PROJECT

Multi-tenant Cybersecurity Operations Centre Delivered as an Open Cloud Service with Machine Learning Elements

V22 – Implemented Awareness-Raising Activities

KPB7 – awareness-raising activities

type – activity

month of submission – M24

Funded by the European Union
NextGenerationEU

RECOVERY AND RESILIENCE PLAN

GOVERNMENT OFFICE OF THE SLOVAK REPUBLIC

Contents

Introduction ... **3**
1 Specific Objectives of the Awareness-Raising Activities ... **3**
1.1 Sharing Outputs and Information via the Web Platform ... 4
1.2 Informing the Lay Public about the Importance of Cybersecurity and the Potential of the INNOSOC Project ... 4
1.3 Popularising the Topic and Increasing Digital Literacy among Students ... 4
2 Description of the Segments for Awareness-Raising Activities ... **5**
2.1 Professional Community ... 5
2.2 General/Lay Public ... 5
2.3 Potential Customers ... 6
2.4 Secondary School Students ... 6
2.5 University Students ... 6
3 Outreach Methods and Communication Tools in the Online Space ... **8**
3.1 Website 8
3.2 Social Media ... 8
3.2.1 Basis of the Communication Strategy ... 8
3.2.2 Main Communication Tools ... 9
3.2.3 Content Plan ... 10
3.3 Popularisation Texts ... 10
3.4 Audiovisual Content ... 11
3.5 Printed Promotional Materials ... 12
3.5.1 INNOSOC Roll-up ... 12
3.5.2 INNOSOC Information Leaflet ... 13
3.5.3 Information Poster for the Symposium ... 15
4 Implemented Offline Activities and Events ... **16**
4.1 iPad Competition ... 16
4.2 Presentation of the Project at the FRIčkovica Student Event ... 17
4.3 Presentation of the Project at the Student Breakfast ... 18
4.4 Presentation of the Project at the Faculty of Applied Informatics, Tomas Bata University in Zlín 19
4.5 Presentation of the Project at the Jozef Murgaš Secondary Technical School in Banská Bystrica 20
4.6 Presentation of the INNOSOC Project for Students of the Faculty of Management Science and Informatics within the Applied Marketing Course ... 21
4.7 INNOSOC Symposium on the Topic of the Potential of Artificial Intelligence in Cybersecurity 22
Bibliography ... **24**
Annexes ... **26**
Annex 1 – Handover protocol, iPad competition ... 26
Annex 2 – Information posts about the symposium ... 26
Annex 3 – Photo gallery of the INNOSOC symposium, 18 December 2025 ... 27

Funded by the European Union NextGenerationEU
RECOVERY AND RESILIENCE PLAN
GOVERNMENT OFFICE OF THE SLOVAK REPUBLIC

Introduction

This document contains a description of the implemented awareness-raising activities. It focuses primarily on activities in the form of setting up the strategy and plan of awareness-raising activities and their subsequent description, including social media, popularisation articles, events, project presentations, competitions and an expert symposium. The activities implemented in the online space for the promotion of the project are described in more detail in output V21 – Available Online Awareness-Raising Materials and Outputs. The main objective of the activities was to build awareness of the INNOSOC project as a European technology project of importance for cybersecurity and digital sovereignty. The project is intended to be perceived as an innovative, trustworthy and open tool for the prevention and management of cyber threats.

Emphasis was placed on education, community interaction and support for technology adoption not only among experts, but also among young talent and the general public.

The anticipated target audience of the awareness-raising activities can be divided into five basic segments:

- professional community,
- general/lay public,
- potential customers,
- secondary school students,
- university students.

1 Specific Objectives of the Awareness-Raising Activities

In view of the wide range of targeted segments and, in particular, the different communication messages that were communicated to them, several specific objectives of the awareness-raising activities were defined:

- Sharing outputs and information via the web platform,
- Informing the lay public about the importance of cybersecurity and the potential of the INNOSOC project,
- Popularising the topic and increasing digital literacy among students.

Growing cyber threats have brought the need to inform the general, lay public about appropriate cybersecurity tools. It is therefore essential that the public is made aware of how the INNOSOC project contributes to the protection of the digital space specifically for those members of the public for whom existing solutions were financially inaccessible.

Thanks to the awareness-raising activities, we were able to effectively spread awareness of the importance of cybersecurity, the risks of threats and the benefits of intelligent solutions such as those offered by INNOSOC. In this way, we sought to contribute to higher digital literacy among the public and, at the same time, to increase the societal impact of the project.

1.1 Sharing Outputs and Information via the Web Platform

One of the main objectives of the awareness-raising activities within the INNOSOC project was to build an open digital platform intended to serve as a space for sharing the results, knowledge and outputs of the project. The information on the website is intended for several segments. At the same time, however, it is a key tool for sharing expert knowledge for communication with the professional community.

This platform is publicly available at https://innosoc.brainit.tech and enables various target groups, from experts to laypeople, to easily access important information and materials. The project website is the central place where final reports, technical documents, guides, methodologies, visualisations and research data are published.

An important component is the possibility of feedback and active interaction on the part of visitors, which enables two-way communication between the project implementers and the public. The platform is also a place where new findings from experiments and testing are published on an ongoing basis, with emphasis on transparency and the usability of the results.

This approach reflects the principles of open science and enables the outputs of the project to be reused in science, development or teaching. The objective was to create an ecosystem in which research does not serve merely as a one-off output, but as a sustainable foundation for further development in the field of cybersecurity and cloud solutions.

1.2 Informing the Lay Public about the Importance of Cybersecurity and the Potential of the INNOSOC Project

Growing cyber threats have brought the need to inform the general, lay public about appropriate cybersecurity tools. It is therefore essential that the public is made aware of how the INNOSOC project has contributed to the protection of the digital space specifically for those members of the public for whom existing solutions were financially inaccessible.

Given that the majority of the population obtains information online, we decided to prioritise the use of the website and social media as the main communication channels. The website makes it possible to present the objectives, outputs, visualisations and news of the project in a centralised and clear manner, in an understandable and educational way. Simplified language can thus be used in parallel with the professional language that builds on the previous specific objective.

