EU-HYBNET

D.5.6 MIDTERM PROJECT DISSEMINATION IMPACT ASSESSMENT REPORT 2

DELIVERABLE 5.6

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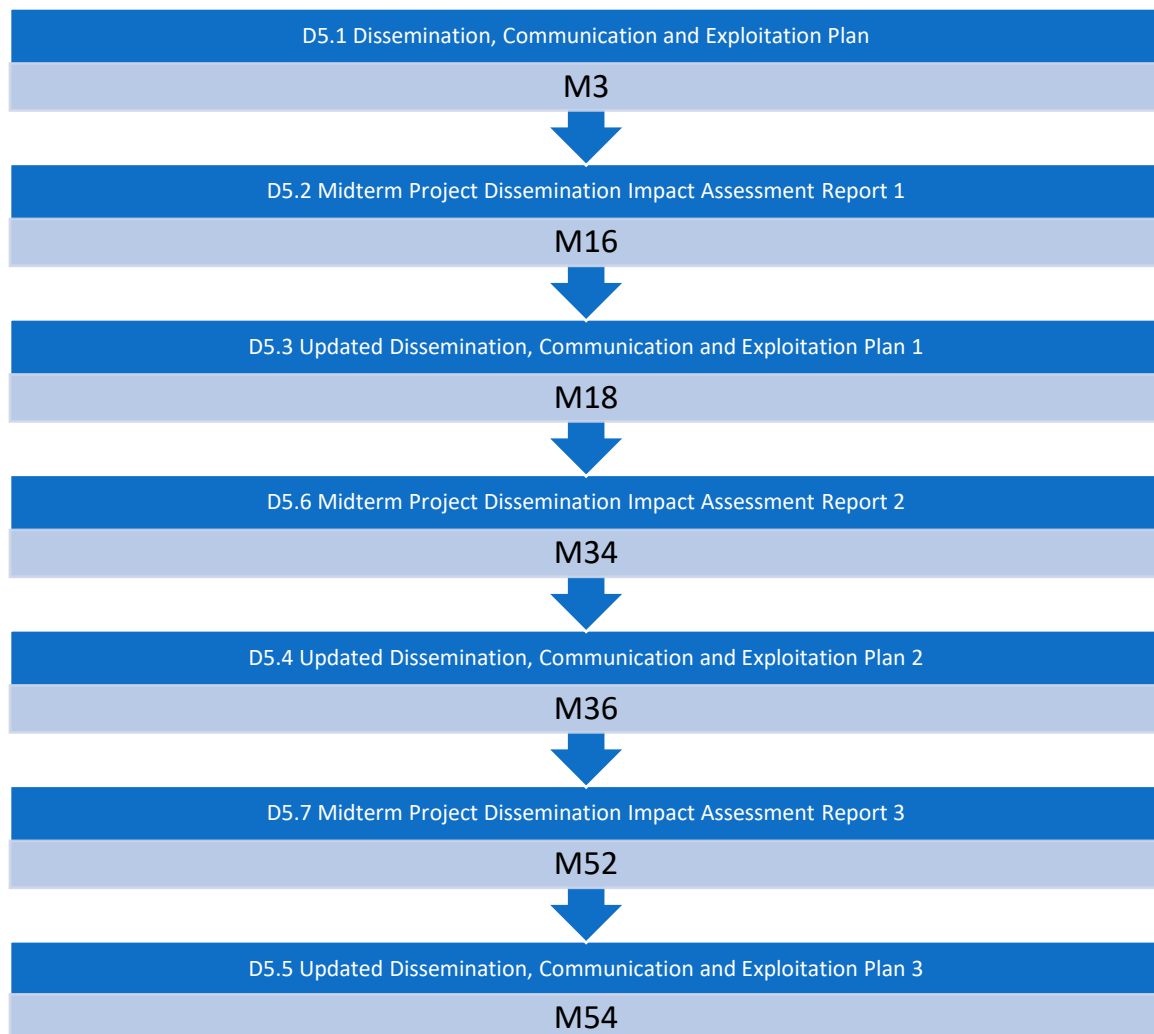
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1. INTRODUCTION

1.1 OVERVIEW

The Dissemination, Communication and Exploitation Strategy (DCE – Deliverable (D) 5.6 of EU-HYBNET (Empowering a Pan-European Network to Counter Hybrid Threats) project seeks to ensure that **project outputs and outcomes are widely disseminated to the right target audiences**, respecting an appropriate and defined timing, through intelligible channels and tools; and the **stakeholders can contribute to the output's development, evaluation, and exploitation**.

To achieve these objectives, the DCE - Deliverable (D) 5.6, defines a dissemination, communication and exploitation strategy that includes a diversity of online and offline channels and media to reach the different stakeholders.

It also sets the Monitoring and evaluation process to apply on a recurring basis throughout the project to carry out the updated Dissemination, Communication and Exploitation Plan.

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This Midterm Project Dissemination Impact Assessment Report 2 (D5.6) carries out the second evaluation of the Dissemination, Communication and Exploitation Plan for analysing compliance with the established KPIs, evaluate the impact of the plan and establish proposals for its improvement.

1.2 STRUCTURE OF THE DELIVERABLE

This document includes the following sections:

- Section 2: Overall assessment
- Section 3: Evaluation of the KPIs associated with the different Dissemination and Communication tools
- Section 4: Final conclusions and recommendations

2. OVERALL ASSESSMENT

The table below shows the defined indicators for assessing EU-HYBNET performance as related to the dissemination and communication of the project. The colours show the level of performance for each indicator according to the following explanation: green, means an excellent level, orange a good level and red a poor level of performance.

Dissemination and Communication tools	Indicator	Poor	Good	Excellent
Project Website	Number of visits per month	Less than 140 per month Less than 1400 (M14-M32)	140-300 per month 1400-3000 (M14-M32)	More than 300 per month More than 3000 (M14-M32)
	Page views per month	Less than 300 per month Less than 3000 (M14-M32)	300-500 per month 4000-5000 (M14-M32)	More than 500 per month More than 5000 (M14-M32)
	Average time spent on website	Less than 30 seconds	30 seconds -1.5 min	More than 1.5 min
Social Media	Subscribers of the LinkedIn Page	Less than 100 at M32	100-200 at M32	More than 200 at M32
	Number of posts shared on LinkedIn	Less than 15 (M14-M32)	15- 20 (M13-M32)	More than 20 (M14-M32)
	Number of Twitter followers	Less than 200 at M32	200-400 at M32	More than 400 at M32
	Number of tweets per month	Less than 10	10-25	More than 25
	Number of retweets per month	Less than 3	3-10	More than 10
	Number of tweets liked per month	Less than 10	10-25	More than 25
Biannual Newsletter	Number of Newsletters published	Less than 1	1-2	More than 2
Brochures	Number of brochures distributed	400 brochures (M14-M32)	600 brochures (M14-M32)	750 brochures (M14-M32)
Contributions to external events	Number of external events in which EU-HYBNET participates	0-1 per month (M14-M32)	1-2 per month (M14-M32)	More than 2 per month (M14-M32)
	Number of abstracts/papers submitted and selected	Less than 3 from (M14 to M32)	3-10 (M14-M32)	More than 10 (M.14- M32)
	Copies of the brochure/factsheet distributed	Less than 300 (M14-M32)	300-800 (M14-M32)	More than 800 (M14-M32)
Innovation and Knowledge workshop	Number of workshops organized	5		
	Number of participants	60	60-80	80-100
	Number of Tweets during a workshop	Less than 5	5-10	More than 10
	Number of online articles making reference to the workshop	Less than 2	2-5	More than 5
Future Trends workshop	Number of workshops organized	5		
	Number of participants	60	60-80	80-100
	Number of Tweets during a workshop	Less than 5	5-10	More than 10
	Number of online articles making reference to the workshop	Less than 2	2-5	More than 5
Gaps and needs workshops	Number of workshops organized	4		
	Number of participants	30-40	40-55	55-65

