PROJECT

Multi-tenant cybersecurity operations centre designed
as an open cloud service with machine learning elements

V22 – Implemented popularization activities

KPB7 – popularization activities

type of activity

month of submission – M24

Funded by the European Union
NextGenerationEU

RECOVERY AND RESILIENCE PLAN

GOVERNMENT OFFICE OF THE SLOVAK REPUBLIC

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1 Introduction

The document contains a partially developed version of the proposed strategy for implementing popularization activities. The main objective of the strategy is to build awareness of the INNOSOC project as a European technology project of significance for cybersecurity and digital sovereignty. The project is 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 the adoption of the technology not only among experts but also among young talents and the general public.

The expected target audience of the popularization activities can be divided into five basic segments:

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

2 Partial objectives of the popularization activities

Given the wide range of targeted segments and, in particular, the different communication messages to be communicated to them, several sub-objectives of the popularization activities were defined.

2.1 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 suitable cybersecurity tools. It is therefore essential that the public be made aware of how the INNOSOC project contributes to the protection of the digital space specifically for members of the public for whom existing solutions were financially unaffordable.

Thanks to the popularization activities, we can effectively spread awareness of the importance of cybersecurity, the risks of threats and the advantages of intelligent solutions such as those offered by INNOSOC. In this way, we seek to contribute to higher digital literacy of the public and, at the same time, to increase the societal impact of the project.

3 Description of the segments for the popularization activities

Each of the segments of the popularization activities brings individual communication needs and scope for appropriate targeting.

3.1 Professional public

The professional public includes IT professionals, security analysts, researchers and academics who work in cybersecurity, the cloud or artificial intelligence.

This group is one of the recipients of the project's professional outputs, particularly with regard to 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 professional discussion, feedback and the interconnection of research initiatives.

The INNOSOC project also offers this group the possibility of participating in the 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 provides these target groups with a high-quality basis for scientific cooperation and innovation.

3.2 General/lay public

The general public consists of citizens without IT specialization who, however, increasingly face 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 and social networks will serve as a tool for popularizing the topic by means of popularization articles, videos, infographics and animations.

The aim is to explain basic concepts such as "SOC", "anomaly", "cloud" and "AI" and to show how these technologies protect their everyday digital activities. Emphasis is placed on clarity, visualization and practical examples. The project also 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 support informed digital behaviour.

3.3 Potential customers

The project's potential customers are mainly small and medium-sized enterprises (SMEs), larger companies and public administration organizations that face growing demands for the protection of IT infrastructure and data.

INNOSOC offers them an innovative SOC solution available as a service (SOCaaS) that 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, telephone outreach and personal communication was chosen as the primary method for reaching potential customers. The outreach will, however, be supported by the existing popularization activities in the form of social networks and the website.

The project website will contain a section devoted to the commercial potential and possible uses of the solution. The aim is to build trust and prepare the market for the future deployment of the platform.

Successfully reaching customers also requires supporting outputs intended for popularization activities, such as brochures, leaflets, roll-ups and the like.

3.4 Secondary school students

This group represents future experts whose interest in the topics of security and modern technologies needs to be captured in good time.

Through social networks, blogs and short videos, the INNOSOC project will disseminate popular science content explaining the basics of cybersecurity, the principles of data protection and the role of artificial intelligence.

Emphasis will be placed on clarity, playfulness and the visual side in the form of infographics, quizzes and possibly gamified elements. The aim is to arouse interest in IT and cybersecurity as a potential study or career path. The activities may also include online competitions, involvement in popularization campaigns or workshops in cooperation with schools. In this way, the project wants to show these students that cybersecurity is not just for experts, but a topic that everyone can understand and that is indispensable nowadays.

3.5 University students

University students with a technical and informatics focus are among the main target groups of the INNOSOC project. The aim is not only to raise their awareness of security technologies but, above all, to involve them actively in development, testing and learning through project- 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 cloud architectures, monitoring and AI-based threat detection. The popularization activities, conducted through the website and social networks, will provide them with technical content, tutorials, implementation examples and expert commentary on the solutions.

Space will also be created for feedback, discussion and involvement in competitions and final theses. The project thus contributes not only to increasing expertise but also to better preparing graduates for the needs of the labour market and further research.

4 Activities carried out

As part of raising awareness of the project, its objectives and outputs, several popularization activities were carried out for both the professional and the general public.

