



MULTI-cloud Secure Applications

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	Editor/Lead beneficiary (name/partner):	Andrei Lobov / TUT
	Internally reviewed by (name/partner):	Massimiliano Rak / CeRICT Stefan Spahr / LSY
Abstract: The Communication Plan specifies how to approach and interact with different target communities for dissemination of the MUSA project results. The plan provides details on communication methods for each of the communities. The aim of outlined communications processes is to support dissemination of the project results to maximise impact, and to learn from other related activities and projects in order to develop and improve the MUSA solution.		
Dissemination level		
PU	Public	X
CO	Confidential, only for members of the consortium and the Commission Services	



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MUSA consortium



Fundación Tecnalia Research & Innovation
(TECNALIA, Spain)
www.tecnalia.com/en

Project manager: Erkuden Rios
erkuden.rios@tecnalia.com
+34 664 100 348



Centro Regionale Information e Communication Technology
(CER ICT, Italy)

Contact: Massimiliano Rak
massimiliano.rak@unina2.it



CA Technologies Development Spain SAU
(CA, Spain)

Contact: Victor Munes
Victor.Munes@ca.com



Montimage
(MI, France)

Contact: Edgardo Montes de Oca
edgardo.montesdeoca@montimage.com



AIMES Grid Services
(AIMES, UK)

Contact: Prof Dennis Kehoe
dennis.kehoe@aimes.net



Lufthansa Systems
(LSY, Germany)

Contact: Dirk Muthig
dirk.muthig@lhsystems.com



TTY-säätiö
(TUT, Finland)

Contact: José Luis Martínez Lastra
jose.lastra@tut.fi



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Executive summary

This document outlines the Communication plan for the MUSA project. The plan includes a process for the identification of target communities, and process for managing communication messages and actions. The plan also provides possible message templates. As the main complement to the Dissemination plan of the project, the Communication plan aims at helping to gain significant impact and to capture relevant information and feedback to improve MUSA project results.

The Communication plan includes the continuous monitoring of Key Performance Indicators (KPIs) that will be used to evaluate the good progress of the Communication task in the project.



1 Introduction

1.1 Structure of the document

The main elements of the Communication plan are described in the next chapter, which in the beginning focuses on a general introduction of the plan including identification of communities (Section 2.1), messaging section answering *what* and *why* should be included into communication (Section 2.2) and the description of communication activities highlighting main phases through which the communication evolves (Section 2.3). Then, communication activities with different target groups and/or platforms are discussed (Section 2.4 to 2.7). At the end of the chapter, the Key Performance Indicators for communication activities are provided (Section 2.8).

The document finalises with the Appendix A, common to all MUSA deliverables, in which we summarize the MUSA motivation and background.

1.2 Relationships with other deliverables

This deliverable is indirectly related to all other project deliverables. This deliverable proposes the procedures to help increasing the impact of the project and capturing relevant information and feedback from communities not directly involved in the project, to try to improve the corresponding deliverables of the MUSA project.

The following documents are directly related to D6.4:

- D6.6 *Dissemination, communication, networking and data management report* (M18) will contain the revised version of the Communication plan at month 18.
- D6.7 *Final dissemination, communication, networking and data management report* (M36) will contain the final version of the Communication plan for MUSA project at the end of the project.

1.3 Contributors

All project partners have contributed to this deliverable.

1.4 Acronyms, abbreviations and terms

Contact – Any contact action with a person and/or organization outside of the project consortium.

Party contacted – Person and/or organization contacted by the MUSA project.

Quality-related communication impact – Measurable effect on the MUSA project produced as by-product of the communications with a certain party contacted.

General public – people that may be affected by the use of secure multi-cloud applications built using the MUSA solutions.

1.5 Revision history

Version	Date issued	Author	Organisation	Description
0.1	02/05/2015	Andrei Lobov	TUT	First fully filled version
1.0	23/06/2015	Andrei Lobov	TUT	Final proposed version
1.2	29/06/2015	Andrei Lobov	TUT	Final revised



Version	Date issued	Author	Organisation	Description
1.3	30/06/2015	Erkuden Rios	Tecnalía	Final released

2 Communication plan

The subsections below outline the procedures used to interact with different communities. Proposed procedures aim at supporting the partners and the project in communication activities, and they should not affect negatively the other project activities. It is an assumption that communication procedures must be refined and/or abandoned if these are so effort consuming that they start to distract partners rather than helping them in achieving the project objectives and/or impact. The changes in the procedures can be requested and discussed at monthly meetings of WP6 *Dissemination and Communication*.

