



ENDURANCE

D11.1 Brand, Website, and Social Media Channels

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Final version (V1.0)	20/12/2024	Final version of D11.1 Brand, Website, and Social Media Channels	Amélie Cathier (CCL) Benjamin Moore (CCL)

About ENDURANCE

The ENDURANCE project is a 3-year Horizon Europe initiative funded under Grant Agreement no. 101168007 aimed at strengthening the resilience of Europe's Critical Infrastructures (CI), which includes sectors such as energy, health, digital services, public administration, drinking water and wastewater.

In today's highly interconnected world, critical infrastructures are increasingly exposed to a broad spectrum of risks, from cyberattacks and physical sabotage to human errors and natural disasters. Such disruptions have the potential to cause far-reaching consequences, affecting public safety, economic stability, and the continued delivery of essential services across Europe. This growing vulnerability makes it critical for Europe to adopt proactive and coordinated measures to safeguard these infrastructures.

The ENDURANCE project responds to this need by bringing together a consortium of 23 partners from 7 European countries, which includes 7 competent authorities, 5 critical infrastructure operators from 6 key sectors and 1 SME supporting as a Health sector expert. Launched in October 2024, this €5 million EU-funded initiative is committed to developing interoperable solutions aimed at strengthening Europe's defences. The project will deliver robust methodologies, cutting-edge technologies, and strategic frameworks to build the resilience of critical infrastructures and ensure their capacity to recover from both physical and cyber incidents.

The consortium's solutions will be validated through cross-sector and cross-border pilot programmes in four EU Member States—Romania, Slovenia, Italy, and Greece—ensuring that they can be effectively implemented and harmonised across different national contexts. By facilitating collaboration between stakeholders and aligning efforts with the CER and NIS2 Directives, ENDURANCE is positioned to play a key role in securing Europe's infrastructures against a rapidly evolving threat landscape.

The ENDURANCE project is driven by the urgent need to address the complex and ever-evolving risks that threaten Europe's critical infrastructures. As the backbone of society, disruptions to these infrastructures—whether due to cyberattacks, physical incidents, or natural disasters—can lead to significant cascading effects on public welfare, economic resilience, and essential services.

ENDURANCE seeks to close existing gaps in infrastructure preparedness by fostering stronger cooperation and coordination between key stakeholders across different sectors and national boundaries. The project ensures alignment with Europe's regulatory frameworks, particularly the CER and NIS2 Directives, empowering operators and authorities with the necessary tools, strategies, and knowledge to mitigate risks and recover efficiently from any disruptions.

At its core, the motivation behind ENDURANCE lies in safeguarding the essential services that sustain modern life. Through the development of innovative technologies, comprehensive methodologies, and practical pilot tests, the project aims to create a more resilient and adaptable future for Europe's critical infrastructures. By uniting stakeholders and promoting strategic preparedness, ENDURANCE is set to ensure that Europe's infrastructures are ready to face even the most complex challenges with confidence and resolve.

Project Partners

Partner	Country	Short Name
EVIDEN TECHNOLOGIES SRL	Romania	EVIDEN RO
EVIDEN GERMANY GMBH	Germany	EVIDEN DE
ENGINEERING – INGEGNERIA INFORMATIC SPA	Italy	ENG
SYNELIXIS LYSEIS PLIROFORIKIS AUTOMATISMOU & TILEPIKOINONION ANONIMI ETAIRIA	Greece	SYN
SBT POSLOVNE RESITVE DOO	Slovenia	SBT
EREVNITIKO PANEPISTIMIAKO INSTITOUTO SYSTIMATON EPIKOINONION KAI YPOLOGISTON	Greece	ICCS
INSTITUT ZA KORPORATIVNE VARNOSTNE STUDIJE LJUBLJANA	Slovenia	ICS
AGENCIJA ZA KOMUNIKACIJSKA OMREZJA IN STORITVE REPUBLIKE SLOVENIJE	Slovenia	AKOS
URAD VLADE REPUBLIKE SLOVENIJE ZA INFORMACIJSKO VARNOST	Slovenia	URSIV
TELEKOM SLOVENIJE DD	Slovenia	TS
ELES DOO OPERATER KOMBINIRANEGA PRENOSNEGA IN DISTRIBUCIJSKEGA ELEKTROENERGETSKEGA OMREZJA	Slovenia	ELES
DIRECTORATUL NATIONAL DE SECURITATE CIBERNETICA	Romania	DNCS
MINISTERUL SANATATII	Romania	MoH
DIRECTIA GENERALA DE PROTECTIE INTERNA	Romania	DGPI
CLINICA GINECOLOGIE DR.MUNTEAN SRL	Romania	CGDM

Partner	Country	Short Name
REGIONE AUTONOMA FRIULI-VENEZIA GIULIA	Italy	FVG
INSIEL - INFORMATICA PER IL SISTEMA DEGLI ENTI LOCALI S.P.A.	Italy	INS
PERIFEREIAKO TAMEIO ANAPTYKSIS ATTIKIS	Greece	RDFA
PERIFEREIAKO TAMEIO ANAPTYXIS PERIF DYTIKIS ELLADOS	Greece	RDFW
ETAIREIA YDREYSEOS KAI APOCHETEFSEOS PROTEYOYSIS ANONIMI ETAIREIA	Greece	EYDAP
TIMELEX	Belgium	TLX
DIADIKASIA BUSINESS CONSULTING SYMVOULOI EPICHEIRISEON AE	Greece	DBC
CARR COMMUNICATIONS LIMITED	Ireland	CCL

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List of Abbreviations and Acronyms

Acronym	Meaning
GA	Grant Agreement
WP	Work Package

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Executive Summary

This deliverable presents the preliminary version of the ENDURANCE Project Brand, Website, and Social Media Channels, developed as part of Task 11.2: Brand & Communication Management under Work Package (WP) 11 IMPACT: Impact Generation, as specified in the project's Grant Agreement (GA).

The document outlines the development of the ENDURANCE project's visual identity (brand), its website, and its social media channels, which together serve as critical components of the project's dissemination and communication strategy. These elements were designed to provide a cohesive and impactful digital presence, enhancing stakeholder engagement and promoting the project's objectives.

Section 2 describes the website structure, including the landing page and other sections such as About ENDURANCE, Project Partners, Downloads and Resources, Working Group, and Contact. These pages were designed to communicate the project's purpose, progress, and key information to diverse audiences.

Section 3 details the maintenance strategy for the website, encompassing content updates, review mechanisms, and contributions from consortium partners. It also highlights the role of Carr Communications in monitoring website traffic to ensure its effectiveness.

Section 4 outlines the various social media platforms used by ENDURANCE, detailing their specific objectives regarding content creation and audience engagement. It also examines the relationship between the project's social media channels and its website, highlighting how their synergy enhances the overall visibility and outreach of the project.

Section 5 provides an overview of future developments, outlining plans to further enhance the brand, website, and social media channels as the project advances. These updates will ensure these platforms remain dynamic and continue to support ENDURANCE's dissemination goals effectively.

