



# Cyber Security for Europe

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## D9.15

### Website and Social Media Accounts 4

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**Abstract:** This document describes the work undertaken to provide and manage the CyberSec4Europe project website and social media accounts including ongoing development plans.

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## Executive Summary

This document describes the progress of [the CyberSec4Europe website](#) over the last year (2021) and outlines what developments are planned in the final year of the project's life. The document also includes, as before, an update on the project's social media accounts including [Twitter](#), [LinkedIn](#) and [CyberSec4Europe's YouTube channel](#). The website and social media accounts continue to evolve, adapting to the latest project developments, and as a result of continuous monitoring and SEO development work. The relationship between CyberSec4Europe's online presence and the development of the four pilots' joint website and social media accounts will also be presented. A final review of the CyberSec4Europe website and social media accounts will be produced at the end of the project and this will be the subject of the next status report.

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## List of Acronyms

<i>C</i>	<b>CCN</b>	Cyber Competence Network
	<b>CONCORDIA</b>	Cybersecurity Competence for Research and Innovation
<i>E</i>	<b>ECHO</b>	European network of Cybersecurity centres and competence Hub for innovation and Operations
	<b>ENISA</b>	European Union Agency for Cybersecurity
<i>S</i>	<b>SEO</b>	Search Engine Optimisation
	<b>SPARTA</b>	Strategic Programs for Advanced Research and Technology in Europe
	<b>CONCORDIA</b>	Cybersecurity Competence for Research and Innovation

## 1 Introduction

This report is an annual update on the status and progress of CyberSec4Europe’s main communication platforms, namely [the project website](#) and social media accounts ([Twitter](#), [LinkedIn](#) and [YouTube](#)), and in parallel the website and social media accounts of the joint four pilots’ communications channels (the [Cyber Competence Network website](#) and Twitter account). It examines what developments have occurred over the last 12 months (during 2021, that is, since the publication of deliverable D9.9), what their impact has been and how the overall channels are performing.

## 2 Role of the Website and Social Media

The website and social media accounts are the major communication channels of CyberSec4Europe for the dissemination of results and project activities to its stakeholder community. Specifically, they act as an information platform for Members of the European Parliament, the European Commission, ENISA, ECSO and the other three pilots (SPARTA, ECHO and CONCORDIA). The COVID-19 crisis has over the last two years demonstrated the critical importance of these online tools as the project’s “shop window” in the absence of face-to-face meetings.

## 3 Website

### 3.1 Domain

The cybersec4europe.eu domain, acquired in May 2018, continues to be the one used by the project and there are no plans to take up any similar domains, although other similar sounding domains were acquired to avoid potential confusion.

### 3.2 Website Hosting and Content Management System

The CyberSec4Europe website <https://cybersec4europe.eu> was first published on 18 February 2019, relaunched in November 2019 with a completely new design and has been regularly updated since. In January 2022 the site moved to a new hosting provider, Cloudways, a leading WordPress hosting provider, and is now hosted on WordPress **5.8.3** via Cloudways on Digital Ocean in an Amsterdam data centre. The reason for the transfer was that the previous hosting provider, Flywheel, now owned by WP Engine, moved all their sites to Google Cloud which immediately reduced performance with unattractive accompanying support conditions. The difference in speed, reliability and scaling with Cloudways is very noticeable.

### 3.3 Website Security

In addition to the [Cloudways security assurances](#), the CyberSec4Europe site is monitored via ManageWP, a monitoring and maintenance dashboard, which is set to provide alerts if the site goes offline or there are any unpatched vulnerabilities. Full automatically updated privacy and cookie policies are provided via [iubenda.com](http://iubenda.com) and visitors’ IP addresses are anonymised for the purposes of Google Analytics.

