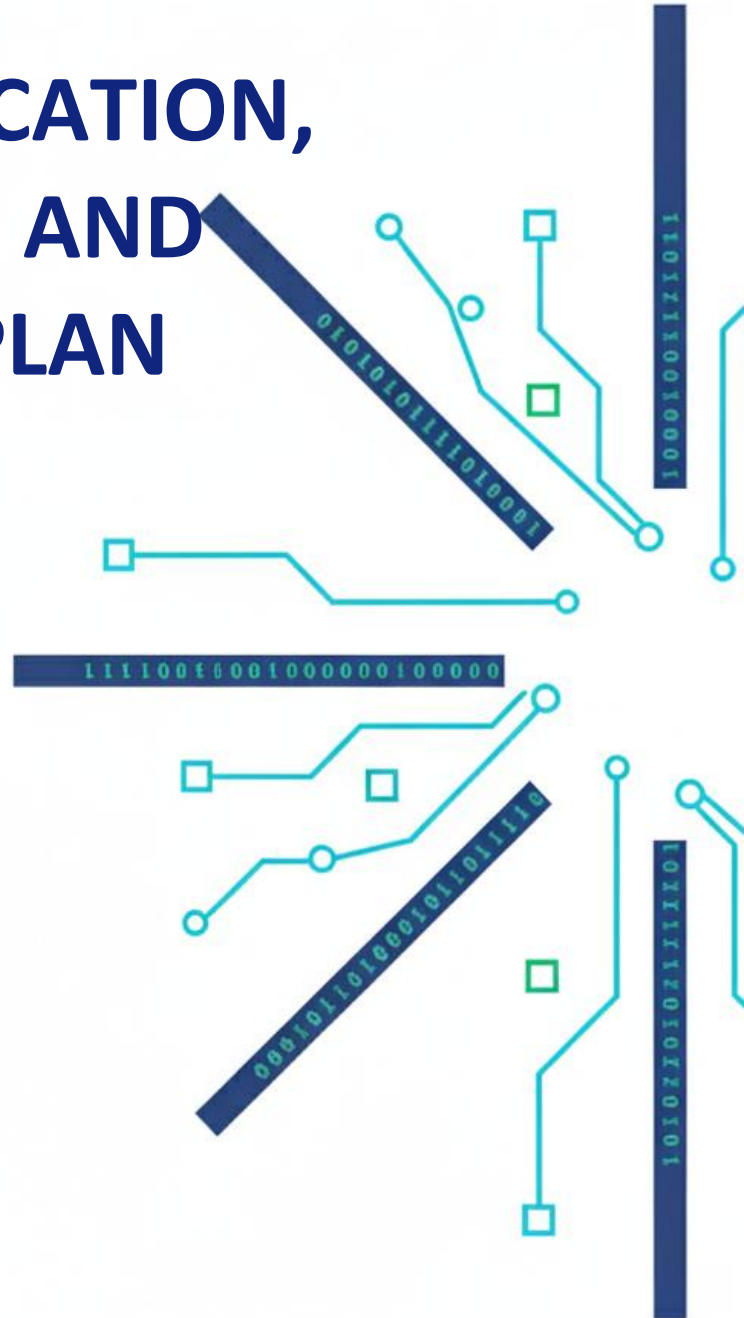


D7 – COMMUNICATION, DISSEMINATION AND EXPLOITATION PLAN



The Automation of Digital Forensics and Incident Response (ADFIR) project is funded by the European Union – Next GenerationEU through the Recovery and Resilience Plan of the Slovak Republic under project number 09-I05-03-V02-00079.

Outline

1	Project description	3
2	Dissemination and communication objectives	5
2.1	<i>General dissemination and communication objectives of the ADFIR project</i>	5
2.2	<i>Project dissemination and communication objectives</i>	7
2.2.1	Communication objectives	7
2.2.2	Dissemination objectives	8
2.2.3	Key messages, communication style and language	9
2.2.4	Brand identity and visual consistency	10
2.3	<i>Strategic ambitions - expected impact</i>	11
2.3.1	Improving internal communication	11
2.3.2	Updating of strategic documents	12
2.3.3	Political dialogue, contact with the press and media	12
3	Stakeholders and target groups	13
3.1	<i>Target groups</i>	13
4	Processes and channels for disseminating information and communication	14
4.1	<i>Processes</i>	14
4.1.1	Working Group for Information Dissemination and Communication	14
4.1.2	Pavol Jozef Šafárik University in Košice (UPJŠ)	14
4.1.3	IstroSec s.r.o.	15
4.1.4	European Information Security Institute (EISI)	15
4.2	<i>Communication and promotion channels</i>	15
4.2.1	Website	15
4.2.2	Social media channels	16
5	Activities and tools for information dissemination and communication	17
5.1	<i>Digital tools and activities</i>	17
5.1.1	Communication campaigns	17
5.2	<i>Events</i>	18
5.2.1	Scientific and professional conferences	18
5.2.2	Professional workshops	18
5.2.3	Presentations for students and the academic community	19
5.2.4	Events for the general public, media and press	19
5.2.5	Internal partner events	20
5.3	<i>Promotional materials, including printed materials</i>	20
5.3.1	Brochures, posters and leaflets	20
5.3.2	Brochures	21
5.3.3	Posters	21
5.3.4	Leaflets	21
5.4	<i>Press and media releases</i>	22
5.5	<i>Extended visual identity</i>	23
5.6	<i>Development of digital communication channels</i>	24

6	Timetable and Action Plan	26
7	Monitoring and mitigation plan	28
	7.1 <i>Monitoring of dissemination and communication activities</i>	28
	7.2 <i>Risk mitigation and crisis communication</i>	29
ANNEXES		32
	<i>Project logo</i>	32
	<i>Presentation slide template</i>	33

1 Project description

The **Automation of Digital Forensic Analysis and Incident Response (ADFIR)** project is funded by the **European Union – Next GenerationEU through the Recovery and Resilience Plan of the Slovak Republic** under project number 09-I05-03-V02-00079. This project addresses one of the key challenges in the field of cyber security and information security – how to process the vast amount of digital evidence generated during cyber security incidents or forensic investigations. Currently, this process is very demanding in terms of human resources and time. Automation using machine learning methods can therefore significantly **improve the quality of digital forensic analysis** and reduce the time needed to perform it. Overall, this enables security teams to respond more effectively to cyber threats. The main benefits of this project are:

- **Accelerated resolution of cybersecurity incidents.** The ADFIR project introduces automated approaches to the collection, processing and analysis of digital traces. As a result, security teams can more quickly identify the causes of incidents and take effective measures to resolve them.
- **Reduced workload for forensic analysts.** Routine and time-consuming tasks associated with processing digital traces will be replaced by automated methods. This will allow analysts to focus on more complex cases and strategic decision-making.
- **Higher quality and consistency of outputs.** The use of uniform methodologies and tools ensures that processed digital evidence will be more accurate, consistent and easier to verify. This significantly reduces the risk of human error.
- **Possible use in criminal proceedings.** The project outputs will be developed in accordance with legal requirements and standards, allowing digital traces to be accepted as relevant evidence for investigations and court proceedings.

