

**DELIVERABLE****D6.3 - Initial Dissemination & Communication Plan**

Project Acronym:	LAZARUS	
Project title:	pLatform for Analysis of Resilient and secUre Software	
Grant Agreement No.	101070303	
Website:	https://lazarus-he.eu/	
Contact:	info@lazarus-he.eu	
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Responsible Partner:	APWG	
Contributing Partners:	All	
Dissemination Level:	Public	X
	Confidential – only consortium members and European Commission Services	

Revision History

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0.2	17/10/2022	Zoriana Dmytryshyna	APWG	Second draft version. Review remarks
0.3	20/11/2022	Constantinos Patsakis	ARC	Third draft version. Review remarks
0.4	27/11/2022	Agusti Solanas	APWG	Fourth draft version. Review remarks
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0.6	29/11/2022	Qiang TANG	LIST	Sixth draft version. Review remarks
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Every effort has been made to ensure that all statements and information contained herein are accurate, however the LAZARUS Project Partners accept no liability for any error or omission in the same.

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1. Executive Summary

This deliverable defines the dissemination and communication strategy of the LAZARUS project. The purpose of the project is to develop a holistic platform addressing security issues throughout the Software Development Life Cycle (SDLC). In particular, the project's main objectives are 1- to design a novel intelligent framework for the development of secure applications, 2- to automatically apply self-healing to a system that is being attacked, 3- to develop new methods for discovering vulnerabilities in an information system, and 4- to integrate artificial and machine learning into tools to automate security checks in Development Security Operations (DevSecOps).

With the aim to detail the initial dissemination and communication plan for LAZARUS, the first sections of the deliverable provide a summary of the objectives of Work Package 6 (WP6) and the structure of the document. Moreover, the communication plan detailing the different types of stakeholders to which the project is focused along with the importance of defining a key message for each of them is presented in the next sections. The deliverable also describes the visual identity of the project, namely the logo and presentation templates, and the social networks in which the project will be present.

From a communication perspective, the public website development remains a major milestone for the project being, therefore, described in this document, in section 3. The project website seeks to distribute detailed information about the consortium, research publications, related news, public deliverables and any event related to the project. A brochure (on digital format) will be distributed to consortium members to ease the dissemination of the project in events, conferences and symposiums.

One of the most important sections (section 4) elaborates on the dissemination strategy aiming to describe its purpose, the tools used to deploy it successfully and the necessary steps to be applied during the three years of the project.

In addition, the document addresses both training pilots and workshops organisation strategies aimed at promoting the results of the project. As defined in the deliverable, it is planned to have 2 training events during the second year and 2 training events in the final year, while additional events may be performed, if and when deemed necessary. These training events will extend capacity building in the field of DevSecOps, promote the features and innovations of LAZARUS and be available online. The last section details the key performance indicators (KPIs) to evaluate the dissemination and communication performance of the project.

2 Introduction

The term DevOps is defined as a set of practices that combine development (Dev) and IT/OT operations (Ops). It merges Agile and Lean approaches to operations work, fostering collaboration between development and operation teams throughout the stages of the software development life cycle (SDLC). Thus, DevOps seeks to reduce development time while improving the quality of the software being delivered and operated. Although new approaches have evolved in software development and deployment (e.g., serverless computing, API-first applications, and microservices-based architectures), security has not been considered as a top priority in the area and from the very first stage of the SDLC. Hence, there is a need for integrating sustainable security throughout all its stages to ensure the proper implementation of known and trusted components. In this context, the security extension of DevOps, DevSecOps, aims to empower development and operational teams with security resources, methods, and environments to ultimately deliver a reliable product with improved quality.

The SDLC is generally divided into the development phase and the implementation phase, where several strategies and methods have explored potential software vulnerabilities and their corresponding countermeasures (e.g., coding and execution errors, security issues), which can be seamlessly integrated into the DevSecOps cycle. Moreover, the use of machine learning and advanced artificial intelligence is considered as an interesting solution to improve the accuracy, reliability and scalability of vulnerability detection and other defensive/protective cybersecurity systems. Also, self-healing mechanisms can repair systems, platforms and devices once security issues are detected and, therefore, provide adaptive defences. Likewise, self-healing mechanisms can reach their full potential during all the design and testing phases. Therefore, the implementation of security measures in all stages of the SLDC will bring quality to the developed software and reduce the cost associated with security issues that might arise in the future.

2.1 Structure of the Document

This deliverable is divided into five parts. Firstly, it provides information about the aim, scope and objectives of WP6. Secondly, the document details the initial communication plan needed to fulfil the objectives of the project along with the activities focused on facilitating the commercialisation and exploitation of the resulting platform. The initial dissemination plan is also detailed in this document, where information on the dissemination strategy for the three years of the project, the tools, and the list of potential stakeholders that might be interested in the project results are provided. Finally, this deliverable summarises the key performance indicators (KPIs) required to successfully fulfil the objectives along with the main conclusions drawn to increase the effectiveness of the WP activities.

2.2 Aim, Scope and Objectives

This deliverable elaborates a first version of the communication and dissemination plan with the actions that are expected to be performed to communicate and disseminate the outcomes of the LAZARUS project. The report offers information on the strategy aiming to establish and maintain online, offline and hybrid presence, and the implementation of dissemination and communication tools to promote stakeholder engagement (e.g., website, brochures, roll-ups, etc.). Activities will include:

1. The design, launch and update of a dedicated project website,
2. The establishment of social media channels (Twitter, LinkedIn, YouTube, Mastodon),

3. Monitor existing conferences, exhibitions and tradeshows to select those that better suit the project dissemination, as well as other available dissemination means,
4. Create the Interim Dissemination and Communication Plan (IDCP), and regularly review and update it throughout the project until turning it into the final IDCP,
5. Prepare posters and brochures and provide in conferences and events, and
6. Any other activity that might be relevant to achieve the objectives of the project and ensure the proper quality of the outcomes.

In addition to the lead partner (APWG), all partners will contribute to the promotion of the project through their own websites, social media and other communication and marketing channels, and activities.

2.3 LAZARUS Work Package Context and Motivation

WP6 is focused on delivering the dissemination, communication and exploitation activities needed to fulfil the objectives of the project. These activities focus on providing a suitable environment for the commercialisation and exploitation of the project, and for extending its understanding by closely involving a diverse set of stakeholders, from the industry, academia, and public bodies. Moreover, the activities will help improve the awareness of the target audience about the importance of the project and the relevance of the offered solutions. This WP is also aimed at creating a viable exploitation and commercialisation strategy aiming at concrete and effective exploitable results, including the development and submission of a draft standard. In this context, the interaction with standardisation and regulatory bodies should also be performed to ensure the acceptance and sustainability of the project platform after its conclusion.

To achieve the project's objectives internal and external stakeholders should give advice on the design and development of the platform, involving different profiles, from the industry to the academia. Also, to enhance the impact of LAZARUS and engage many stakeholders, the partners will use their extensive relationships with public bodies, local authorities, policy think tanks and media. In this context, project partners should use a multi-level approach including tailor-made dissemination and communication tools and events oriented to the respective target audiences, e.g., professional associations, relevant authorities, on-line services and providers of security and privacy technologies.

