



# SUNRISE

## Strategies and Technologies for **United** and **Resilient** Critical Infrastructures and Vital **Services** in Pandemic-Stricken **Europe**

### D8.1 Brand and communication channels

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## List of Acronyms

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Abbreviation / acronym	Description
ATS	Atos IT Solutions and Services Iberia Limited Society
CCL	Carr Communications Limited
CI	Critical Infrastructure
D8.1	Deliverable number 1 belonging to WP8
DB	Database
DoA	Description of Action
EC	European Commission
KPI	Key Performance Indicator
Mx	Month (M3 = Month 3)
PHP	Hypertext Preprocessor
REA	European Research Executive Agency
SEO	Search Engine Optimisation
SQL	Structured Query Language
T8.1	Task number 1 belonging to WP8
WP	Work Package

## Executive Summary

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D8.1 *Brand and Communication Channels* details the development of a strong brand identity for the SUNRISE project. It also reports on the establishment of a range of communication channels, each selected to reach key stakeholders and generate maximum impact.

This deliverable focuses on the period between M1 (project launch) and M3. The content provided in D8.1 will inform D8.2 *Refined impact generation strategy*. D8.2 will outline the project's impact generation strategy including the communication, dissemination and exploitation strategies and plans for the project. This will identify and strategise the communication and dissemination activities, selected audiences, and target channels for the lifetime of the SUNRISE project, and beyond. The initial progress outlined in this deliverable will also be expanded on in D8.3 *Report on impact generation activities V1*, which will report on the impact generation activities of the first year of the SUNRISE project. D8.5 and D8.6 will provide further updates of this work, focusing on the impact generation activities in years two and three of SUNRISE.

The report begins by outlining the approach to creating the project brand, followed by the approach to the selection and development of key communication channels. The approach section introduces each element of the SUNRISE brand, describing its purpose and function within the project. Additionally, this section identifies each of the project's communication channels – the core channel being the project website. Similarly, the purpose and function of each channel is defined.

Following on from the approach, the report presents the results of the project brand and communication channels, as achieved by M3. The results of the brand development, including logos, colour palettes and typography, are supported by the conceptual thinking behind the design of each element. The project website, which went live in M3, and plans for its development are also included.

The results section groups the core communication channels into the following: project website, social media, videos, promotional materials, and events. The tangible result, i.e., each established channel, is defined along with an overview of its content to date, images, current status and plans for future use. The key result produced from this deliverable is the project website, which will act as an information hub for all project news, activity, updates, and results, for the lifetime of the SUNRISE project, and beyond.

Ultimately, this deliverable emphasises the all-encompassing nature of SUNRISE's communication activities and it will act as one of the essential documents that inform these activities throughout the project's entirety.



# 1 Introduction

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## 1.1 Purpose of the document

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The purpose of D8.1 *Brand and Communication Channels*, in alignment with the project’s DoA, is to cover the development of a strong brand identity and communication channels for reaching key stakeholders. Within the project’s roadmap, this deliverable produces the project website, which will serve as the nucleus of online communication and dissemination throughout the lifetime of SUNRISE, and beyond. In addition, it covers all other communication channels to address the production of high impact print and digital communications material for appropriate audiences across targeted channels. It also facilitates the engagement of media and multipliers.

## 1.2 Relation to other project work

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Due to the scope of the SUNRISE brand and communication channels, including the project’s website, and their role in communicating all major project developments, research, activities and outcomes, D8.1 is related to all other tasks and deliverables within the SUNRISE Project.

D8.1 is a direct output of T8.2 *Dissemination and Communication*. It impacts directly on T8.1 *Exploitation and Business Development* and T8.3 *Collaboration with other projects, standardisation bodies and policy makers*. Namely, the comprehensive impact generation strategy that will be reported in D8.2 will outline the implementation strategy for the brand and communication channels identified in this deliverable. D8.1 is also closely linked to D8.3 *Report on impact generation activities V1*, which will report on the impact generation activities that take place in the first year of the project. D8.3 will be further updated in D8.5 and D8.6, focussing on the second and third years of SUNRISE.

The project website serves as a hub for all external engagement and will host project outcomes, news, and updates on SUNRISE’s development. Crucially, it will support the exploitation of the project’s end results – the SUNRISE tools and strategy – by hosting these key results, as well as targeted communications content focusing on the project’s results for potential users - peers in the research field, industry, other commercial players, and policymakers. At a minimum, all public SUNRISE deliverables will be uploaded to the project website for the purposes of project transparency and information-sharing when the deliverables have been approved by the European Commission.

## 1.3 Structure of the document

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This document is structured in two major sections:

- ▶ **Section 2** presents the approach to the creation of the SUNRISE project’s brand, including the brand definition, brand vision, promise, tagline, values, and attributes. A brief introduction to each element is provided, followed by its core purpose, function, and link to the project. Following on, this chapter identifies each of the project’s key communication channels. Within each channel, a brief introduction and definition of the core purpose and function in the context of the project is defined. Overall, section two provides the thinking behind section three.
- ▶ **Section 3** presents the results of the project’s brand and communication channels, based on the approach. The project brand and key communication channels are clearly defined, along with an overview of communication content produced to date, supporting images, current status, and plans for future use. Overall, this section provides the practical output of section two.

## 1.4 Glossary adopted in this document

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- ▶ **Communication:** In the context of European research projects, the term communication means taking strategic and targeted measures for promoting the project's actions and its results to a multitude of audiences, including the media and the public, and selecting the correct means of communication that may involve a one-way or two-way exchange in the process (European Commission, 2020) [6].
- ▶ **Dissemination:** In the context of European research projects, the term dissemination means sharing research results with potential users - peers in the research field, industry, other commercial players, and policymakers) (European Commission, 2020) [7].

## 2 Approach

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This section will outline the approach to the development of the SUNRISE brand, followed by the approach to the establishment of each of the project’s communication channels, including the project website. A full impact strategy (D8.2 *Refined impact generation strategy*), incorporating each of these communication channels, as well as dissemination and exploitation activities, will be reported in M6. D8.2 will provide more detail on each of the communication and dissemination activities, the target audiences, and key channels, as well as partner-specific and consortium-wide exploitation strategies. It will also detail the overall strategy that will be followed to generate maximum impact for the SUNRISE project.

As per the project DoA, the following communication channels have been highlighted as important for the project, and each assigned a KPI to measure their effectiveness in generating impact. The approach to the creation of each channel is described in detail in this section.

### **SUNRISE Communication Channels and KPIs:**

- ▶ **Website:** visits to the project website (10,000 by M36); downloads (200); news updates and blogs (monthly).
- ▶ **Social/Digital Media:** Twitter followers (1,000); tweets (weekly); LinkedIn members (200); Facebook followers (500); YouTube videos (10); podcasts (2 miniseries).
- ▶ **Community Engagement:** community workshops (2); focus groups (2); interview sessions (10).
- ▶ **Media outreach:** press releases (6); media produced by partners/coverage in industry magazines/popularised articles in magazines (20); mass media: TV, radio.
- ▶ **Promotional material:** leaflets, posters, banners, infographics (updated annually); newsletter issues (6); newsletter readers (200). NOTE: Most of the content that will be produced will be in digital format; printed material will be avoided to minimize burden on the environment.

### 2.1 SUNRISE Brand

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It is intended that the SUNRISE brand will be an EU- wide brand, synonymous with improving Europe’s critical infrastructures, and will evolve throughout the project’s lifetime as more events and activities take place. This influence is two way – it is both an influence on, and influenced by the activities of SUNRISE, its tools, and instruments as they develop and as the project matures.

A clear and coherent visual and graphical appearance allows easier identification for the public. The SUNRISE brand will have an impact on all other deliverables to be submitted as part of the project, as it will provide guidance on the overall tone and direction of the project in the carrying out of research, events, and other activities, and in the communication and dissemination of these activities to key stakeholders and the wider public. The reader is referred to the results section 3.1, where the development of the SUNRISE branding is outlined in detail.

A brand evolves and develops over the lifetime of a project. At this stage of SUNRISE, the project is just 3 months into the project lifespan of 36 months. The essence of the project’s current brand, including a dynamic logo and brand story, is a distillation of its vision, mission, and values. Although they are adapted over the lifetime of the project as other elements develop, the essence will remain the same and is the motivating principle for all project branding. The following keywords have been identified as most appropriate to define the project and have contributed to the creation of the project brand which is outlined in the following sub sections 2.1.1 to 2.1.4:

- ▶ Critical Infrastructures
- ▶ Critical Infrastructure Operators
- ▶ Vital Services
- ▶ Europe
- ▶ European Union

- ▶ Pandemics
- ▶ Strategies
- ▶ Technologies
- ▶ Cross-Border Collaboration
- ▶ Cyber-Physical Resilience
- ▶ Physical Infrastructure

### 2.1.1 What is a Brand?

*“A brand is the way a product, company, or individual is perceived by those who experience it. A brand is “the intangible sum of a product’s attributes.” – (BrandEmotion, David Ogilvy 2018 [14])*

In plain terms, a brand is a marketing or business concept that helps people identify a company, product or individual, and in this case, a project (Investopedia, 2022 [12]). It consists of the intangible array of perceptions and associations that the subject of the branding provokes in others. However, it is much more than just a logo or tagline and rather, it is a carefully crafted and systematically implemented series of messages and actions that invest meaning into the product/service/concept’s name and identity. This is achieved in two phases - the first being definition and agreement (T8.2), the second being the implementation plan to achieve the defined targets (T8.1).

This document will describe the development of the SUNRISE brand in its practical form, including each key element of the brand, and its placement across all the project’s communication channels. The reader is directed to D8.2, due for delivery in March 2023, where the SUNRISE brand strategy will be included in the comprehensive communication and dissemination strategy for the project. This document is intended to be a reference point for all project partners, reviewers, and advisors. Its outcomes will have an influence on many other project actions and WP8 deliverables.

### 2.1.2 Brand Vision

The brand vision is the key to determining if implementation of the brand strategy is successful. This should outline the scale of ambition and challenge for the brand. It should be inspiring and motivating and provide stimulus for achieving reach and outputs. Additionally, it describes the goal for the project and makes it clear what the ‘finish line’ looks like. The SUNRISE project is being implemented at a time when the EU is pursuing radical transformation following the impact of the Covid-19 pandemic. Our response to the crisis has elevated the importance of protecting our ecologies, societies, and public health. When it comes to the climate crisis, society has also proved that a more sustainable world is possibly causing major shifts in how we use our critical resources including energy, drinking water and transport. Ultimately, these recent global crises have shown the extent to which the landscape of pandemic risks and other major issues can occur, thus underlining the importance of our critical infrastructures.

In summary, this seismic level change in EU society is being driven by various significant forces including:

- ▶ Our response to the Covid-19 pandemic and its impact on EU member states
- ▶ The climate crisis and the impact it is having on our critical infrastructures, e.g. water pollution causing municipal water systems to become overwhelmed or extreme weather conditions causing loss of electricity (Woetzel et al., 2020 [18]).
- ▶ Implementation of ambitious energy targets from the EU, including a reduction of greenhouse gas emissions by 40% by 2030 (European Council, 2014 [8]) and our long-term commitments and contributions to the Paris Agreement (United Nations, 2015 [17]).
- ▶ The evolution of cutting-edge technologies such as AI and data
- ▶ The need for increased security amongst EU member states and our critical resources and infrastructures

These driving forces play a key role in the brand vision for SUNRISE which, ultimately, is to improve the vital link between the resilience of CIs and our societies and facilitate active collaboration of CIs across Europe. As the landscape evolves, the project brand will evolve too.