### 3.4 Overall Website Structure and Site Map

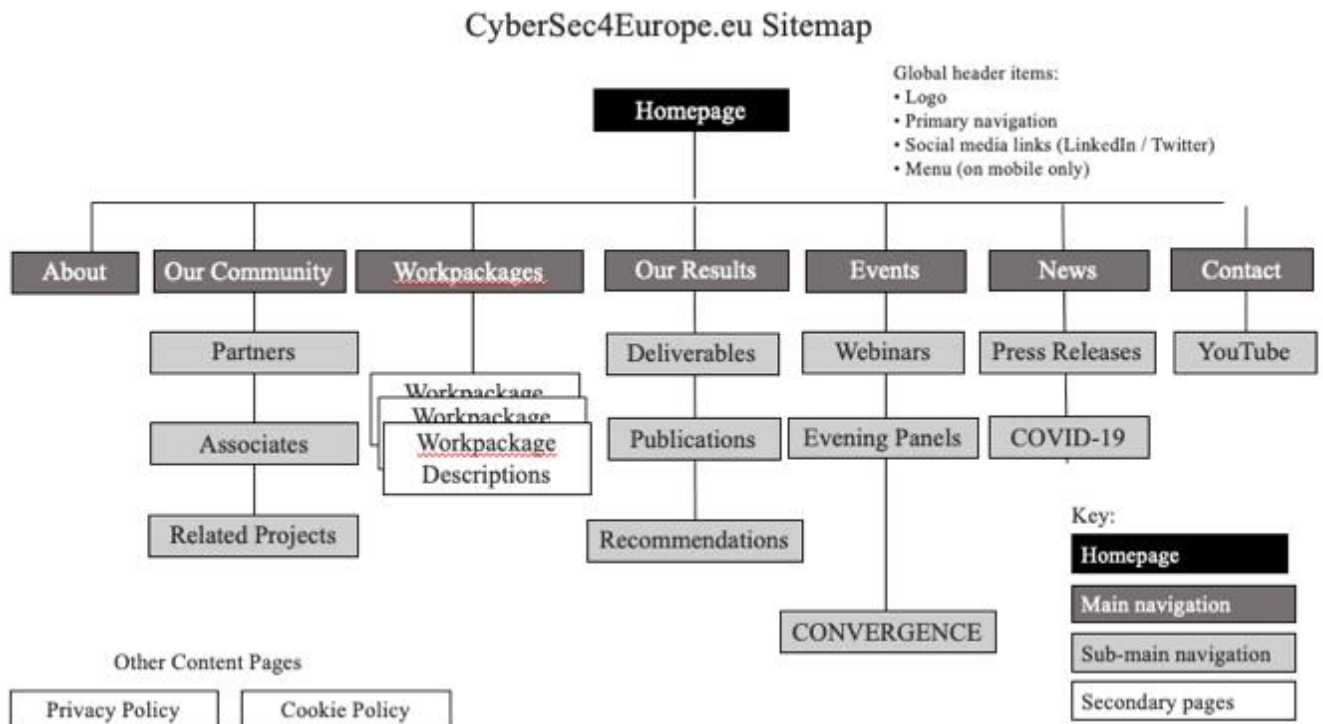


Figure 1: Site map for cybersec4europe.eu

At a high level, the website is divided into the following sections, reachable via the main menu of the homepage (see Figure 1):

- **Homepage**  
The main landing page where visitors usually arrive, providing an overview of the project and its aims and objectives, as well as all the latest news items and upcoming events.
- **About**  
An overview of the high-level goals of CyberSec4Europe, including the project’s policy, technical and innovation objectives.
- **Our Community**  
An overview of the European cybersecurity stakeholder community, described more fully below ([see section 5](#)).
- **Work Packages**  
Details about the project’s internal structuring and the goals of the different parts of the project. It has been updated in early spring 2021 with a new series of video interviews with the work package leaders who discuss the progress of their tasks and what they see as the challenges going forward. These were filmed remotely due to COVID-19 restrictions.
- **Our Results**  
Demonstrates the work carried out and delivered by the project, including all completed deliverables, publications and latest results.
- **Events**  
Information about all planned, current and past events (co-)organised, supported, or



attended by CyberSec4Europe or its partners. ([see section 6](#)). This part of the site has a further section devoted to the CyberSec4Europe Insights initiative which included four new webinars from 2021 ([see section 8](#)) as well as details of the CONVERGENCE event.