Social media, in turn, offered an interactive form of communication through which we were able to reach various groups of citizens and create a dialogue on internet safety. Their strengths are the speed of content dissemination, visual appeal for the public and the possibility of engaging the audience in campaigns, quizzes or discussions. Thanks to these tools, we were able to effectively spread awareness of the importance of cybersecurity, the risks of threats and the benefits of intelligent solutions such as those offered by INNOSOC. In this way, we sought to contribute to higher digital literacy among the public and, at the same time, to increase the societal impact of the project.

1.3 Popularising the Topic and Increasing Digital Literacy among Students

One of the most important specific objectives of the INNOSOC project is to popularise the topic of cybersecurity and, at the same time, to increase digital literacy among secondary school and university students. The awareness-raising activities were implemented mainly through the project website and social media, which made it possible to reach students

effectively in an environment that is familiar and natural to them. These digital channels provided space for publishing popularisation articles, videos and short interactive posts which explained, in an understandable and engaging manner, the basic principles of cybersecurity, the threats of the digital world and the ways of addressing them.

A significant benefit of the project was also that it enabled the University of Žilina, specifically the Faculty of Management Science and Informatics (UNIZA FRI), to build a functional SOC solution as part of teaching, which will become a practical tool for developing students' skills. Teaching took the form of project-based and problem-based learning, thanks to which students gained not only theoretical knowledge but also real experience in designing, testing and implementing security solutions in a cloud environment. These activities will also continue after the end of the project.

The objective is to significantly increase the number of students involved in practical teaching in the fields of cybersecurity and cloud computing and to motivate them to further study or research activity in this field. Through the regular publication of content on social media, such as infographics, previews of development or interviews with experts, a relationship with students was built and their interest in the topic increased.

INNOSOC has thus created not only an educational and research infrastructure, but also a lively and open communication channel with the student community. In doing so, the project has also supported the emergence of new scientific and research activities and meets the characteristics of a future solution with commercial potential, which is already becoming part of the educational and awareness-raising environment during its development.

2 Description of the Segments for Awareness-Raising Activities

Each of the segments of the awareness-raising activities brings individual communication needs and scope for appropriate targeting.

2.1 Professional Community

The professional community includes IT professionals, security analysts, researchers and academics working in the fields of cybersecurity, cloud or artificial intelligence.

This group is one of the recipients of the professional outputs of the project, particularly as regards technical documentation, research articles, algorithms and the architecture of the SOC solution. Thanks to the professional outputs, open-access publications and the symposium, they gained an opportunity for expert discussion, feedback and the interconnection of research initiatives.

The INNOSOC project also offers this group the opportunity to participate in development through feedback mechanisms on the website. A significant benefit is access to open outputs that they can use in their own research or development. The project thereby provides these target groups with a high-quality basis for scientific cooperation and innovation.

2.2 General/Lay Public

The general public consists of citizens without specialisation in IT who, however, are increasingly facing cyber risks in their everyday use of the internet and digital services.

The INNOSOC project sought to raise awareness of the importance of cybersecurity among this group as well. The website and, in particular, social media served as a tool for popularising the topic by means of popularisation articles, videos and infographics.

The objective was to explain basic terms such as “SOC”, “anomaly”, “cloud” and “AI” and to show how these technologies protect their everyday digital activities. Emphasis was placed on comprehensibility, visualisation and practical examples. At the same time, the project contributed to increasing digital literacy, which is in line with both European and national strategies. By activating this group, the INNOSOC project can achieve a broader societal impact and promote informed digital behaviour.

2.3 Potential Customers

The potential customers of the project are mainly small and medium-sized enterprises (SMEs), larger companies, as well as public administration organisations, which face growing demands for the protection of IT infrastructure and data.

INNOSOC offers them an innovative SOC solution available as a service (SOCaaS), which is flexible, scalable and efficient. Customers will appreciate the advantages of the multi-tenant architecture, predictive monitoring and AI-based automated threat detection.

Direct sales via e-mail and personal communication was chosen as the primary method for reaching potential customers. However, the supporting side of the outreach will be formed by the existing awareness-raising activities in the form of social media and the website.

2.4 Secondary School Students

This group represents future experts who need to be engaged in the topics of security and modern technologies in good time.

Through social media, blogs and short videos, the INNOSOC project disseminated popular science content which will explain the basics of cybersecurity, the principles of data protection and the role of artificial intelligence. In addition, in-person meetings took place at a selected secondary school together with a workshop on the topic.

Emphasis was placed on comprehensibility, playfulness and the visual aspect in the form of infographics. The objective was to arouse interest in IT and cybersecurity as a potential study or career path. The activities also included an online competition, involvement in popularisation campaigns or workshops in cooperation with schools. The project wanted to show these students that cybersecurity is not only for experts, but a topic that everyone can understand and which is essential nowadays.

2.5 University Students

University students in technical and informatics fields are among the main target groups of the INNOSOC project. The objective was not only to raise their awareness of security technologies, but above all to actively involve them in development, testing and learning through project-based and problem-based teaching.

The INNOSOC platform will provide a real SOC solution usable in practical teaching, through which students gained valuable skills in the areas of cloud architectures, monitoring and AI-based threat detection. The awareness-raising activities, conducted via the web and social media, will provide them with technical content.

Space was also created for feedback, discussion or involvement in the competition and final theses. The project thus contributed not only to increasing expertise, but also to better preparedness of graduates for the needs of the labour market and further research.

Funded by the European Union
NextGenerationEU
RECOVERY AND RESILIENCE PLAN
GOVERNMENT OFFICE OF THE SLOVAK REPUBLIC

3 Outreach Methods and Communication Tools in the Online Space

An effective awareness-raising campaign for the INNOSOC project requires targeted and differentiated communication across several target groups. In order for the content and message of the project to reach students, the professional community, the lay public and potential customers, several formats and channels of communication must be used.

The basic principle is a combination of digital presence, professional and popular science publications, as well as physical material for in-person meetings and events. In this chapter, we present the individual communication tools that will be used within the project.

3.1 Website

The project website serves as the basic communication and information channel through which the main information about the project is conveyed to the public. Its main purpose is to present the objectives, professional focus and innovative character of the solution that the project brings in the field of cybersecurity and cloud technologies.

It serves to provide those interested with an overview of the research orientation, the benefits for practice and the links to European digital initiatives.

The website also provides basic information about the partners involved, their roles and the context in which the project was created. It fulfils the role of an entry point where visitors can become acquainted with the project and subsequently follow its further development – especially through regular content updates in the form of news or outputs.

