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Glossary

| | |
|-------|---|
| ACDC | Advanced Cyber Defence Centre |
| CERT | Computer Emergency Response Team |
| CSIRT | Computer Security Incident Response Team |
| EC3 | European Cybercrime Centre |
| ECI | European Critical Infrastructure |
| ENISA | European Network and Information Security Agency |
| EU | European Union |
| ICST | International Conference on Software Testing, Verification and Validation |
| ICT | Information and Communication Technologies |
| IGF | Internet Governance Forum |
| ISD | Internet Security Days |
| ISP | Internet Service Provider |
| LEA | Law Enforcement Authority |
| LoI | Letter of interest |
| MAAWG | Messaging Anti-Abuse Working Group |
| NSC | National Support Centres (ACDC relay nodes) |
| SIEM | Security and Information Event Management |
| US | Unites States |

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1. Executive summary

The goal of ACDC is to bring together partners from 14 European countries, including public administrations, private sector organizations, law enforcement representatives and academia, in order to detect, prevent and mitigate a cyber threat commonly known as botnet. ACDC integrates the prior knowledge of the consortium and the additional developments done during the project's lifetime into an integrated strategy of providing a full service offer deployed through a network of national support centres supported by a centralised data clearing house, set up to store information about incidents and ease and speed up the detection of botnets across Europe. During the project, this deployment is done through a pilot, whilst the "sustainability" activity also managed under WP5 addresses the evolution of the pilot into a permanent activity beyond the end of the ACDC project.

The pilot embraces the approach "from detection to protection", which addresses the identification, measurement, and analysis of botnets as well as the prevention, detection, mitigation, recovery, and evaluation of their impact.

This pilot project is set in a wider context of the European Cyber-Security Strategy and the NIS platform, as well as the operations of European Agencies such as Europol and its EC3 centre in the take down of botnets, ENISA in the monitoring and support role of network security and numerous CERTs and CSIRTs across Europe. This provides the ACDC dissemination activity with a context from which to start, as defined in the dissemination plan deliverable D5.1.1. and implemented along the project life time.

The dissemination plan detailed in D5.1.1 involves all partners, identifies key stakeholders and how these are to be addressed along awareness, participation and adoption directions, D5.1.2 focused on the implementation of the dissemination strategy, including the monitoring of its effectiveness for the first reporting year (from February 2013 to January 2014), while D5.1.3 focuses on the implementation of the dissemination strategy for the second period (from February 2014 to January 2015).

This deliverable, D5.1.3, reports on the implementation of the ACDC dissemination activities This includes:

- visibility actions set up to create *awareness*
- visibility actions to position ACDC as a provider of an interconnected set of support centres
- collaboration actions to create a community of stakeholders beyond the ACDC partners (WP6)
- adoption oriented actions towards potential users of one or more of the ACDC services
- adoption oriented actions towards potential contributors to encourage the use of ACDC services as a channel for new solutions

In the first 24 months of the project, ACDC's dissemination activity has delivered the following results:

- ACDC has created the information Web site at www.acdc-project.eu and maintained it up to date with the latest activities, events, news regarding the project, and public results from the project;
- ACDC was present on Social Media, increasing its visibility and the level of involvement of stakeholders;
- ACDC launched the Community Portal as an operational collaboration channel supporting both interaction between different organisations fighting botnets as well as a unified and secured access towards the ACDC Central Clearing House (CCH);
- ACDC participated to more than 100 meetings and events;
- ACDC published more than 35 press releases;

- ACDC realised flyers, posters, power-point presentations
- ACDC produced 2 papers; one of them sent to the well-known conference ARES.
- ACDC has established contact with six research projects to explore potential collaboration and synergies.

2. Overview of the link between WP5 and WP6 deliverables (M12 deadline)

As WP6 has a last number of deliverables within the first 24 months, this section provides an overview of which deliverable provides what information. In addition, due to the close link to the dissemination activities of WP5, three deliverables from WP5 are also included in the description below. This section is repeated in all WP6 deliverables.

| <i>Deliverables</i> | <i>What is in the deliverable?</i> |
|--|--|
| D6.1.1 – user profiles and categorization | The different attributes used to categorize stakeholders, easing the prioritisation of the outreach activity of WP6 and the analysis of the different groups contributing to creating the ACDC community. |
| D6.1.2 – identified users list | The analysis of the stakeholders identified through different activities. This analysis is based on contacts established with 90% of the 426 identified stakeholders. |
| D6.2.1 – ACDC social platform | The description of the ACDC platform and the extension of its functionalities with respect to the original role foreseen in the DoW. |
| D6.2.2 – Adding social analytics to ACDC social platform | The addition of tools in the ACDC platform to monitor the activities and create a statistical overview of user activities |
| D6.3.1 – Involvement model for users in ACDC | A detailed description of the different activities that users can choose to be involved in ACDC, presented a UML graphs. |
| D6.3.2 – Report on user activities | A list of the activities carried out by ACDC partners over the first 12 months (updated on M20) of existence to lead to user involvement. Next steps identify the different activities proposed to users to become involve in ACDC; these activities are supported by the detailed approach in D6.3.1. |
| D6.3.3 – Report on users communities activities | The report presents the steps and actions proposed to users to become involve in ACDC and monitors their involvement from M12 to M24 |
| D5.1.1 – Dissemination plan | The full list of activities defined to create awareness about ACDC and support the outreach activities of WP6 |
| D5.1.2 – Intermediate dissemination report | The report of the dissemination activities of the first 12 months; this report is complemented by D6.3.2 for the section on individual meetings with organisations to reach the first level of involvement, i.e. letters of interest. |
| D5.1.3 – Intermediate dissemination | The report of the dissemination activities of the second |

| | |
|--------|---|
| report | reporting year; this report is complemented by D6.3.2 and D6.3.3 for the section on individual meetings with organisations to reach the first level of involvement, i.e. letters of interest. |
|--------|---|

Table 1 – overview of the WP5 – WP6 deliverables over the first 24 months of operation

3. Introduction

Deliverable D5.1.3 is the second report on dissemination activities after 24 months of operation of the ACDC project. It builds on D5.1.1, which defined the dissemination plan, and D5.1.2, the first intermediate report covering M1-M12.

The ACDC dissemination plan is part of a wider community oriented approach in which ACDC aims to deploy a comprehensive interconnected set of tools to help European citizens and organisations to fight the negative impacts of botnets.

In the first 24 months of the project, ACDC’s dissemination activity has delivered the following results:

- ACDC has created the Web site and maintained it up to date with the latest activities, events, news regarding the project;
- ACDC was present on Social Media, increasing its visibility and the level of involvement of stakeholders;
- ACDC launched the Community Portal;
- ACDC participated to meetings and events;
- ACDC published more than 35 press releases;
- ACDC realised flyers, posters, power-point presentations;

The dissemination activity is also complemented by the outreach activity whose results are described in D6.3.2 and D6.3.3. Some exploitation activities (Task 5.2.2) contribute to raise awareness about the project (while at the same time, dissemination is key to promote the exploitation activity). It is worth mentioning the collaboration with other research projects, the commercial activity (especially the approach phase of the sales management cycle), and some knowledge transfer related to training and educational opportunities.

4. Collaboration with other initiatives

With regard to the collaboration with other research projects, we can highlight the collaboration with the project ICT-2013.10.1 [NECOMA](#) (Nippon-European Cyberdefense-Oriented Multilayer threat Analysis), the [Japanese ACTIVE](#) (Advanced Cyber Threats response Initiative), and the FP7-ICT project [SECCORD](#) (SECurity and trust COoRDination and enhanced collaboration). NECOMA and ACTIVE are projects more related to the technical aspects of the ACDC solution, while SECCORD is perceived as an outreach tool.

Specifically, Atos is closely collaborating with NECOMA to extend part of the technical capabilities of experiments involving a Security information and event management (SIEM).

On the ACTIVE side, whilst Atos initially acted as an intermediary, ECO has now become the main contact for this link. The main interests of ACTIVE is receiving data about possible incidents and send back some tailored information from the ACDC intelligence.

With respect to SECCORD, ACDC participates to the Cyber Security and Privacy Forum (CSP EU Forum)¹ and contributed to the SECCORD Questionnaire: Validation Activities. ACDC also appears in the [SECCORD Yearbook 2014](#), as one of the four FP7 success stories.

