FCT-9-2015: Law Enforcement Capabilities topic 5: Identity Management

ARIES
"reliAble euRopean Identity EcoSystem"

D5.4 – Final Communication Plan and Activities Report

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Dissemination Level	
PU = Public, fully open, e.g. web	✓
CO = Confidential, restricted under conditions set out in Model Grant Agreement	
CI = Classified, information as referred to in Commission Decision 2001/844/EC.	
Int = Internal Working Document	

D5.4 – Final Communication Plan and Activities Report

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Executive Summary

The current deliverable 5.4 – Final Communication Plan and Activities Report collects the set of communication and dissemination activities performed since September 2017 to August 2018 (from M13 to M24).

This report was initially designed to be delivered at the end of the project, focusing only on communication activities, but due to the overlapping of activities between communication and dissemination, the consortium decided to merge both types of activities in one single document.

The final document describing the communication and dissemination activities carried out in the final period of the project will be D6.2 – Final Dissemination, Standardisation Activities Report forecasted by M30 (February 2018).

So, this deliverable provides an overview about the actions developed during this second year to promote the project itself but also its results. We also include a summary of KPIs to measure the performance and impact of these actions.

The reported activities are classified in the following groups:

- Graphic identity and Branding: use of graphic elements which comprises the visual identity of the project.
- Web Platform: project website and social networks metrics (LinkedIn and Twitter).
- Press and campaigns: Press releases, newsletters, articles published in specialized publications.
- Events: conferences, workshops, meetings where the project has been promoted.
- Actions addressed to specific target audiences: Project Advisory Board (PAB), Special Monitoring Group, and Associate Partners Group.
- Collaborations with other R&D projects/ platforms: to share knowledge and look for synergies with other projects and platforms.
- Dissemination activities: Publications in scientific conferences and journals.

The most remarkable achievements during this second year are the following ones:

- One official flyer additional to the graphic material created during 1st year (logo, poster, templates)
- 2 ARIES Newsletters with specific content for registered users
- More than 3.200 users has visited ARIES website up to M24.
- Engagement with 157 Twitter followers.
- Organization of ECoSP workshop in ARES Conference which has gathered representatives from 16 R&D Projects
- Organization of three workshops with end-users: two at the Leeds airport and another one in Porto for the eCommerce pilot.
- Presentations of ARIES project in 11 conferences/ workshops/ exhibitions including one presentation at the EU Council.
- 1 Interview in for Financial Times.
- 1 article published in a specialized magazine: UK Police Magazine
- 2 publications in refereed conferences, workshops and journals, which makes a total of 8.
- 3 collaboration lines with clusters, forums or platforms: ECoSP Workshop, H2020 Clustering Event, IoT Week.
- 5 members recruited for the Project Advisory Board, 23 members for the Special Monitoring Group, 7 official members for Associate Partners Group.

ARIES objective is to keep improving these figures until the end of the project. The final achievements report and the level of fulfilment of KPI metrics will be reflected in D6.2 Final Dissemination and Standardisation Activities Report.

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1 Introduction

1.1 *Purpose of the document*

This deliverable D5.4 – Final Communication Plan and Activities Report presents the summary of the communication and dissemination activities performed during the second year of ARIES project, from September 2017 (M13) to August 2018 (M24).

During the first phase of the project, regarding Communication and Dissemination areas, we have delivered two deliverables: D5.3 which collected the communication strategy of the project and the communication activities carried out during the first year of the project, and D6.1-First Dissemination, Standardization Activities Report delivered in November 2017 (M17).

Due to the proximity of the delivery dates of both deliverables, and also the overlapping areas between Communication and Dissemination, it has been decided to modify slightly the approach of D5.4 and the upcoming D6.2 – Final Dissemination, Standardization Activities Report forecasted by February 2019.

D5.4 collects all the activities, including Dissemination and Communication, performed during the second year, and D6.2 will collect the same type of activities developed during the last period of ARIES.

1.2 *Relation to other project work*

In particular, D5.3 is closely related to the following deliverables:

* D5.3 First Communication Plan and Activities Report

This report presented the communication strategy and collected the performed communication activities performed during the first year of the project. It has been delivered in August 2017.

* D6.1 First Dissemination, Standardization Activities Report

This report documented the dissemination, clustering and standardization activities of the project partners during the first half of the project. It was delivered in November 2017.

* D6.2 Final Dissemination, Standardization Activities Report

This report will document the dissemination, communication, clustering and standardization activities of the project during the second half of the project. It is planned for February 2019.

* D7.2 ARIES Innovation Plan

The ARIES Innovation Plan to measure the innovation of the project along its duration was delivered in August 2017.

1.3 *Structure of the document*

This document is structured in the following major chapters:

* Section 1: Introduction. Purpose and structure of the project
* Section 2: Communication and Dissemination Policy: basic guidelines given by the EC to report these activities.
* Section 3: Communication and Dissemination Activities Report. Summary of the whole set of communication and dissemination activities performed to promote ARIES along the second year of the project.
* Section 4: Key Performance Indicators Summary: summary of KPIs achieved along 2nd year project.
* Section 5: Conclusions. Global balance of results obtained along three years in communication/ dissemination tasks.

- Appendix I. All figures displayed across the document are shown as thumbnails in-line with the text. Higher resolution (one-page size) figures are included in this appendix.

1.4 *Glossary adopted in this document*

• **Communication** means taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange. The aim is to reach out to society as a whole and in particular to some specific audiences while demonstrating how EU funding contributes to tackling societal challenges. [2]

• **Dissemination** is the public disclosure of the results of the project in any medium. Disclosure may sound passive, like a shop opening up, but it is an activity, like a shopkeeper attracting customers. It is a process of promotion and awareness-raising right from the beginning of a project. It makes research results known to various stakeholder groups (like research peers, industry and other commercial actors, professional organizations, policymakers) in a targeted way, to enable them to use the results in their own work. This process must be planned and organized at the beginning of each project, usually in a dissemination plan.[2]

• **Exploitation** is the use of the results during and after the project's implementation. It can be for commercial purposes but also for improving policies, and for tackling economic and societal problems.[2]

1.5 *Acronyms used in this document*

ARIES   Reliable European Identity Ecosystem

APG   Associate Partner Group

KPI   Key Performance Indicator

PAB   Project Advisory Board

SMG   Special Monitoring Group

2 Communication and Dissemination Policy

The EC has launched in 2017 the document Communication and Dissemination in Horizon 2020 to define better what to expect exactly in the research projects for both areas [3] :

- According to this document, the main goal of **Communication** would be to promote the project and its results themselves to selected targets.

  The pursued targets go beyond a specialized community. Communication is highly related to convey the economic and social impacts derived from a European research project.

  The contents created for communication are addressed to a general audience, as media and the public, and should be understood by non-specialists.

- Meanwhile, **Dissemination** is addressed to the public disclosure of the results by any appropriate means, including by scientific publications in any medium.

  Dissemination is focused on transferring the knowledge and results derived from the project to those targets that can best make use of it. In research, this means mainly academic targets as universities and research organizations.

  Dissemination is the responsible to maximize the impact of research, enabling the value of results to be potentially wider than the original focus.

  This implies to ease the open access to publications (underlying principle in H2020), and to data result of the pilot.

Communication	Dissemination
About the project and results	About results
Multiple audiences Beyond the project´s main target audience and EU projects community (include the media and the public)	**Audiences that may use the results** in their own work e.g.peers (scientific or the project´s own community), industry and other commercial actors, professional organisations, policymakers
Inform **and** reach out to society**, show the benefits of research**	**Enable use** and **uptake** of **results**
Grant Agreement art. 38.1	Grant Agreement art. **29**

Table 1 Differences between Communication and Dissemination

Related with the maximization of the impact is Exploitation. Exploitation is defined as the utilisation of results, and it is closely linked to Dissemination

- **Dissemination** consists on describing and making available the results (scientific publications, workshops demonstrations, sharing results on online repository…) so that they can be used. This encompasses all results which are not restricted due to the protection of intellectual property, security rules or legitimate interests.