The website also contains professional and popularisation articles, documents for download, visualisations of the solution, research outputs, as well as calls for the involvement of the public or students. It is also linked to social media, where news and awareness-raising activities aimed at various target groups are shared. The website therefore serves as an open and progressively developed platform that supports transparency, awareness and building interest in the topic of cybersecurity.

The website consists of 5 basic sections between which the user can navigate, namely: **Home, About the Project, Outputs, News, Contact**.

A full description of the website, including all news items and popularisation articles, can be found in output V21 – Available Online Awareness-Raising Activities.

3.2 Social Media

Effective communication of the project outputs is essential not only for fulfilling its professional and research objectives, but also for ensuring their societal and practical impact. Given the focus of the INNOSOC project – the development of an innovative multi-tenant security operations centre – a key aspect of the promotion was purposefully oriented and trustworthy digital communication that reaches the right audience: from technical experts through public administration to the young generation of professionals and IT students.

3.2.1 Basis of the Communication Strategy

The target group of the communication was not only technology partners or customers. According to the document “Project Description”, the important groups also include:

- small and medium-sized enterprises without in-house IT departments,

- representatives of public administration (schools, municipalities, institutions),
- students and graduates in the field of informatics,
- technology enthusiasts and the cybersecurity community,
- the wider lay public interested in security in the digital space.

For this reason, communication channels with different levels of expertise, output formats and language style were chosen. The content was divided into categories according to the type of target segment, e.g. professional content for LinkedIn, visual and educational content for Instagram.

3.2.2 Main Communication Tools

Several platforms reflecting the diversity of the target groups can be used for promotion.

One of the main pillars of the project's communication strategy was the LinkedIn profile of BRAIN:IT, which has more than 4,000 followers. It is a professionally oriented communication channel focused mainly on the B2B segment and the professional community. Through this profile, professional posts, posts presenting other supporting activities related to the INNOSOC project and knowledge acquired in the course of the implemented project were published. The objective was to reach corporate partners, the professional community and decision-makers in the field of technology and public administration, thereby simultaneously strengthening the credibility of the project and its professional legitimacy.

Alongside the formal LinkedIn profile, the Instagram account of BRAIN:IT with 1,000 followers was also an important tool. This channel had a visual and less formal focus, which made it suitable for presenting project activities and project outputs and for sharing knowledge acquired in the course of the implemented project with the lay public. This channel is oriented mainly towards the younger generation of professionals, the technical community, the wider public and informatics students and graduates, and it helped to build the brand and raise awareness of the project in the non-professional sphere.

At the academic level, the project was communicated through the faculty's profiles, which already achieve a high level of interaction with the student community. The Instagram account @budmanazer, which has more than 900 followers, is a community-academic channel for followers drawn mainly from students and young professionals. The content focused on project outputs and sharing knowledge acquired in the course of the implemented project. The objective is to activate the young target group and show them the project as an opportunity for personal and professional growth.

A further complementary element of the communication strategy was the creation of separate INNOSOC project accounts on Instagram and LinkedIn. These accounts serve as central communication points for presenting all project activities throughout its life cycle – from the research intention through the development stages to the final implementations and demonstrations. The content of these profiles can be structured so as to capture the key implementation milestones in a chronological and thematically clear form, inform about ongoing progress, communicate results and present the applicability of the solutions in various types of organisations. The Instagram profile is visually oriented and geared towards fast and interactive communication with the public, while LinkedIn fulfils the role of the project's professional noticeboard, with emphasis on research, technological and legislative aspects. These channels complement the communication of the project partners and make it possible to retain and present the project results even after its official completion.

3.2.3 Content Plan

A complementary output of the promotion of posts on social media is the content plan, which serves to ensure consistent, timely and professional communication across all platforms. This content plan contains the following elements:

- Publication calendar
- Publication date
- Topic
- Distribution channel (IG, LinkedIn, @budfri...)
- Person responsible for creation, approval and publication
- Post status (draft – awaiting approval – ready – published)
- Links to media and assets (file name, location in the cloud, prepared QR code)

The Excel format enabled efficient teamwork, synchronisation of tasks and retrospective tracing of published content, and at the same time will provide an overview for internal reporting. Regular checks enable the evaluation of interactions and the optimisation of the style of outputs according to what works best.

A detailed description of the creation of the social media profiles, together with a comprehensive description of all posts, can be found in output V21 – Available Online Materials and Outputs.

3.3 Popularisation Texts

Popularisation texts were a key tool for the effective communication of the expert knowledge and results of the INNOSOC project to a wide range of target groups. Their main purpose was to transform complex technical information into an understandable and engaging form that would reach not only experts, but also the lay public, students and potential customers.

These texts served as bridges between the scientific and research sphere and practical application, while taking into account the specifics of the individual target segments. For the professional community, the texts contained technical details and methodologies, while for the general public they were simplified and supplemented with practical examples and visual elements.

The popularisation articles were published primarily via the project website, where they created a comprehensive information resource on cybersecurity, cloud technologies and the importance of SOC solutions. At the same time, these texts were adapted for social media in the form of shorter posts, infographics and interactive content.

Particular emphasis was placed on the educational character of the texts, which explained basic terms such as "SOC", "multi-tenant architecture", "machine learning in cybersecurity" or "cloud services" in a manner accessible to different levels of technical literacy. The objective was not only to inform, but also to educate and motivate readers to take a deeper interest in cybersecurity issues.

The content strategy of the popularisation texts was based on the principle of gradually building awareness and trust. The texts were structured into thematic units that would cover the basic concepts of cybersecurity, present the innovative solutions of the INNOSOC project and showed their practical use in real scenarios. Where appropriate, the texts were

supplemented with visual elements such as infographics or illustrations, which made it easier to understand complex technical processes.

An important aspect of the popularisation texts was also their topicality and relevance to current trends in cybersecurity. This approach ensured that the content remained relevant, attractive and useful to readers in the long term, while the project website became a source of information in the field of cybersecurity in Slovakia. Topics selected for the first popularisation texts on the INNOSOC website:

- Cybersecurity: Basics and tips on how to protect yourself against online threats;
- Security Operation Center: what is it and how does it protect your company?;
- Get to know the most common internet threats for young people: Options for prevention and protection;
- What is the cloud and what is it used for: Basic types and advantages of cloud storage;
- Computer security and data protection – principles and practical examples;
- Linking AI and cybersecurity in practice;
- Cyber attacks: How they are changing and why they pose an ever-greater risk.