3 Initial Communication Plan

In this next section, the initial communication plan is presented. In particular, the plan details the specific actions needed to be performed to raise awareness among the general public with the aim to facilitate the understanding of the project and foster the engagement of stakeholders that might be interested in the results. For that purpose, social network accounts (LinkedIn and Twitter) and a web page have been created, along with several sections aimed at publishing the news, events, and communication material related to the project.

3.1 External Advisory Board Members

The External Advisory Board (EAB) will be created with the aim of externally monitoring the progress of the project, identifying possible problems and suggesting solutions to be implemented by the project partners. The **D6.1 - Composition & procedures of Advisory Board** (planned for the end of February 2023) will provide

the initial list of members of the EAB. This list will be updated by the end of the project at **D6.2 - Summary of contributions of Advisory Board and meetings**.

The LAZARUS EAB will comprise an international panel of high-level experts from different areas of knowledge that provides an additional form of quality control, advice and validation of the vision, the global impact and the scope of the project. The EAB will use its contact networks to help disseminate and exploit the results of the project and establish and strengthen liaisons with external stakeholders and with non-EU countries, standardisation bodies and supranational organisations. Also, the EAB representatives will be invited to attend LAZARUS consortium meetings together with consortium members. Their responsibilities include but are not limited to:

- Provide inputs on the project activities,
- Provide recommendations on the exploitation and replication strategy,
- Participate in specific project events and meetings, and
- Support the communication and dissemination of the project within their networks.

3.2 Other Stakeholders' Profile

The LAZARUS communication and dissemination actions are designed to address a variety of stakeholder groups. Thus, the target stakeholders differ depending on the nature of the message to be communicated, and appropriate tools must be used to reach and engage each type of audience.

The list below defines the different types of stakeholders on which LAZARUS is focused:

- **Private companies** directly concerned with the findings of the project,
- **Academia** and **research centres** who are involved in developing related technologies and investigating other related aspects to the project,
- **Public bodies** which are related to parts of the software development process, from a technical or legal perspective,
- **Sister projects** within the scope of LAZARUS, providing security solutions in the software development,
- **Media** publishing news related to the scope of the project,
- **Standardisation bodies** to which their perspective would be very useful to meet the requirements of standardisation procedures,
- **Consortium members** who should constantly be aware of the project's progress, activities, and
- **Individuals** with experience in the areas of security and software development.

3.3 Key Messages

Communications from the project should be made in the context of a unified set of key messages, which might be extended as the project and its findings become more refined. Communications associated with research publications will summarise the associated article, poster or presentation. In the later phase of the project, messages should be focused on summarising project findings and achievements and will be posted on the public website and communicated, at least, via Twitter, LinkedIn as well as via direct personal emails.

During the initial phase of the project, key messages should echo the mission, goals and values, focusing specifically on the recruitment of stakeholders and on traction generation by sending them news on the project outcomes and inviting them to our conferences and events.

3.4 Campaigns

Communication campaigns generally aligned with the project will support content generation for both the project public's website and social media.

The envisioned project campaigns will:

- Share the mission, goals, and values,
- Recruit the EAB Members,
- Notify target stakeholders and establish networks of activities throughout the phases of the project,
- Promote project findings via the public website, social media, and online/offline events,
- Promote the project results in events, including invoke debates specifically tasked with enhancing the findings of LAZARUS, and
- Announce public deliverables to encourage adoption of their findings.

3.5 Communication Material

The tools for the implementation of the communication plan have been divided into three groups according to their specific objective, as detailed in the following sections:

- A unified and compelling visual identity and associated branding,
- Information tools to facilitate, scale and measure/monitor communication, and
- Common promotional materials specifically to support face-to-face interactions.

All communication material should follow a branding strategy. Branding is the process involved in creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme. Branding aims to establish a significant and differentiated presence in the market that attracts and retains interested stakeholders and audience groups.

With the aim to perform the branding strategy of the project, a website and social profiles have been created and published, and a unique logo has been designed. Moreover, a template for both deliverable and presentations have been defined.

3.5.1 Visual Identity

- **Project Logo**

As illustrated in Figure 1, the project logo was created in M1 by APWG and ARC using GIMP¹. The logo has different versions that can be adapted to several colours and backgrounds. Moreover, it can be imported by any vector image editing program, *e.g.*, Adobe Illustrator, and can also export PNG versions (or any other format).

The agreed logo was distributed to partners to be used when they deem appropriate.

¹ <https://www.gimp.org/>



Figure 1 - LAZARUS Logo (coloured version)

Regarding the use of the EU emblem, the project has adhered to usage guidelines published in the following link: https://europa.eu/european-union/abouteuropa/legal_notices_en#use-of-the-eu-emblem-by-third-parties

- **Presentation Templates**

To support partners in communication, two standard presentation slide templates were created and distributed to ensure consistent stylistic approach and coherence of messages. All presentations should contain information on the project objectives and relevant information about the Consortium. This information will be updated and maintained as the project progresses to summarise the growing set of findings and suitability for the audience.

Partners may include slides from this presentation in their own slide-sets, and customise them to their needs, provided that:

- The essential messages are not materially changed, and
- The project branding is retained, with all copyrights respected.

An example of the two template versions can be found in the following Figure 2 and Figure 3.

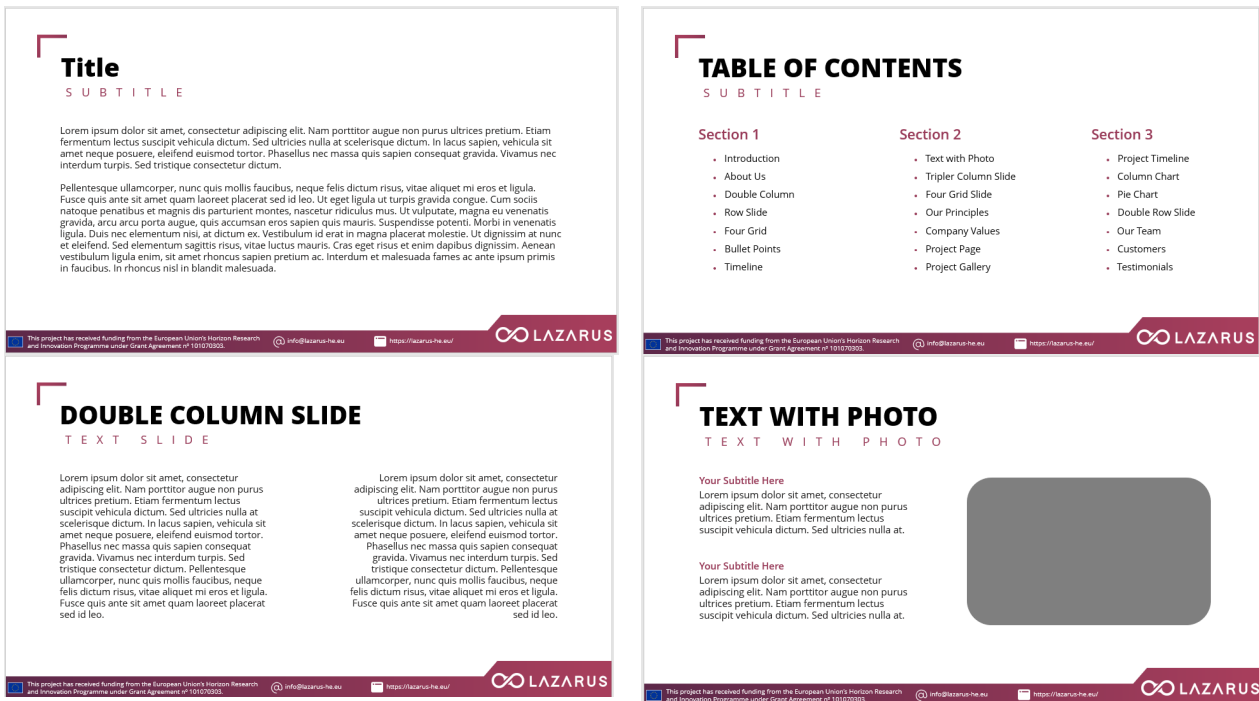


Figure 2 - LAZARUS Presentation Template (light version)