4.1 iPad competition

As part of the educational activities in the field of cybersecurity, a competition was organized. The aim of the competition was to engage young students and spark their interest in the INNOSOC project and the field of cybersecurity.

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

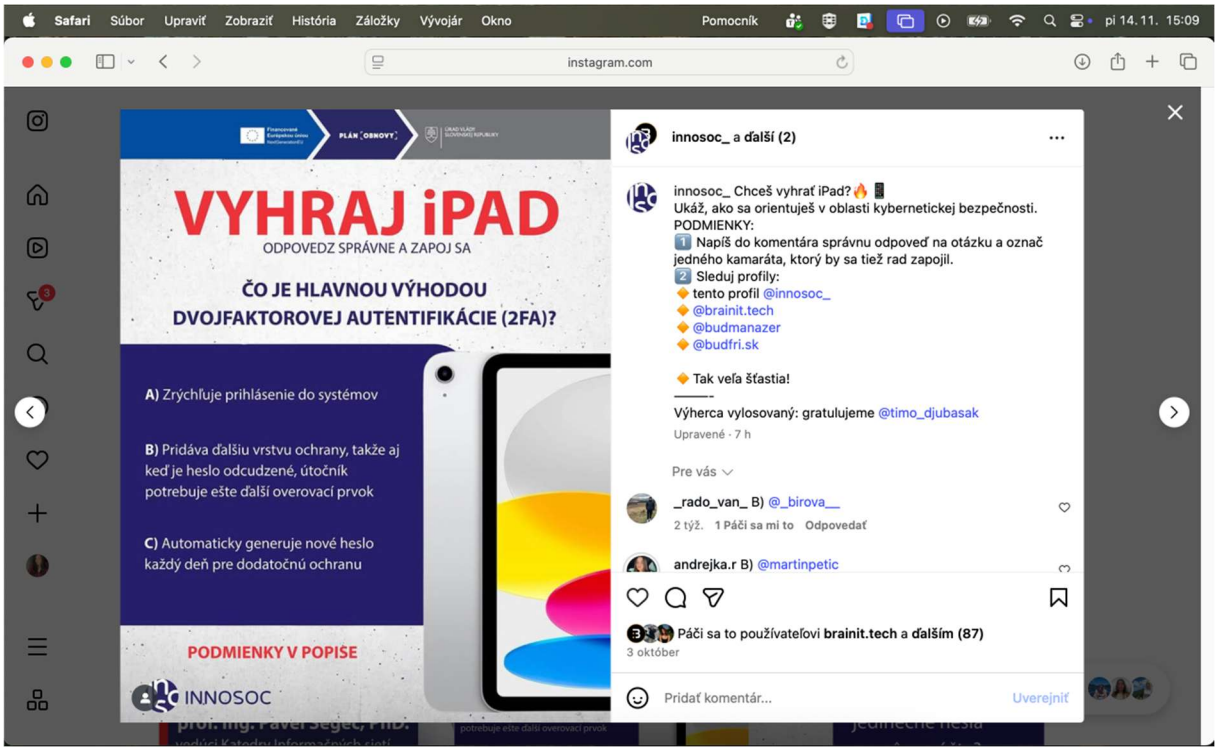


Figure 1: iPad competition on the @innosoc_ Instagram profile, source: (BRAIN:IT, 2025)

To enter the competition, each contestant had to meet the following conditions, which were stated in the description of the competition post:

1. The participant had to answer correctly a question in the field of cybersecurity, which was communicated in the post visual as well as in the post description.

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 another layer of protection, so 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 was concluded by a draw on 11 November 2025, with a final count of 331 competition comments. The winner was drawn using the online tool wask.co, which generates a random comment from all the 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: Handing over the prize to the competition winner

4.2 Presentation of the project at the student event FRIčkovica

On 8 October 2025, the INNOSOC project was presented at the student event FRIčkovica at the Faculty of Management Science and Informatics, University of Žilina. The aim 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 both academic and applied practice and the opportunities to get involved in cybersecurity issues were communicated. The presentation also served as a tool for popularizing the topic of cybersecurity among young professionals and students of technical disciplines.

The activity represents a project output focused on 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, University of Žilina

4.3 Presentation of the project at the student breakfast

On 4 November 2025, the INNOSOC project was presented during a student breakfast at the Faculty of Management Science and Informatics, University of Žilina. The aim of the activity was to introduce the INNOSOC project informally to students of management and informatics study programmes 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 today's digital environment, the role of the Security Operations Center (SOC**)** and the benefits of using cloud technologies to protect information systems.