An integral part of the ADFIR project is also **the legal dimension of digital evidence processing**, particularly in relation to personal data protection, the legality of data processing, the anonymisation of forensic data files and the usability of automated analysis results in criminal proceedings. The project therefore specifically links expertise in the fields of information security, data analytics, machine learning and law, creating an interdisciplinary framework for research and the transfer of knowledge into practice.

Effective, transparent and targeted **communication and dissemination of information** are key prerequisites for achieving the impact of the ADFIR project. Given the research nature of the project and its potential impact on security practice, academia, public authorities and the commercial sector, it is essential to ensure that the project results, methodologies developed, research conclusions and knowledge gained are made available to relevant target groups in an appropriate, understandable and usable manner. Communication and dissemination activities also create space for obtaining feedback from the professional public, support awareness-raising about the importance of digital forensics automation, and contribute to the long-term sustainability and further development of project results.

The purpose of this **Communication and Dissemination Plan (dissemination plan)** is to create a strategic and methodological framework for the systematic, targeted and measurable dissemination of information about the ADFIR project and its outputs throughout the project implementation period. The dissemination plan defines in particular:

- ***the project's objectives in the area of communication and dissemination of information,***
- ***the identification and characteristics of target groups,***
- ***communication and dissemination channels and tools,***
- ***key communication messages and types of outputs,***
- ***the system for managing, planning and monitoring communication and dissemination activities.***

The dissemination plan is designed for a wide range of target groups that are relevant to the successful implementation and sustainability of the ADFIR project, with the main target groups including:

- **the scientific and academic community**, especially researchers and academics in the fields of cyber security, digital forensics, data analytics, machine learning, computer science and law,
- **experts in the field of information and cyber security**, including members of CSIRT and SOC teams, forensic analysts and incident responders who can use the project results in dealing with real security incidents,
- **law enforcement agencies and legal professionals**, in particular investigators, prosecutors, judges, lawyers and experts, for whom issues of the admissibility of digital evidence and the outputs of automated analysis are relevant,
- **students and young researchers**, especially doctoral students and students of computer science and law programmes, who can use the project results in their education and further scientific activities,
- **public institutions and policymakers**, especially those responsible for cybersecurity, justice, and the digital transformation of public administration,
- **the industrial and commercial sector**, especially technology and consulting companies operating in the field of cybersecurity, security tool development and digital forensics,
- **professional and wider public**, including the media, with an interest in cybersecurity, data protection and the social impact of digital technologies.

2 Dissemination and communication objectives

2.1 General dissemination and communication objectives of the ADFIR project

The general dissemination and communication objectives of the ADFIR project are strategically designed to maximise the reach and social impact of the knowledge, methodologies and results of the project on individual target groups. Achieving these objectives is key to ensuring the long-term sustainability of the project outputs, their effective transfer into practice and the overall contribution of the project in the areas of digital forensic analysis, cyber security and the automation of analytical processes in the resolution of security incidents.

Communication in the ADFIR project is understood as a strategic and targeted process that goes beyond the mere promotion of the project and its activities. It is an ongoing and systematic tool for building awareness, increasing the credibility of the project and creating space for professional dialogue with relevant actors. Effective communication takes place throughout the project implementation period and is aimed primarily at the professional community, relevant institutions, the media and the wider public, while also allowing for a reasonable amount of mutual exchange of information and feedback.

In the ADFIR project, the dissemination of information is understood as the systematic sharing of results, outputs and findings with stakeholders and academic and non-academic audiences. This process supports the further use of project outputs in practice, follow-up research and expert discussion, and ultimately contributes to the sustainability of the project and its long-term benefits even after its formal implementation has ended.

The main general objectives include:

- **raising awareness of the project and its results, benefits and methodological focus**, which includes informing the relevant target group about the very existence of the project, its defined objectives, methodology and potential benefits, which involves presenting innovative approaches to automated digital forensic analysis and cyber incident response, as well as streamlining work, particularly in the areas of cyber security, digital forensics and digital evidence processing,
- **dissemination of the scientific and technical results of the project**, where the key objective is to disseminate scientific knowledge, methodologies, analytical procedures and experimentally verified models developed within the project, which includes the presentation of publishable results in peer-reviewed journals, at conferences and through professional workshops to be held within the project,
- **to establish and strengthen cooperation**, with this activity ensuring the active search for and development of partnerships with other institutions, universities, companies, security teams (CSIRT, SOC) or relevant groups and individuals, with the aim of creating a strong network of collaborators from internal and external stakeholders,

- ***promoting the practical application of results and knowledge***, which aims to ensure that the results and knowledge gained from the project find practical application in society, whereby their use is not directed exclusively at one group of recipients, but primarily at experts in the field of cyber security digital forensics and law enforcement agencies, with the aim of increasing the effectiveness of security incident response and digital evidence handling,
- ***ensuring the sustainability and long-term impact of the project***, which serves to lay the foundations for the long-term sustainability of the project's results, specifically including building the team's reputation, ensuring the visibility of the ADFIR project, and creating conditions for the implementation of the developed solutions, even after the end of the project itself;
- ***contributing to education and capacity building***, where the project's communication activities serve to raise awareness of the importance and possibilities of using data analytics and machine learning in the field of digital forensics and cyber security, with the aim of informing the general public about advances in this field and inspiring interest in an interdisciplinary approach to law and technology,
- ***and, last but not least, to increase the visibility and support for communication and dissemination of activities, including the research results and partial achievements of the ADFIR project.***

The individual project phases can be divided into several parts, such as:

- ***Processing***
 - *Identification of a suitable method for processing digital forensic data and artefacts in selected case studies:*
 - The complex task is to create a chain of methods and tools that will enable the highest possible level of automation of digital forensic analysis, from obtaining the original data sources, extracting relevant structured data from digital traces, filtering relevant sources, to designing methods for data and analytical interpretation of the acquired data set. Creating this chain of methods will result in a methodology for processing digital evidence that will enable effective work even with large volumes of forensic data.
- ***Attributes***
 - *Extraction of explicit and implicit attributes from digital forensic artefacts:*
 - The basic condition for the analysis of digital evidence is the extraction of structured data (so-called attributes), which are the subject of further analytical activity. In this context, the research team will identify and test various methods of extracting attributes from forensic data. Explicit attributes include data that is directly identifiable (e.g., timestamps, process identifiers, network addresses, hash values). Implicit attributes describe the behaviour of the system or events (e.g., behaviour patterns, anomalies, correlations between events). Automating this phase will significantly speed up the analytical work of forensic analysts and enable comparison of results with manual analysis on selected case studies.
- ***Search***
 - *Representation of data obtained from digital evidence and design of an appropriate search method:*

- The processed forensic data may come from various sources and systems, with different attribute extraction methods being suitable for different types of data. The research team plans to create a unified representation of digital evidence and its relationships in the form of matrices or graph structures that will enable subsequent analytical work. The aim is to design a query and analysis mechanism that will enable the effective search for relevant digital evidence, its attributes and mutual relationships.
- **Identification**
 - *Identification of relationships, deviations and groups of digital forensic events and artefacts:*
 - With the growing volume of forensic data, it is becoming increasingly difficult for humans to identify significant relationships, deviations and patterns of behaviour. The research team's goal is to create an analytical tool that will support the identification of relationships between digital evidence, temporal contexts, and anomalies, including so-called outliers, i.e., events or data records that deviate from normal system behaviour. Case studies from the field of security incident resolution and cybercrime will be processed to verify these approaches.