	Number of Tweets during a workshop	Less than 3	3-7	More than 7
	Number of online articles referring to the workshop	Less than 2	2-5	More than 5
Liaison activities and synergies	Number of relevant projects/initiatives identified and contacted/invited at project events	Less than 4	4-12	More than 12
	Number of relevant organisations/communities/experts identified and contacted/invited at project events	Less than 12	12-30	More than 30
	Number of cooperation activities (common events and other clustering activities)	Less than 1	2-5	More than 5
Link to the Community of Users	Number of EU-HYBNET presentations made during plenary meetings and thematic workshops	1 every three events	1 every two events + organisation of 1 external cooperation workshop	1 per event + organisation of more than 1 external cooperation workshop
Impact towards Policy Makers	Number of bilateral meetings with Policy makers	0-1	2-4	More than 4
	Presentations made during events gathering policy makers	Less than 2 a	2-5	More than 5
Stakeholders Board	Numbers of members	30-40	40-55	55-70

3. EVALUATION OF THE KPIS ASSOCIATED WITH THE DIFFERENT DISSEMINATION AND COMMUNICATION TOOLS

The EU-HYBNET dissemination, communication and exploitation activities include a detailed list of key Performance Indicators (KPI) which are the core of the assessment of this deliverable.

In the following pages, an analysis of the achievement of the KPIs is carried out to evaluate the level of performance and the impact achieved with the Dissemination, Communication and Exploitation Plan.

The time frame defined for the assessment is set up as the period covering June 2021 to January 2023.

3.1. ONLINE CHANNELS

3.1.1. PROJECT WEBSITE

The KPIs selected to evaluate the performance of the project's website, include specific traffic metrics to determine the temporal evolution of visits, webpages within the site that are more popular according to views, and the average time spent at the website by visitors.

These indicators have been provided by Google Analytics. In the table shown below, we can observe the expected value ranges of KPI for the project website depending on the level of performance.

Expected values of the KPI for the project website

Definition of the indicator	Type of data required	Poor	Good	Excellent
Number of visits per month	Google analytics	Less than 140 per month Less than 1400 (M14-M32)	140-300 per month 1400-3000 (M14-M32)	More than 300 per month More than 3000 (M14-M32)
Page views per month		Less than 300 per month Less than 3000 (M14-M32)	300-500 per month 4000-5000 (M14-M32)	More than 500 per month More than 5000 (M14-M32)
Average time spent on website		Less than 30 seconds	30 seconds -1.5 min	More than 1.5 min

Figure 1 shows total data provided by Google Analytics for the period analyzed (August. 2021-January 2023)

Figure 1. Overall data (Jan. 2023)

Number of visits	*28,410*
Number of visits per month	*1,578*
Page views	*17,884*
Page views per month	*993.5*
Average time spent on website	*00:01:53*

Source: Google Analytics

The total number of visits (sessions[1]) for all the period analysed (June 2021-January 2023) is 28,410, that means an average of 1,578 visits per month. March, April, May and June 2022 were the months with the highest number of visits. This is explained because in these months the main events of the EUHYBNET project took place. That is to say: Innovation Knowledge Workshop (#IKEW), Innovation Standardisation Workshop (#ISW), Future Trends Workshops (#FTW) and Annual Workshop (#AW).

Figure 2. Visits per month (June 2021-Jan.2023)
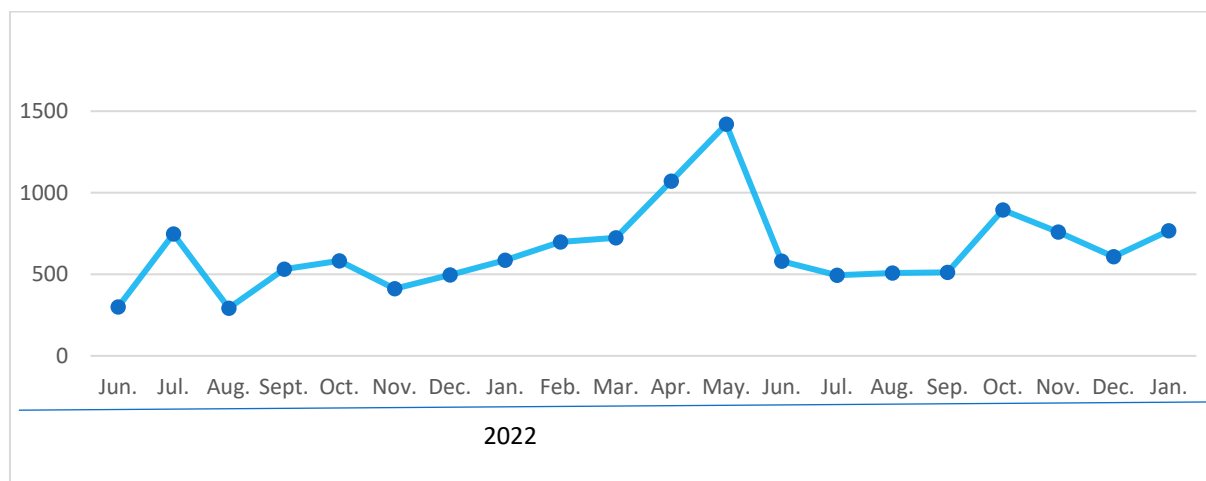
Source: Google Analytics

The number of page views from the M14 to M32 is 17,884, with an average of 993,5 per month. Regarding the average time spent per visitor the result is 00:01:53.

The scores show an **excellent performance** for all the KPIs for website.

