

CyberNEMO

End-to-end CYBERsecurity to NEMO meta-OS

D6.1 Project Web site & Social Channels

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List of Acronyms and Abbreviations

AI	Artificial Intelligence
CERT	Computer Emergency Response Team
CMS	Content Management System
CSIRT	Computer Security Incident Response Team
GDPR	General Data Protection Regulation
IoT	Internet of Things
KPI	Key Performance Indicator
SAAM	Knowledge Sharing, risk Assessment, threat Analysis and incidents Mitigation
SOC	Security Operations Centre
SPCP	Situation Perception, Comprehension & Protection
WP	Work Package

Executive Summary

This document outlines the initial outreach efforts of the CyberNEMO project, including the launch of the project website and the establishment of social media channels to share key milestones and outcomes throughout the project's duration. The website content will be regularly updated over the coming months to provide a comprehensive overview of the project's objectives and highlight significant progress. The selected social media channels are chosen for their effectiveness in reaching the target audiences.

1. Introduction

The evolution and deeper penetration of Artificial Intelligence into our interconnected world leads the development of data- and resource-intensive applications, running on dispersed, interconnected cloud, edge and IoT infrastructures.
CyberNEMO aims to infuse end-to-end cybersecurity and trust on the IoT-Edge-Cloud-Data Computing Continuum. CyberNEMO delivers innovations that support resilience, risk preparedness, awareness, detection and mitigation within Critical Infrastructures deployments and across supply chains on top of NEMO (Next Generation Meta OS – HE 101070118), which manages the IoT-Edge-Cloud continuum, through an open-source, flexible, adaptable, and multi-technological meta-Operating System.
CyberNEMO will offer end-to-end and full stack protection, ranging from a low level Zero-Trust Network Access layer up to a human AI explainable Situation Perception, Comprehension & Protection (SPCP) framework and tools, collaborative micro-services Auditing, Certification & Accreditation and a pan-European Knowledge Sharing, risk Assessment, threat Analysis and incidents Mitigation (SAAM) collaborative platform.

1.1. Intended Audience

This report presents the project website and social media accounts of the CyberNEMO project, as the main official channels for online dissemination of the project activities, expected outcomes and actual results.
The report and the project's online channels are public and, thus, everyone is welcomed to access them. However, given the project scope, it could be especially interesting to focus on certain audience groups. The project's online channels aim to attract wide audience, including stakeholders from diverse domains, covering but not limited to technological, cybersecurity (e.g., CERTs, CSIRTs and SOCs), end-user (e.g. critical infrastructure owners), scientific expertise. Technical audience, including researchers, software engineers, IoT and 5G/6G equipment manufacturers, information solution providers, etc. are among the potential stakeholders of the CyberNEMO outcomes. Moreover, policy makers, influencers, mentors, entrepreneurs, strategists, analysts from the IoT, meta-OS, cloud- and edge-computing, AI, 5G/6G, cybersecurity and communication/telecom world, but also the general public constitute target groups of CyberNEMO dissemination.
The advisory board can be also included in the intended recipients of the information reported in this document and the project's online communication tools, so they can provide hints on relevant market opportunities and communication enhancements, as well as consult about the dissemination, exploitation and standardization plans.

1.2. Relations to other activities

The current report presents the project website and social media accounts. So, it is highly relevant to the project dissemination and exploitation activities, providing information on the website and social media handles structure and content that can be considered relevant for publication.

1.3. Document overview

The document is organized as follows:

- Section 2 presents in detail the project website.
- Section 3 provides information about the social media channels of the project.
- Section 4 draws conclusions.

2. Project portal

In this section, the CyberNEMO online presence via the project portal is reported. First, the objectives which are desired to be met via the website are set, which acted as main drivers of collecting, organizing and providing content about CyberNEMO. Accordingly, the website structure is briefly presented, providing samples of the website content. The project website is hosted and can be accessed on the URL:

https://cybernemo.eu/

2.1. Objectives

Websites have become the leading platform for modern business communication, applicable across all domains. They offer visibility, ease of access, and long-term sustainability. The CyberNEMO website aims to achieve the following objectives:

- Maximize the impact of CyberNEMO's outcomes: The website presents carefully curated information about CyberNEMO, structured to highlight the project's key elements in an accessible and comprehensible manner. It emphasizes interdisciplinary connections across technological fields, application domains, and research areas.
- Ensure easy access to relevant information: The website is designed to organize information effectively, enabling users to find content of interest with ease. Responsiveness across various client devices is prioritized, accommodating the diverse range of devices that may be used to access the site.
- Publish project-related news: The website serves as a platform to share updates, including announcements about meetings, events involving CyberNEMO, significant milestones, results, or other noteworthy developments deserving public attention.
- Provide regularly updated content: The site will feature the latest project achievements, publications, presentations, and publicly available documentation, ensuring users have access to current and relevant materials.
- Monitor website activity responsibly: Activity on the website will be tracked in compliance with privacy and legal regulations, including adherence to the General Data Protection Regulation (GDPR) 2016/679.
- Acknowledge European Commission (EC) funding: Proper acknowledgment of the EC's financial support will be prominently displayed on the website.

WordPress [1] has been chosen as the web framework, blogging engine, and technical platform for the project website. WordPress is a versatile, open-source, and free Content Management System (CMS) that supports the creation of a wide range of websites. Renowned for its robust blogging capabilities, WordPress offers an intuitive and rapid setup process, making it an excellent choice for developing websites efficiently.
The platform's extensive library of plugins allows users to enhance website functionality significantly. For instance, plugins are available for managing events, displaying public event calendars, enabling newsletter sign-ups, creating moving banners, and more, which are all features highly relevant for a research project website.
As a widely adopted standard for website creation, WordPress benefits from abundant documentation and resources to assist users in building and managing their sites. However, like any other platform, regular maintenance and updates are essential to ensure smooth operation, cybersecurity, and optimal performance.
In summary, WordPress aligns well with the project's requirements and objectives, offering features such as:

- An intuitive interface for administrators and users to easily create blog posts.
- Advanced user management with customizable access permissions.
- A wide selection of plugins for extending functionality with third-party tools.
- Integration with popular social networks.
- Advanced visitor analytics for tracking website performance.

2.2. Website Structure

The first version of the CyberNEMO website is organized, following the needs of a research project. Specifically, the visitor of the website is directed to the “Home” page which is the “first entrance” to the CyberNEMO environment. Then, the visitor may navigate through a number of pages accessible via the navigation bar. The possible options include:

- “About”, which presents a brief, yet concise overview of the project concept and expected results.

- "Pilots", which outlines the CyberNEMO trials.
- "Results", which provide information about publishable outcomes, such as publications and deliverables.
- "Blogs&Media", which provides informative posts about project-related topics.
- "News", which provides updates about the project activity.
- "Contact", which provides project contact details.

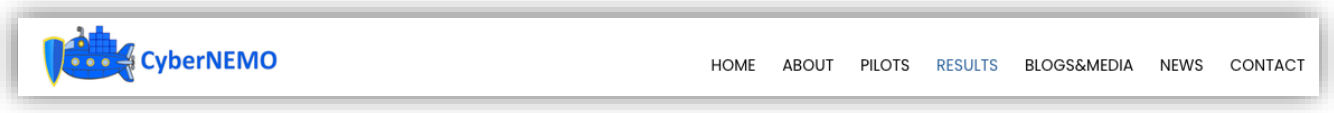


Figure 1: The CyberNEMO website header with the logo and navigation bar.

