PUBLIC PROJECT PRESENTATION

CLASSIFICATION: [PUBLIC]

Type:	Other		
Official Project Deliverable:	D6.3 - Public Project Presentation	**Submission Date:**	19/12/2018

Author:			
Camillo Del Prete	Maticmind	WP6 leader	30/11/2018
Reviewed by:			
Marco Crabu	ABI Lab	Reviewer	03/12/2018
Approved by:			
Andrés Castillo Sanz	FUHNJ	Approver	17/12/2018

Index

REVISION HISTORY

Date	Author/Reviewer	Version	Summary of Changes
30/11/2018	**Camillo Del Prete**	1.1	First version of the document
3/12/2018	**Marco Crabu**	1.2	Reviewed Document
11/12/2018	**Camillo Del Prete**	1.3	Revised Document
11/12/2018	**Marco Crabu**	1.4	Reviewed Document. Minor Changes
11/12/2018	**Camillo Del Prete**	1.5	Revised Document
17/12/2018	**Andrés Castillo Sanz**	1.6	Approved Document
19/12/2018	**Camillo Del Prete**	1.7	Final Version

DEFeND PROJECT PROFILE

H2020 topic:	DS-08-2017 – Cybersecurity PPP: Privacy, Data Protection, Digital Identities
Acronym:	DEFeND
Title:	Data governance for supporting GDPR
Official Website:	www.defendproject.eu
Start Date:	01/07/2018
Duration:	30 months

AtoS	ATOS SPAIN SA	🇪🇸
University of Brighton	UNIVERSITY OF BRIGHTON	🇬🇧
MATICMIND makes IT easy	MATICMIND	🇮🇹
Bird & Bird	BIRD & BIRD LLP	🇬🇧
PDM	PDM E FC PROJECTO DESENVOLVIMENTO MANUTENCAO FORMACAO E CONSULTADORIALDA	🇵🇹
IONIAN UNIVERSITY	IONIAN UNIVERSITY	🇬🇷
GRIDPOCKET PERSONAL SMARTGRID SOLUTIONS	GRIDPOCKET SAS	🇫🇷
ABI Lab Tecnologia utile	ABI LAB - CENTRO DI RICERCA E INNOVAZIONE PER LA BANCA	🇮🇹
fib Hospital Infantil Universitario Niño Jesús	FUNDACION PARA LA INVESTIGACION BIOMEDICA HOSPITAL INFANTIL UNIVERSITARIO NIÑO JESUS	🇪🇸
ПЕЩЕРА	PESHTERA MUNICIPALITY	🇧🇬

CLASSIFICATIONS OF INFORMATION

All information, related to an organisation, not considered Secret according to the national law can be considered as information with "limited or forbidden divulgation" or "unclassified". This classification is related to the presence of confidentiality requirements of the information.

In relation to **public information,** one classification level is defined:

- **UNCLASSIFIED**: the internal or external distribution, with reference to the Company, of this kind of information does not create damage for the Defend Consortium and for each partner.

In relation to **private information** three levels of classification are defined, according to the confidentiality requirements:

- **INTERNAL USE ONLY**: the unauthorized distribution, the loss, the alteration, or undue use of this kind of information could create lowest level of 'damage' for the Defend Consortium or for one or more partners. The **personal data** shall be classified as "INTERNAL USE" and managed according to the internal consortium procedures established for this classification level, except for those data that are classified as "CONFIDENTIAL" or "TOP CONFIDENTIAL"
- **CONFIDENTIAL**: the unauthorized distribution, the loss, the alteration, or undue use of this kind of information could create significant damages for the Defend Consortium or for one or more partners. The **sensitive personal data** shall be classified as "CONFIDENTIAL" and managed according to the internal consortium procedures for this classification level, except for those data that are classified as "TOP CONFIDENTIAL".
- **TOP CONFIDENTIAL**: the unauthorized distribution, the loss, the alteration, or undue use of this kind of information could create extreme damages, in some cases irreversible, for the Defend Consortium or for one or more partners.

