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
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RECOVERY AND RESILIENCE PLAN

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Introduction

This document contains a work-in-progress version of the concept of the implemented awareness-raising activities. It focuses primarily on activities in the form of events, project presentations, competitions, workshops and expert symposia. 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 is 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 will be 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 are to be communicated to them, several specific objectives of the awareness-raising activities were defined:

- Informing the lay public about the importance of cybersecurity and the potential of the INNOSOC project;
- Verifying the potential of the product outputs on the basis of the real requirements of potential customers and relevant segments;
- Creating space for expert discussion, feedback and the interconnection of scientific initiatives.

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 can 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 seek to contribute to higher digital literacy among the public and, at the same time, to increase the societal impact of the project.

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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 symposia, they gain 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 aims to raise awareness of the importance of cybersecurity among this group as well. The website, social media and symposia will serve as a tool for popularising the topic by means of popularisation articles, videos and infographics.

The objective is to explain basic terms such as “SOC”, “anomaly”, “cloud” and “AI” and to show how these technologies protect their everyday digital activities. Emphasis is placed on comprehensibility, visualisation and practical examples. At the same time, the project contributes 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.

In order to reach customers successfully, supporting outputs intended for awareness-raising activities, such as brochures, leaflets, roll-ups and the like, are also needed.

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 will disseminate popular science content which will explain the basics of cybersecurity, the principles of data protection and the role of artificial intelligence.

Emphasis will be placed on comprehensibility, playfulness and the visual aspect in the form of infographics. The objective is to arouse interest in IT and cybersecurity as a potential study or career path. The activities may also include online competitions, involvement in popularisation campaigns or workshops in cooperation with schools. The project wants 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 is 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 will gain 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 will also be created for feedback, discussion or involvement in competitions and final theses. The project thus contributes not only to increasing expertise, but also to better preparedness of graduates for the needs of the labour market and further research.

3 Implemented Activities

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.

3.1 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.