3.1.2. SOCIAL MEDIA

LinkedIn and Twitter are the social media platforms selected as communication channels according to the targeted public of the project. The table below shows the KPIs for social media activity and the values expected to measure their performance. These indicators are related to the functional logic and features of LinkedIn and Twitter. Twitter is characterized by the immediacy in the distribution of content and by its high reach. LinkedIn is a professional network, where the activity generated by each user has scope mainly within their network of contacts and the gaining of followers has a relationship more symmetrical (follow back).

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[1] The Google Analytics term for the indicator "visits" is "sessions".

Expected values of the KPI for social media activity

| Definition of the indicator	Type of data required	Poor	Good	Excellent
Subscribers of the LinkedIn Page	LinkedIn Group Statistics dashboard	Less than 100 at M32	100-200 at M32	More than 200 at M32
Number of posts shared on LinkedIn		Less than 15 (M20-M32)	15- 20 (M20-M32)	More than 20 (M20-M32)
Number of Twitter followers	Twitter analytics	Less than 200 (M32)	200-400 (M32)	More than 400 (M32)
Number of tweets per month		Less than 10	10-25	More than 25
Number of retweets per month		Less than 3	3-10	More than 10
Number of tweets liked per month		Less than 10	10-25	More than 25

3.1.2.1. TWITTER

The Twitter account @EUHybnet was registered on May 7, 2020. From June 2022 until 30 January 2023, the account accumulates a total of 599 followers (199 more from the last analysed period), 96 tweets, 228 retweets and 682 likes.

Figure 3. @EUHYBNET Twitter activity
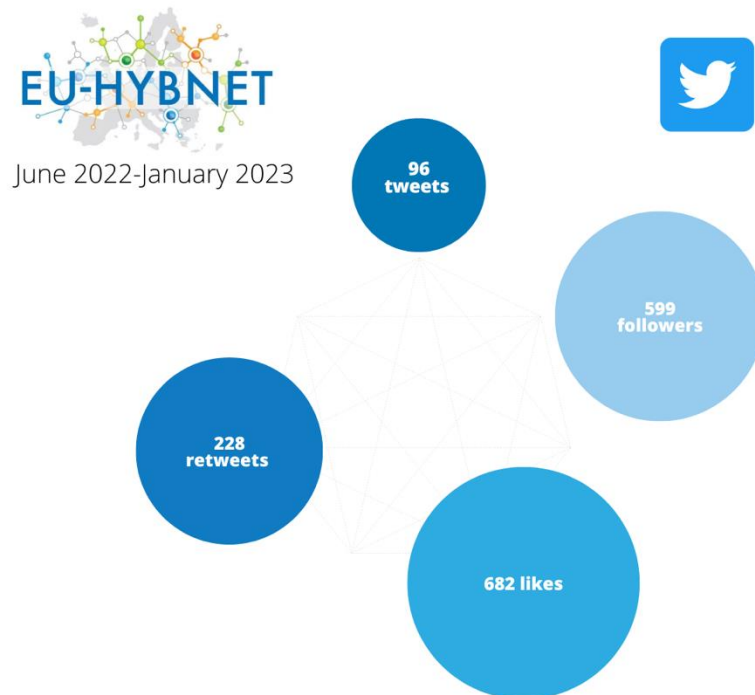
According with the results above the monthly average is 5 tweets, 12 retweets and 36 likes, being the results of the KPIs **poor for the tweets and excellent for the retweets and likes.**
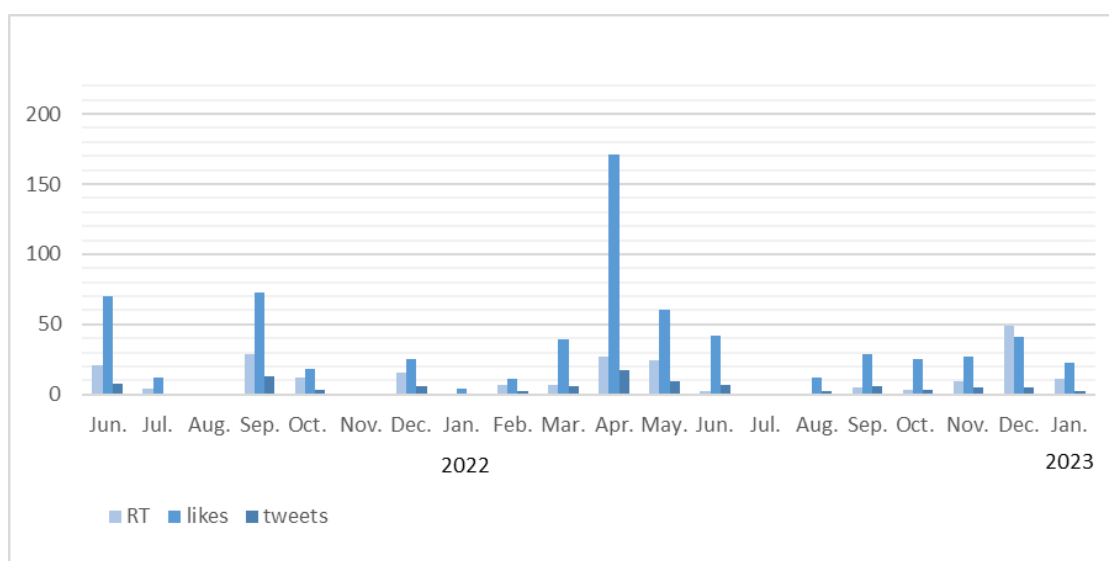
All the tweets contain information on the project. That is to say, the content of the tweets is related to events (own and external) and stakeholders' information related to the project.

Figure 4. Twitter monthly average growth
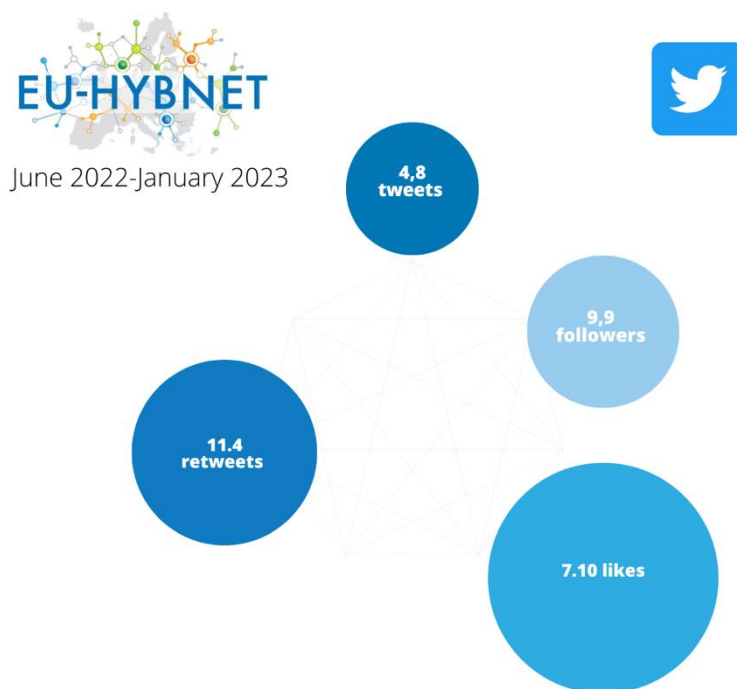
The monthly activity breakdown shows the following performance for the selected KPIs:

Figure 5. Twitter monthly breakdown

Source: Twitter

According to the figure above, the months with the highest number of tweets, retweets and likes corresponds to the promotion and the diffusion of the events organized by EU-HYBNET: the EU-HYBNET consortium´s 2nd Annual Workshop #AW (Rome, 6th of April 2022), the 2nd Innovation and Knowledge Exchange Workshop #IKEW (the Hague, 14th of June 2022), 1st Innovation and Standardisation Workshop (The Hague, 15th of June 2022), the 2nd Gaps and Needs Event (online, 7th, 27-29th of September 2021).