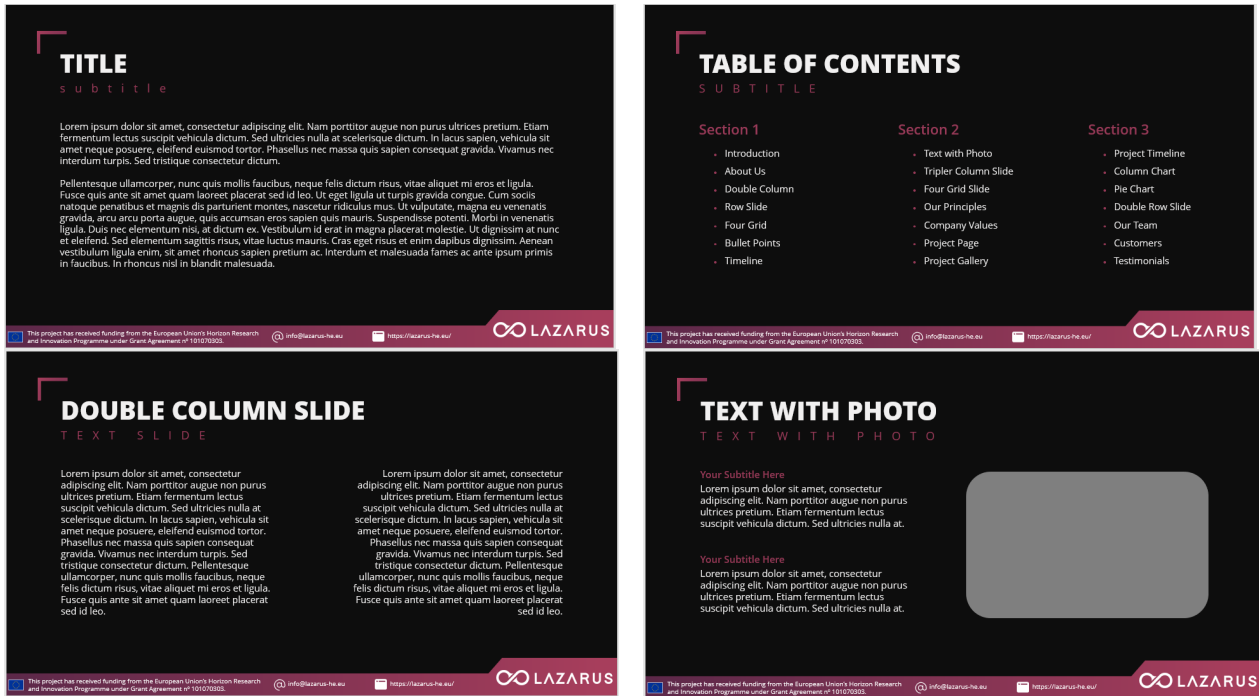


Figure 3 - LAZARUS Presentation Template (dark version)

- **Brochures & Roll-Ups**

Communication tools such as brochures and roll-ups are available in the following link: <https://lazarus-he.athenarc.gr/index.php/communication-material/posters-brochures>². Likewise, an improved and adapted version to the current phase will constantly be available throughout the project. Figure 4 shows the current version of the brochure aiming to support all partners in the promotion of LAZARUS. This brochure contains information on the project’s objectives, the project consortium and its key aims.

² The provided link is provisional. All communication material along with all the website sections will be available in the link: <https://lazarus-he.eu>

CONTACT US

📄 <https://lazarus-he.eu/>

@ info@lazarus-he.eu

🌐 @LAZARUS_EU

This project has received funding from the European Union's Horizon Research and Innovation Programme under Grant Agreement n° 101070303.

With the use of artificial intelligence and machine learning, the project will bring automated security tools to the whole Software Development Life Cycle process!

LAZARUS will implement innovative techniques in multiple steps of the SDLC, performing targeted security checks and collecting valuable information and intelligence with the use of advanced ML and AI methods.

OBJECTIVES

- Design, develop, test, and validate a novel intelligent framework for the development of secure applications.
- Automatically apply self-healing to a system which undergoes an attack.
- Automatically apply self-healing to a system which undergoes an attack.
- Integrate artificial and machine learning in tools to automate security checks in DevSecOps.

LAZARUS is an ambitious project that not only seeks to generate high-quality results but aims to create a real and lasting impact in software development life cycle.

BECOME PART OF OUR STAKEHOLDERS' NETWORK!

INNOVATION AREAS

- Realisation of self-healing
- Automated vulnerability discovery
- Automation of DevSecOps
- Resilience and security in the SDLC

LAZARUS

- NIS & GDPR Compliance**: Facilitation of meeting NIS and GDPR compliance requirements by automated identification of threats, monitoring, reporting, and hardening of the attack surface of existing software solutions.
- Realisation of DevSecOps**: Automation of the security aspects of DevSecOps and integration with SaaS tools throughout the SDLC.
- Information & Intelligence Sharing**: Privacy-preserving sharing of intelligence with CERTs, CSIRTs, and ISACs.
- Resilience & Self-healing**: Binary armouring features and advanced self-healing for deployed software solutions.
- Automated vulnerability discovery**: Automate the process of identifying vulnerabilities early in the SDLC in code, binaries, configuration and containers.

AI/ML powered solution

Figure 4 - LAZARUS brochure (version 0.2)

As illustrated in Figure 5, a roll-up aiming to support project presentations at related events and conferences is available in the following link: <https://lazarus-he.athenarc.gr/index.php/communication-material/posters-brochures>. As with the brochures, new versions of the roll-up will be developed during the project.

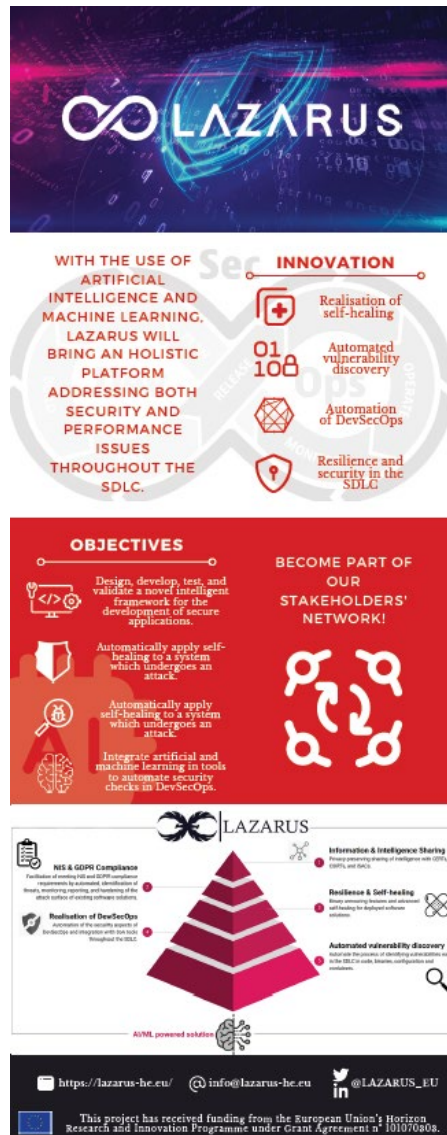


Figure 5 - LAZARUS Roll-Up (version 0.2)

3.5.2 Social Media

Social media channels are used for publishing project information, such as events, publicly available deliverables and findings, as well as disseminating news on related topics. The primary objective of social media activity is to generate interest from a wide range of stakeholders.