- **Exploitation** is defined as the utilisation of results – up to four years after the action, making use of results for scientific, societal or economic purposes. There are numerous means to exploit results as patents, start-ups further research, licenses, products, services…depending of the specific partner´s interests.

3   Communication and Dissemination Report

Communication and Dissemination activities are defined as the selected channels and means used to disseminate ARIES project among addressed targets (see D5.3 [4]):

All communication activities have been classified in 6 essential groups:

1. Graphic identity and Branding

2. Web Platform

3. Press and campaigns

4. Events

5. Actions addressed to Specific Committees

6. Collaborations with other Forums, Platforms and R&D Projects

7. Scientific Papers

3.1 *Graphic Identity and Branding*

A set of graphic elements have been designed to build a visual recognition of the project. All of them share the same colour scheme and have been used across all the communication material of the project.

In this way, graphic elements support the identity of the project, evoking specific features that we want to associate to it.

With the purpose of giving a visual identity to ARIES, an official Logo and a promotional poster were designed during the first year of the project.

Along the second year, new elements have been added to reinforce the visual identity and branding of ARIES, and offer new resources to help to the promotion of the project in specialized events and through online channels.
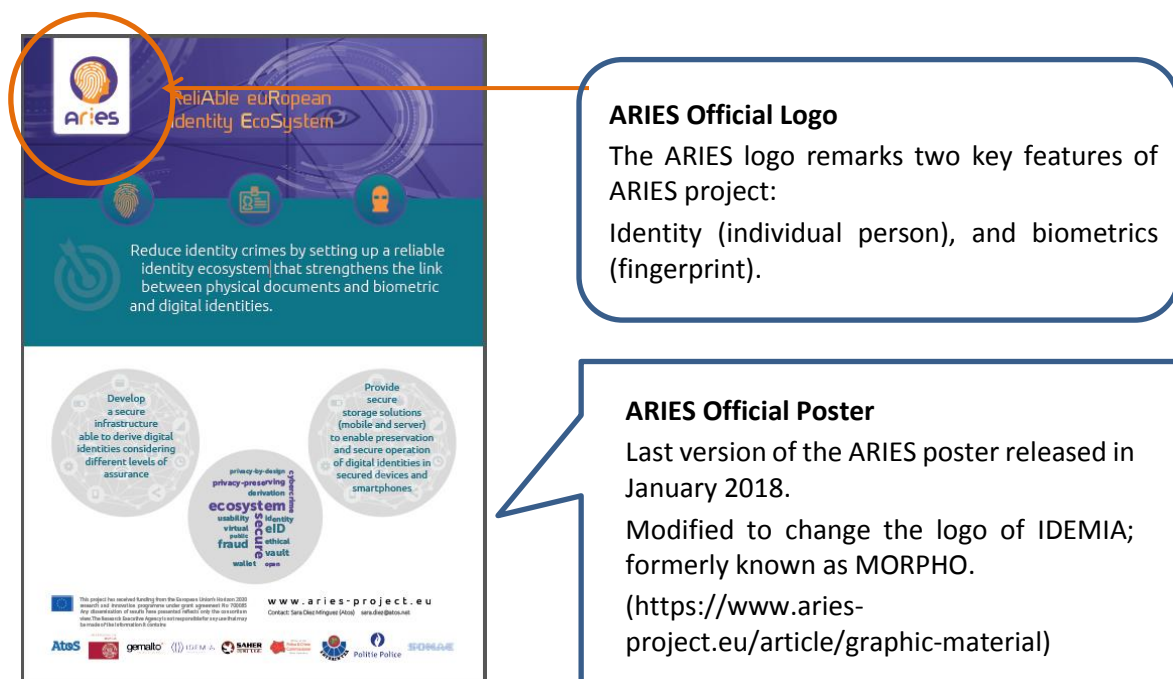
- Year 1: M01 –M12

ARIES Official Logo

The ARIES logo remarks two key features of ARIES project:

Identity (individual person), and biometrics (fingerprint).

ARIES Official Poster

Last version of the ARIES poster released in January 2018.

Modified to change the logo of IDEMIA; formerly known as MORPHO.

(https://www.aries-project.eu/article/graphic-material)

Figure 1 ARIES Official Poster

- Year 2: M13 –M24

A **flyer** has been added to the set of ARIES graphic material.

The flyer announces ARIES with the slogan "Effectively reducing the risk of identity fraud and crime", and includes the following items: Objectives, Validation scenarios, and Consortium partners.

It is available at the ARIES website: (https://www.aries-project.eu/article/graphic-material)

Figure 2 ARIES Flyer

The ARIES poster has been exhibited at several conferences and relevant exhibitions as the EAB Research Conference, SICUR and MILIPOL.

3.2 *Web Platform*

The ARIES platform is composed by an informational website to communicate the main milestones of the project as well as social networks (Twitter and LinkedIn):

In this section, we provide the main statistics of the project in order to measure the impact of the online actions performed:
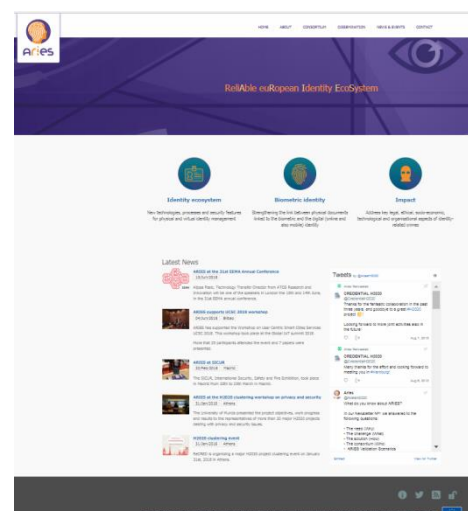
3.2.1 ARIES Website

The public ARIES website, available from the URL: http://www.aries-project.eu/, is the main online channel to promote the project and its main results.

The main thematic areas of the Project workplan are available at the site home:
- Identity ecosystem
- Biometric identity
- Impact

At the bottom part there are both feeds of News and Twitter

(https://www.aries-project.eu/)

Figure 3 ARIES Website Home

All the public material created within the project: Deliverables, Publication (Press Releases, articles in specialized magazines) or Graphic Material (Newsletters, Poster, flyer) are uploaded in a regular way to the website:

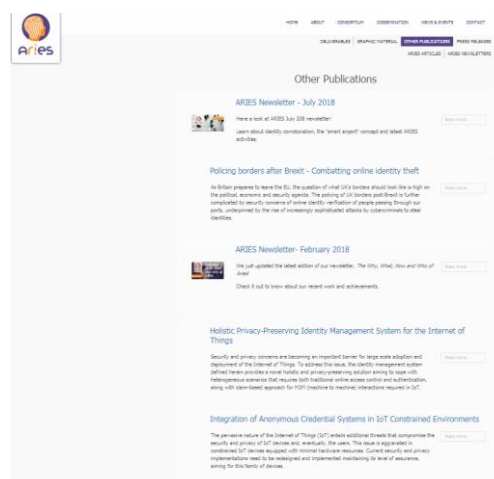(https://www.aries-project.eu/other-publications)

Figure 4 ARIES Publications

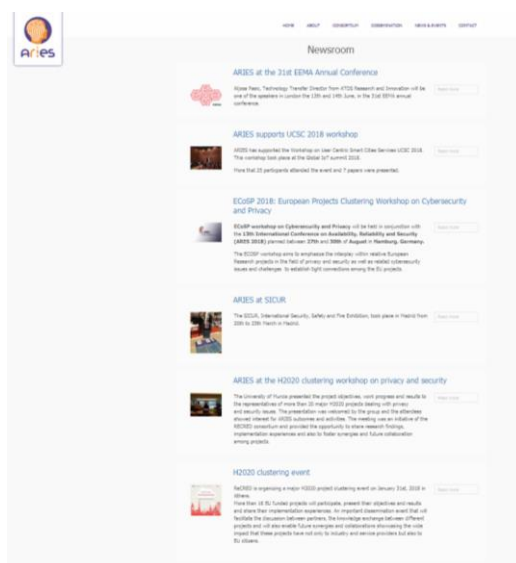There is also a sheet for the News and Events with participation of a partner on behalf of ARIES which is updated with a regular basis (https://www.aries-project.eu/newsroom):

Figure 5 ARIES Website Newsroom

3.2.2 Analytics of the ARIES Website

Five KPIs were selected to measure the evolution of the site, and the repercussion of the online and offline actions done to promote the project:

- **NUMBER OF USERS:** Users that have had at least one session within the selected date range. Includes new and returning users.