ACDC is also investigating potential collaborations with other stakeholders:

- partner CyberDefcon with projects SWEPT (Securing Websites through malware dEtection and attack prevention Technologies) (<http://www.swept.eu/>) and CyberROAD (Development of the Cybercrime and Cyberterrorism research roadmap) (<http://www.cyberroad-project.eu/en/>)
- partner IFIS with the company Codenomicon (<http://www.codenomicon.com/>), which are under negotiation at this moment.

5. Online visibility

In order to facilitate the information and the promotion of the project, a set of channels were selected and implemented by the consortium, including two online Websites, one for the project (www.acdc-project.eu), one acting as the central botnet contact point at European level (www.botfree.eu), a community portal and presence on social media.

Having online visibility gave the consortium the opportunity not only to inform the target audience or to promote solutions and initiatives, but also to interact and engage them in the activities carried on by the consortium.

5.1. Website

The ACDC website (www.acdc-project.eu) is used as the main promotional and information channel and is regularly updated with latest news and information.

The website is in line with the ACDC graphic identity and represents the heart of the ACDC dissemination strategy – around which all the other communication tools are deployed and refers back to – centralizing latest news, project’s activities and relevant events

The main purpose of the website is to promote ACDC’s objectives, messages and activities to all the potential stakeholders. As already described in D5.1.1 and D5.1.2, this website is used to promote the project’s objectives, partners, and key messages. This website is also used as a platform to announce upcoming events during which ACC will be presented. Visitors have also the possibility to get in touch directly with the coordinator should they have any questions or wished to have further information about the project itself.

The website is hosted and managed by ECO, as ACDC project’s Coordinator, while its design and content updates are handled by Engineering Ingegneria Informatica as well as the individual WP leaders.

The website presents a home page displaying general information including the main objectives of the project and sub-pages presenting the main action lines of the project as well as all the project partners and the dissemination material (poster, presentations, brochure, newsletters, etc.). The web site presents also a page with all the public deliverable submitted so far - [Documents](#). An important tool of the Website is the “[Join us](#)” page which gives the possibility for an organisation to express its interest by requesting a Letter of Interest (refer to WP6) to become an ACDC

¹ <http://www.cspforum.eu/2014>

community member. Another important tool of the Website is the “[Community Portal](#)” page which represents the first source of information related to the Community Portal and a direct link to it.



Figure1 – ACDC Website

The ACDC website displays only publicly available information. There is no registration or login needed to access the website. Information displayed is static apart from regular updates about upcoming activities and events related to the project.

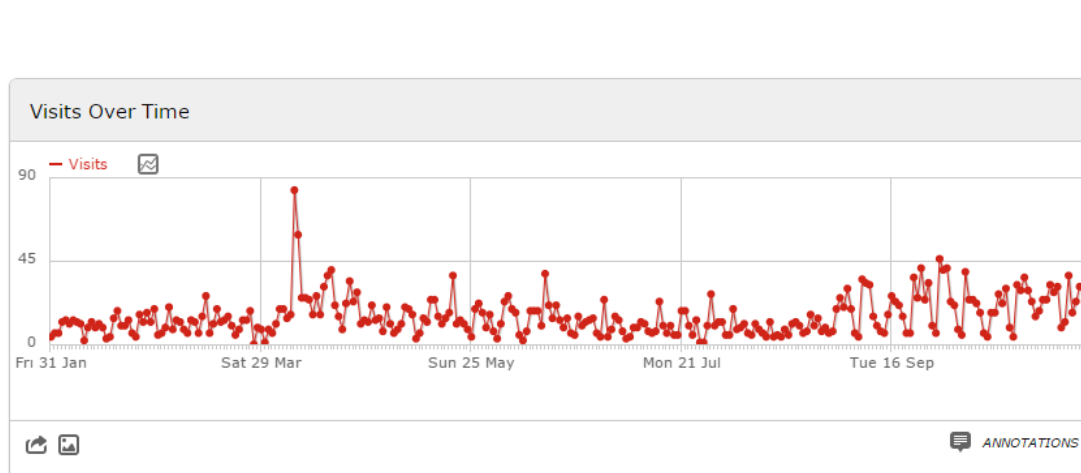


Figure 2 – Website visibility

To determine the progress of the Website in terms of visibility, we are using PIWIK², an open source web analytics platform that gives us, during the last months, valuable insights on the website's visitors in order to optimize the strategy and experience of the users.

² <http://piwik.org/>

If the average number of visitors per day was around 9 prior to ICT 2013, and has increased to an average of 15-17 visitors per day during the first reporting period, in the last months, thanks to the increased number of posts and announcements, the average is around 35 visitors per day. The number of backlinks is one indication of the popularity or importance of that website or page. Referring pages are pages that contain at least one backlink.

According to [Ahrefs Site Explorer & Backlink](#) there are 2,389 external web pages containing at least one backlink to the project webpage <http://www.acdc-project.eu/> (or any subdomain). There are 15,537 external backlinks found on the referring pages that link to the project webpage (or any subdomain). There are 50 unique IP addresses containing at least one backlink that links to the project webpage (or any subdomain).

The chart shows the total, new and lost referring pages over a year (from December 2013 to December 2014)

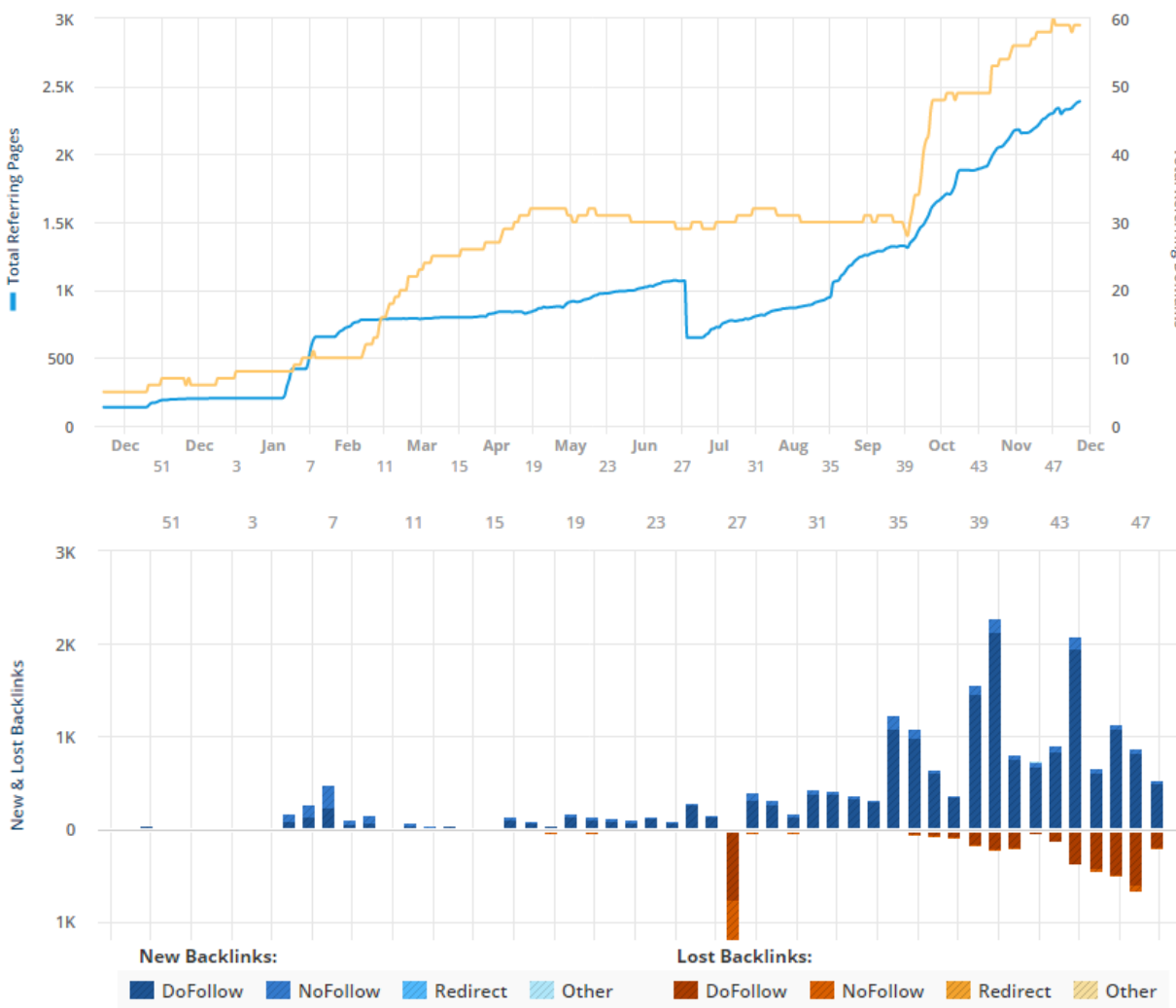


Figure 3 – Backlinks

Anchor text is the visible characters and words that hyperlinks display when linking to another document or location on the web. Search engines use this text to help determine the subject matter of the linked-to document. If many links point to a page with the right keywords in their anchor text, that page has a very good chance of ranking well. The following chart shows the most popular anchor terms of the ACDC website and the number of referring domains using them.