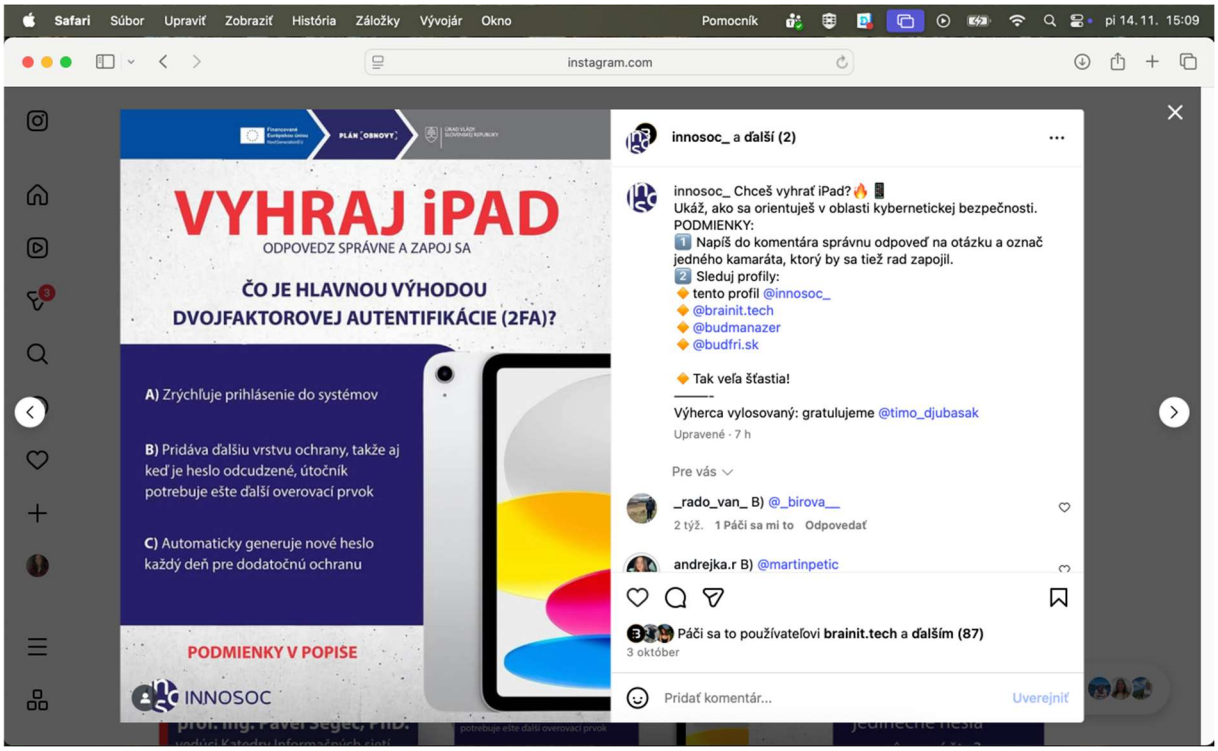


Figure 1: iPad competition on the Instagram profile @innosoc_, source: (BRAIN:IT, 2025)

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 2: Handover of the prize to the winner of the competition

3.2 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 3: Presentation of the project at the FRIčkovica event at the Faculty of Management Science and Informatics of the University of Žilina

3.3 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 4: Presentation of the INNOSOC project at the student breakfast at the Faculty of Management Science and Informatics of the University of Žilina

3.4 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 5: Presentation of the project at the Faculty of Applied Informatics, Tomas Bata University in Zlín

3.5 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 6: Presentation of the project at the Jozef Murgaš Secondary Technical School in Banská Bystrica

3.6 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.)