- **SESSIONS:** Total number of sessions within the date range. A session is the period of time that a user is actively with the website, app, etc.

- **% NEW SESSIONS:** An estimated percentage of first time visits.

- **AVERAGE SESSION DURATION:** The average length of a session.

In order to establish realistic goals, we have made a benchmark looking for the data of two other websites with similar duration (three years, one project is on-going and another one finished at the end of 2016) and topics (privacy and security) similar to ARIES.

Date	Sessions	Users	Average Session Duration	New Visitors
August 2017 (Y1)	1.601	1.129	2:50	70,0%
February 2018	3.087	2.202	2:54	88,2%
August 2018 (Y1+Y2)	4.337	3.222	2:30	89;3%
Target End of Project	**7.000**	**5.000**	**2:00**	**90%**
% Achieved	**62%**	**64%**		

Table 2 KPIs ARIES Website Performance

- Number of Users

Table view (see Table 2 KPIs ARIES Website Performance) shows the main KPIs during the second ARIES year. We find that the number of visitors to the website has advanced at a good rate, doubling the number of users in Year 1. Anyway we are a little behind the schedule to meet the target, taking into account that there are only 6 months left to finish the project. It is necessary to make an additional effort during the final stage of the project to reach the target.

- Number of Sessions

On the other hand, the other main KPI monitored, the number of sessions, shows a parallel evolution to the number of users.

The number of sessions has doubled to the reached in Year 1, but in order to meet the final target is behind the schedule. We need to be more proactive during the last part of ARIES in order to bring more traffic to the website and to engage with relevant content our potential customers.

- Average Session Duration

A user spends in the site about 2-2:50 minutes on average. This parameter is aligned with other European Projects. Users usually do not spend more than 2 minutes in their visits.

Anyway, it would worth it to increase this parameter engaging our potential users with quality content, that deepen into the main features of the project.

- New Visitors

The percentage of new visitors has increased to 89%, reaching a rate close to the average of other European Projects (90%). The number of new visitors is traditionally very high on European Projects website. Anyway, the website is supported by social networks, Twitter and LinkedIn, in order to engage those users interested in the project, to keep them posted about the news on a regular basis.
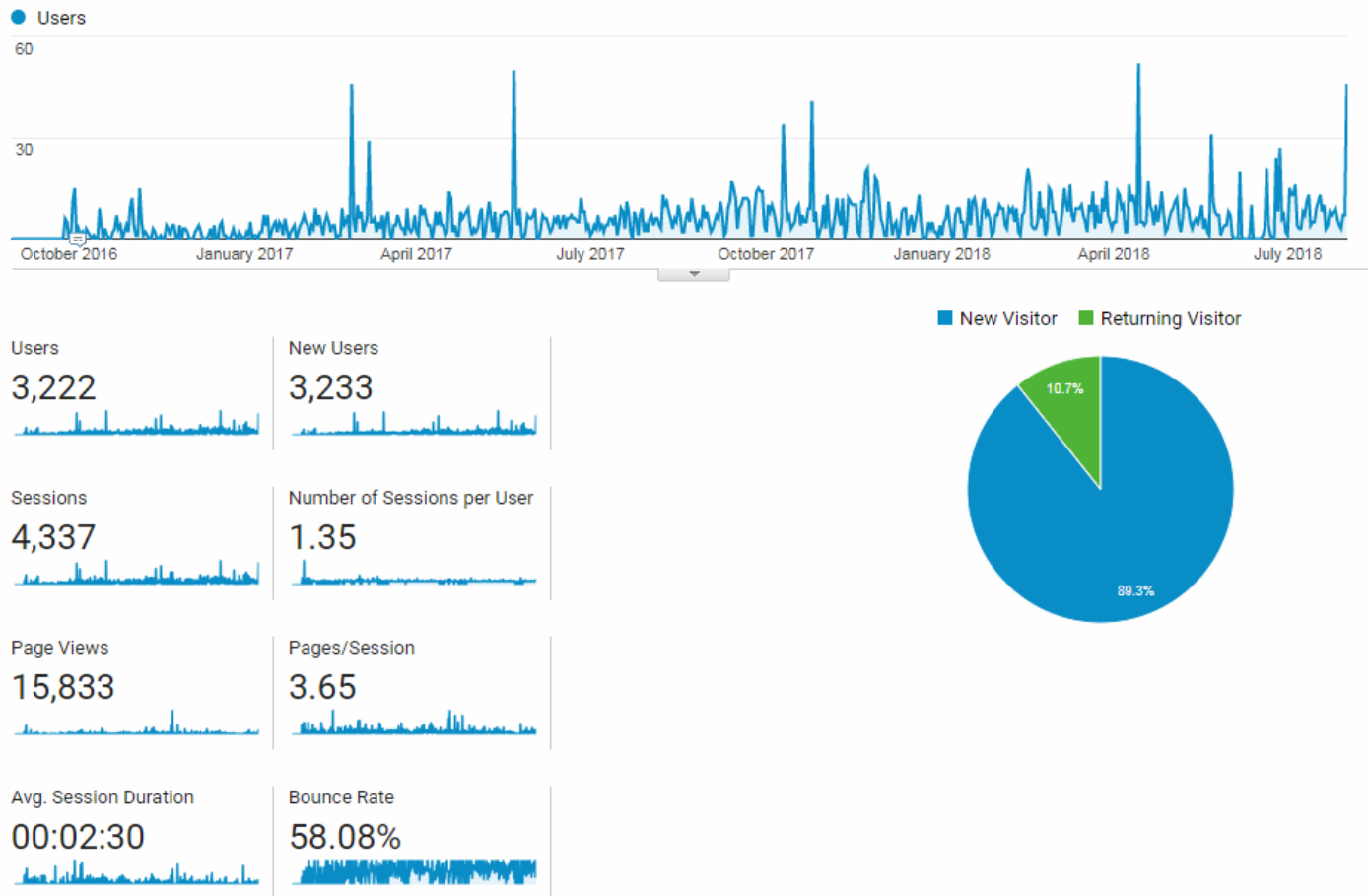
Figure 6 Screenshot Analytics ARIES Website

3.2.3 Social Networks

ARIES has two profiles in the most common social networks for business purposes: Twitter and LinkedIn, created to disseminate relevant news about the project. These networks also provide an opportunity to interact with other research projects and communities:

- Twitter Account: https://twitter.com/AriesH2020?lang=es
- LinkedIn Profile: https://www.linkedin.com/company/aries-h2020-project/

Twitter account was created at the beginning of the project. The decision of creating a LinkedIn profile was postponed, in previous experiences of the partners with LinkedIn Groups the engagement usually has been low.

Finally, it has been decided to create a corporate LinkedIn page for the project. Anyway, there are no metrics related to the page visits due to its recent creation.

We have done for Twitter a similar exercise to the website, and have benchmarked the accounts of different H2020 Research Projects. Horizon 2020 projects are a niche of market, and the number of followers it is not used to be very high. We have estimated an average of 250 followers as final target.