The webpages in the whole website are gently separated in three sections by the means of a header, a footer and the main section.
The website header consists of the project logo and the main menu having a sticky function to be always kept on top of the page when navigate/scrolling down the pages.
The main section of each page is the body of the page and consists of the actual content of each page, presenting the unique CyberNEMO characteristics based on the page category (e.g. trials, news, etc.).

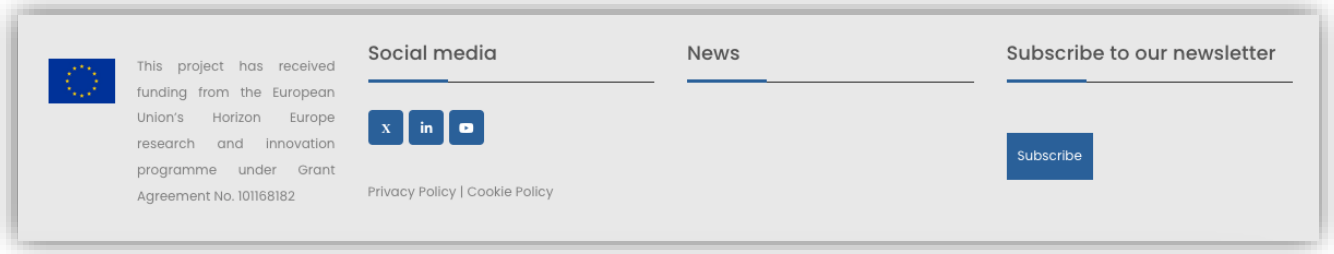


Figure 2: The CyberNEMO website footer.

The footer of each page consists of 4 columns that include general information about the project, that is desired to be easily accessible, whichever the page navigated. The first column provides acknowledgment to the funding agency of the project, the European Union's Horizon Europe research and innovation program. The second column provides easy access to the project's social media handles by means of clickable icons with the social media logos. The third column provides the list of the latest news with a comfortable refresh rate. Last, but not least, the fourth column offers the chance to subscribe to the project's newsletter.
The CyberNEMO webpages are further analyzed in the following subsections.

2.2.1. "Home" section

The "first entrance" to the CyberNEMO website should provide a comprehensive presentation of main concepts and highlights arising from the project. So, the home page uses visual content and clear presentation of such information. The homepage provides a quick summary of the project goals, exploiting the images on the slider, as presented in Figure 3.

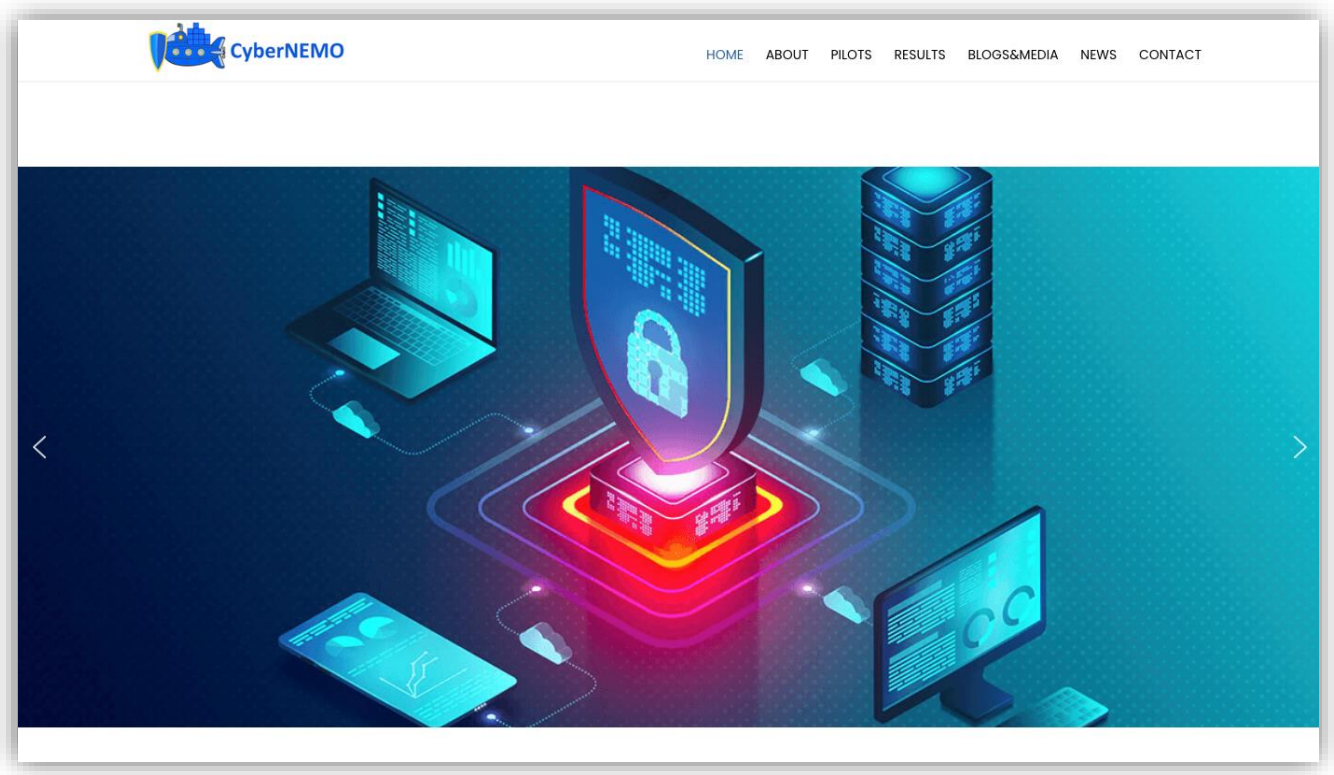


Figure 3: The CyberNEMO website homepage – the slider view.

Moreover, it accommodates key information (project vision, trials). Figure 4 illustrates the vision and part of the links to the pilots' pages. Last, but not least, Figure 5 presents a useful utility for the visitor in the form of a moving banner with the project consortium.