Anchor Terms ¹

REFERRING DOMAINS

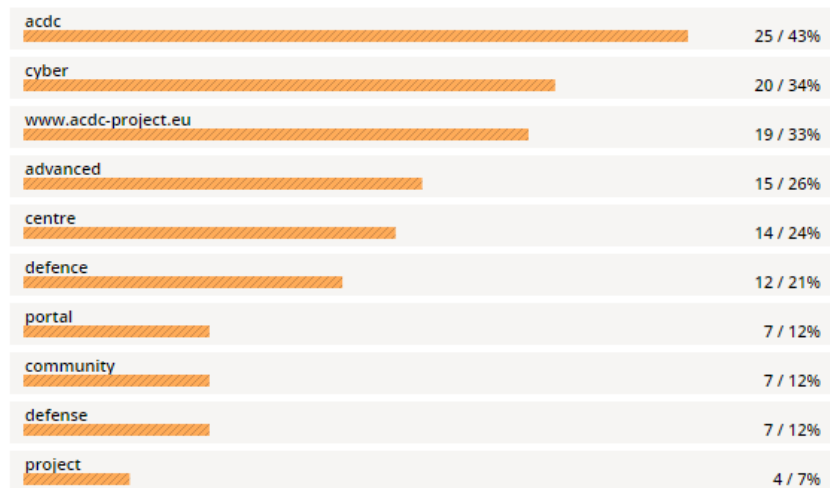


Figure 4 – Anchor Terms

5.2. Pan-European Support Centre platform (www.botfree.eu)

The Pan-European Support Centre is a platform that provides a first contact for end-users. It both points users to national support centres and takes over the role as an active support centres for members states that do not run a national support centre. Its role is also to coordinate the relationship between the participating national support centres. The website provided by ECO proposes a model and working structures for a national Support centre and a landing page (botfree.eu) where the visitors are lead to their national sites.

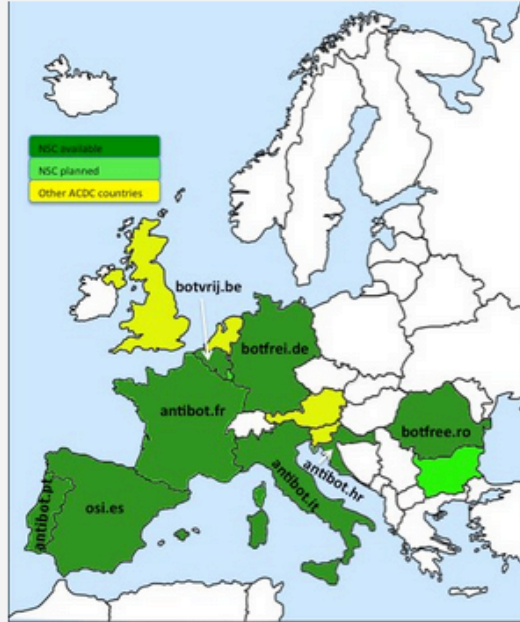
The website presents a home page displaying the European map with the National Anti-Botnet Support Centres in Europe and a table with some basic information regarding each national support centre where an end-user can be redirected. The website presents also other 3 pages where are displayed general information regarding the project, partners and the main objectives of the project.

The website is static and displays only publicly available information; there is no registration or login needed to access the website. A new mockup of the website will be launched at the end of January.



ACDC - the Advanced Cyber Defence Centre

Botfree.eu - National Anti-Botnet Support Centres in Europe.



| Country | Operator | Website |
|----------|----------|---|
| Germany | Eco e.V. | http://botfrei.de |
| Belgium | LSEC | http://botvrij.be |
| Spain | INCIBE | http://www.osi.es/servicio-antibotnet |
| Croatia | CARNet | http://antifoot.hr |
| Romania | CERT-RO | http://www.botfree.ro |
| Italy | SICTI | http://www.antifoot.it |
| France | CEC/F | http://www.antibot.fr |
| Portugal | FCN/FCCT | http://www.antifoot.pt |

Figure 5 – Pan European Support Centre platform

5.3. Community Portal

The Community Portal of ACDC (www.communityportal.acdc-project.eu) aims to foster a wider level of information sharing and, therefore, a faster and more effective communication between stakeholders active in the cyber security area with the final aim to fighting botnets across Europe.

Through the Community Portal an organisation can:

- Find information about past, ongoing and planned botnet initiatives (to discover new opportunities for collaboration in business and research);
- Join botnet experiments taking place within the ACDC community (and get access to the experiment results);
- Contribute to improve regulations related to the botnet domain (to make the cyber world a more attractive and safe place for its customers/users);

- Discover the available tools and services to fight botnets (and provide suggestions for their improvements);
- Share the data with other stakeholders in the ACDC community (and receive data from other stakeholders).

By joining the Community Portal users have direct contact with the partners of ACDC and the opportunity to exchange views with the other members of ACDC on current threats or trends in information security.

After being tested internally several months, the community portal was officially launched on the 24th September 2014, with a dedicated announcement during ISD 2014 (see also section 8). After less than 4 months from the official launch, ACDC Community Portal has more than 100 stakeholders who joined the portal.

During the third dissemination period a support campaign will be deployed, in order to attract stakeholders and to support them in their activities. The support campaign is detailed in D6.3.3. The main evolution will be the addition of “personalized support”, an approach in which each new organization joining either indicates a mentor, or is assigned a mentor. A follow-up email will then be sent to the new organization to check if they have any issues, and how they can be supported.