1   EXECUTIVE SUMMARY

This document describes the actions executed by the Consortium to publicly present and disseminate the DEFeND Project in the period from the 1st of July to the end of December 2018.

The following communication activities have been delivered by the Consortium Members:

- Press releases for the communication of the start-up of the DEFeND project were released by the project partners both in English and local languages (Spanish, Italian, Greek, Bulgarian);
- Video recorded presentations were published on the DEFeND YouTube Channel;
- Several physical events were held with external stakeholders during the following meetings:

  o 2-13 July 2018 - Lesvos, Greece - Intensive Program on Information and Communications Security - IPICS2018
  o 11 September 2018 – Madrid, Spain - Foundation for Biomedical Research Hospital Infantil Universitario Niño Jesus workshop
  o 13 September 2018 – Milan, Italy – ABI Lab Osservatorio sull'information Governance In Banca (Observatory On Information Governance In Banks)
  o 12-16 September 2018 - Trier, Germany - Summer Course on European Data Protection Law - European Academy of Law (ERA)
  o 14 September 2018 - Heraklion, Greece - 21st International Symposium on Research in Attacks, Intrusions and Defences - RAID 2018 - 1st SMESEC Workshop
  o 28-30 September 2018 - Corfu, Greece - The 12th Mediterranean Conference on Information Systems (MCIS2018) conference
  o 22 October 2018 – Trento, Italy - Academic presentation of the DEFeND European Project at the University of Trento.
  o 27-28 November 2018 – Milan, Italy – Workshop ABI Lab "Banca 4.0? allora IT 5.0!" on IT Architectures & Information Governance.

2 PUBLIC PRESENTATION

The DEFeND project officially started on the 1st of July 2018. The kick off meeting was held in Barcelona on the 18th and the 19th of July and represented the actual start of project activities.

As the project also foresees an intensive exploitation of social media and ICT for the communication and the dissemination of the project, the public project presentation activities have been delivered according to the following actions:

- Press releases for the communication of the start-up of the DEFeND project;
- Video recorded presentation on the DEFeND YouTube Channel to be disseminated & largely promoted to a broad mailing list;
- Physical events with external key stakeholders.

2.1 PRESS RELEASES

An official press release (see the whole content in the next pages) was disseminated by Atos Spain as Consortium coordinator and by the other Partners involved in the activities. Similar press releases have been sent by several partners through their institutional internal channels both in English and local languages.

A key document has been prepared to promote the official launch of the DEFeND project, through the kick-off meeting, to present the main aspects of the project. The targeted audience covered a wide range of categories, from scientists to informatics engineers, from academic to industries, from public administrations to citizens. The aim was to raise "general public" awareness about the benefits that the project activities could generate in terms of support to GDPR compliance.

Press releases were sent to the main press contacts of partners Consortium; published on the official DEFeND website (www.defendproject.eu) and, on several websites, in different languages:

- **English**
  - https://www.twobirds.com/en/news/press-releases/2018/uk/bird-and-bird-participates-in-eu-gdpr-project-defend
  - https://www.finextra.com/pressarticle/76005/italian-banking-association-joins-gdpr-focused-defend-project/wholesale
- **Spanish**
  - https://atos.net/es/2018/noticias_2018_10_25/atos-lidera-el-proyecto-defend-que-facilita-el-cumplimiento-del-nuevo-reglamento-general-de-proteccion-de-datos
  - https://www.economiadehoy.es/noticia/37499/tecnologia/atos-lidera-el-proyecto-defend-que-facilita-el-cumplimiento-del-nuevo-reglamento-general-de-proteccion-de-datos.html
  - https://elcandelerotecnologico.com/2018/10/25/atos-lidera-el-proyecto-defend-que-facilita-el-cumplimiento-del-nuevo-reglamento-general-de-proteccion-de-datos/
  - https://digitalaffaires.es/art/4441/atos-lidera-el-proyecto-defend-que-facilita-el-cumplimiento-del-nuevo-rgpd
  - https://www.rrhhpress.com/organizaciones/44094-atos-espana-lidera-un-proyecto-europeo-que-facilita-el-cumplimiento-del-nuevo-reglamento-general-de-proteccion-de-datos
- **Italian**
  - https://www.agenziarepubblica.it/maticmind-e-partner-del-progetto-europeo-defend-sulla-data-privacy/