A comprehensive description of the popularisation texts, including their full wording, can be found in output V21 – Available Online Awareness-Raising Materials and Outputs.

3.4 Audiovisual Content

Videos and other audiovisual content are a suitable form for better capturing attention, especially when communicating simpler ideas to the general public, university students and secondary school students.

Their main role was to present complex technical processes and the advantages of the SOC solution in a dynamic and engaging way through combined audiovisual content intended to reach a wide range of target groups. They were shared mainly on social media and the project website.

The videos were adapted to the specifics of the individual platforms and target segments, with shorter formats with a strong visual aspect being created for social media, while more detailed and technically oriented videos were prepared for the website and professional presentations. The content included explanations of how SOC systems work, interviews with experts and statements from project partners.

The promotional videos served as a key tool for educating students and increasing the digital literacy of the general public, explaining the basic concepts of cybersecurity.

Video production involved the use of modern and professional production tools for visualisation and post-production, which made it possible to present the abstract concepts of cybersecurity effectively. The videos contained professionally recorded voice-overs, high-quality graphic elements and music that will underline the innovative character of the project.

At the same time, the videos were available with subtitles in Slovak or English, which will extend their reach to the international level and increase their usability for various target groups.

A detailed description of the individual outputs in the audiovisual content category can be found in output V21 – Available Online Awareness-Raising Materials and Outputs.

3.5 Printed Promotional Materials

Promotional materials such as roll-ups, leaflets and other printed or digital promotional items were a complementary part of the comprehensive communication strategy of the INNOSOC project. These materials serve as tangible information carriers that enable potential customers, partners and other target groups to obtain a comprehensive overview of the project outside the online environment as well.

Their main role was to present the key advantages of the SOC solution, the technical specifications and the business potential of the project in a visually attractive and professional manner at in-person meetings, conferences and business negotiations.

3.5.1 INNOSOC Roll-up

The roll-up was one of the first and main promotional materials; it served to promote the project at awareness-raising events and also served as a suitable backdrop for audiovisual production. Its design is fully in line with the design manual and the requirements of the Recovery and Resilience Plan of the Slovak Republic.



Figure 1: Information roll-up of the INNOSOC project

3.5.2 INNOSOC Information Leaflet

For the purposes of presenting the project and raising awareness of it, an information leaflet was created which communicates basic information about the project, such as its objective, specific objectives and the issues to which the INNOSOC research project responds.



Figure 1: Information poster of the INNOSOC project

3.5.3 Information Poster for the Symposium

A poster was created to communicate the organisation of the INNOSOC symposium on the topic “The Potential of Artificial Intelligence in Cybersecurity”, which will take place on 18 December 2025 on the premises of the University of Žilina. The information poster communicates the date, time, venue and topic of the symposium.



Figure 32: Information poster about the INNOSOC symposium

4 Implemented Offline Activities and Events

In order to raise awareness of the project, its objectives and outputs, several awareness-raising activities were implemented for both the professional community and the lay public.

4.1 iPad Competition

A competition was organised as part of the educational activities in the field of cybersecurity. The objective of the competition was to engage young students and persuade them to follow the social media of the INNOSOC project, thanks to which it will be possible to reach them better and arouse their interest in the INNOSOC project and the field of cybersecurity.

The competition was organised via a post on the Instagram profile @innosoc_ (see Figure 1) and its prize was an Apple iPad Wi-Fi 128 GB.

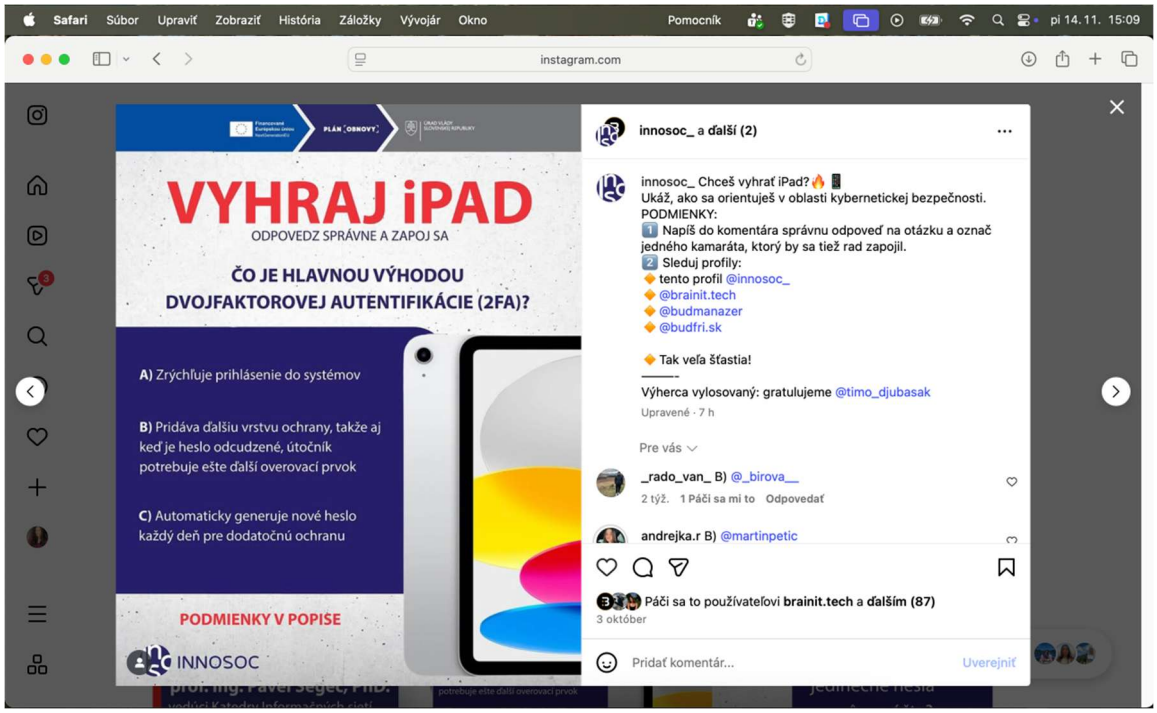


Figure 4: iPad competition on the Instagram profile @innosoc_, source: (BRAIN:IT, 2025)

In order to enter the competition, each participant had to meet the following conditions, which were stated in the description of the competition post:

1. The participant had to correctly answer a question from the field of cybersecurity, which was communicated both in the visual of the post and in the description of the post. Wording of the competition question: “What is the main advantage of two-factor authentication (2FA)?” Answer options:
   a) It speeds up logging in to systems.
   b) It adds a further layer of protection, so that even if the password is stolen, the attacker still needs another verification factor
   c) It automatically generates a new password every day for additional protection.