This deliverable, D11.1 – Brand, Website, and Social Media Channels, marks a significant milestone in building a strong and cohesive digital presence for the ENDURANCE project, supporting its mission to effectively communicate its outcomes and engage with its stakeholders.

This deliverable follows a standardised methodology developed by Carr Communications Ltd (CCL) in previous Horizon Europe projects, with specific adaptations made for ENDURANCE; please refer to Annex 3 for more information.

1. Introduction to D11.1

Establishing a distinct and recognisable digital presence is essential for the effective communication and dissemination of Horizon Europe projects. A cohesive brand identity is at the heart of this effort, allowing the project to stand out and engage stakeholders effectively in a competitive environment. The ENDURANCE brand identity, which includes its logo, colour palette, typeface, and design guidelines, was developed collaboratively with input from consortium partners. It provides the foundation for the project's communication efforts, particularly through the website and social media channels.

The ENDURANCE website and social media channels are the primary gateways for introducing external audiences to the project. Together, they shape its digital identity and deliver a unified, professional, and visually engaging presence that communicates the project's vision and objectives. The website serves as the central hub for information and resources, while the social media platforms, including X (formerly Twitter), LinkedIn, and a dedicated YouTube channel, amplify the project's reach by sharing updates, research highlights, and multimedia content.

The brand identity is consistently applied across both the website and social media channels, ensuring a cohesive tone, design, and messaging. These interconnected platforms provide stakeholders with accessible and engaging content, demonstrating ENDURANCE's commitment to a strong and unified communication strategy.

User experience has been a priority in the development of the website and social media pages. Both have been designed with a user-first approach, focusing on intuitive navigation, simplicity, and accessibility. This ensures that users can quickly find information, whether from the homepage or within a single click. The use of responsive design guarantees that all content is accessible and visually appealing across various devices, including mobile phones and tablets.

The visual identity of ENDURANCE was officially presented at the project's October 2024 kick-off meeting, setting the tone for the communication and dissemination strategy. Together, the website, social media channels, and cohesive branding form the foundation of an integrated approach that reflects ENDURANCE's objectives and engages its target audiences effectively.

1.1 Brand Identity

Full colour logo design for use on white backgrounds



Single Colour Logo



Figure 1: ENDURANCE Logo (full and single colour)

Font Palette

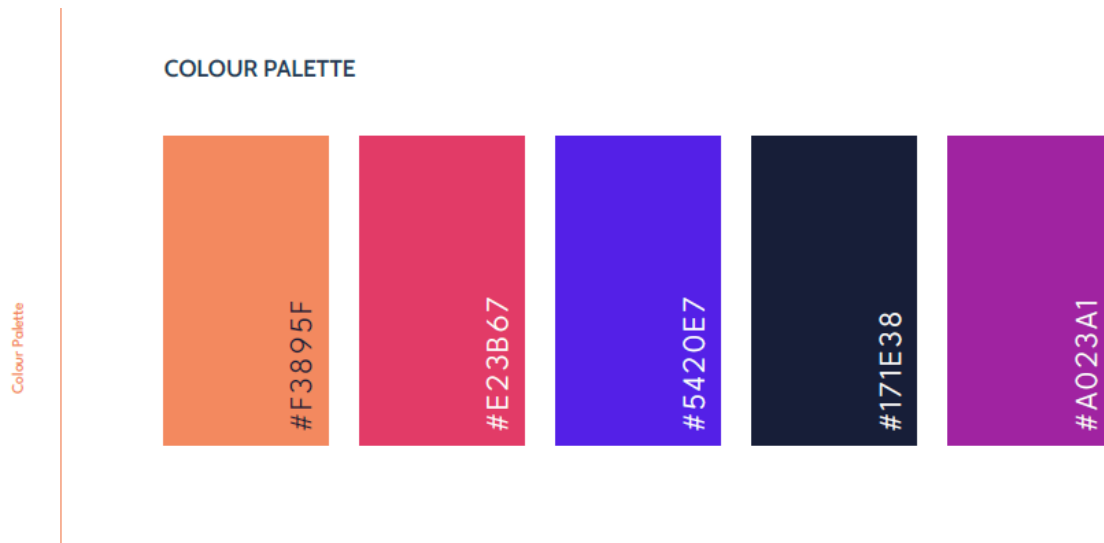
FONT PALETTE

Header font
Encode Sans Condensed

**THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG
the quick brown fox jumps over
the lazy dog. 0123456789**

Body font
League Spartan

THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG
the quick brown fox jumps over
the lazy dog. 0123456789

Figure 2: ENDURANCE Brand Font*Figure 3: ENDURANCE Colour Palette*

The initial vision for the ENDURANCE brand identity, encompassing its logo, font, colour palette, and overall design principles, was designed by CCL and developed collaboratively with the partners during the early stages of the project. This identity was presented to all consortium partners through a comprehensive brand kit, which provides guidelines for consistent application across the project's website, social media channels, and communication materials.

The ENDURANCE brand identity extends beyond the website and social media pages to include its integration into all communication outputs, such as reports, presentations, newsletters, and promotional materials. This cohesive approach ensures that the project is consistently represented across diverse channels, strengthening its visibility and impact.

As the project progresses over its 36-month duration, consortium partners will play an active role in sustaining and enriching the brand's presence. They will be encouraged to contribute articles, research updates, visuals, and other content to both the website and social media platforms. These efforts will help to showcase the progress of various work packages and tasks while engaging stakeholders and audiences.

The website and the broader communication strategy will remain dynamic, incorporating regular updates such as the upload of publications, interactive features (e.g., embedded social media feeds and explanatory videos), and new branded materials. This evolving approach will ensure that the ENDURANCE brand identity continues to reflect the project's achievements, maintains its relevance, and effectively communicates its vision across all dissemination channels.

1.2 Task 11.2

This deliverable has been prepared as part of Task 11.2: Brand and Communication Management under WP11 – Impact Generation.

As outlined in the project’s Grant Agreement, Task 11.2 aims to develop a strong brand identity and communication strategy to enhance the visibility and impact of ENDURANCE’s activities. These efforts focus on the project’s website and social media channels, which are key tools for disseminating information and engaging stakeholders. Launched in Month 3 as Deliverable 11.1, these platforms are critical for promoting project objectives and ensuring a cohesive and complementary communication approach.

During the first phase of Task 11.2 (Months 1–12), activities will focus on establishing the brand identity, launching communication channels, and initiating promotion. The second phase (Months 13–36) will see an intensification of these efforts, an update to the communication strategy based on feedback, and a strengthening of collaboration with related projects.

1.3 Purpose of the document

The purpose of this deliverable is to outline the development and rationale behind the ENDURANCE project’s communication and dissemination tools, including the project website, brand identity, and social media channels. This report describes the website’s core structure, layout, initial content at the time of its launch, and the strategy for future updates. It also details the creation of a strong and cohesive brand identity that underpins all communication efforts and the establishment of social media channels to complement the website and enhance outreach to stakeholders.