□ **News**

A summary and archive of all the project news articles, press releases and announcements. ([see section 4](#)). This heading on the site also contains the specially created COVID-19 update page from 2020-21, which will be maintained throughout the remainder of the project, although no longer specifically highlighted from the home page.

□ **Contact**

A form for visitors to complete to receive regular news updates via the ‘Friends’ newsletter. This section also contains a link to the project YouTube channel.



Figure 2: New banner head on website homepage

## 4 Our Results

This new heading collects in one place all the formal output from the project beneficiaries:

□ **Deliverables**

Lists most of the project deliverables once they have been submitted to the Commission and are freely available for on-screen browsing or download. The only deliverables that are not listed are the administrative reports from the management work package (WP1) which are marked confidential.

□ **Publications**

Lists all publications generated within the project, ranging from academic papers authored by consortium members. This section will also serve as a one-stop shop for all generated publications after the end of the project.

#### □ **Latest Results**

Recently introduced to provide a showcase for participants in each project activity to present their work in a distinctive manner of their own choosing. The first set of results to be published reflect the individual WP3 tasks and summarise the more detailed, technical entries in GitHub which links are provided to.

#### □ **Recommendations**

For the final year of the project, we are turning the headline focus on the website to the project's recommendations for the future. A new link to a summary of the current recommendations is prominently sign-posted directly from the homepage on the main banner head (see Figure 2)

It is anticipated that towards the end of the project we will be able to present a summary of the exploitable or innovative solutions developed in the project that are described in the Exploitation Strategy Report (deliverable D9.19).

## 5 News Articles

Since its launch we have maintained a content-rich and varied site, highlighting the many aspects of the project partners' work including all the deliverables for easy access and download. The stories are thoroughly edited by native English language speakers to ensure that they are accessible not only to cybersecurity professionals but to a broader audience such as legislators, educators, media and the general public. The breadth of news stories mirrors the wide number of activities that project partners are immersed in (Figure 3). In addition to "news" content about the project there have also been several opinion pieces about current debates within the cybersecurity arena. The following stories have featured over the last year (2021):

### January

- CyberSec4Europe and CONCORDIA Organise Survey on MOOC Certification
- CyberSec4Europe Announces Second Insights Webinar
- CyberSec4Europe's Roadmap for Privacy-Preserving Identity Management
- Fleshing Out CyberSec4Europe's Governance Design for Europe's Cybersecurity Centre and Network

### February

- Securing Software With Privacy Preserving Enablers
- Next Webinar in Insights Series
- Addressing The Cybersecurity Challenges of Global Supply Chains
- Prototyping an Incident Reporting Platform
- From Requirements to Validation: Demonstrating Innovation in Real World Use Cases

### March

- Romania In the Spotlight
- StandICT Launches the EUOS – European Observatory for ICT Standardization
- We Can Be Heroes
- The Case for Investing in Resilient Maritime Transport Infrastructures

### April

- Get Smart: Securing the Future of Digital Cities
- Measuring the Effectiveness of Cybersecurity Awareness Programmes
- Europe Lays Down Its Rule for Human-Centric Artificial Intelligence

### **May**

- Developing SME Resilience in Europe
- Privacy Challenges When Sharing Sensitive Medical Data

### **June**

- Research Challenges on Incident Reporting in the Financial Sector
- A CyberSec4Europe News Round Up

### **July**

- A Trusted and Secure Digital Identity for All Europeans
- A Joint European Cyber Unit

### **August**

- CyberSec4Europe at FIC 2021

### **September**

- Heterogeneity of Data Protection Legislation Across the EU

### **October**

- A New Edition of the Common Framework Handbook
- Phase 2: The Vertical Demonstrator Requirements Revisited
- Cyber Range Federation – The Real Benefits

### **November**

- The CTI Landscape: Limitations and Opportunities
- A Better View on The Cybersecurity Professional Education
- Community Perspectives on the Future of Cybersecurity in Europe

### **December**

- Roadmapping A Cybersecurity Strategy for Europe
- JAMK To Conduct Flagship 2: An Online Cybersecurity Exercise Activity