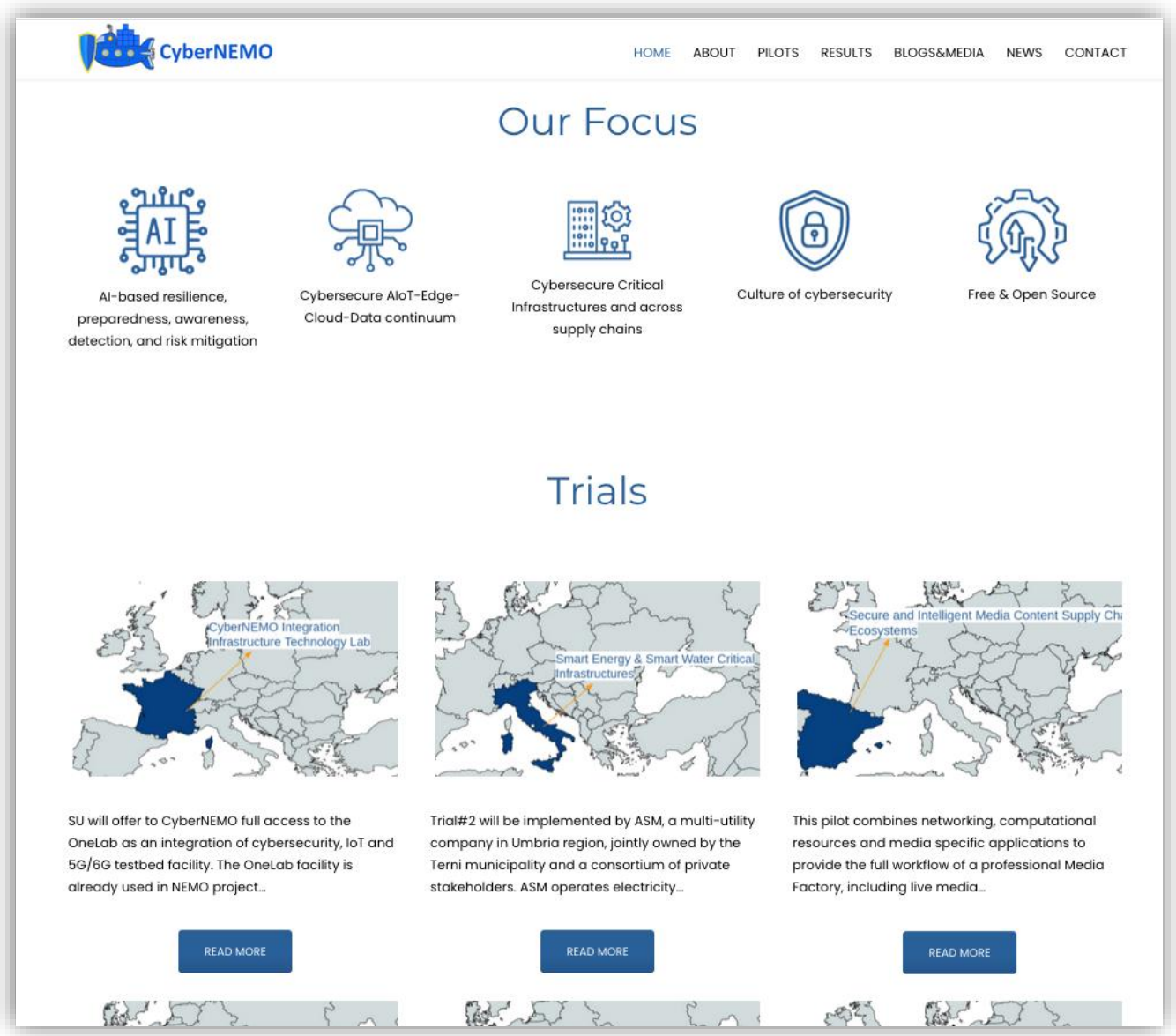


Figure 4: The CyberNEMO website homepage – the vision and pilots' (part) view.

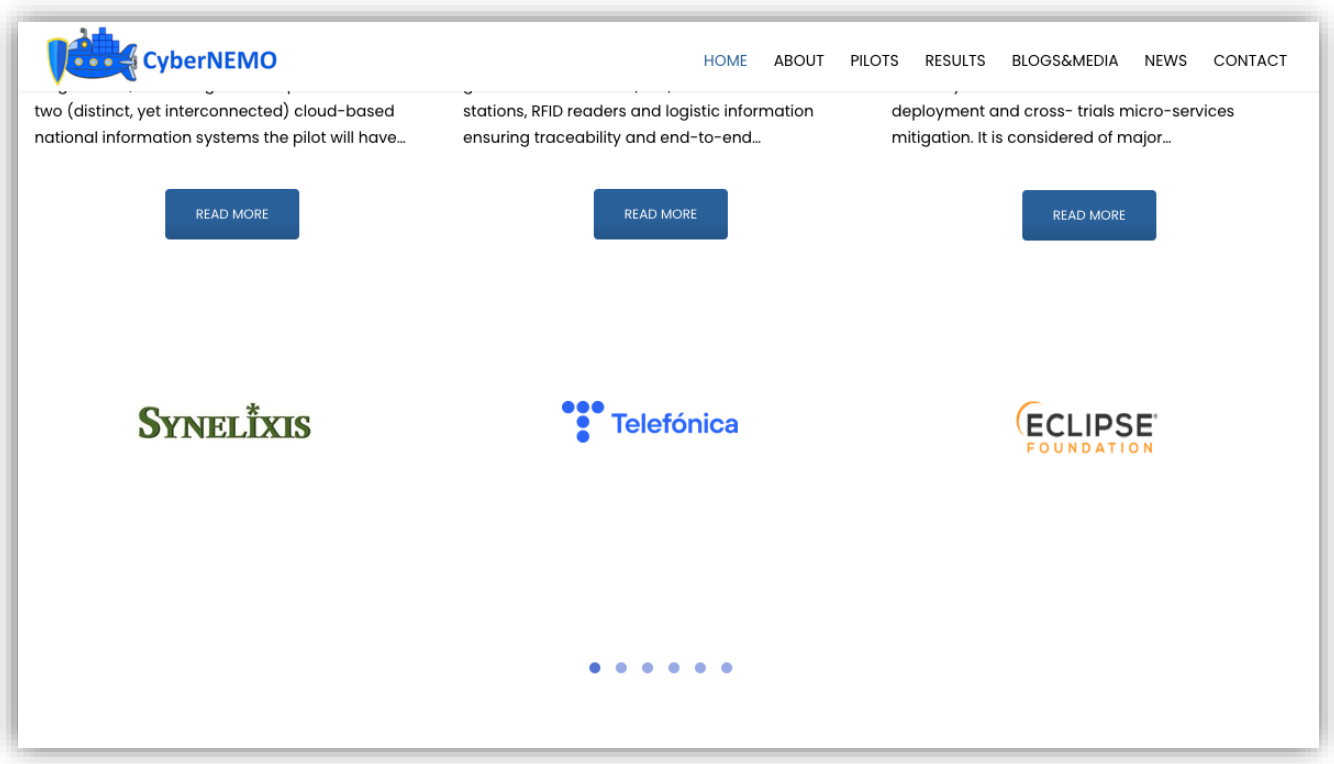


Figure 5: The CyberNEMO website homepage – the Partners' view.

2.2.2. "About" section

The "About" section is divided into a submenu with two options: "Project" and "Partners". Upon clicking on "About", though, directs to the "Project" page. This is divided into four parts.

On top there is a brief introduction about the technical aspects of the project entitled "Technical Approach". Figure 6 shows a screenshot of that part of the "About" page.

Then, the main concepts covered in the project are presented in the "In a nutshell" section, accompanied by text animations and relevant images, which enhance the page's readership. This section appears on Figure 7, Figure 8 and Figure 9.