- o http://www.datamanager.it/2018/09/maticmind-e-partner-del-progetto-europeo-defend-sulla-data-privacy/
- o https://www.impresamia.com/privacy-maticmind-e-partner-del-progetto-europeo-defend-sulla-data-privacy/
- o http://www.trademanager.it/2018/09/13/maticmind-e-partner-del-progetto-europeo-defend-sulla-data-privacy/
- o https://www.lamiafinanza.it/it/sala-stampa/56354-maticmind-e-partner-del-progetto-europeo-defend-sulla-data-privacy
- o https://www.lineaedp.it/news/37431/gdpr-ce-anche-maticmind-nel-progetto-europeo-sulla-data-privacy/#.W5uwkM4zbIU
- o https://www.t-n.info/tecnologia/maticmind-e-partner-del-progetto-europeo-defend-sulla-data-privacy/
- o https://www.techfromthenet.it/201809166822/News-analisi/nasce-la-partnership-tra-il-progetto-europeo-defend-e-maticmind.html
- o https://www.informazione.it/ricerca-notizie?ig=False&v=False&a=False&o=1&t=1&tts=maticmind&p=1&se=False
- o http://www.datavaluemagazine.com/it/articles/20181001/piattaforma_software_per_rispettare_il_gdpr
- o http://www.adnkronos.com/soldi/economia/2018/10/20/cybersecurity-scudo-per-dati-personali-con-progetto-defend_tBzKMWGA0QG4fpQGc1nevN.html
- o https://www.corrierenazionale.it/2018/10/21/dati-personali-ancora-piu-sicuri-col-progetto-defend/
- o https://www.impresacity.it/news/20587/banche-dati-personali-ancora-piu-sicuri-con-il-progetto-defend.html
- o https://www.abi.it/Pagine/news/Progetto_Defend.aspx
- o https://www.privacyitalia.eu/dati-personali-piu-sicuri-anche-quelli-bancari-partito-il-progetto-ue-defend/8905/

- **Greek**
  - o http://www.epirus-tv-news.gr/2018/08/defend.html
  - o http://www.corfuland.gr/el/diafora/kerkyra/to-tmima-pliroforikis-toy-ionioy-stin-enarktiria-synantisi-toy-ergoy-defend.html
  - o https://www.corfupress.com/cp/2018/08/%CF%84%CE%BF-%CF%84%CE%BC%CE%AE%CE%BC%CE%B1-%CF%80%CE%BB%CE%B7%CF%81%CE%BF%CF%86%CE%BF%CF%81%CE%B9%CE%BA%CE%AE%CF%82-%CF%84%CE%BF%CF%85-%CE%B9%CE%BF%CE%BD%CE%AF%CE%BF%CF%85-%CF%80%CE%B1%CE%BD%CE%B5/

- **Bulgarian**
  - o http://peshterainfo.com/%D0%BE%D0%B1%D1%89%D0%B8%D0%BD%D0%B0-%D0%BF%D0%B5%D1%89%D0%B5%D1%80%D0%B0-%D0%B5-%D0%B1%D1%8A%D0%BB%D0%B3%D0%B0%D1%80%D1%81%D0%BA%D0%B8%D1%8F%D1%82-%D0%BF%D0%B0%D1%80%D1%82%D0%BD%D1%8C%D0%BE%D1%80/
  - o https://www.peshtera.bg/index.php?option=com_content&view=category&layout=blog&id=61&Itemid=190

DEFeND
DATA GOVERNANCE FOR SUPPORTING GDPR

The DEFeND project started under the patronage of the EU

The project, financed by the European Union under the Horizon 2020 initiative, will deliver a software platform to empower organisations in different sectors to assess and comply to the General Data Protection Regulation (GDPR)