Secondly, the ratio between the total number of tweets and retweets is 2.3 and the ratio between tweets and likes is 7.10. The best performance can be found in the month of April 2022, with a ratio of 1.5 and 10 respectively.

The results obtained show **a good performance for retweet activity, but poor for the tweets, likes and followers**.

LINKEDIN

From the LinkedIn EUHYBNET´s account (https://www.linkedin.com/company/eu-hybnet/) between January 2021- January 2023 41 posts have been published which reached 680 reactions. The numbers of subscribers is 657, 473 more form the last period (May 2020-May 2021).

Figure 6. LinkedIn annual performance (January 2022-January 2023)
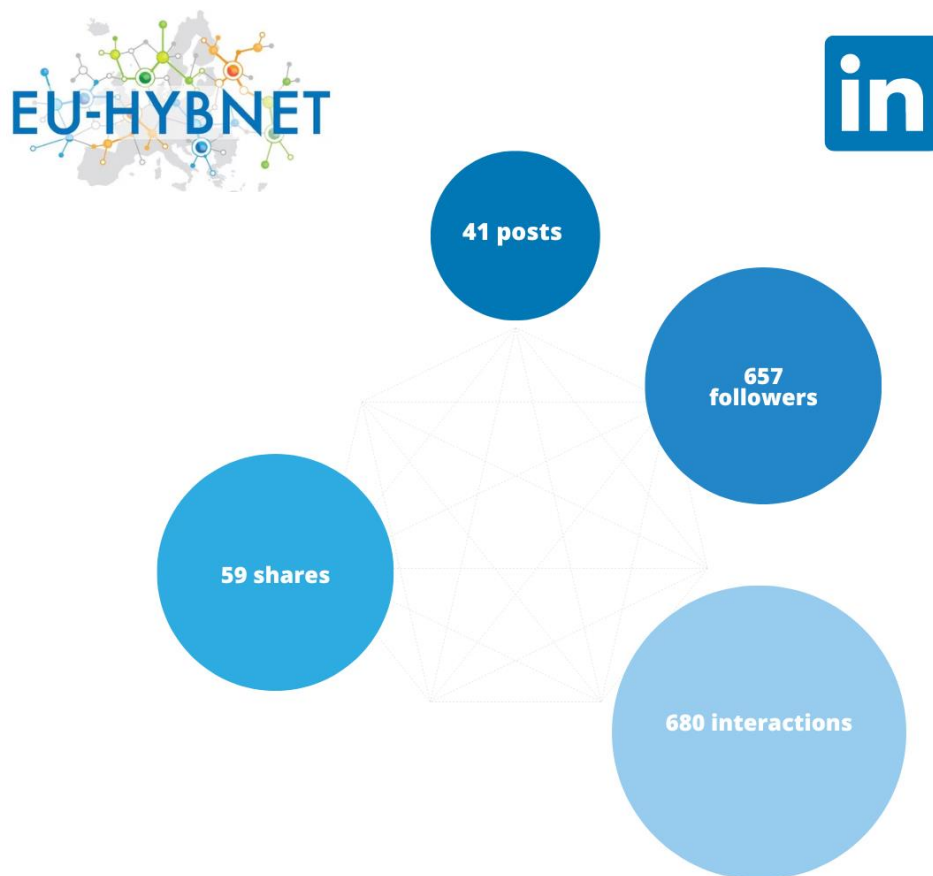
The behaviour observed relates to the own LinkedIn traits of being a professional network and its own algorithm. This is, hooking does not correspond to posts and reactions, at least not mainly. The purchase of followers explains by other reasons: ie., the following up after a meeting 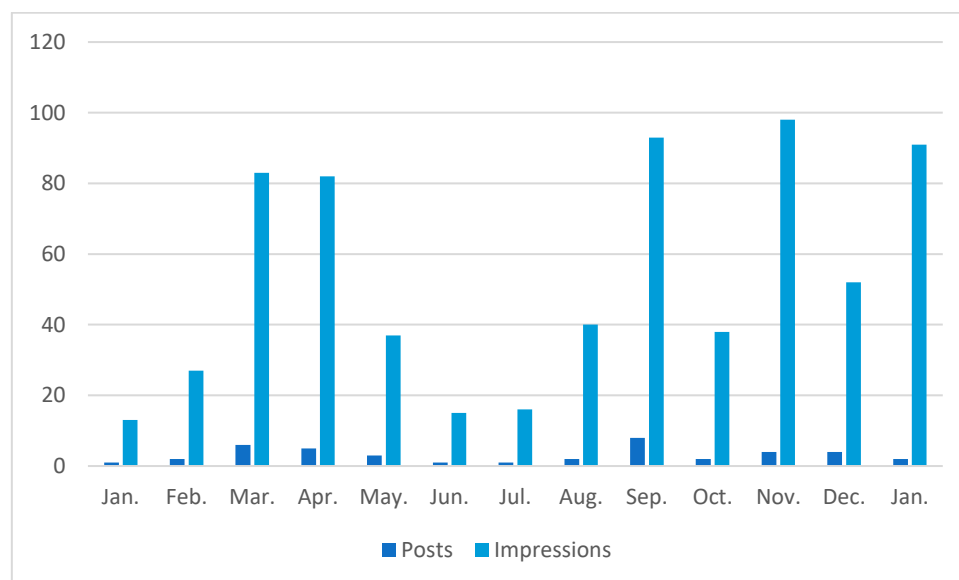online or offline, the recommendations provided by the platform´s algorithm that prioritizes personal connections based on interests. Furthermore, the content presented when a new session start does not emphasize the latest to oldest.

Figure 7. LinkedIn monthly evolution

The monthly average for the posts is 3.4 being September 2022 the month with the highest activity (8) and the summer months corresponds with the lowest one.

According to the expected KPIs values **for the subscribers, the developed activity in LinkedIn presents an excellent performance**, **also the score for the posts is excellent**.