2. The participant had to follow 4 Instagram profiles, namely @brainit.tech, @budmanazer, @budfri.sk and @innosoc_.
3. The participant had to tag 1 other person in a comment.

The competition ran from 3 October 2025 and ended with a draw on 11 November 2025, with a final total of 331 competition comments. The winner of the competition was drawn using the online tool wask.co, which is used to generate a random comment from all comments on a post whose URL is entered into the tool. In this way, the winner, Timotej Djubašák, who met all the conditions, was drawn. The winner was subsequently contacted via the Instagram profile @innosoc_.

The prize was handed over to the winner in person by representatives of the project partner, BRAIN:IT, at the BRAIN:IT branch in Žilina on 13.11.2025. (see Figure 2). The prize was also handed over on the basis of a handover protocol (Annex 1).



Figure 5: Handover of the prize to the winner of the competition

4.2 Presentation of the Project at the FRIčkovica Student Event

On 8 October 2025, the INNOSOC project was presented at the FRIčkovica student event at the Faculty of Management Science and Informatics of the University of Žilina. The objective of the project's participation in the event was to introduce students to the INNOSOC

project, its main intentions, objectives and the problems addressed in the field of cybersecurity, as well as to raise awareness of the importance of research and innovation in this field.

As part of the activity, an information and presentation stand was prepared for students, through which the main outputs of the project, its benefits for academic and applied practice and the opportunities to get involved in cybersecurity issues were communicated. The presentation also served as a tool for popularising the topic of cybersecurity among young professionals and students of technical disciplines.

The activity represents a project output aimed at supporting education, building awareness of cybersecurity and strengthening the links between the research project, the academic environment and the student community. (See Figure 3.)



Figure 6: Presentation of the project at the FRIčkovica event at the Faculty of Management Science and Informatics of the University of Žilina

4.3 Presentation of the Project at the Student Breakfast

On 4 November 2025, the INNOSOC project was presented as part of a student breakfast at the Faculty of Management Science and Informatics of the University of Žilina. The objective of the activity was to introduce the INNOSOC project informally to students of management and informatics disciplines and to acquaint them with the current state of the project, its outputs to date and the planned next steps. The presentation also communicated the key topics of the project, in particular the importance of cybersecurity in the current digital environment, the role of the Security Operations Center (SOC**)** and the benefits of using cloud technologies in protecting information systems.

The activity represents a project output aimed at raising awareness of cybersecurity, supporting students' interest in this field and strengthening the links between the academic environment, the research project and applied practice. (See Figure 4.)



Figure 7: Presentation of the INNOSOC project at the student breakfast at the Faculty of Management Science and Informatics of the University of Žilina

4.4 Presentation of the Project at the Faculty of Applied Informatics, Tomas Bata University in Zlín

On 20 November, the INNOSOC project was presented at the Faculty of Applied Informatics of Tomas Bata University in Zlín. The INNOSOC project was presented to students by Ing. Michal Papučík, who outlined the main objectives of the project, its focus and the way in which it responds to the challenges associated with the transition to a digital economy and the growing demands for cybersecurity. The presentation focused in particular on:

- the link between the INNOSOC project and the current needs of the commercial and industrial sphere,
- the growing demand for modern IT services and qualified IT specialists,
- the importance of increasing the level of cybersecurity in organisations,
- the basic principles, technologies and approaches used in the INNOSOC project.

The activity represents a project output aimed at disseminating the results of the project, strengthening cooperation between the academic environment and applied practice, and motivating students towards professional growth in the field of cybersecurity and information technologies. (See Figure 5.)



Figure 8: Presentation of the project at the Faculty of Applied Informatics, Tomas Bata University in Zlín

4.5 Presentation of the Project at the Jozef Murgaš Secondary Technical School in Banská Bystrica

On 29 November, the INNOSOC project was presented at the Jozef Murgaš Secondary Technical School in Banská Bystrica. The objective of the activity was to introduce the INNOSOC project to secondary school pupils, explain the basic principles of cybersecurity and raise awareness of the digital threats they may encounter in everyday life. During the presentation, the pupils were acquainted in particular with:

- the main focus and objectives of the INNOSOC project,
- the areas addressed by the project,
- the most common types of cyber attacks at present,
- the educational and academic institutions involved,
- the importance of cybersecurity for individuals and society.

The presentation was delivered in an interactive form with emphasis on the active involvement of pupils in the discussion, which supported their interest in cybersecurity issues and the development of digital literacy.

The activity represents a project output aimed at raising awareness in the field of cybersecurity and motivating young people to behave safely in the digital environment. (See Figure 6.)



Figure 9: Presentation of the project at the Jozef Murgaš Secondary Technical School in Banská Bystrica

4.6 Presentation of the INNOSOC Project for Students of the Faculty of Management Science and Informatics within the Applied Marketing Course

On 15 October 2025, the INNOSOC project was presented on the premises of BRAIN:IT. The presentation was attended by students of the Applied Marketing course from the Faculty of Management Science and Informatics of the University of Žilina and by a project researcher from BRAIN:IT, Ing. Miroslav Rechtorík, PhD. During the presentation, the students were acquainted in particular with:

- the main focus and objectives of the INNOSOC project,
- the areas addressed by the project,
- the most common types of cyber attacks at present,
- the educational and academic institutions involved,
- the importance of cybersecurity for individuals and society, and they were also introduced to the individual marketing communication channels used for the presentation and awareness-raising activities of the project.

The presentation was delivered in an interactive form with emphasis on the active involvement of students in the discussion, which supported their interest in cybersecurity issues and the development of digital literacy.

The activity represents a project output aimed at raising awareness in the field of cybersecurity and motivating young people to behave safely in the digital environment. (See Figure 7.)