- **Twitter**

APWG created and is responsible for the management of the project’s Twitter account. The Twitter account @LAZARUS_EU is up and running from the very beginning of the project and all partners have been asked to contribute with relevant content that could be shared and/or retweeted. Considering the current situation at Twitter, the project plans to open a profile for LAZARUS in relevant instances of Mastodon.

Figure 6 shows the look and feel of the project account as well as the first tweet posted on September 1st, 2022, the launch date of the project.



Figure 6 - Look and feel of the Twitter account and first tweet

- **LinkedIn**

The proposed approach for project promotion via LinkedIn is designed to utilise each partner’s organisation’s existing LinkedIn accounts, if any, to achieve good engagements and results. A LAZARUS LinkedIn page was created for communication of the project achievements to the stakeholders and general public.

Figure 7 shows the look and feel of the LAZARUS LinkedIn page along with some of its initial posts. APWG.eu created and is responsible for the management of the project’s LinkedIn account.



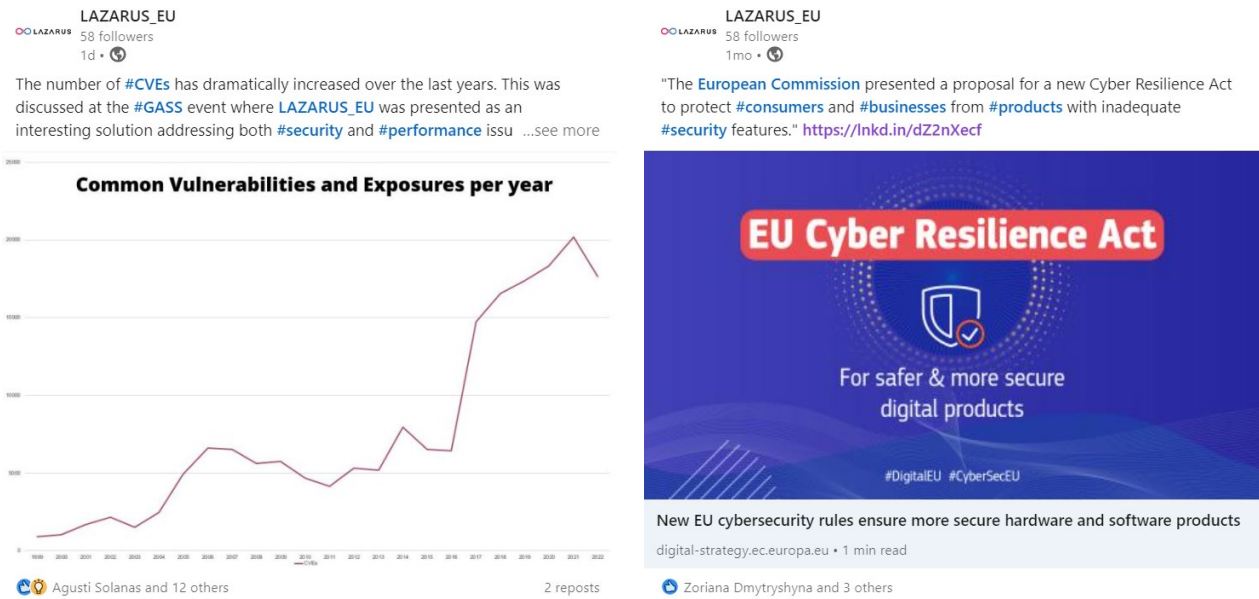


Figure 7 - Look and feel of the LinkedIn account and initial posts

3.5.3 LAZARUS Website

3.5.3.1 Operational Structure

APWG and ARC launched and operate the project website in collaboration with all project partners. The website is currently operational in the url: <https://lazarus-he.athenarc.gr/>. However, soon, the content will be updated to the final domain <https://lazarus-he.eu>, which is currently redirected to the previous address. Also, content will be periodically updated to facilitate better communication, dissemination and impact of the project outcomes, and to stimulate collaboration with our stakeholders and sister projects.

The hosting services for the website hosting and the domain name lazarus-he.eu have been purchased by the coordinator, ARC, to be used by the project.

- **Landing Page**

The website’s landing page includes a brief description (Figure 8) of the project and summarises the latest news from across the platform to help visitors identify new content and to provide them with contributions of interest.

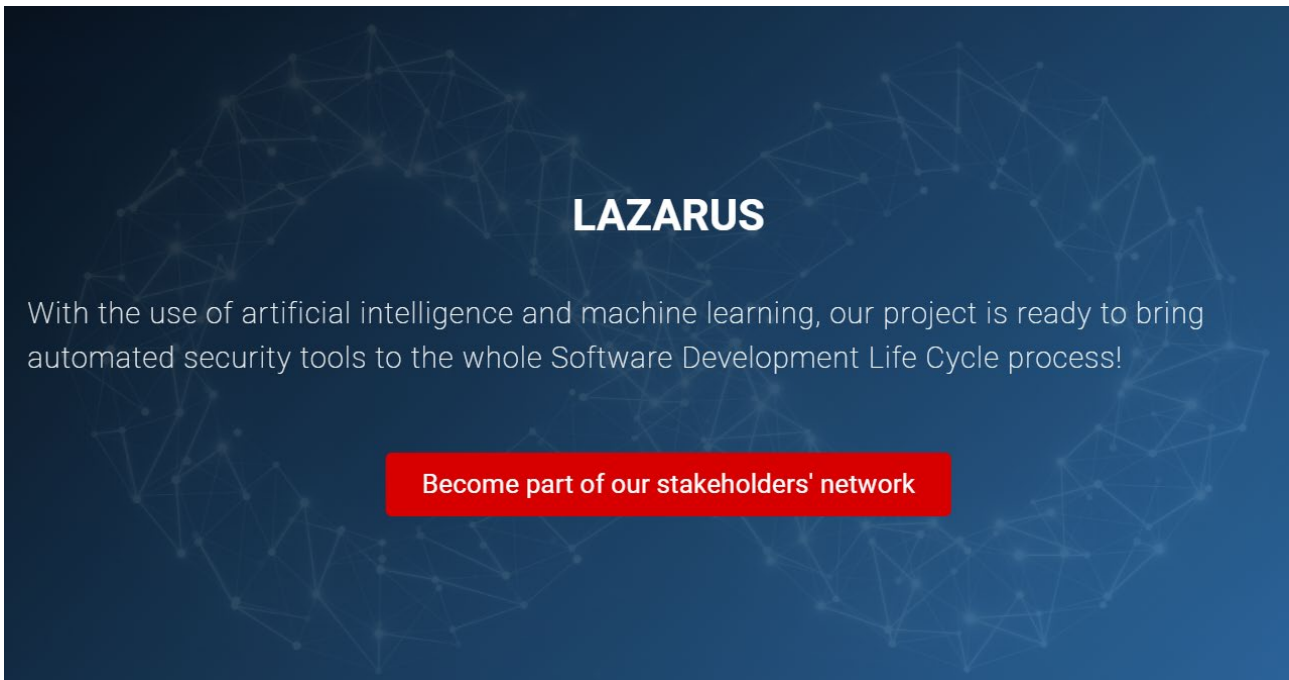


Figure 8 - LAZARUS main slider

The first version of the page is already available and will be periodically improved and updated with more features and the latest news.