The DEFeND project kicked off at the beginning of July 2018 and should come to completion within 30 months. DEFeND is an Innovation Action (IA) project, and as such its main focus will be on improving existing software tools and frameworks and developing new 'integration software', driven by market needs, to deliver a unique organizational data privacy governance platform. In particular, the project technical focus is on delivering the novel Data Privacy Governance for Supporting GDPR (DEFeND) platform, which supports organizational-focused privacy governance and addresses challenges faced by organisations when complying with GDPR.

Organisations, in order to

BARCELONA
19 - 20 July 2018

comply with the GDPR, have to implement in their processes, at a very low-level, different tools, solutions, and processes, so privacy is inherently integrated in these.

Therefore, DEFeND provides a solution that not only supports compliance of the relevant GDPR articles, but also fulfils special characteristics of needs that organisations might have. Although, the market is full of companies offering their services and tools for GDPR compliance, such solutions are mostly focused on providing generic approaches and frameworks that allow organisations to evaluate their current GDPR readiness level and propose some generic guidelines for moving towards

compliance. They do not however provide specific methods, techniques and tools to tackle the real GDPR challenges. It is therefore important to develop tools and methods to assist organisations to implement GDPR and to ensure that such methods and tools focus on solving the challenges that prevent organisations to achieve GDPR compliance but also support continuous compliance.

The DEFeND project targets a range of contributions to help achieve the overall impact of the "DS-08-2017: Cybersecurity PPP: Privacy, Data Protection, Digital Identities" EU Horizon 2020 call:
—Support for Fundamental Rights in Digital Society
—Increased Trust and Confidence in the Digital Single Market
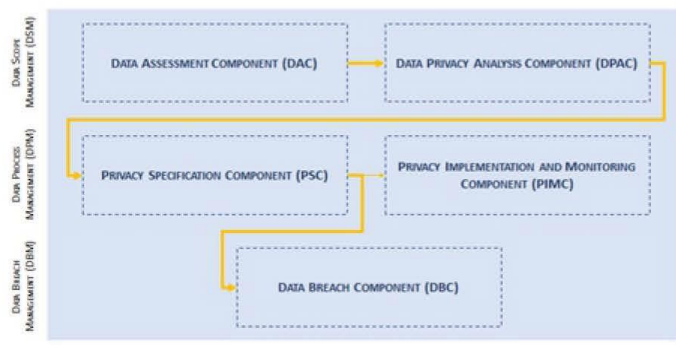—Increase in the use of privacy-by-design principles in ICT systems and services.

These requirements will be addressed through a Privacy-by- Design approach that spans over two levels, the Planning Level and the Operational Level, and across three management areas, i.e. Data Scope, Data Process and Data Breach.

The DEFeND consortium is led by ATOS Spain company and includes 10 organizations from different countries of the EU: it comprises a hospital (Fundacion Para la Investigacion Biomedica Hospital Infantil Universitario Niño Jesus - Spain), universities (University of Brighton - UK and Ionian University - Greece), public administrations (Pesthera Municipality - Bulgaria) and private companies (ATOS - Spain, Maticmind/Business-E - Italy, ABILab - Italy, Bird & Bird LLP - UK, PDM e FC Projecto Desenvolvimento Manutencao Formacao e Consultadorialda - Portugal, GridPocket SAS - France).

Contacts

Coordinator: Beatriz Gallego-Nicasio Crespo, Atos, beatriz.gallego-nicasio@atos.net

Technical Manager: Prof. Haralambos (Haris) Mouratidis, UoB, H.Mouratidis@brighton.ac.uk

info@defendproject.eu

Website: www.defendproject.eu

Follow DEFeND on the social media:

2.2 VIDEO RECORDED PRESENTATION

The format for the video presentation was chosen in relation to the strong power of image visualisation in order to better understand its contents. The images are accompanied by a voice, which explains the contents of each slide. Subtitles in English and other languages are available in order to increase the project awareness beyond English speaking people and disseminate the project to the wide audience at EU level.

