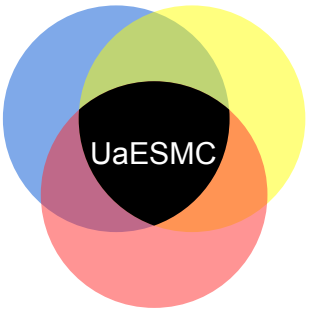

Project N°: **FP7-284731**

Project Acronym: **UaESMC**

Project Title: **Usable and Efficient Secure Multiparty Computation**

Instrument: **Specific Targeted Research Project**

Scheme: **Information & Communication Technologies**

Future and Emerging Technologies (FET-Open)

Deliverable D6.2.1
Dissemination Report

Due date of deliverable: 31st January 2013

Actual submission date: 31st January 2013

Start date of the project: **1st February 2012** Duration: **36 months**

Organisation name of lead contractor for this deliverable: **UT**

Specific Targeted Research Project supported by the 7th Framework Programme of the EC		
Dissemination level		
PU	Public	✓
PP	Restricted to other programme participants (including Commission Services)	
RE	Restricted to a group specified by the consortium (including Commission Services)	
CO	Confidential, only for members of the consortium (including Commission Services)	

Executive Summary:
Dissemination Report

This document summarizes deliverable D6.2.1 of project FP7-284731 (UaESMC), a Specific Targeted Research Project supported by the 7th Framework Programme of the EC within the FET-Open (Future and Emerging Technologies) scheme. Full information on this project, including the contents of this deliverable, is available online at `http://www.usable-security.eu`.

The first dissemination report gives an overview of UaESMC dissemination activities during first year (M1-M12). The main objective for this period was to communicate the kick-off of the project to the target groups. The dissemination activities have been categorized in 4 broad groups: project web-page, conferences/seminars and presentations, press and other media, other dissemination activities. The web-page has been visited approximately 620 times (308 unique visitors). The project has been presented in 9 conference / workshop talks, in a press release and another article in Estonian media, in direct contacts with 25 interviewees for the deliverable D1.2, and in several further private events attended by various stakeholders.

List of Authors

Pille Pruulmann-Vengerfeldt (UT)
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Contents

Chapter 1

Introduction

This deliverable is part of WP6 (*Dissemination*) with the main aim of introducing UaESMC to experts and wider public. For a successful communication of fairly complex SMC technologies we have identified three key target groups who need to be approached though different communication strategies:

- The first target group is the *academic circle*: on the one hand we are targeting the community of cryptographers, information security specialists or computer scientists but on the other hand, we also have additional focus on general academic public from other disciplines. The latter gives us opportunity to enhance interdisciplinary research in the areas of IT development. Dissemination activities are connected with regular research activities: publishing papers, attending conferences and sharing the knowledge project generates.

- The second target group is the *potential stakeholders* of future SMC applications (e. g., the experts in IT and security field who deal with problems that could potentially be solved with SMC). The aim of dissemination activities is getting critical feedback to the activities of the project, but also raising the awareness of the SMC solutions among the practitioners' communities. This group has a subgroup among policy makers in the related areas who can with their everyday activities influence the legal and social context in which the SMC applications would be implemented in the future.

- Thirdly the dissemination activities target the *general public* with the aim to raise general awareness of the potential of SMC in society.

This deliverable reports the dissemination of the project during the first year, giving an overview of all the dissemination activities and evaluation of first year results.

Chapter 2

First year dissemination activities

2.1 Project website

The dissemination work started with the project website (`http://www.usable-security.eu`). The website introduces the main ideas of the project and SMC; it also contains description of project partners. Importantly, the website is used as the main communication tool. Through the website finished deliverables are introduced and brought to the public, also any other advances or subject relevant updates are continuously published on the website in the news feature. Project partners use the website as a referral point for their contacts.

During months 1–12 a total of 3 deliverables were published (not counting the deliverables due at M12) and 11 news items. The project website has been visited approximately 620 times (308 unique visitors) since the launch of the website. Since November, project partners have made commitment of posting regular news-items on the website in order to raise awareness of the everyday work of the project and to make sure that participants have new materials to read every time they reach the website.

2.2 Conferences, seminars and presentations

Following tables give an overview of UaESMC related presentations given by the project partners in conferences and presentations/seminars where UaESMC has been discussed or brought as an example.