In normal scenarios, three main actors can initiate communication on project-related activities. As of June 2015, these are the Project Coordinator (Erkuden Rios), the Dissemination Manager (Massimiliano Rak, who coordinates all the dissemination and communication activities) and the WP6 Leader (Andrei Lobov). Other project partners can also promote and communicate project results that can be communicated in accordance to their status and to IPR rules agreed in the Consortium Agreement (e.g. public deliverables). The above mentioned main actors are in charge of ensuring the documenting (logging) of the project communication activities. They are also responsible to support the MUSA project partners by preparing and providing dissemination materials in a sharable format. Also they should ensure that that information on project-related contacts reported by the partners is being processed and logged.

The aim of the communications processes is to support the dissemination of the project results and to learn from other related activities and projects in order to position, develop and improve the MUSA solution. This support process can be measured in the number of contacts established and the “quality” of these contacts. The quality of a contact is measured by the effect it produces on the MUSA project. The example of the quality-related communications impact could be an adjustment of the MUSA architecture thanks to the review of results achieved by another project. Thus, communications in the MUSA project will be measured mainly based on impact rather than based on the frequency and a number of contacts.

WP6 monthly telephone conferences (*telcos*) / meetings will be used to evaluate the Communication Log. This would allow partners to report if they were engaged into any communication on MUSA project-related topics. The meetings will be also used to discuss if any further steps are necessary to engage contacted parties into any common activities and/or to identify benefits for the MUSA project from the work done by a party contacted. The specific sub item is added to WP6 telcos agenda entitled “**Communication Log review: bottom-up**”.

Communication Log is an internal document shared among and accessible by consortium partners. The Log is accessible by the project partners at the project intranet¹ (Alfresco system). The Log is made in the form of editable wiki page. Each partner can edit the Log to report relevant meetings or findings of the actors who could be or were approached. As the Log is reviewed regularly in the WP6 telcos, it should minimize the risk of losing or forgetting some potential contacts.

The items reported in the Communication Log include:

- # - number of the record. Used to simplify referencing of log items.
- Party/Community (to be) contacted - an organization that *was* or *to be* approached.
- Subject discussed - subject that was discussed or should be elaborated with the party contacted.

¹ <https://intranet.musa-project.eu/>



- Possible relevance to MUSA - a current vision of the relevance of a contact for the MUSA project.
- Current status - the current status of communications (e.g. on hold, pending for answer, have to be contacted, ...) with the Party/Community.
- Next step - elaborated next action w.r.t. the communications with a given contact. It has also an assignment of an actor on MUSA project side, who is in control of the next step, and a due date for the next step.
- Final effect on MUSA - the final effect that the communications with a given party would have on the project.

The table is a living document being updated and revised during WP6 telcos.

2.1 Identification of communities

The MUSA project consortium follows two approaches in order to identify external communities: bottom-up and top-down. According to the bottom-up approach, an update of the Communication Log could be made due to eventual contact with some interesting and project-relevant stakeholder during, for example, a conference or a fair.

The main approach to identify communities, however, is the top-down approach: project partners identify and review the list of organizations and/or experts they would like to approach as the MUSA project consortium, according to their experience and to the results that the project has obtained.

According to top-down approach, the identification process goes also by updating the Communication Log, but the project partners should identify project-related needs before proposing and contacting any third party. In other words, each contact should be justified by some envisioned outcome. The identification process starts with the column “Possible relevance to MUSA” in the Communication Log, later the parties are searched that can be a source of information/interactions to achieve the outcome.