We have increased the number of Twitter followers in 56, and to achieve the final target, 250 followers, seems feasible in this stage of the project.
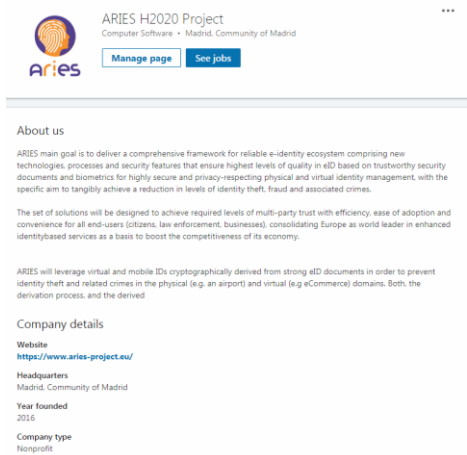
Figure 7 ARIES LinkedIn Profile

Date	Nº Followers
August 2017 (Y1)	101
August 2018 (Y1+Y2)	157
Final Target	250
% Achieved	63%

Table 3 ARIES Twitter Followers Evolution

3.3 *Press and Campaigns*

Publications are collected in this section distinguishing among Press Releases, Articles published in specialized magazines, Newsletter addressed to a general public interested in technology news, mentions in corporate tools, or even Media interviews (Radio, Press, TV).

#	Type of Activity	Description	Date	Responsible partner
1	Publication in Coporate Tools	**Sonae´s Retail Book of Innovation 2016** Overview of R&D Projects with SONAE participation, including ARIES[1] https://www.sonae.pt/fotos/publicacoes/SONAE_RetailInnovation_2016_2_1160591409572a39151433.pdf	February 2017	Sonae
2	Publication in Corporate Tools	**Post General Assembly Porto LinkedIn Sonae** Sharing of a post related to the General Assembly held in Porto on Sonae LinkedIn page. https://www.linkedin.com/company/sonae/ Sonae LinkedIn page has more than 73.000 followers.	September 2017	Sonae
3	Meeting Proceedings	**"Council conclusions on identity management"** Meeting Proceedings of the Working party on Frontiers / False Documents on the Registration of Identity on 16 November 2017. http://data.consilium.europa.eu/doc/document/ST-15862-2017-INIT/en/pdf	December 2017	-
4	Media Interview	Media Interviews on 1/2 and 23/2 for the **Financial Times** (includes 1hour 10 min interview on border issues and ethical impact of virtual IDs, and Aries). The content was not published but FT may bank the information for use in the future.	February 2018	SAHER
5	Publication in Corporate Tools	**Sonae Newsletter** addressed to the company employees (around 1.000 people). ARIES is mentioned in the February 2018 issue	February 2018	Sonae
6	Newsletter 1	**ARIES Newsletter Nº1**: focused on a general public https://www.aries-project.eu/content/aries-newsletter-february-2018	February 2018	Atos
7	Publication in Corporate Tools	**ARI Booklet 2018** Atos Research&Innovation Annual Overview of all research and innovation projects. http://booklet.atosresearch.eu/sites/default/files/booklet/public/content-files/ARI_Booklet2017_vfinal.pdf	February 2018	Atos
8	Article in Specialized Magazine	**Article published in UK Police Magazine: "Policing Borders after Brexit: Combatting Online Identity Theft"** https://www.aries-project.eu/sites/default/files/aries/public/content-files/article/Policing%20borders%20after%20Brexit_v01.pdf	June 2018	SAHER
9	Newsletter 2	**ARIES Newsletter Nº2**: focused on a general public https://www.aries-project.eu/content/aries-newsletter-july-2018	July 2018	Atos

Table 4 ARIES Publications

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[1] This event was previous to the reported period (M13-M24) but it was not included in D5.3.

- Meeting Proceedings European Council

European Council collected the main conclusions on identity management, adopted after the meeting focused on this issue held 18 December 2017 (http://data.consilium.europa.eu/doc/document/ST-15862-2017-INIT/en/pdf).

This document mentions two identity projects: ORIGINS (http://www.origins-project.eu/) and ARIES (https://www.aries-project.eu/) as research projects to take as reference for Identity Management Practices:
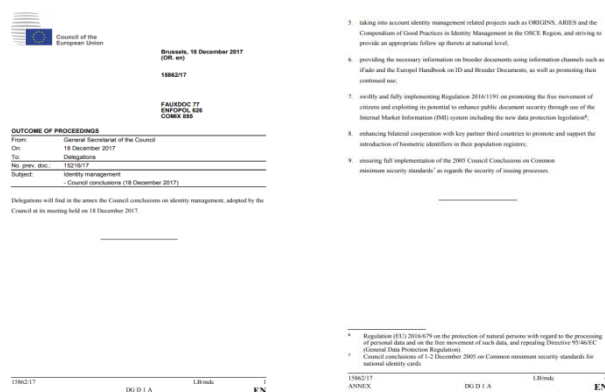

Figure 8 Press Release European Council

- ARIES Newsletters

During this second year, we have started with a set of newsletters, which will be published on a quarterly basis to inform about the work progress of the project, and its main achievements. Up to now, we have published two issues of the ARIES Newsletter.

#Newsletter Issue 1

The first issue of the newsletter was focused on giving an overview of the project, as starting point.

The index was structured in the following way:

- **The Need (Why):** Introduction to the ARIES Problem Statement.
- **The Challenge (What):** Solution proposed by ARIES.
- **The Solution (How):** Technologies used by ARIES.
- **The Consortium (Who):** List of ARIES partners.
- **ARIES Validation Scenarios:** Pilots description to test ARIES technology.
- **ARIES News:** Presentation of ARIES in the European Council last November 2017.

It is available in the following link: (https://www.aries-project.eu/content/aries-newsletter-february-2018)

Figure 9 ARIES Newsletter Nº1

#Newsletter Issue 2

The second issue of the newsletter includes two articles that open a discussion about specific terms very close to the ARIES Project as Identity Corroboration and Smart Airport. In this way, ARIES link the conceptual approach of the project, and its social impact, with the pure technological background.

The newsletter also includes important news about the project, as the demonstration in the eCommerce scenario, and two important events where ARIES was presented: EEMA Annual Conference, and ECoSP Worskhop, located at the ARES Conference 2018; more information about the ECoSP workshop will be provided in the D6.2.

The index was structured in the following way:

- **"Evolving ARIES Terminology: Hype or Hope"**
- **Identity Corroboration**
- **Smart Airport**
- **e-Commerce Demonstrator Evaluation**
- **Short News**

It is available in the following link: (https://www.aries-project.eu/content/aries-newsletter-july-2018)

Figure 10 ARIES Newsletter Nº2

- Article published in UK Police Magazine – "Policing Borders after Brexit – Combatting Online Identity Theft"

Article which explore the implications of the Brexit on the policing of UK borders and explains security concerns of online identity verification.

It was published at the UK Police Magazine in June of 2017.

The article connects with ARIES project which search for a solution to solve the online identity theft challenges, and the new threats associated with the entry into force of the Brexit.

Figure 11 Article published in UK Police Magazine

The article is available in the following link: https://www.aries-project.eu/content/policing-borders-after-brexit-combatting-online-identity-theft

- Corporate Publications:

Sonae has promoted ARIES within the following communication channels:

 # Sonae's Retail Book of Innovation: public and free publication that communicates and recognizes innovation culture, processes and results within Sonae. It is also available as a web platform (https://www.sonae.pt/fotos/publicacoes/SONAE_RetailInnovation_2016_2_1160591409572a39151 433.pdf).

In 2016 were distributed about 500 copies to our employees, partners, customers.

One of the pages is reserved to R&D projects and Aries is mentioned here.