2.2 Project dissemination and communication objectives

2.2.1 Communication objectives

The communication objectives of the ADFIR project are strategically formulated to ensure effective dissemination of information and maximise the impact of the project results in the field of automated digital forensic analysis and cyber incident response. The participating entities focus primarily on raising awareness of the project and its innovative methodological and technological contributions in the field of cyber security, digital forensics and digital evidence processing, with the aim of informing relevant professional communities, public institutions and smaller organisations about the existence of the project and its significance and benefits for society.

The dissemination of results with professional and scientific benefits is also considered to be of key importance, which includes the publication of articles in renowned professional and scientific journals, the presentation of results at conferences, professional workshops or through the media, thereby ensuring professional and public attention to the activities carried out within the ADFIR project. Last but not least, it is important to systematically and transparently build trust in the project and its results, with all of the above communication activities contributing to this goal.

The project's communication objectives can be broken down into several primary points, namely:

- ***announcing and promoting events and activities carried out within the ADFIR project by sharing relevant information between internal and external stakeholders to ensure that the results of the project and its benefits reach***

professional target groups, particularly in the fields of cyber security, digital forensics and law;

- **raising awareness of project cooperation**, for example among students, employees of participating institutions, professional communities, partner organisations and other public and private entities, by providing appropriate, understandable and easily accessible information about the project, its activities and outputs;
- **ensuring the consistency, quality and professionalism of communication** carried out within the project, in line with the objectives, values and research focus of the ADFIR project,
- **directly identifying, presenting and highlighting** individual project outputs and results, with a particular focus on promoting interdisciplinary cooperation in the fields of technology, cyber security, digital forensics and the legal framework for processing digital evidence.

2.2.2 Dissemination objectives

The specific dissemination objectives of the project are strategically set to maximise its overall impact and ensure the effective transfer of project results to defined target groups. Based on the research nature of the ADFIR project and its focus on the automation of digital forensic analysis and cyber incident response, the aim is to support the practical applicability of the project outputs and create conditions for their use in a real-world environment. Thanks to the systematic dissemination of results, the research outputs of the project can become a starting point for the further development of tools, methodologies and procedures that can be used in practice.

An integral part of the dissemination objectives is also the building of a professional network through cooperation with relevant institutions, experts and potential partners. Target groups will thus obtain information on the possibilities of using data analytics and machine learning as support tools to streamline digital forensic analysis, digital evidence processing and security incident resolution, while respecting the legal framework and principles of personal data protection.

The project specifically targets the scientific and academic community, where it will introduce the concept of methodological and analytical innovations in the field of digital forensic analysis, data analysis and machine learning. For practitioners, particularly in the fields of cyber security, digital forensic analysis and law enforcement, the priority will be to demonstrate the practical benefits of the project, including time savings, increased efficiency of analytical processes and support for informed decision-making in resolving security incidents.

The project aims to motivate the target group of students and young researchers from various study programmes to engage in interdisciplinary education and research, linking computer science, cyber security and the legal aspects of digital evidence processing. The project thus

supports the development of professional capacities in areas that are becoming increasingly important in view of the dynamic development of digital technologies and cyber threats ().

The project may be of particular interest to the industrial and commercial sectors in terms of the future usability and further development of the proposed methodologies and analytical approaches. The outputs of the ADFIR project can serve as a starting point for follow-up research and development activities, possible commercialisation of solutions or their integration into existing security tools and services. At the same time, they can also be beneficial for public institutions, for which the project results will provide expert input for increasing the level of cyber security, modernising procedures for working with digital evidence and developing professional training in this area, which will ultimately have a positive impact on several segments of society.

2.2.3 Key messages, communication style and language

The messages communicated by the **ADFIR** project are based on several fundamental pillars that capture its essence, objectives and social benefits, and are tailored to specific target groups. The project focuses on the innovative use of data analytics and machine learning in the field of digital forensic analysis and cyber incident response, responding to the growing need for effective and systematic processing of large volumes of digital data and forensic evidence.

The ADFIR project brings new approaches to the automation of selected parts of forensic analytical work, which have the potential to significantly support professionals in the fields of cyber security, digital forensics and related legal professions. The project outputs contribute to speeding up and refining the analysis of digital evidence, reducing the burden on professional capacities, minimising the risk of human error and increasing the consistency of analytical procedures. The project thus creates the conditions for better and more transparent decision-making in the resolution of security incidents and the investigation of cybercrime.

ADFIR also represents an interdisciplinary link between the technical and legal aspects of digital evidence processing. The project creates a platform for cooperation between experts in the fields of information technology, cyber security, digital forensics and law, thereby supporting applied research with real impacts on security practices, law enforcement agencies and the wider social context. The automation of forensic analysis also has the potential to contribute to greater transparency in the handling of digital evidence and to improve the comprehensibility of analytical outputs, including their use in legal proceedings.

Communication and dissemination of information about the ADFIR project focus on providing answers to the most fundamental questions, which include in particular:

- What is the ADFIR project, what are its objectives, and what problem in the field of cyber security and digital forensics does it address?
- Who are the members of the project team and what is their professional role in the implementation of the project?

- What are the outputs and results of the project, or what partial results have been achieved within its framework?
- How can the results of the ADFIR project be used in practice, particularly in dealing with security incidents, working with digital evidence or in a legal context?
- What new trends, challenges and opportunities does the interconnection of digital forensics, cyber security and data analytics bring, and what should professionals and the wider public focus their attention on?

The style and tone of ADFIR project communication should be professional and formal, especially in relation to public institutions, the professional community and official project outputs, which corresponds to the research and professional nature of the project. At the same time, however, a reasonable degree of flexibility and adaptation of the communication style to specific target groups is expected, especially when addressing students, young researchers or the wider public.

A less formal and more accessible communication style can be used primarily in the online space, especially on social networks, blog posts and popularisation outputs of the project, where it is appropriate to use simplified language, concise messages and visual elements that promote comprehensibility and audience engagement. Regardless of the communication channel chosen, however, it is essential to ensure the linguistic, terminological and grammatical correctness of all communicated information and materials so that they meet the required professional level and quality standards of the project.

2.2.4 Brand identity and visual consistency

The main identity of the **ADFIR** project is based on the basic elements of its visual identity, such as the logo, preferred fonts, colour palette and graphic templates used in communication materials. Particular emphasis is placed on the uniformity and consistency of the project's visual identity across all communication channels in order to prevent brand fragmentation and possible confusion of the project with other initiatives.

The project name "Automation of Digital Forensic Analysis and Response to Cyber Incidents" and its abbreviated name "ADFIR" are the central identifying elements of the project and will be communicated consistently and clearly to both professional and public target groups. The project logo serves to clearly distinguish it from other research and development activities and visually reflects the project's focus on digital forensics, cyber security, data analytics and technological innovation. The logo is designed to be modern, clear and easy to use on various communication platforms, including web interfaces, presentation materials and print outputs.