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



Figure 4: Presentation of the INNOSOC project at the student breakfast at the Faculty of Management Science and Informatics, 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 introduced to the 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 requirements for cybersecurity.

The presentation focused in particular on:

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

The activity represents a project output focused on disseminating the project results, strengthening cooperation between the academic environment and 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 of 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 aim 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 became acquainted in particular with:

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

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

The activity represents a project output focused on awareness-raising 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

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, University of Žilina, and by the project researcher from BRAIN:IT, Ing. Miroslav Rechtorík, PhD.

During the presentation, the students became acquainted in particular with:

- the main focus and objectives of the INNOSOC project,
- the areas addressed by the project,
- the most common types of cyberattacks today,
- 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 popularization activities of the project.

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

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

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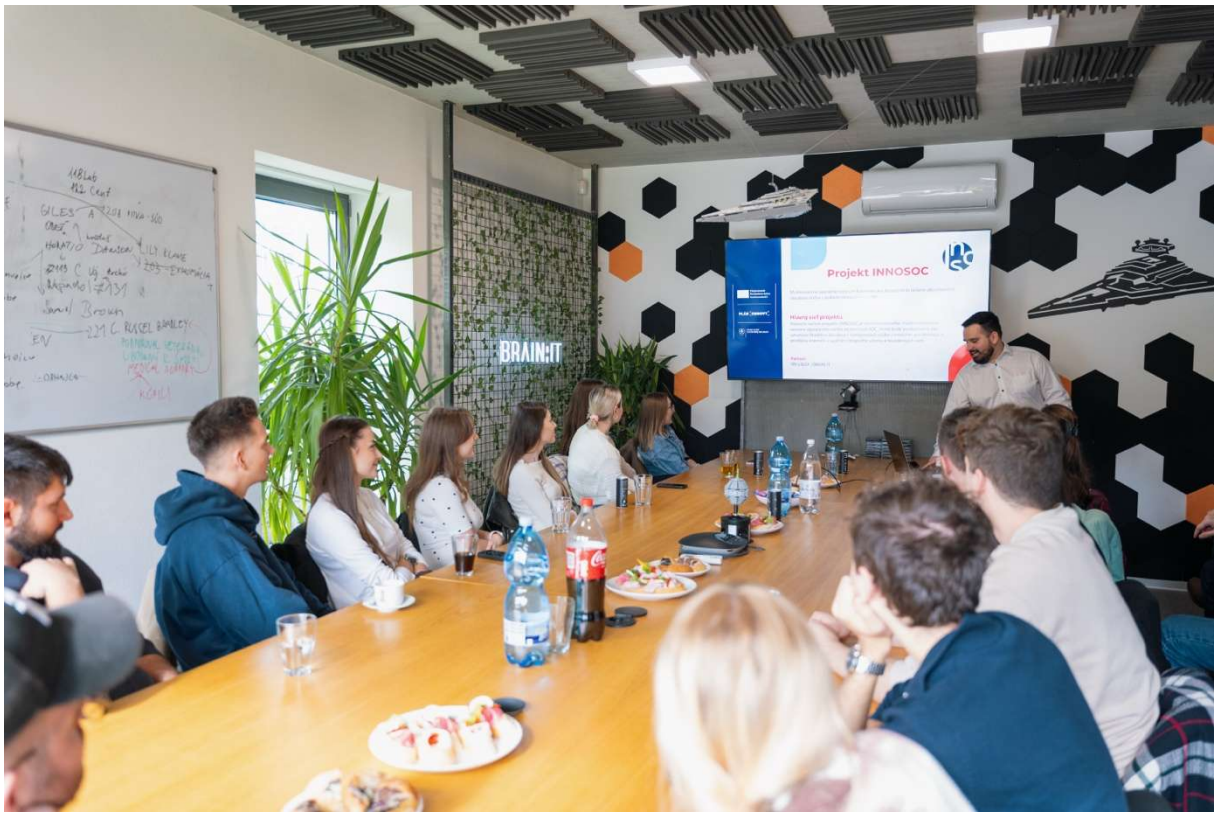


Figure 7:Presentation of the project for students of the Applied Marketing course from the Faculty of Management Science and Informatics, University of Žilina

4.7 INNOSOC symposium on the topic Possibilities of artificial intelligence in cybersecurity

On 18 December 2025, a professional symposium of the INNOSOC project was organized, focusing on the potential of artificial intelligence in cybersecurity. The symposium included a presentation of the work on the project and a professional discussion. The symposium was held on the premises of the University of Žilina, lecture hall AF3A5, from 8:00 – 10.45, and was intended for both the professional and the general public.