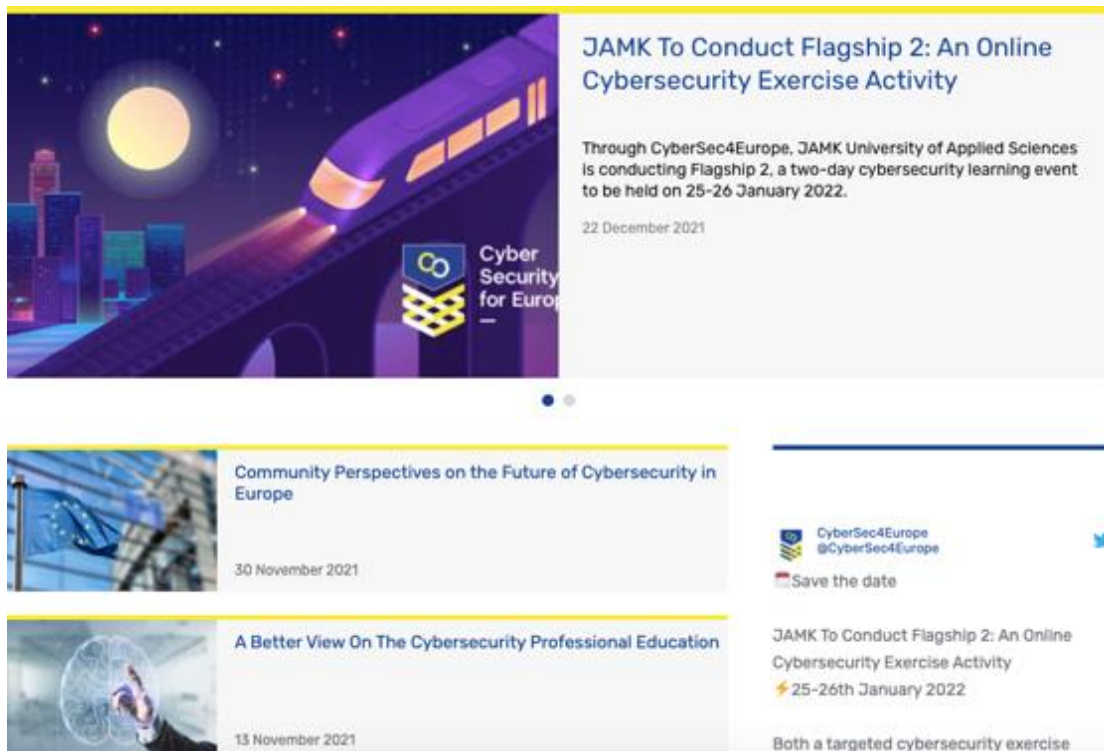


Figure 3: Home page - latest news stories

## 6 The European Cybersecurity Community

### 6.1 Our Community

The new Our Community page was completely restructured and re-written during the course of the year to give a comprehensive overview of the overall cybersecurity landscape across Europe. This now features the following sections:

- Cybersecurity Competence Centre and Network
- The European Cybersecurity Competence Centre
- Network of National Coordination Centres
- The Cybersecurity Competence Community
- The Four Pilot Projects
- Cybersecurity Atlas
- CyberSec4Europe Partners
- CyberSec4Europe Associates
- Friends of CyberSec4Europe

A fulsome description of the structure of the European Cybersecurity Competence Centre has been set out which helpfully describes the tasks and objectives of the Centre and explains the governance structure.

### 6.2 Partners and Associates

The project's 43 partners can still be found listed on the Partners page, which is now a sub-domain of Our Community in addition to the 'Associate Partners' and the 'Friends of CyberSec4Europe' - both with their own distinctive sub-brands (see Figure 4).



Figure 4: Sub-brand logos for Friends and Associates

Friends and Associates can subscribe, via the website, to an update project news service. In 2021 eight news updates were mailed to our network of 165 Friends and 48 Associates.

## 7 Heterogeneity of Data Protection Legislation across the EU

### 7.1 Interactive Survey Map

The website also now features [a new interactive map](#) which is based on the results of a survey carried out by the project, collating feedback from 19 Member States (Austria, Belgium, Croatia, Cyprus, Czechia, Denmark, Estonia, Finland, Greece, Germany, Hungary, Latvia, Luxembourg, Malta, Poland, Romania, Slovakia, Slovenia, and Spain) between April 2020 and May 2021.