2.2.1 Conferences

Doktorid Eesti ühiskonnale / PhDs for the Estonian Society, Tartu, Estonia, October 5, 2012

Title: Infotehnoloogia kasutajad ja kasutusviisid Eesti infokeskkonna eri kihtides / Information technology users and uses within the different layers of the information environment in Estonia
Authors: Pille Pruulmann-Vengerfeldt (UT)
Audience: approximately 130 people, general academic, general public

ECREA 2012, Istanbul, Turkey, October 24–27, 2012

Title: How to communicate scientific research and future technologies in a research situation
Authors: Pille Pruulmann-Vengerfeldt (UT)
Audience: approximately 1100 participating in the conference, 25 persons in the audience, general academic

Konverents privaatsuse ja andmekaitse eetilistest küsimustest / Conference on ethical questions of privacy and data protection, Tallinn, Estonia, January 9-10, 2013

Title: Networked Publics – Networked Privacy – Role of (Social) Media Technologies
Authors: Pille Pruulmann-Vengerfeldt (UT), Andra Siibak*

Audience: approximately 150 people, IT security policy makers, general public

Title: Kuivõrd me peaksime hoolima privaatsusest? / Panel discussion: How much should we care about privacy?
Authors: Dan Bogdanov (CYB) (member of the panel)
Audience: approximately 150 people, IT security policy makers, general public

ITCS 2013 Innovations in Theoretical Computer Science, Berkeley, USA, January 10-12, 2013

Title: Approaching Utopia: Strong Truthfulness and Externality-Resistant Mechanisms
Authors: Elias Koutsoupias (UoA), Amos Fiat*, Anna Karlin*, Angelina Vidali*
Audience: 100 people, IT and cryptography related academic

* Not participating in UaESMC

2.2.2 Presentations/seminars

Stack Overflow Meetup Estonia, Tartu, Estonia, April 28, 2012

Title: A computer that cannot see the data that it is processing
Authors: Dan Bogdanov (CYB)
Audience: 80 people, IT security specialists

Exact Sciences Autumn School 2012, Voore, Estonia, October 27, 2012

Title: How to hide the computation from the computer?
Authors: Dan Bogdanov (CYB)
Audience: approximately 50 people, science students

Cross-layer security workshop, Stockholm, Sweden, January 8, 2013

Title: Applications processing private data
Authors: Roberto Guanciale (KTH)
Audience: 25 people, cross-department KTH meeting (automatic control, computer science, information theory)

Data Miners' Forum, Tallinn, Estonia, January 15, 2013

Title: Uued võimalused konfidentsiaalsete andmete kaevandamiseks / New possibilities for mining confidential data
Authors: Liina Kamm (CYB)
Audience: 20 people, industry (telecommunications, energy companies, banks)

2.3 Press and other media

The subsections below give more details for press releases that announced the project launch to the wider public.

2.3.1 Press releases

The press-release was sent out through Cybernetica AS and was re-printed in two online news channels.

Postimees online, March 15, 2012

Title: Cybernetica AS ja Tartu Ülikool uurivad uut moodust privaatse andmevahetuse tagamiseks / Cybernetica AS and University of Tartu are researching a new way for privacy preserving data sharing
Authors: Peeter Laud (CYB), Pille Pruulmann-Vengerfeldt (UT)
Type of paper and readership: Estonian daily newspaper, general public

Õpetajate Leht online, March 15, 2012

Title: Cybernetica AS ja Tartu Ülikool uurivad uut moodust privaatse andmevahetuse tagamiseks / Cybernetica AS and University of Tartu are researching a new way for privacy preserving data sharing
Authors: Peeter Laud (CYB), Pille Pruulmann-Vengerfeldt (UT)
Type of paper and readership: Estonian weekly paper, general public

2.3.2 Articles in the media

Similarly, the project was introduced to the general public through an article in the Journal of Communication and Public Relations.

KAJA (Journal of Communication and Public Relations), December 9, 2012

Title: Innovatsiooni-kommunikatsioon enne innovatsiooni / Innovation communication before the innovation
Authors: Pille Pruulmann-Vengerfeldt (UT)
Type of paper and readership: Estonian monthly specialist magazine, general public

2.4 Other dissemination activities

2.4.1 Direct contacts: interviewees for Deliverable D1.2

D1.2 is based on interviews with international experts from different fields of expertise. Around 35 persons were contacted for the interviews; interview candidates were given an overview of the project and referred to the project website for more details.