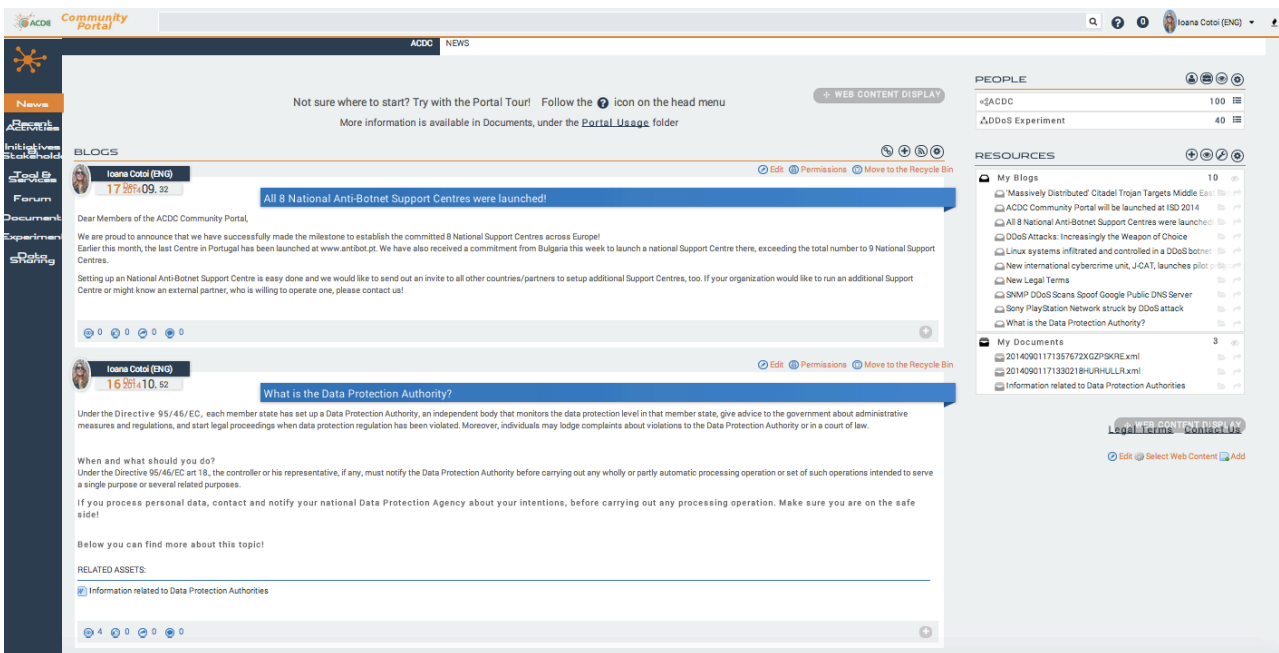


Figure 6 – ACDC Community Portal Main Page

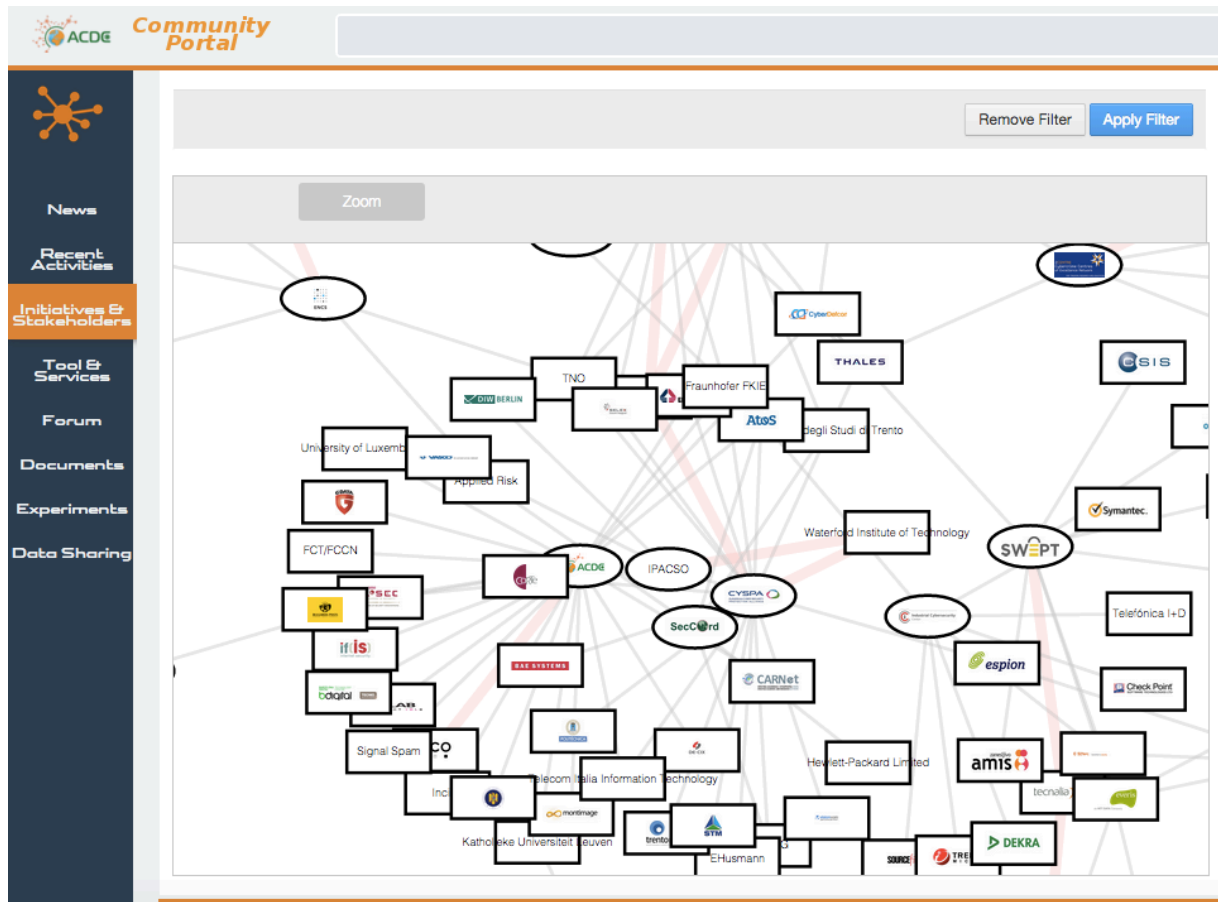


Figure 7 – ACDC Community Portal Initiatives Page

5.4. Social media

ACDC is present on social media platforms Facebook and Twitter. The creation of social media accounts allowed the project not only to actively participate and engage with various actors from around Europe but also keeping pace with the on-going discussions and emerging ideas on this topic.

The use of various social media platforms is aligned with the overall dissemination strategy for ACDC. The social media platforms gave the opportunity to ACDC to open another communication channel with stakeholders to promote the project’s purpose, messages, activities and events to a wider audience but also maintain a certain visibility to the outcomes and achievements of ACDC during and even after its completion.

During the last months, ACDC has actively participated and engaged with various actors from around Europe and with the on-going discussions and emerging ideas. Therefore the visibility of the ACDC Twitter Account increased, doubling its followers to 445, most of them being notable IT-Security Industry Leaders, leading IT-Security collaborations and international IT-Security initiatives. Also the visibility of ACDC Facebook Account increased, being followed by 200 people.



Figure 8 – ACDC Twitter Account

6. Printed materials

A set of key visuals such as poster, flyers and presentations were designed, printed and distributed during public events and made available on the website and the look and the feel of the dissemination materials are all based on the ACDC project logo.

6.1. Presentations

An ACDC overview presentation was designed, and subsequently updated.



Figure 9 – ACDC overview presentation

In addition to this overview presentation, specific presentations have been designed for events with ACDC participation based on the target and on the nature of the event.

6.2. Press releases and Publications

In addition to visibility created through the online channels and through the events, ACDC has been visible in the press either through direct activities by ACDC partners or through third party references to ACDC.

The ACDC consortium team regularly prepared and sent out press releases prior to an event or to promote the project's achievements.

For the launch of ACDC Community Portal, the dissemination team has prepared a press release, which was sent out by all partners at national and international level through their channels.



FOR IMMEDIATE RELEASE

City, Country, 24 September, 2014

ACDC – the Advanced Cyber Defence Centre – launches the ACDC community portal enabling organisations to join online.

ACDC – the European pilot project operating since February 2013 with 28 organisations on board – is a multi-dimensional effort to fight botnets.

On the one hand, ACDC operates botfree.eu, an online web site explaining to non-technical users from all over Europe what is a botnet, and providing access to a set of services and tools through a network of 8 national support centres in Germany, France, Italy, Spain, Belgium, Romania, Croatia, Portugal.

On the other hand, ACDC has designed an online community portal designed to help CERTs, ISPs, ICT providers and research organisations to share data and solutions, to speed up the detection of botnets and ease the roll-out of innovative approaches across mobile devices and fixed computers.

The ACDC community portal has been officially launched on the 24th September during the ISD conference – this launch marks the official opening of ACDC to external organisations.