The feedback was combined into a map of Europe containing the data collected from the national supervisory authorities (at the top of the page). The map allows a quick overview of the results of the survey, where a country coloured yellow indicates that a Member State has a particular rule or legislation on a selected topic and coloured blue means they do not. One can move between topics by selecting the chosen topic under the map. The topics “Other Legislation” and the existence of laws that “Extend the GDPR” are a little different in that the colour of the map only tells the viewer if there is any additional legislation or extension: for further details, one has to hover over the Member State for more expanded information (see Figure 5).



## Heterogeneity of Data Protection Legislation across the EU

The European Union (EU) wanted to unify and limit or at least ensure the proportionate use and adequate protection of personal data through the General Data Protection Regulation (GDPR) across all Member States. We took a brief look at how personal data protection legislation differs across the EU.

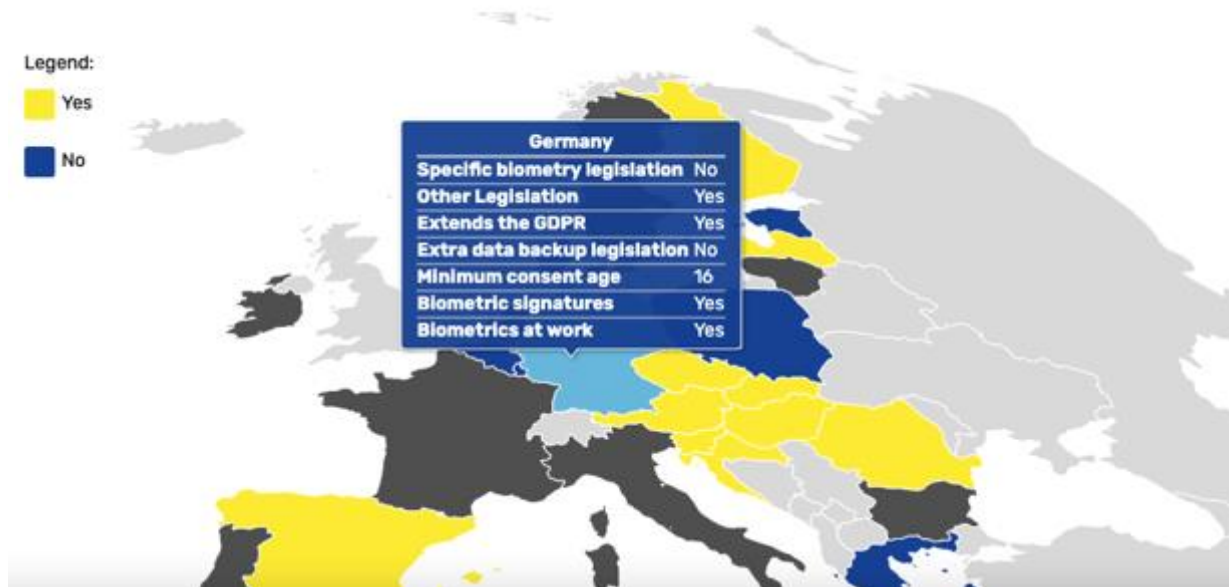


Figure 5: Heterogeneity of Data Protection Legislation across Europe interactive map

## 8 Promoting Events

The website continues to play an essential role in promoting events by reaching out to a wide audience, as well as raising awareness of CyberSec4Europe partner participation in cybersecurity-related conferences and summer schools.

### 8.1 Event Listing

There is a full event listing section on the site (<https://cybersec4europe.eu/events>) which, apart from highlighting all forthcoming CyberSec4Europe events, also contains a useful listing of many other cybersecurity-related events that project partners are actively involved in, including links to the websites of the events themselves. Reports of all past events are also featured in this section for historical record.