Each element of the deliverable is presented with its purpose, current implementation, and envisioned future use. The report highlights the ENDURANCE website as the central hub of the project’s public-facing communication, while the brand identity and social media channels are key components of a broader strategy designed to support dissemination, communication, and exploitation activities throughout the project’s duration.

2. ENDURANCE Website Structure

2.1 Landing Page

The ENDURANCE Website is available to view at the following link: <https://endurance-horizon.eu/>

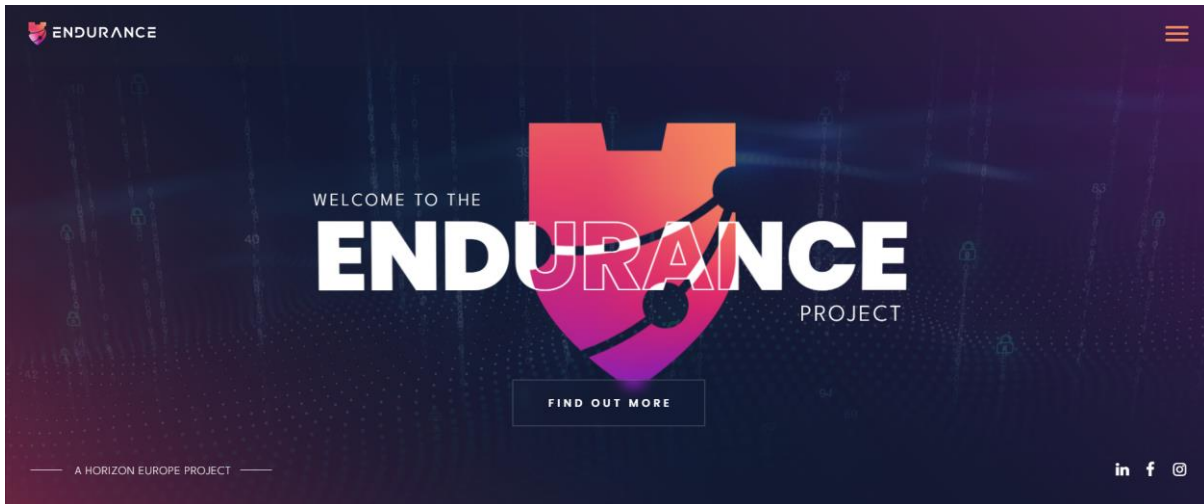


Figure 4: ENDURANCE Website Landing Page

The landing page of the ENDURANCE website is designed to provide visitors with a clear and engaging introduction to the project's core themes of resilience, safety, and data security. The page features dynamic imagery representing a range of Critical Infrastructure sectors highlighting the project's broad focus. Visual elements such as data centres and protective shields symbolise the project's emphasis on resilience, while a calm, uncluttered background creates a welcoming atmosphere for users.

The website's structure ensures easy navigation, with key sections such as 'About the Project', 'Project Partners', 'News and Events', 'Downloads and Resources', 'Working Group', and 'Contact' prominently featured. Visitors can access all pages with a single click from the landing page, ensuring a user-friendly experience. As the project progresses and potential additional sections are introduced, this intuitive navigation will be maintained, providing seamless access to new updates and material.

2.2 About ENDURANCE

When visitors arrive on the ENDURANCE website and scroll down, or alternatively select the 'About the Project' link in the navigation bar, they are presented with a brief overview of the project. This section covers key details about the project's background, aims, and motivations, offering a clear introduction to what ENDURANCE seeks to achieve. The purpose of this section is to address any initial questions visitors may have, providing essential information in a straightforward and accessible way. To maintain clarity and ease of reading, this section has been kept succinct, ensuring users can quickly grasp the project's core focus.



PROJECT BACKGROUND

In today's highly interconnected world, **Critical Infrastructures** are increasingly exposed to a broad spectrum of risks, from cyberattacks and physical sabotage to human errors and natural disasters. Such disruptions have the potential to cause far-reaching consequences, affecting public safety, economic stability, and the continued delivery of essential services across Europe. This growing vulnerability makes it critical for Europe to adopt proactive and coordinated measures to safeguard these infrastructures.

The **ENDURANCE** project responds to this need by bringing together a consortium of **23 partners from 7 European countries**, which includes 7 competent authorities, 5 critical infrastructure operators from 6 key sectors and 1 SME supporting as a Health sector expert. Launched in October 2024, this €5 million EU-funded initiative is committed to developing interoperable solutions aimed at strengthening Europe's defences. The project will deliver robust methodologies, cutting-edge technologies, and strategic frameworks to build the resilience of critical infrastructures and ensure their capacity to recover from both physical and cyber incidents.

The consortium's solutions will be validated through cross-sector and cross-border pilot programmes in four EU Member States—Romania, Slovenia, Italy, and Greece—ensuring that they can be effectively implemented and harmonised across different national contexts. By facilitating collaboration between stakeholders and aligning efforts with the **CER** and **NIS2** Directives, **ENDURANCE** is positioned to play a key role in securing Europe's infrastructures against a rapidly evolving threat landscape.

Figure 5: Project Background

PROJECT MOTIVATION

The **ENDURANCE** project is driven by the urgent need to address the complex and ever-evolving risks that threaten Europe's critical infrastructures. As the backbone of society, disruptions to these infrastructures—whether due to cyberattacks, physical incidents, or natural disasters—can lead to significant cascading effects on public welfare, economic resilience, and essential services.

ENDURANCE seeks to close existing gaps in infrastructure preparedness by fostering stronger cooperation and coordination between key stakeholders across different sectors and national boundaries. The project ensures alignment with Europe's regulatory frameworks, particularly the **CER** and **NIS2** Directives, empowering operators and authorities with the necessary tools, strategies, and knowledge to mitigate risks and recover efficiently from any disruptions.

At its core, the motivation behind **ENDURANCE** lies in safeguarding the essential services that sustain modern life. Through the development of innovative technologies, comprehensive methodologies, and practical pilot tests, the project aims to create a more resilient and adaptable future for Europe's critical infrastructures. By uniting stakeholders and promoting strategic preparedness, **ENDURANCE** is set to ensure that Europe's infrastructures are ready to face even the most complex challenges with confidence and resolve.

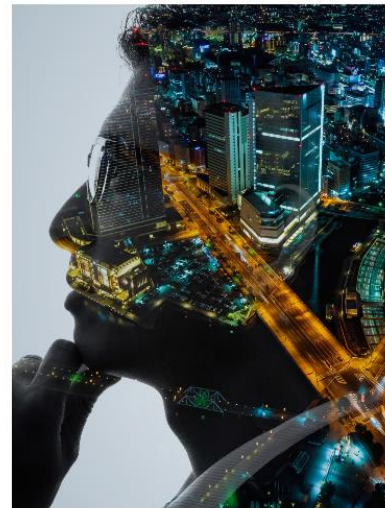


Figure 6: Project Motivation

2.3 Project Partners

As visitors continue to scroll down the **ENDURANCE** website, they will encounter a section showcasing the project's consortium partners along with their respective logos. This section highlights the diverse range of partners involved in **ENDURANCE**, each bringing a wealth of expertise, experience, and unique perspectives. The variety of contributors reinforces the project's credibility and positions **ENDURANCE** as a truly collaborative and dynamic Horizon Europe initiative.