Figure 12 Cover Sonae Retail Book of Innovation 2016

 # Internal Newsletter to share with Sonae Innovation Department employees (around 100 people). For its first edition, Aries has taken up a preferential space in the newsletter.
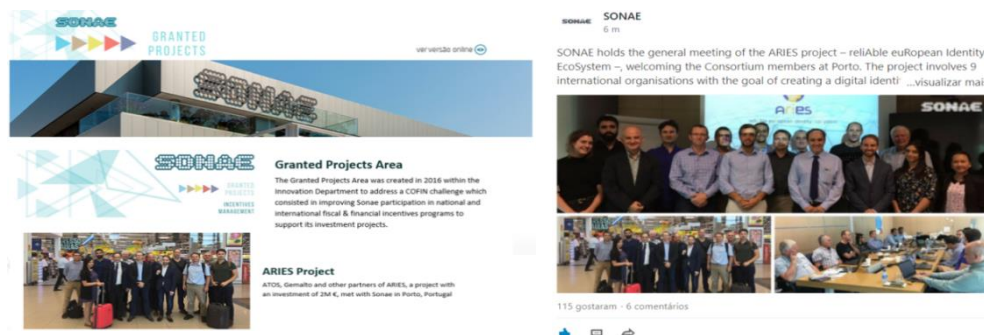

Figure 13 Sonae Internal Newsletter

 # Sharing of a post in the Sonae LinkedIn page (more than 73.000 followers) related to the General Assembly held in Porto in September 2017.
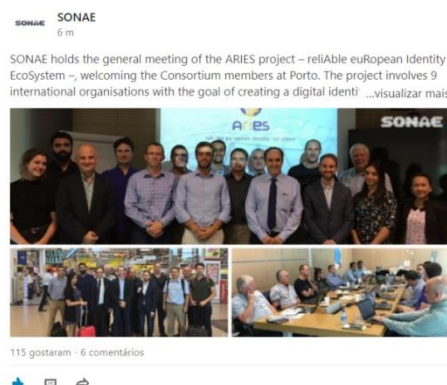

Figure 14 Sonae LinkedIn Post

Atos has promoted ARIES project within the **ARI Booklet 2017**, the annual overview of all research and innovation projects.

Figure 15 ARI Booklet 2017

The ARI Booklet is available in the following link:
http://booklet.atosresearch.eu/sites/default/files/booklet/public/content-files/ARI_Booklet2017_vfinal.pdf

- Other press and campaigns actions:

The 1st and 23th of February, SAHER gave an hour and a half interview with a Financial Times journalist on ARIES/ biometrics for articles of future publication, and subject to editorial checked ARIES should be referenced.
The content has not been published up to now but Financial Times may bank the information for use in the future.

3.4   *Events*

The following table summarizes the events with ARIES participation not reported in the previous D5.2 First Communication Plan and Activities Report, and D6.1 – First Dissemination, Standardization Activities Report which have been held between September 2017 (M13) and August 2018 (M24)

#	Type of Activity	Description	Type of Audience	Location / Date	Responsible partner
1	Participation in a workshop	ARIES Presentation in the European Council at Working Party meeting on Frontiers / False Documents with focus on "Registration of Identity"	Member states experts in identity management >100	Brussels (Belgium) November 2017	ATOS/ UMU
2	Participation in an exhibition	20th edition Milipol Paris 2017. Leading event homeland security Distribution of ARIES graphic material http://www.aries-project.eu/content/milipol-paris-2017	Homeland and Security Community >1000	Paris (France) November 2017	ERTZAINZA
3	Participation in a workshop	H2020 Info Day ARIES project was presented to representatives of local law enforcement agencies at Erandio in the scope of an info day on H2020 project organised by Ertzaintza, one of the ARIES partners. http://www.aries-project.eu/content/h2020-infoday-erandio	Local law Authorities at Erandio (Spain) 50	Erandio (Spain) December 2017	ERTZAINZA
4	Participation in a Conference	ARIES Presentation at International Biometrics Conference London	Privacy and Identity Experts	London (England) December 2017	SAHER
5	Participation in a workshop	H2020 Project Clustering Event Workshop that brought together more than 25 EU funded projects in the domain of cybersecurity http://www.aries-project.eu/content/h2020-clustering-event	H2020 EU-funded projects partners 50	Athens (Greece) January 2018	UMU
6	Participation in a workshop	e-Identity and Managing Borders Lewes European Movement debate with UK and EU officials Briefing about ARIES	UK and EU Officials	Leeds (England) February 2018	SAHER
7	Participation in a workshop	Presentation of ARIES for the UK Civil Service Round table, by invitation only on Innovation in Border Security	UK Civil Service/ Border Security Employees	Leeds (England) February 2018	SAHER

Table 5 List of Events with ARIES Participation (I)

#	Type of Activity	Description	Type of Audience	Location / Date	Responsible partner
8	Organization of a workshop	First ARIES Workshop with end-users: - Jet2Airline (Aviation Security Use Case) - Duty Free Leeds Airport (Shopping Use Case) - Border Force Leeds Airport (Border Police) Use Case	End – Users from three Verticals: Aviation, Retail, Border Force	Leeds (England) January 2018	POCC
9	Participation in an exhibition	SICUR The SICUR, International Security, Safety and Fire Exhibition, took place in Madrid from 20th to 23th March in Madrid. One of the project partners participated in the Fair as exhibitor. https://www.aries-project.eu/content/aries-sicur	Professionals of the Security and Safety sector >1000	Madrid (Spain) March 2018	ERTZAINZA
10	Organization of a workshop	Second ARIES Workshop with end-users: to demonstrate the effectiveness of ARIES in a more advanced stage of the project.	End-Users from three Verticals : Aviation, Retail, Border Force	Leeds (England) June 2018	POCC
11	Participation in a conference	Presentation at EEMA Annual Conference 2018 How to increase use of government issued e-ID cards by private sector, Aljosa Pasic, Atos https://annualconference.eema.org/	Privacy, e-Identity, Security experts	London (England) June 2018	ATOS
12	Participation in a Workshop	Workshop on User Centric Smart Cities Services UCSC 2018 at the Global IoT Summit 2018 ARIES supported this workshop with the presence of Antonio Skarmeta, scientific chair of ARIES, and General Chair of the workshop https://www.aries-project.eu/sites/default/files/aries/public/content-files/article/SS_WS_template_for_GIoTS_2018-UCSC.pdf	Security and IoT Experts	Bilbao (Spain) June 2018	UMU
13	Participation in a workshop	ARIES Presentation at eGovernment 3.0 8th Samos Summit on ICT enabled Governance. "Is there life after death: the new role for government issued electronic identity cards?", by Aljosa Pasic, Technology Transfer ATOS Director (http://www.samos-summit.org/)	Experts from research, administration and enterprises worldwide > 100	Samos (Greece) July 2018	ATOS
14	Organization of a workshop	Organization of ECoSP 2018: European projects Clustering workshop on Cybersecurity and Privacy Organization of cybersecurity workshop held within the 13th International ARES Conference. https://www.ares-conference.eu/workshops/ecosp-2018/	Scientific Community (higher education, Research) 25 (expected)	Hamburg (Germany) August 2018	UMU

Table 6 List of Events with ARIES Participation (II)

Next, we provide detailed information on noteworthy events with ARIES participation:

- Presentation at the European Council

ARIES was presented to the Council of the EU on November 16th 2017. A delegation of the project represented by Atos and UMU participated in the Working Party meeting on Frontiers / False Documents with focus on "Registration of Identity".

The project was invited by the Estonian Presidency of the Council and the audience consisted of a wide representation of member states experts in identity management. The purpose was to raise awareness on recent research advances, including innovative e-Identity solutions carried out under the scope of the EU Framework Programme for Research and Innovation H2020.

With this initiative, it has been demonstrated that ARIES is well aligned with some strategic objectives of EU Security Union /European Agenda on Security and specifically with key action points in the European Action Plan to strengthen response to travel document fraud.

During the meeting the project was disseminated directly to numerous member states representatives and identity experts from international agencies and organizations (OSCE, ICAO, Europol among others) with a prominent role in the domain of securing travel and identity documents and related identity management processes.

- European projects Clustering workshop On Cybersecurity and Privacy (ECoSP 2018)

This workshop entitled "ECoSOP 2018: European projects Clustering workshop On Cybersecurity and Privacy" has been held within ARES Conference 2018 in Hamburg (Germany) on 27th August.

The workshop call has been a great success with the confirmed attendance of 16 R&D Projects that has constituted a unique opportunity of sharing knowledge and strengthen the Privacy and Identity community of Horizon 2020.

The ECoSP workshop is focused on emphasizing the interplay within relative European Research projects in the field of privacy and security as well as related cybersecurity issues and challenges, and therefore, establishing tight connections among the EU projects.