### 8.2 Past Events

This year the recordings of all CyberSec4Europe hosted events, which were held remotely because of the pandemic, were uploaded onto the website. The 2021 Evening Panels, which featured a number of cybersecurity experts across the field, were:

- Community perspectives on the future of cybersecurity in Europe (17 November)
- Cross border data flows: security and privacy issues within the EU and beyond (6 July)
- SME cybersecurity resilience in Europe (5 May)
- Establishing the Competence Centre in Bucharest and building the network (24 February)

## 9 CyberSec4Europe Insights

[Insights](#), launched in December 2020, is a series of broadcasts and webinars relating to different topics associated with cybersecurity and the work of the project. Four such webinars were held in 2021 and the recordings of all of these have been uploaded on to the website:

- Introducing Fixed-Time Cybersecurity Evaluation Methodology for ICT Products (FITCEM/prEN 17640) (22 July)
- Developments in European regulations (17 May)
- Towards more transparent security certifications – mining Common Criteria and FIPS140-2 certificates (19 February)
- Cybersecurity & Standards – How StandICT.eu supports European specialists in the international landscape (29 January)

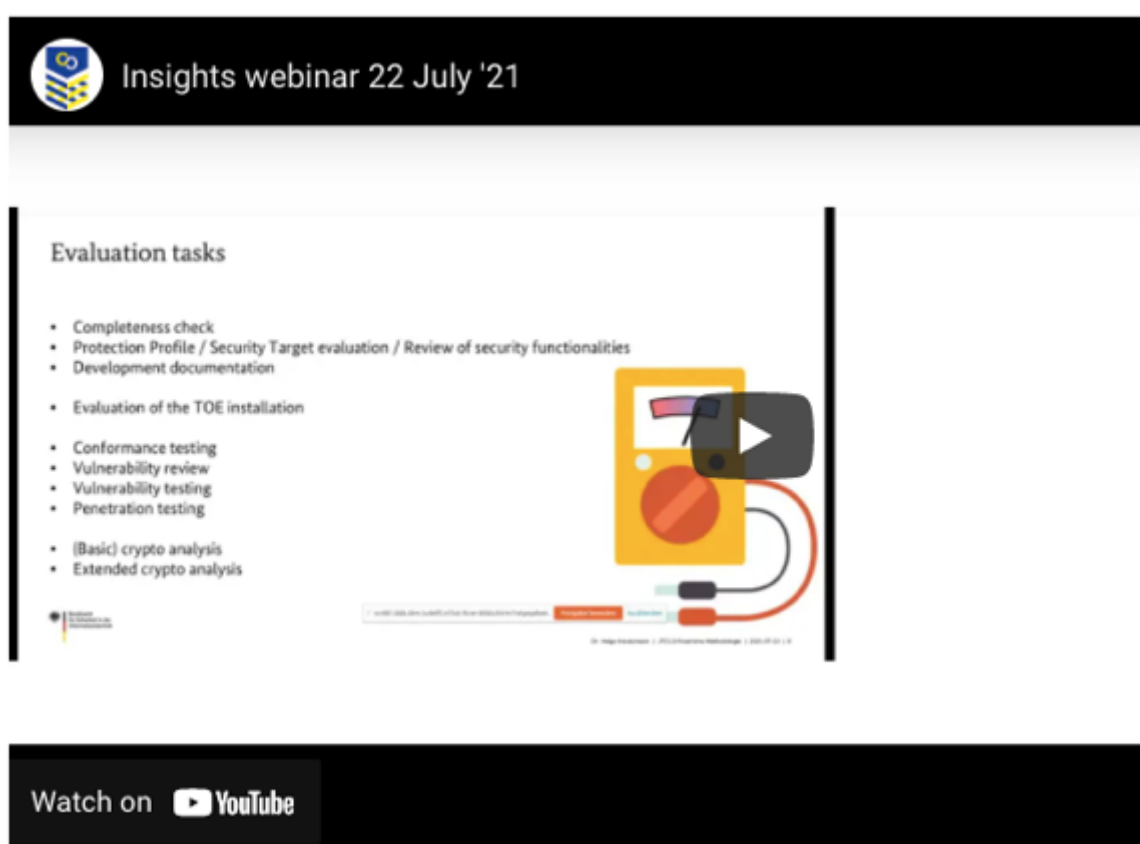


Figure 6: Recording of the July Insights webinar

## 10 Website Traffic

Since the last report, the website traffic has continued with a steady flow of site visits and an increase in new visitors. There was a clear peak at the end of January / start of February 2021 when the Insights Webinar took place. This was heavily pushed throughout all platforms. We are continuing to consistently hyperlink Twitter and LinkedIn to the website for more information on events, blogs and general news. We have logged 21,910 new users to the site during 2021, which is a sharp increase from the previous year's 1301.