### 2.1.3 Brand Promise and Tagline

The brand promise is telling your stakeholders what you promise you will do for them. It is often supported by a ‘tagline’ which is, ideally, a short and easy-to-remember phrase that summarises the overall benefits of your service or product. In the case of SUNRISE, the fundamental relationship between the brand and its audience is extended from the typical service or product relationship. The tagline is a point of common ground shared by the consortium members and, in turn, with stakeholder groups as it captures the shared aim of the project and its stakeholders.

In this case, SUNRISE is an abbreviation that stands for:

“Strategies and Technologies for **U**nited and **R**esilient Critical Infrastructures and Vital **S**ervices in Pandemic-Stricken **E**urope”

This full title has been shortened into the project tagline which is:

► *Strengthening Critical Infrastructures through Collaboration, Strategy and Technology*

The tagline communicates the key characteristics of the brand essence and the project’s context in a short and clear form – in this instance, the aim (‘strengthening’), the primary audience of CI operators (‘critical infrastructure’) and the means of achieving the aim for the audience (‘through collaboration, strategy and technology’).

The brand tagline is extended by the project’s description. As SUNRISE is a multifaceted project its important to have a summarised description that captures the essence of its goal, which can be used in all project communications, including social media, publications, and events. The following description has been created from the original project background information in the DoA and Grant Agreement:

*“European societies and economies depend on vital services, especially during a pandemic. Vital services are delivered through Critical Infrastructures (CIs). This means that European CIs must be resilient to the changing landscape and unexpected disruptions that come with health crises and other major threats. However, this has proven difficult, given their unknown nature, meaning CI operators and competent authorities in Europe are still not adequately equipped to address the risks. Strengthening our critical infrastructures will mean better stability amongst society across a range of potential future scenarios, including those caused by climate change, as well as pandemics.*

*SUNRISE is a €10M EU-funded Horizon Europe project that aims to improve the resilience of critical infrastructures affected by pandemics. The 3-year project will develop effective strategies and technologies to ensure availability, reliability, and continuity of ‘lifeline’ services in Europe, such as electricity, drinking water, and healthcare. It will also improve procedures to reduce the exposure of workforce to infectious diseases and disruptions to healthcare services. Cooperation is at the core of the project, and it will enhance collaboration (public-private, cross-border, and cross-sector) between critical infrastructure stakeholders to improve the EU’s response to pandemics and understand their cascading effects.”*

### 2.1.4 Brand Values and Attributes

A brand’s values are the core beliefs which the brand or organisation stand for, and they act as guide for the additional brand attributes, including the brand story, logo, actions, and decision-making processes. The reader is directed to the Description of Action and upcoming D8.2 where the project’s dissemination and communications strategies, including its mission and vision, are outlined. Effectively, the brand values, mission and vision combined create the foundations of a strong project as the values set a standard that the project aims to uphold in pursuit of its mission and overall vision.

On the other hand, a brand's attributes are the characteristic traits that describe a brand. Killip divides brand attributes into hard and soft; hard brand attributes are defined as tangible items such as your logo, colour palette and typography, whereas soft attributes are similar to personality traits, for example, credibility, reliability and consistency (Killip, 2021 [13]).

Based on the SUNRISE project's DoA, and the discussions held amongst the consortium since the project's kick off meeting up to now, the SUNRISE brand attributes can be defined as follows:

- ▶ Reliable
- ▶ Consistent
- ▶ Credible
- ▶ Ethical
- ▶ Sustainable

## 2.2 Communication Channels

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The SUNRISE communication channels, and the timing of the project's communications will continuously align with the core brand and target audiences. Each channel will be maximised and follow a strategic plan to communicate the key message required for the channel's target audience.

Over the course of the project, SUNRISE will communicate information across several different channels including:

- ▶ Project Website
- ▶ Social Media (LinkedIn, Twitter, and YouTube)
- ▶ Press
- ▶ Newsletter
- ▶ Blogs
- ▶ Podcast Miniseries
- ▶ Events (Conferences, Webinars and Seminars)

### 2.2.1 Website

The SUNRISE website will serve as the central hub for all the project's online communications. The website was assigned the following domain and can be accessed at this link: [sunrise-europe.eu](https://sunrise-europe.eu). Additionally, any digital/social media channels will support and amplify the key messages from the project website. The website was reviewed internally in November – December 2022 and went live on Friday 16<sup>th</sup> December 2022. The project website will cater to all the different audiences targeted by SUNRISE who will be able to navigate easily to dedicated website sections. This broad range of different target audiences are included in Table 1.

Table 1: SUNRISE Target Audiences

Sector	Target Audience
ICT	ICT research community
	Technology developers
Industry - Industrial communities at regional, national, EU levels, and beyond	Public/private CI operators from different sectors, including health, energy, digital infrastructure, transport, drinking water, utility, public administration
	Large industries (integrators)
Legal / Regulatory / Standardisation	Actors in the legal domain
	Policy makers
	Enablers
	Regulators
	Public authorities, e.g., regional, and national health authorities
	Ministries of the interior
	Ministries of infrastructure
	Ministries of economy
	Standardisation organisations at national and EU level
	International standardisation organisations and institutions
Facilitators	EU bodies and initiatives (including DG Home and DG CLIMA)
	Public health agencies
	European Centre for Disease Prevention and Control (ECDC)
	Robert Koch Institute
	National Communities of Users on Disaster Resilience
	Community for European Research and Innovation for Security (CERIS), especially WGs on CI Protection, health risks, disaster resilience
	European Cluster for Securing CI (ECSCI)
	European Reference Network for CI Protection (ERNCIP)
	CI Point of Contact (CIPOC)
	South-East Europe Corporate Security Association
	Slovenian Corporate Security Association

More broadly, the project's website will serve as its primary communication tool and a key element of engagement with the target audiences of SUNRISE. The public website will hallmark the project brand and provide well-presented, non-confidential project information in a clear manner that can be easily understood by the general public, including:

- ▶ Project biography, i.e. concept and methodology
- ▶ Core objectives
- ▶ A profile of each consortium partner
- ▶ Results and public deliverables
- ▶ Publications
- ▶ Information on pilot applications
- ▶ Project news, blogs and events
- ▶ Project videos

- ▶ Downloads, e.g. infographics and fact sheets
- ▶ Links to other relevant European Commission / Horizon Europe projects and initiatives

When designing the SUNRISE website, the aim was to make it visually attractive, engaging, dynamic, easy to navigate, informative, relevant, and timely. According to Blasbalg (2021 [2]), a professional website will strategise its brand, coordinate a simple design, prioritise usability, optimise for mobile, create compelling content and finally, a good website is maintained. Additionally, the structure of your website’s content is equally as important to let the audience easily navigate who you are and what you do upon landing on your website. The website is built with flexibility, meaning web sections may be added or removed as required. It is also programmed using the technique of responsive design, meaning it will present itself in a layout most appropriate and optimised for the device on which it is being viewed, be it desktop, smartphone, or tablet.

Functionally, beyond the completion of the SUNRISE project, the website will be the sole host of its public results and serve as a virtual centre for all post-project activities. Therefore, the SUNRISE website has been created with the dual purpose of housing the project’s core communications and reaching its key audiences. It has been instilled with a striking visual identity, coherent structure, engaging content and streamlined navigation to encourage users to visit, browse further and recognise the website as the project’s information nucleus.

### 2.2.1.1 Website Structure

The website is built on the WordPress platform which is an open-source content management system written in PHP and paired with a MySQL or MariaDB database. The platform includes a plugin architecture and a template system, referred to within WordPress as Themes. This allows the SUNRISE website to be as responsive as possible to its users. It also allows the site to be visually attractive and easily accessible.

A modular approach was used to create the website’s structure and layout. This approach lays the information out in a series of content ‘blocks’, which provides flexibility of form as each block can:

- ▶ Be activated or deactivated at will
- ▶ Have its on-screen prominence raised or lowered
- ▶ Be easily converted from a small subsection to a focal point on the webpage and incorporate multimedia and social networking features around it

The rationale behind this style of approach is the evolving dynamic nature of projects, where certain developments may transpire that alter the trajectory somewhat or where the focus shifts from one aspect to another. While a concrete roadmap will exist to chart the progression of actions over the duration of the project, the appropriate tone and means to communicate these to stakeholder audiences can be more fluid and this approach will enable their refinement and modification in real-time.

### 2.2.1.2 Website Maintenance and Updates

WP8 leader Carr Communications (CCL) is responsible for the build and maintenance of the SUNRISE website. CCL will also develop the content required for the website. In practice, this will involve writing, editing, and proofreading the written content for each page. Website content will be gathered from all partners to ensure a consistent stream of posts.

Given the broad range of audiences for the site, each with a different level of knowledge and expertise about specific areas of the project, the content writing will also comprise copywriting content in different ways, as the same information may have to be provided, using different tone and language, for the different audiences; for example, a technical project publication may be translated into a short-form blog or video. CCL will also collect images and multimedia content related to SUNRISE to complement all written content and ensure that the site is visually appealing to visitors.



As project activities take place over the coming months, partners will be encouraged to contribute further to its development through blog posts, workshop proceedings, news, events, and updates on the status of their work within the project. All this information will be uploaded to the website in a timely manner, ensuring the content continues to evolve and be regularly updated throughout the project’s lifetime.

### 2.2.2 Social Media

Social media will be utilised as a crucial communications tool for SUNRISE in engaging with relevant stakeholders and disseminating the project’s key messages. A strong digital presence is vital for SUNRISE from a communications perspective, with search engines and social channels becoming the go-to place for information on a brand, organisation, or product in the digital age. The main social channels identified for use by SUNRISE were Twitter and LinkedIn, both of which were set up in October 2022, as well as a YouTube channel, which was set up in December 2022.

Following some research on its viability as a relevant platform for the SUNRISE project, it was decided within WP8 that Facebook would not be used as a social channel. According to Data Reportal’s 2022 report on Facebook’s statistics and trends the platform was found to have a very low engagement rate overall - 0.07%, which equates to an average of roughly 1 engagement per 1,429 Facebook page followers. It was also noted that on Facebook there is a tendency for users to like very few pages posts, with most being passive when scrolling through their Facebook news feeds (Data Reportal 2022 [5]).

For the reasons mentioned above, Facebook was removed as a social platform for the SUNRISE project with a heavier focus to be placed on LinkedIn, Twitter and YouTube in its place.