Figure 10:Presentation of the project for students of the Applied Marketing course from the Faculty of Management Science and Informatics of the University of Žilina

4.7 INNOSOC Symposium on the Topic of the Potential of Artificial Intelligence in Cybersecurity

On 18 December 2025, a symposium of the INNOSOC project was organised on the topic of the potential of artificial intelligence in cybersecurity. The symposium included a presentation of the work on the project and an expert discussion. The symposium was held on the premises of the University of Žilina, lecture hall AF3A5, from 8:00 to 10.45, and was intended for both the professional community and the lay public.

The objective of the symposium was to bring together the professional community and raise awareness of the INNOSOC project. The following project researchers spoke at the symposium:

- Ing. Miroslav Rechtorík, PhD.
- Ing. Martin Berzák
- Ing. Michal Papučík
- Ing. Michal Chmulík, PhD.

- Mgr. Jana Uramová, PhD.
- Ing. Ondrej Škvarek, PhD.

The following was presented during the symposium:

- the main objective of the INNOSOC project,
- the architecture used in the project,
- the potential uses of artificial intelligence in cybersecurity,
- possible threats,
- machine learning,
- current project outputs,
- knowledge gained.

It included a discussion on the practical use of the project outputs in a real environment. The symposium also created space for the exchange of experience between the academic community and practitioners, for raising awareness of the INNOSOC project and of the opportunities for further cooperation and the applied use of research results.

Information about the symposium was communicated through several communication channels, namely via the INNOSOC website and the social media Instagram @innosoc_ and the LinkedIn account @innosoc.

An information post about the symposium was published on the official Instagram profile @innosoc_, the LinkedIn profile @innosoc and the INNOSOC website; it contained the name of the symposium, the topic of the symposium, the time of the symposium, the venue and the project partners (Annex 2 – Information posts about the symposium).

The symposium contributed to the validation of research results through expert discussion, to strengthening the visibility of the INNOSOC project, to supporting education in the field of cybersecurity and to linking research with the practical needs of the market. (See Figure 8.)

More photographs can be seen in Annex 3 – Photo gallery of the INNOSOC symposium, 18 December 2025.

Bibliography

BRAIN:IT. (2025). *innosoc.brainit.tech*. Available online: INNOSOS: https://innosoc.brainit.tech

BRAIN:IT. (17 November 2025). *innosoc.braint.tech*. Available online: article about the symposium on the INNOSOC website: https://innosoc.brainit.tech/sympozium-kyberneticka-bezpecnost-ako-otvorena-cloudova-sluzba/

BRAIN:IT. (2025). *Instagram @brainit.tech*. Available online: post website: https://www.instagram.com/p/DLXH_-MuL6_/

BRAIN:IT. (2025). *Instagram @innosoc_*. Available online: post published on 5.9.2025: https://www.instagram.com/reel/DONouL4owoN/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==

BRAIN:IT. (2025). *Instagram @innosoc_*. Available online: post in the form of a quiz: https://www.instagram.com/p/DOV08sECMeh/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==

BRAIN:IT. (18 November 2025). *Instagram @innosoc_*. Available online: information post about the symposium: https://www.instagram.com/p/DRMSZ4TiEZ9/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==

BRAIN:IT. (2025). *Instagram @inosoc_*. Available online: post partners' meeting 15.7.2025: https://www.instagram.com/p/DMpmaMAoMCj/?img_index=1

BRAIN:IT. (2025). *Instagram INNOSOC*. Available online: https://www.instagram.com/innosoc_/

BRAIN:IT. (3 October 2025). *Instagram profile @innosoc_*. Available online: iPad competition: https://www.instagram.com/p/DPVvB7DiMUs/?utm_source=ig_web_copy_link&igsh=MWNyMTNjNWR2angwdg==

BRAIN:IT. (2025). *Istagram @innosoc_*. Available online: post of 21.8.2025: https://www.instagram.com/reel/DNnIx9toFCU/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==

BRAIN:IT. (2025). *LinkedIn @INNOSOC*. Available online: post partners' meeting 15.7.2025: https://www.linkedin.com/company/108018118/admin/page-posts/published/

BRAIN:IT. (2025). *LinkedIn @INNOSOC*. Available online: post published on 21.8.2025: https://www.linkedin.com/feed/update/urn:li:activity:7364224462050795520

BRAIN:IT. (2025). *LinkedIn @INNOSOC*. Available online: post published on 5.9.2025: https://www.linkedin.com/feed/update/urn:li:activity:7369610244873674752

BRAIN:IT. (2025). *LinkedIn @INNOSOC*. Available online: Popularisation text on the topic of cybersecurity: https://www.linkedin.com/pulse/čo-je-kybernetická-bezpečnosť-innosocinnosoc-dt6we/?trackingId=cIrSBt0YN2qcFTrPUNfmvw%3D%3D

BRAIN:IT. (2025). *LinkedIn INNOSOC*. Available online: https://www.linkedin.com/company/innosocinnosoc/posts/?feedView=all

BRAIN:IT. (18 November 2025). *LinkedIn profile @innosoc*. Available online: post about the symposium on the LinkedIn profile @innosoc: https://www.linkedin.com/feed/update/urn:li:activity:7396442124268961792

BRAIN:IT. (2025). *INNOSOC website*. Available online: popularisation article on the topic of cybersecurity: Cybersecurity: Basics and tips on how to protect yourself against online threats