Get support on fighting botnets: Find out more by visiting www.botfree.eu

Join ACDC: ACDC project information at www.acdc-project.eu

ACDC Community portal: communityportal.acdc-project.eu

Connect with @AntiBotnet (ACDC AntiBotnet EC)

Communication Contact: Véronique Deutschin, veronique.deutschin@ec.europa.eu

Figure 10 – ACDC press release template for the Community Portal

The following table lists either the ACDC partners' publications or the press and third party references for ACDC over the last 12 months.

| Partner | Title and Link | Date |
|---------|--|------------|
| ATOS | ¿Preparados para combatir en la red? (Cyberwar . Ready to combat in the Net?) http://www.larazon.es/detalle_normal/noticias/2070646/ciberguerra-preparados-para-combatir-en-la-r-1#.UZpGyqK9m9w | 28/04/2013 |
| ATOS | "Fighting Botnets with Cyber-Security Analytics" paper http://www.ares-conference.eu/conference/conference-2/program/ares-industrial-track/ | 10/09/2014 |
| ATOS | Press Release about the ISD2014 and the community portal launch – internal web | 24/09/2014 |
| ATOS | Press Release about the ISD2014 and the community portal launch http://ec.europa.eu/research/index.cfm?pg=events&eventcode=890AF817-0E59-88EB-722E37BD2BB0FD80 | 24/09/2014 |
| BGPOST | Agency "Focus" - Interview the CEO –Bgpost http://www.focus-news.net | 14/03/2014 |
| BGPOST | Provide information about project and interview of BGPOST's CEO - Azbuki newspaper | 10/05/2014 |
| BGPOST | Provide information about project and interview of BGPOST's CEO - Treta vazrast newspaper | 08/05/2014 |
| BGPOST | Provide information about project and interview of BGPOST's CEO - 101 Vesti newspaper | 02/07/2014 |
| BGPOST | Publication of interview with Katya Velikova - Maritza newspaper | 01/08/2014 |
| BGPOST | Publication about newspapers' interviews and detailed materials www.bgpost.bg | 01/08/2014 |

| Partner | Title and Link | Date |
|---------|--|------------|
| BGPOST | Publication in "Bulgarian Army" newspaper with information about project www.armymedia.bg | 01/10/2014 |
| BGPOST | Bulgarian "Army Television Channel" info material about project www.armymedia.bg | 01/10/2014 |
| CARNet | ACDC presentaton for users from the academic community http://www.carnet.hr/o_carnetu/eu_projekti/acdc?news_hk=58317&news_id=3026&mshow=92371#mod_news | 20/02/2014 |
| CARNet | News - New developments in CARNet with ACDC project - experiments (web and social media) http://www.carnet.hr/o_carnetu/eu_projekti/acdc?news_hk=58317&news_id=3057&mshow=92371#mod_news | 12/03/2014 |
| CARNet | News - National Support Centre Website Launched (web and social media) http://www.carnet.hr/o_carnetu/eu_projekti/acdc?news_hk=58317&news_id=3113&mshow=92371#mod_news | 15/04/2014 |
| CARNet | Project presentation at CARNet for the ISPs (web and social media) http://www.carnet.hr/o_carnetu/eu_projekti/acdc?news_hk=58317&news_id=3145&mshow=92371#mod_news | 14/05/2014 |
| CARNet | Article published about Botnet and ACDC in leading IT magazine VIDI http://www.vidi.hr/digitalvidi/arhiva/vidi220/index.php | 01/07/2014 |
| CARNet | Project presentation for the Hosting providers (web and social media) http://www.carnet.hr/o_carnetu/eu_projekti/acdc?news_hk=58317&news_id=3312&mshow=92371#mod_news | 16/09/2014 |
| CARNet | News - Community Portal Published (web and social media) http://www.carnet.hr/o_carnetu/eu_projekti/acdc?news_hk=58317&news_id=3315&mshow=92371#mod_news | 30/09/2014 |
| CARNet | Project presentation at the meeting of regional National CERTs and top lever domain registries (web and social media) http://www.carnet.hr/novosti/novosti?news_hk=10338&news_id=3331&mshow=89791#mod_news | 15/10/2014 |
| INCIBE | Publication about ACDC http://www.inteco.es/blogs/post/Seguridad/BlogSeguridad/Articulo_y_comentarios/CONAN_mobile http://www.osi.es/conan-mobile | 07/05/2014 |
| INCIBE | Publication about ACDC https://www.incibe.es/blogs/post/Seguridad/BlogSeguridad/Articulo_y_comentarios/CONAN_mobile https://www.osi.es/es/actualidad/blog/2014/05/08/conan-mobile-comprueba-la-seguridad-de-tu-movil | 08/05/2014 |
| INCIBE | Publication about ACDC http://www.economiadigitalsantander.es/ | 01/09/2014 |
| INCIBE | Publication about ACDC http://inteco.es/blogs/post/Seguridad/BlogSeguridad/Articulo_y_comentarios/servicio_antibotnet_inteco | 02/09/2014 |
| INCIBE | Publication about ACDC https://www.youtube.com/watch?v=XY-UdTawBoY https://www.osi.es/es/actualidad/blog/2014/09/17/servicio-antibotnet-la-amenaza-de-las-redes-zombies https://twitter.com/INTECO | 17/09/2014 |
| INCIBE | Publication about ACDC http://www.inteco.es/pressRoom/Press/Latest_news_of_INTECO/ACDC_portal | 24/09/2014 |
| INCIBE | Publication about ACDC | 29/10/2014 |

| Partner | Title and Link | Date |
|---------|---|------------|
| | https://www.osi.es/es/actualidad/blog/2014/10/29/conan-mobile-te-avisa-si-tus-dispositivos-se-conectan-sitios-maliciosos | |
| INCIBE | Publication about ACDC https://www.incibe.es/pressRoom/Prensa/Actualidad_INCIBE/NP_Servicio_Antibotnet https://twitter.com/INCIBE https://twitter.com/osiseguridad | 13/11/2014 |
| TI | Press Release about the ISD2014 and the community portal 13/11/2014 | 13/11/2013 |
| TID | Botnet article that highlight ACDC project http://ekissmedia.telefonica.com/news/ekissinsight8.html | 26/09/2014 |

Table 2 – List of Press releases

7. Events

The events as well as the workshops and the conferences presented in the following sections were organised to meet as many targeted audiences as possible, thereby multiplying the impact of the communication and creating synergies around the objectives and achievements of ACDC.

The following table lists events either organised by ACDC partners or to which ACDC participated with a presentation, a workshop or a poster session.

| Type of activity/event | Partner | Start Date | End Date | Website | Place | Type of audience |
|--|--------------|------------|------------|---|------------------|-------------------------------------|
| Presentation of accepted paper "Fighting Botnets with Cyber-Security Analytics" in conference ARES-IND 2014 | ATOS | 10/09/2014 | 10/09/2014 | http://www.ares-conference.eu/conference/conference-2/program/ares-industrial-track/ | Video-conference | Security research and industry |
| Poster Presentation at the Future Security Conference 2014 in Berlin | B-CENTRE-KUL | 16/09/2014 | 18/09/2014 | http://www.en.future-security2014.de/ | Berlin | Academia, Government, Industry |
| Presentation at Botconf 2014 | B-CENTRE-KUL | 03/12/2014 | 05/10/2014 | https://www.botconf.eu/ | Nancy | Academia, Law Enforcement, Industry |
| Discussion on the ACDC at ICSS 2015 | B-CENTRE-KUL | 04/02/2015 | 05/02/2015 | https://www.icss2015.eu/ | Leuven | Academia, Government, Industry |
| Giving a presentation in conference - IDC Conference "Information Security and evolution of the data centre" | BGPOST | 20/03/2014 | 20/03/2014 | http://idc-cema.com/eng/events/56346-idc-it-security-and-datacenter-transformation-roadshow-2014 | Sofia | Bulgarian media |
| Giving a presentation in International conference RIPE -SEE3 conference | BGPOST | 14/04/2014 | 15/04/2014 | http://www.ripe.net/ | Sofia | |
| Presentation of ACDC at University of National and World Economy(UNWE) | BGPOST | 04/07/2014 | 09/07/2014 | | Sofia | Bulgarian University |
| Cybersecurity in Romania Conference-giving a presentation | CARNet | 10/02/2014 | 10/03/2014 | https://cybersecurity-romania.ro/ | Sibiu, Romania | IT security experts, vendors |
| Datafocus 2014 conference | CARNet | 08/04/2014 | 08/04/2014 | http://www.insig2.hr/datafocus2014-f22?lang=hr | Zagreb | LEA, prosecutors |
| Racviac SEE security conference | CARNet | 07/05/2014 | 07/05/2014 | www.racviac.org | Zagreb | CERTs in SEE, ENISA |
| giving presentation during meeting | CARNet | 22/05/2014 | 23/5/2014 | n/a | Zadar | EU regulators |
| Mipro 2014 conference- giving | CARNet | 28/05/2014 | 29/05/2014 | www.mipro.hr | Opatija | Scientific & ICT |

