

RESISTO: D10.1_COMMUNICATION MATERIAL [first]



RESISTO

D10.1 – COMMUNICATION MATERIAL [FIRST]

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The views and opinions in this document are solely those of the authors and contributors, not those of the European Commission.

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RESISTO PROJECT – PUBLISHABLE EXTENDED ABSTRACT

Communications play a fundamental role in the economic and social well-being of the citizens and on operations of most of the CIs. Thus they are a primary target for criminals having a multiplier effect on the power of attacks and providing enormous resonance and gains. Also extreme weather events and natural disasters represents a challenge due to their increase in frequency and intensity requiring smarter resilience of the Communication CIs, which are extremely vulnerable due to the ever-increasing complexity of the architecture also in light of the evolution towards 5G, the extensive use of programmable platforms and exponential growth of connected devices. The fact that most enterprises still manage physical and cyber security independently represents a further challenge. RESISTO platform is an innovative solution for Communication CIs holistic situation awareness and enhanced resilience (aligned with ECSO objectives). Based on an Integrated Risk and Resilience analysis management and improvement process availing all resilience cycle phases (prepare, prevent, detect, absorb, etc.) and technical resilience capabilities (sense, model, infer, act, adopt), RESISTO implements an innovative Decision Support System to protect communication infrastructures from combined cyber-physical threats exploiting the Software Defined Security model on a suite of state of the art cyber/physical security components (Blockchain, Machine Learning, IoT security, Airborne threat detection, holistic audio-video analytics) and services (Responsible Disclosure Framework) for detection and reaction in presence of attacks or natural disasters. Through RESISTO Communications Operators, will be able to implement a set of mitigation actions and countermeasures that significantly reduce the impact of negative events in terms of performance losses, social consequences, and cascading effects in particular by bouncing efficiently back to original and forward to operational states of operation.

EXECUTIVE SUMMARY

A comprehensive set of communication materials has been designed and produced to be distributed to partners. It is aimed at improving the brand awareness and sharing information about the project's mission among the defined targets. It has been designed in total accordance with the RESISTO visual identity.

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1. COMMUNICATION MATERIAL

In the framework of the RESISTO project, APRE is responsible for the creation and developing of the communication material.

A comprehensive set of communication materials has been designed and produced by APRE and it will be distributed to partners. It is aimed at improving the brand awareness and sharing information about the project's mission among the defined targets. It has been designed in total accordance with the RESISTO visual identity.

The RESISTO Communication toolkit includes several tools/materials that each project partners has been using during events, meetings and in any communication, activity performed.

All the RESISTO communication toolkit materials are shared with the partners on EMDESK (RESISTO web-based collaboration and project management tool).

1.1. Methods

While there are a wide variety of dissemination methods, it is important to select the right one(s) to get the project message to the target audience and achieve the project's purposes.

Dissemination tools represent the formats, structure and presentation of the content as the RESISTO information is provided to user to make it easily useable.

- posters, brochures, roll up can create awareness about the project
- brochures with summaries promote the objectives and outputs of the project. Brochures in printed form can be handed out at conferences. An electronic version (e.g. PDF file) can also be circulated electronically
- a poster at a conference may be more appropriate when you cannot make a presentation as a speaker. It may not be as glamorous as doing a presentation in the auditorium, but it is an excellent way to engage people, gauge their reactions, and get one-to-one feedback.

2. COMMUNICATION TOOLKIT

The Communication Toolkit includes:

2.1. Brochure

It contains information on the overall structure of the project, including the objectives, and foreseen outcomes. The brochure will be given to related event participants, but also to other potentials interested parties during the lifetime of the project.

The brochure is designed respecting the visual identity of the project (palette colors, logo, background, font, etc.). The design has been conceived to be modern and appealing.



Figure 1 - Brochure (front)



Figure 2 - Brochure (back)



Figure 3 - Brochure (mockup)

How to disseminate:

The brochure will be available in hard and electronic version and will be downloadable from the project website. Printed versions will be made available to be distributed at key events in Europe, electronics to be sent to specific target groups via e-mail.

All partners are required to distribute the leaflet:

- within events related to the project themes;
- within key events where the audience is mainly made of stakeholders for the topic of RESISTO;
- during face-to-face meeting with targeted stakeholders.

To identify and organise the distribution of the brochure, a list of international events has to be created. All the partners will contribute to update the list, declaring their availability of participating and the kind of activity performed during the selected conference/event.

2.2. Poster

The objective of the poster is to provide strategic information about the RESISTO project. The information conveyed through the poster should take the form of short self-understandable message.

Target	Scientific & industrial community, Policy makers, Key European stakeholders. General public, targeted stakeholders.
Partner Responsible	APRE
Number of copies	10

The poster is designed respecting the visual identity of the project (palette colors, logo, background, font, etc.) and it contains the message framework that describes in a consist way RESISTO project.

The poster features the RESISTO logo at the top, followed by the project name and description. A large quote describes the project as an innovative solution for Communication Infrastructure. The background includes a circuit board pattern and a satellite dish. The bottom section lists the project website, social media icons, a QR code, and a grid of partner logos. A footer mentions funding from the European Union's Horizon 2020 program.

RESISTO 
RESilience enhancement and risk control platform
 for communication infra**ST**ructure **O**perators

“
RESISTO is an innovative solution for Communication Infrastructure providing holistic (cyber/physical) situation awareness and enhanced resilience. It will help Communications Infrastructures Operators to take the best countermeasures and reactive actions exploiting the combined use of risk and resilience preparatory analyses, detection and reaction technologies, applications and processes in the physical and cyber domains.

www.resistoproject.eu
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THE RESISTO PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION'S HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME UNDER GRANT AGREEMENT NO. 786409.

Figure 4 – Poster (A2 format)



Figure 5 - Poster (mockup)

2.3. Roll Up

The objective of the roll up is to attract people attention, thus to impress in their mind some brief – but strategic information about the RESISTO project with the aim of inducing them to look for more on the website and be aware of the project objectives. The information conveyed through the roll-up should take the form of short self-understandable message.

The rollup, being a **self-standing communication tool**, can be positioned in wide and strategic places at conference premises, serving at best its dissemination purposes.

Target	Scientific & industrial community, Policy makers, Key European stakeholders. General public, targeted stakeholders.
Partner Responsible	APRE
Number of copies	2

The roll up is designed respecting the visual identity of the project (palette colors, logo, background, font, etc.).



Figure 6 – Roll up



Figure 7 – Roll up (mockup)

The communication materials will be produced progressively during the first four months (M4), shared among the beneficiaries and printed where necessary depending on the target audience. It will be developed to be used by partners to promote the project at events.