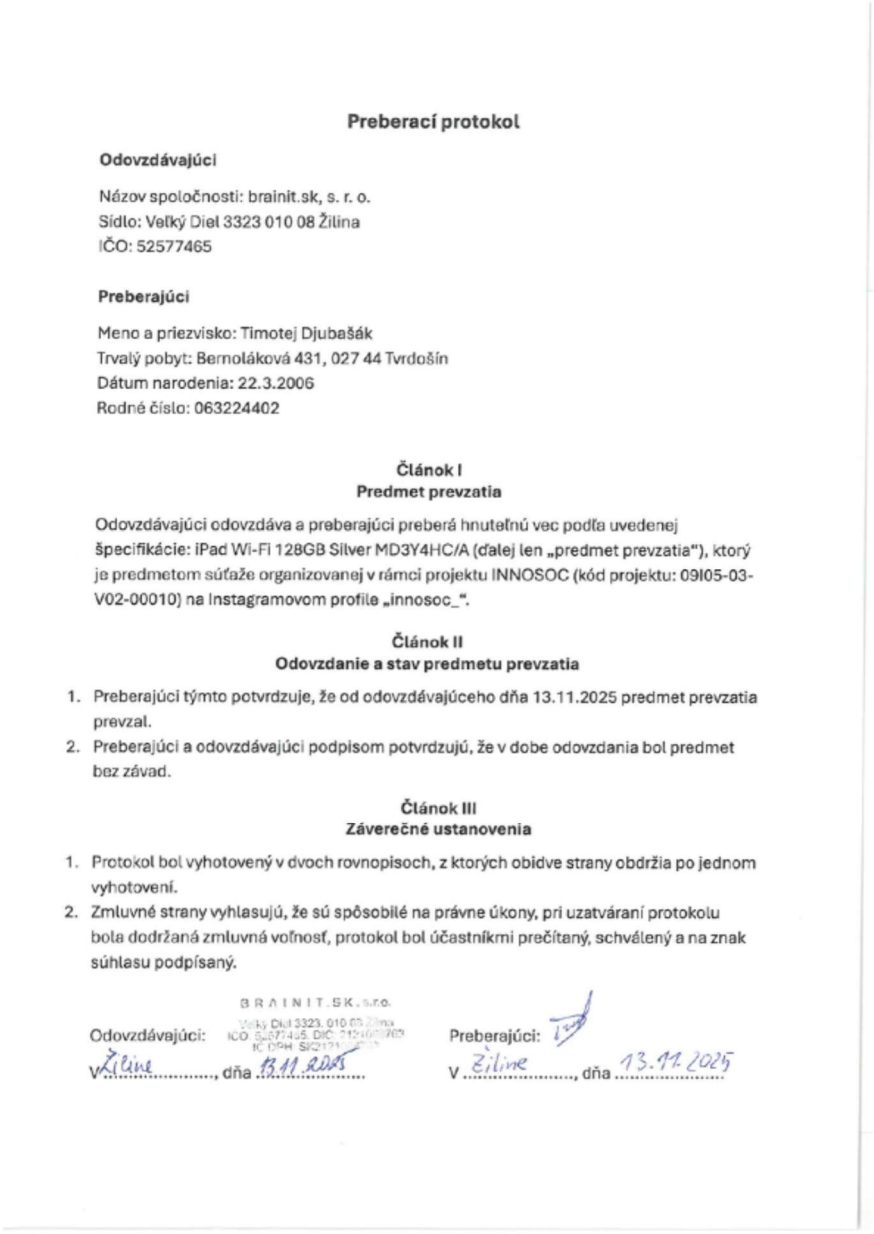
BRAIN:IT. (2025). *INNOSOC website*. Available online: Popularisation article: https://innosoc.brainit.tech/co-je-soc-security-operations-center/

BRAIN:IT. (2025). *YouTube @INNOSOC*. Available online: https://www.youtube.com/@INNOSOC

BRAIN:IT. (2025). *YouTube @INNOSOC*. Available online: video interview with Ing. Michal Papučík: https://youtu.be/w9W4_oNYiEQ?si=YlCKWgzX-JVkFZQK

Annexes

Annex 1 – Handover protocol, iPad competition



Preberací protokol

Odovzdávajúci

Názov spoločnosti: brainit.sk, s. r. o.
Sídlo: Veľký Diel 3323 010 08 Žilina
IČO: 52577465

Preberajúci

Meno a priezvisko: Timotej Djubašák
Trvalý pobyt: Bernolákova 431, 027 44 Tvrdošín
Dátum narodenia: 22.3.2006
Rodné číslo: 063224402

Článok I
Predmet prevzatia

Odovzdávajúci odovzdáva a preberajúci preberá hnuteľnú vec podľa uvedenej špecifikácie: iPad Wi-Fi 128GB Silver MD3Y4HC/A (ďalej len „predmet prevzatia"), ktorý je predmetom súťaže organizovanej v rámci projektu INNOSOC (kód projektu: 09I05-03-V02-00010) na Instagramovom profile „innosoc_".

Článok II
Odovzdanie a stav predmetu prevzatia

1. Preberajúci týmto potvrdzuje, že od odovzdávajúceho dňa 13.11.2025 predmet prevzatia prevzal.
2. Preberajúci a odovzdávajúci podpisom potvrdzujú, že v dobe odovzdania bol predmet bez závad.

Článok III
Záverečné ustanovenia

1. Protokol bol vyhotovený v dvoch rovnopisoch, z ktorých obidve strany obdržia po jednom vyhotovení.
2. Zmluvné strany vyhlasujú, že sú spôsobilé na právne úkony, pri uzatváraní protokolu bola dodržaná zmluvná voľnosť, protokol bol účastníkmi prečítaný, schválený a na znak súhlasu podpísaný.

BRAINIT.SK, s.r.o.
Veľký Diel 3323, 010 08 Žilina
IČO: 52577465, DIČ: 2120000769
IČ DPH: SK2120...

Odovzdávajúci: V Žiline, dňa 13.11.2025

Preberajúci: V Žiline, dňa 13.11.2025

Figure 11: Handover protocol for the iPad competition

Annex 2 – Information posts about the symposium

Figure 12. shows the information post about the symposium on the Instagram profile @innosoc_