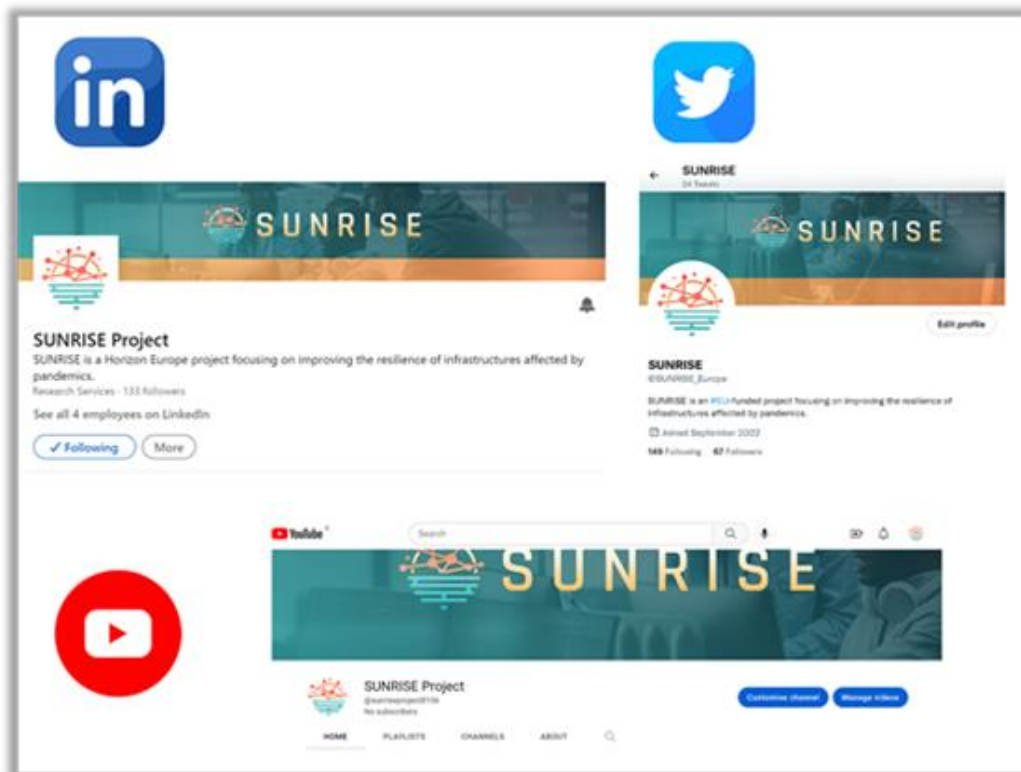


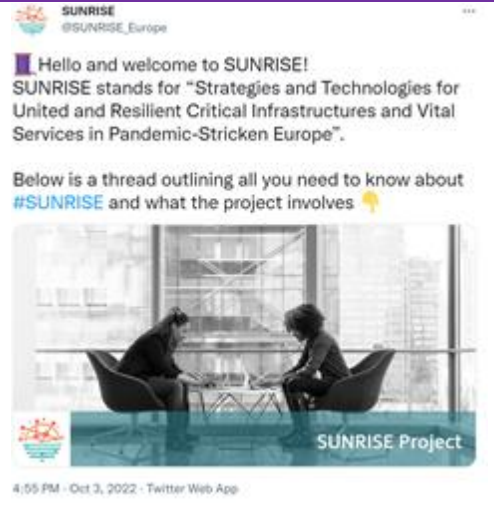
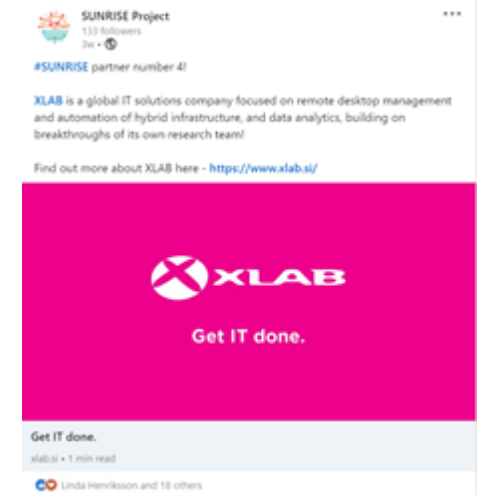

Figure 1: SUNRISE Social Media Channels – LinkedIn, Twitter and YouTube

LinkedIn was identified as being an area where pandemic researchers and critical infrastructure decision-makers could be located. A stronger focus will be placed on this channel to supplement the removal of Facebook, while Twitter is seen as having a more general audience which may include the public, media as well as researchers and policymakers.

Finally, with video content on the rise in recent years on social media, YouTube will aid SUNRISE in helping to break down topics, issues and queries that may arise into easily digestible videos for those interested. It has also been identified by Hubspot as being the number one platform in the world for building communities on (Hubspot, 2022 [10]).

Table 2 shown below presents an insight into the social media content strategy that has been utilised in the first three months of project, split into theme, reasoning, and examples. This will be elaborated within the communications strategy in D8.2 which will be submitted in M6. You can view each post as it appears on the relevant SUNRISE social media channel by clicking on the image.

**Table 2: SUNRISE Social Media Posts (Month 1-2)**

Theme	Objective	Post
Project Introduction thread	<ul style="list-style-type: none"> <li>▶ Raise awareness of the start of the SUNRISE project</li> <li>▶ Educate and inform audiences on what SUNRISE entails in a brief digestible format</li> </ul>	
Project partner profiles	<ul style="list-style-type: none"> <li>▶ Promote the importance of the many partners involved in the project</li> <li>▶ Inform the audience about the partners and where they can find information on each</li> </ul>	
Project workshops	<ul style="list-style-type: none"> <li>▶ Highlight the work being undertaken in other WPs involved in the SUNRISE project</li> </ul>	

<p>#CurrentlyReading</p>	<p>► A series that is centred around sharing reports or blog posts from partners or other relevant organisations that are of interest to the SUNRISE project’s key themes</p>	
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### 2.2.3 Media Outreach

Modern media consists of three main outlets for communication – traditional media (TV, radio, and printed newspapers/magazines), digital media (online news outlets, trade news sites and topic-specific websites) and social media (e.g. Twitter, LinkedIn, Facebook, Instagram, TikTok).

From the outset of the project, it was agreed that due to the multifaceted nature of SUNRISE and the wide variety of partners, a kick-off press release to announce the launch of the project would be produced and issued to the media. Together with coordinators ATS, CCL developed an overall press release template (Appendix 1) which was distributed amongst project partners to adapt to their own context and needs, i.e. by editing the press release to highlight their organisation as a partner, including a quote from a member of their team and if preferred, translating the release text.

CCL issued the press release at an EU level and at a national level in Ireland and created a targeted media list based on the project’s key audiences, sectors and relevant EU publications (e.g. *Horizon Magazine*). Additionally, CCL developed a communications contact sheet with project partners which requested each partner to share the communications and/or press contact within their respective organisations, if available. CCL worked with the communications contacts and project partners so they could issue the launch press release to the regional and national media within their countries. A focus was placed on the countries where the project’s clusters of CI operators exist in Spain, Slovenia and Italy. Finally, the press release was also shared via social media which was reshared by various partners.

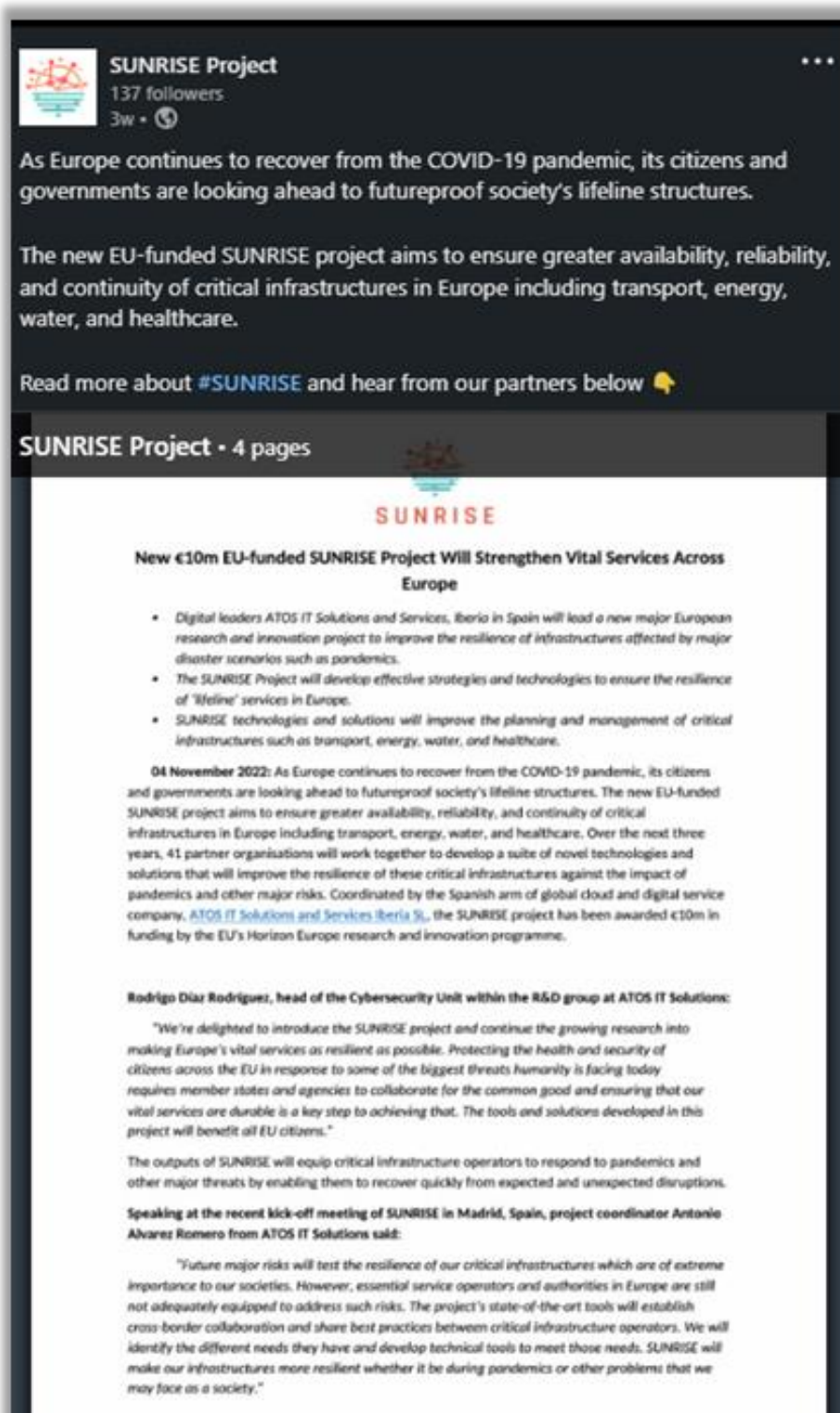


Figure 2: SUNRISE Press Release – LinkedIn Post

The aim of this initial press release was to raise awareness among, and provide information to media, rather than to obtain news coverage. Therefore, we anticipate future press releases will achieve more targeted EU-wide and regional targeted media coverage, as the project develops, and more research and tangible results emerge. SUNRISE will continually aim to gain media coverage at an EU and regional level so that all our target audiences are aware of the project. An extended media plan will be included in the communications strategy within D8.2.

## 2.2.4 Publications and Promotional Material

The scientific community is an important target audience for SUNRISE, and the publication of project results in relevant journals and conference papers will be a key dissemination activity for the project, with KPIs set against publications. Plans will be detailed further in the impact strategy under D8.2 (Month 6).

Promotional material will be designed for wider audiences and produced throughout the project, as results emerge. These materials will include leaflets, posters, banners, and infographics (updated annually). Most of the content will be produced in a digital format to minimise the burden on the environment. There is a section on the SUNRISE website for ‘Downloads’ where promotional material is available to download, as it becomes available. For example, the one-page project overview that was developed for the initial cluster workshops in M2 is available in PDF format under this section in four languages (English, Slovenian, Italian and Spanish). Deliverables and Publications are also included as sub-sections to the ‘Downloads’ section.