3.1.3. NEWSLETTER

Within the framework of the EU-HYBNET project, it was agreed to develop a newsletter aimed at internal and external publics. The products are available at the website and via a subscription service. So far, three of these products have been released, in October 2021, April 2022 and October 2022. Until October 2022, the website has received 261 subscription requests, 68 more from the last analysed period. It means a **good level** of performance according to the values shown in the table below.

Expected values of the KPI for newsletters published

Definition of the indicator	Type of data required	Poor	Good	Excellent
Number of Newsletters published	Proceedings	Less than 1	1-2	More than 2

3.1.4. BROCHURES

The KPI for brochures makes sense for onsite events. However, due the restrictions related to COVID-19 pandemic some events were conducted in hybrid format. Hence this indicator is not completely applicable.

However, the brochures where shared in all EU-HYBNET events that were organized during the reporting period in hybrid format (in-person and on-line), namely in 2nd Annual Workshop #AW (Rome, 6th of April 2022), the 2nd Innovation and Knowledge Exchange Workshop #IKEW (the Hague, 14th of June 2022), 1st Innovation and Standardisation Workshop (The Hague, 15th of June 2022). The brochures shared were following:

- EU-HYBNET General presentation
- General Presentation on EU-HYBNET Network and it's benefits
- Brochure for security practitioners to explain benefits to join the EU-HYBNET network
- Brochure for Industry and SEMS to explain benefits to join the EU-HYBNET network

Furthermore, the brochures were shared in events that EU-HYBNET partners joined in person e.g.:

- EC funded project PRECINCT project Workshop/ May 2022 in Brussels
- 11th EU-US-Canada Expert Meeting on Critical Infrastructure Resilience / June 2022 in Paris
- European Union Institute for Security Studies/ July 2022 in Tbilisi
- Horizontal Working Party on Enhancing Resilience and Countering Hybrid Threats/ September 2022 in Brussels
- CRITIS2022 Conference/ September 2022 in München
- CERIS DRS/ November 2022 in Brussels
- EUROPOL innovation Lab& Clearing Board joint conference/ November 2022 in Prague

3.2. EVENTS

3.2.1. CONTRIBUTIONS TO EXTERNAL EVENTS

Participation in external events is another of the indicators that should be considered for impact assessment purposes. These forums are of great importance to disseminate the objectives and activities of the EU-HYBNET project. According to the expected values for this indicator, EU-HYBNET **has achieved good results.**

Expected values of the KPI for the contribution to external events

Definition of the indicator	Type of data required	Poor	Good	Excellent
Number of external events in which EU-HYBNET participates	Proceedings	0-1 per month (M14-M32)	1-2 per month (M14-M32)	More than 2 per month (M14-M32)

Number of abstracts/papers submitted and selected		Less than 3 (M14-M32(	3-10 (M14-M32)	More than 10 (M14-M32)

NUMBER OF EXTERNAL EVENTS IN WHICH EU HYBNET PARTICIPATES

The number of external events in which EUHYBNET consortium has participated since June 2021 to January 2023 is around 20. According to the values assigned to the KPIs, it means a**n excellent performance.**

The project has been invited to participate in several high-level events, engaging with policy makers at the Council of the EU (e.g., Horizontal WP on Enhancing Resilience and Countering Hybrid Threats) and the European Commission (also through the CERIS events). It also had the privilege to present its results in high-level events, such as the French Presidency, EU-U.S.-Canada conference on the 1 st -2 nd of June in Paris, and in the Czech Presidency, Horizontal Working Party on Enhancing Resilience and Countering Hybrid Threats on the 6 th of September in Brussels. The EU-HYBNET consortium has also received invitations to participate in events from the European Union Institute for Security Studies (EUISS); the EU Innovation Hub for Internal Security to participate in an event organised in cooperation with EUROPOL, and the CRITIS2022. ECHO invited EU-HYBNET to present the project in ECHO's Cyber Morning event (on-line) (27/4/2022). Additionally, 15 events participated by the project has been identified.

NUMBER OF ABSTRACTS/PAPERS SUBMITTED AND SELECTED

From June 2021 to January 2023 7 papers have been published in academic journals and 2 articles in magazines or newspapers. Additionally, 6 academic papers and 2 articles in magazines or newspapers have been published by the EU-HYBNET Committee partners. One paper is also in process review. These results mean an **excellent level of performance.**

3.2.2. INNOVATION AND KNOWLEDGE EXCHANGE WORKSHOP

To assess the offline and online impact of the different events organized in the frame of the EU-HYBNET project, the following four KPIs have been selected: numbers of workshops organized, number of participants, number of tweets during the workshop and number of online articles making reference to the event.

The second workshop organized by the EU-HYBNET consortium, Innovation and Knowledge Exchange Workshop #IKEW was hold on 14 June 2022 at The Hague. It aimed "to provide security practitioners, industry, SMEs, and academia an opportunity to exchange information on challenges in countering hybrid threats and possible innovations to answer them ". [2]

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[2] 1st Innovation Knowledge Workshop #IKEW – EU-HYBNET (euhybnet.eu)

**Expected values of the KPI depending on the level of performance for the workshop**

Definition of the indicator	Type of data required	Poor	Good	Excellent
Number of workshops organized	Events timeline	5		
Number of participants	Proceedings	60	60-80	80-100
Number of Tweets during a workshop	Twitter analytics	Less than 5	5-10	More than 10
Number of online articles making reference to the workshop	Google analytics	Less than 2	2-5	More than 5

3.2.2.1. NUMBER OF PARTICIPANTS

The number of attendants was 115. It means an **excellent performance** according to the values for this indicator.

Below it is the average of attendants by their professional scope: Practitioners, industry, `public/policy bodies, scientific community, and civil society. As we can see, the average of attendants by profile is distributed evenly.

Figure 8. Average of attendants by professional scope
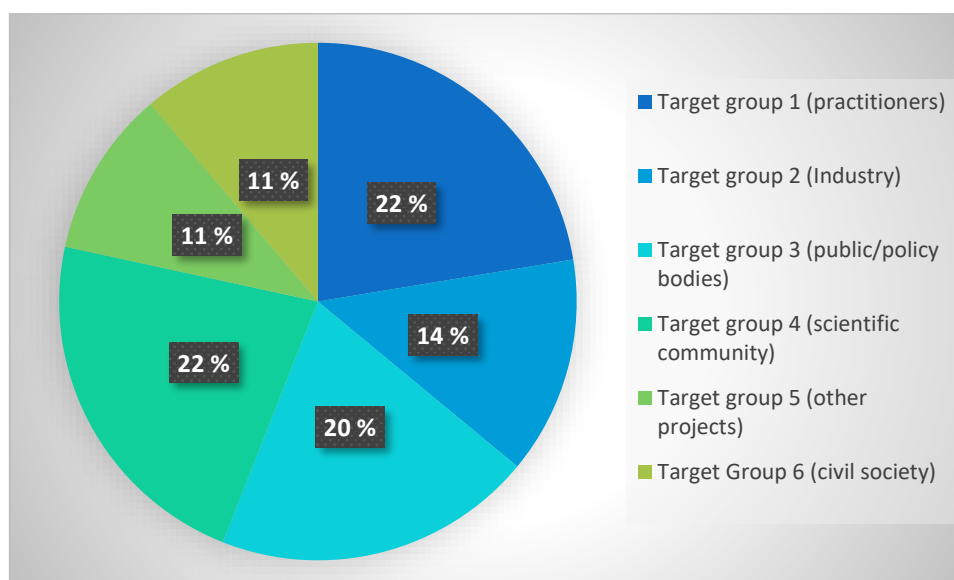
3.2.2.2. NUMBER OF TWEETS DURING THE WORKSHOP

During the #IKEW2022 were registered 13 from @euhybnet account. The tweets received 57 likes and 3 retweets. Additionally, another tweet from another account was posted.