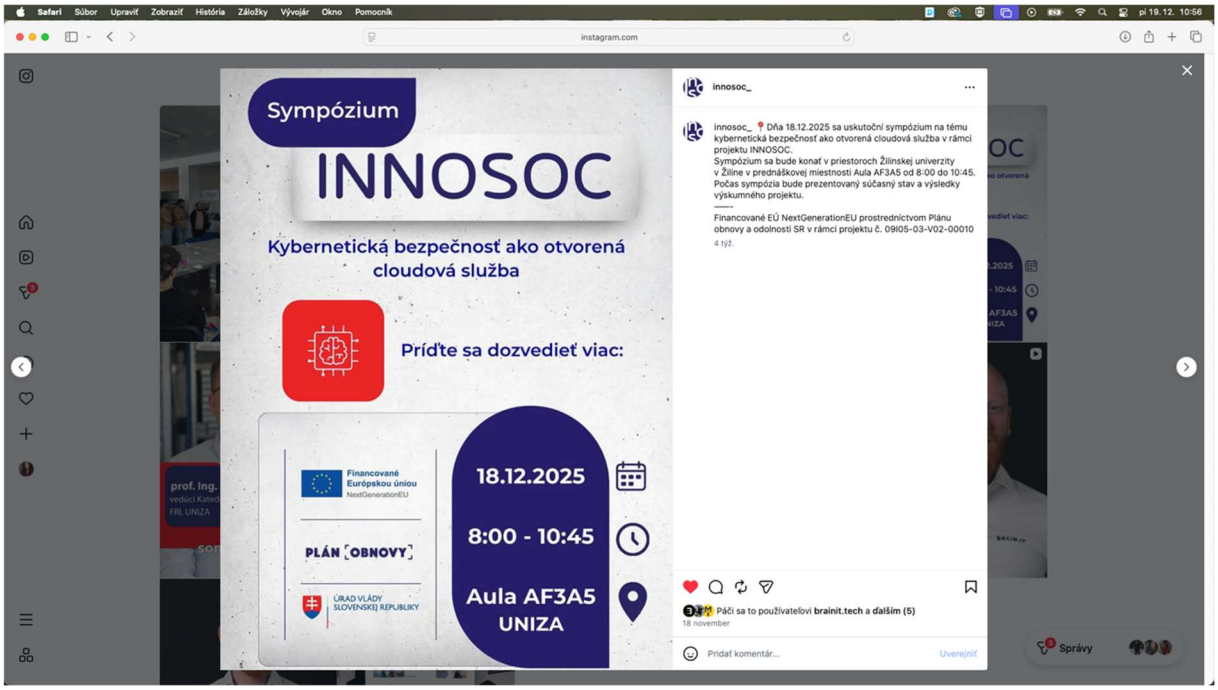


Figure 12: Information post about the symposium on the Instagram profile @innosoc_, Source: (BRAIN:IT, 2025)

Figure 13. shows the information post about the symposium on the LinkedIn profile @innosoc_

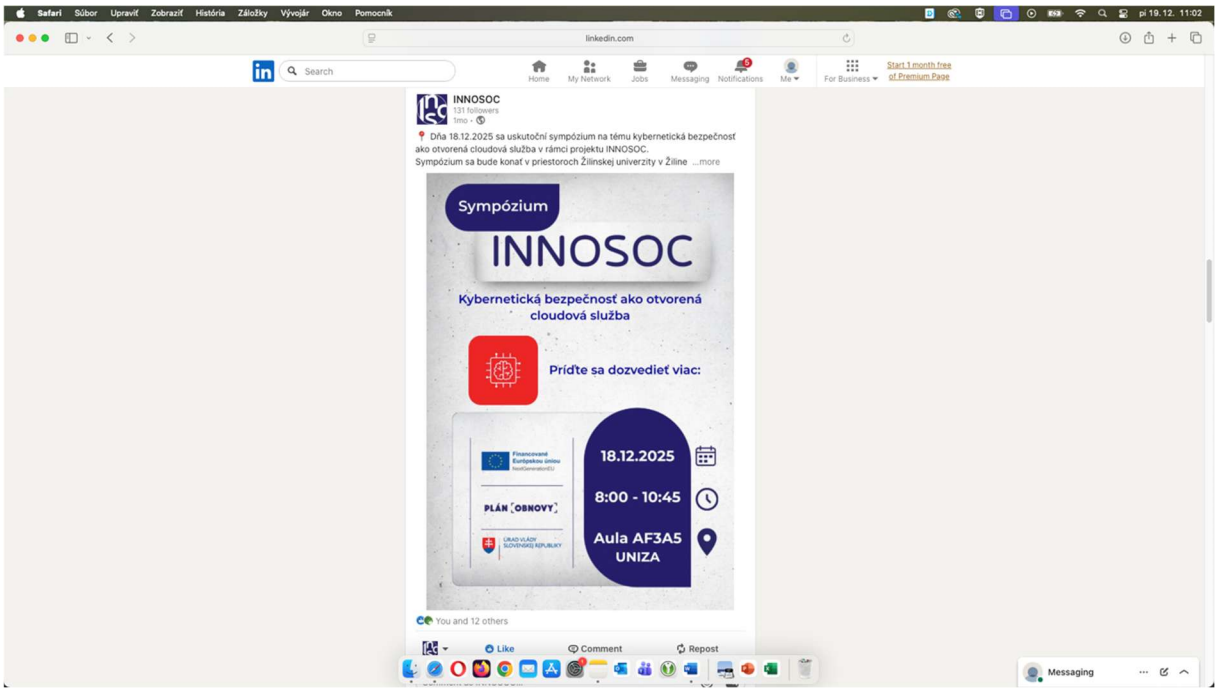


Figure 13: Information post about the symposium on the LinkedIn profile @innosoc_, Source: (BRAIN:IT, 2025)

Annex 3 – Photo gallery of the INNOSOC symposium, 18 December 2025

Figure 14. shows the presenter Ing. Miroslav Rechtorík, PhD. at the INNOSOC symposium.



Figure 14: Presenter Ing. Miroslav Rechtorík, PhD. at the INNOSOC symposium

Figure 16. shows the presenter Ing. Michal Chmulík, PhD. at the INNOSOC symposium.



Figure 16: Presenter Ing. Michal Chmulík, PhD. at the INNOSOC symposium

Figure 17. shows the presenter Ing. Martin Berzák at the INNOSOC symposium.



Figure 17: Presenter Ing. Martin Berzák at the INNOSOC symposium

Figure 18. shows the presenter Ing. Michal Papučík at the INNOSOC symposium.



Figure 18: Presenter Ing. Michal Papučík at the INNOSOC symposium

Figure 19. shows the presenter Mgr. Jana Uramová, PhD. at the INNOSOC symposium.



Figure 19: Presenter Mgr. Jana Uramová, PhD. at the INNOSOC symposium

Figure 20. shows the presenter Ing. Ondrej Škvarek, PhD. at the INNOSOC symposium.



Figure 20: Presenter Ing. Ondrej Škvarek, PhD. at the INNOSOC symposium

Figure 21. shows the discussion part of the INNOSOC symposium.



Figure 21: Discussion part of the INNOSOC symposium

Figure 23. shows the name tags of the symposium participants.



Figure 22: Name tags of the symposium participants

Figure 23. shows the information leaflet of the symposium.



Figure 23: Information leaflet of the symposium