In the upper right-hand corner of the landing page, visitors will also be able to click on the 'Partners' link to learn more about the consortium and the work of each organisation. An example of this can be seen in the figure below, featuring one of the project's partners, Eviden RO. When selected, this section

will display the partner’s logo, social media profiles, their location within Europe, as well as an overview of their organisational work and their specific role within the ENDURANCE project.

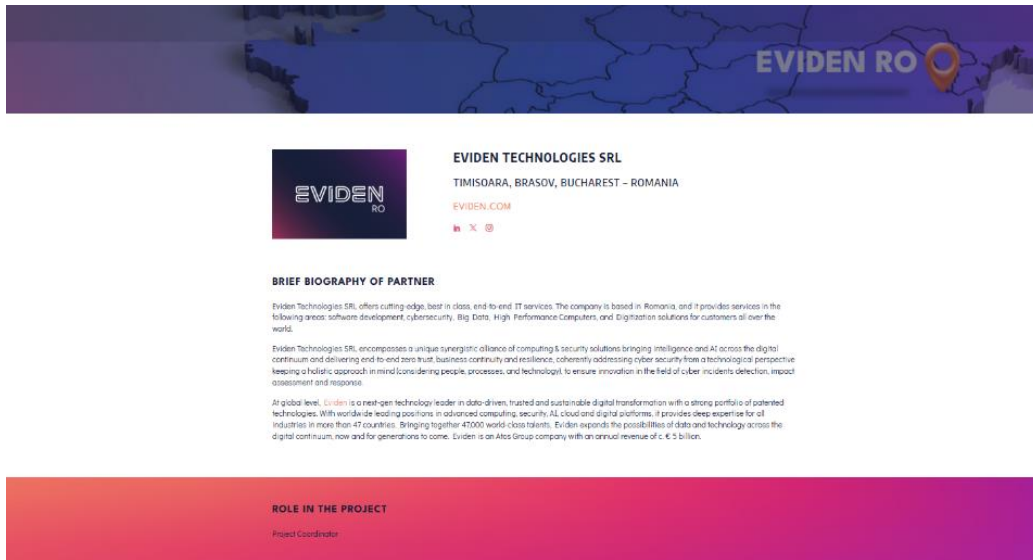


Figure 7: Project Partner Information

2.4 News and Events

The News and Updates section of the ENDURANCE website is designed to keep stakeholders informed about the latest developments and milestones of the project. This section is regularly updated with project news twice a month, ensuring that visitors are kept up-to-date with key activities, achievements, and upcoming events related to ENDURANCE.

The content within this section includes announcements, project highlights, articles, and other relevant updates, providing a comprehensive overview of the project's progress. It is structured to be easily navigable, allowing users to quickly find the latest news and stay informed about ongoing activities.

As part of the project's goal to reach at least 10,000 visits by M36, the News and Updates section is an essential tool for engaging a wide audience and fostering awareness of the project’s impact. With continuous updates and a focus on clear communication, this section contributes to the project's visibility, promotes stakeholder engagement, and enhances overall dissemination efforts.

2.5 Downloads and resources

The Downloads and Resources section of the ENDURANCE website is designed to provide easy access to a wide range of materials that support the project’s objectives and facilitate engagement with stakeholders. This section serves as a central repository for key public project documents, including research reports, publications, visuals, and other resources that highlight the progress and outcomes of ENDURANCE.

The content within this section is regularly updated to reflect the latest developments from the project, ensuring that visitors can always access the most current and relevant information. The section is

structured to allow for straightforward navigation, enabling users to quickly find and download the documents they need. By offering these materials in a user-friendly format, the Downloads and Resources section plays a vital role in promoting transparency, sharing knowledge, and encouraging collaboration.

Ultimately, this section aims to support the dissemination of ENDURANCE's findings, enabling interested parties to access valuable insights, stay informed about the project's progress, and contribute to its ongoing success.

2.6 Working Group

The Working Group section of the ENDURANCE website offers an easy and direct way for individuals interested in contributing to the project to get involved. This dedicated page outlines the purpose and objectives of the Working Group, explaining its role in supporting the project's aims and how participants can contribute their expertise to its success. The section is designed to encourage collaboration and engagement, inviting industry professionals and Critical Infrastructure stakeholders from a variety of sectors to join the initiative.

To streamline the registration process, the page features an intuitive form where potential members can submit their details. The form includes fields such as name, email address, phone number, country, role or area of expertise, organisation, and a message box for additional information. To ensure compliance with data protection regulations, individuals are required to provide consent for data sharing before submitting the form.

Once a registration is completed and submitted, an automated notification system sends the details directly to the designated project partner's email address (ICS, leader of WP1). This system ensures that all registrations are promptly reviewed and responded to, facilitating smooth communication with new members. By providing a clear and accessible platform for joining the Working Group, this section helps expand the reach of ENDURANCE, fostering collaboration across a wide range of sectors and expertise.

2.7 Contact

To enable seamless communication with external stakeholders, end-users, and those interested in learning more about the project, a dedicated Contact page is accessible from the upper right-hand corner of the website. This page provides the contact details of key project personnel, including Liana-Miruna Predut (EVIDEN RO), the project coordinator, Amélie Cathier (CCL) for Media and Communications Enquiries, and Gabriele Giunta (ENG) for Technical Enquiries. Both Media and Communication and Technical contacts have been selected by the consortium as Point of Contacts for Crisis Communication.

Should the need arise, the contact information of additional consortium members or relevant individuals may be included to further facilitate engagement and support. This contact section ensures that visitors have a direct and clear way to reach out with inquiries, fostering strong communication throughout the project's lifecycle.

3. Website Maintenance

3.1 Content Update Process

Maintaining up-to-date content on the ENDURANCE website is essential for ensuring its continued effectiveness as the central platforms for the project's communication, dissemination, and stakeholder engagement efforts. Regular updates will help ensure the website remains relevant and continues to engage the target audiences, providing them with up-to-date and informative insights into the project's progress, outcomes, and key events.

The process of updating the website will involve routine reviews to identify outdated or evolving content, adding new materials to reflect the latest project developments, and revising existing content to improve clarity and precision. Updates may include blog posts, news updates, research reports, event announcements, and multimedia elements such as videos and infographics.

CCL, as the lead partner in charge of communication and dissemination, will oversee the content management process. However, the success of this endeavour relies on the contributions of all project partners, who will play an integral role in generating, drafting, and reviewing content. This ensures that the content aligns with the project's overall objectives, messaging, and branding guidelines.