An example of the parties that were identified by M6 of the project is the following table:

Table 1: Example of parties

Project need (Possible relevance to MUSA)	Party, Community (to be) contacted	Proposed by partner(s)
Multi-cloud architectures	RightScale (http://www.rightscale.com)	TUT
Tools for cloud management	Spiceworks (http://www.spiceworks.com/)	TUT
Devices and cloud applications	Synchronoss (http://www.synchronoss.com/)	TUT
Cloud service provider engagement	Data Centre Alliance (http://www.datacentrealliance.org)	AIMES Grid Services
Cloud security	Cloud Security Alliance (https://cloudsecurityalliance.org)	TUT
Cloud accreditations and also ascertaining information from CSPs for MUSA DST	PICSE H2020 project (http://picse.eu/)	AIMES Grid Services



The main idea is to include in the Communication radar not all the possible communities, but only those that really we expect they can have a strong benefit in the project impact due to the quality of the feedback they can provide, the cascading effect of the impact they may generate or the relevance of the Party/Community in the Cloud computing arena. A positive evaluation of MUSA by such relevant Party/Community may be used to better marketing the outcomes of the project.

The revision of the potential contacts takes place during monthly WP6 telco meetings. The WP6 meeting agenda has a dedicated sub item called “**Communication Log review: top-down**”.

2.2 Messaging

The communities can be approached by using existing direct contacts of the MUSA project partners, using social media networks or by messages sent to the official addresses of these communities. The initial contact message should contain the following information:

- Introduction of the contacting person with the reminder of possible connection between contacting person and addressee and/or the MUSA project and the addressee.
- MUSA project information with supporting web links and/or project brochure.
- The matter on which the contact is made.
- Possible benefit of this contact for the addressee. (Why the party being contacted may be interested to reply?)
- Next step expected from the addressee.

The general template for initial message may look as follows. The template can be refined adding any additional and particular details with respect to the party being contacted, but it is important to cover all the main items.

According to the general criteria exposed in introduction, each partner has the right to adapt the proposed template according to the needs of the contact.

Template 1. Initial message - target engagement

Dear <Contact person>,

<My name is ... We have met / have collaborated before...>

I am writing to you on behalf of MUSA project consortium. MUSA is a European project. Its abbreviation stands for MUlti-Cloud Secure Applications.

* <http://www.musa-project.eu>

We would like to check if it would be possible and interesting for you to <the subject/purpose of contact>. Checking/knowing your profile, we have got to know that you are the experts in <item(s)>. In MUSA project, we <handle the <item(s)> in the following way...>.

Please kindly let us know if this proposal is at interest to you.

Best Regards,

<Name Surname>

On behalf of MUSA project consortium

phone: <phone of the person, who makes the contact>

e-mail: <e-mail of the person, who makes the contact>



2.3 Communication activities

In general the communication activities may include **three basic phases**:

1. Initial contact / engagement - at this phase the first contact(s) related to the MUSA project are made. It is important to capture this event with the Communication Log in order to be able to detect and trace the progress (if any) of the contact.
2. Joint interest elaboration - this phase includes identification of potential common interest of the MUSA consortium and the party contacted. The elaboration can be made, where applicable, during face-to-face meeting, feedback/survey forms, and common telephone conferences and/or via exchange of e-mails or messages on social networks.
3. Common activities - if reached, at this phase the common activities are executed. The common activities may include a preparation of joint special sessions at the conferences, publications, conferences, organization of the public events. It may also include common inter-project joint development sessions. The execution itself is controlled by other corresponding Work Packages and dedicated persons, as this is not anymore just a communication issue, while the tracing and evaluation of communication process is done in WP6.

2.4 Work with social media

Social media is rather a platform that allows reaching different communities including commercial organizations and general public.

Social media will try to capture audience with interests in cloud computing and cyber security topics. Targets are general audience, academia and industry. The main goal is to highlight the importance of these topics and the relevance of the MUSA project. News, tutorials or blogs related to these topics, other research projects and the MUSA project will be highlighted on MUSA social networks.

As explained in D6.2 *Dissemination strategy* too, the MUSA social networks include the following accounts created for social communication purposes:

- Twitter: https://twitter.com/MUSA_project
- LinkedIn: <https://www.linkedin.com/groups/MUSA-Project-8304182>
- Facebook: <https://www.facebook.com/MUSAProjectEU>

All consortium members are invited to publish content on any of the MUSA social networks. Nevertheless it is WP6 leader (TUT) responsibility to keep the feeds and news updates at least once per month for Twitter, Facebook and to keep the website updated with the project activities.