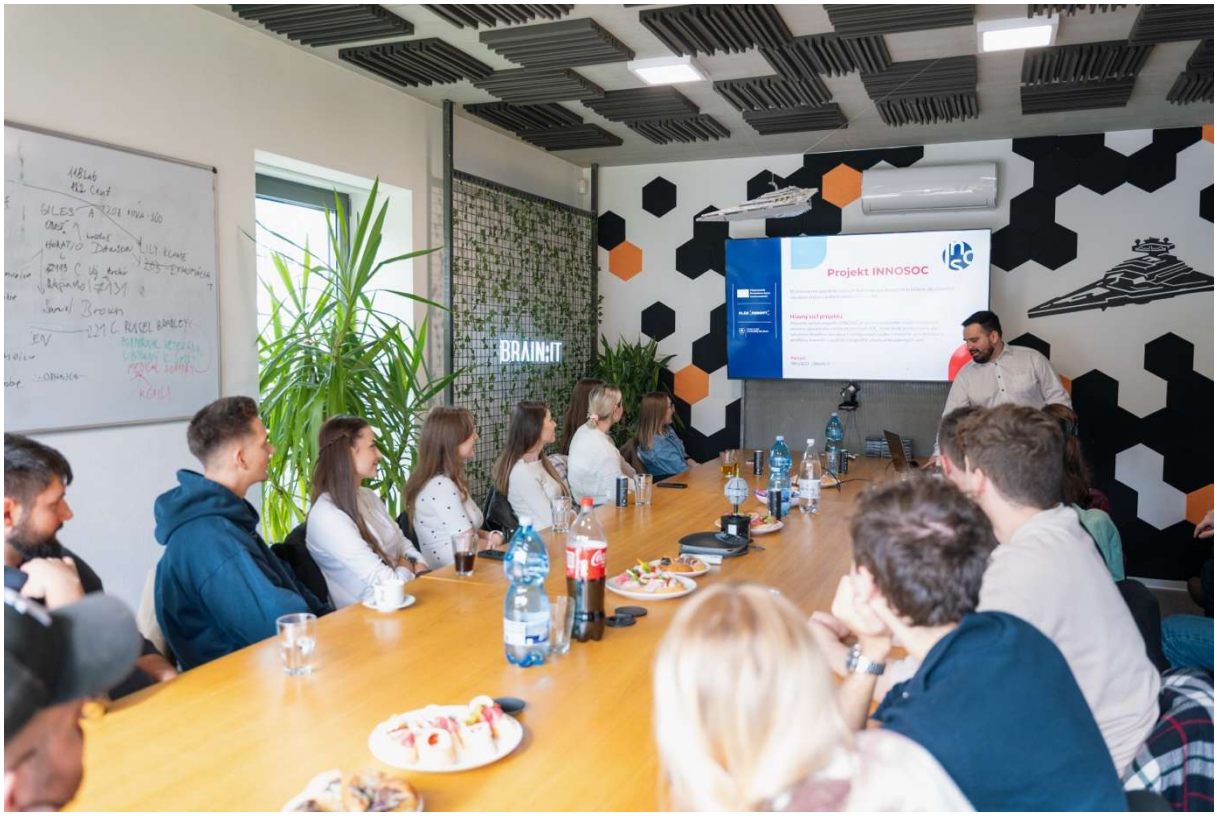


Figure 7:Presentation of the project for students of the Applied Marketing course from the Faculty of Management Science and Informatics of the University of Žilina

3.7 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.

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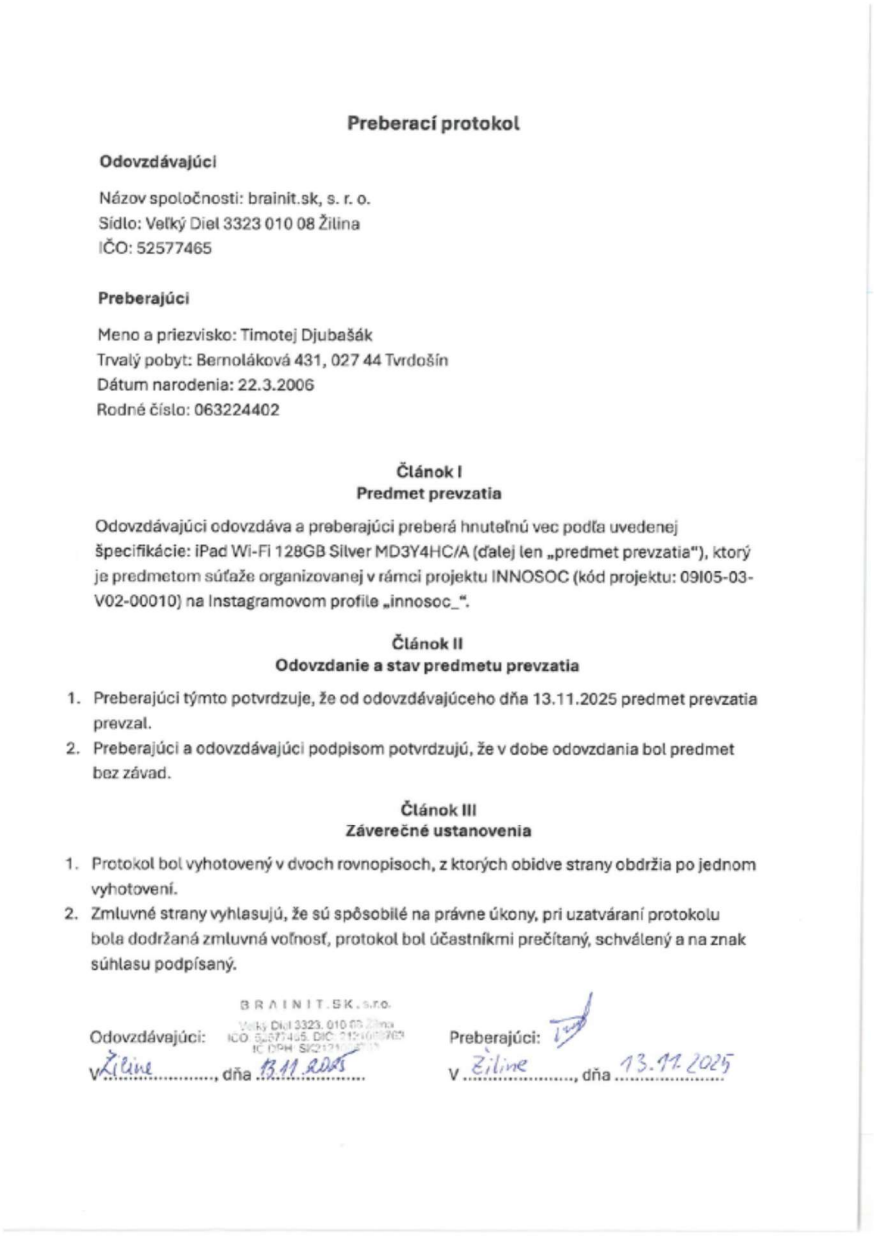
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5 Annexes