Partners are encouraged to submit relevant materials, such as deliverables, research findings, meeting summaries, and event details to CCL, enabling the website to remain dynamic and accurately reflect the project's activities and milestones among the entire consortium.

3.2 Review Process

The purpose of establishing a review process for the ENDURANCE project website is to ensure that the content remains accurate, high-quality, and relevant throughout the project's duration. Before any new content is published or existing content is updated, it must undergo a comprehensive review by CCL to ensure it aligns with the project's objectives and messaging. This review process includes several stages, such as content verification, fact-checking, and editing for clarity, grammar, and consistency.

In some cases, the review process may involve contributions from subject matter experts within the project consortium or external stakeholders who can validate the technical accuracy and credibility of specific content related to ENDURANCE.

Feedback and suggestions from project partners concerning content or its presentation will be gathered through various channels, including email, the ENDURANCE SharePoint repository, or online and in-person meetings, based on partner preferences and availability. Once all feedback has been considered and any necessary revisions made, and when the content meets the project's quality standards, it will be approved for publication and uploaded by CCL.

While this process outlines the planned review mechanism for the website in the early stages of ENDURANCE, regular audits and evaluations will be conducted to assess the effectiveness of the review procedure. These evaluations will help identify areas for improvement and ensure that the process maintains the necessary rigor for ongoing success.

3.3 Partner Contributions

Updating the content on the ENDURANCE website is a critical aspect of maintaining its role as the central hub for the project's online communication and dissemination efforts. Regular content updates will ensure that the site remains relevant, engaging, and informative to our target audiences, providing them with up-to-date information on the project's progress, outcomes, events, and key milestones throughout the project's lifecycle.

The content update process will involve a continuous review of existing material to ensure it remains accurate and relevant, alongside the addition of new content to reflect recent developments. Updates will include blog posts, news articles, project reports, event announcements, multimedia content like videos or infographics, and other relevant resources. While the website serves as a central platform, these updates will complement the project's broader communication strategy, including on our social media channels and other dissemination tools.

As the lead partner for T11.2 Brand & Communication Management, CCL is responsible for overseeing and facilitating content creation, review, and updates across all communication channels, including the website and social media platforms. However, maintaining the quality and relevance of content relies on the ongoing collaboration of the entire project consortium. Regular engagement with partners will ensure that all updates align with the project's objectives, messaging, and branding guidelines, while also ensuring that the information shared accurately reflects the work of the project. This collective effort will help maintain a consistent and effective communication strategy throughout the project's lifecycle.

Partners are encouraged to contribute key content, such as approved deliverables, meeting summaries, research findings, and any other relevant materials, which will be integrated into the website and other communication channels to enrich the project's online presence and keep stakeholders engaged.

3.4 Traffic Monitoring

Matomo Analytics, an open-source web analytics platform, will be employed to track website traffic and analyse visitor behaviour on the ENDURANCE website throughout the project's lifespan. The detailed insights provided by Matomo will include metrics such as the average duration of visits, the number of pages viewed per session, and the most popular content among visitors. By leveraging these insights, we can make informed adjustments to the website's content and structure, tailoring it more closely to visitor preferences. This will improve the overall user experience and help attract a larger, more engaged audience.

4. Social Media

4.1 LinkedIn

ENDURANCE's LinkedIn page is designed to establish the project's presence among professional audiences, including policymakers, academics, industry stakeholders, and other Horizon Europe initiatives. It serves as a platform to share insights into project progress, publications, events, and opportunities for collaboration. Regular updates will highlight major milestones, deliverables, and consortium activities, fostering engagement and building trust in the project's credibility.

As the lead for ENDURANCE's LinkedIn activities, CCL will leverage the platform to encourage professional dialogue through posts and interactions, ensuring the project is recognised as a key player in enhancing digital, water, energy, and administrative resilience.

Additionally, LinkedIn will be utilised to expand outreach through its article section, where project press releases will be published to provide in-depth updates on significant developments. A newsletter will also be launched via LinkedIn, allowing individuals to subscribe directly using their profiles, ensuring seamless access to project updates and enhancing engagement with ENDURANCE's growing professional network.

Link: [ENDURANCE Project](#)

4.2 X

ENDURANCE's X page will serve as a dynamic platform to amplify the project's visibility and engage with a diverse audience, including researchers, policymakers, industry professionals, and the general public. Managed by CCL, the X account will be used to share timely updates on project activities, milestones, and events across the project's key Critical Infrastructure sectors: energy, health, digital services, public administration, drinking water, and wastewater.

A key focus of the X account will be to complement the project's LinkedIn page by sharing links to articles and newsletters published there, creating a seamless connection between platforms and driving engagement. Through concise and impactful posts, ENDURANCE will highlight achievements, share quick updates from conferences, workshops, and country-specific events, and encourage participation in ongoing discussions related to resilience in the project's focal sectors.

By maintaining an active and engaging presence, ENDURANCE's X page will contribute to raising awareness, fostering cross-sectoral conversations, and attracting attention to the project's initiatives from a broad spectrum of stakeholders.

Regular attention and observation will also be given to the viability of X in terms of promoting the work of the project since Elon Musk's takeover of the platform in October 2022. Its relevance as an effective platform for the purpose of engaging with target audiences of ENDURANCE will therefore be continually monitored and considered over the next few months.

Link: [ENDURANCE EU](#)

4.3 YouTube

ENDURANCE's YouTube channel will serve as a dynamic platform to showcase the project's activities, achievements, and broader impact across critical sectors, including energy, health, digital services, public administration, drinking water, and wastewater. This channel will provide an engaging way for stakeholders and the general public to connect with ENDURANCE's mission and progress with audio-visual highlights.

Key events such as General Assemblies, workshops, and major conferences will be leveraged to create impactful multimedia content. These occasions will offer opportunities to record project activities, interview consortium partners, and capture valuable testimonials. For instance, interviews with the project coordinator can provide an overview of the project's objectives and expected outcomes, while other consortium members can share insights into their contributions. Additionally, testimonials from stakeholders involved in ENDURANCE activities could highlight the tangible impact on their organisations and their expectations for the project's results. This will be discussed and evaluated as part of ongoing communication and dissemination activities.

These videos will not only introduce the project and its objectives but also communicate its practical relevance and foster deeper understanding. By including real voices and diverse perspectives, ENDURANCE's YouTube content will make the project relatable and accessible to a broader audience. Through engaging and professionally produced videos, the channel will enhance visibility, build trust, and encourage greater stakeholder involvement.

Link: [ENDURANCE EU](#)

4.4 Social Media interplay with the Website

The interplay between ENDURANCE's website and its social media channels—LinkedIn, X, and YouTube—forms the foundation of the project's communication and dissemination strategy. While the website serves as the central hub for comprehensive information about the project, its activities, and deliverables, the social media channels act as dynamic tools to amplify the reach of this content and drive engagement across diverse audiences.