The aim 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,
- possibilities of using 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 for exploring opportunities for further cooperation and the application of the research results.

Information about the symposium was communicated through several communication channels, namely the INNOSOC website and the social networks 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 title 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 the research results through professional 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 of 18 December 2025.

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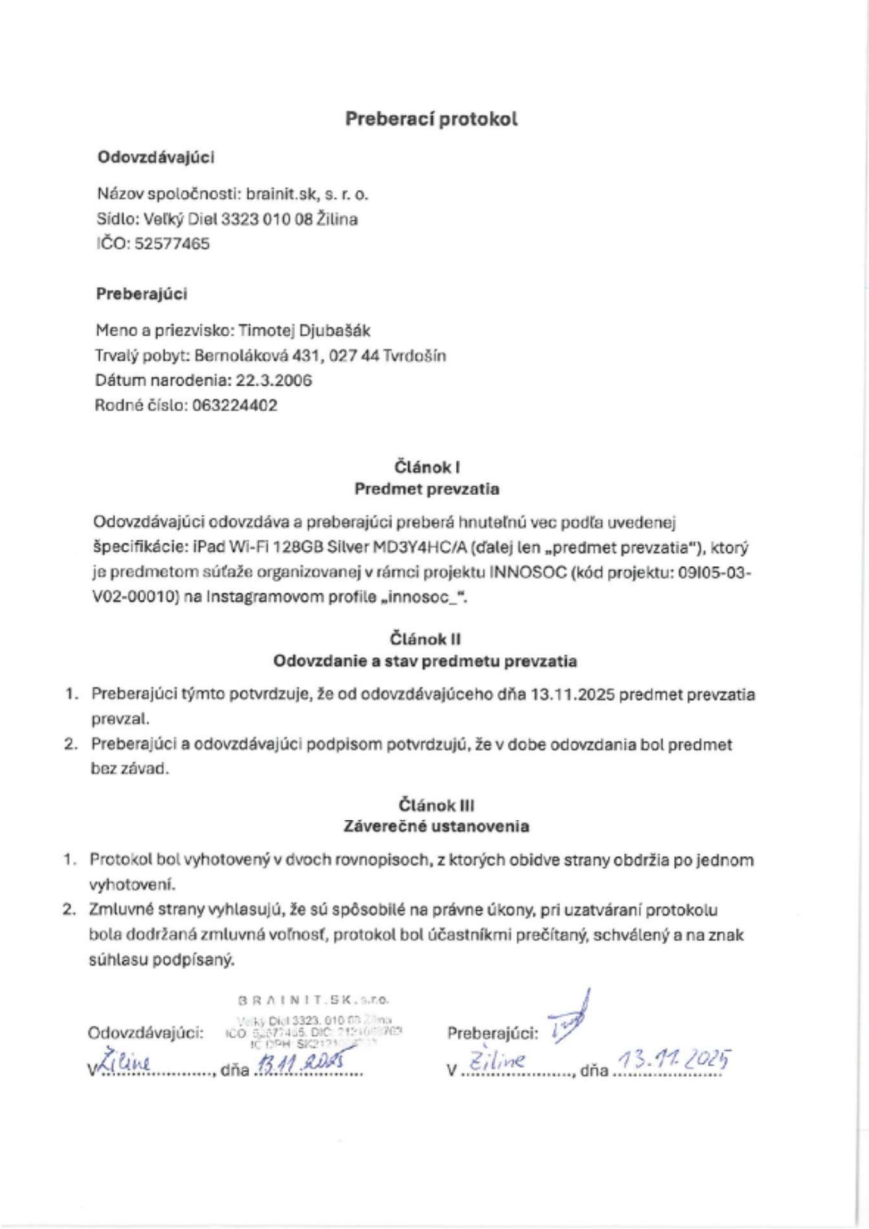
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6 Annexes

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: Bernoláková 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.