Consortium members will be granted with authorization to publish on those social networks that allow publishing on behalf of the MUSA project official account. For those social networks that do not allow this schema, the consortium members should request by email to WP6 leader (TUT), to the Dissemination Manager (CeRICT) or the Project Coordinator (TECNALIA) for publishing content. If any consortium member has specific interest to publish on any of the MUSA project social networks s/he will be provided with credentials.

2.5 Work with commercial and professional entities

As mentioned in the beginning of the chapter, formal communications with external entities should be authorized by either WP6 leader (TUT), the dissemination manager (CeRICT) or the project coordinator (TECNALIA). Then, the already detailed messaging workflow and Communication Log protocols should be followed.

Commercial entities are the organizations working on the similar items relevant to the developments within MUSA project.



Due to the company policies of some of the consortium members, it might be necessary to get consent from the whole consortium in order to proceed with the communication process with commercial entities. Therefore, the review of Communication Log during WP6 telcos is the right moment to request for any required consents.

2.6 Work with general public

General public are the people, who may be affected by the applications built by using the MUSA solution. The main goal with respect to the general public is to increase security awareness for those cloud-based applications that they may use. The channels to work with general public include social media and mass media (newspapers, TV, radio). The message to the general public may be different from the one dedicated to professionals, as it should help people to see the relevance and benefits in using the applications along with their daily routines possibly improving those or giving people new opportunities. Formally, the communication with the general public should be also authorized by either WP6 leader (TUT), the dissemination manager (CeRICT) or the project coordinator (TECNALIA).

The main guideline is that two weeks before committing to any dissemination event/activity, if applicable, the partner will inform the consortium about the event, reporting title, event website, type of audience, expected benefit for MUSA and possible costs. The consortium is expected to provide feedbacks on the core messages to pass in the specific event.

2.7 Work with other interested parties

The way to approach any party that do not fit in any of the three previous categories (social media, commercial entities or general public) will be analysed by the by either WP6 leader (TUT), the Dissemination Manager (CeRICT) or the Project Coordinator (TECNALIA). If any particularity is found, these actors define more guidelines for the communication process. Nevertheless the messaging workflow and communication log protocols must be followed.

2.8 Communication KPIs

According to the MUSA Grant Agreement, the Key Performance Indicators (KPIs) in next Table 2 will be continuously monitored to evaluate whether the activities in the Communication Plan are reaching their objectives of improving MUSA impact. The monitoring will take place at WP6 monthly meetings. The table also describes the approach to achieve each of the KPIs and contingency plan to push the achievement.

Table 2: Communication KPIs, approach and contingency plans

Dissemination tool / channel	KPI	Objective	Approach and contingency plans
MUSA website	Yearly visits	1,500	Promoting the website through other channels (especially in social networks).
	Duration of visits	More than 2 min. for 40% of users	Re-organize the website to make it easier to find relevant items. Upload more attractive content
	Monthly downloads: Posters, flyers Public reports	35 50	
	References from external web pages	20 (excluding partner webs)	Contact more stakeholders and initiatives to agree on the promotion of the site



Dissemination tool / channel	KPI	Objective	Approach and contingency plans
Twitter Feed	Monthly tweets or when a relevant milestone is taking place (e.g. event, releases, etc.)	n.a	Promoting social networking activities
LinkedIn profile	Monthly updates, or when a relevant milestone is taking place (e.g. event, releases, etc.)	n.a	Promoting social networking activities
Mass Media	Number of releases	2 per country in the project	The press releases will be delivered in English but also translated to the languages of the partners participating in the project
Collaborative webs (blogs, Wikipedia.)	Number of entries	5	Promoting web activities

3 References

- [1] MUSA H2020 Project, Multi-cloud Secure Applications. 2015-2017. Available at: www.musa-project.eu



Appendix A. MUSA motivation and background

The main goal of MUSA project² is to support the security-intelligent lifecycle management of distributed applications over heterogeneous cloud resources, through a security framework that includes: a) security-by-design mechanisms to allow application self-protection at runtime, and b) methods and tools for the integrated security assurance in both the engineering and operation of multi-cloud applications.