The colour palette used in ADFIR project communications has been chosen with an emphasis on clarity, professionalism and credibility, which are essential for projects with a security and research focus. The colours used, primarily shades of blue and neutral contrasting colours, support clear visualisation of content and are suitable for both online and offline communication formats. The visual style of the project favours clear, factual and informative

graphic elements that correspond thematically to the areas of digital data, cyber security, analysis and forensic processes.

The purpose of maintaining a consistent project identity is to create a uniform visual impression in all project communication outputs, including the website, social media posts, professional presentations, publications, blog articles and other documents created by the partners involved. All members of the project team are responsible for adhering to the established visual identity and ensuring the quality of project communication in line with its objectives, mission and professional nature. All relevant materials feature appropriate and visible identification of the project through its name and logo.

The visual identity also includes a set of templates for presentations, documents, web content, social networks and press materials. All members of the project consortium involved in the creation of communication outputs have access to this manual and are familiar with the rules for using the ADFIR project's visual identity, including through internal information and coordination of communication activities within the project team.

2.3 Strategic ambitions - expected impact

The activities developed in the area of project communication will be of a dual nature, with the main objectives being:

- **raise awareness of the ADFIR project through target groups,**
- **disseminate the results and outputs of the ADFIR project.**

2.3.1 Improving internal communication

Given the number and professional diversity of the entities involved in the ADFIR project, effective internal communication between them is a key prerequisite for its successful implementation. Although the individual partners operate as separate organisations, they participate in the project jointly and have clearly defined competences, responsibilities and tasks, which are divided in accordance with the project structure and work packages.

To ensure a smooth flow of information, a common internal communication space has been created within the project, which serves to exchange expertise, research and practical experience, as well as to resolve operational and methodological issues. This space allows for rapid coordination of activities, mutual support between partners and timely identification of potential problems or risks.

Through effective internal communication, project partners also agree on key decision-making processes, planning of expert meetings and workshops, preparation of publication outputs, content of the project website and other activities related to the dissemination of ADFIR

project results. Regular communication also contributes to the harmonisation of technical, research and legal aspects of the project and supports its interdisciplinary nature.

2.3.2 Updating of strategic documents

The results and findings obtained within the ADFIR project will be systematically integrated into the internal strategic documents, methodological materials and research strategies of the entities involved, thus ensuring their long-term benefit and sustainability. Key methodologies, analytical procedures and recommendations developed within the project will be continuously evaluated internally and updated as necessary to reflect current developments in digital forensics, cyber security and legal requirements for the processing of digital evidence.

The knowledge gained in the project will also be used as a professional basis for the creation of further research, educational or strategic initiatives, including the preparation of new project proposals and funding applications at national and international level. In accordance with the principles of transparency and open access, strategically important documents, methodological materials and research outputs will be made available on the ADFIR project website or other appropriate platforms, as far as their nature and legal framework allow.

2.3.3 Political dialogue, contact with the press and media

Active political dialogue and systematic contact with the media and press are important tools for ensuring the broader social impact of the ADFIR project. The project creates a space for expert discussion on current challenges in the field of digital forensics, cyber security and automated processing of digital evidence, including their legal, ethical and regulatory aspects.

The implementation of project activities provides an opportunity to engage in open dialogue with public institutions, regulatory authorities, professional associations and other stakeholders at local, regional and national level. The aim is to share the results of the project, identify new challenges and trends in the field of cyber incident response, and contribute to the formulation of recommendations and expert opinions based on the project outputs.

Contact with the media serves to convey information about the progress, successes and results of the ADFIR project to the wider public. This communication may include the organisation of professional and popularisation events, media workshops, interviews or expert commentary for the media. At the same time, emphasis is placed on the use of online space and digital communication channels, where it is possible to raise public awareness of cyber security, digital forensics and the social impact of the use of advanced analytical technologies through up-to-date and thematically relevant content.

3 Stakeholders and target groups

3.1 Target groups

A key aspect of the ADFIR project is to ensure that various recipient groups are systematically and increasingly informed about its activities, progress and results. The project's communication and dissemination activities are designed to gradually increase awareness of the project and to ensure that relevant information reaches those groups that can most effectively use or further develop the project outputs.

The basic prerequisite for effective communication is the identification of specific target groups and the adaptation of the communication style, language and channels of information dissemination to the needs and expertise of individual recipients. The ADFIR project therefore distinguishes between internal and external target groups as follows:

- **Internal ADFIR project community**
 - academic and administrative management of the project,
 - researchers and expert investigators involved in individual project work packages,
 - doctoral students and young researchers participating in the project's research activities,
 - academic staff and researchers from institutions involved in the project,
 - experts from partner organisations working in the field of cyber security, digital forensics and data analytics.
- **External audience**
 - students and doctoral students as young researchers and future experts in the fields of computer science, cyber security, digital forensics and law,
 - practitioners in the field of cyber security, digital forensics, incident response and related technical disciplines,
 - legal professions and law enforcement authorities (investigators, prosecutors, judges, experts, lawyers),
 - state administration and public authorities, in particular entities responsible for cybersecurity, internal security and digitisation,
 - public and private institutions, professional organisations and professional associations,
 - media and trade press focused on technology, cybersecurity and digitisation,
 - the wider professional and lay public interested in issues of cybersecurity, data protection and the social impact of digital technologies.

4 Processes and channels for disseminating information and communication

4.1 Processes

4.1.1 Working Group for Information Dissemination and Communication

Effective information dissemination and communication within the ADFIR project requires a coordinated and systematic approach by all partners involved. To ensure a uniform and functional procedure, a working group for communication and dissemination has been set up, whose members are representatives of the individual participating entities in the project, in particular from the academic sphere, the professional security sector and the legal field.

The working group consists of representatives of the project team from partner organisations involved in the implementation of the ADFIR project, with each entity having clearly defined tasks, competences and responsibilities within the group in the area of communication and dissemination of information. The division of responsibilities takes into account the professional focus of each partner and their role in the project, ensuring effective and accurate communication of project outputs to individual target groups.

The working group will meet regularly, both in person and online, to plan, coordinate, implement and evaluate the communication and dissemination activities of the ADFIR project. Its main tasks include, in particular, assigning specific communication tasks, harmonising the timetable for dissemination activities, ensuring mutual information exchange on ongoing and planned outputs, and continuously evaluating the effectiveness of the selected communication channels.

All members of the working group follow the joint dissemination plan of the ADFIR project, the principles of the project's visual identity and the agreed communication procedures. The aim of this setup is to ensure a high degree of consistency, professional quality and effectiveness of the project's external and internal communication, as well as smooth cooperation between all partners involved.

The working group consists of:

4.1.2 Pavol Jozef Šafárik University in Košice (UPJŠ)

As the main coordinator of the ADFIR project and its leading academic partner, UPJŠ plays a key role in project communication management, strategic planning of dissemination activities and their coordination. UPJŠ representatives are responsible for the overall conceptual setting of project communication, approving key communication outputs, ensuring compliance with grant scheme requirements, and overseeing adherence to the dissemination plan and visual identity of the project.