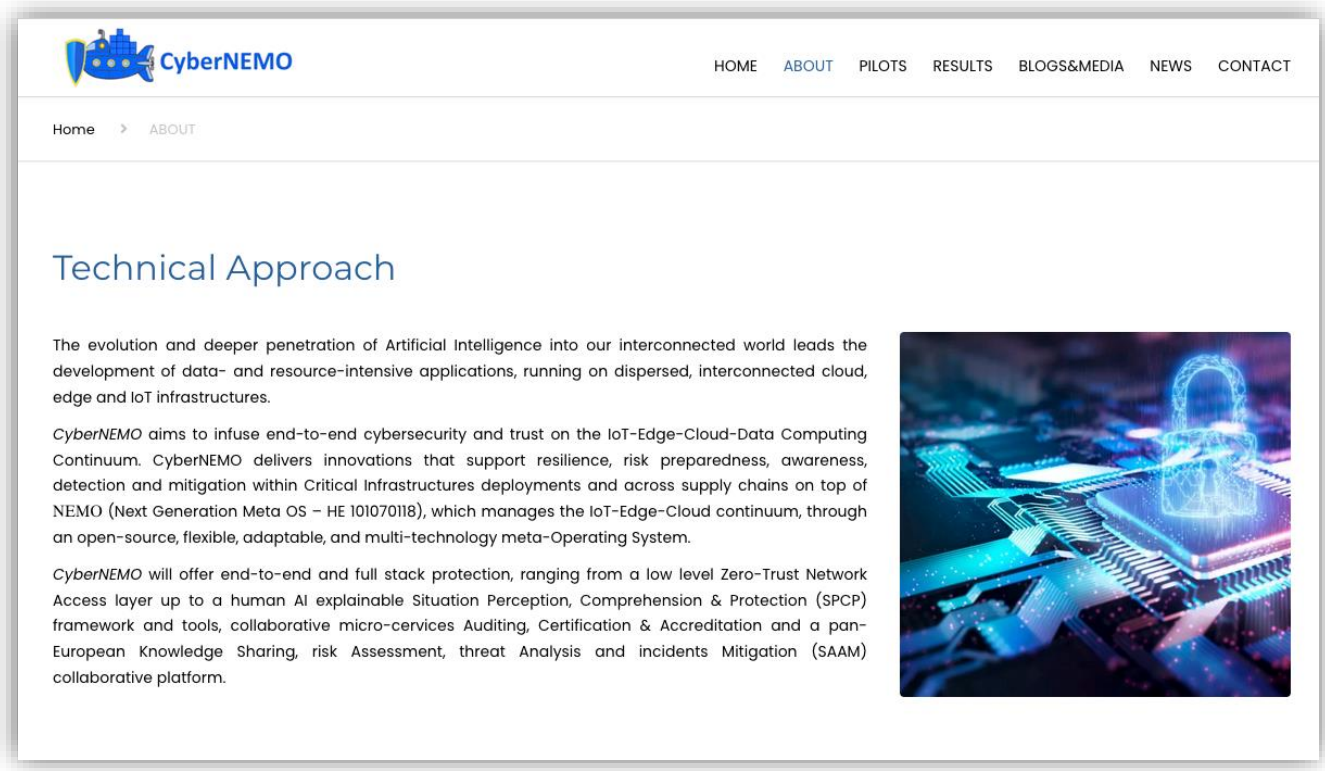


Figure 6: The "About" page of the CyberNEMO website – technical approach view.

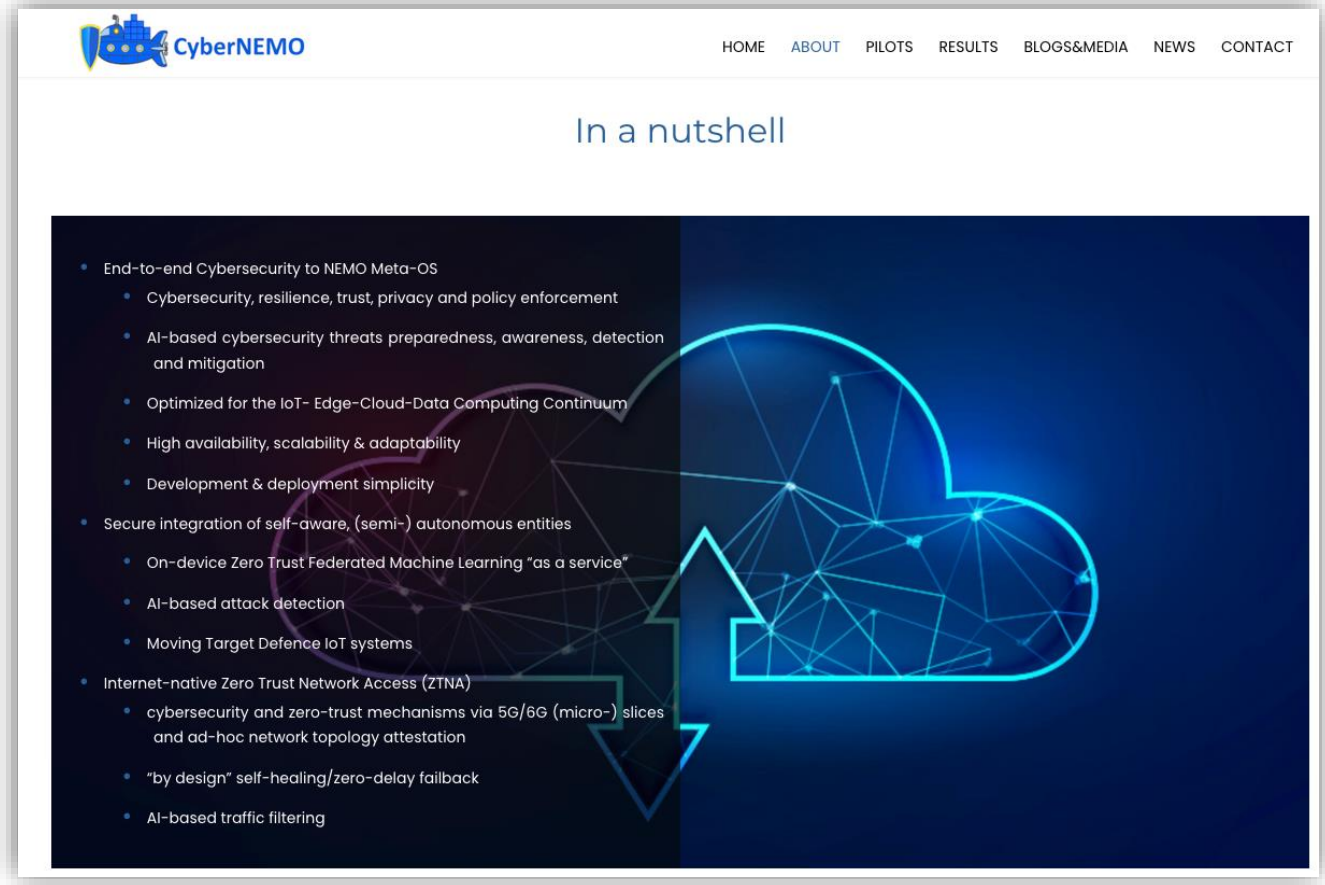


Figure 7: The "About" page of the CyberNEMO website – "In a nutshell" view (1).