This clustering workshop has been organized by ARIES and LIGHTest H2020 projects and has coordinated several presentations from different EU R&D projects articulated around security and privacy fields with a final networking session, as a space where experts can present and exchange their views in the latest advances and challenges about security and privacy, giving the audience the opportunity to interact with the speakers.

In addition to ARIES and LIGHTest[7] the participant projects have been the following ones: ANASTACIA[8] , CREDENTIAL[9] , YAKSHA, SISSDEN[10] , SAINT[11] , CYBECO[12] , LEPS[13] , FORTIKA[14] , FutureTrust[15] , CIPSEC[16] , SPECIAL[17] , CS-AWARE[18] , TRUESSEC.EU[19] , RED.Alert[20]

A screenshot of the agenda is depicted in Figure 16 ECoSP Workshop Agenda, and also available in the ARES Conference Website (https://www.ares-conference.eu/workshops/ecosp-2018/).

- Meetings with end-users

There have been two meetings at the Leeds airport to end-users of three different verticals.
- Jet2 Airline (Airline Use Case)
- Duty Free of Leeds Airport (Shop Use Case)
- Border Force Police Leeds of Airport (Law Enforcement Use Case)

WORKSHOP AGENDA

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		Block 1 - Cybersecurity	Presenter - Project representative	Affiliation	Talk title
		Chair: Jon Shamah			
11:45-12:45 ECoSP I	1	ANASTACIA	Jorge Bernal	University of Murcia (UMU)	Anastacia: Advanced Networked Agents for Security and Trust Assessment in CPS / IOT Architectures
	2	SAINT	Edgardo Montes de Oca	Montimage	SAINT: Cyber threat risk and cost assessment: tangible and intangible factors
	3	YAKSHA	Nikolaos Mantas	University of Piraeus	YAKSHA: Automating honeypot deployment and malware analytics.
	4	FORTIKA	Evangelos Markakis	TEI Crete	The FORTIKA Paradigm:Cyber Security Accelerator for trusted SMEs IT Ecosystem
		Lunch			
14:00-15:45 ECoSP II	5	CYBECO	Aitor Couce Vieira	ICMAT	CYBECO - Supporting cyber insurance from a behavioural choice perspective
	6	SISSDEN	Edgardo Montes de Oca	Montimage	SISSDEN: Avoiding cyber-threat detection evasion techniques
	7	CIPSEC	Christian Schlehuber	Deutsche Bahn AG (DB)	Enhancing Critical Infrastructure Protection with innovative SECurity framework
	8	CS-AWARE	Juha Röning	OULU	CS-AWARE: Cybersecurity situational awareness and information sharing solution
	9	RED-Alert	Syed Naqvi	Birmingham City University (BCU)	Use of Social Media Forensics in the Early Detection of Terrorist Activities – European Project RED-Alert Approach
	10	Truessec.eu	Manel Medina	UPC	Truessec: Privacy and Cybersecurity Trust-Enhancing Labels
		Coffe Break			

		Block 2 - Privacy and Trust	Presenter - Project representative	Affiliation	Talk title
		Chair: Jorge Bernal (UMU)			
16:00-17:30 ECoSP III	11	ARIES	Jorge Bernal	University of Murcia (UMU)	Aries: Architecture for a Reliable European Identity Ecosystem
	12	LIGHTest	Jon Shamah	EEMA	LIGHTest: " LIGHTest Automated Trust Verification "
	13	CREDENTIAL	Krenn Stephan	Austrian Institute of Technology (AIT)	Design and Implementation of Privacy-Friendly Web-Based Authentication in CREDENTIAL
	14	FutureTrust	Jon Shamah	EEMA	FutureTrust: "FutureTrust extending the eIDAS reach"
	15	SPECIAL	Harald Zwingelberg	ULD	Project SPECIAL: New ways for informed consent and transparency under the GDPR with technical specifications
	16	LEPS			

Figure 16 ECoSP Workshop Agenda

One of the objectives of these meetings was to convince these end users to enrol as ARIES associated partner group members, which would give them more access rights to demo and would increase level of collaboration.

These three organisations have not signed a Letter of Intention as Associate Partners, but in practice they have acted as such.

Both meetings counted on the participation of several ARIES partners: Atos, GEMALTO, IDEMIA, UMU and SAHER.

At the first meeting the consortium presented the project and provided and overview of objectives, expected results and project demonstrators to attendants with emphasis and discussions of the specific airport use cases: check-in and gate processes and duty-free processes. One of the meeting aims was to outline a plan for the airport scenario demonstration: needed support from associate partners, calendar etc.

ARIES partners received a very worthy feedback to build the use cases, and identify the potential added value for the customers.

The second meeting was held in June 2018, in a more advanced stage of the project, the final use cases envisaged for the airport demonstrator - focused upon the prevention of ID theft rather than the remediation - were explained and some videos showing the current status of developments exhibited. Associate partners provided useful contributions and requested some updates and modifications to the processes.

Some decisions were taken like the time period when the second pilot would be demonstrated, the hardware and allocation requirements needed and human resources necessities.

As in the previous meeting, very useful information was extracted from this second meeting paving the way for the second pilot preparation and setting up.

The conclusions will be reflected in deliverable D4.4 [21] .

- Presentation at EMEA Annual Conference 2018

Aljosa Pasic, Technology Transfer Director from Atos Research and Innovation gave a talk within the 31st EEMA Annual Conference held in London the 13th and 14th of June.

This year, the theme of the conference was "Maximising Digital Transformation Using Trusted Identities". The event was attended by more than 200 e-identity experts, policy-makers and senior managers from public, private and academic sector institutions from across Europe and beyond.

Aljosa Pasic presented ARIES project and used the opportunity to establish collaboration with several related initiatives. The post-presentation discussion included the analysis of possible business models in situations where identity proofing and verification providers are based in a different country to the one whose government has issued the e-ID.

Figure 17 ARIES Flyers at EEMA Conference 2018

- H2020 Project Clustering Event

ReCRED[2] project organized a major H2020 project clustering event on January 31st, 2018 in Athens.

More than 16 EU funded projects participated, presented their objectives and results and shared their implementation experiences. The dissemination event facilitated the discussion between partners, the

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[2] https://www.recred.eu/

knowledge exchange between different projects and also enabled future synergies and collaborations to showcase the wide impact of these projects not only to industry and service providers but also to EU citizens.

Jorge Bernal, from UMU, was the representative of ARIES, and gave the talk entitled "ARIES-Reliable European Identity Ecosystem".

Below, it is readable the event agenda, also available in the following link: https://www.aries-project.eu/content/h2020-clustering-event

Figure 18 RECRED Clustering Event Agenda

3.5 *Actions addressed to specific committees*

ARIES project has three special committees which contribute to the project with specific and expert feedback, in order to monitor and improve ARIES developments. The actions addressed to these groups are considered communication activities, because they are specific targets, and suitable of being potential customers in a commercial phase beyond the end of the project (see D5.3 [4]):

- **Project Advisory Board:**

The PAB will provide advice on technical issues ensuring that the project developments are aligned with state of the art solutions. They represent end-users and care for the system meeting their needs producing a commercially viable system.

The Project Advisory Board was created prior to the beginning of the project and has 5 members experts on the main topics related to ARIES; Privacy, eID, Fraud Identity, or Border Guards.

The Project Advisory Board is managed by UMU.

#Actions addressed to Project Advisory Board:

It is aimed a PAB meeting at least once per year. It is envisaged to have at least one online meeting and two face-to-face ones.

The first PAB meeting took place on 7th November 2017 and was through online channel. This activity was reported in D6.1 – Final Dissemination and Standardisation Activities Report

The second meeting is forecasted in October 2018.

The PAB will be invited to the final workshop to present the results of the project.

The pending activities will be reported in D6.2 – Final Dissemination and Stardardisation Activities Report.

- **Special Monitoring Group:**

This group complements to the Project Advisory Board with an extended group of "observers" that would give valuable feedback to project leaders of key innovation activities of ARIES. The work developed with this group ensures the alignment of the project with expectations from stakeholders from relevant domains, as well as, open the possibility of establishing valuable liaisons for exploitation.