MUSA overall concept is depicted in the figure below.

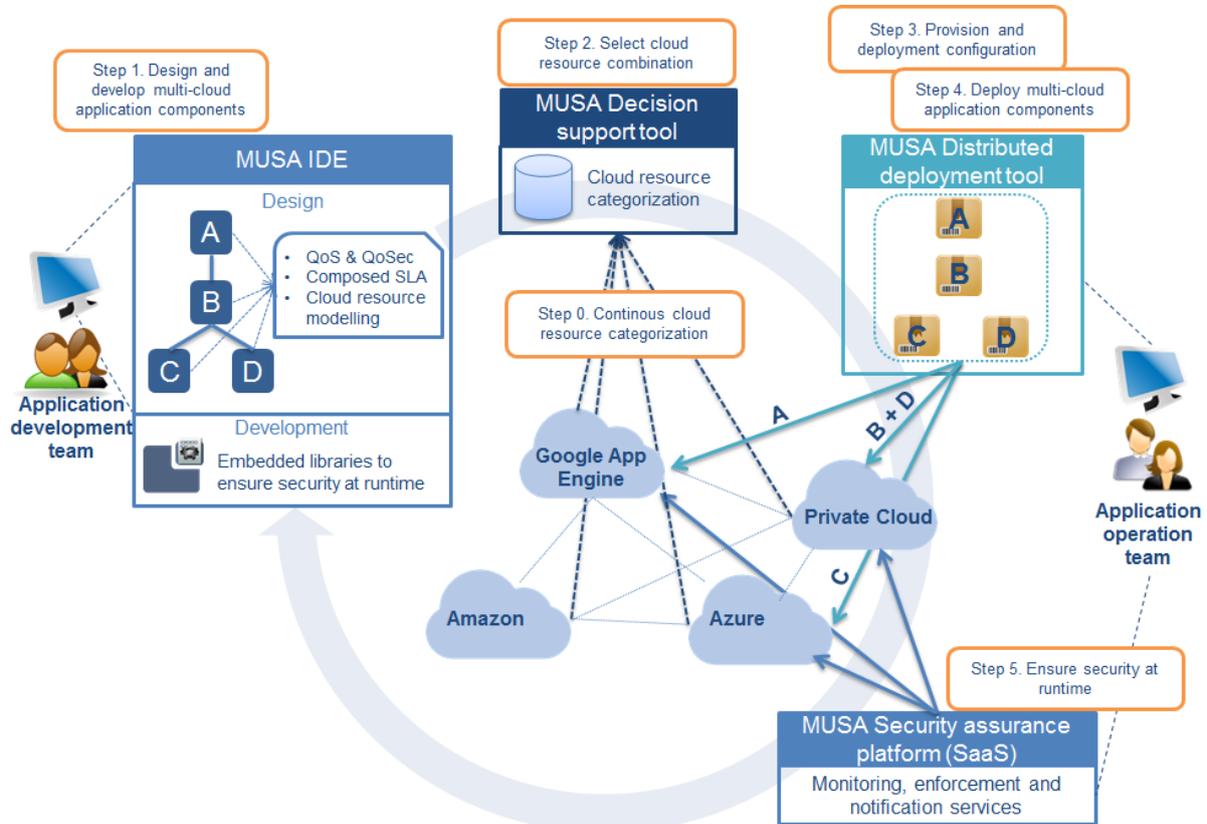


Figure: MUSA overall concept

MUSA framework combines 1) a preventive security approach, promoting Security by Design practices in the development and embedding security mechanisms in the application, and 2) a reactive security approach, monitoring application runtime to mitigate security incidents, so multi-cloud application providers can be informed and react to them without losing end-user trust in the multi-cloud application. An integrated coordination of all phases in the application lifecycle management is needed in order to ensure the preventive oriented security to be embedded and aligned with reactive security measures.

² MUSA H2020 Project, Multi-cloud Secure Applications. 2015-2017, <http://www.musa-project.eu>