UPJŠ also manages the main official communication channels of the project, in particular the website and professional publications, and coordinates internal communication between partners. University representatives are also responsible for communicating with the project's management and control bodies and for ensuring the factual, methodological and formal integrity of all communication and dissemination outputs. In the research process itself, UPJŠ is actively involved in all main phases of the project, especially in the area of digital forensic data processing, the design of analytical methods and the evaluation of results.

4.1.3 IstroSec s.r.o.

As an expert partner with practical experience, IstroSec brings extensive expertise in cyber security, digital forensics and incident response to the ADFIR project. IstroSec representatives are mainly involved in the practical communication of project outputs to security practitioners such as CSIRT and SOC teams, forensic analysts and security incident response specialists.

In the area of dissemination, IstroSec focuses on transferring research findings into a practical context, presenting case studies, professional experience and real-life scenarios for the use of project methodologies. The group is actively involved in the preparation of professional workshops, presentations and popularisation activities aimed at the professional community, with an emphasis on the practical applicability, benefits and limitations of digital forensic analysis automation in real incidents.

4.1.4 European Information Security Institute (EISI)

As an independent expert partner, EISI provides the legal, regulatory and ethical dimension of communication and information dissemination in the ADFIR project. EISI representatives are mainly involved in interpreting project outputs in relation to the legal framework for the processing of digital evidence, personal data protection and the usability of automated analysis results in criminal and administrative proceedings.

As part of its dissemination activities, EISI contributes to the creation of expert opinions, recommendations and analytical outputs intended for public authorities, legal professions and policy makers. The group also participates in communicating the social, legal and ethical aspects of the ADFIR project to both professionals and the wider public, and in building a bridge between the technical solutions of the project and their legal acceptability in practice.

4.2 Communication and promotion channels

4.2.1 Website

Main website of the ADFIR project: <https://adfir.upjs.sk/>.

Objective: to raise awareness of the project, its vision, objectives and funding bodies, to secure its position on the internet, to share news and to gather all the most important information via the publication of blog posts and current project outputs.

Main target groups: academics, researchers, interested internal parties, interested external parties, media and press.

4.2.2 Social media channels

ADFIR project LinkedIn page: <https://www.linkedin.com/company/adfir-project/>.

Objective: to communicate and promote the activities carried out within the project, to promote the outputs and results of the project, as well as the latest news.

Main target groups: all internal and external audiences.

5 Activities and tools for information dissemination and communication

5.1 Digital tools and activities

5.1.1 Communication campaigns

The ADFIR project's communication campaigns are strategically designed to target different audiences simultaneously, thereby ensuring increased awareness of the project itself, its activities and, subsequently, its outputs. The communication campaigns will be a long-term and coordinated effort, tailored to the duration of the project, its phases and its objectives, with each campaign having a defined audience, selected communication channels and clearly defined objectives.

In the initial phase of the project, i.e. the initiation and awareness-raising phase, the project will primarily focus on presenting the ADFIR project to the general public, mainly through the launch of the official project website and active use of social networks, such as a LinkedIn profile, where the most important information about the project and its vision for the future will be published.

In the second phase, which is already part of the subsequent development of the project, communication campaigns will focus on disseminating scientific, professional and other knowledge, which will include, for example, the creation of presentations, conferences and workshops for both the lay and professional public in order to maximise the impact of the project on the widest possible audience. At the same time, communication campaigns will also take place online through the publication of information on the project website and on the project's social media profiles.

All communication campaigns will be carefully planned with a focus on the target audience, available project resources and measurable success indicators, with the flexibility of the plan allowing for ongoing adaptation of different strategies based on feedback and project development.

Campaigns may consist of various activities such as:

- *online lectures and lectures organised in the form of webinars,*
- *posts published on social networks,*
- *holding various conferences focusing on topics related to the project's activities, progress and outputs,*
- *organising various workshops focusing on topics related to the project's activities, progress and outputs,*
- *publishing short informative blogs that provide readers with the latest information and news in the world of law and artificial intelligence across the globe.*

5.2 Events

Events organised as part of the ADFIR project strategy are an integral part of the dissemination plan and provide a means of direct contact with various target groups. The events not only enable the presentation of results, but also stimulate interactive discussion, build relationships with the public and potential future partners, and, last but not least, provide feedback that is important for the activity and functioning of the project itself. The planned events will be organised on a variety of scales and will be tailored to the specific objectives of the event itself. The selection of specific events will be adapted to the current status of the project, available resources and possible opportunities. Each event will be carefully planned with regard to its specific objectives, and the success of the events will be evaluated internally and monitored.

Classification of the range of planned types of events:

5.2.1 Scientific and professional conferences

In order to disseminate scientific, professional and other project results, priority will be given to participation in relevant conferences, where the main contributor and its partners will actively present the progress of the project, its results achieved so far and the possibility of practical implications of the outputs for interested parties. Preference will be given to conferences that ensure high-quality dissemination and subsequent awareness-raising about the existence and activities of the project. Holding and participating in various conferences is key to developing discussion, establishing potential collaborations, and raising awareness of the ongoing activities carried out within the project scheme. In order to support communication efforts and enable wider communities to benefit from the results of this project, ADFIR will organise and participate in meetings, whether as part of local initiatives, external initiatives or, where necessary, internal initiatives.

5.2.2 Professional workshops

As part of the ADFIR project, specialised professional workshops will be organised focusing on specific methodological aspects of the project, individual phases of digital forensic analysis, as well as practical applications of the developed analytical approaches and experimental solutions. The workshops will focus mainly on the areas of forensic analysis automation, digital evidence processing, cyber incident response, and linking technical outputs with the legal framework for their use.

The professional workshops will be targeted at a narrower and more specialised audience, including primarily experts in the field of cyber security and digital forensic analysis (forensic analysts, members of CSIRT and SOC teams), academics and researchers, students of technical and legal disciplines, as well as representatives of organisations and companies operating in the field of information security and security technology development.

The workshops and seminars will be interactive and will combine expert presentations with practical demonstrations, discussion panels and case studies based on the project scenarios. To an appropriate extent, participants will be able to familiarise themselves with the methodologies, analytical procedures and tools used through demonstrations and model situations.

The aim of this dissemination activity is to systematically spread expert knowledge about the ADFIR project, present its partial and final results, and create space for expert discussion and feedback from relevant target groups, which can be used in the further development of project outputs.

5.2.3 Presentations for students and the academic community

With the aim of involving younger generations of experts and systematically building professional capacities for the future, the ADFIR project team will give presentations and professional lectures at universities, primarily at technical, IT and relevant law faculties of the participating institutions. The presentations will focus on popularising the topics of digital forensics, cyber security, data analytics and the use of machine learning in the processing of digital evidence, as well as presenting the objectives, methodological approach and interim results of the ADFIR project.

The aim of these activities is not only to familiarise students and the academic community with current research trends in the field of automated forensic analysis and incident response, but also to motivate and inspire students to take an interest in interdisciplinary areas linking IT, cyber security and the legal aspects of working with digital evidence. The dissemination plan also includes participation in events such as open days, specialist university events and thematic seminars focused on digital security and forensic technologies.