The Special Industry Monitoring Group is managed by Atos, and is composed by 23 members with diverse backgrounds, from Identity and Privacy Industry, but also Academy or Legal field.

#Actions addressed to Special Monitoring Group:

The members of this group are included within the following communication actions:

- They receive newsletter from ARIES project.
- They are required to provide feedback, participate in discussions or give specific opinion through the SMG mailing list or directly to the project team.
- They will be invited to the final showcase of results in a selected workshop.

- **Associate Partners Group:**

The role of the Associate Partner (AP) was created in ARIES to include an extended list of partners in the project who shall strengthen it by taking part in several aspects of the project. So far we have 7 associate partners committed to collaborate within ARIES signing a Letter of Intention.

This is the current list of Associate Partners which have signed the letter:

1) **Lopesán** (https://www.lopesan.com/es/) Spanish Hotels Group
2) **SportZone** (https://www.sportzone.es/) Portuguese Sport Clothes Shop (Sonae Group)
3) **Brussels Airport**
4) **Mo and Zippy Kidstore** (https://es.zippykidstore.com/aboutus) Kids Shoes Shop (Sonae Group)
5) **MO (Modalfa)** (https://mo-online.com/pt) Clothes shop (Sonae Group)
6) **Aena** (www.aena.es): Public organization responsible to manage Spanish airports
7) **Iberia** (www.iberia.com): Spanish airline.

Besides, we have three non-official associated partners, which have not signed the Letter of Intention but have collaborated for the validation of project results, so they are performing as Associate Partners too (see 3.4 Events):

8) **Jet2 Airline** (https://www.jet2.com/): English Airline
9) **Duty Free Shop** Leeds Bradford Airport
10) **Border Force Police** at Leeds Bradford

In the DoA [5] there is established a KPI of 10 Associate Partners, so we can say that we have met the aimed KPI at this stage of the project.
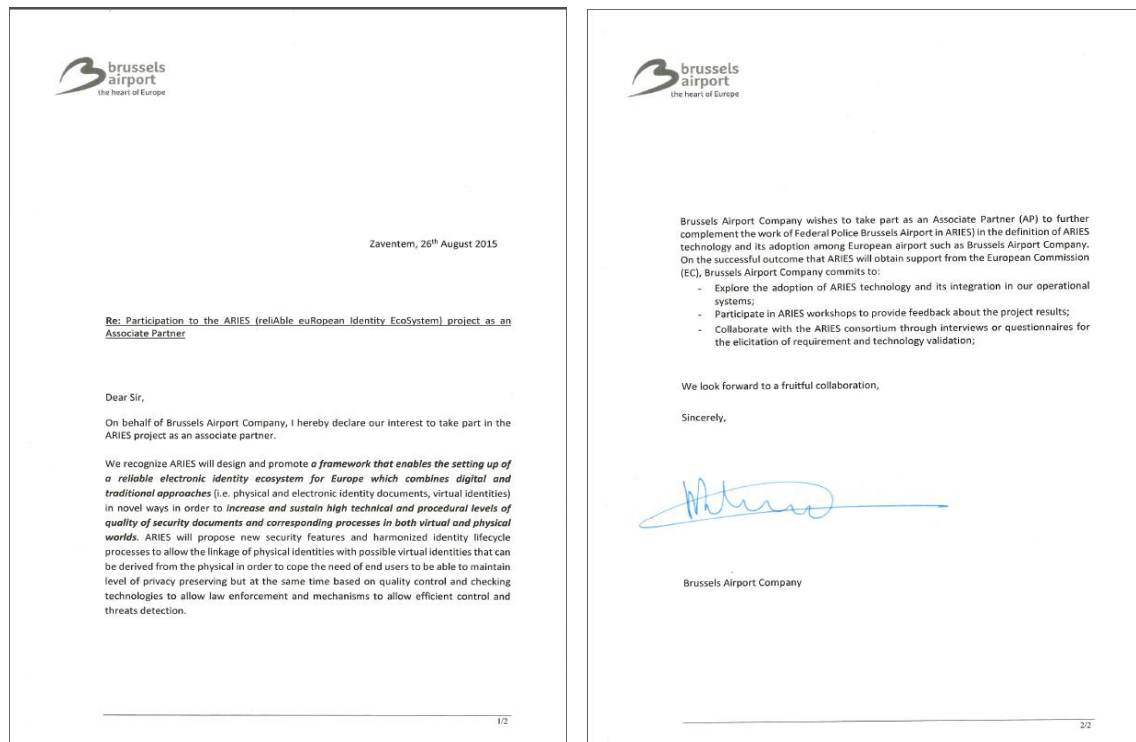
Figure 19 Brussels Airport Associate Partner Letter

#Actions addressed to Associate Partners Group:

Associated Partners have already collaborated in the requirements elicitation, with their participation in meetings organized in Leeds and Porto to define the use cases, and identify the potential added value for customers.

They have collaborated in the validation of the e-Commerce pilot held in March-April 2018 and consisting on testing the ARIES eCommerce app in a real context with a group of users. Twenty-nine users from SONAE group, including the associate partners Mo, Zippy and SportZone conducted tests on the second eCommerce demonstrator. The tests were done in pairs on devices provided by Sonae and participants only had to bring their passport with them. After the test each participant had to answer an evaluation questionnaire to assess the prototype. All of them signed a consent form.

The eCommerce demonstrator was also presented to Lopesan representatives in Canarias. The pilot was tested using the Spanish ID card as breeder document. They completed the questionnaire and signed the information consent form. The possibility to adapt and use ARIES system in the hotel registration process was debated.

3.6 *Collaborations with other Forums, Platforms and R&D Projects*

In this section we collect all the Communication and Dissemination activities that involve a collaborative work among EU funded projects. During the reported period ARIES has collaborated regularly with other R&D EU Funded Projects in gathering events which strengthen the visibility of the project as well as allow sharing knowledge among the Privacy and Security Research Community:

- ECoSP Workshop – ARES Conference:

ARES Conference is one of the most relevant events organized around Privacy and Security and has a specific slot to set workshops by EU-funded projects.

The 27th of August has been organized the ECoSP workshop by ARIES project and LIGHTest project (See Section 3.4 Events) which has gathered 14 R&D projects besides ARIES and LIGHTest, a considerable number of projects.

This has been a great success of joint collaboration action among projects with similar topic.

- H2020 Project Clustering Event

This event, reported in Section 3.4 Events, was an initiative of the RECRED consortium and provided the opportunity to share research findings, implementation experiences and also to foster synergies and future collaboration among the selected 14 EU-funded projects represented at this event.

The ARIES representative was Jorge Bernal, from the University of Murcia (UMU), who presented the ARIES outcomes and activities.

- Global IoT summit 2018

ARIES has supported the Workshop on User Centric Smart Cities Services UCSC 2018. This workshop took place at the Global IoT summit 2018.More than 25 participants attended this workshop and 7 papers were presented.

This workshop brought the opportunity of bringing together experts from different EU projects, and other regions as Japan and Korea that are working in cross-layer issues in the areas of user-centric smart city solution based on IoT.

The specific contribution of ARIES was to support the workshop with the presence of Antonio Skarmeta, Scientific Director of the project, who also was the General Chair of the workshop, and the presentation of the scientific paper "Integration of Anonymous Credential Systems in IoT constrained environments", reported in Section 3.7

3.7 *Scientific Papers*

The communication of the research results is an essential part of Dissemination activities, and its main channel to convey them is through scientific publications in refereed conferences.

During this second year of the project, ARIES has released the following two papers:

- Jose Luis Canovas Sanchez, Jorge Bernal Bernabe and Antonio F. Skarmeta, "Integration of Anonymous Credential Systems in IoT constrained environments", in IEEE Access, vol. 6, no. 99, 2018.

- Jose Luis Cánovas Sanchez, Jorge Bernal Bernabé and Antonio F. Skarmeta. "Towards Privacy Preserving Data Provenance for the Internet of Things". IEEE 4th World Forum on Internet of Things (WF-IoT). Singapore, 05 February 2018.