| Type of activity/event | Partner | Start Date | End Date | Website | Place | Type of audience |
|---|---------|------------|------------|---|----------------------|--|
| presentation | | | | | | community |
| FSEC 2014 - vendor neutral security conference | CARNet | 17/09/2014 | 19/9/2014 | fsec.foi.hr | Varazdin, Croatia | IT security experts |
| Project presentation - CARNet User Conference 2014 | CARNet | 20/11/2014 | 20/11/2014 | http://cuc.carnet.hr/2014 | Zagreb,,Croatia | CARNet user conference |
| Project presentation - KOM 2014 | CARNet | 24/11/2014 | 25/11/2014 | http://www.case.hr/konferencije/kom2014 | Zagreb,Croatia | IT experts |
| ENISA NLO MEETING | CERT-RO | 18/02/2014 | 18/02/2014 | www.enisa.europa.eu | Athens | Representants of EU member states |
| CERT-RO ANNUAL CONFERENCE - giving presentation | CERT-RO | 11/03/2014 | 11/03/2014 | http://www.cert-ro.eu/articol.php?idarticol=896 | Bucharest | IT specialists |
| Racviac SEE security conference - giving presentation | CERT-RO | 07/05/2014 | 07/05/2014 | www.racviac.org | Bucharest | CERTs |
| Cyber Risks in Financial Services - giving a presentation | CERT-RO | 10/09/2014 | 10/09/2014 | http://cybersecuritymonth.eu/e-csm-countries/romania/cyber-risks-in-financial-services | Bucharest | IT specialists |
| Cybersecurity in Romania - giving a presentation about CERT-RO in ACDC | CERT-RO | 03/10/2014 | 04/10/2014 | http://cybersecuritymonth.eu/e-csm-countries/romania/cybersecurity-in-romania | Bucharest | IT specialists |
| Cyberthreats conference- giving a presentation | CERT-RO | 16/10/2014 | 16/10/2014 | http://cybersecuritymonth.eu/e-csm-countries/romania/cyberthreats-conference-1 | Bucharest | IT specialists |
| BOF meeting about Black-Holing: RIPE 68 | DE-CIX | 12/05/2014 | 16/05/2014 | http://ripe68.ripe.net | Warschau , Poland | Internet infrastructure operators |
| Panel discussion: Kompetenzgruppe Infrastruktursicherheit, Eco/DE-CIX | DE-CIX | 12/06/2014 | 12/06/2014 | http://de-cix.eco.de/2014/events/ddos-angriffe-und-gegenmassnahmen.html | | Internet infrastructure operators |
| Discussion about Route-Server-BDF (Transparency of Route-Server) | DE-CIX | 20/07/2014 | 25/07/2014 | http://www.ietf.org/meeting/90 | Toronto, Kanada | Internet infrastructure operators |
| Giving a presentation: Internet Security Days 2014 | DE-CIX | 24/09/2014 | 25/09/2014 | http://isd.eco.de | Brühl, Germany | Internet infrastructure security group |
| Giving a presentation: Workshop on Critical Information Infrastructures and Internet Infrastructure | DE-CIX | 26/09/2014 | 26/09/2014 | http://www.enisa.eu | Köln, Germany | Internet infrastructure security group |
| Giving a presentation and being part of a panel discussion: 25th Euro-IX Forum | DE-CIX | 25/10/2014 | 28/10/2014 | http://www.euro-ix.net | Bucharest , Rumänien | Internet infrastructure security group |
| Giving a presentation: Internet Infrastructure Security and Resilience Reference Group | DE-CIX | 03/11/2014 | 03/11/2014 | http://www.enisa.eu | London, UK | Internet infrastructure security group |
| Discussions: RIPE 69 | DE-CIX | 03/11/2014 | 07/11/2014 | http://ripe69.ripe.net | London, UK | Internet infrastructure operators |
| Discussion about Route-Server-BDF (Transparency of Route-Server) | DE-CIX | 09/11/2014 | 14/11/2014 | http://www.ietf.org/meeting/91/ | Honolulu, Hawaii | Internet infrastructure operators |

| Type of activity/event | Partner | Start Date | End Date | Website | Place | Type of audience |
|---|----------|------------|------------|---|--------------------------|--|
| Giving a presentation to a conference | DFN-CERT | 20/05/2014 | 20/05/2014 | https://tnc2014.terena.org/core/presentation/89 | Dublin, Ireland | European NRENs |
| Internet Security Days 2014 | ECO | 24/09/2014 | 25/09/2014 | http://isd.eco.de/en/agenda | Brühl, Germany | ict security industry & research |
| European Banking Forum 2014 | ECO | 16/10/2014 | | http://www.arena-international.com/ebf-future-banking-security/programme/ | Frankfurt, Germany | banking & finance |
| ISD 2014 - Giving a presentation | EII | 23/09/2014 | 24/09/2014 | http://isd.eco.de/ | Brühl, Germany | Internet infrastructure security group |
| CSP Forum – dissemination | EII | 22/05/2014 | 23/05/2014 | https://www.cspforum.eu/2014 | Athens, Greece | ict security industry & research |
| ADVISE Liaison Workshop on social acceptability of smart surveillance – giving a presentation | EII | 24/11/2014 | 26/11/2014 | https://advice-project.eu/events | Pont-Saint-Martin, Italy | ICT Security Industry & Research |
| CPDP Conference – dissemination | EII | 21/01/2015 | 23/01/2015 | http://www.cpdpconferences.org/ | Brussels Belgium | ICT Security Industry & Research |
| Giving a presentation - MalCon 2014 | FKIE | 29/10/2014 | 29/10/2014 | http://malwareconference.org/index.php/en/ | Fajardo, USA | ICT Security Industry & Research |
| Spain Workshop H2020 | INCIBE | 11/03/2014 | 11/03/2014 | | Madrid (Spain) | Private and public cybersecurity companies |
| EUROPOL (EC3) presentation | INCIBE | 13/03/2014 | 13/03/2014 | | The Hague (Netherlands) | EUROPOL (EC3) members |
| Giving a presentation - ENISE 2014 | INCIBE | 28/10/2014 | | http://www.8enise.webcastlive.es/webcast.htm?video=04 | León (Spain) | General public |
| RSA - EMC CISO debate | LSEC | 03/02/2014 | 03/02/2014 | | BE | ict security industry & research |
| Mobile Security – presentation | LSEC | 13/02/2014 | 13/02/2014 | together with TNO | NL | ict security industry & research |
| Infosharing – presentation | LSEC | 21/02/2014 | 21/02/2014 | | NL | ict security industry & research |
| RSA Conference – discussion | LSEC | 21/02/2014 | 27/02/2014 | RSA conference US | US | ict security industry & research |
| High Level Cyber Security event – discussion | LSEC | 28/02/2014 | 28/02/2014 | EC High Level Cybersec event | BE | ict security industry & research |
| Security Hardening – discussion | LSEC | 12/03/2014 | 12/03/2014 | | BE | ict security industry & research |
| Big Data Security & Privacy – discussion | LSEC | 18/03/2014 | 18/03/2014 | | BE | ict security industry & |

| Type of activity/event | Partner | Start Date | End Date | Website | Place | Type of audience |
|--|---------|------------|------------|---|-------|----------------------------------|
| | | | | | | research |
| Industrial Automation Security – ICS | LSEC | 20/03/2014 | 20/03/2014 | http://www.industrialautomationsecurity.com | BE | ict security industry & research |
| 2nd Annual Cyber Security Forum | LSEC | 24/03/2014 | 25/03/2014 | | BE | ict security industry & research |
| Security Innovations Pavillion at Infosecurity.be | LSEC | 26/03/2014 | 27/03/2014 | http://www.infosecurity.be/nl-NL/Bezoeker/Activiteiten/Seminarieprogramma.aspx | BE | ict security industry & research |
| APWG – presentation | LSEC | 01/04/2014 | 03/04/2014 | Oberammergrau NATO educational facilities | DE | ict security industry & research |
| BeCommerce | LSEC | 24/04/2014 | 24/04/2014 | http://awards.becommerce.be/nl/awards/uitreiking-awards | BE | ecommerce cyber security |
| RSA Security Summit NL | LSEC | 24/04/2014 | 24/04/2014 | http://netherlands.emc.com/campaign/global/rsa-summit/index.htm | BE | ict security industry & research |
| Infosecurity.co.uk | LSEC | 29/04/2014 | 01/05/2014 | http://www.infosec.co.uk/ | UK | ict security industry & research |
| NIS Platform WG3 – discussion | LSEC | 29/04/2014 | 29/04/2014 | | BE | ict security industry & research |
| Nebucom bootcamp SaaS | LSEC | 30/04/2014 | 30/04/2014 | | BE | ict security industry & research |
| Vlaams Innovatienetwerk | LSEC | 06/05/2014 | 06/05/2014 | | BE | innovation networks |
| private political debate cyber security | LSEC | 12/05/2014 | 12/05/2014 | https://www.eventbrite.com/e/cyber-security-belgium-state-of-affairs-political-debate-tickets-11327632253 | BE | ict security industry & research |
| Trusted Digital Identity | LSEC | 13/05/2014 | 13/05/2014 | http://trusteddigitalidentity.com/event-page-BE.html | BE | ict security industry & research |
| German ETSI RGI - R2GS – presentation | LSEC | 14/05/2014 | 15/05/2014 | http://rg-berlin-brandenburg.gi.de/fileadmin/user_upload/GIRGB-140514-Steinhoefel-Planung-Call_engl_G2C_comments_24Jan2014_V4.01.pdf | DE | ict security industry |
| NCSC & LSEC analytics & information sharing – presentation | LSEC | 16/05/2014 | 16/05/2014 | https://www.eventbrite.com/e/information-sharing-security-monitoring-16-may-2014-national-cyber-security-center-ncsc-den-haag-tickets-10655389557 | NL | ict security industry & research |
| Annual Privacy Forum ENISA & EC | LSEC | 20/05/2014 | 21/05/2014 | http://privacyforum.eu/ | EL | ict security industry & research |
| CSP Forum – Presentation | LSEC | 22/05/2014 | 23/05/2014 | https://www.cspforum.eu/2014 | EL | ict security industry & research |

