DECISION No GB/2024/6

of the European Cybersecurity Industrial, Technology and Research Competence Centre Governing Board

on the ECCC Public Communication and Dissemination Strategy

THE GOVERNING BOARD,

Having regard to the Treaty on the Functioning of the European Union,

Having regard to Regulation (EU) 2021/887 of the European Parliament and of the Council, of 20 May 2021, establishing the European Cybersecurity Industrial, Technology and Research Competence Centre and the Network of National Coordination Centres ('Regulation (EU) 2021/887'), and in particular Article 13(s) thereof,

Whereas:
1) The ECCC Public Communication and Dissemination Strategy serves as framework for the ECCC to develop and implement the ECCC Communication and Dissemination Plan on an annual basis;

2) The Governing Board is tasked with the establishment of the ECCC's communications policy on the basis of a recommendation made by the Executive Director;

3) The Executive Director presented and recommended the aforementioned Strategy to the Governing Board members.

HAS DECIDED AS FOLLOWS:

Article 1

The ECCC Public Communication and Dissemination Strategy is presented to the Governing Board as set out in Annex to this decision.

Article 2

The present decision shall enter into force on the day following that of its adoption.

Done at Dublin, on 27 June 2024

For the European Cybersecurity Industrial,
Technology and Research Competence
Centre

(e-signed)

Pascal Steichen
Chairperson of the Governing Board

Annex: ECCC Public Communication and Dissemination Strategy

ECCC PUBLIC COMMUNICATION AND DISSEMINATION STRATEGY

1.1 INTRODUCTION: COMMUNICATION AND DISSEMINATION STRATEGY AND PLAN

The ECCC Public Communication and Dissemination Strategy ("Strategy") is a high-level and strategic document updated on a biannual basis. The Strategy serves as framework for the European Cybersecurity Competence Centre (ECCC) to develop and implement the ECCC Communication and Dissemination Plan ("Plan") on an annual basis.

While the Strategy is high-level and strategic, the Plan is operational and it refers to all communication and dissemination activities to be planned and executed by the ECCC in cooperation with its partners and stakeholders. The Strategy is a public document and accessible through the ECCC website, while the Plan is an internal document.

1.2 STRATEGY'S COMMUNICATION AND DISSEMINATION OBJECTIVES

The Strategy and the Plan aim to contribute to the ECCC's overall goal of promoting research, innovation and deployment in the area of cybersecurity. Specifically, the three equally important communication and dissemination objectives (objectives "A", "B", and "C") are defined to deliver on the ECCC's mission and objectives as per ECCC Regulation (EU) 2021/887.

- **OBJECTIVE (A): strategic focus on Digital Europe (DEP) and Horizon Europe (HE) programmes and projects.**

Specific communication and dissemination activities on the funding programmes Digital Europe Programme (DEP specific objective "3. Cybersecurity and trust") and Horizon Europe programme (HE Cybersecurity Destination - Cluster 3: "Civil security for society") under ECCC management as well as on the results of the funded projects, should take place to enhance cybersecurity capacities, capabilities, knowledge and infrastructure targeting industry (in particular SMEs), research communities, the public sector, and civil society. Communication may also include direct engagement with specific industrial sectors in order to promote application to open calls.

- **OBJECTIVE (B): strategic focus on building expertise and exchanging best-practices.**

Specific communication and dissemination activities should take place to promote cybersecurity resilience, the uptake of cybersecurity best practices, the principle of security by design, and the certification of the security of digital products and services, in a manner that complements the efforts of other public entities.

A particular attention should also be dedicated to communication and dissemination activities aiming at the reinforcement of cybersecurity and technology skills and competence in industry, technology and research and at all relevant educational levels, supporting gender balance.

Cybersecurity is essential at societal and the economic level, as it also concerns security of network and information systems, including the internet and other infrastructures which are

critical for the functioning of society, such as transport, health, energy, digital infrastructure, water, the financial markets and the banking systems. Therefore, building expertise and exchanging best-practices in this domain is of critical importance.