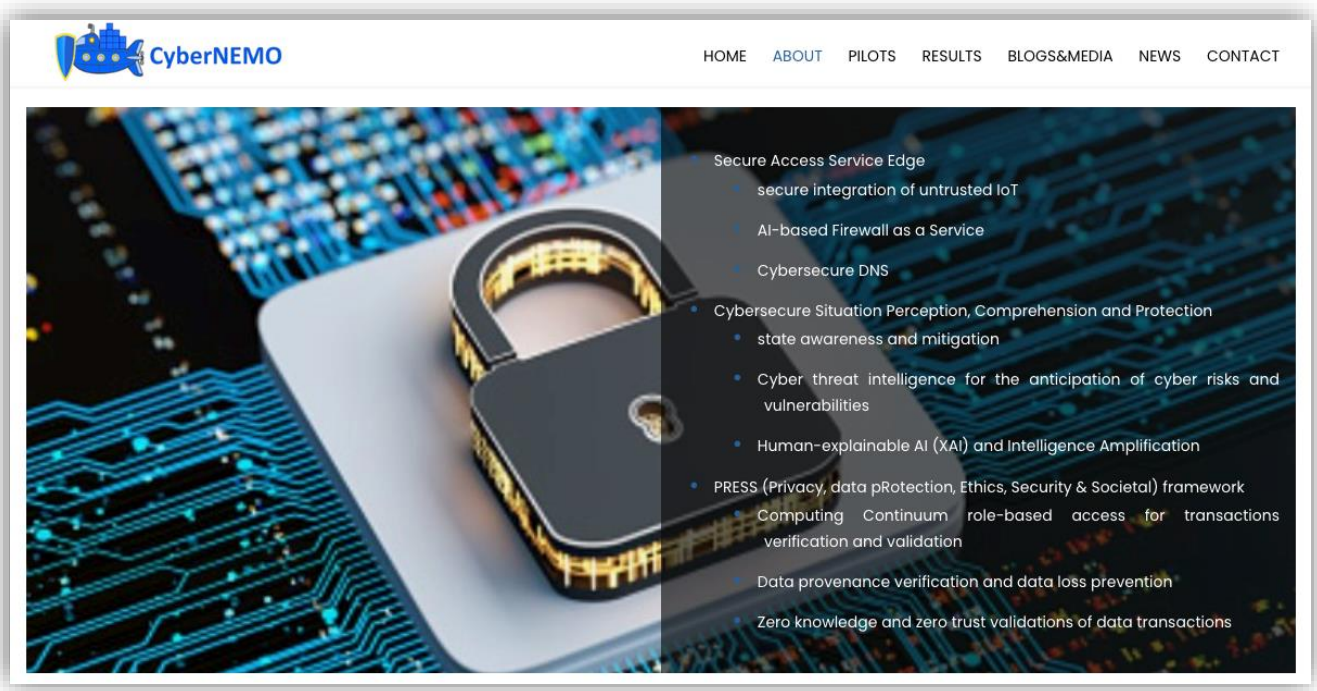


Figure 8: The "About" page of the CyberNEMO website – "In a nutshell" view (2).

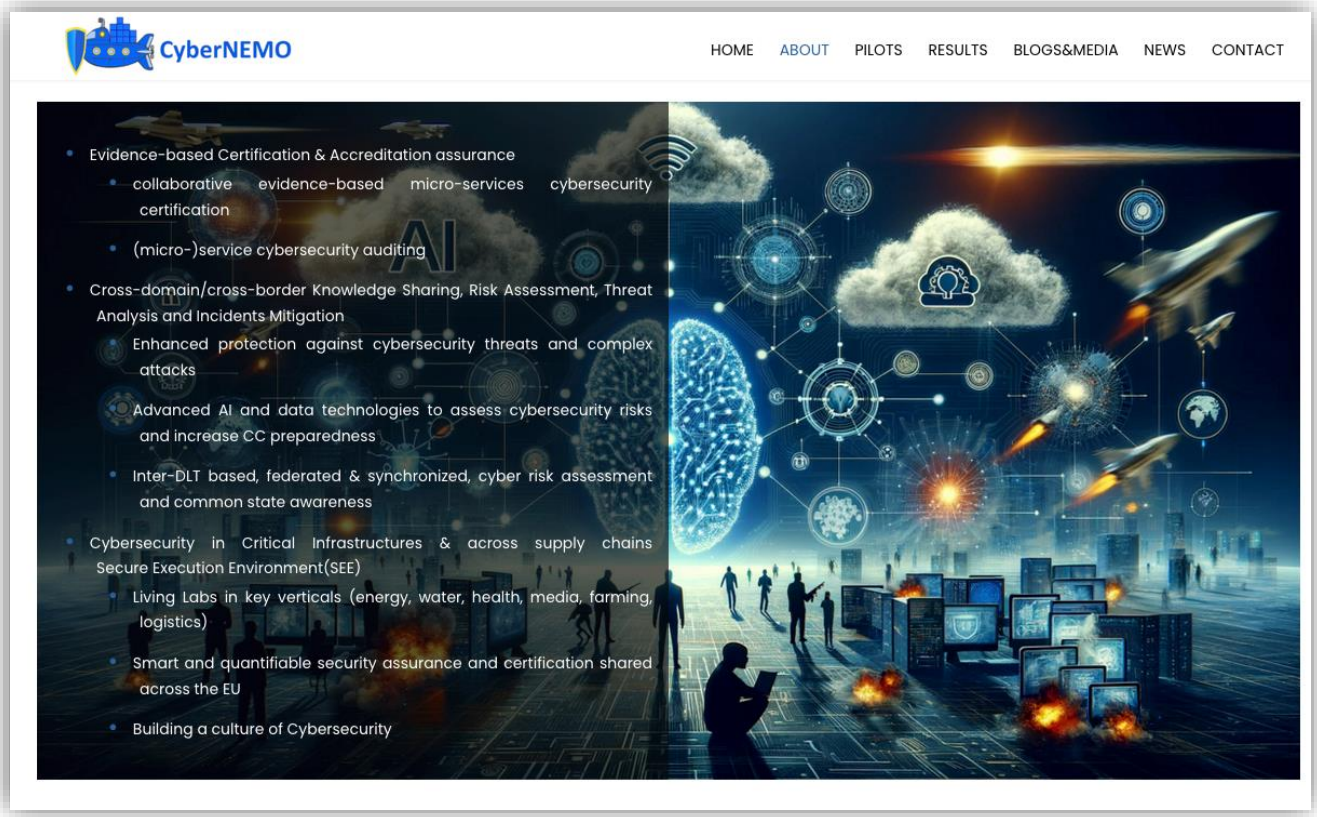


Figure 9: The "About" page of the CyberNEMO website – "In a nutshell" view (3).

Moreover, the "Partners" option of the "About" submenu directs to a page listing all CyberNEMO partners' logos, as depicted in Figure 10. When clicking on a logo, the visitor may access information about the Partner organization, its role in CyberNEMO, as well as a link to the official organization website.



Figure 10: The "Partners" page of CyberNEMO website.

2.2.3. "Pilots" section

The "Pilots" section provides general information about the CyberNEMO trials, along with links to 6 pages in the form of tiles, each one corresponding to one CyberNEMO trial. In the specific pages, the user may find specific information about the selected trial, along with the planned use cases and their contribution to the unique points of CyberNEMO. Figure 11 illustrates the "Pilots" page, while Figure 12 presents, indicatively, the webpage for Trial #2.