| Type of activity/event | Partner | Start Date | End Date | Website | Place | Type of audience |
|---|---------|------------|------------|---|-------|----------------------------------|
| NCSRA IIPV cyber security – Presentation | LSEC | 02/06/2014 | 02/06/2014 | https://www.iipvv.nl/en/content/register-ncsra-symposium-june-2nd-2014-hague | NL | ict security industry & research |
| NCSC One Forum | LSEC | 03/06/2014 | 04/06/2014 | https://www.ncsc.nl/conference | NL | ict security industry & research |
| Banking & Finance Big Data & Finance luncheon | LSEC | 05/06/2014 | 05/06/2014 | public relation - publication | BE | banking & finance |
| vrijdag visdag - innovation network flanders | LSEC | 06/06/2014 | 06/06/2014 | http://www.innovatienetwerk.be/calendar_events/4244 | BE | innovation networks |
| AWS conference | LSEC | 10/06/2014 | 10/06/2014 | | NL | ict industry |
| Nebucom conference dissemination - Agoria, Sirris | LSEC | 12/06/2014 | 12/06/2014 | http://agcpartners.com/events/agc-partners-second-annual-european-tech-growth-conference/ | BE | ict industry |
| AGC Europe Conference | LSEC | 16/06/2014 | 16/06/2014 | | UK | ict industry |
| IOT Europe conference | LSEC | 16/06/2014 | 16/06/2014 | | UK | ict industry |
| AGM LSEC – presentation | LSEC | 18/06/2014 | 18/06/2014 | | BE | ict security industry & research |
| workshop mobile security | LSEC | 18/06/2014 | 18/06/2014 | | BE | ict security industry & research |
| end point security – presentation | LSEC | 23/06/2014 | 23/06/2014 | | BE | ict security industry & research |
| Symantec partner event | LSEC | 03/07/2014 | 03/07/2014 | | BE | ict security industry & research |
| STIX - TAXI training | LSEC | 14/07/2014 | 15/07/2014 | http://www.leadersinsecurity.org/events/icalrepeat.detail/2014/07/14/100/-/-.html | BE | ict industry |
| IDaaS - multifactor authentication workshop | LSEC | 07/08/2014 | 07/08/2014 | | BE | ict security industry & research |
| cybersecurity innovation bootcamp | LSEC | 01/09/2014 | 01/09/2014 | | BE | ict security industry & research |
| Cyber Physical workshop | LSEC | 11/09/2014 | 11/09/2014 | | BE | ict security industry & research |
| TDI Future of Digital | LSEC | 11/09/2014 | 11/09/2014 | | NL | ict security industry & research |
| NATO NIAS 2014 | LSEC | 16/09/2014 | 19/09/2014 | | BE | ict security industry & research |
| Brucon 2014 – discussion | LSEC | 23/09/2014 | 26/09/2014 | | BE | ict security industry & research |
| CSA Belux Kick Off Activitiy – Presentation | LSEC | 29/09/2014 | 29/09/2014 | | BE | ict security industry & research |
| Nebucom conference dissemination - Agoria, Sirris | LSEC | 30/09/2014 | 30/09/2014 | | BE | ict security industry & |

| Type of activity/event | Partner | Start Date | End Date | Website | Place | Type of audience |
|--|----------|------------|------------|---|------------------------|-------------------------------------|
| | | | | | | research |
| ENISA High Level - ECSM kickoff | LSEC | 01/10/2014 | 01/10/2014 | | BE | ict security industry & research |
| eCrime Sync-up presentation | MI | 01/04/2014 | 03/04/2014 | http://www.ucd.ie/cci/news_and_events/events/ecr_sync-up_2014.html | Oberammergau, Germany | industry, research, government |
| Presentation - Rescom SDN Days | MI | | | sdndays.loria.fr | Nancy, France | Academia and industry |
| ACDC Presentation during ETSI ISG ISI meeting | TI | 26/02/2014 | 26/02/2014 | | Sophia Antipolis | Security experts |
| ACDC Presentation during ETSI NTECH meeting | TI | 25/03/2014 | 27/03/2014 | | Rome | Standardization Experts |
| Presentation | TID | 10/02/2014 | 10/02/2014 | | Madrid | Telefonica worldwide business units |
| Giving a presentation - 14th Broadband World Forum 2014 | TID | 21/10/2014 | 21/10/2014 | http://broadbandworldforum.com/agenda/day-1/ | Amsterdam | industry, network operators |
| Innovating botnet mitigation: sharing insights , data, and approaches across different project", joint workshop - project presentation | TU Delft | 06/02/2014 | 07/02/2014 | http://www.tbm.tudelft.nl/en/about-faculty/departments/multi-actor-systems/polg-section/economics-of-cybersecurity/events/ | Delft, The Netherlands | Security Experts |
| APWG eCrime Sync-Up Conference – presentation | XLAB | 31/03/2014 | 03/04/2014 | http://ecrimeresearch.org/events/eCRSyncup2014/ | Oberammergau, Germany | Security Experts |
| meetings: attendance at CSA CEE Summit in Ljubljana | XLAB | 02/07/2014 | 02/07/2014 | http://csa-cee-summit.eu/ | Ljubljana/Slovenia | Security experts |
| Poster on Ljubljana Algorithms and Data Structures Summer School | XLAB | 01/09/2014 | 05/09/2014 | http://lusy.fri.uni-lj.si/en/lads2014 | Ljubljana/Slovenia | ict industry |
| Presentation at ISD2014 | XLAB | 24/09/2014 | 25/09/2014 | http://isd.eco.de/en/agenda/agenda-2014-wednesday/ | Brühl, Germany | ICT Security Industry & Research |
| IPACSO Innovation Awards 2014 | XLAB | 23/10/2014 | 23/10/2014 | http://ipacso.eu/ | Brussels, Belgium | ICT Security Industry & Research |

Table 3 – List of Events

8. Internet Security Days

ACDC was presented during several sessions at the Internet Security Days 2014, an event with international speakers and audience from the Internet security field that took place from 24th to 25th September 2014, in Bruehl (Germany).

Internet Security Days gather pioneers of Internet security, and fosters their interaction and collaboration with one another. The goal was to create promising synergies and facilitate discussions around current topics, in the hope that this could eventually lead to new solutions.

Composed of a fair, talks and social events Internet Security Days offered many opportunities for networking and learning the latest developments and trends.

On 24th September, during the event, the Community Portal was officially launched with a dedicated announcement during the session “Next level of defence – mitigation strategies”. In addition to the announcement, a dedicated presentation introduced during the same session the interaction opportunities in ACDC using the community portal. This session was presented by Paolo Roccetti from Engineering Ingegneria Informatica.

A dedicated session has been organised during the 2nd day of ISD, for all organisations with signed letters of interest and External Consultative Board members. This session included the list of activities open to external organisations and positioned and demonstrated the ACDC community portal.