Altogether 25 interviews with experts from 6 different countries were conducted. Interviewees received the Capability model (D1.1) before the interviews and were asked to familiarize themselves with it. During the interviews the project and SMC were discussed in more detail. After publishing D1.2, interviewees were contacted again and sent the link to deliverable on the project website.

2.4.2 People informed of the project, directed to the website

Below, various referrals to the project by project partners are listed. The UaESMC project was mentioned and information shared about the project during business meetings, other cooperation project meetings, presentations.

- Dan Bogdanov (CYB), Cybernetica's private presentation of SMC technology: project mentioned, URL given. 14.03.2012, 3 people (stakeholders).
- Dan Bogdanov (CYB), Presentations to the performers of DARPA PROCEED (PROgramming Computations on EncryptEd Data) programme. Project and its goals discussed, URL given. 01.05.2012, approximately 25 people, SMC and cryptography related, from academic, industry, and government sector.
- Roberto Guanciale (KTH), private presentation of UaESMC project. 20.05.2012, two stakeholders in the Shipping industry.

- Roberto Guanciale (KTH), private presentation of UaESMC project. 24.05.2012, one professor at IT University (a joint organization between Chalmers University of Technology and University of Gothenburg)
- Dan Bogdanov (CYB), Cybernetica's meeting with stakeholder: project mentioned, two deliverables described and sent. 27.07.2012, 6 people (experts, general public).
- Pille Pruulmann-Vengerfeldt (UT) Presentation: "How to teach interactively in large classrooms" at European Media and Communication Doctoral Summer School, project used as an example of complex topic to trans-disciplinary audiences and use-cases discussed for practical exercise, URL given. 20.08.2012, 50 people (general academic).
- Dan Bogdanov (CYB), Cybernetica's presentation of SMC technology to Japanese NICT at a workshop: project mentioned, URL given. 11.09.2012, approximately 10 people (IT and cryptography related academic).
- Dan Bogdanov (CYB), Cybernetica's participation in an SMC technology workshop in Israel: project and its goals discussed, URL given. 06.11.2012, approximately 20 people (IT and cryptography related academic).
- Peeter Laud (CYB), Presentation of his research work to the engineering section of Estonian Academy of Sciences: project mentioned. 12.11.2012, approximately 12 participants (scientists, academic).
- Pille Pruulmann-Vengerfeldt (UT), Meeting with members of Estonian Association of Information Technology and Telecommunications Smart Grid section, members of Estonian Renewable Energy Association experts in the area of IT technology, energy sector and social impact: concept of IT and social sciences experts working together, shared project discussed as an example. 17.12.2012, approximately 10 participants (IT experts, stakeholders).
- Dan Bogdanov (CYB), Presentation of secure multiparty computation technology to the Estonian Minister of Education and Science. UaESMC was mentioned as a project that develops new secure statistics technology. 3.01.2013.
- Pille Pruulmann-Vengerfeldt (UT), Meeting with members of the Estonian Association of Information Technology and Telecommunications Smart Grid section, members of Estonian Renewable Energy Association experts in the area of IT technology, energy sector and social impact: concept of IT and social sciences experts working together shared, project discussed as an example. 08.01.2013, approximately 20 participants (IT experts, stakeholders, general public).

Chapter 3

Evolution of the results

During the first project year, the dissemination work was mainly in the course of preparation as the project was in its early stages. The main aim was to communicate the start of the project to the targeted groups through opening the website, direct contacts for the interview purposes and introducing the first deliverables. Additionally, for a more general audience, the aim was to introduce the innovative concept of SMC and its possibilities through comprehensible Capability model and articles simplifying the concept of SMC.

The project dissemination so far has had a unique interdisciplinary dimension among general academic audiences where the project has also had added benefit of communicating the trans-disciplinary cooperation.

Together with this report there will be 6 new deliverables published in the end of M12, creating a solid basis for the second year dissemination work.

Chapter 4

Future activities

Future efforts will be introducing deliverables to the relevant groups and generating academic publications based on the deliverable. Project partners intend to submit for publication minimally 5 academic papers. Academic co-writing will also extend to people outside those directly involved in UaESMC. Continually the focus will also be on trans-disciplinary dissemination: for example UT will be presenting project results from Deliverable D1.2 in the highly competitive communication conference 63rd Annual ICA (International Communication Association) in June, 2013.