These results mean an **excellent level** of performance according to the value expected for the KPI.

3.2.2.3. NUMBER OF ONLINE ARTICLES REFERRING THE WORKSHOP

Two articles were published referring the event. The result for this indicator points up a good **level** of performance.

3.2.3. FUTURE TRENDS WORKSHOP

The EU-HYBNET consortium will hold its second EU-HYBNET Future Trends Workshop, #FTW, on 5 of April 2022 in Rome and in hybrid format/telco. This workshop will address "expected future manifestations of hybrid threats, and their evolving nature coupled with the different points of view that may be expressed as to how current innovations and solutions may or may not apply in tomorrow's world."

The KPIs defined to measure the performance of the event are the same as those showed above for the Innovation and Knowledge Exchange Workshop: number of participants, number of tweets registered during the event and number of online articles referring to the workshop.

Definition of the indicator	Type of data required	Poor	Good	Excellent
Number of workshops organized	Events timeline	5		
Number of participants	Proceeding	60	60-80	80-100
Number of Tweets during a workshop	Twitter analytics	Less than 5	5-10	More than 10
Number of online articles making reference to the workshop	Google analytics	Less than 2	2-5	More than 5

3.2.3.1. NUMBER OF PARTICIPANTS

The 2nd #FTW was attendance by 96 participants. It has not been possible to specify the number of attendees for each organization. This result means an **excellence level** of performance.

3.2.3.2. NUMBER OF TWEETS DURING THE WORKSHOP

Throughout the 2nd Future Trends workshop, EU-HYBNET´s Twitter account posted 6 tweets reaching an impact of 2 retweets and 27 likes, which means a **good level** of performance.

3.2.3.3. NUMBER OF ONLINE ARTICLES REFERRING THE WORKSHOP

Two articles were published referring the event. The result for this indicator points up a **good level** of performance.

3.2.4. GAPS AND NEEDS WORKSHOPS

On 7 and 28 and 29 September 2021 the EU-HYBNET project consortium held the 2nd Gaps and Needs Workshop. The event is considered at the core of EU-HYBNET since it aims to determine the priority gaps and needs on which the project will focus by identifying the most promising innovations to fill the gaps and needs and recommending innovations uptake and standardisation.

The KPIs defined to measure the performance of the G&N event are the same as those showed above for the other evaluated events: number of participants, number of tweets registered during the event and number of online articles referring to the workshop.

Expected values of the KPI depending on the level of performance for the workshop

Definition of the indicator	Type of data required	Poor	Good	Excellent
Number of workshops organized	Events timeline	4		
Number of participants	Proceedings	30-40	40-55	55-65
Number of Tweets during a workshop	Twitter analytics	Less than 3	3-7	More than 7
Number of online articles making reference to the workshop	Google analytics	Less than 2	2-5	More than 5

3.2.4.1. NUMBER OF PARTICIPANTS

The event gathered a total of 60 representatives of the EU-HYBNET network member organisations at least in one of the sessions. Fourteen organisations represented the academia/research, twelve practitioner organisations, five NGOs and other five SMEs. Out of these, fourteen organisations were new members, who had not participated previously to the 1st EU-HYBNET Gaps and Needs event.

3.2.4.2. NUMBER OF TWEETS DURING THE WORKSHOP

Throughout the workshop, EU-HYBNET´s Twitter account posted 1 tweet reaching an impact of 3 retweets and 9 likes. Additionally, one more tweet from an external account was posted. This result means a **good level** of performance.

3.2.4.3. NUMBER OF ONLINE ARTICLES REFERRING THE WORKSHOP

No articles referring the event were found. The result for this indicator points up a **poor level** of performance.

3.2.5. ANNUAL WORKSHOPS #AW

The 2nd Annual Workshop was held on 6 April 2022 in Rome. This workshop aims at highlighting the results and findings of the EU-HYBNET project gained during the second project year.

Expected values of the KPI depending on the level of performance for the workshop

Definition of the indicator	Type of data required	Poor	Good	Excellent
Number of workshops organized	Events timeline	4		
Number of participants	Proceedings	30-40	40-55	55-65
Number of Tweets during a workshop	Twitter analytics	Less than 3	3-7	More than 7
Number of online articles making reference to the workshop	Google analytics	Less than 2	2-5	More than 5

3.2.5.1. NUMBER OF PARTICIPANTS

The 2nd #AW was attendance by 112 participants from 60 organizations belonging to the EU-HYBNET network. Fourteen organisations represented the academia/research, twelve practitioner organisations, five NGOs and other five SMEs. This result means an **excellence level** of performance.

3.2.5.2. NUMBER OF TWEETS DURING A WORKSHOP

Throughout the workshop, EU-HYBNET´s Twitter account posted 12 tweets reaching an impact of 20 retweets and 122 likes. Additionally, one tweet came from an external account. These results mean an **excellent level** of performance.

3.2.5.3. NUMBER OF ONLINE ARTICLES REFERRING THE WORKSHOP

Three articles were published referring the event. The result for this indicator points up a **good level** of performance.

3.3. RELATION WITH STAKEHOLDERS

3.3.1. LIAISON ACTIVITIES AND SYNERGIES

The results achieved for liaison activities and synergies are very positive as shown in the table below for the KPIs. **As we can observe in the table below, the results for the indicators defined in the communication plan are good regarding the number of relevant projects/initiatives being contacted as well as for the number of relevant organizations/communities/experts contacted/invited at the project. Also, results are good for the number of cooperation activities.**

Expected values of the KPI depending on the level of performance

Definition of the indicator	Type of data required	Poor	Good	Excellent
Number of relevant projects/initiatives identified and contacted/invited at project events	List of attendees	Less than 4	4-12	More than 12
Number of relevant organisations/communities/experts identified and contacted/invited at project events		Less than 12	12-30	More than 30
Number of cooperation activities (common events and other clustering activities)	Proceedings	Less than 1	2-5	More than 5

3.3.3.1. NUMBER OF RELEVANT ORGANISATIONS/COMMUNITIES/EXPERTS IDENTIFIED AND CONTACTED/INVITED AT PROJECT EVENTS

Invitations to attend at 2nd Future Trends Workshop (FTW), 2nd Annual Workshop (AW), 2nd Innovation and Knowledge Exchange Workshop (IKEW), and 2nd Training & Exercise Event Innovation were accepted by 34 organizations to providers from SMEs, industry (e.g.), academia, practitioner organizations. Also, prestigious policy makers were invited to present their promising innovations to the EU-HYBNET's identified pan-European security practitioners.