The main goals of this page are:

- To generate traction by delivering short and clear messages with LAZARUS objectives (Figure 9).

Objectives



Figure 9 - LAZARUS main objectives

- Provide a clear form to all visitors to be part of the network of stakeholders (Figure 10)

Become part of our network of stakeholders

If you want to be part of this 3-year project that aims to revolutionize security in software development from technical, ethical, and legal perspectives, fill the following form and stay tuned on the latest news.

Name *

Email *

Company *

Position *

Describe your reasons to be part of the network *

Math Captcha *

10 - 4 =

Submit

Figure 10 – Form available in the main site to facilitate visitors be part of the project stakeholders’ network

- Provide information on the latest news (Figure 11), tweets, and events (Figure 12) related to the project.

Check-out the latest news!

New EU cybersecurity rules to ensure more secure hardware and software

The European Commission presented a proposal for a new Cyber Resilience Act to protect consumers and businesses from products with inadequate security features! Last September 15th, the Commission presented a proposal for a new Cyber Resilience Act to protect consumers and businesses from products with inadequate security features. A first ever EU-wide legislation of its kind, it introduces mandatory cybersecurity requirements for products with digital elements, throughout their whole lifecycle.

LAZARUS Kick-off Meeting

Amazing kick-off meeting with all our partners took place last Sept. 15 in Athens! LAZARUS is ready to bring automated security tools to the whole Software Development Life Cycle process! Great news are coming soon!

Figure 11 - Latest news related to the project

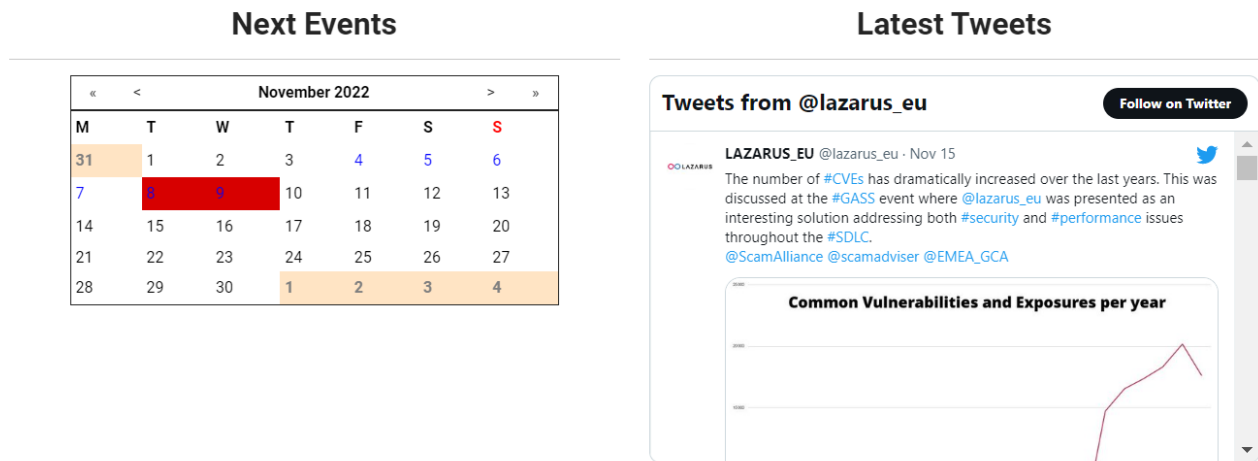


Figure 12 - Next event and latest tweets related to the project

- **Other Sections**

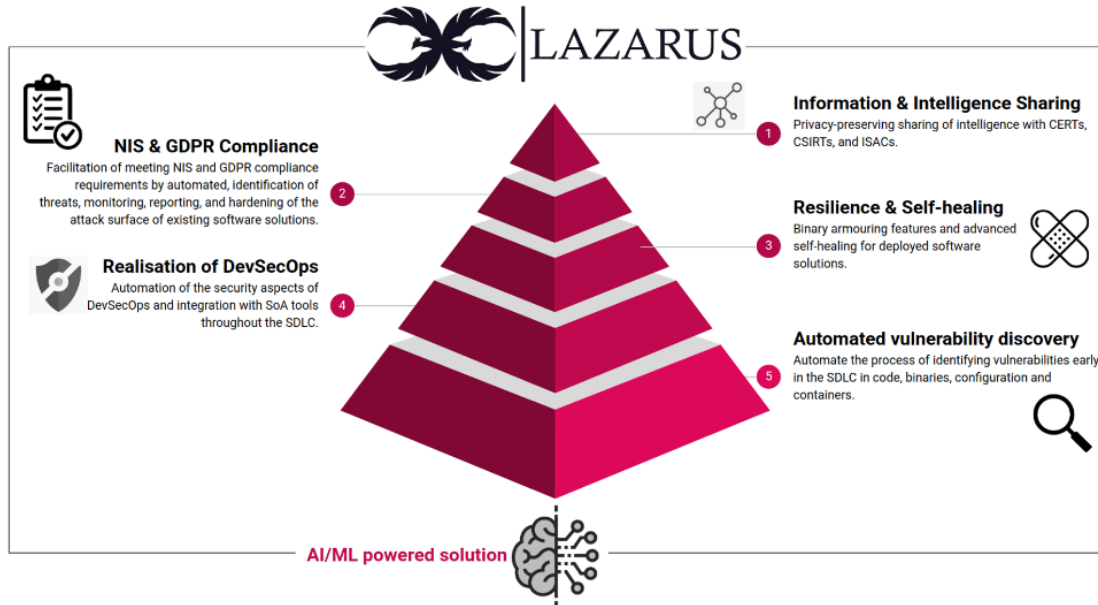
The first version of LAZARUS website has five main sections, which aim at giving all the information related to the project.

- **Project**

This section describes the overall project along with a summary of all the WPs. Figure 13 shows the look and feel of this section.

The Project

LAZARUS (pLatform for Analysis of Resilient and secUre Software) is a three-year research and innovation project that aims to heal many of the security issues that befall modern software during its development life cycle. The recently introduced paradigm of DevSecOps - in medium to large companies - unfortunately, lacks automated security tools, while most existing solutions are targeting only one narrow step of the SDLC process but miss a much-needed holistic overview of the global security solution. LAZARUS innovates by intervening in multiple steps of the SDLC, performing targeted security checks and collecting valuable information and intelligence from each step, and exploiting advanced ML and AI methods to convert this intelligence into actionable insights and recommendations. The main innovations of LAZARUS are illustrated in the figure below. Moreover, we provide advanced features for developers, that employing our tools would be able to deploy more intelligent and distributed solutions through dedicated APIs. LAZARUS follows an open-source approach for the core functionality, which is supported by a realistic and viable business model for the sustainability and further exploitation of the project after it reaches the end of this financing phase.