Figure 7: Users and page views from 1 January 2021 to 1 January 2022

Since October 2020, we have continued to use Yoast software on our website to enhance our search engine optimisation (SEO) on each news posting and also, across all the content of the website, to further increase our visibility on the Internet. The increase in visitors over the last year confirms that this approach has been successful.

## 11 Social Media

### 11.1 Twitter

The number of followers of [the CyberSec4Europe Twitter account](#) (@CyberSec4Europe) is steadily increasing (21% over 2021) with our consistent tweets, and retweets from related accounts, to push our reach further into the community and bring more awareness of the project. In February 2021 we had a large increase in tweet impressions over the Insights Webinar; and we would predict to see a further rise in impressions and community reach throughout the remaining months of the project's life. We have continued to use personalised images and GIFs to further establish the project brand. With nearly every posting having a link to our website, our Twitter platform has been helpful in directing people's attention towards the work we're doing, giving them the opportunity to access and download the project deliverables.





Figure 8: CyberSec4Europe Twitter account

## 11.2 LinkedIn

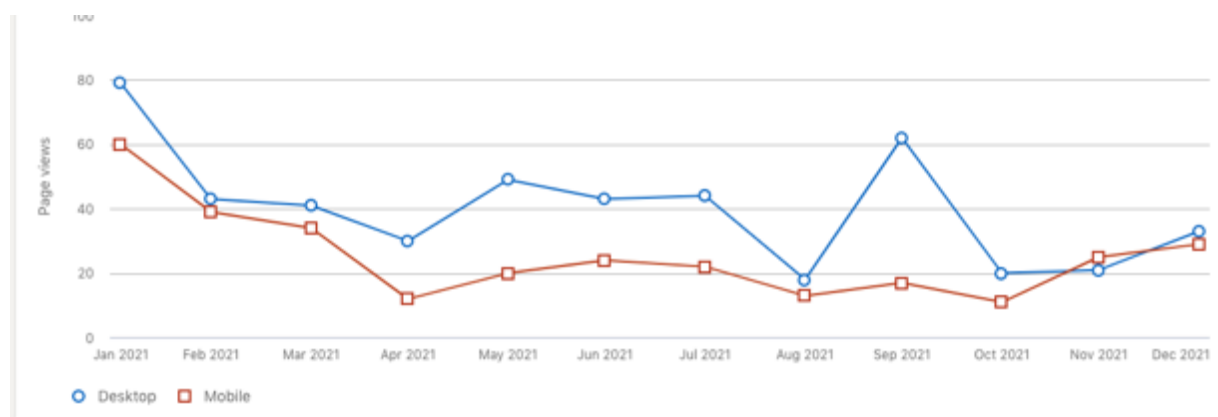


Figure 9: CyberSec4Europe LinkedIn statistics

Our [LinkedIn account](#) is used to re-post all of our current news stories as mini-blogs and is attracting a healthy number of new followers each month. There continues to be a steady flow of visitors via laptop or mobile device to our account. The sharp increase in September 2021 can be linked to our stand at the Forum International de la Cybersécurité ([FIC2021](#)) in Lille, and the awareness to the project that brought (see Figure 9).

## 11.3 YouTube

[CyberSec4Europe's YouTube channel](#) contains a rich resource of material from across all the events that the project has hosted. As most of these have been virtual events, it has been particularly important to capture them for posterity. Further work continues to produce quality content for the website which will be mirrored on the YouTube channel but is unfortunately hampered by the inability to film in person. However, working within the constraints of filming remotely, it is hoped to produce more interviews and webinars on a diverse range of topics. For example, we produced the second round of update interviews with the work

package leaders via online recording sessions. We aim to keep our content relevant and up to date even with the current restrictions.