LinkedIn and X will be instrumental in directing traffic to the website by sharing links to published articles, newsletters, and project updates. For instance, LinkedIn's professional audience, including policymakers, industry leaders, and academics, will be targeted with posts about project milestones, event announcements, and press releases, encouraging users to visit the website for more detailed insights. Similarly, X will focus on promoting shorter, engaging posts that link to website content, ensuring timely updates on activities such as workshops, conferences, and publications. The dissemination tracker will be used to ensure that all consortium activities, such as partner participation in events or country-specific workshops, are cross-promoted on both the website and social media channels.

YouTube will complement these efforts by providing compelling video content that adds depth to the website's resources. Videos showcasing project activities, interviews with partners and stakeholders, and testimonials will be embedded into relevant sections of the website, enhancing its multimedia appeal.

This seamless integration ensures that the website remains the authoritative source of information, while social media platforms drive visibility, engagement, and interaction. By incorporating social media feeds, share buttons, and embedded content on the website, visitors can easily interact with and amplify project-related content across their own networks. By creating a continuous feedback loop between the website and social media, ENDURANCE ensures that content remains accessible, engaging, and relevant to its audiences, fostering stronger connections with stakeholders and enhancing the project's overall impact.

5. Future Developments

The ENDURANCE website is designed to be a dynamic and evolving platform, reflecting the ongoing progress and achievements of the project. As the initiative advances through its various phases, the website will be regularly refined and expanded to ensure it remains a comprehensive and accessible hub for information about the project.

In its early stages, the website will primarily focus on introducing ENDURANCE to its target audiences, showcasing key objectives, and sparking initial interest in its work. As activities progress, it will grow into a more robust repository, offering diverse content such as blog posts highlighting specific milestones, video interviews with partners and stakeholders, public deliverables, detailed research findings, and other relevant updates.

Continuous updates to the website will ensure its relevance and alignment with ENDURANCE's mission. This iterative process will rely on regular contributions from all project partners, reinforcing the collaborative nature of the initiative. Partners will play a crucial role in providing new content, reviewing existing materials, and suggesting improvements to optimise the website's functionality and impact.

Ultimately, the ENDURANCE website will not only serve as a primary source of information for external stakeholders but also function as a key tool for disseminating outcomes and fostering long-term engagement with the project's target audiences.

6. Conclusions

This deliverable has outlined the foundations of the ENDURANCE project's brand identity, website, and social media channels, forming an integral part of the project's wider communication and dissemination strategy. These elements have been carefully developed to ensure that the project's mission, objectives, and progress are conveyed effectively to diverse audiences.

The website acts as a central hub of information, embodying the project's strong brand identity while delivering a user-friendly and accessible experience across all devices. The clear navigation and rich content provide a comprehensive overview of the project's activities, outputs, and impacts. LinkedIn and X will serve professional audiences, sharing updates, press releases, newsletters, and event highlights to maximise outreach and engagement. YouTube will complement these efforts with multimedia content, including interviews with partners and/or stakeholders, event recordings, and testimonials, further showcasing the project's progress and impact.

An important theme in this deliverable is the interconnectedness of the website and social media channels. The integration of these tools will amplify the project's reach and engagement, ensuring a consistent and coherent online presence. This interplay will enable seamless cross-promotion of content, directing audiences to the most relevant information and fostering greater awareness of ENDURANCE's work.

Collaboration across the consortium is essential to maintaining the quality and relevance of the website and social media channels. By encouraging partner contributions such as event reports, research findings, and deliverables, ENDURANCE ensures that its digital platforms remain both informative and relevant. Tools such as a dissemination tracker and a structured social media planner have been introduced to facilitate this collaboration and support the consistent creation of high-quality content.

Looking ahead, the deliverable has highlighted the need for ongoing updates and enhancements to the website and social media channels as the project evolves. These updates will reflect new milestones, research outcomes, and stakeholder interactions, ensuring that ENDURANCE's digital presence remains engaging and impactful throughout the project's 36-month duration.

In conclusion, the initial development of ENDURANCE's brand, website, and social media channels establishes a robust foundation for the project's visibility and outreach efforts. Together, these tools will not only reinforce ENDURANCE's identity as a Horizon Europe project but also facilitate meaningful engagement with a broad spectrum of stakeholders. By fostering collaboration, sharing knowledge, and showcasing progress, these platforms ensure that the project's contributions to resilience in energy, water, health, digital services, and public administration are effectively communicated, leaving a lasting impact.

A1. Website Privacy Policy

1. Introduction

Thank you for visiting the ENDURANCE website. This website is dedicated to the dissemination of the ENDURANCE project, funded by the European Commission's Horizon Europe research and innovation program under grant agreement No. 101168007.

This privacy policy is part of the ENDURANCE website and solely concerns the processing of personal data that occurs in connection with the operation of this website. This privacy policy explains how Carr Communications ("We", "Us"), the administrator of the ENDURANCE website, uses personal data collected from when you use the website and when you provide your details to us via the contact form available on the website.

This privacy policy will help you to find information on:

- who is legally responsible for the data processing (data controller)
- the data collection and logging that we carry out automatically when you visit our website
- the data that we collect and process when you contact us via the contact form or when you sign up for our newsletter
- Your rights as a data subject
- Your right to lodge a complaint

2. Who We Are

ENDURANCE is a research and innovation project, which aims at enhancing the resilience of critical infrastructures. It aims to address the complex challenges faced by sectors such as energy, digital services, health, public administration, and water systems, fostering sustainable and robust solutions to ensure their continued functionality in the face of disruptions. The aim of the project is to establish a resilient ecosystem with scientific knowledge, collaborative processes and digital tools.

The project has been funded by the European Union's Horizon Europe research and innovation programme, under grant agreement No. 101168007. It is coordinated by Eviden Technologies SRL (EVIDEN RO). Carr Communications (CCL) is the leading partner for ENDURANCE's Task 11.2: Brand and Communication Management, and Task 11.3: Dissemination, Standardisation, and Policy Making under WP11 – Impact Generation.

Carr Communications is committed to processing personal data responsibly, securely, and proportionally throughout our activities in compliance with the [EU General Data Protection Regulation \(GDPR\) 2016/679](#).

For the purposes of this website, the responsible data controller is Carr Communications, registered in Dublin, Ireland, under registered number 42175, with a registered office at 24 Fitzwilliam Place, Dublin 2, D02 T296, Ireland.

You can contact us:

- by e-mail at info@carrcommunications.ie

- by telephone: (+353.1) 772 8900
- by fax: (+353.1) 772 8901

Please explicitly mention “ENDURANCE” in the subject line of your communication.

3. What Data We Collect

Collected usage data

When you access the ENDURANCE website on your device, we may automatically collect certain usage data, which may include:

- Date and time of access
- Duration of visit
- Your operating system
- The device you have used for access
- Browser type (including version)
- Referrer (name of the website that you accessed immediately before)
- Volume of data sent
- IP address
- Unique device identifiers and other diagnostic data.