Odovzdávajúci: BRAINIT.SK, s.r.o. Veľký Diel 3323, 010 08 Žilina IČO: 52577465, DIČ: 2120[illegible] IČ DPH: SK2120[illegible]
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 an information post about the symposium on the @innosoc_ Instagram profile

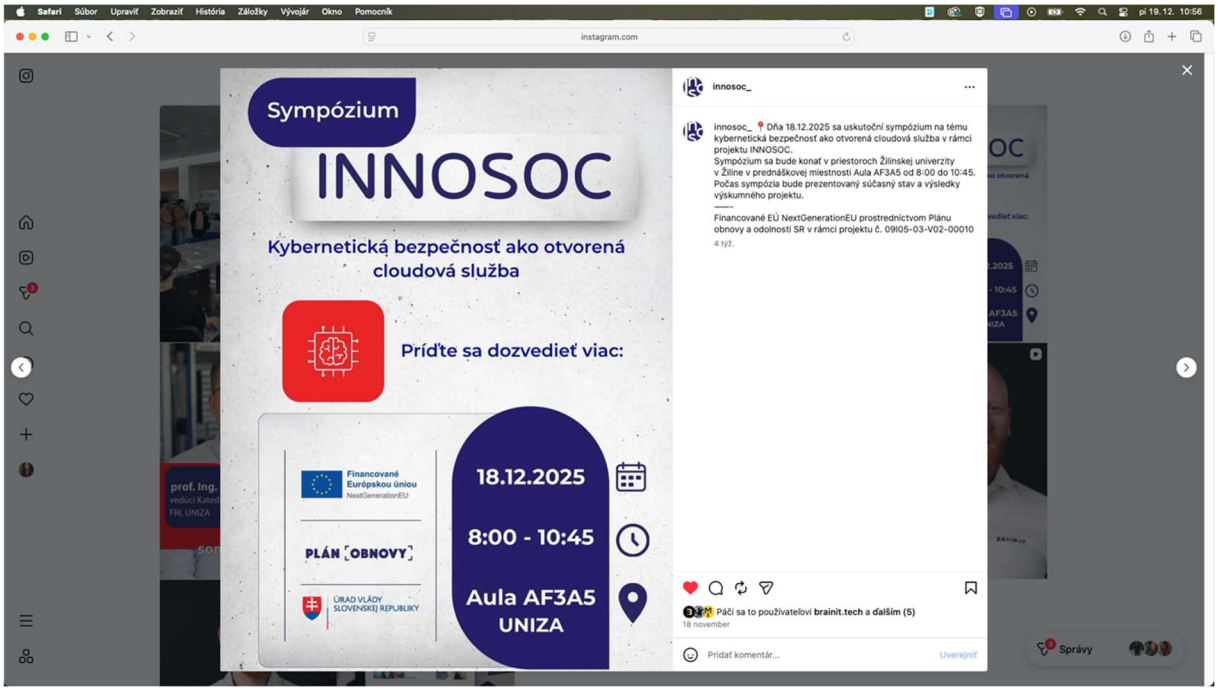


Figure 9: Information post about the symposium on the @innosoc_ Instagram profile, Source: (BRAIN:IT, 2025)