- **OBJECTIVE (C): strategic focus on raising awareness, stakeholder engagement, and community building.**

Specific communication and dissemination activities should take place to contribute to a strong European cybersecurity ecosystem that brings together all relevant stakeholders. These activities should aim at raising awareness amongst the diverse groups of European stakeholders involved in cybersecurity; stimulate their engagement in the context of the ECCC (e.g. provide input to the activities of the Centre, to the multiannual work programme and to the annual work programme); as well as fostering the cybersecurity community building for facilitating long-term strategic cooperation and coordination amongst the Community members as well as for the benefit of cybersecurity expertise of the Union.

1.3 STRATEGY'S ACTIONS, TARGETS, AND PARTNERS

The Strategy provides a high-level and strategic vision of the communication and dissemination -Actions, - Targets, and - Partners, in relation to the aforementioned communication and dissemination objectives A, B, and C.

This overview should guide the development of the ECCC Public Communication and Dissemination Plan that has an operation nature. The three tables provided refer each to a specific objective.

- **OBJECTIVE (A)**: **strategic focus on Digital Europe (DEP) and Horizon Europe (HE) programmes and projects.**

Actions	Targets	Partners
- Promotion of relevant events (e.g. Info Days) to enhance the visibility of funding opportunities of DEP / HE programmes.	- Industry - Public sector - Academia - Civil society	- EU institutions and bodies / EU Agencies - Relevant National/ International Organisations - NCCs / NCPs
- Promotion of relevant communication actions (e.g. coordinated social media presence; ECCC newsletter; project brochure) to enhance the visibility of the implementation of DEP / HE projects - Promotion of open calls to specific industry sector to increase number and quality of applications	- Industry - Public sector - Academia - Civil society	- NCCs / NCPs - DEP / HE project beneficiaries - Industry associations

- **OBJECTIVE (B): strategic focus on building expertise and exchanging best practices.**

Actions	Targets	Partners
- Promotion of relevant events / initiatives on ECCC Working groups' activities on topics related to objective B.	- Industry - Public sector - Academia - Civil society	- EU institutions and bodies / EU Agencies -Relevant National/ International Organisations - NCCs / NCPs
- Participation in relevant events / initiatives promoted by the Partners on topics related to objective B.	- Industry - Public sector - Academia - Civil society	- EU institutions and bodies / EU Agencies - Relevant National/ International Organisations - NCCs / NCPs
- Promotion of relevant communication actions (e.g. coordinated social media presence; ECCC newsletter) to enhance the visibility of activities related to objective B.	- Industry - Public sector - Academia - Civil society	- NCCs / NCPs - DEP / HE project beneficiaries

- **OBJECTIVE (C): strategic focus on raising awareness, stakeholder engagement, and community building.**

Actions	Targets	Partners
- Promotion of relevant events / initiatives on ECCC Working groups' activities on topics in line with objective C.	- Industry - Public sector - Academia - Civil society	- EU institutions and bodies / EU Agencies - Relevant National/ International Organisations - NCCs / NCPs
- Participation in relevant events / initiatives promoted by the Partners on topics in line with objective C.	- Industry - Public sector - Academia - Civil society	- EU institutions and bodies / EU Agencies -Relevant National/ International Organisations - NCCs / NCPs
- Promotion of relevant communication actions (e.g. coordinated social media presence; ECCC newsletter) to enhance the visibility of activities related to objective C.	- Industry - Public sector - Academia - Civil society	- NCCs / NCPs - DEP / HE project beneficiaries

1.4 FROM THE STRATEGY TO THE PLAN

The ECCC Communication and Dissemination Plan ("Plan") is developed in accordance with the Strategy's Objectives A, B, and C and the Actions, Targets, and Partners. Every Strategy's Action is fed with operative information related to: the content of the specific activities; the used tools; the indicative frequency and foreseen implementation period; the desired role of the partners; and the expected Key Performances Indicators.

The Plan is assessed against its performance, taking into account a 12-month period following its launch, and updated on an annual basis. The Plan may be used in cooperation with NCCs to support the development of the respective Communication and Dissemination Plan.