The ADFIR project will also organise professional workshops and lectures for students and the academic community, focusing on the practical aspects of digital forensic analysis, including working with forensic data, using graph and analytical models to represent digital events, identifying anomalies and interpreting the results of automated analysis. These activities will serve as examples of applied research and demonstrate the possibilities of using data analytics and machine learning to solve real-world security incidents.

Further presentations and workshops are also planned at partner universities and participating academic institutions, demonstrating the practical application of the results achieved in the individual work packages of the ADFIR project.

5.2.4 Events for the general public, media and press

In order to raise awareness of the ADFIR project and its social significance, events aimed at the general public, media and press representatives will be organised or supported. These

activities will focus on clearly presenting the benefits of digital forensics, the automation of analytical processes and the use of advanced technologies in the field of cyber security, as well as on building public confidence in their responsible and lawful use.

Dissemination activities may include, for example, press conferences, discussion forums, popularisation lectures, expert discussions or participation in public and professional events focused on digitisation, security and technological innovation. The aim of these events is to communicate complex technical and legal topics in clear and understandable language and to demonstrate the practical and social relevance of the ADFIR project results.

5.2.5 Internal partner events

In addition to external dissemination activities, the ADFIR project will also emphasise systematic internal communication and knowledge sharing between partner entities. To this end, internal meetings, seminars, workshops and discussion forums will be organised within the project consortium.

Internal events will serve to keep all members involved informed about the progress of the project, the results achieved, the challenges identified and the activities planned, as well as to coordinate tasks between partners. These activities will contribute to strengthening cooperation, harmonising the technical, research and legal aspects of the project, and effectively disseminating the knowledge gained within the ADFIR project internally.

5.3 Promotional materials, including printed materials

5.3.1 Brochures, posters and leaflets

In order to promote the project to a wider audience, particularly during external meetings and promotional events, a set of communication tools will be created, which will include a description of the project, its activities and objectives, and will be in line with the official brand identity of the project.

Brochures, posters and leaflets are a key tool for the visual and tangible dissemination of information about the project, and despite the current digital age, such tools remain relevant, especially when contacting target groups at events, conferences or within partner organisations. The role of these communication tools is primarily to communicate key messages and benefits of the project to the public in a concise, visually appealing and effective manner, allowing them to gain insight into the project's activities in this form. Such tools in material form can be distributed physically locally, namely at member universities, among employees, students, local institutions and other relevant entities, as well as during online events and activities organised on the internet. All elements of the project's communication toolkit will be distributed to all project members so that they are available when needed.

All of the above-mentioned printed materials will be designed in accordance with the visual identity of the project brand to ensure maximum consistency and recognisability of the ADFIR project from other entities. Brochures, posters and leaflets will be updated as necessary during the project to reflect its current results and milestones achieved by the project partners to date.

5.3.2 Brochures

Brochures will be used to present the project and its results to date in more detail and with greater precision. The brochures will be designed to appeal to the widest possible range of target groups, but especially to professionals, the general public and potential future partners.

Content focus of the brochure materials:

- presentation of the project, including its name and logo,
- key results and benefits of the project,
- information about participating partners and the project team,
- contact information.

5.3.3 Posters

Poster materials will be primarily intended for the visual presentation of the project at conferences, events, university corridors, or for the presentation of the project in other public spaces. The aim of these materials is to attract attention, with the posters conveying all the important information about the ADFIR project in a short space of time, including its name, objectives, vision and results achieved to date.

The emphasis in the case of poster materials will be on:

- attractive visual design,
- concise and succinct messages and project objectives,
- a colour scheme in line with the visual identity of the project brand.
- QR code for easy access to the project website.

5.3.4 Leaflets

Leaflets will be the most concise and widely distributable format among these dissemination and communication tools. Leaflets will be intended for mass distribution, which means that they can be distributed at various events, such as information stands, conferences, open days, or they can be used as part of promotional packages. This tool will be designed to be easy to read, visually appealing and quickly convey the essence of the project itself. The leaflets should serve as introductory material to more detailed information for the general public and potential interested parties.

Content focus of the leaflet materials:

- presentation of the project, including its name and logo,
- one or two key messages or project objectives,
- the project's web address along with basic contact information,
- QR code for quick access to online information published on the website.

5.4 Press and media releases

During the ADFIR project, press and media releases will be systematically prepared and published to provide information on the most important project activities, initiatives, interim outputs and results achieved. These reports will be published regularly on the official project website and subsequently disseminated through other appropriate communication channels, in particular by sharing a link to the full text of the report.

The entities participating in the ADFIR project will follow the following principles when preparing and disseminating press and media releases:

- keeping clear records of project activities and milestones achieved,
- recording dissemination and communication activities, including documentation of presentations, technical materials, meeting reports and, to an appropriate extent, audiovisual recordings of events, conferences and workshops.

Press and media releases are a key tool for the ADFIR project in managing communication with the media and the general public. These outputs ensure the effective dissemination of information about the progress of the project, its technical and social benefits, and the strengthening of the project's media visibility. The reports will be formulated in a concise, factual and professional manner, with an emphasis on communicating the specific benefits of the project for defined target groups, particularly in the areas of digital forensics, cyber security and the legal framework for working with digital evidence.

The frequency of press and media releases will be directly linked to the achievement of significant project milestones, the successful completion of individual project phases or the implementation of key dissemination activities. The content of press releases will cover a wide range of events – from the initial announcement of the launch of the ADFIR project, the presentation of the partner consortium and the main objectives of the project, to information on professional publications, workshops, conferences and research results achieved.

In the event of significant results, such as the experimental verification of automated digital forensic analysis methodologies or the successful testing of analytical approaches in model incidents, the media will be informed with a particular emphasis on the practical applicability of these outputs and their potential contribution to security practices and public authorities.

Each press and media release will be structured in a uniform manner to ensure maximum clarity and effectiveness of communication. The report will include a clear and concise headline, an introductory paragraph summarising key information (what happened, who was

involved, when and why the information is relevant), as well as an extended section providing context and a more detailed explanation. If necessary, the report may also include quotes from project team members, representatives of partner organisations or recognised experts, thereby increasing the credibility and professional value of the communicated content.

Press and media releases will also contain brief information about the ADFIR project, its objectives and mission, as well as a basic introduction to the partners involved. Each release will also include contact details for the media, together with a link to the official project website.

Press and media releases will be distributed through multiple communication channels to maximise their reach, in particular through:

- e-mail distribution lists for journalists, editors and specialist media focusing on cyber security, technology and digitalisation,
- the official ADFIR project website,
- the websites of partner organisations involved in the project,
- social networks, where brief announcements and links to the full text of the reports will be published,
- press agencies and specialised distribution services,
- specialised magazines and thematic online portals.

When preparing press and media releases, emphasis will be placed on clear, professional and understandable language that is accessible to the general public, while respecting the technical terminology of the project. The tone of communication will be informative and factual, focusing on the innovative nature of the project and its specific benefits. Selected key messages may also be made available in English, if necessary, in order to reach the international professional and media community.