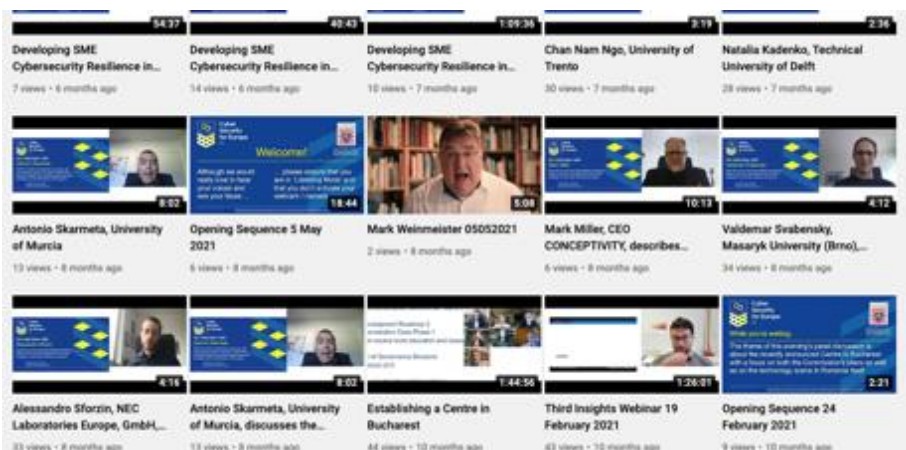


Figure 10: CyberSec4Europe’s YouTube Channel

## 12 Working in Collaboration with the Cyber Competence Network Communications Group

CyberSec4Europe continues to actively contribute to the various communications activities with our fellow pilots and promote the Cyber Competence Network (CCN) brand.

Representatives from the four pilots started to collaborate with each other in order to share results and experience, creating specific focus groups.

The focus groups areas are:

- [Cyber ranges](#)
- [Education](#)
- [Governance](#)
- [Roadmapping](#)
- [Education](#)

The work of these focus groups is all detailed in the specially created website – [www.cybercompetencenetwork.eu](http://www.cybercompetencenetwork.eu) which CyberSec4Europe regularly contributes to and manages the content. In June 2021 the Group produced [a common four pilots’ presentation](#) that can be presented by any CCN representative on behalf of all the projects which appears on the [website](#). In addition to the website there is also an active Twitter presence which has over the course of 2021 gained 60% more followers.

The four pilots’ Communications Group meets regularly online and will meet again face-to-face in 2022, virus-permitting, to pull together common messages from the pilots as they near the end of their project periods. CyberSec4Europe will take over chairing this group from July 2022.

## 13 Working with DG CONNECT

### 13.1 The Communications Group

The four pilots’ Communications Group continues to collaborate with DG CONNECT on activities such as the European Cybersecurity Month and FIC 2021 in Lille in September when the representatives of the four pilots populated the EC stand at the exhibition. The

Group works closely with the four pilot coordinators through their regular meetings with DG CONNECT and others to highlight and promote their ongoing joint activities and areas of intersection such as the focus groups. DG CONNECT's Communications and Media Officer regularly attends these meetings.

### **13.2 CyberSec4Europe's contribution**

CyberSec4Europe also regularly contributes to DG CONNECT's monthly cybersecurity newsletter with stories highlighting aspects of our work and events. The project has also benefitted from the participation of project officers and the head of unit from DG CONNECT at the project's evening panel discussions.

## **14 Summary**

The work to promote the CyberSec4Europe project, and the collective efforts of all the four pilots, continues almost daily through the various channels, as discussed. The ambition to keep expanding the website so that it is a lively, engaging and relevant resource, that will have a life beyond the scope of the project, continues apace. News stories that highlight the deliverables that the project has recently completed are continually posted and linked through social media channels to reach intended audiences and beyond. As mentioned earlier in this report, during this forthcoming period the website will start to reflect the legacy achievements of the project so that visitors to the site can understand what the project has accomplished over its lifetime, its specific recommendations and what the future significance of its work will be.