



SMART GRID PROTECTION AGAINST CYBER ATTACKS

Contract No 608224

Deliverable D1.1

SPARKS On-line Presence

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Executive Summary

This document summarises the on-line Presence for the SPARKS project and the activities carried out so far, i.e., within the first three months of the project's lifetime. In this deliverable the website and the Twitter account are described, which have been set up for the project.

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1 Introduction

This short document presents an overview of the SPARKS project on-line presence. In preparing this presence, the FP7 projects “Communications best practices¹” guidelines were followed. This included the development of a project logo and a Website that provides an overview of the project activities. In addition, in order to support continued on-line engagement with the project, we have created a Blog that will provide short summaries of ephemeral project activities and a Twitter account. These artefacts are presented in the following sections.

2 On-line Presence

2.1 The SPARKS Project Identity

The strategy for general dissemination is based on the promotion of a common identity for the project. This allows consortium members and stakeholders to readily identify the project, and to facilitate the recognition of the project and its results. The main instruments are a *project logo* and a *common set of templates* for internal and external publication.

The SPARKS logo (see **Figure 1**) should appear on all documents related to SPARKS. Any material co-funded with the project budget needs to make explicit reference to it and, if possible, make use of the SPARKS logo.



Figure 1 The SPARKS project logo

To ensure a consistent representation of the project, templates for documentation and presentation have been developed at the very beginning of the project, and are available to the project partners via the SPARKS internal repository.

2.2 The SPARKS Website

In order to disseminate the project’s objectives, ongoing activities, and its results to a wide audience, we have developed a project website, which can be reached via the address <https://project-sparks.eu/>.

The content on the website is targeted to a wide audience, including those with a general interest in the project, subject specialists and the European Commission. Furthermore, it acts as information platform for the project’s stakeholder group. As shown in **Figure 2**, the website is organised in so-called “tabs”, and consists of the following information:

¹ FP7 Projects: Communication best practices: http://cordis.europa.eu/fp7/ict/participating/communication-best-practices_en.html

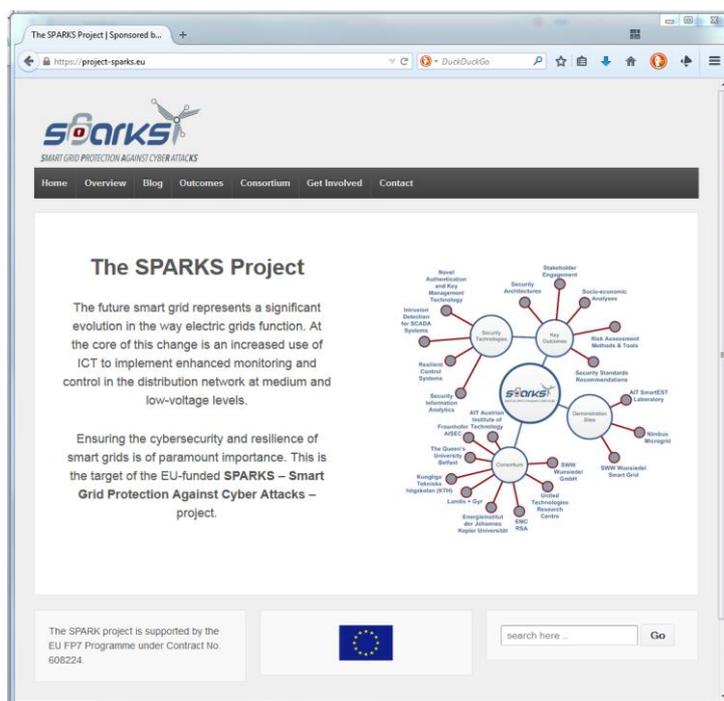


Figure 2 The homepage of the SPARKS website

- *Overview* – the content here describes the overall objective of the project, including brief work package descriptions. Additionally, some basic contract information is presented in this overview;
- *Blog* – we will maintain a project blog, with contributions coming from the consortium, which describes the activities of the project in a relatively informal manner. The aim is to update the blog frequently, e.g., bi-weekly (see **Figure 3**);
- *Outcomes* – in this area, we will make available the project’s public deliverables, pointers to the scientific publications that are produced by members of the SPARKS consortium, and details of the SPARKS stakeholder workshops;
- *Consortium* – an outline of the SPARKS consortium, including a summary of their major activities in the project;
- *Get involved* – an overview of how readers can become involved in the project, including joining the SPARKS stakeholder group and following the project via social media (see below); and
- *Contact* – a simple contact form, which can be completed by visitors to the website; enquiries are forwarded to the project coordinator who will follow-up on the request.