5.5 Extended visual identity

The basic ADFIR project visual identity package includes the project logo in various formats, rules for its use, colour palette, typography, graphic guidelines and basic templates for presentations, documents and letterheads. The extended visual identity of the project builds on these basic elements and expands them with a unified and comprehensive visual language that can be used across all communication channels.

The aim of the extended visual identity is to strengthen the recognisability of the ADFIR project, increase its credibility and clearly communicate its professional and innovative character. The unified aesthetic concept ensures that all project outputs are visually consistent and immediately associated with the project's mission and its focus on digital forensics and cyber security.

The extended visual identity of the project includes, in particular:

- ***a set of graphic elements and icons that can visually represent various project themes, such as icons and elements depicting data processing, digital forensic***

analysis, automated analytical processes and the use of artificial intelligence, or others, so as to contribute to a quick understanding of the more complex concepts of the project and increase the visual appeal of the project materials,

- **photographs and illustrations**, for which rules for their selection and use will be established, with preference given primarily to modern, professional and relevant visuals with visual content focused primarily on their originality,
- **rules for web and digital platforms**, which will define in more detail the standards for the layout of content on the project website, formats for the project's social networks and other digital communication channels, and which may include, for example, image sizes for social media, font style and text formatting.

5.6 Development of digital communication channels

In today's digital age, it is important for the project to make effective use of online space to disseminate information, engage specific target groups and build a community in this space. The development of digital communication channels involves the creation and management of the project's online communication channels, which will ensure rapid access to information, transparency and dynamic communication about news, progress and results of project activities. The project's digital communication channels will be continuously maintained and developed to ensure that they remain attractive to both current and new supporters.

The primary and most important digital communication channel for the project will be its official website, which will serve as a central information and communication hub. The website is designed with an emphasis on user-friendliness and a memorable design. The content of this official project website will be updated as necessary and should always include the following:

- **news**, highlighting the topicality of the information offered, including significant milestones, project results, latest participation in events and conferences, and other relevant events,
- **new publications and outputs**, through which visitors to the project website will have access to the latest documents, reports or relevant articles,
- **Comprehensive information about the project**, which may include its objectives, methodology, new project partners, or its individual members.
- **multimedia content**, which may consist of a photo gallery created from events, videos or other visual materials,
- **contact information**, which is essential for establishing contact with the project participants.

An additional digital channel is the project profile on the relevant social network LinkedIn, which is the primary channel for professional and academic communication, where it is also possible to share general information about current events, contributions, or other information about the project and establishing cooperation with experts. The project profile on this social network also serves for quick sharing of news, links, or real-time interaction with the community. Managing the ADFIR project's LinkedIn profile involves regular posting,

interacting with users of this social network, and monitoring relevant trends or discussions that could be directly related to the project.

All of the above digital communication channels will be visually consistent with the project's extended visual identity and will be interconnected to ensure a smooth flow of information and easy access to published content. Monitoring analytical data, which mainly includes project website traffic and the reach of social media posts, will be an important element in the ongoing evaluation of the effectiveness of the dissemination strategy and, subsequently, its optimisation.

6 Timetable and Action Plan

Effective dissemination and communication of the ADFIR project requires a clearly structured timetable and action plan that links the chosen communication strategies with specific activities and individual phases of project implementation. This systematic approach allows for continuous monitoring of dissemination activities and subsequent evaluation of the progress achieved in each stage of the project life cycle.

The timetable is divided into several consecutive phases that correspond to the key stages of the ADFIR project's research and development process – from its initiation, through the intensive research and testing phase, to the final evaluation of the results and ensuring their long-term sustainability. Although the schedule represents a stable planning framework, the specific dates and duration of individual activities will be continuously updated depending on the development of the project and the milestones achieved.

Phases of the project dissemination and communication plan, reflecting their chronological order and the primary focus of each stage:

- **Phase 1 – Project launch and establishment**

The initial phase of the project, which lasts approximately the first 3 to 6 months, focuses on initiating the project and creating basic awareness of the ADFIR project. During this period, the project team focuses on building a stable communication base that will ensure a unified and consistent presentation of the project both externally and within the consortium. A key activity in this phase is the launch and operation of the official ADFIR project website, which will publish basic information about the project, its objectives, methodological focus and participating partners. This phase also includes the creation and activation of official project profiles on selected social networks, especially on platforms designed for professional communication. An integral part of the first phase are internal coordination meetings and workshops of project partners, at which communication principles will be harmonised, the dissemination plan approved and uniform procedures for the creation and approval of communication outputs established.

- **Phase 2 – scientific and expert dissemination**

The second phase runs parallel to the main research and development activities of the ADFIR project and focuses on intensive professional dissemination. During this period, the project team concentrates on presenting interim results and methodological approaches to the professional community, academia and specialised target groups. Activities in this phase include participation in professional conferences, organisation of thematic workshops, publication of professional papers and popular articles, as well as regular updates to the project website and professional social networks. Special attention will be paid to presenting methodologies for automated digital forensic analysis, digital evidence processing, and analytical approaches used in resolving cyber incidents. This phase also includes internal professional seminars and educational activities for students and young researchers from partner institutions, with the aim of promoting

knowledge transfer and involving a new generation of experts in research in the field of cyber security and digital forensics.

- **Phase 3 – application and cooperation with practice**

The third phase of the project focuses on the practical application of the ADFIR project outputs and on deepening cooperation with professional practice and potential users of the project results. Emphasis is placed on communicating the direct benefits of the developed methodologies and tools to security practitioners, public authorities and other relevant entities. In this phase, external and specialised workshops, seminars and professional events will be organised, aimed primarily at forensic analysts, security experts, representatives of CSIRT and SOC teams, as well as professionals working in the field of digital security and evidence processing. These activities will focus on demonstrating the practical applicability of project solutions, their effectiveness and limitations in real-life scenarios for resolving security incidents. In parallel with the professional activities, targeted communication activities will also be carried out, aimed at potential partners from the field, public institutions and relevant entities, with the aim of identifying opportunities for further development, implementation or follow-up cooperation. This phase also includes the publication of press and media reports informing about the achieved application results of the project.

- **Phase 4 – Final impact and sustainability**

The final phase of the ADFIR project focuses on synthesising the results achieved, disseminating them comprehensively and ensuring the long-term sustainability of the project outputs. This phase takes place in the final months of the project and continues after its formal completion. During this period, a final press and information report will be prepared, summarising the main results of the project, the benefits achieved and the identified possibilities for further use of the project outputs. This phase also includes the preparation of final analytical materials and recommendations that can serve as a basis for further research, professional practice or policy-making in the field of cyber security and digital forensics. All relevant outputs, documents and processed materials will be published on the official ADFIR project website, ensuring their availability to both professionals and the wider public. The final phase also focuses on planning follow-up activities and forms of cooperation that will contribute to the long-term use of the project results even after its funding has ended.

For the purposes of ongoing monitoring of the implementation of the timetable and action plan, regular meetings of the dissemination and communication working group will be held at least on a monthly basis. These meetings will allow for a flexible response to the needs of the project, updating of planned activities and ensuring that the ADFIR project effectively fulfils its communication and dissemination objectives and maximises the long-term benefits of its outputs for society.