### 2.2.4.1 Newsletter

A newsletter series will provide regular updates on project developments, results, and outputs throughout the SUNRISE project. The SUNRISE website homepage includes a link to subscribe to the Newsletter, which will be issued on a quarterly basis beginning in spring 2023. By Month 2, SUNRISE had 130 followers on LinkedIn. We will continue to build on this following as the project progresses and will utilise the LinkedIn profile to reach readers and subscribers.

One of the ways in which we will do this is via LinkedIn Newsletters. LinkedIn Newsletters are GDPR compliant, as first-tier connections are shown the newsletter and invited to subscribe. This ensures that the subscriber list is fully opted in. LinkedIn Newsletters is a relatively new feature to the social media channel but has impact and direct link to attaining subscribers. It is straightforward for readers to subscribe – they can subscribe while using the LinkedIn platform, therefore the process does not require the user to have a LinkedIn account, but it does not require visiting a different third-party website to sign-up, making it homogenous with their everyday social media use. Whenever a LinkedIn Newsletter is published, an automatic notification is sent to subscribers and inboxes, which will increase awareness of the SUNRISE project. Metrics can then be monitored in terms of the numbers of views.

LinkedIn has more than 850 million members in 200 countries and regions worldwide (CSNA Media, 2022 [4]). With a specific business focus, LinkedIn users can be identified and targeted by demographics data such as their job title, company, industry, and seniority, making it ideal for the aim of SUNRISE’s communications.

### 2.2.4.2 Blog

A blog is a website or web page that is regularly updated either for personal use or in this case, to fulfil a business need (Forsey, 2022 [9]). The SUNRISE Blog is a core section of the project website that will feature monthly posts to update readers about project progress. As it is regularly updated using key words such as ‘Horizon Europe’, ‘Critical Infrastructure’ and ‘Data Science’ this will help to improve visibility of the website through Search Engine Optimisation (SEO) rankings. Various blog series (and one-off partner blog contributions) will focus on topics of interest, such as event participation, workshops, publications, key results and outputs, and any other relevant project / partner activities.

An initial blog series has been created to feature the National Workshops that took place in Slovenia, Italy, and Spain in M2. The partners responsible for running these workshops were asked to complete a questionnaire to capture their experiences of designing and conducting the workshops, key learnings, and next steps. WP8 leaders CCL prepared a set of questions to guide partners’ blog contributions, such as:

- ▶ What did you intend to find out by conducting this workshop?
- ▶ What key findings did you discover?

- ▶ What is the biggest challenge for critical infrastructure operators, in your area of expertise?
- ▶ How does the research feed into the project and/or other WPs?
- ▶ How will the results of the workshop be used and what are the next steps?

Partners were encouraged to use accessible terminology when preparing their responses, as the blog posts are intended for a wider audience on the SUNRISE website and social media channels (Twitter and LinkedIn). The first edition in this series has been posted highlighting the Slovenian cluster workshop.

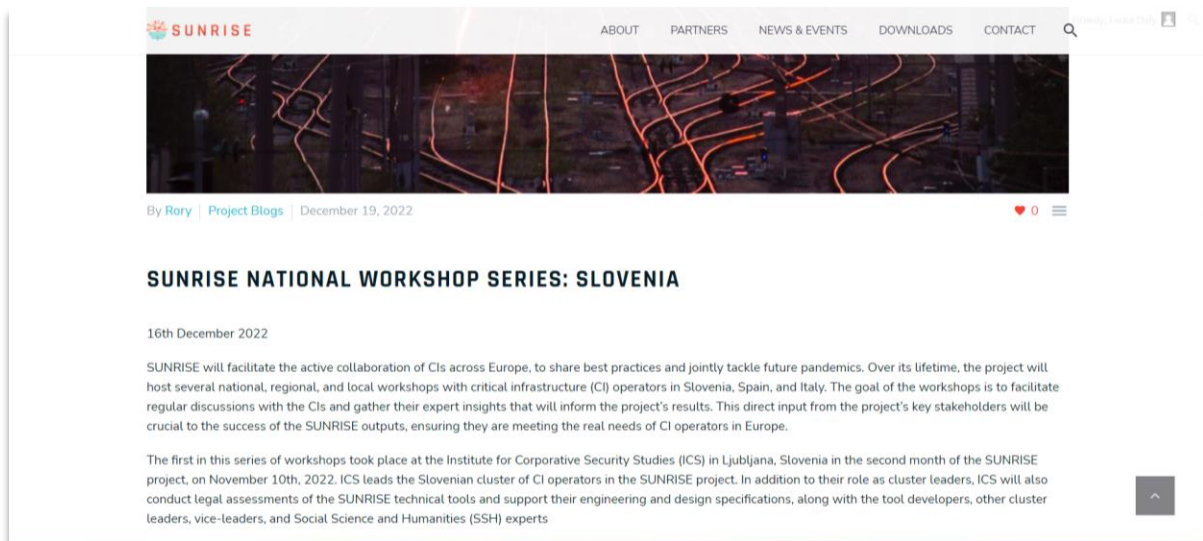


Figure 3: SUNRISE Blog – Slovenian Workshop

### 2.2.4.3 Podcast

The use of podcasts as a communications tool has never been more popular than in recent years with an estimated 424 million listeners worldwide – accounting for over 20% of all internet users. (Insider Intelligence, 2022 [11]). The SUNRISE project will run two podcast miniseries throughout the duration of the project, which will create value for SUNRISE as they will allow the project to communicate to a relevant and captive audience, that we know has a clear interest in the topics to be discussed. The podcast miniseries will be streamed on major streaming platforms including Spotify, Apple Podcasts, Acast and Anchor.

A mock-up of the podcast on the Spotify music streaming platform can be found in Figure 4.

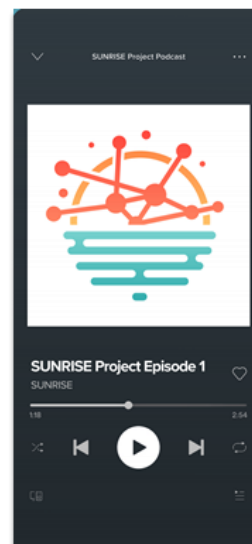


Figure 4: SUNRISE Podcast Mock-Up

### 2.2.4.4 Videos

Video content will play a significant role on all three of SUNRISE’s social media platforms – LinkedIn, Twitter, and YouTube. The popularity of video content is continuing to rise exponentially with 92.7

percent of global internet users worldwide watching digital videos each week and spending around 100 minutes a day doing so (Oberlo, 2022 [15]).

Work has already begun on SUNRISE’s video content having filmed four interviews with various partners at the kick-off meeting in Madrid in October. One video has been shared on YouTube and across both LinkedIn and Twitter, with the rest to be spread out over the coming weeks/months.

The idea behind this opening video series is for SUNRISE’s audience to be introduced to some of the partners in a more relatable way and to hear different perspectives on how the project will create an impact. Screenshots from the already published video as well as the template for the intro and outro title card can be found in Section 3.5.

#### 2.2.4.5 Community Engagement

Relevant events provide an opportunity for SUNRISE to communicate directly with a range of key audiences and share information about the project itself, as well as its outputs and results. A ‘live’ list of target events was compiled in Month 1 as part of the ‘Dissemination and Communication Tracker’ spreadsheet, which is available in the project repository for partners to add to. They will include in-person, hybrid and virtual workshops and conferences with groups such as healthcare and technology providers, CI operators, scientific community, policy makers, and regulators.

As the project progresses, exhibitions and open days will be explored to communicate the benefits of the SUNRISE project to wider society. Community engagement is an important element of this communication, and it is planned to host two community workshops, two focus groups, and 10 interview sessions during the project. Communications partnerships will be established with pre-existing CI technology, industry, and research communities, networks, and associations.

As set out in the DoA, a series of KPIs will be used to measure SUNRISE’s participation in a range of events as a communication channel. These include:

- ▶ Participation in Conferences
- ▶ Trade Fairs / Exhibitions
- ▶ Seminars / Workshops
- ▶ Organisation of technical workshops
- ▶ Demos
- ▶ Organisation of final event

Throughout the project, WP8 leaders CCL will use this tracker to monitor the progress of communication and dissemination, with a view to maximising the impact that can be generated for the SUNRISE project.

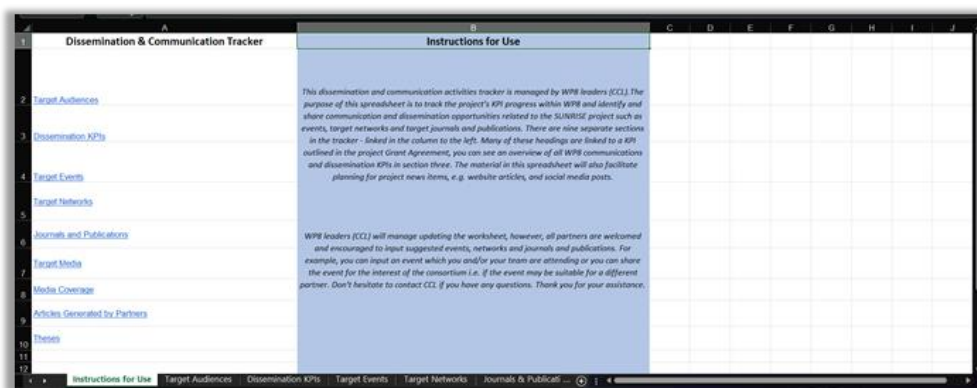


Figure 5: SUNRISE Dissemination Tracker – Categories & Instructions for Use

Dissemination Type	KPI	Current Status (& date)	Notes			
<b>Scientific Excellence</b>						
Publications in high-rank open-access journals	20+					
Conference/workshop presentations	35+					
University theses on SUNRISE topics	12 MSc / PhD					
Papers citing SUNRISE research	10+					
Lectures	6					
<b>Awareness raising and dissemination through events in security, cybersecurity, privacy, cryptography, and eHealth domains</b>						
Participation in conferences	30					
Trade fairs/exhibitions	10					
Seminars, workshops	10/year					
Organisation of technical workshops	3					
Demos	4					
Organisation of final event	1					
<b>Clustering and knowledge transfer</b>						
Meetings with relevant projects/initiatives at national/EU level	10					
Joint technical/dissemination workshops	3					
Training sessions	10					
White papers	4					
Public webinars	4					
Participation in dissemination services such as Horizon Results Explorer, Horizon Results Platform, Innovation radar						

Figure 6: SUNRISE Dissemination Tracker – KPIs



## 3 Results

### 3.1 Project Brand

**Activity:** Brand logo, infographics, posters, brochures, videos, common templates for presentations and other actions that create identity, consistency, and awareness of the project.

**Purpose:** Develop a strong brand identity and through unified and consistent project brand elements including a logo and communications templates to be formatted for all requirements.

**Current Status:** Currently, in M3 the SUNRISE project logo, typography, colour palette, branded PowerPoint template, social media banners (M1), branded project information sheet, branded video cards and (M2) have been designed and finalised. The brand approach has been outlined in Section 2 and following this, CCL is currently establishing the project’s brand guidelines which will be delivered in the brand and communications strategy in D8.2. This will guide all project partners on using the brand and set a benchmark to abide by so that there is a consistent, clear and unified voice coming from the project.

The SUNRISE logo has been specifically designed to provide an iconic look and feel to the brand whilst also providing instant brand communication to the viewer. It incorporates 3 fundamental parts to create the iconic sunrise mark. The sun combines multiple interlinked data points breaking out from a unified semi-circle to symbolise the cooperative aspect of the project. This connected mass also mimics the shape of a viral particle, representing the pandemic aspect of the project. The water is made up of horizontal bars that feed down into each other representing the different parts of the project and how they all fit together to represent the unity of public and private critical infrastructure (CI) operators. The text uses a modern style to give impact, instant legibility and to represent that this is a modern problem that will require advanced solutions.