Work Packages (WP)

<p>WP1 - Coordination & Project Management</p> <p>The main objective of this WP is to carry out the necessary management activities aiming at an effective coordination of the overall project work plan. This WP includes the project management concerned with the administrative issues, including costs, timing and completeness of the deliverables.</p>	<p>WP2 - Use-cases & system requirements</p> <p>This work package will collect all the requirements (end users, market needs), will specify how the implementation will be made in terms of architecture, technologies etc. and will conduct socio-economic impact studies.</p>	<p>WP3 - Advanced tools for software engineering</p> <p>This WP will focus on the technologies that are required for LAZARUS and their corresponding state-of-the-art. While this WP, due to its wide reach and complexity, could be easily broken down into more WPs, for managerial reasons we opted for a unique WP that is divided into different streams through individual tasks. Each task has specific goals to achieve, which are timely reported, grouping the outcomes, when possible.</p>
<p>WP4 - Platform Implementation & Integration</p> <p>This WP will design, develop and integrate LAZARUS software modules. This WP will also build demonstrators on which the project's results are going to be validated.</p>	<p>WP5 - Testing & Validation</p> <p>Will test the modules developed in WP4 to validate their usage, relevance and changes that have to be made to meet the needs of end users.</p>	<p>WP6 - Dissemination, Communication & Exploitation</p> <p>The objective of the Work Package aims to communicate and disseminate the results amongst project stakeholders and interested parties, with the aim (amongst others) to raise awareness and interest on the project results. LAZARUS exploitation is also included in this WP.</p>

Figure 13 - Project section of the LAZARUS website

- **Team**

This section shows a complete description of the partners of the project along with the members of the EAB³ (Figure 14).

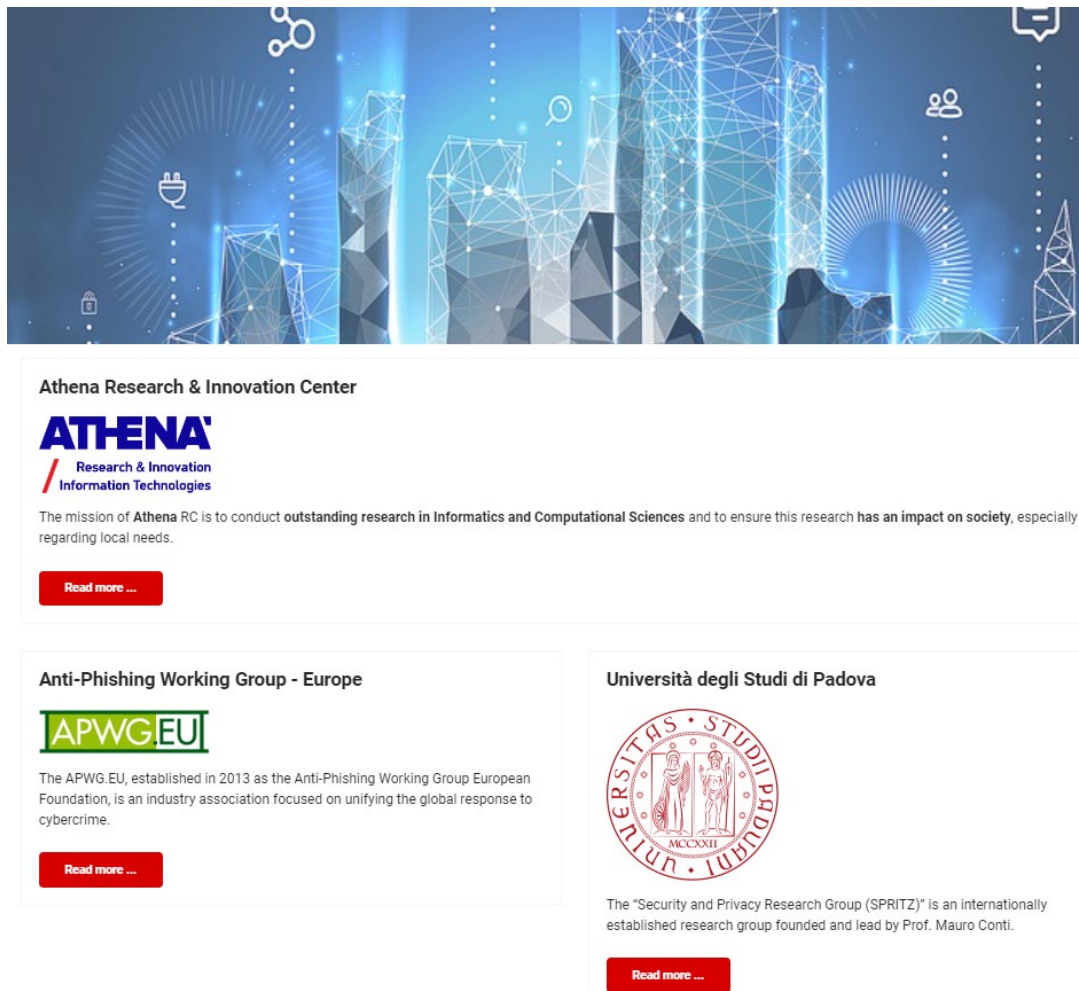


Figure 14 - Consortium section of the LAZARUS website

- **News & Events**

This section aims to provide visitors with information on all news related to the project (Figure 15) along with LAZARUS related events (Figure 16).

³ An updated list of the EAB members will be provided at Month 6.



New EU cybersecurity rules to ensure more secure hardware and software

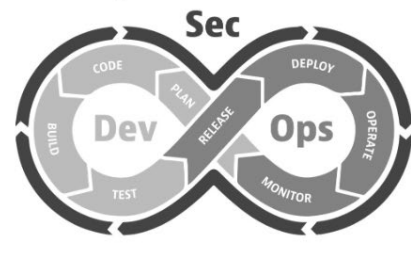
The European Commission presented a proposal for a new Cyber Resilience Act to protect consumers and businesses from products with inadequate security features! Last September 15th, the Commission presented a proposal for a new Cyber Resilience Act to protect consumers and businesses from products with inadequate security features. A first ever EU-wide legislation of its kind, it introduces mandatory cybersecurity requirements for products with digital elements, throughout their whole lifecycle.

[Read more ...](#)

LAZARUS Kick-off Meeting

Amazing kick-off meeting with all our partners took place last Sept. 15 in Athens! LAZARUS is ready to bring automated security tools to the whole Software Development Life Cycle process!

Great news are coming soon!



LAZARUS starts today!!

It's official! LAZARUS_EU starts today a 3-year project aiming to revolutionize security in software development from technical, ethical, and legal perspectives.

Do you want to be part of our network of #stakeholders and stay tuned on the latest news? Contact us via email: lazarus@apwg.eu.