Three videos have already been published on the DEFeND YouTube channel:

- a short project presentation to be spread to a wide audience
- a long project presentation that includes more details and it is also suitable for training purposes
- an Italian project presentation provided by Abi Lab

YouTube was chosen as distribution means as it is known as one of the most used video channels and, thanks to the link between Google and YouTube, the video could be easily found with the provider search engine.

E-mail represents one of the main tools used by private users, companies and Public Administrations to communicate, promote & share information and knowledge with the highest number of people. In order to guarantee a fast and wide spread of the recorded video, it has been decided to follow an intense mailing strategy to the partners' contacts.

Some of the partners created also a direct link to the DEFeND website in order to increase the visibility and maximize the impact of the initiative starting from their respective homepages.

The DEFeND Platform addresses two different kinds of users. The first category of users is represented by the potential customers (e.g. end user categories like Public Administration, Healthcare, Energy and Banking organizations), the second type of users refer to citizens and common public. However, the DEFeND project addresses many European countries and not all customers and citizens are used to manage material in English. With the inclusion of the subtitles in English and in other national languages the Consortium aims to extend the communication to the EU public at large extent.

2.3 EVENTS

Different events have taken place following the kick off of the project. The events in which members of the DEFeND consortium have attended and presented the DEFeND project were:

- 2-13 July 2018 - Intensive Program on Information and Communications Security - IPICS2018. IPICS academic summer school is a two weeks course for undergraduate students in their final year, MSc Students, PhD students and IT professionals interested in a comprehensive overview and broad coverage of recent developments in "Information and Communication Security". In 2018 the IPICS was hosted by the Department of Information and Communication Systems Engineering, University of the Aegean in conjunction with the Department of Cultural Technology and Communication, University of the Aegean and the Department of Digital Systems, University of Piraeus at Lesvos island.
  - o Location: Lesvos, Greece
  - o Type of Audience: PhD students, academics and industry security and privacy experts
  - o Size of Audience: 35 students and 25 academics and industry experts
  - o Involved Beneficiaries: Aggeliki Tsohou, Ionian, Miguel Campos, PDM and Haris Mouratidis, UoB

- 11 September 2018 - Foundation for Biomedical Research Hospital Infantil Universitario Niño Jesus workshop - - Presentation of the DEFeND project to more than 100 doctors of the Hospital (FHUNJ) – Madrid, Spain.

- 12-16 September 2018 - Summer Course on European Data Protection Law - European Academy of Law (ERA) - The purpose of this course is to provide a thorough introduction to European Personal Data Protection law through the EU legislation and the case law of the European courts. Bird&Bird - Presentation of DEFeND project. Location: Trier, Germany.

- 13 September 2018 – Milan, Italy – ABI Lab Osservatorio sull'information Governance In Banca (Observatory On Information Governance In Banks). ABI Lab Task Force On "Information Governance". Presentation of the DEFeND Project Start Up & Banking Use Case Draft Pilot.
  - o Location: Milan, Italy
  - o Type of Audience: Only Banking representatives
  - o Size of Audience: 20 Banking Members
  - o Involved Beneficiaries: Marco Rotoloni, ABI Lab

- 14 September 2018 - 21st International Symposium on Research in Attacks, Intrusions and Defences - RAID 2018 - 1st SMESEC Workshop - The project SMESEC (Small and Medium-size Enterprises Security) aims to develop a cybersecurity framework that offers different tools for supporting the day to day ICT operation of organizations. Atos presented the DEFeND project: "DEFeND: A data governance framework for supporting GDPR". Location: Heraklion, Greece.