Organizations contacted/invited:

DG MARE

DG HOME

DG CONNECT

EUISS

ECDC

Nord University

Finnish Innovation Fund Sitra

Finnis Prime Minister's office

NATO

DG DEFIS

Interinstitutional Relations and Foresight at the European Commission.

EEAS Stratcomm

EEAS SEGDEFPOL

ESDC

Maltego

Hensoldt

Finnish Boarder guard

ENLETS

Centre for Security and Defence Management in Bulgaria

Secretariat-General for National Defence and Security in France	European Expert Association
DGAP	Academic Centre for Strategic Communication
EDMO	Kozminski University
EUROPOL Innovation Lab	Baltic Centre for Media Excellence,
Dutch National Coordinator for Security and Counterterrorism	Civil Protection in Greece
Dutch Ministry of Defence	EURAS
Finnish ministry of foreign affairs	European Digital Media Observatory
Steinbeis European Risk & Institute	TILT

3.3.3.2. NUMBER OF COOPERATION ACTIVITIES (COMMON EVENTS AND OTHER CLUSTERING ACTIVITIES)

Along the time analysed (Jun. 2021-Jan. 2023), EU-HYBNET continued its cooperation with the European Commission DGs, agencies and offices, alike with other European Commission funded security projects. Cooperation with EC funded Security projects -mentioned above- was ensured engaging EU-HYBNET with a large scale of pan-European security practitioners and organizations. EU-HYBNET has strongly contributed to CERIS workshops and events (nine for the time frame assessed). EU-HYBNET joined and is part of the ECSI cluster (European Cluster for Securing Critical Infrastructures) whose main objective is to create synergies and foster emerging disruptive solutions to security issues via cross-projects collaboration and innovation.

These results mean an **excellent level** of performance.

NUMBER OF RELEVANT PROJECTS/INITIATIVES IDENTIFIED AND CONTACTED/INVITED AT PROJECT EVENTS

EU-HYBNET consortium partners and network members have invited 21 relevant projects to join project's event and exact number is not fully known. However, EU-HYBNET established cooperation with following EC security projects during the reporting period:

- CERIS DRS content planning& delivery with InfraStress, SmartResilience, SecureGass (Nov 2022)
- i-LEAD EU Procurement landscape mapping, results sharing (Oct 2022)
- NOTIONES contribution to Ethics Workshop in Critis2022 (Sep 2022)
- INCLUDING (BRN-E), contribution to Newsletter content (July 2022)
- 7SHIELD, PRAETORIAN in ISW – best practices, LL on innovations standardization (June 2021)
- PRECINCT Workshop - presentation on HT in the context of CI (May 2022)
- 7SHIELD, PRECINCT, MEDEA, ALIGNER invited to AW – presentations on promising innovations (April 2022)
- ILEAnet Final Workshop, participation to Panel "Way forward" (April 2021)
- ECHO Cyber Morning – presentation on HT (April 2022)

- ECSCI Cluster – 3 presentations in 3-day Conference (April 2022)
- Discussions on co-operation: CYCLOPES

According with the results for the KPI the performance achieved is **excellent.**

3.3.2. LINK TO THE COMMUNITY OF USERS

Expected values of the KPI depending on the level of performance

Definition of the indicator	Type of data required	Poor	Good	Excellent
Number of EU-HYBNET presentations made during plenary meetings and thematic workshops	Proceedings	1 every three events	1 every two events + organisation of 1 external cooperation workshop	1 per event + organisation of more than 1 external cooperation workshop

The project has been invited to participate in several high-level events conducting presentations by some of the stakeholders of the network. The consortium had the privilege to present its results in high-level events, such as the French Presidency, EU-U.S.-Canada conference on the 1 st -2 nd of June in Paris, and in the Czech Presidency, Horizontal Working Party on Enhancing Resilience and Countering Hybrid Threats on the 6th of September in Brussels. The EU-HYBNET consortium has also received invitations to participate in events from the European Union Institute for Security Studies (EUISS); the EU Innovation Hub for Internal Security to participate in an event organised in cooperation with EUROPOL (22/9/2022), and the CRITIS2022 (14-16/9/2922). ECHO invited EU-HYBNET to present the project in ECHO's Cyber Morning event (on-line) (27/4/2022). Additionally, the project was presented at:

- CERIS events (14/6/2021; 29/6/21; 27/9/2022)
- INCLUDING workshops (25/6/2021; 20/9/2022)
- LIONDC event (8/6/2021)
- The EU facing Hybrid Threats Training Course organised by IHDN and hosted by the European Security Defence College (17/12/2021)
- 2nd ESCI Virtual Workshop (17-19/4/2022)
- The 1st Stakeholders Engagement Event organised by the PRECINT project (25/3/2022)
- ILEAnet Workshop (7/4/2022)
- PRECINT Project event (8/5/2022)
- European Union Institute for Security Studies (EUISS), Tiblisi (6/7/2022)
- 9th BMFF Symposium on European Civil Security Research (31/8/2022)
- Beyond Exposition attended by Satways (6/10/2022)
- European Projects of Valencia event attended by the police of Valencia (15/11/2022)

According with these results the performance achieved is **excellent**.

3.3.3. IMPACT TOWARDS POLICY MAKERS

Expected values of the KPI depending on the level of performance

Definition of the indicator	Type of data required	Poor	Good	Excellent
Number of bilateral meetings with Policy makers	Agenda	0-1	2-4	More than 4
Presentations made during events gathering policy makers	Proceedings	Less than 2 a	2-5	More than 5

According with the information available it is difficult to know the number of bilateral meetings maintained with policy makers.

Regarding the number of presentations at events attended by policy makers the following events have been identified as potential forum that joined policy makers:

- French Presidency, EU-U.S.-Canada conference on the 1 st -2 nd of June in Paris,
- Czech Presidency, Horizontal Working Party on Enhancing Resilience and Countering Hybrid Threats on the 6 th of September in Brussels
- EU Innovation Hub for Internal Security: "Shaping responsible solutions for internal security" event, organised in cooperation with EUROPOL Innovation Lab and CERIS community on 13th of September in Brussels
- The 9th Symposium on European Civil Security Research on the 31st of August in Brussels, organized by the German Federal Ministry of Education and Research's (BMBF).
- CERIS events

The results for this KPI show an **excellent level** of performance.