Figure 7: SUNRISE Logo

The logo has multiple use cases so that it is viable in all situations including web design, social media, and print. Each different version of the logo and its use case are outlined below.



Figure 8: SUNRISE Logo Light



Figure 9: SUNRISE Vertical Logo



Figure 10: SUNRISE Mark



Figure 11: SUNRISE Mark Light

To support the consistency of the brand, CCL has created brand guidelines including the use cases for the various logos for all partners to abide by so that there is a consistent, clear voice coming from the project. Project-specific branded presentation templates were created ahead of the Kick Off Meeting (M1) for use during the project. These include various slide types including title slides, section title slides, content slides and closing slides. They also have the project fonts and colours built in.



Figure 12: SUNRISE Brand Guidelines – Using the Logo



Figure 13: SUNRISE Brand Guidelines – Using the Mark

The SUNRISE colour palette has been derived from the project’s background and mission and created to specifically work in a digital arena. The colours are vibrant and modern, giving impact and contrast to any on-screen products.

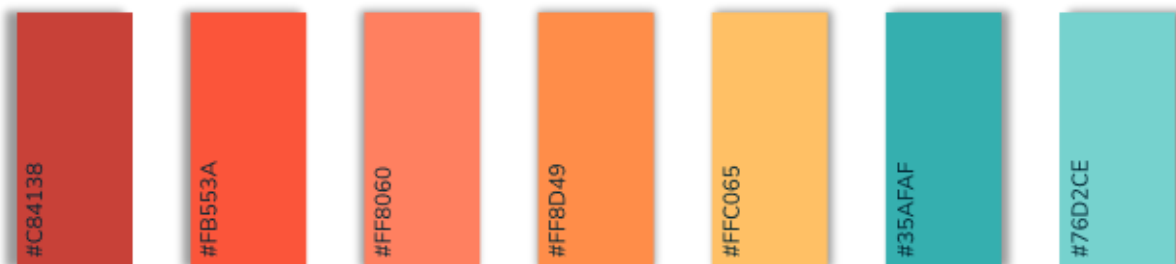


Figure 14: SUNRISE Colour Palette

The two brand fonts are Rajdhani (Header Font) and Nunito Sans (Body Font) (see Figure 15 below).



Figure 15: SUNRISE Typography

Both fonts have been specifically designed for onscreen clarity, while still working well for print if necessary. Calibri has been selected as the default Windows font as well as the font for the deliverable documents to ensure full compatibility. These brand fonts are included in the SUNRISE brand resource pack. They are also embedded in the presentation templates so they can be used even if the user does not have them installed thus, ensuring thorough brand consistency.

From the outset of the project, a clear brand basis was created and communicated to partners. The brand will continue to develop as the project evolves, its objectives are elaborated on, and its goals are achieved throughout the coming years. SUNRISE project partners will continue to play a critical role in the development of the brand and an even more important role in ensuring that the brand is used to effectively communicate the goal and objectives of the project.

## 3.2 Project Website

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**Activity:** Website

**Purpose:** Dedicated website with online project communications including information, objectives, results, partners, and events.

**Measurable Activity:** Visits to the project website (10,000 by M36); downloads (200); news updates and blogs (monthly).

**Current Status:** The SUNRISE project website was developed from M1-M3 and officially went live towards the end of M3, once all feedback from the consortium and coordinators had been gathered and implemented, and this deliverable (D8.1) was submitted to the EC portal. The link to access the website is: [sunrise-europe.eu](http://sunrise-europe.eu). A breakdown of each section on the website can be seen below. As the project continues, the website will be continually updated.

► **Home Page:**

- The home page (or ‘landing page’) welcomes visitors to the SUNRISE website with a light colour scheme, a minimalist layout including the project title, tagline and a dynamic background which shows an interconnected globe to connect the the overall brand, the globe can be moved around by the cursor which adds to the visual aesthetics of the landing page. The home page header also includes a breakdown of the project’s background its duration, number of partners and funding amount. As the visitor scrolls through the home page, they will see stock imagery placed thoughtout linking to the different areas of the project and the variety amongst the consortium’s professional experience.
- The user is provided with a brief written overview of SUNRISE by scrolling through the homepage. For more detailed information they can visit the ‘About’ tab to find out more about the project’s core objectives and mission. Drop-down menus allow easy navigation through the site from the home page to find the information the visitor requires. The home page is presented and structured to capture the visitor’s attention and provide them with all the information they need to continue browsing. The project has identified the following sections as most relevant to site visitors: ‘About’, ‘Partners’, ‘News & Events’ and ‘Downloads’. Dynamic elements have been introduced to position these pages at the front of the project website.
- Additionally, there is an overview of the project consortium presented in a slide-through of all logos that represent each partner’s representative organisation. There is also a link to the SUNRISE social media channels and an option sign up to the project’s LinkedIn newsletter. At the end of the website’s landing page there is an acknowledgement and recognition of SUNRISE as a Horizon Europe project. Its funding by the European Union is also included along with the emblem and Grant Agreement number. There is also a disclaimer stating that the ‘material presented, and views expressed here are the responsibility of the author(s) only’. This is visible at the bottom of every page on the SUNRISE website. When the visitor first arrives to the website, a banner will appear that alerts them to the collection of cookies<sup>1</sup> on the website and the option to accept or

deny this action. Finally, a separate webpage has been created to host the website’s cookie policy along with its privacy policy which are<sup>1</sup> accessible through the footer of the home page.

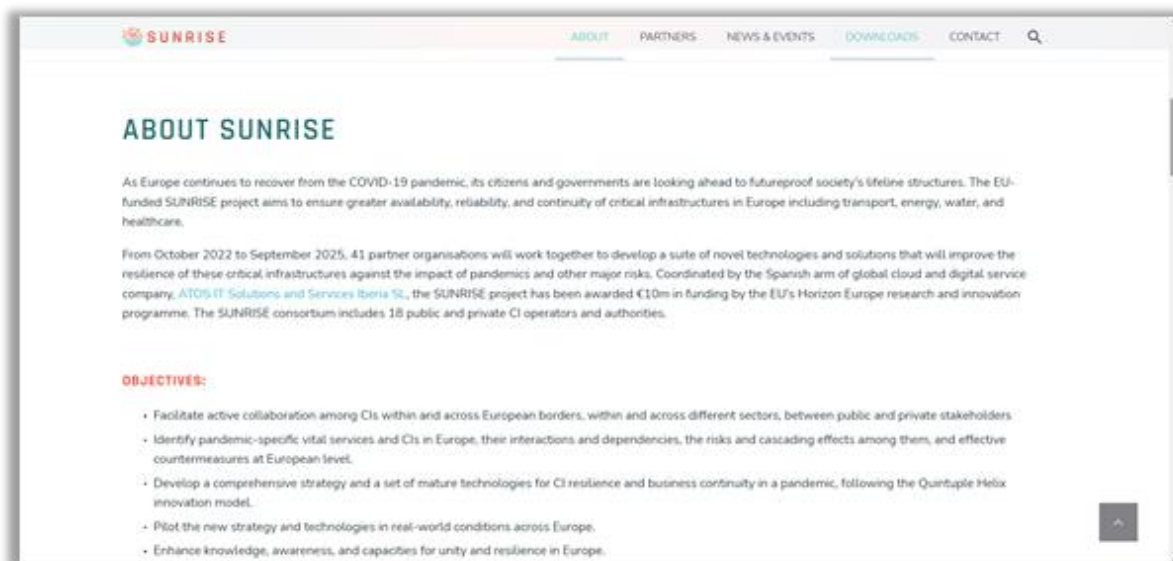
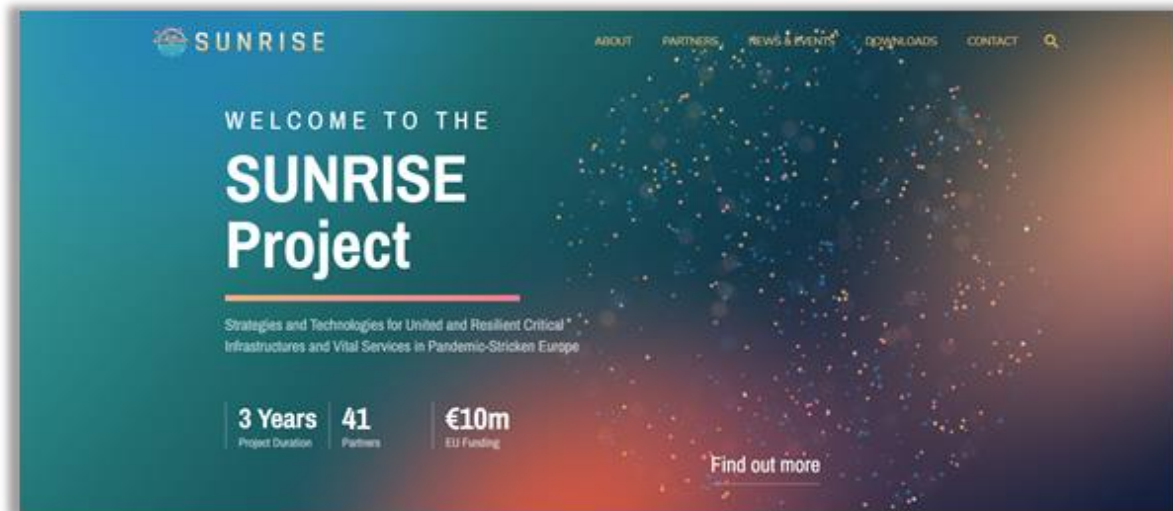


Figure 16: SUNRISE Website Home Page



Figure 17: SUNRISE Website – EU Funding Acknowledgement

► **Project Partners:**

<sup>1</sup> A cookie is a piece of data from a website that is stored within a web browser that the website can retrieve at a later time. Cookies are used to tell the server that users have returned to a particular website. When users return to a website, a cookie provides information and allows the site to display selected settings and targeted content (Trend Micro, 2022 [3]).

- It is crucial that all partners are clearly identified on the website to highlight their participation and role in the project and maximise the value of their existing networks thus, leveraging new opportunities for communication. Each SUNRISE partner has provided a brief description of their company, social media profiles, logo, and their role in the project which has been profiled on the website where the visitor can click on any selected partner from the drop-down menu on the home page to see a more detailed profile of their work and role in the project. This will facilitate website visitors' awareness of the players involved in SUNRISE. Future website developments (M1-M6) will see each partner placed on an interactive map which highlights the spread of the SUNRISE partners throughout Europe and visualises the expertise of the consortium.