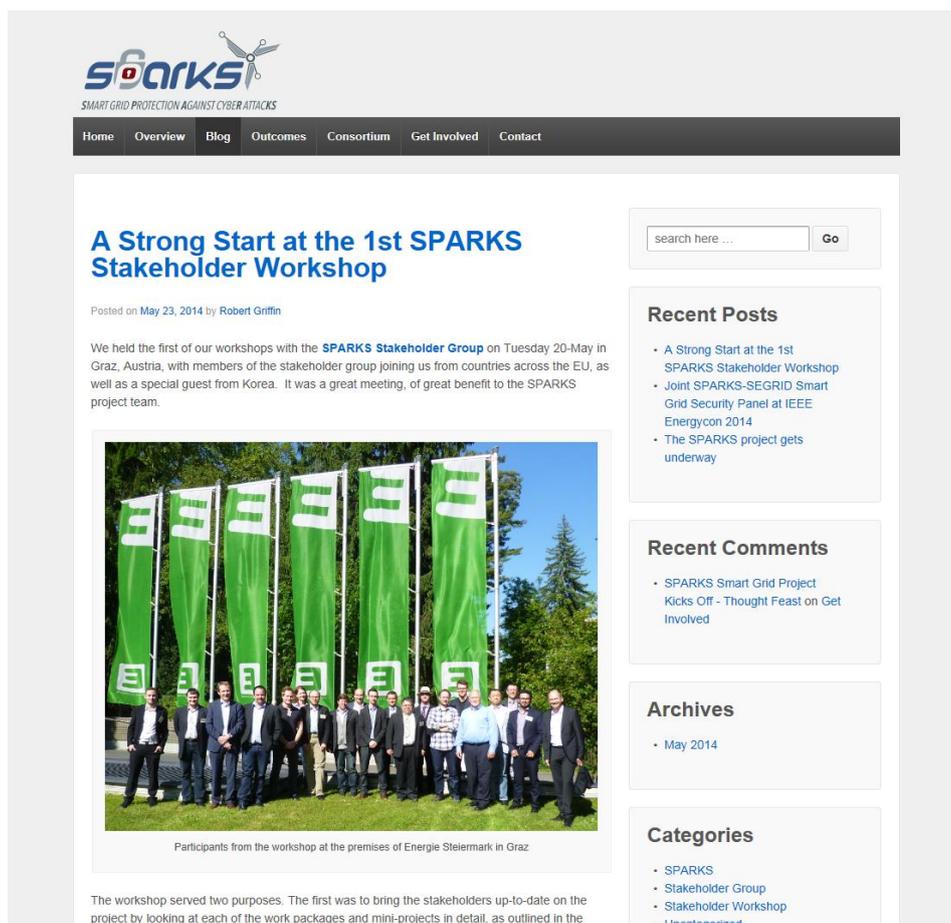


Figure 3 The Blog section of the SPARKS website

2.3 Social Networking

In order to maximise the awareness and impact of the project, the project consortium has set up a profile account for the SPARKS project in the social network of Twitter. Twitter enables the project to readily broadcast short (160 character) messages to a potentially wide audience, and also engage directly with other users of the service.

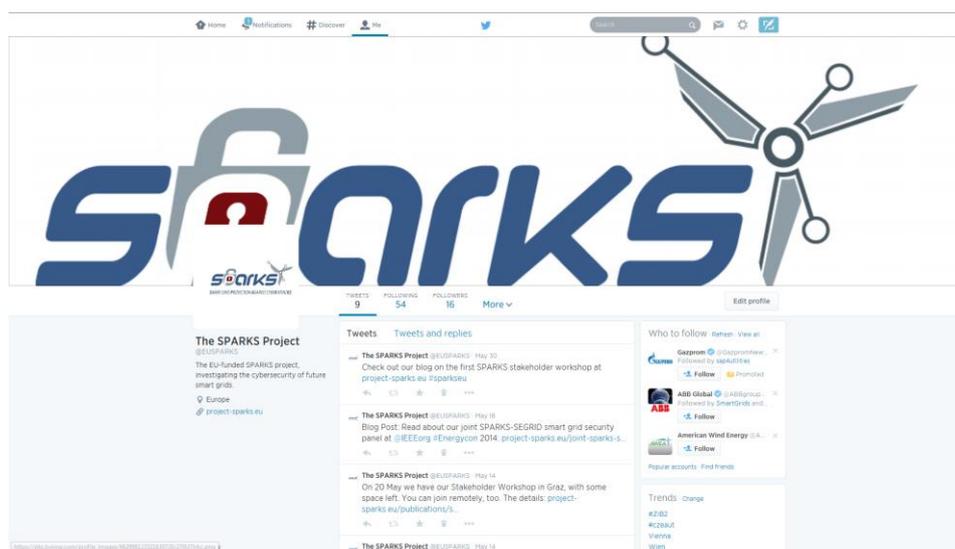


Figure 4 The SPARKS Twitter presence

We plan to use the Twitter account to disseminate a number of different types of activities in the project, including (but not limited to):

- *Participation at events* – to inform the project’s followers about the project being present at events, such as industry and academic forums;
- *Availability of project outcomes* – these outcomes can include, for example, public deliverables becoming available or new scientific publications being made available on the project website;
- *New blog entries being made available* – when a new blog entry becomes available, we will use Twitter as a way of increasing its readership;
- *Relevant activities and outcome in the area of smart grid security, not directly resulting from SPARKS* – these can be include new standards becoming available, events or interesting scientific publications being made available that are deemed interesting for the project’s target audience; and
- *Details of the SPARKS project meetings* – this can include project plenary meetings and, more importantly, details of the stakeholder workshops.

In order to garner interest in the project, and its Twitter-based activity, the aim is to generate a Tweet (a new message) approximately every two days.

3 Conclusion

In this short deliverable, we have presented an overview of the SPARKS project on-line presence. Moving forward, the dissemination activities that will be carried out in the project via this medium will be documented in Deliverables D1.3, 1.4 and 1.5 – the project’s annual dissemination reports.