- 28-30 September 2018 - The 12th Mediterranean Conference on Information Systems was held in Corfu and hosted by the Department of Informatics of the Ionian University. The theme of the conference "Digital and social transformation for a better society" reflects the dual impact of Information Systems (IS) towards fueling both digital and social transformation. Within the last years, the changing role of the Information Systems towards enabling digital innovation is a common theme in the IS research agenda. The MCIS2018 conference theme focuses to the upcoming role of digital technologies to trigger changes first in individual level and then to the social system. The digital innovation results in fundamental changes for society and human lives. The social transformation may take the form of encouraging social inclusion, enabling cultural reform, assisting social mobility, safeguarding social cohesion, or other social change. We invite academics and researchers, from all over the world and especially from the Mediterranean region, to reflect on the social, economic and cultural particularities of the Mediterranean region, raise the visibility of IS research carried out in the Mediterranean region and bring together the IS community in a creative dialogue on the impact of digital technologies in developing better societies and reinforcing organizational change.
  - o Location: Corfu, Greece
  - o Type of Audience: PhD students, postdoctoral researchers, academics, local administration and industry experts
  - o Size of Audience: 100 participants
  - o Involved Beneficiaries: Aggeliki Tsohou, Ionian
  - o Purpose/relation to the project: The conference is a venue for the discussion of innovative and relevant topics surrounding information systems. The GDPR is prevalent across different types of information systems and reflects on the theme of the conference Digital and social transformation for a better society. The presentation of the DEFeND project will raise awareness about the importance of GDPR in information systems research and available tools for organizations to comply with the GDPR.

- 22 October 2018 – Academic presentation of the DEFeND European Project at UniTn, the University of Trento (Italy), regarding the following topics: GDPR challenges, main concept and message of the project, organization of the project and overview of the international partners involved and related

skills, working packages outline, DEFeND platform architecture description, project approach outline, description of pilots and sectors for the validation of the DEFeND platform

- o Location: Trento, Italy
- o Type of Audience: Academic Researchers
- o Size of Audience: 10 participants
- o Involved Beneficiaries: Luca Piras, University of Brighton

- 27-28 November 2018 - Workshop ABI Lab "Banca 4.0? allora IT 5.0!" on IT Architectures & Information Governance, Milan, Italy, ABI Lab presentation during a dedicated session to the GDPR implementation in the banking sector. ABI Lab presented the DEFeND project during one of the sessions devoted to the "Implementation of the GDPR: current initiatives & management actions".
  - o Location: Milan, Italy
  - o Type of Audience: Banking Representatives, IT Governance Specialists
  - o Size of Audience: 100 participants
  - o Involved Beneficiaries: Marco Rotoloni, ABI Lab

3 DISSEMINATION NUMBERS

Following are the numbers from September to November:

- 1.127 - Sessions
- 665 - Users
- 3.193 - Page views
- 4 min 10 sec - Average time on site

Twitter:

- 52 - Followers
- 25 - Tweets
- 17.700 - Tweets impressions
- 31 - Mentions

Linkedin:

- 43 - Followers
- 23 - Posts
- 211 - Page views

SlideShare:

- 2 - Post
- 130 - Views

YouTube:

- 1 - Posts
- 10 – Subscribers
- 31 - Views

4   CONCLUSIONS

The DEFeND project was adequately communicated and disseminated during the first year through virtual channels (website, social media) and several physical events. Actually, we could not join the main public international events in 2018 (i.e. the IAPP Europe Data Protection Congress 2018 in Brussels or the Data Protection World Forum at the ExCeL London) since we should have submitted at least 6 months before our proposal for a speech in workshops/sessions. As the DEFeND project started in July and the main events were in November, the submission dates were already expired when we tried to reserve a slot. Anyway, in order to reach as many stakeholders as possible, we have already applied for a speech during the Annual Privacy Forum 2019 to be held in Rome and we also planned to apply for a speech at the Security Research Event and the IAPP Europe Data protection during next year.

Public Project Presentations are available in a video format on YouTube and in a PowerPoint format on SlideShare. These deliverables have been widely promoted through social media (Tweeter and Linkedin) posts.

………..

LAST PAGE OF THE DOCUMENT

INTENTIONALLY LEFT BLANK

………..