Data provided by you

By contacting us through the website contact form, you will provide us with (and we will collect) your contact details, such as:

- your name
- your email address, and
- the message you submitted.

We do not collect any metadata that you did not expressly provide us with.

4. Purpose of Data Collection

We process your personal data for the following purposes:

- to provide this page to you (usage data) and improve the website
- to use your personal data to ensure the security of the page
- to respond to your messages/queries
- to assess and improve communication efforts in the ENDURANCE project
- to provide you with our newsletter when you subscribe to it.

5. Legal Bases of Processing

Legitimate Interest

For the **data that we collect automatically**, we rely on Article 6 (1) point f of the GDPR (i.e. legitimate interest), as they are required for us to provide the service, to ensure technical operation and to investigate and remove any malfunctions of the website and to ensure the page’s security. It is in our

interest to ensure the use and technical operability of our website. This data is automatically processed when our website is accessed. Unless they are provided, you cannot use our service.

Consent

For the **personal data that you provide us with through the contact form and when registering to our Newsletter and/or Working Group**, we rely on your **consent** (Article 6(1)a of the GDPR), which you express by completing and submitting the contact form, or by actively signing up to our newsletter.

6. How We Protect Your Data

We have put technical and organisational security measures and procedures in place to protect your personal data from loss, misuse, alteration, or destruction. We have made efforts to collect the minimum information needed to respond to your messages/requests.

We install and regularly update all security and anti-virus software in use on all our systems.

Although we have rigorous technical and organisational security procedures in place to keep your personal data secure, including the use of an SSL certificate, you are advised to remember that the Internet is not always a secure medium and that transmissions over the Internet are never completely private or secure.

If you are unsure about submitting any personal data to us, please contact us instead via telephone, fax, or post.

If your request does not relate to the ENDURANCE website or project but to the activities of an ENDURANCE consortium partner, and in particular if it concerns sensitive data or topics, please consider contacting that partner directly. The list of partners is available here: <https://endurance-horizon.eu/>, click on the "Project Partners" section in the top right menu of the website. Then, select the partner you wish to view for their details.

7. How Long We Keep Your Data

We retain personal data only as long as it is necessary for the purposes described above i.e. to respond to your request or message. We erase this data **after 6 months** of the last communication unless there is a legal duty to keep the data for longer periods, such as due to accounting regulations or keeping evidence of legal requests. If the data is no longer required for the relevant purpose, we erase the data **within 24 hours**.

8. Do We Share Personal Data with Third Parties?

We may occasionally share personal data with trusted third parties, such as those listed below, to help us deliver efficient and quality services. When we do so, we will ensure that recipients are contractually bound to safeguard the data we entrust to them before sharing the data with them.

We may engage with several or all of the following categories of recipients:

- Parties that support us as we provide our services (e.g., the host of this website)
- Our professional advisers, including lawyers and auditors

- Law enforcement or other government and regulatory agencies (e.g., tax authorities) or other third parties as required by, and in accordance with, applicable law or regulation
- ENDURANCE Consortium partners, as listed here <https://endurance-horizon.eu/> when necessary to process and answer your enquiry or for dissemination activities.

9. Do We Transfer Your Personal Data Outside of the EU?

By default, we store personal data on servers located in the EU.

10. What Are Your Data Protection Rights?

As a data subject, you can exercise the rights outlined in this section of the privacy policy. We may need to request specific information from you to help us confirm your identity and ensure your right to access the information or to exercise any of your other rights. This helps us ensure that personal data is not disclosed to any person who has no right to receive it. No fee is required to make an initial request unless your request is clearly unfounded or excessive. Depending on the circumstances, we may be unable to comply with your request based on other lawful grounds.

To exercise any of the aforementioned rights, please contact us at info@carrcommunications.ie. When you do so, please make sure that we can clearly identify you.

Right to access (GDPR Art. 15)

You have the right to obtain confirmation as to whether processing of your personal data takes place in connection with the operation of the ENDURANCE website. If this is the case, you can request access to the data that we store about you. Granting the right to access will only occur where your identification is possible.

Right to rectification (Art. 16)

You have the right to obtain the rectification of inaccurate personal data concerning you. The exercise of this right is only possible where you can be identified, and the inaccuracy of data is verified.

Restriction of processing (Art. 18)

You have the right to obtain the restriction of processing, where:

- the accuracy of your personal data is contested;
- the processing is lawful, but you oppose the erasure of personal data and request the restriction of processing instead;
- we as the controller no longer need your personal data, but you require the data to establish, exercise or defend legal claims;
- you have objected to processing pursuant to GDPR Article 21.1 pending the verification of whether the legitimate grounds of ours (as the controller) override those of yours.

The exercise of this right may require provision of further information to allow your identification as described in the right to access.

Right to object (Art. 21)

Certain processing of your personal data in connection with the operation of the ENDURANCE website is based on Art. 6.1(f) of the GDPR (our legitimate interest). At any time, you shall have the right to object to the processing of your data, on grounds relating to your particular situation, unless we can demonstrate compelling legitimate grounds for the processing that override your interests, rights, and freedoms, or for the establishment, exercise, or defence of legal claims.

The exercise of this right may require provision of further information to allow your identification.

Right to erasure ('Right to be forgotten') (Art. 17)

You have the right to obtain erasure of your personal data, if:

- you object to the processing pursuant to Art. 21.1 and there are no overriding legitimate grounds;
- your personal data has been unlawfully processed;
- your personal data must be erased for compliance with a legal obligation in Union or Member State law to which we as the controller are subject.

Right to data portability (Art. 20)

If you have provided us with data based on your consent, and as long as there are legal grounds, you can request that we send you the data you gave us in a structured, commonly used, and machine-readable format, or you can request for us to send your data to a different controller.

To exercise any of the aforementioned rights, please contact us at info@carrcommunications.ie. When you do so, please make sure that we can clearly identify you.

Right to lodge a complaint with a supervisory authority (Art. 77)

You have the right to lodge a complaint with a data protection supervisory authority in the Member State of your habitual residence, place of work, or place of the alleged infringement if you believe that the processing of your personal data infringes the GDPR.

A list of national supervisory authorities can be found [here](#) (this links to a third-party website – official website of the European Commission).

11.Disclaimer and Limitations of Liability

We aim to keep the information that appears on the ENDURANCE website as accurate, complete, and up to date as possible. If errors are brought to our attention, we will take all reasonable steps to make any necessary corrections within a reasonable timeframe.

Please be aware that the information published on our website is for informational purposes only. None of the information contained on the website constitutes legal or professional advice, nor can we accept responsibility for how it might be used, and we are not responsible or liable for any errors or omissions in any of the information provided on the website. We cannot be held liable for any direct or indirect damage that may result from use of this site. Links to other websites are provided in good

faith and for informational purposes only. A link to another website does not mean that we endorse or accept any responsibility for the content or use of such website.