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.

Odovzdávajúci: V Žiline, dňa 13.11.2025

Preberajúci: V Žiline, dňa 13.11.2025

Figure 8: Handover protocol for the iPad competition

Annex 2 – Information posts about the symposium

Figure 8. shows the information post about the symposium on the Instagram profile @innosoc_

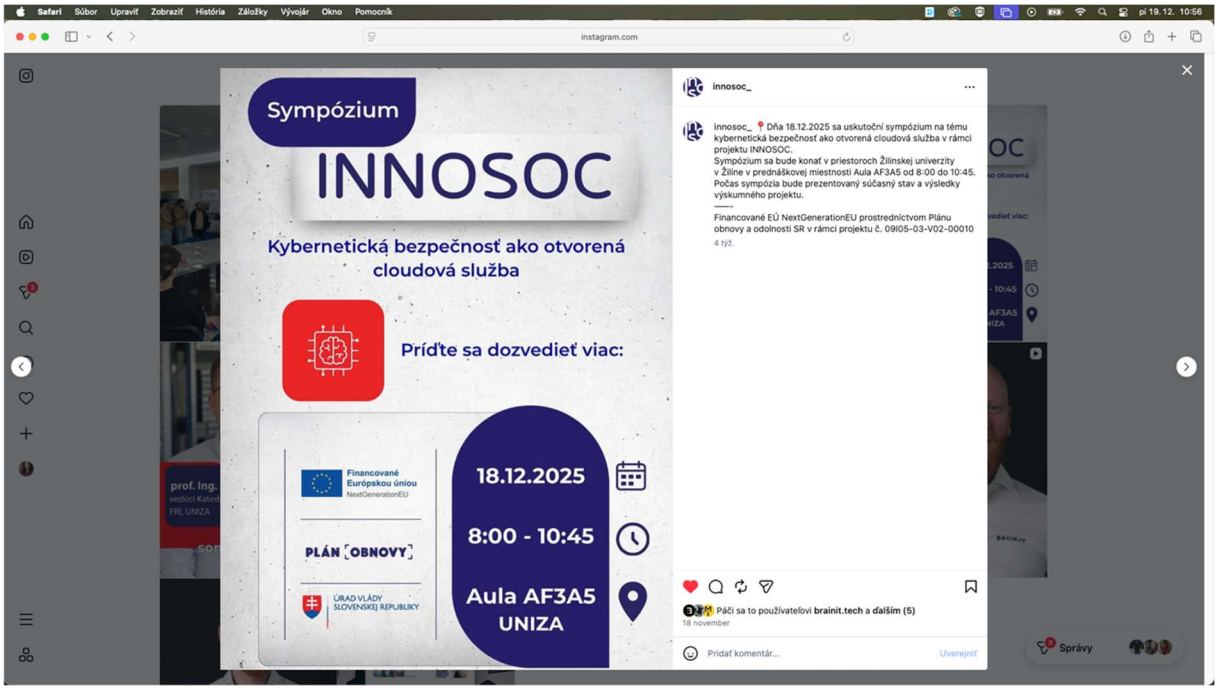


Figure 9: Information post about the symposium on the Instagram profile @innosoc_, Source: (BRAIN:IT, 2025)