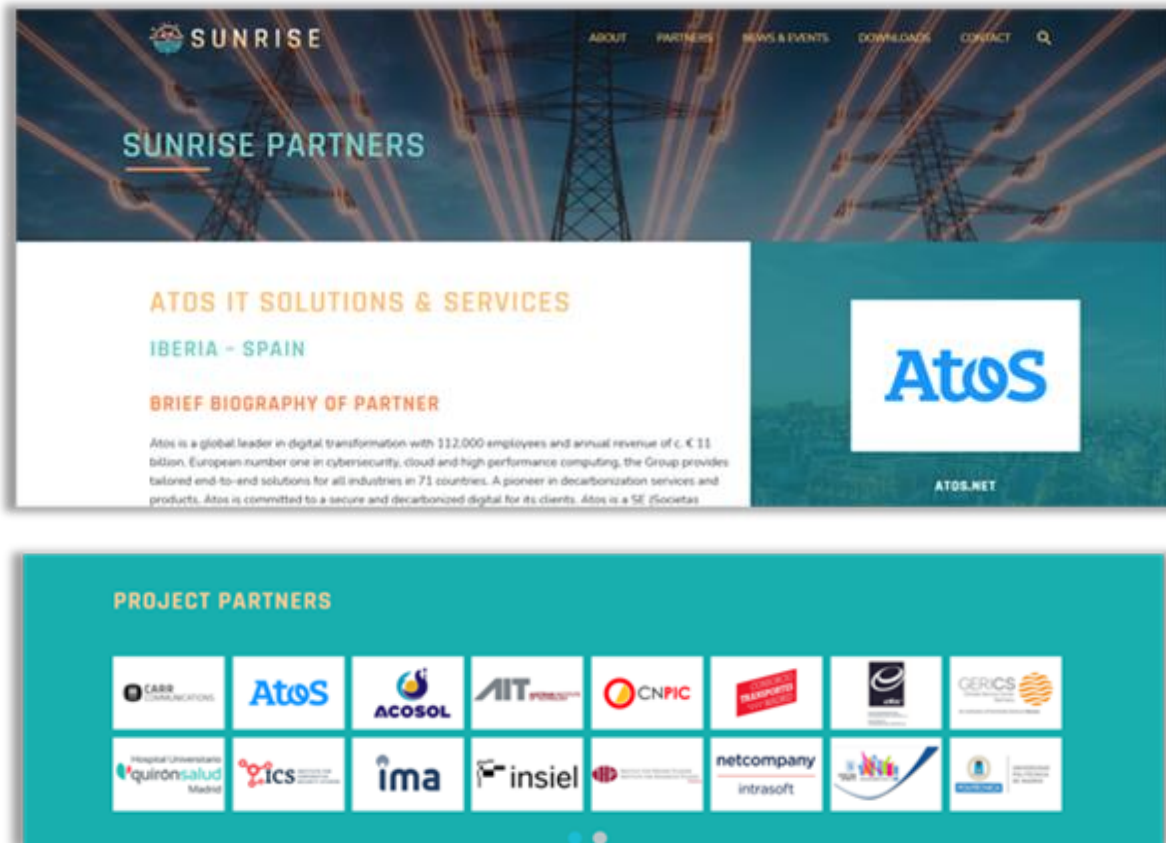


Figure 18: SUNRISE Website – Partner Profiles

► **News & Media:**

- As outlined in the project DoA, an aim of WP8 is to develop SUNRISE as a strong brand and produce high impact print and digital communications material for appropriate audiences across targeted channels. The News and Media section will host details of the project, including news items, press releases, conferences, and project meetings. The Project Kick Off Meeting (M1) was the first news item posted on the website along with the launch press release (Appendix 1) to support.
- The SUNRISE blog, listed as a subsection under News & Media is a platform where partners can showcase their expertise in terms of their work within the project. This section will be updated regularly as the project develops and the first blog series on the National Workshops which took place in M2 has been featured.



Figure 19: SUNRISE Website News Post: Project Kickoff Meeting

- SUNRISE will also issue a regular newsletter via LinkedIn. Each newsletter will be archived on the website under the News & Media section. Finally, an event section also features under News and Media. This will be a hosting area for information on events both attended and hosted by the SUNRISE consortium.

► **Downloads:**

- The Downloads section of the website will function as a repository for project deliverables, publications (including Publications authored by the SUNRISE partners) and communications material such as infographics, posters, fact sheets, brochures and so on. All downloads will be uploaded in PDF format where possible, and the communications material will be clearly laid out, including the file size, title, and thumbnail. This section is also particularly important for communication to key media as they can use the downloadable material for coverage and visual presentation.

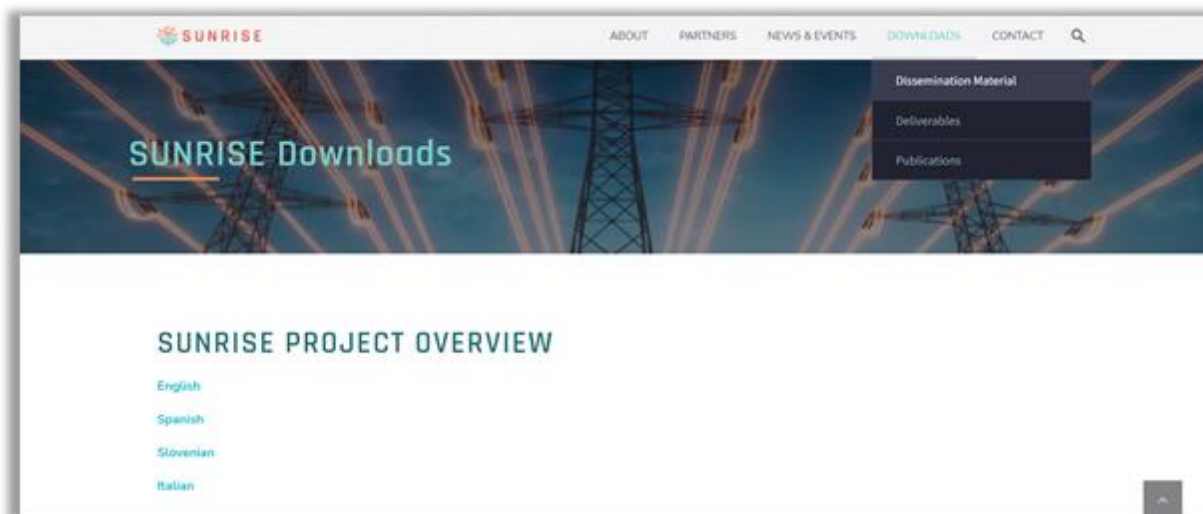


Figure 20: SUNRISE Website - Downloads

### 3.3 Social Media and Online Presence

**Activity:** Social Media

**Purpose:** SUNRISE’s digital presence and established social media channels have already been used as a key communication channel to share vital information surrounding the project and its relevant partners. The project will create interest on social media and digital platforms by using a variety of visual media assets such as videos, animations, and infographic imagery, as well as mobile enabled content and richer content experiences for users of any of the SUNRISE digital platforms.

**Measurable Activity:** Twitter followers (1,000); tweets (weekly); LinkedIn members (200); YouTube videos (10).

**Current Status:** SUNRISE’s social media channels have been effective in communicating the key messages of the project and highlighting the activities that have already occurred from M1-M3. Since their creation, both LinkedIn and Twitter have had a very high engagement rate on posts as well as a steady growth in followers.

The project’s LinkedIn channel has an average engagement rate of 9.5% which is currently exceeding the 4.07% LinkedIn company page benchmark (SocialStatus.io, 2022 [16]) while the Twitter engagement is 1.02%, again above the noted benchmark (Adobe, 2022 [1]).

Below are two graphs which indicate the steady growth in followers on both Twitter and LinkedIn.

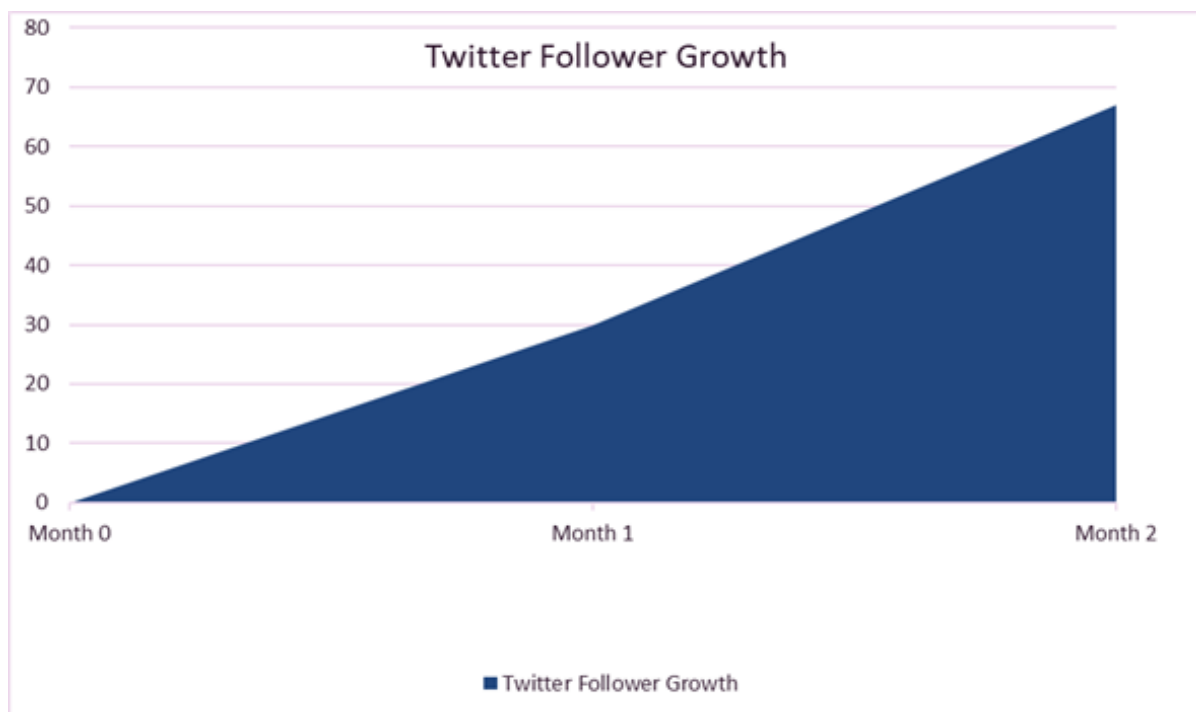


Figure 21: SUNRISE Twitter Follower Growth (M1-M2)



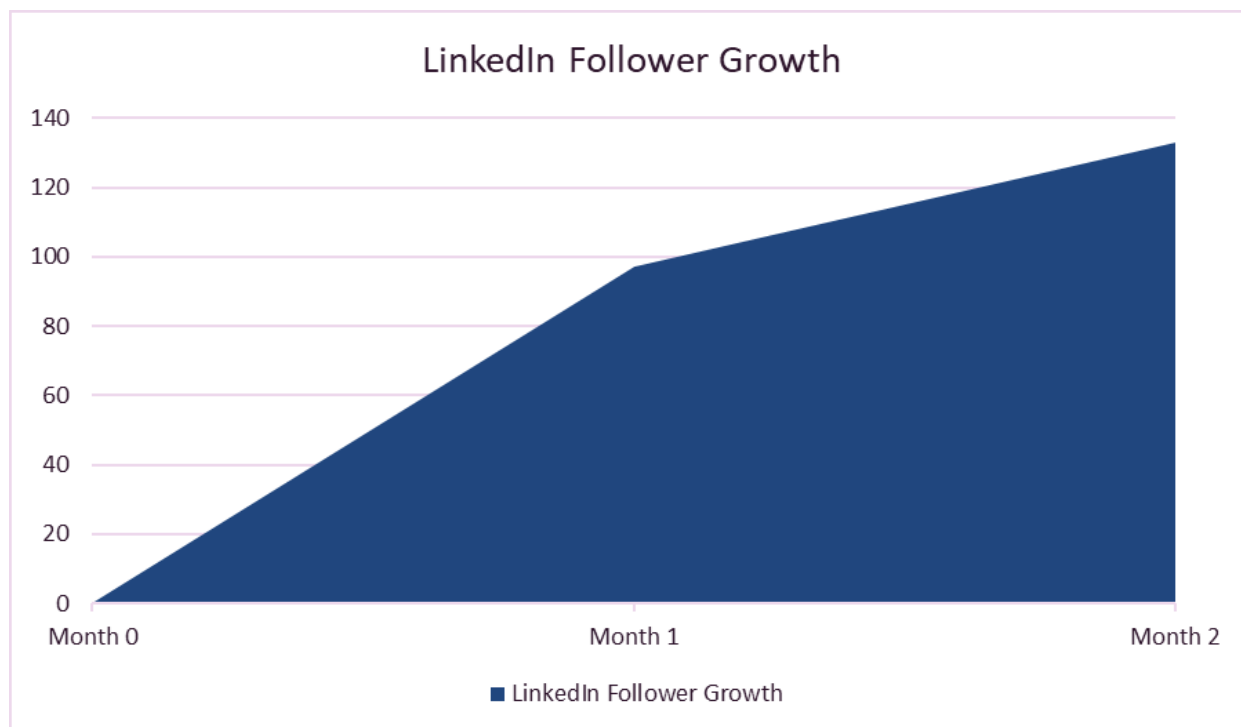


Figure 22: SUNRISE LinkedIn Follower Growth (M1-M2)

### 3.4 Promotional Communication Materials

**Activity:** Promotional Communication Materials

**Purpose:** Produce high impact print and digital communications materials in line with the project brand to be formatted for all requirements, i.e. onscreen digital and print.

