generation of scientists and researchers to take an interest in these fields and contribute to the development of innovative solutions that will benefit society as a whole.

Educational activities, as defined by the GAP, are planned to include workshops (as described in section 5.2.1) for university and high school students delivered by expert speakers.

The following is a summary of the events planned for the duration of the TRUMPET project

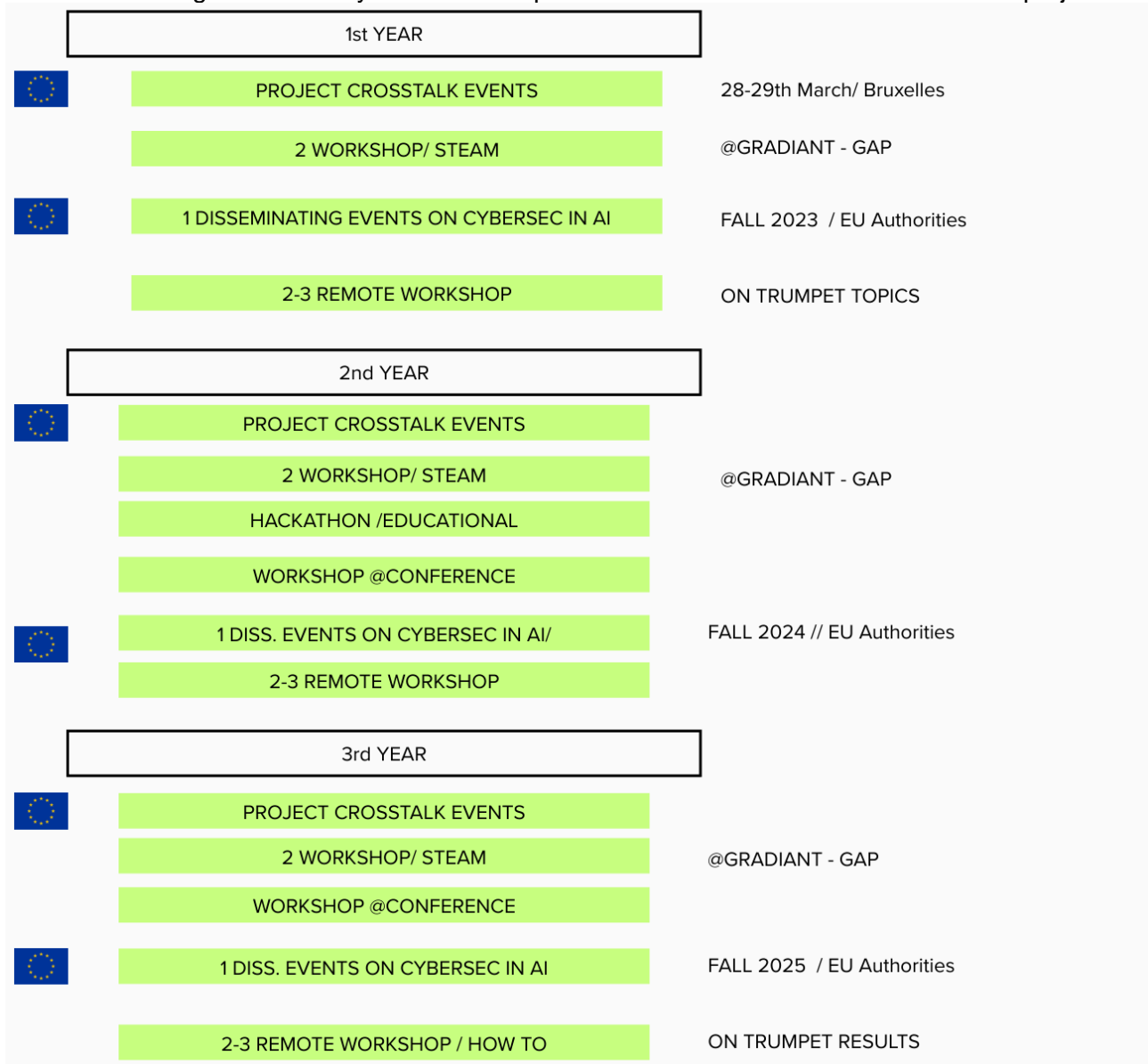


Figure 17 - Scheme of TRUMPET events

6 Exploitation plan

Developing an exploitation strategy is crucial for Horizon Europe projects, including TRUMPET. An exploitation strategy is a roadmap that outlines how the project results will be utilized and how they will contribute to society. It helps identify potential stakeholders and end-users of the project's outcomes, and it guides the project team on how to disseminate and promote the project results effectively. By developing a comprehensive exploitation strategy, TRUMPET can ensure that its innovative solutions related to federated learning, cybersecurity, and privacy in healthcare are properly integrated and utilized in the relevant fields, maximizing the impact and sustainability of the project. One of the key elements of the exploitation plan is the creation of a CANVA business plan, which will provide a clear and concise overview of the business opportunity related to the project.

To further support our efforts, we will also be participating in congresses and meetings where we will have the opportunity to connect with venture capitalists and other potential investors. One such event is the HIMSS (Healthcare Information and Management Systems Society) conference, which will provide us with an excellent platform to showcase our project and engage with potential partners and investors. We are confident that these efforts will help us to maximize the impact of the TRUMPET project and achieve our goals for the future.

6.1 Stakeholder engagement strategy

The initial stakeholder engagement aims to engage with stakeholders at various levels, including authorities, policymakers, venture capitalists, and other relevant parties. One important aspect of this plan is to participate in conferences and events (see Chapter 5) that attract these stakeholders, such as the European Cybersecurity Forum or the European Venture Summit. These events offer opportunities to network and establish relationships with potential partners and investors, which can be critical for the successful exploitation of the project's results.

Additionally, TRUMPET will also organize specific events aimed at engaging with European authorities and other stakeholders (See chapter 5.2), allowing for a more targeted approach to stakeholder engagement. By engaging with stakeholders from the outset of the project, TRUMPET aims to ensure that its results have a lasting impact and contribute to the wider goals of Horizon Europe.