Figure 9. shows the information post about the symposium on the LinkedIn profile @innosoc_

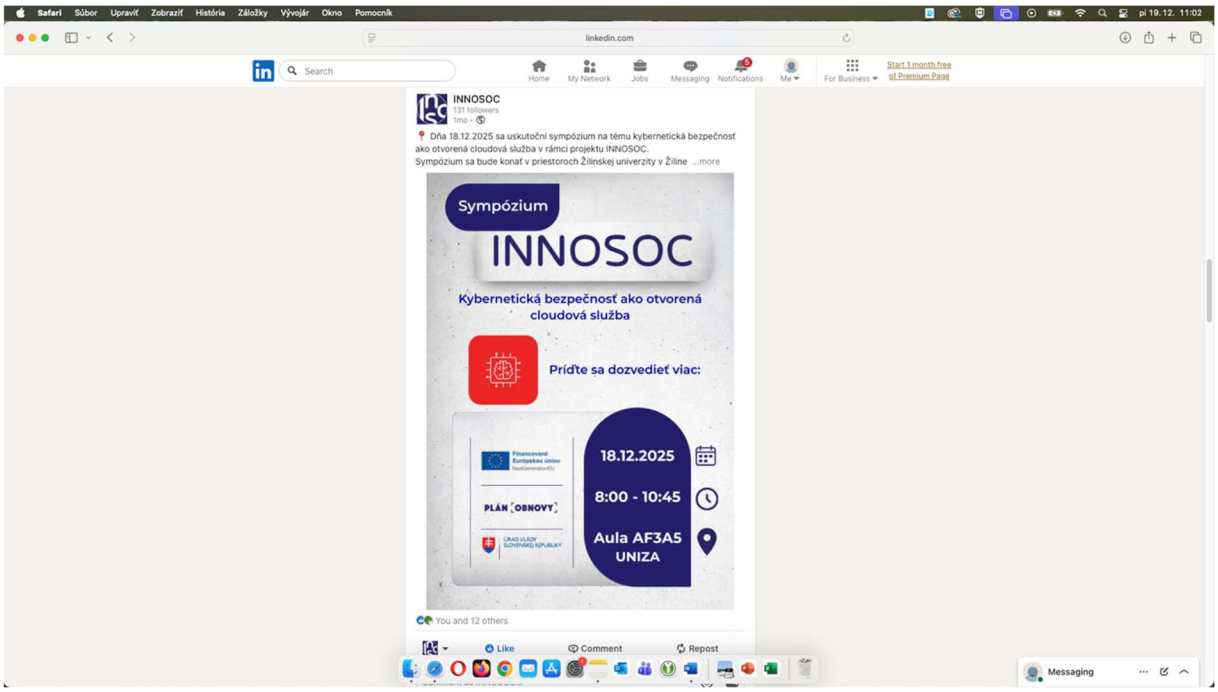


Figure 10: Information post about the symposium on the LinkedIn profile @innosoc_, Source: (BRAIN:IT, 2025)

Figure 10. shows the article about the symposium on the INNOSOC website.