This paper was reported in previous D6.2 as accepted. At this moment it has already been published.

Additionally, a paper on Aries Architecture by Jorge Bernal, Julien Bringer and Martin David, Alberto Crespo and Antonio Skarmeta is pending publication in IEEE Security & Privacy Magazine.

4 KPIs

The following table summarizes the quantitative view of the project activity broken down in the work lines defined in section 3, and based on some Key Performance Indicators (KPIs) extracted from the D5.3 Communication Plan.

#	KPIs achieved M16 – M24	
Graphic identity and Branding		
1	Created Material	1 Official Flyer
Web Platform		
2	Data Analytics Website Followers/ Members Social Networks	4.337 Sessions (achieved 62% of the final target) 3.222 Users (achieved 64% of the final target) 157 Twitter Followers (Target: 250 Followers)
Press and Campaigns		
3	Number of Publications Number of Collaborations with other media (TV, Radio, etc)	2 ARIES Newsletters 1 Article in a specialized publication 1 Interview of Radio/ TV (Finantial Times) 5 Mentions in other publications
	Events	
4	Organization/ Participation in Conferences or Workshops	3 Organizations of workshops ○ ECoSP Workshop/ ARES Conference ○ 3 Meetings with associate partners 7 Participations in workshops 2 Participations in exhibitions 2 Participations in conferences
	Collaboration with R&D Projects	
5	Joint Activities with other European Projects	3 Organization/ Participation of joint workshops with another H2020 projects: ○ ECoSP Workshop/ ARES Conference ○ H2020 Clustering Meeting ○ Workshop on User Centric Smart Cities Services UCSC 2018 (Global IoT Summit)
	Actions addressed to specific Committees	
6	Number of members	- Privacy Advisory Board: 5 Members - Special Monitoring Group: 23 Members - Associate Partners: 7 official Members
	Dissemination Activities	
7	Number of Scientific Papers/ Articles in Journals	1 Article in a specialized journal 1 Scientific Paper published in a refereed conference This makes a total of 8 Papers/ Articles. One article is in progress at the time of delivery of the present document.

5   Conclusions

One of the main achievements in the domain of communication and dissemination in the second year is the high participation in selected events either organized by ARIES or attended by ARIES partners.

ARIES partners have organized this year four workshops: ECoSP 2018 at the ARES Conference has proved to be a successful call, gathering 16 EU-funded projects. We have organized two meetings with associate partners in Leeds (UK) and another one in Porto (Portugal). These workshops have allowed sharing knowledge and organizing joint activities to gain visibility. Cooperation among projects has been a priority objective for ARIES communication team.

Besides, the project has been presented in a diverse range of conferences and workshops. It is worthy to highlight the presentation at the EU Council on November 2017, where a delegation of the project participated in the Working Party meeting on Frontiers/ False Documents. The conclusions published in the EU Council meeting proceeding mentioned ARIES.

This year we have made special efforts to reach the groups of experts outlined in the DoA. We have started to work with the Project Advisory Board, and the Special Monitoring Group which receive regular and update information about the project, and we have recruited 10 associated partners, so we have met the KPI proposed in the DoA of 10 Associate Partners. These special partners have already contributed to the project collaborating in the validation of the e-Commerce pilot and in the definition of the airport use cases.

The online channel is an essential tool for communication purposes. We have already reached the 64% of users established as goal to visit the website before the end of the project. The website is supported by social networks as the Twitter and LinkedIn official accounts of the project.

It is our aim to keep feeding the ARIES website and social networks with attractive, dynamic and update content to meet the established goals.

Other communications activities that should be stressed are the launch of an official newsletter, the publication of articles and posts in corporate sites or special magazines as the UK Police Magazine; or even the Financial Times. Regretfully, the Financial Times publication is not available but could be released in the future.

Regarding Scientific Publications, we have added two papers this year, so ARIES has already published 9 papers within the project and there is a paper on-going at the moment of writing this deliverable.

As next steps, it is our objective to keep working at the same rate on communication and dissemination activities, and to organize a final workshop that will give the opportunity to the selected target public to know first- hand the project results.

6   References

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[4]   ARIES Consortium "D5.3 – First Communication Plan and Activities Report" August 2017

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[21]   ARIES Consortium "D4.4 – Identity Virtualization Prototype Demonstrator" December 2018

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7 Annex: High resolution images used in the document
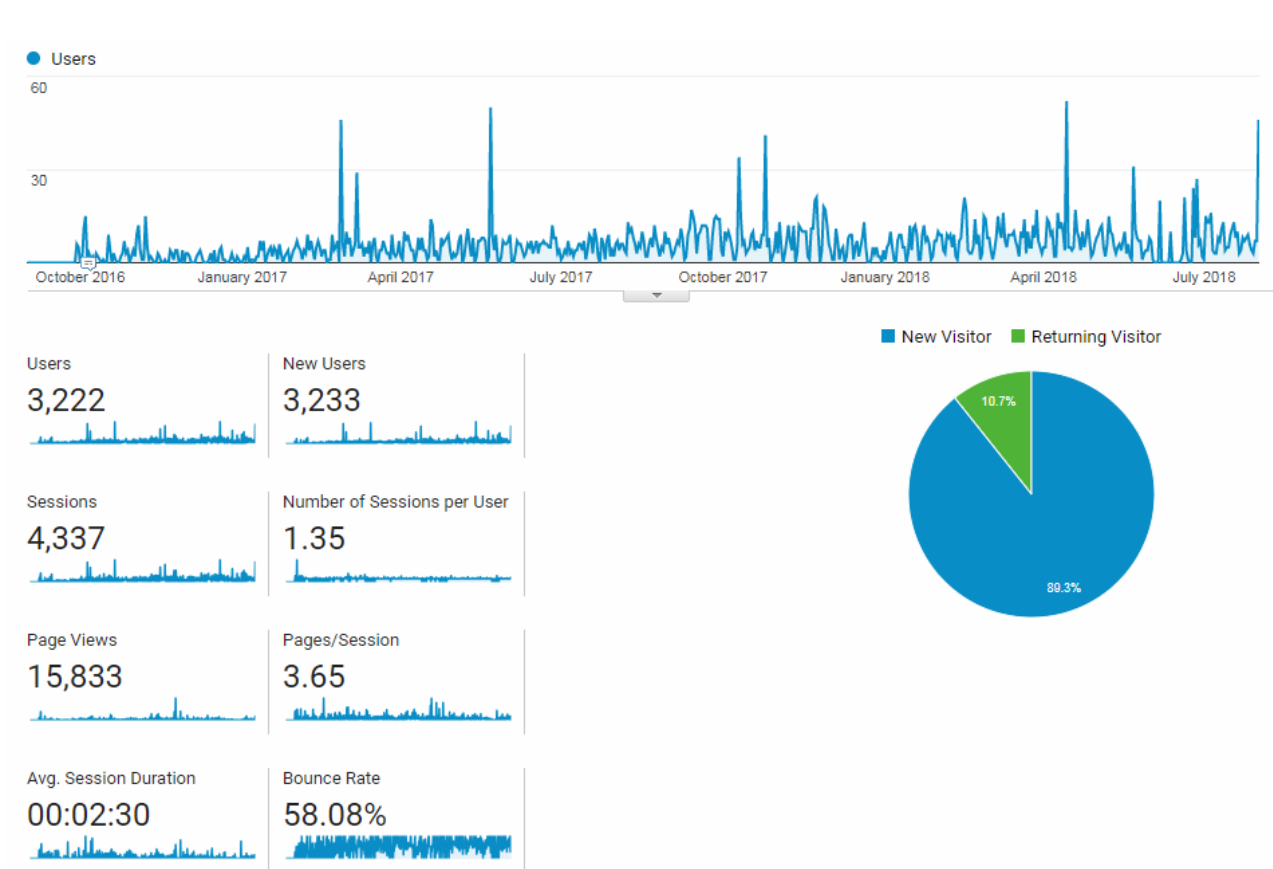
ARIES Website Analytics Screenshot