**Measurable Activity:** leaflets, posters, banners, infographics (updated annually); newsletter issues (6); newsletter readers (200). Most of the content that will be produced will be in digital format; printed material will be avoided to minimize burden on the environment.

**Current Status:** The first in a series of promotional materials planned for SUNRISE was produced in M2, for use at the national workshops. This one-page introductory brochure on the project was designed in English. It was then updated to include translations by partners into local languages for use in Slovenia, Italy, and Spain. It was produced in formats suitable for both office and professional printing. This brochure was used to give workshop participants an overview of the project at a glance. This initial brochure will be developed further as the project develops and outputs become available. The Spanish version of the brochure can be seen in the following figure. A full-size English version can be seen in Annex II. SUNRISE Information One Pager (English).



**SUNRISE**  
 "Strategies and Technologies for United and Resilient Critical Infrastructures and Vital Services in Pandemic Stricken Europe"

Duration del proyecto: 3 años | 47 socios en toda Europa | Proyecto Horizon Europe de 50 millones de euros financiado por MITE

**Resultados previstos:**

- Desarrollar estrategias y tecnologías eficaces para garantizar la disponibilidad, la fiabilidad y la continuidad de los servicios esenciales, como la electricidad, el agua potable y la atención sanitaria en Europa.
- Mejorar los procedimientos para reducir la exposición de la fuerza laboral a enfermedades infecciosas y las interrupciones de los servicios de atención médica.
- Mejorar la cooperación público-privada, transfronteriza e intersectorial de las partes interesadas en infraestructura crítica para mejorar la respuesta a la pandemia.

**Objetivos:**

- Facilitar la colaboración activa entre operadores de Infraestructuras Críticas dentro y fuera de las fronteras europeas, en distintos sectores y con agentes públicos y privados
- Identificar servicios esenciales e infraestructuras críticas específicos de la pandemia en Europa, sus interacciones y dependencias, riesgos comunes y contramedidas efectivas a nivel europeo
- Desarrollar una estrategia integral y tecnologías para la resiliencia de infraestructuras críticas y la continuidad de sus servicios en una pandemia
- Poner a prueba la nueva estrategia y tecnologías en condiciones reales en toda Europa
- Mejorar el conocimiento, la conciencia y las capacidades para la unidad y la resiliencia en Europa

**Involucración de los distintos partes interesadas:**

- Operadores y autoridades de supervisión de infraestructuras críticas:** 18 operadores y autoridades de infraestructuras críticas públicas y privadas dentro del consorcio del proyecto
- Talleres Nacionales:** Se llevarán a cabo una serie de talleres nacionales con operadores de infraestructuras críticas en España, Italia y Eslovenia
- Demostraciones piloto:** La estrategia y las herramientas SUNRISE serán validadas y demostradas por en entornos operativos

SUNRISE ha recibido financiación del programa de investigación e innovación Horizon Europe de la Unión Europea en virtud del acuerdo de subvención n. 101073821

Figure 23: Example of SUNRISE One Pager (Spanish)

### 3.4.1 Videos

**Activity:** Videos

**Purpose:** With the popularity of video content rising exponentially in recent years, SUNRISE will leverage video content to help educate and inform audiences about various elements of the project, but also to keep our target audience engaged, ensuring that our content is varied and not one-dimensional.

Video content also enables SUNRISE to communicate some of the more complex elements of the project in a more digestible manner and helps our audience to humanise some of the partners/people involved in the project.

**Measurable Activity:** 10 YouTube Videos

**Current Status:** Currently, in M3, there are four existing project videos which were recorded with four different project partners at the kick-off meeting in Madrid in M1. These videos took the form of an interview style with a shorter length meaning they can be shared on YouTube and on the SUNRISE social media channels. One video has been uploaded to YouTube and used in a social post on both LinkedIn and Twitter. The remaining videos will be spread out across the social channels in the coming weeks. A screenshot from the first video that has been shared as well as the intro/outro title card that will be used in all SUNRISE videos can be found below.



Figure 24: Example of Video Interview Series with Partners



Figure 25: SUNRISE Intro / Outro Card for Videos

### 3.5 Community Engagement

**Activity:** Community Engagement (Events)

**Purpose:** Targeted events, conferences and seminars will be attended by partners and innovative communication methods including digital media and video will be used to communicate the project’s research and results to the target audiences attending presentations by partners, at information stands and in networking events.

**Measurable Activity:** participation in conferences (30), trade fairs/exhibitions (10); seminars, workshops (10/year); organisation of technical workshops (3); demos (4); organisation of final event.

**Current Status:** As the project is in its very early stages, no events have been attended by SUNRISE yet however, in month 2 of the SUNRISE project, three initial national workshops were held with Critical Infrastructure Operators in Slovenia, Italy and Spain. These workshops gathered representatives of selected critical infrastructure authorities/operators in different domains (telecommunications, water treatment and distribution, health, public transport, and energy), at local, regional, and national levels. Participants shared and discussed their experiences and best practices regarding business continuity and crises management during the Covid-19 pandemic. The purpose of the workshops was to gather experience, identify shortcomings, expectations, and good practices to improve the resilience of organizations as Critical Infrastructures and Vital Services during pandemics. Information about the events was posted to the SUNRISE Twitter and LinkedIn profiles, before, during and after the event. A blog series was also created for the project website and the first issue has been posted [here](#).

Additionally, in preparation for SUNRISE’s participation at future events, a detailed list of upcoming events has been drafted by CCL in the project’s Dissemination Tracker (outlined in Section 2) and partners have been invited to provide input on upcoming events they plan to attend or events which may be of interest to their fellow partners. Partners have already confirmed their interest and/or attendance at several events in the early months of 2023, including the ‘Project to Policy Seminar’ hosted by the European Research Executive Agency (REA). A more detailed initial list of the events that partners are planning to participate in can be seen below in Table 3 (some dates and event pages are yet to be released). The SUNRISE partners are actively looking to participate in a variety of events including conferences, seminars and events organised by other relevant projects. All event participation will be recorded via the project’s Dissemination Tracker and Dissemination Activities Report (outlined in Section 2).

**Table 3: Upcoming Events of Interest to SUNRISE**

Organisers	Event
European Research Executive Agency (REA)	Projects to Policy Seminar (PPS)
European Commission (EC)	Security Research Event (SRE) 2023
Annual Spanish PIC congress (CI Protection)	Annual Spanish PIC congress (CI Protection)
Center of Excellence in Risk and Decision Sciences (CERIDES)	<a href="#">Nicosia Risk Forum</a>
Institute for Corporate Security Studies (ICS)	International Conference “Days of Corporate Security”
Geoscience and Remote Sensing Society (GRSS) (a technical Society of the Institute of Electrical and Electronics Engineers (IEEE))	EARTHVISION workshop at CVPR 202X Conference
The International Society for Optics and Photonics (SPIE.)	SPIE Remote Sensing conference
GRSS-IEEE	IGARSS 202X

The Association for Computing Machinery's Special Interest Group on Knowledge Discovery and Data Mining (SIGKDD)	SIGKDD Conference on Knowledge Discovery and Data Mining
Marie Skłodowska-Curie Actions (MSCA)	European Researchers' Night
AtlanTec	<a href="#">AtlanTec Festival</a>
The European Union Agency for Cybersecurity (ENISA)	<a href="#">ENISA 1st Cybersecurity Market Analysis Conference</a>
ENISA	<a href="#">ENISA Cybersecurity Standardisation Conference</a>
European Safety and Reliability Association (ESRA)	<a href="#">European Conference on Safety and Reliability</a>

## 4 Conclusions

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In this report, the initial project brand and communication channels have been identified and overviewed in detail, including the current status of each channel in M3 and plans for future updates. D8.1 *Brand and Communication Channels* is developed in line with D8.2 *Refined Impact Generation Strategy*, which will be submitted in M6 of the project. The information provided in D8.1 will inform the extended communications and dissemination strategy in D8.2.

The project brand will be the driving force of the project’s visual representation and will be utilised at every communications activity and opportunity. As the project continues to develop, the brand will evolve alongside it. Next steps for the project brand include the completion of the SUNRISE brand pack which is already created and will be finalised in line with the website. This will include stock imagery and additional design assets, all designed with the SUNRISE branding.

Additionally, within this presentation is the project website which is a key channel for communicating with the main stakeholders of SUNRISE. The website will act as the project’s primary information hub and will be regularly updated during the project with engaging and informative content from all project partners, across all work packages. The goal of the website is to serve as a repository for all SUNRISE related activities, research, and outputs and to engage key stakeholder groups and members of the public.

As the project is at an early stage, much of the information contained within the current iteration of the SUNRISE website is expressive and dynamic, as it plans for activities and innovations that will take place over the course of the project. Next steps for the additional communications channels include the creation of a strategy so each channel adds value and achieves maximum impact for the project.

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## Annex I. SUNRISE Launch Press Release:

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### **New €10m EU-funded SUNRISE Project Will Strengthen Vital Services Across Europe**

- *Digital leaders ATOS IT Solutions and Services, Iberia in Spain will lead a new major European research and innovation project to improve the resilience of infrastructures affected by major disaster scenarios such as pandemics.*
- *The SUNRISE Project will develop effective strategies and technologies to ensure the resilience of 'lifeline' services in Europe.*
- *SUNRISE technologies and solutions will improve the planning and management of critical infrastructures such as transport, energy, water, and healthcare.*

**Tuesday 25<sup>th</sup> October 2022:** As Europe continues to recover from the COVID-19 pandemic, its citizens and governments are looking ahead to futureproof society's lifeline structures. The new EU-funded SUNRISE project aims to ensure greater availability, reliability, and continuity of critical infrastructures in Europe including transport, energy, water, and healthcare. Over the next three years, 41 partner organisations will work together to develop a suite of novel technologies and solutions that will improve the resilience of these critical infrastructures against the impact of pandemics and other major risks. Coordinated by the Spanish arm of global cloud and digital service company, [ATOS IT Solutions and Services Iberia SL](#), the SUNRISE project has been awarded €10m in funding by the EU's Horizon Europe research and innovation programme.