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

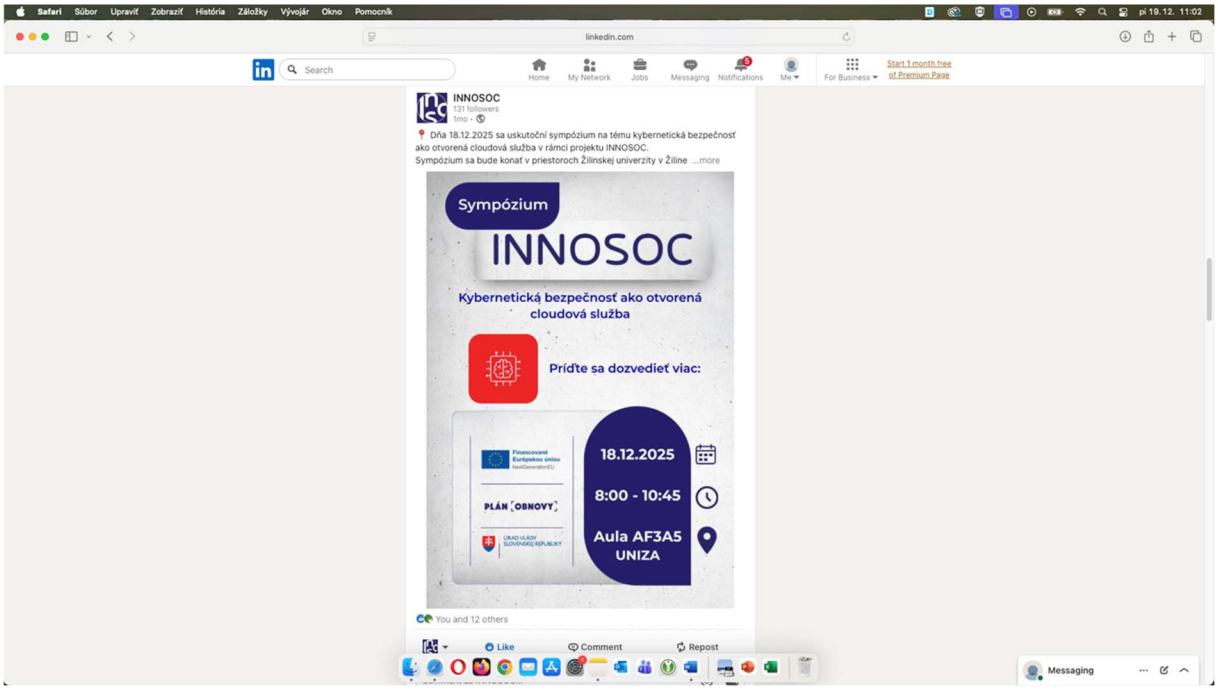


Figure 10: Information post about the symposium on the @innosoc_ LinkedIn profile, Source: (BRAIN:IT, 2025)

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

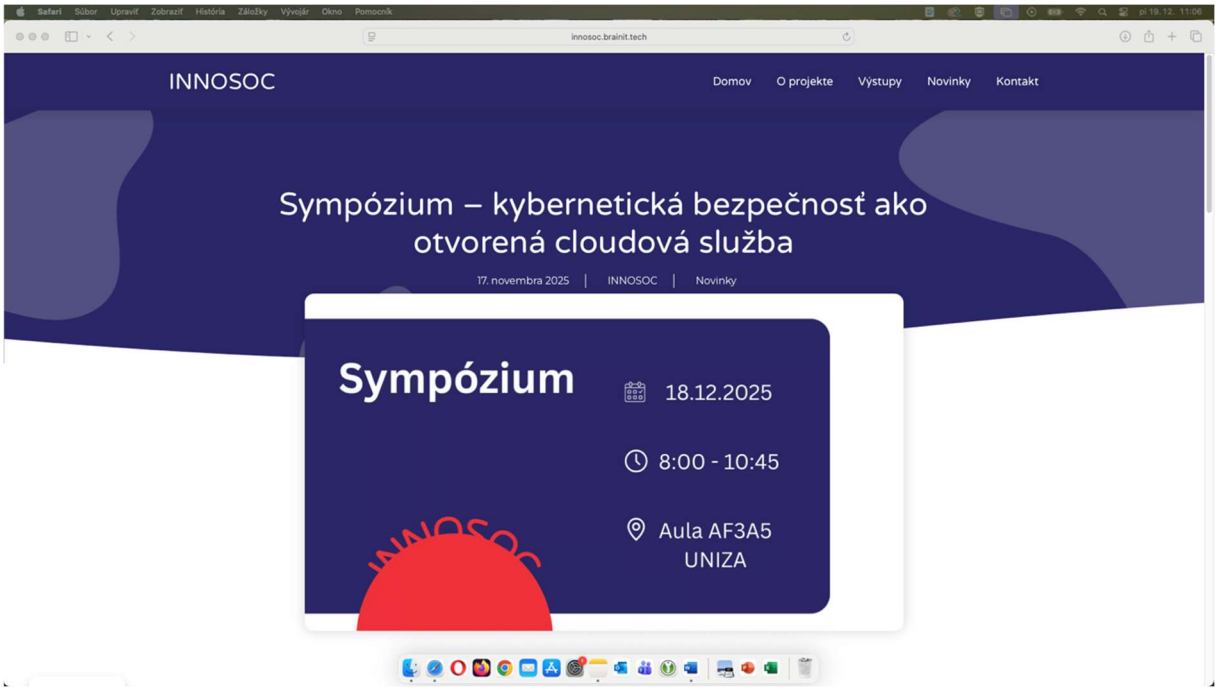


Figure 11: Article about the symposium on the INNOSOC website, Source: (BRAIN:IT, 2025)

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

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



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

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



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

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



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

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



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

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



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

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



Figure 17: Ing. Ondrej Škvarek, PhD. presenting 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 badges of the symposium participants.



Figure 19: Name badges of the symposium participants

Figure 19. shows the information leaflet of the symposium.



Figure 20: Information leaflet of the symposium