Implementation of the NIS Directive in the sector production, processing and distribution of food in Romania and Bulgaria.

Project: 101128047 – INFORB – DIGITAL-ECCC-2022-CYBER-03-NIS-DIRECTIVE
Participants: DNSC (RO); MEG-BG (BG); CERTSIGN (RO); EXPERTWARE (BE)
Duration: September 2023 – August 2025

Deliverable D5.1. Awareness plan

AWARENESS PLAN

Document control information

Settings	Value
Document title:	Awareness plan
Project number:	101128047
Project name:	Implementation of the NIS Directive in the sector production, processing and distribution of food in Romania and Bulgaria.
Acronym project:	INFORB
Author(s) document:	Mihai Rotariu
Deliverable identifier:	D5.1
Due date of delivery:	30.09.2023
Delivery date:	27.11.2023
Project Manager (MP):	Constantin CĂLIN
Document version:	V1.2
Sensitivity:	PU-Public
Date:	24.11.2023

Document evaluators and evaluators

Name	Role	Action	Date
Mihai Rotariu	Communication expert	Draft document created	03.10.2023
Mihai Rotariu	Communication expert	Original version (DNSC)	09.11.2023
Mihai Rotariu	Communication expert	Open version throughout the implementation of the project.	24.11.2023

Document history

Revision	Date	Created by	Brief description of changes
V0	03.10.2023	Communication expert	Document created
V1.1	09.11.2023	Communication expert	Corrigenda updated document with information
V1.2	24.11.2023	Communication expert	Update document

Abbreviations

Abbreviation	Name
WHAT	European Commission
GA	Grant Agreement
INFORB	Implementation of the NIS Directive in the food production, processing and distribution sector – (INFORB)
NIS	Directive (EU) 2016/1148 of 6 July 2016 concerning measures for a high common level of security of network and information systems across the Union
NIS 2	Directive (EU) 2022/2555 of the European Parliament and of the Council of 14 December 2022 on measures for a high common level of cybersecurity across the Union
EU	European Union

PROJECT:

101128047 – INFORB – DIGITAL-ECCC-2022-CYBER-03-NIS-DIRECTIVE

"Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them."

Co-funded by the European Union

3 / 14

Summary

The Awareness Plan (Awareness Plan) is an essential tool for the success of the project, with the role of creating and directing key messages to the various stakeholders

The document is a meticulously developed strategic construction designed to mobilise, inform and engage both project team members and various interest groups, such as food business operators, end-users or the community in general.

The first section presents the 'Awareness Plan', which serves as an informative guide on activities that can be initiated to share information and provide clarification, with the objective of involving all stakeholders.

The second section presents the 'Awareness topics', which reflects how communication with the stakeholders concerned is addressed.

The last section presents the "Propagation of Awareness Messages", which provides a brief presentation of the tools, communication channels and events planned to achieve the awareness objectives proposed in the project.

The awareness plan is not limited to the transmission of information, but also includes the organisation of events and activities to support and promote the objectives of the project and can be updated throughout the project lifecycle by the communication expert, with the contribution of the project management team.
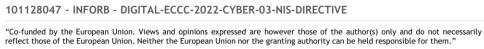
PROJECT:

101128047 – INFORB – DIGITAL-ECCC-2022-CYBER-03-NIS-DIRECTIVE

Co-funded by the European Union

"Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them."

4 / 14

Contents

1. Introduction

1.1.   Context and description of the project

The main objective of the project 'Implementation of the NIS Directive in the food production, processing and distribution sector – INFORB' is to strengthen the function of national competent authority for the security of network and information systems of the Romanian National Cyber Security Directorate (DNSC) and the Ministry of Electronic Governance of Bulgaria, authorities responsible for the implementation of Directive (EU) 2016/1148 and Directive (EU) 2022/2555.

In this respect, the INFORB project aims to support economic entities in identifying them and classifying them as essential and important entities, in a critical sector, to assess and ensure cybersecurity, including the supply chain, namely for the food production, processing and distribution sector ('food sector'), a new sector established by Directive (EU) 2022/2555 of the European Parliament and of the Council of 14 December 2022 on measures for a high common level of cybersecurity across the Union. The food production, processing and distribution sector is one of the seven economic sectors considered "critical sectors" under the NIS2 Directive.