#### **Rodrigo Díaz Rodríguez, head of the Cybersecurity Unit within the R&D group at ATOS IT Solutions:**

*"We're delighted to introduce the SUNRISE project and continue the growing research into making Europe's vital services as resilient as possible. Protecting the health and security of citizens across the EU in response to some of the biggest threats humanity is facing today requires member states and agencies to collaborate for the common good and ensuring that our vital services are durable is a key step to achieving that. The tools and solutions developed in this project will benefit all EU citizens."*

The outputs of SUNRISE will equip critical infrastructure operators to respond to pandemics and other major threats by enabling them to recover quickly from expected and unexpected disruptions.

**Speaking at the recent kick-off meeting of SUNRISE in Madrid, Spain, project coordinator Antonio Alvarez Romero from ATOS IT Solutions said:**

*“Future major risks will test the resilience of our critical infrastructures which are of extreme importance to our societies. However, essential service operators and authorities in Europe are still not adequately equipped to address such risks. The project’s state-of-the-art tools will establish cross-border collaboration and share best practices between critical infrastructure operators. We will identify the different needs they have and develop technical tools to meet those needs. SUNRISE will make our infrastructures more resilient whether it be during pandemics or other problems that we may face as a society.”*

**Describing the impact of SUNRISE for Europe, Mr. Alvarez further commented:**

*“There are many things in the SUNRISE project that makes it unique. We are working in the areas of collaboration, technology and data to create new tools and bring them to the market. There is an excellent mix of more than 40 profiles in the project, including organisations from different backgrounds and nationalities. This gives our research insight into the specificities of each EU country and the needs of their critical infrastructures. SUNRISE will create a lasting impact on critical infrastructures in Europe, making them more resilient into the future.”*

The SUNRISE project’s research is well underway and partners will soon conduct a series of workshops with critical infrastructure operators in Spain, Italy and Slovenia in November. During these workshops, the partners will gather first-hand knowledge directly from operators that will inform the project’s results.

Follow SUNRISE project developments on [Twitter](#) and [LinkedIn](#). The project website will be launched soon.

**ENDS**

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**Editor’s Notes:**

**The SUNRISE Team**

The SUNRISE project consortium is funded by the European Union’s Horizon Europe research and innovation programme and is made up of 41 European leaders and experts from the health, security, social science, humanities, information technology, epidemiology, communications and emergency management fields, ensuring that the most modern science and research serve the real-world needs of healthcare, government and society. SUNRISE is being led by ATOS IT Solutions and Services Iberia SL.

**Full list of SUNRISE partners:**

Partner Organisation	Country
<a href="#">ATOS IT Solutions and Services Iberia SL</a>	Spain
<a href="#">ATOS Spain SA</a>	Spain

<a href="#">Netcompany-Intrasoft</a>	Luxembourg
<a href="#">XLAB</a>	Slovenia
<a href="#">Universidad Politécnica de Madrid</a>	Spain
<a href="#">Insiel SpA</a>	Italy
<a href="#">Squaredev</a>	Belgium
<a href="#">IMA s.r.o</a>	Czech Republic
<a href="#">SKYLD Security and Defence Ltd.</a>	Cyprus
<a href="#">AIT Austrian Institute of Technology</a>	Austria
<a href="#">Hermes Bay S.R.L</a>	Italy
<a href="#">ICS Institut Za Korporativne Varnostne Studije Ljubljana</a>	Slovenia
<a href="#">Helmholtz: Centre for Infection Research</a>	Germany
<a href="#">Helmholtz-Zentrum Hereon</a>	Germany
<a href="#">LISER – Luxembourg Institute of Socio-Economic Research</a>	Luxembourg
<a href="#">IHS Institute for Advanced Studies Vienna</a>	Austria
<a href="#">Carr Communications</a>	Ireland
<a href="#">Ministry of Infrastructure</a>	Slovenia
<a href="#">University Medical Centre Ljubljana</a>	Slovenia
<a href="#">Telekom Slovenia</a>	Slovenia
<a href="#">Elektro-Slovenia (ELES)</a>	Slovenia
<a href="#">Slovenian Railways</a>	Slovenia
<a href="#">Slovenian Railways: Infrastructure p.l.c</a>	Slovenia
<a href="#">Institute of Traffic and Transport Ljubljana p.l.c</a>	Slovenia
<a href="#">Plinovodi p.l.c</a>	Slovenia
<a href="#">Ministry of the Interior</a>	Spain
<a href="#">QS Institute of Research and Innovation SL</a>	Spain
<a href="#">IDCQ Hospital and Health SL</a>	Spain
<a href="#">Telefónica</a>	Spain
<a href="#">Consortio Transportes Madrid</a>	Spain
<a href="#">Acosol SA</a>	Spain
<a href="#">Autonomous Region of Friuli-Venezia Giulia</a>	Italy
<a href="#">Higher Institute of Health</a>	Italy
<a href="#">Hydro Dolomiti Energia s.r.l</a>	Italy
<a href="#">Trieste Transport S.p.A</a>	Italy
<a href="#">CAFC S.p.A</a>	Italy
<a href="#">Electrical Coordination Centre p.l.c</a>	Serbia
<a href="#">Municipality of Jerusalem</a>	Israel
<a href="#">Port of Bordeaux</a>	France
<a href="#">PROLOG – Estonian Supply Chain Association</a>	Estonia
<a href="#">University of Warwick</a>	United Kingdom

## **SUNRISE Tools**

Throughout its lifetime, SUNRISE will develop a suite of technological tools including:

### **Tool for Risk Based Access Control (RiBAC)**

This tool focuses on risk-based access control (RiBAC) and will help ensure reduced risk for access to critical infrastructure in a scalable and privacy-preserving way.

### **Tool for Remote Physical Infrastructure Inspection**

This tool will deliver a solution for continuous, data-driven physical infrastructure inspection by means of satellite images, the use of UAVs with different sensors and the use of ML methods for anomaly detection.

### **Tool for Increased Cyber-Physical Resilience**

This tool will detect anomalies, raise alarms when incidents are materialized and will provide proper responses, while performing a real-time risk assessment of the critical infrastructure. The tool will also be equipped with a suitable dashboard that will enable decision-making.

### **Tool for Resource Demand Prediction and Management**

This tool focuses on the development of a flexible, CI-agnostic tool to manage the changing demand of CI resources (both human and infrastructure) during emergency scenarios.

## **ATOS Solutions**

ATOS is a global leader in digital transformation with 112,000 employees across the world. As the European number one in cybersecurity, cloud and high-performance computing, the Group provides tailored end-to-end solutions for all industries in 71 countries. A pioneer in decarbonization services and products, Atos is committed to secure and decarbonized digital solutions. Atos is a SE (Societas Europaea) and listed on Euronext Paris.

## **Horizon Europe**

[Horizon Europe](#) is the EU's key funding programme for research and innovation. It tackles climate change, helps to achieve the UN's Sustainable Development Goals and boosts the EU's competitiveness and growth. The programme facilitates collaboration and strengthens the impact of research and innovation in developing, supporting and implementing EU policies while tackling global challenges. It supports creating and better dispersing of excellent knowledge and technologies.



SUNRISE has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement no. 101073821

## Annex II. SUNRISE Information One Pager (English<sup>2</sup>)



**SUNRISE**  
 "Strategies and Technologies for United and Resilient Critical Infrastructures and Vital Services in Pandemic-Stricken Europe"

sunrise-europe.eu  
 SUNRISE Project  
 @SUNRISE\_Europe

Project Duration: 3 years      41 partners across Europe      €10m EU-funded Horizon Europe Project

### Expected Results:



- Develop effective strategies and technologies to ensure availability, reliability, and continuity of 'lifeline' services such as electricity, drinking water, and health care in Europe.
- Improve procedures to reduce workforce exposure to infectious diseases and disruptions to healthcare services.
- Enhance public-private, cross-border and cross-sector cooperation of critical infrastructure stakeholders to improve pandemic response

### Objectives:



- Facilitate active collaboration among CIs within and across European borders, sectors and public and private stakeholders
- Identify pandemic-specific vital services and CIs in Europe, their interactions and dependencies, common risks, and effective countermeasures at a European level
- Develop a comprehensive strategy and technologies for CI resilience and business continuity in a pandemic
- Pilot the new strategy and technologies in real-world conditions across Europe.
- Enhance knowledge, awareness, and capacities for unity and resilience in Europe.

### Stakeholder Engagement:



- CI Operators and Authorities:**  
18 public and private CI operators and authorities within the project consortium
- National Workshops**  
A series of national workshops will take place with critical infrastructure operators in Spain, Italy and Slovenia
- Pilot Demonstrations**  
The SUNRISE strategy and tools will be validated and demonstrated by CI stakeholders in operational environments




SUNRISE has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement no. 101073821

<sup>2</sup> English (without printer marks)

## Annex III. SUNRISE Information One Pager (Italian<sup>3</sup>)

SUNRISE 1 pager.it.pdf 1 15/12/2022 09:57:58




**SUNRISE**  
 "Strategies and Technologies for United and Resilient Critical Infrastructures and Vital Services in Pandemic-Stricken Europe"


sunrise-europe.eu  
 SUNRISE Project  
 @SUNRISE\_Europe

Durata del progetto: 3 anni      41 partners in tutta Europa      Progetto Horizon Europe da €10m finanziato dal UE


**Risultati attesi:**


-  Sviluppare strategie e tecnologie efficaci per garantire la disponibilità, l'affidabilità e la continuità di servizi essenziali come l'energia elettrica, l'acqua potabile, e i servizi sanitari in Europa
- Migliorare i processi per ridurre l'esposizione della forza lavoro alle malattie infettive e l'interruzione dei servizi sanitari
- Potenziare la cooperazione pubblico-privato, transfrontaliera e intersettoriale delle Infrastrutture Critiche al fine di migliorare la risposta alla pandemia

**Obiettivi:**

-  Facilitare un'attiva collaborazione tra gli operatori delle Infrastrutture Critiche dentro e fuori i confini Europei, tra diversi settori e tra soggetti pubblici e privati
- Identificare i servizi essenziali e le Infrastrutture Critiche specifici della pandemia in Europa, le relative interdipendenze, i rischi comuni, e le contromisure efficaci a livello Europeo
- Sviluppare una strategia completa e tecnologie per la resilienza e la continuità operativa delle Infrastrutture Critiche in pandemia
- Testare la nuova strategia e le nuove tecnologie in condizioni reali in tutta Europa
- Migliorare la conoscenza, la consapevolezza e le capacità di unità e resilienza in Europa

**Coinvolgimento dei diversi portatori di interesse:**

-  **Operatori e Autorità di Infrastrutture Critiche:**  
18 operatori e autorità, pubblici e privati, di Infrastrutture Critiche all'interno del consorzio del progetto
- Workshops Nazionali:**  
Una serie di workshops nazionali tra gli operatori delle Infrastrutture Critiche avrà luogo in Spagna, Italia e Slovenia
- Dimostrazione pilota**  
La strategia e gli strumenti SUNRISE saranno validati e dimostrati in ambienti operativi dagli operatori delle Infrastrutture Critiche

 SUNRISE has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement no. 101073821

<sup>3</sup> Italian (with printer marks)