Figure 15 - News section of the LAZARUS website



Events Calendar

By Year | By Month | By Week | Today | Jump to month

Global Anti Scam Summit (GASS)

From Tuesday 08 November 2022 - 08:00am
To Wednesday 09 November 2022 - 05:00pm

Hits : 32

by pabio

The goal of the Global Anti Scam Summit (GASS) is to help governments, consumer/financial authorities, law enforcement, brand protection agencies, and (cybersecurity) companies share knowledge and insights to fight online scams and fraud more effectively and efficiently. All information is available in the following link: [Global Anti Scam Summit 2022 | GASA](#)

Global Anti Scam Summit

Presents

GLOCAL TRENDS, GLOCAL SOLUTIONS

Brought to you by

APWGEU **GASA** **GLOBAL CYBER ALLIANCE**

November 9 & 10

FREE ONLINE PARTICIPATION

Location The Hague, The Netherlands

Figure 16 - Events section of the LAZARUS website

○ **Communication Material**

The dissemination materials (previously described) is available in this section (Figure 17). Although there is no content at M3, all accepted deliverables and the research publications will be published in this section.



Project Brochures

The project brochure is created to support all partners in the promotion of LAZARUS. The brochure contains information on the project main objectives, innovation areas, and communication channels.

CONTACT US

<https://lazarus-be.eu/>
info@lazarus-be.eu
[@LAZARUS_EU](https://www.linkedin.com/company/lazarus_eu)

OBJECTIVES

- Design, develop, test, and validate a novel Intelligent framework for the development of secure applications.
- Automatically apply self-healing to a system which undergoes an attack.
- Automatically apply self-healing to a system which undergoes an attack.
- Integrate artificial and machine learning in order to automate security checks in DevSecOps.

INNOVATION AREAS

- Realisation of self-healing
- Automated vulnerability discovery
- Automation of DevSecOps
- Resilience and security in the SDLC

LAZARUS

Information & Intelligence Sharing
 Resilience & Self-Healing
 Automated vulnerability discovery

Read more ...

Project Roll-Ups

The project roll-ups are created to support all partners in the promotion of LAZARUS. The roll-up contains information on the project main objectives, innovation areas, and communication channels.

LAZARUS

WITH THE USE OF ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING, LAZARUS WILL BRING AN HOLISTIC PLATFORM ADDRESSING BOTH SECURITY AND PERFORMANCE ISSUES THROUGHOUT THE SDLC.

INNOVATION

- Realisation of self-healing
- Automated vulnerability discovery
- Automation of DevSecOps
- Resilience and security in the SDLC

OBJECTIVES

- Design, develop, test, and validate a novel Intelligent framework for the development of secure applications.
- Automatically apply self-healing to a system which undergoes an attack.
- Automatically apply self-healing to a system which undergoes an attack.
- Integrate artificial and machine learning in order to automate security checks in DevSecOps.

BECOME PART OF OUR STAKEHOLDERS' NETWORK!

LAZARUS

Information & Intelligence Sharing
 Resilience & Self-Healing
 Automated vulnerability discovery

Read more ...

Figure 17 - Tools dissemination section of the LAZARUS website

- **Contact**

Figure 18 provides a contact form to those potential stakeholders who might want to be part of the network or need specific information about the project.



Contact Us

Please, fill the following contact form if you need any information about the project.

Name *

Email *

Message *

Math Captcha *

15 + 14 =

Submit

Figure 18 - Contact section of the LAZARUS website

4 Initial Dissemination Plan

4.1 Dissemination Objectives

To carry out the dissemination strategy, some key factors such as purposes, identification of stakeholders and used tools must be clearly defined:

- To make the findings of the LAZARUS project known as widely as feasible, especially among researchers, stakeholders and general public.
- To contribute to the advertisement of LAZARUS dissemination activities, including background information, working papers, workshops and symposiums, besides several webinars to keep the community informed.
- To enhance the impact of LAZARUS and engage with standard bodies, technology and service providers.
- To facilitate and enable a close collaboration between inter-disciplinary community of stakeholders, encompassing technology providers, public and standard bodies, consumers and concerned across Europe.

4.2 Dissemination Tools

Dissemination should be done using multiple tools, as described below:

- Website: News, events, documents,
- Social networks: Twitter and LinkedIn,
- Workshops,
- Media: Electronic, internet,
- Email,
- Events: Self-organized, third party, and
- International journals and conferences.

4.3 Overall Plan

Figure 19 presents the main dissemination's strategic goals for the Project:

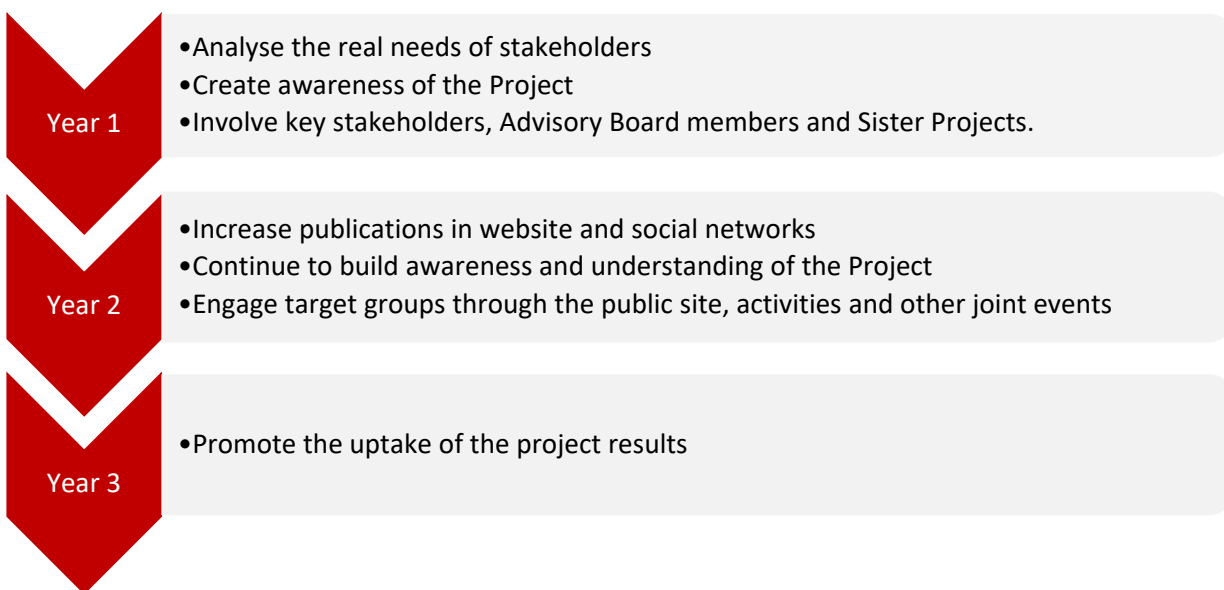


Figure 19 - Yearly dissemination strategy

4.3.1 First Year Strategy

As illustrated in Figure 19, the dissemination strategy planned for the first year comprises three main objectives:

1. Analyse the real needs of stakeholders
2. Create awareness of the Project
3. Involve key stakeholders, Advisory Board members, and Sister Projects

To achieve these goals, four kinds of dissemination activities have been considered targeting the different audience groups to generate awareness, understanding and adoption.