While we take all possible steps to minimise disruption caused by technical errors, we cannot guarantee that our website will not be interrupted or otherwise affected by such problems. Please note that access may be suspended temporarily and without notice in the case of system failure, website maintenance, or repair for reasons beyond our control.

The use of our website is governed by the law of the Republic of Ireland. Any dispute arising from or related to the use of this website shall be subject to the non-exclusive jurisdiction of the Irish courts.

12. Do We Link to Other Websites?

Our websites may contain links to other sites, including the sites of the consortium partners, which are not governed by this privacy policy. Please review the destination websites' privacy policies before submitting personal data on those sites.

Whilst we try to link only to sites that share our standards and respect for privacy, we are not responsible for the content, security, or privacy practices employed by other sites.

13. How We Use Social Media

We use social media to communicate information about the project through widely used channels, such as X (Twitter), LinkedIn, and YouTube. You can access ENDURANCE's accounts on social media platforms directly from our website. In order to protect your privacy, our social media buttons or components to connect to those services do not set cookies when our web pages are loaded on your device.

Each social media channel has their own policy on the way they process your personal data when you access their sites. If you would like to watch one of the ENDURANCE videos on our YouTube channel, you will be asked to accept YouTube cookies; if you look at our activity on X, you will be asked to accept X's cookies; the same applies for LinkedIn.

If you have any concerns or questions about their use of your personal data, please carefully read their respective privacy policies before using them. The use of social media by ENDURANCE, including X and LinkedIn, does not in any way imply an endorsement of X, LinkedIn, YouTube, and their privacy policies.

The ideas and views expressed by ENDURANCE on social media are for informational purposes only. Views and opinions expressed do not necessarily reflect those of the European Union or the European Health or any other affiliated body. Neither the European Union nor the granting authority can be held responsible for them.

14. Do We Review the Privacy Policy?

We regularly review our website's privacy policy and will post any updates to it on this webpage. This privacy policy was last updated on December 18th, 2024.

15. Contact Us

Should you have any further questions or concerns as to how your data is processed, you can contact us by e-mail at info@carrcommunications.ie or by post: 24 Fitzwilliam Place, Dublin 2, D02 T296, Ireland.

A2. Cookie Policy

1. What are Cookies?

A cookie is a small text file that is downloaded onto 'terminal equipment' (e.g., a computer or a smartphone) when you access a website. It allows the website to make the user's experience more efficient by recognising your device and by storing some information about your preferences or past actions. Cookies allow websites to remember your preferences and play an important role in making the site work better for you.

To some extent, cookies can be seen as providing a "memory" for the website, enabling it to recognise a user and respond appropriately.

In accordance with law, we can store cookies on your device only if they are strictly necessary for the operation of this website. For all other types of cookies, we need your permission. This means that cookies which are categorized as necessary are processed based on Art.6.1(f) of the GDPR, i.e. our legitimate interest.

All other cookies, that is those from the category's preferences and marketing, can be processed only based on your consent i.e. Art. 6.1 (a) of the GDPR. Please note that you can at any time change or withdraw your consent via our Cookie Management Tool that is available on our website.

2. How Do We Use Cookies?

This website uses different types of cookies. Some cookies are placed by third party services that appear on our pages (i.e. "third-party" cookies).

We use the following cookies and similar technologies:

Necessary Cookies

These cookies enable core functionality such as security, verification of identity, and network management, as well as ensuring that the website works. You may disable these by changing your browser settings, but this may affect how the website functions since the website cannot function properly without those cookies.

This website does not use necessary cookies.

Optional cookies

- Functional cookies

Preference cookies collect data to remember choices users make to improve and give a more personalised experience. They enable a website to remember information that changes the way the website behaves or what it looks like, your preferred language, text size, or the region that you are in. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites.

Functional cookies are the following:

Table 1 – Functional cookies

Cookie	Domain	Description	Duration	Type
wpEmojiSettingsSupports	Endurance	WordPress sets this cookie when a user interacts with emojis on a WordPress site. It helps determine if the user's browser can display emojis properly.	Session	Functional

- Analytics Cookies

These cookies help us understand how visitors interact with our website or to discover errors. We use these cookies for internal research and analysis of our performance. The cookies simply assess how you interact with our website.

The data are used to generate anonymised statistics that will be included in a report assessing and improving communication efforts of the ENDURANCE project, and will not be shared with any third parties or used for any other purpose

However, you are **free to refuse** these types of cookies via the cookie management tool that you will see on the first page you visit.

Analytics cookies are the following:

Table 2 – Analytics cookies

Cookie	Domain	Description	Duration	Type
_pk_ses.	Endurance	Endurance sets this cookie to recognize website visitors (pseudonymously – no further personal information is collected on the user).	1 hour	Analytics
_pk_id.	Endurance	Endurance sets this cookie to identify the pages viewed by the same user during the same visit.	1 year 1 month	Analytics

We need your consent for the use of analytics cookies.

3. How Do I Manage My Cookie Preferences?

Our cookie management tool will allow you to specify your preferences for those cookies that are placed on your device by this website, and which are not strictly necessary for the functioning of it.

Just adjust the available sliders to 'On' or 'Off', then click 'Save and close'. You may need to refresh your page for your settings to take effect.

Alternatively, most web browsers allow some control of most cookies through the browser settings.

To find out more about cookies, including how to see what cookies have been set, visit

www.aboutcookies.org or www.allaboutcookies.org.

Find out how to manage cookies on popular browsers:

- [Google Chrome](#)
- [Microsoft Edge](#)
- [Mozilla Firefox](#)
- [Microsoft Internet Explorer](#)
- [Opera](#)
- [Apple Safari](#)

To find information relating to other browsers, visit the browser developer's website.

We regularly review this cookie policy and will post any updates to it on this webpage. This privacy policy was last updated on December 18th, 2024.

A3. Methodology Adaptations for ENDURANCE

This deliverable has used a standard methodology already developed in other Horizon Europe projects that Carr Communications Ltd (CCL) participates in, such as RESPONDENT (Grant Agreement Number: 101082355) and SecureFood (Grant Agreement Number: 101136583), following EU recommendations. Ad hoc modifications were added to comply with the Grant Agreement conditions for ENDURANCE (Grant Agreement Number: 101168007).

The structure, tone, and content of this deliverable has drawn upon a standardised methodology and reporting framework developed by CCL in the context of previous Horizon Europe projects, such as those mentioned above. This approach is in line with European Commission recommendations, aiming to promote consistency, clarity, and efficiency in the dissemination and communication deliverables of EU-funded initiatives.

To address the specific requirements of ENDURANCE, bespoke adjustments have been made to the standardised framework to ensure alignment with project conditions, while maintaining the integrity of the methodology. This annex has been included to pre-emptively address any potential concerns about similarities between this deliverable and those produced by the consortium for other projects involving CCL.