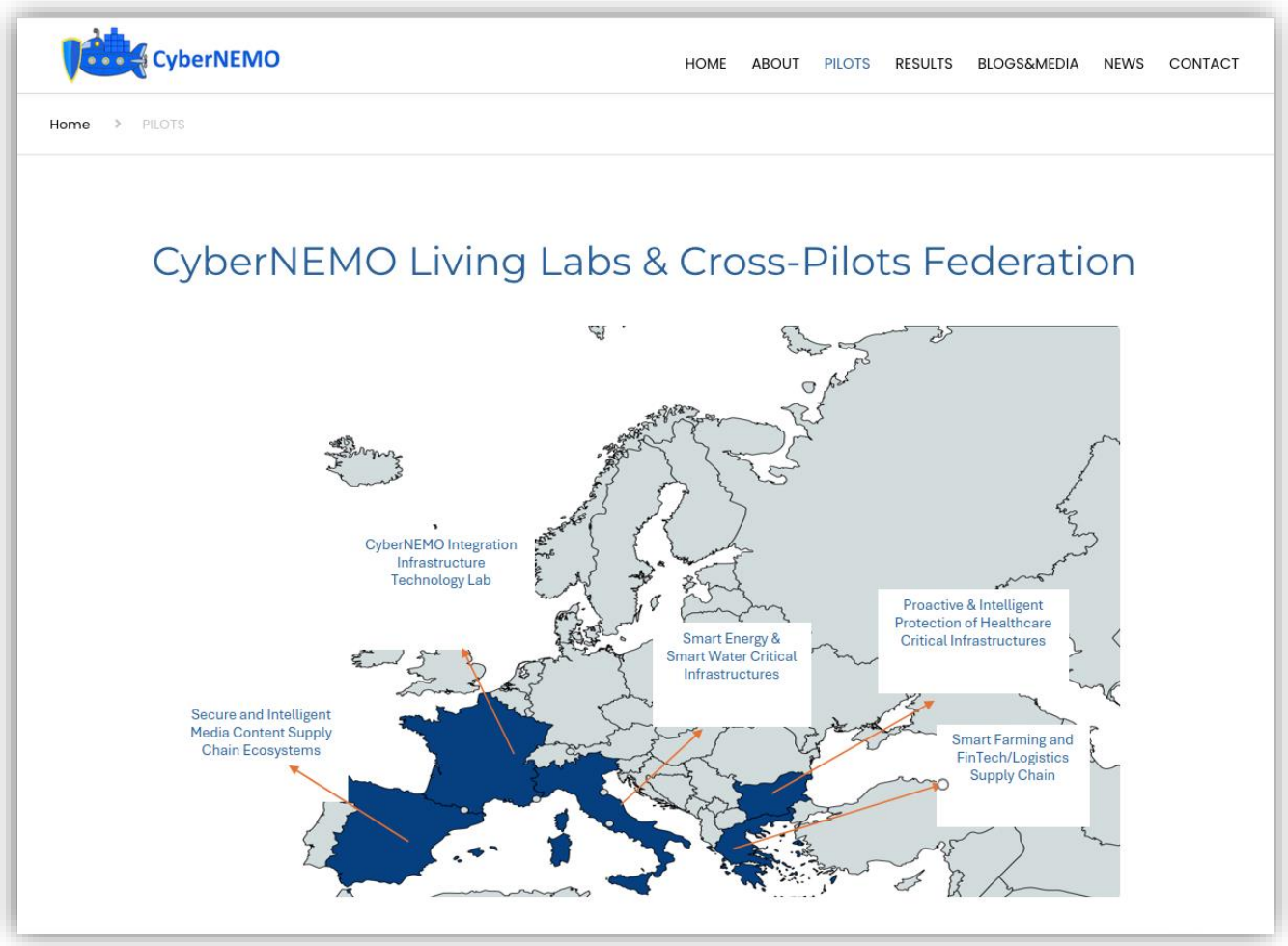


Figure 11: The CyberNEMO website "Pilots" section.

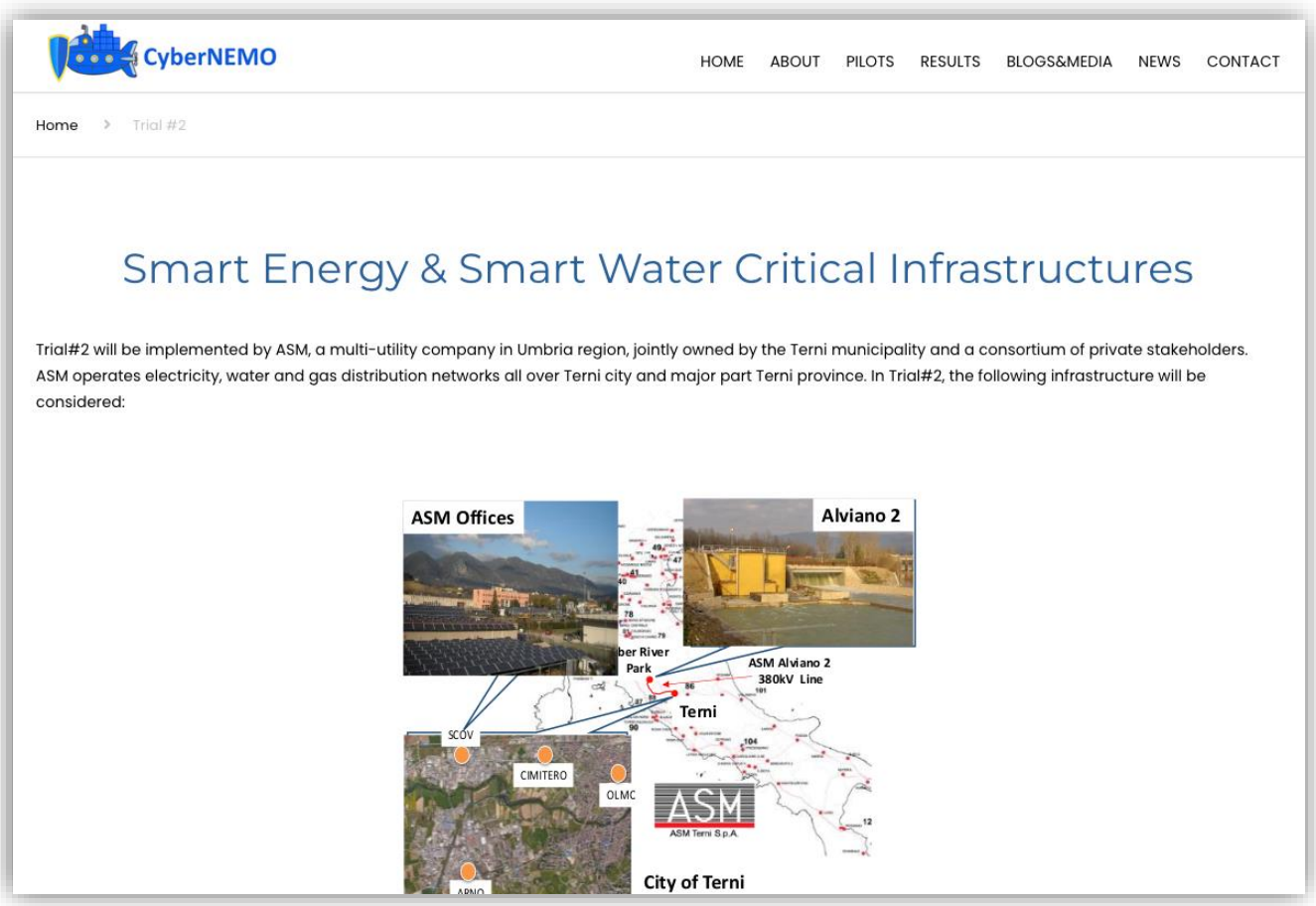


Figure 12: Webpage devoted to Trial #2 in the CyberNEMO website.