1. **Analyse the real needs of stakeholders:** for the creation of a network of stakeholders, we will identify interested actors and relevant stakeholders, considering potential LAZARUS end-users from the public and private sectors. LAZARUS will foster the creation of a network of European stakeholders from which it will collect their needs (for different stakeholders' perspectives) in terms of security

requirements, threat intelligence, incidents, and significant use-cases in a structured manner. The stakeholder group will be used to gather information as required and enhance stakeholder involvement and awareness of the project.

2. **Dissemination aimed at increasing awareness of LAZARUS (Awareness):** create awareness of the project and its goals through target audiences that do not require a detailed knowledge of the project achievements. This action aims to generate traction in target groups without a technical background. Tools such as the project website, social media channel and some events will be used for this purpose.
3. **Dissemination aimed at increased understanding of LAZARUS (Understanding):** dedicated to the direct beneficiaries of the project outcomes. These audiences should reach a deeper understanding of the project's work and goals.
4. **Dissemination for adoption (Action):** this kind of dissemination is meant to involve target groups in the project activities and to promote the project's results for adoption, aiming to influence and change capability within their organizations through their skills, knowledge and understanding of the LAZARUS results for achieving real change.

Table 1 correlates the audience group with the dissemination strategy:

Types of Dissemination		
Awareness	Understanding	Action
Academia	Standards bodies	Public bodies
Research centres	Private companies	Standard bodies
Individuals	Sister Projects	Private companies
Media		Consortium members

Table 1 - Dissemination type by audience groups

Table 2 represents the channels used for each dissemination type:

Tools		
Awareness	Understanding	Action
Project branding	Media	Self-organized events
Website	Scientific publications	Conference and events
Social networks	Newsletter	Project internal communication tools
Press releases	Communication in specialized media	
Conference and events	Self-organized events	
	Conference and events	

Table 2 - Channels used for each dissemination type

4.3.2 Second Year Strategy

As illustrated in Figure 19, the dissemination strategy planned for the second year is composed by three main objectives:

- Increase publications in website and social networks,
- Continue to build awareness and understanding of the Project, and
- Engage target groups through the public site, activities and other joint events.

Over the second year, the actions developed during the first year should continue. These actions will be adapted to the stage of the project. The stakeholders will be updated on a constant basis and efforts will be devoted to build a direct and fruitful relationship with key stakeholders (*e.g.*, standard bodies) to obtain feedback and strengthen ties.

With the aim to foster engagement, stakeholders, sister projects and advisory board members will be contacted and invited to our workshops and events. Moreover, under the dissemination strategy and aiming to achieve high impact results, the cooperation with related projects will remain a relevant action that could lead to the creation of synergies and the join approach to common challenges that many of these projects must address throughout their execution phases.

Likewise, liaisons made during the previous year should be reinforced. Identification of the areas and specific subjects where standardisation could add value to the LAZARUS implementation will be performed. Thus, it will be required to develop standardisation documents at least to the stage of a complete draft. The process will start after the specification and requirements work package has produced its initial results, followed by demonstrator deployments of a range of use cases. The standardisation process will be developed in synergy with dissemination activities, in order to enable the widest possible stakeholder engagement. The whole activity will have the final goal of submitting the developed draft to selected international SDOs (*e.g.*, ISO/IEC, CEN/CENELEC, ETSI) for them to be recognised as international standards, in particular, European standards. To this end, this task will be responsible for LAZARUS relationships and liaisons with standard organisations,

including direct participation of projects partner representatives in the appropriate Working Groups and Technical Committees to facilitate the shepherding of the draft through the consensus process and eventual publication. The draft standard to be submitted will be part of **D6.11 - Draft International Standard**.

4.3.3 Third Year Strategy

The main goal for the last year of the project is the promotion of the uptake of the project results.

APWG will work on hardening the relationships with stakeholders, Advisory Board members and sister projects by continuously getting in touch with them via direct and personnel emails, newsletters, events and workshops invitations. An extended report will be delivered at M36 - **D6.5 - Summary of dissemination and communication tasks**.

4.3.4 Training Programs and Workshops

To promote the results of the project, it is planned to have two training events during the second year and then two training events in the final year, with additional events if needed. These training events will be made available online as recordings. When possible, hands-on workshops in the form of hackathons will be scheduled to maximise capacity building in the field of DevSecOps, promoting the features and innovations of LAZARUS. The actions and outcomes will be described at M36 - **D6.4 - Report on Stakeholder network establishment, management and outcomes** and **D6.6 - Report on Programs and Capacity Building Events**.

5 Evaluation of dissemination and communication performance

The progress in dissemination and communication will be monitored through several key performance indicator (KPI's) initially defined by the LAZARUS consortium. APWG, as leader of WP6, will regularly assess dissemination progress to ensure swift action is taken if necessary. KPIs for the assessment of the communication performance are detailed in Table 3.

	KPI Metric	Value	+/- Tolerance	Verification
1	Website visitors	5000	25%	D6.3 & D6.5
2	Average website visit duration	3 min	25%	D6.3 & D6.5
3	Number of material downloads	200	25%	D6.3 & D6.5
4	Social media activities (tweets, blogs, post, etc).	450	25%	D6.3 & D6.5
5	Followers on social media channels (aggregate)	500	25%	D6.3 & D6.5
6	Video uploads (YouTube, Vimeo)	3	Na	D6.3 & D6.5
7	Views across video channels	100	25%	D6.3 & D6.5
8	Number of newsletters	6	Na	D6.3 & D6.5
9	Number of subscribers to the newsletter mailing list	100	25%	D6.3 & D6.5
10	Number of demonstration leaflets	6	Na	D6.3 & D6.5
11	Number of project brochures (first and final)	2	Na	D6.3 & D6.5

12	Research in peer-reviewed journals and conferences	25	20%	D6.3 & D6.5
13	Other written dissemination and communication actions (press releases, articles, white papers)	10	20%	D6.3 & D6.5
14	Partner participation in academic events/conferences	8	20%	D6.3 & D6.5
15	Partner participation in industry exhibitions and events	4	25%	D6.3 & D6.5
16	Partner participation in trade, industry or student events	18	25%	D6.3 & D6.5
17	Number of open stakeholder workshops	4	Na	D6.4
18	Number of streamed events	2	Na	D6.3 & D6.5
19	Number of participants in open stakeholder workshops	20	20%	D6.4
20	Number of participants at final conference	40	Na	D6.3 & D6.5
21	Number of stakeholders engaged in the SG directory	30	25%	D6.4
22	Liaison with other projects	>3	Na	D6.3 & D6.5

Table 3 – Evaluation of dissemination and communications performance (KPI's).

6 Conclusions

This deliverable defines the communication and dissemination strategy along with the communication tools that will be implemented over the three years of the project, emphasizing the actions of the first year. These actions are based on promoting the results obtained through communication material (*e.g.*, brochures and roll-ups), publication of related articles in the media, social networks and the public website. In addition, LAZARUS will maintain a direct and personal relationship with stakeholders, EAB members and sister projects.

Also, to increase the awareness of potential stakeholders and the European industry on the need for adopting the advanced solutions brought by LAZARUS, is a major objective. For this, all project partners will contribute to promote the project through their own websites and social media channels. Moreover, the consortium will determine the appropriate events and working groups and will identify prospects to contribute to publications where the dissemination impact will be high. All communication actions that will be performed throughout the project will be documented at the end of the project, at M36 - **D6.5 - Summary of dissemination and communication tasks.**