3.3.4. STAKEHOLDERS BOARD

The results mean a **good level** of performance for this indicator.

Expected values of the KPI depending on the level of performance for the stakeholders board

Definition of the indicator	Type of data required	Poor	Good	Excellent
Numbers of members	Proceedings	30-40	40-55	55-70

Since June 2021, EU-HYBNET welcomed 43 new members. So, the network is currently formed by 111 members including the project partners, the stakeholder group original, the External Advisory Board (EAB) and the members of the network.

Below is shown the distribution by professional activity.

Figure 9. Network members by professional scope
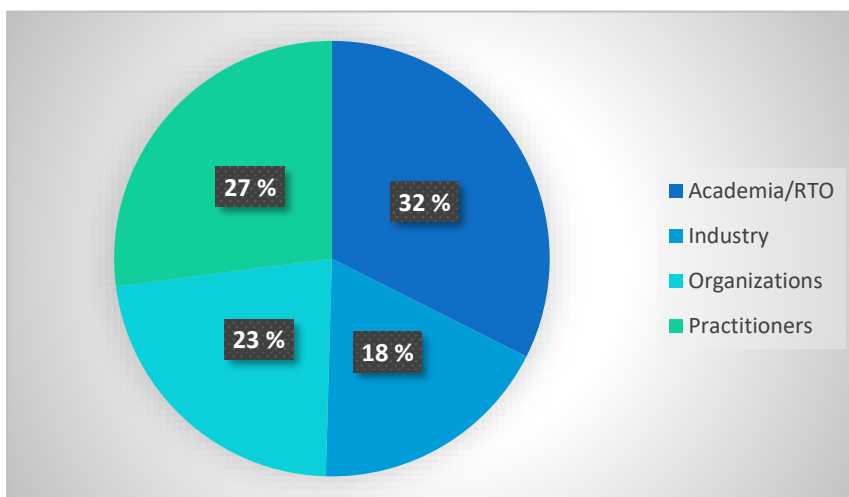
4. FINAL CONCLUSIONS AND RECOMMENDATIONS

4.1 CONCLUSIONS

The results accomplished for the defined KPIs suggest an overall good performance in terms of communication and dissemination for the project between June 2021-January 2022 t months. For the most parts, the range of results accomplished is good and excellent, only a few indicators are rated poor. These scores show similar results than the last report (first 13 months).

The results for the KPIs with an excellence performance are particularly those related to the EU-HYBNET website, indicators related to attendance at events and some related to Twitter activity. LinkedIn performance regarding the number of subscribers indicator has markedly improved compared with the last deliverable.

Although there were not qualitative indicators defined regarding associated the quality and tone of communication, it can be judged as proper and relevant. Moreover, it was well adapted to the sensitive subject of hybrid threats and should be maintained as such.

The EU-HYBNET network is growing at a rapid pace. The EU-HYBNET project has been able to include some of the most relevant security organizations in Europe countries as well as highly relevant actors in Europe involved in countering hybrid threats. Overall, for a second year the indicators monitored show that EU-HYBNET is meeting the expectations in terms of growth.

4.2 RECOMMENDATIONS

Attending recommendations contained in the first Disseminations Impact Assessment Report for next report would be advisable. It is recommended to improve the information collection and updating system in place, particularly, for those indicators in which counting with specific dates (i.e. stakeholder's entries), number of attendees and meetings with policy makers and number of relevant organisations/communities/experts identified and contacted/invited at project events. These registrations are relevant for better assessing the KPI.

The role of partners and stakeholders should be increased for the Dissemination and Communication efforts.

As a recommendation the consortium may consider the creation of an extended communication team for mobilizing the partners to bring more material to the EU-HYBNET Twitter account and improve the interactions.

ANNEX I: GLOSSARY AND ACRONYMS

Table 1 Glossary and Acronyms

DCE	**Dissemination, Communication and Exploitation**
DG	Directorate General
DoA	Document of Action
EASA	European Aviation Safety Agency
EBCGA	European Boarder and Coast Guard
EC	European Commission
EDA	European Defense Agency
EEAS	European Union External Action Service
EMSA	European Maritime Safety Agency
ERA	Emergency Responses Agencies
EU	European Union
GA	Grant Agreement
GDPR	General Data Protection Regulation
IA	Innovation Arena
KPIs	Key Performance Indicators
EAB	External Advisory Board
D	Project deliverable
LEA	Law Enforcement Agency
REA	Research Executive Agency
WP	Work Package
TUOVI	Platfrom hosted by the Finnish Ministry of the Interior
eDuuni	Platfrom hosted by Laurea and used to the EU-HYBNET consortium internal information sharing
MoI FI	Finnish Ministry of the Interior
LAUREA	Laurea-ammattikorkeakoulu Oy
PPHS	Polish Platform for Homeland Security
UiT	Universitetet i Tromsoe
RISE	RISE Research Institutes of Sweden Ab
KEMEA	Kentro Meleton Asfaleias
L3CE	Lietuvos Kibernetiniu Nusikaltimu Kompetenciju ir Tyrimu Centras / Lithuanian Cybercrime Center of Excellence for Training, Research and Education
URJC	Universidad Rey Juan Carlos
MTES	Ministere de la Transition Ecologique et Solidaire / Ministry for an Ecological and Solidary Transition; Ministry of Territory Cohesion; General Secreteria
EOS	European Organisation for Security Scrl
TNO	De Nederlandse Organisatie voor toegepast-natuurwetenschappelijk onderzoek

SATWAYS	SATWAYS
ESPOO	Espoon Kaupunki / Region and city of Espoo, Finland
UCSC (UNICAT)	Università Cattolica del Sacro Cuore
JRC	JRC - Joint Research Centre - European Commission
MVNIA	Academia Națională de Informații „Mihai Viteazul" / "Mihai Viteazul" National Intelligence Academy
Hybrid CoE	Euroopan hybridiuhkien torjunnan osaamiskeskus / European Centre of Excellence for Countering Hybrid Threats
NLD MoD	Ministry of Defence/NL
ICDS	International Centre for Defence and Security, Estonia
PLV	Ayuntamiento de Valencia / Valencia Local Police
ABW	Polish Internal Security Agency
DSB	Direktoratet for Samfunnssikkerhet og Beredskap (DBS) / Norway, DSB/ Norwegian Directorate for Civil Protection
RIA	Riigi Infosusteemi Amet / Estonian Information System Authority
MALDITA	ASOCIACIÓN MALDITA CONTRA LA DESINFORMACIÓN, PERIODISMO, EDUCACIÓN, INVESTIGACIÓN Y DATOS EN NUEVOS FORMATOS
ZITiS	Zentrale Stelle für Informationstechnik im Sicherheisbereich
UniBW	Universitaet der Bundeswehr München

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