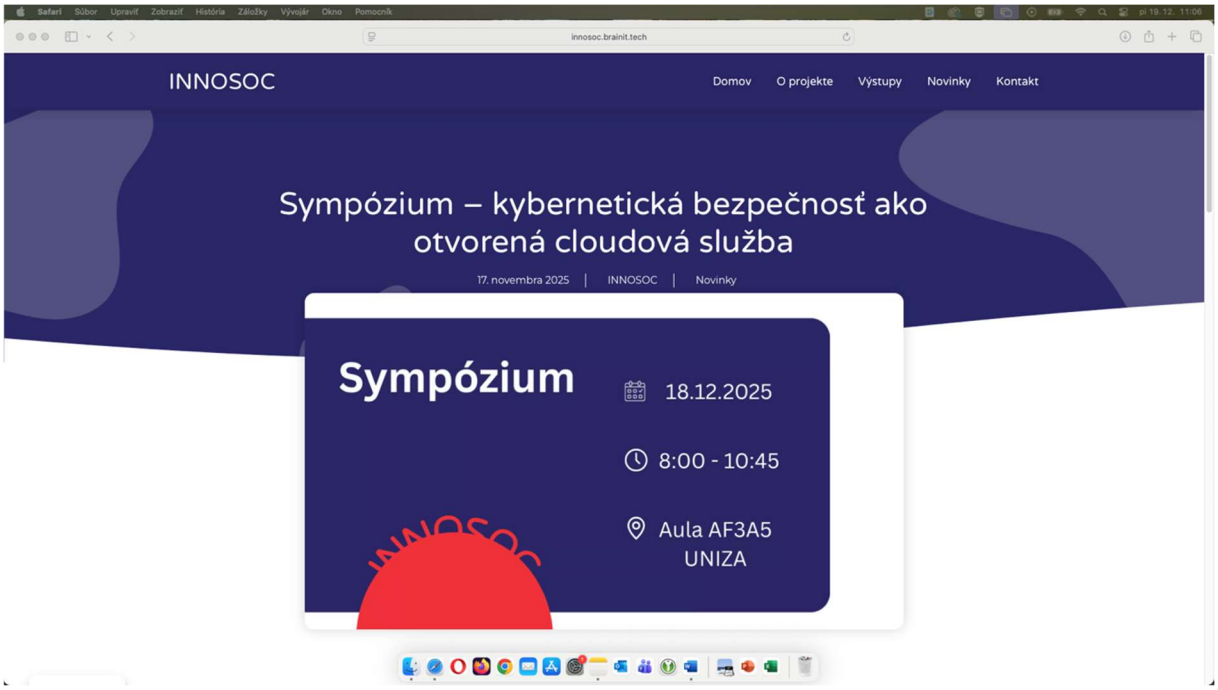


Figure 11: Article about the symposium on the INNOSOC website, Source: (BRAIN:IT, 2025)

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

Figure 11. shows the presenter Ing. Miroslav Rechtorík, PhD. at the INNOSOC symposium.



Figure 12: Presenter Ing. Miroslav Rechtorík, PhD. at the INNOSOC symposium

Figure 12. shows the presenter Ing. Michal Chmulík, PhD. at the INNOSOC symposium.



Figure 13: Presenter Ing. Michal Chmulík, PhD. at the INNOSOC symposium

Figure 13. shows the presenter Ing. Martin Berzák at the INNOSOC symposium.



Figure 14: Presenter Ing. Martin Berzák at the INNOSOC symposium

Figure 14. shows the presenter Ing. Michal Papučík at the INNOSOC symposium.



Figure 15: Presenter Ing. Michal Papučík at the INNOSOC symposium

Figure 15. shows the presenter Mgr. Jana Uramová, PhD. at the INNOSOC symposium.

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Figure 16: Presenter Mgr. Jana Uramová, PhD. at the INNOSOC symposium

Figure 16. shows the presenter Ing. Ondrej Škvarek, PhD. at the INNOSOC symposium.



Figure 17: Presenter Ing. Ondrej Škvarek, PhD. at the INNOSOC symposium

Figure 17. shows the discussion part of the INNOSOC symposium.



Figure 18: Discussion part of the INNOSOC symposium

Figure 18. shows the name tags of the symposium participants.



Figure 19: Name tags of the symposium participants

Figure 19. shows the information leaflet of the symposium.



Figure 20: Information leaflet of the symposium