2.2.4. "Results" section

This page is intended to provide access to significant outcomes of the CyberNEMO project. At this nascent phase of the project, this page is not actually populated, but it is planned to accommodate information about the publications, public deliverables, properly organized as options in a "Results" submenu, as soon as content is available. Figure 13 illustrates the current state of this page.

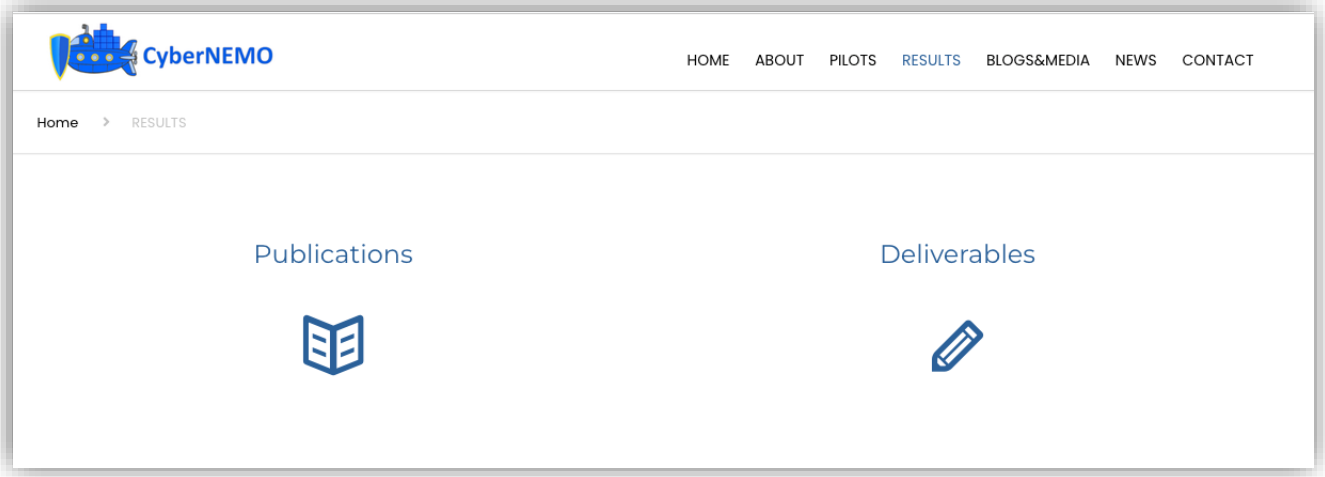


Figure 13: The "Results" page on the CyberNEMO website.

2.2.5. "Blogs & media" section

This section is aimed to accommodate updates about topical issues related to the project activities, as blog posts, which will be accessible via the "Blogs" option of this webpage. In addition, other project material, useful for CyberNEMO dissemination is planned to be included under the "Media" option, such as project videos, presentations, posters, recordings of webinars, online training sessions or other events, etc.

2.2.6. "News" section

This section is aimed to accommodate any updates on the CyberNEMO activity, including information about events organized or attended by the Consortium, talks, presentations, meetings, publications, etc.

2.2.7. "Contact" section

This page provides contact information to visitors wishing interaction with the Consortium. The visitor on this page is given the opportunity to contact via an online form or contact directly the Project Coordinator, as shown in Figure 14.

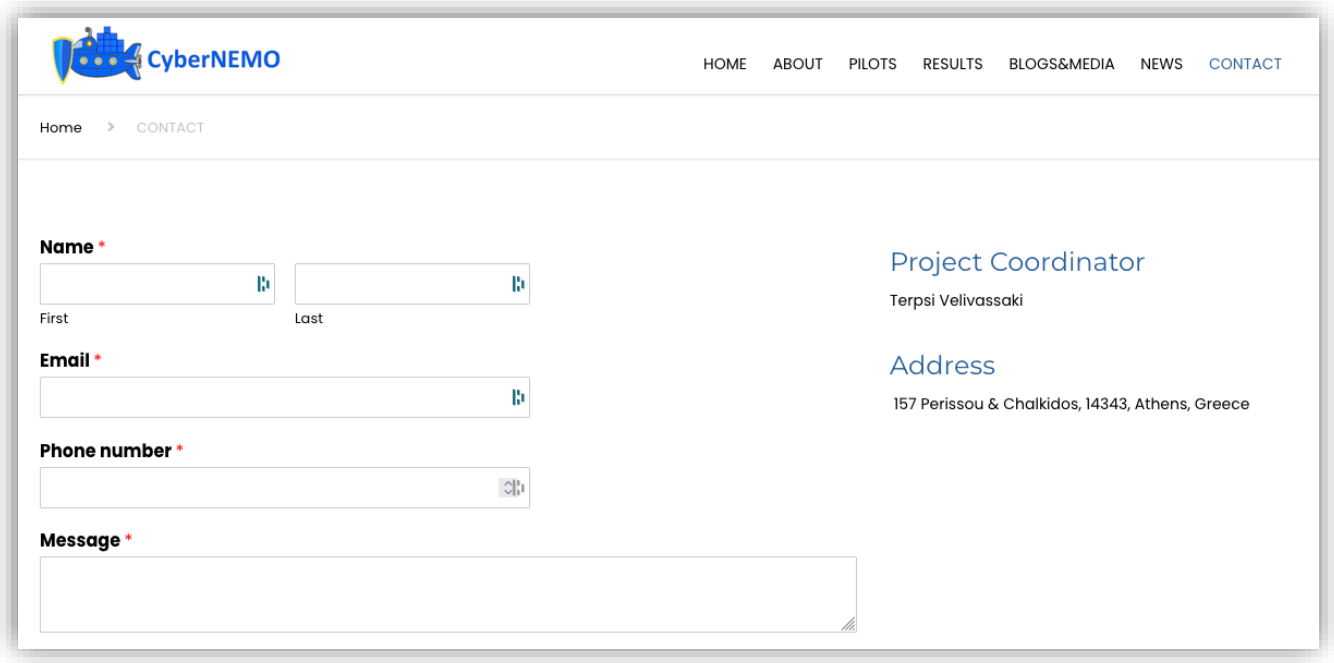


Figure 14: The "Contact" section of the CyberNEMO website.

2.3. Outlook

The content available on the CyberNEMO website will be extended within the next months of the project. Moreover, the traffic is continuously monitored via the Google Analytics functionality, in order to feed the dissemination Key Performance Indicators (KPIs).