Figure 11 – Paolo Roccetti presenting the Community Portal

9. APWG eCrime Sync-Up conference in Oberammergau

The fourth annual APWG eCrime Sync-Up, organised in conjunction with the University College Dublin's Centre for CyberSecurity and Cybercrime Investigation, ACDC - the European anti-botnet project, and supported by “la Caixa” Bank was held on from 1 till 4th April, 2014, on premises of NATO School in Oberammergau, Germany. It was a three-day exchange of presentations and discussions of eCrime research in progress. Additionally it provided a good opportunity for networking of researchers within the eCrime research disciplines with law enforcement officials and industrial responders who investigate and manage cybercrime every day.

Igor Ševo and Aleš Črnivec, both from XLAB, attended the APWG eCrime Sync-Up (<http://ecrimeresearch.org/ecrimeevents/eCRSyncup2014/workingagenda>) where they presented rationale of ACDC project, concept of ACDC tools, and XLAB's contribution to the project. They held a presentation titled *Analytics tool for detection of botnets within mobile networks*, where they presented analytics tool for detecting mobile botnets within mobile

networks. They talked about ACDC's Central Clearing House (CCH) entity, and sensors that are able to gain information about possible malicious network activity and report these activities back to the CCH. Accompanying correlation tool was also presented, which provides an algorithm correlating malicious events within a (mobile) network and identify malicious connections between the nodes in the network in an attempt to locate devices that are parts of a botnet.

A number of other presentations were presented by US and EU researchers regarding computer security and their contribution to the fighting against botnets (e.g. Shadowserver, members from APWG, ISACA, OWASP, etc.) which was good opportunity for ACDC-members to exchange ideas on how to share/consume data to/from external sources (e.g. feeds from Shadowserver). Moreover, Mr. Martin Muehleck from the EU commission presented details about coming deadlines for the ICT calls in the program H2020.

More than 8 ACDC partners attended this event; partners as ECO, DE-CIX, Cyberdefcon, LSEC and Montimage have given several presentations

10. European Cyber Security Conference

[The European Cyber Security Conference](#) is an annual event organised by Forum Europe in collaboration with the European Commission and private partners. The event is intended mainly towards policy makers and European policy actors, involves both business and academia. The 2nd event was themes under various components. LSEC was invited to participate in a panel under Session 4 themed : "Shaping the Cyber Security R&D Agenda in Europe". Other panel members included Fabio Martinelli, Senior Researcher, Istituto di Informatica e Telematica, National Research Council, Italy; Luca Compagna, Research Architect, SAP Product Security Research; Martin Muehleck, Technical Officer, Trust and Security Unit, DG CONNECT, European Commission next to moderator Peter Warren, chair of the Cyber Security Research Institute and Ulrich Seldeslachts, Managing Director representing ACDC.

The panel followed after a dinner amongst participants the evening before, where some of the main topics included the ongoing developments of the NIS directive - following the European cyber security strategy, and what Europe could and should do more. The conference itself addressed many of those topics in more detail. During the panel discussion, the research opportunity developments from the WG3 of the NIS platform were outlined by one of their chairs - Mr Martinelli. This was picked up by the representative of the EC who outlined the new H2020 program for Digital Security & LEIT.

Mr Seldeslachts explained the role of the ACDC project within the European Cyber Security Strategy and how it is being seen as a Research & Innovation Action idea, where technologies are being integrated and further enhanced to specifically address botnets. He explained how ACDC is indicating to the NIS working groups how information sharing experiences can support the further development of Network & Information Security readiness for companies and suggested some key research themes for further developments in the domain of the WG3.

Attendees from the industry were considerate about the suggestion to make a specific European label "IT Security made in Europe", to support the developments of the market and transfer from research to industry. Questions were raised on how to collaborate with the ACDC platform, for instance from the operators perspective (BT), and financial services representatives (FS ISAC Netherlands). Further interest was raised in how the ACDC platform could move into an operational platform supporting the industry with European vulnerability information.

11. ENISE Conference in Spain last month

INCIBE organized the past 28th and 29th October 2014, in León (Spain) the eighth session of the National Meeting of the Spanish Security Industry (ENISE) (: https://www.incibe.es/enise_en/), the international meeting for information security, with more than 860 attendants. The central core of the matters discussed was the Spanish National Cyber-Security Strategy. This acts as a meeting point for the co-ordination of all the various efforts being made by local, regional, and national government, by industry and by other organizations. Thus, the eighth ENISE had the headline theme "Examining the Spanish National Strategy for Cyber-Security" in promoting analysis and reflexion concerning the challenges and advances faced by this strategy. Particular emphasis was laid on public-private co-operation and the opportunities this offers for development of the cyber-security industry in Spain.

With the aim of undertaking collective analysis of the most significant advances that are being achieved by various public and private initiatives in the field of cyber-security, one of the sessions in the event was about this: "[The Role of Public-Private Collaboration in National Cyber-Security](#)". Alberto Hernández Moreno, Director of Operations at INCIBE talked about the ACDC project (<http://www.8enise.webcastlive.es/webcast.htm?video=04>), the AntiBotnet Services launched in Spain, through the Spanish National Support Center, and the public-private collaboration with national Internet Services Providers in the specific topic of fighting botnets.



Figure 12 – Alberto Hernández Presentation

Internal WP3 WORKSHOP

In parallel, ACDC team met at the event in an internal workshop to work on the different tasks of the project. 22 professionals from 13 different partners of the consortium worked together during two days to face the main challenges of the final phase of the project.

12. Conclusions

The ACDC intermediate dissemination report D5.1.3 has outlined the main activities and achievements of ACDC project covering the M13-M24 period. In particular, the report provides an overview of all tools implemented and used for dissemination, key messages sent and outlines all key dissemination activities performed. The ACDC partners have, together, disseminated ACDC in a consistent manner towards different audiences. The dissemination activities are fully aligned with the initial strategy and with the positioning of ACDC as a pilot project.

The intermediate dissemination report has gathered all the instruments and the activities already done in order to deploy successfully the project. This deliverable has laid out in detail the set of communication and dissemination tools used and the results:

- Website – 35 visitors per day
- Social media – over 500 followers
- Community Portal – over 40 members
- Printed and online dissemination material such as presentations, flyers and posters
- Press releases – over 30 press releases and publications
- Conferences and meetings – more than 100 events where ACDC was disseminated

D5.1.3 has also presented a clear overview of the effectiveness of the actions envisaged in this deliverable based on the metrics for monitoring introduced in D5.1.1. Further quantitative information can be found in D6.3.2, D6.3.3. and D6.1.2.

The dissemination activities are fully aligned with the initial strategy outlined in D5.1.1 - Dissemination plan.

The dissemination activities aimed to achieve the following goals:

- Create awareness
- Raise interest
- Foster adoption as user of one or more of the ACDC services
- Foster adoption as contributing one or more solutions to the ACDC services

During the first 2 years the dissemination team focused on creating awareness and raise interest. The awareness activities were organised to provide a first level of information about ACDC, to create visibility about its existence, main goals and milestones. The awareness was enhanced by paying specific attention to demonstrate the “tangible” outcome of the project, in clear and comprehensible language. Raising interest was the second main goal of dissemination for the first 2 years, in which the main focus was to position ACDC as providing an interconnected set of support centres that could be useful to:

- Users / victims of cyber-attacks to restore their devices to normal operation,
- Organisations to understand the potential negative impact of botnets to their processes and how to avoid them,
- Operators of critical infrastructures in the benefits of increasing their level of protection and the need for collaboration etc.

The ACDC project has now established National Support Centres in 8 European Countries (Germany, Italy, Belgium, Croatia, Romania, Spain, Portugal and France) that operate under the umbrella of botfree.eu. The National Support Centres provide the three columns of service: Information, Prevention and Mitigation of Botnet threats.

For the last 6 months the dissemination team will focus on fostering the adoption by users and providers. The “*adoption by users*” goal was designed to ensure that the services developed by ACDC are actually used by end-users, citizens, public administrations, industrial and research organisations to mitigate the results of a cyber-attack, while the “*adoption by providers*” goal was designed to ensure that ACDC’s continuous service oriented approach remains dynamic, in enticing providers of innovative solutions to make them available to users through the ACDC central clearing house or national support centres.