7 Monitoring and mitigation plan

For the dissemination and communication plan to work effectively, it requires not only detailed communication strategies, but also a sophisticated system for ongoing monitoring of progress and active mitigation of potential risks that may arise during the course of the project. This system must include systematic monitoring of the performance of all project communication activities, evaluating their actual impact and identifying potential obstacles in a timely manner. Thanks to this system, the project implementers will be able to respond promptly to situations that arise and thus ensure the successful achievement of all the dissemination and communication objectives set.

In order to monitor the progress of planned project activities and take corrective action where necessary, the following reporting tools will be introduced:

- ***an annual communication report***, which will include a brief summary of the most important communication and promotion activities and actions, together with the results achieved;
- ***a presentation or internal evaluation at six-monthly intervals***, summarising the ongoing collection of data to measure the effectiveness, impact and reach of the communication and promotion activities and actions carried out, together with the results achieved over a six-month period.

7.1 Monitoring of dissemination and communication activities

Monitoring of activities carried out during the course of the project will be systematic and ongoing throughout the duration of the project, based on quantitative and qualitative indicators. These indicators will provide the project team with a comprehensive picture of the success and impact of its efforts.

- ***Quantitative indicators***
 - ***The official project website***, where traffic will be carefully monitored, including the total number of views, time spent on the website, and the ability to compare the attractiveness of topics in relation to the number of views of the concept published on the website, while it would also be appropriate to analyse the sources of traffic and the number of downloads of documents or other materials that may indicate the depth of interest in the project content,
 - ***a profile on the LinkedIn social network***, where the reach of posts and engagement will be monitored, taking into account the number of profile views, "likes", comments, shares, clicks directly on links published under individual posts, or the growth of followers indicating the expansion of the online community,
 - ***media publicity***, for which it is necessary to record the number of media mentions, articles, posts, interviews, or others, and based on which the approximate number of people who were addressed and attracted by the mention is then estimated, while it is appropriate to focus on a qualitative

- analysis of such mentions – in the form of positive, neutral, or negative mentions,*
- **publications, contributions and presentations**, where their number for the analysed period will be important, as well as possible citations in various databases such as Scopus, Web of Science or Google Scholar, which will indicate the interest of the professional and scientific community in the topics in question,
 - **interactions and feedback**, where it is appropriate to analyse the number of enquiries received via contact forms on the official project website or by email, as well as the systematic collection and analysis of qualitative feedback from comments and suggestions that will help to improve planned project activities and actions.
- **Qualitative indicators**
 - **perception of the ADFIR project**, with the aim of finding out how the project in question is perceived by various target groups, for example in terms of its innovation, relevance or credibility, which will indicate the audience's engagement with the project itself and their interest in the subject of the project,
 - **the quality of interaction**, which will be assessed based on the depth and contribution of discussions at organised and held seminars, workshops, other events or, where applicable, on social networks, which will also indicate the audience's engagement with the project itself and their interest in the subject matter of the project;
 - **impact on policy and legislation**, where it will be necessary to monitor specific cases in which the results of the project have influenced discussions or decisions, for example within the state administration or the legislative process in the Slovak Republic;
 - **the quality of partnerships**, where the contribution and stability of established cooperation with other institutions and entities will be evaluated, which will have a significant impact on the long-term sustainability of the project.

A team consisting of the implementing entities will meet regularly and prepare reports on the progress of dissemination activities and actions based on the collected data in order to ensure effective monitoring. Specialised analytical tools will be used to collect and analyse the data in question in order to monitor in detail the traffic on the project website and the behaviour of individual users on this platform and on other social networks of the project. The working team will also have access to the analytical tools of individual social networks, which will provide an overview of the reach and engagement of posts.

7.2 Risk mitigation and crisis communication

During the implementation of the ADFIR project, unforeseen obstacles or crisis situations may arise even with careful planning. For this reason, it is essential to have a systematic risk

mitigation and crisis communication plan in place, focused on the early identification of potential threats, their ongoing monitoring and the adoption of effective measures to minimise their negative impact on the project's dissemination and communication activities.

The main potential risks include, in particular, situations in which the communicated objectives and outputs of the ADFIR project would not resonate sufficiently with the defined target groups. Low interest may arise, for example, as a result of an inappropriate choice of communication language or channels, or insufficient emphasis on the practical benefits of the project. Another identified risk is insufficient media coverage in cases where press and media outputs are not picked up by relevant media or do not receive adequate public attention, thereby reducing the overall visibility of the project.

A particularly sensitive risk is the possibility of negative publicity, which may arise in particular in connection with public concerns about the use of artificial intelligence, the automation of analytical processes or the processing of digital data. Such concerns can lead to negative reactions, misinterpretation of the project's objectives, or misunderstanding of its social benefits. Other risk factors include technical problems, such as temporary unavailability of the official project website, online platform outages, or other technical limitations that may disrupt smooth communication.

Another group of risks are personnel changes within the project team or partner organisations, which may temporarily affect the continuity and quality of communication activities. Possible budget constraints that may reduce the scope of planned dissemination activities must also be taken into account, as well as the risk of delays in meeting project milestones, which may have a secondary impact on the communication schedule and publication of outputs.

The following mitigation measures will be adopted in the ADFIR project for each identified risk:

- *In the event of low interest from target groups, the project team will continuously review and adjust the key messages of the project, the way they are formulated and the channels through which they are communicated. At the same time, the differentiation of communication according to individual target groups will be strengthened and emphasis will be placed on the clear presentation of the practical benefits of the project. The measures may also include increasing the attractiveness of the content through interactive elements, case studies and visual materials.*
- *In the event of insufficient media coverage, targeted and personalised communication will be established with selected media outlets and journalists who have long been involved in the topics of cyber security, digitalisation and technology. If necessary, the project team may also consider involving external PR capacities or using specialised distribution tools. To address any negative publicity, a responsible person or group of persons will be designated to coordinate a unified project position, approve key messages and ensure consistent and factual communication with the public. Proactive public education will also be an*

important tool, focused on transparently explaining the project's objectives, the technologies used and their social benefits.

- *In the event of technical problems, the project team will ensure regular maintenance and technical inspection of the official website and online communication platforms of the project. At the same time, alternative communication channels will be prepared to ensure continuity of information even in the event of a temporary failure of the main communication tool.*
- *In the event of personnel changes, budget constraints or time shifts in the project, the dissemination plan will be flexibly adapted to the current conditions. In the event of personnel changes, tasks will be redistributed and responsibilities within the project team will be clearly defined. In the event of financial constraints, cost-effective but efficient forms of communication will be prioritised. If project milestones are delayed, the dissemination activity schedule will be updated to respond to changes realistically and without negatively impacting the quality of outputs.*

Regular meetings of the participating partners in the ADFIR project will serve not only to coordinate dissemination activities, but also as a platform for the ongoing identification of new risks and discussion of the most appropriate strategies for mitigating them. This adaptive approach will enable the ADFIR project to respond flexibly to changing conditions and ensure effective, credible and stable communication throughout its implementation.

ANNEXES

Project logo

Colour variant



Black variant



White variant



Presentation slide template