6.2 Synergies with European projects

Project crosstalks are important for Horizon Europe projects because they offer a valuable opportunity for collaboration and knowledge sharing among different projects with related goals and objectives.

We plan to organize three project crosstalk events during the project (1 per year). By coming together, projects on AI, Cybersecurity, privacy and Healthcare can identify synergies, share best practices, and address common challenges. This can lead to more efficient use of resources and increased impact of the projects.

TRUMPET aims to actively participate in events organized by other projects related to its topics of focus. This participation will provide an opportunity for TRUMPET to present its project goals, objectives, and results to a wider audience, network with other stakeholders, and learn from other

related projects. By engaging with other projects in the field, TRUMPET can explore potential collaborations and identify areas for improvement and future developments. This will allow TRUMPET to strengthen its position as a leading project in the field and create opportunities for further dissemination of its research outcomes.

7 Conclusions

The communication and dissemination plan outlined in this deliverable is a crucial component in ensuring the success of the project's objectives. By identifying communication opportunities and registering all activities held by partners, the project will be able to effectively disseminate its findings to a wide audience. The use of consistent messaging and branding across all materials, including publications, PR activities, BTL materials, and digital communication, will help to raise awareness of the TRUMPET project and attract the interest of potential collaborators and stakeholders. With the active participation of all consortium members, the TRUMPET project is well-positioned to achieve its goal of promoting sustainable transport and mobility in Europe. It is also essential to emphasize the importance of continuous evaluation and adjustment of the plan throughout the project's duration. Regular monitoring and analysis of the communication activities and their impact on the target audience can help to identify areas for improvement and make necessary adjustments to ensure the project's success. Furthermore, the communication and dissemination plan should be regularly updated to include new communication opportunities that can be leveraged to reach a wider audience and increase the project's impact. Effective communication and dissemination strategies are crucial to ensuring the success and sustainability of the TRUMPET project, and regular evaluation and adjustment can help to ensure that the project meets its goals and objectives.