3. Social media

In this section, the social media handles which will be used for the instant communication of CyberNEMO news are described. Updates on the social media are intended for providing short and quick notifications of CyberNEMO news to interested audience. Thus, social media mainly aimed for professional networking have been selected, in order to reach more easily the targeted groups. In this perspective, X [2] and LinkedIn [3] have been selected for the project dissemination. The social media accounts for the CyberNEMO project are presented in the next subsections.

3.1. LinkedIn

LinkedIn is a very effective dissemination channel; the information can easily be disseminated to targeted audiences. The project recommends the reference to the following hashtags: #cybernemo. Figure 15 presents the CyberNEMO LinkedIn page. It is accessible at:

Link: https://www.linkedin.com/in/he-cybernemo-project/

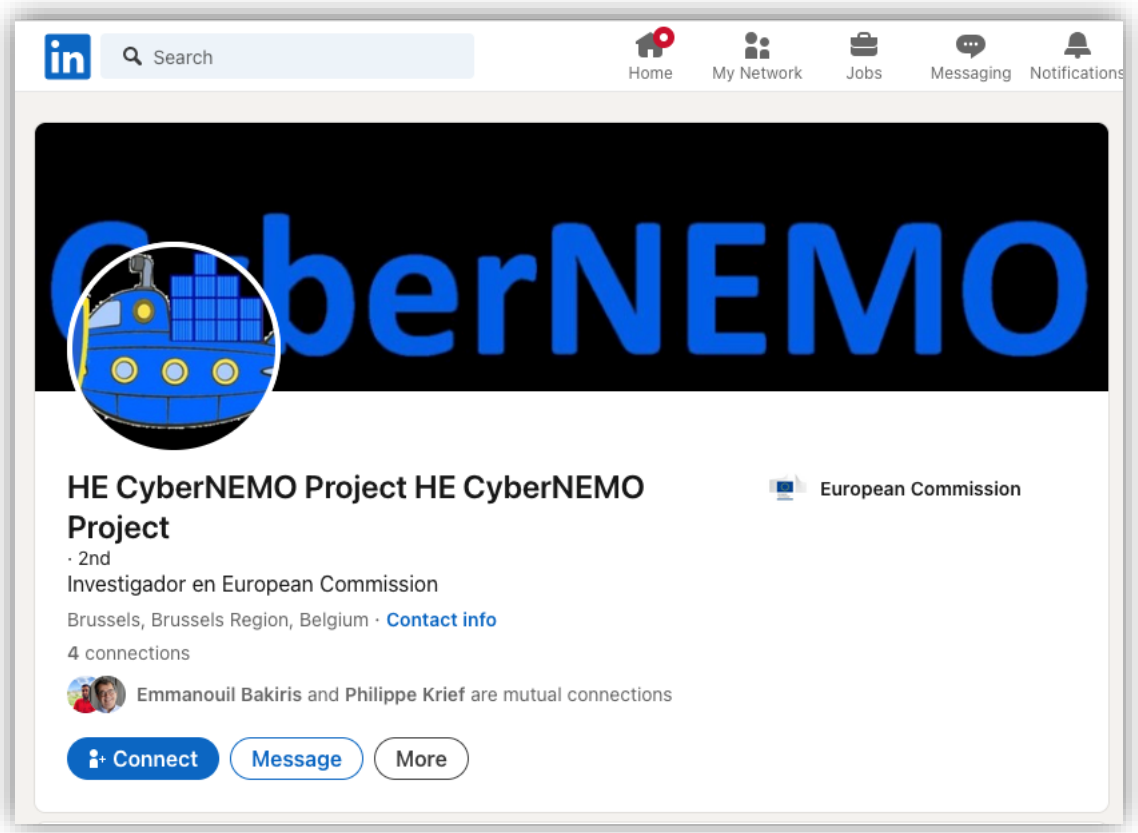


Figure 15: The CyberNEMO LinkedIn page.

3.2. X

X (formerly Twitter) is famous for the short messages and they can be used to relay information about the project efficiently and with great speed to a wide group of users. The usage of Hashtags allows for specifically addressing the intended target audience. The project encourages the reference to the project profile and the following hashtags: @HE_cybernemo, #cybernemo. Figure 16 presents the X profile of the CyberNEMO project, which is accessible at:

Link: https://x.com/HE_cybernemo

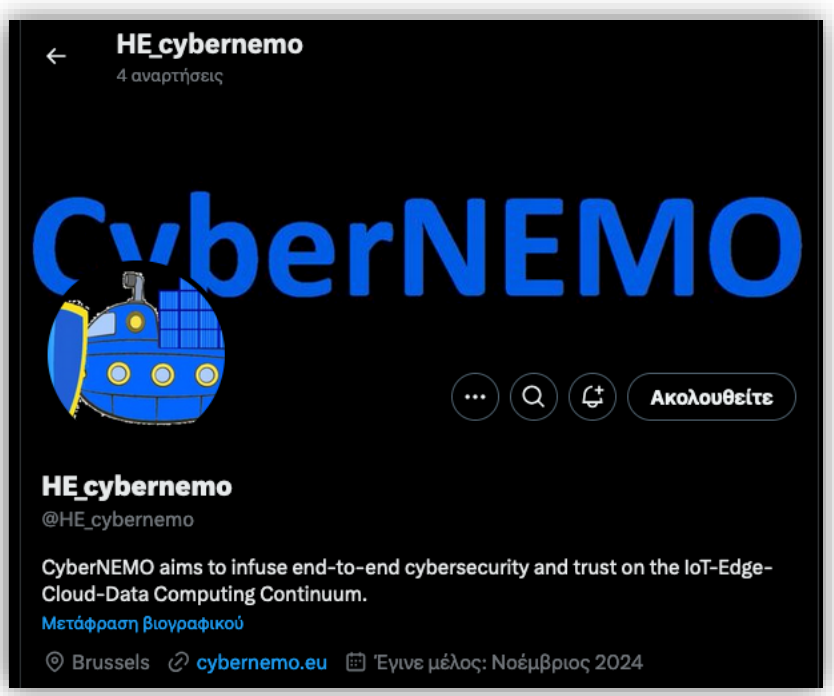


Figure 16: The CyberNEMO X profile.

3.3. Promoting the website to improve referencing

The project impact is expected to be increased via improved referencing. To achieve good referencing of the website, its reference in many sites is required. Such sites already appear in search engine indexes, so redirection to the project site will be enhanced.

Partners are requested to create short descriptions of the project on their home organizations website and to link from there to the official CyberNEMO website.

Reminder email will be sent on a regular basis to all partners in order to collect news from them to keep the website up to date and of interest for the project's stakeholders.

4. Conclusions

This deliverable outlines the dissemination channels for the CyberNEMO project, including its dedicated website and social media presence on X and LinkedIn.

The website will serve as a central hub, providing accessible and publishable information about CyberNEMO's design, functionalities, and progress. Emphasis will be placed on clear content organization to ensure easy navigation for stakeholders and to maximize dissemination reach. Social media updates will complement the website by highlighting significant achievements and milestones.

Moving forward, efforts will focus on promoting both the website and social media channels to attract a substantial audience. Regular updates will be provided to keep followers informed about the project's progress and developments.

5. References

[1] Wordpress, [Online]. Available: https://wordpress.org.

[2] X, [Online]. Available: https://x.com.

[3] Linkedin, [Online]. Available: https://www.linkedin.com.