Both food sector entities and the supply chain need guidance on the implementation of cybersecurity awareness-raising and training programmes. In particular, there is a need to clearly define training/education courses in the field of cybersecurity in relation to the different roles and responsibilities in the food sector, as well as cross-border cooperation between the Romanian and Bulgarian national authorities with specific cybersecurity functions and tasks.

The project will develop the "National and Cross-Border Cooperation Platform NIS – Romania and Bulgaria" [CORB], a platform that will ensure:

(1)   supporting the identification and classification of food business entities;

(2)   real-time exchange of information between essential and important entities and the national competent authority in Romania and Bulgaria on the implementation of the NIS2 Directive;

(3)   cross-border exchange of information in real time between the competent national authorities of Romania and Bulgaria.

1.2.   Structure of the Awareness Plan

The Awareness Plan (Awareness Plan) is an essential tool for the success of the INFORB project and at the same time an essential strategic component for the successful management of this project, ensuring the optimal support and collaboration of stakeholders.

The FP development considered the planned strategies and activities to inform, educate and involve relevant stakeholders on the objectives, purpose and impact of the project.

This deliverable contains 3 sections, as follows:

✳   *Awareness plan* – informs about the activities that can be carried out with a view to disseminating information and clarifications so that all stakeholders are involved;

✳   *Awareness topics* – outlines the approach to communicating with the stakeholders concerned.

✳   *Propagation of awareness messages* – briefly presents the tools, propagation environments and events proposed to achieve the awareness objectives proposed within the INFORB project.

2. Awareness plan

Awareness in this context targets several target groups:

❖   potential food stakeholders;

PROJECT:

101128047 – INFORB – DIGITAL-ECCC-2022-CYBER-03-NIS-DIRECTIVE

Co-funded by the European Union

"Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them."

6 / 14

❖ competent authorities;

❖ academia;

❖ civil society;

❖ the press.

The activities proposed under this Plan cover four awareness channels:

1) DNSC website, with dedicated section on the website of the INFORB project (articles, news, press releases, guides, infographics, etc.);

2) social media (e.g. YouTube, Twitter, LinkedIn, Facebook, Instagram);

3) email;

4) meetings (2 online/physical conferences or online workshops/webinars with at least 50 participants, depending on the availability and capacity available for the audience). The activities are designed to be carried out by DNSC and MEG-BG with the support of the other project partners. The frequency of awareness activity varies on a case-by-case basis.

2.1. Activity planning

This section covers the activities proposed to disseminate information and clarifications at national level on topics such as:

(a) Directives NIS/NIS 2;

(b) reports and statistics on cybersecurity threats traditionally targeting the food sector (national, European, international)

(c) the importance of the human factor in ensuring cyber security, trainings and the constant process of awareness and education of employees and management, the importance of procedures and implementation of solid plans for resilience, mitigation of cybersecurity incidents and business continuity, in case of attack.

(d) training sessions for the management of food business entities;

(e) training sessions for staff responsible for maintaining cybersecurity at the level of food sector organisations.

Table1. Awareness of *the National Awareness and Clarification Campaign on topics such as cybersecurity in the food sector*.

Activity	Awareness channel	Responsible	Details	Frequency of Awareness Activity
Dissemination of general information about the NIS Directive and the NIS 2 Directive respectively	Website	DNSC, MEG-BG	Upon request, the implementation team can support the drafting of awareness materials	According to planned needs and resources
	Social media			
Publication of informative articles, press releases, news, articles, guides and infographics				

Co-funded by the European Union

Activity	Awareness channel	Responsible	Details	Frequency of Awareness Activity
Direct e-mail information to beneficiaries	Email or Newsletter			Transmission of the conclusions of the Awareness Conference
Organising an awareness conference or a workshop or webinar with potential beneficiaries, stakeholders, authorities, civil society, academia.	Physical or online meeting (e.g. through Microsoft Teams, Zoom)		Upon request, the implementation team can support the drafting of invitations, agenda and conclusions	2 roundtable events, online or physical conference, with the participation of at least 25 people (for physical event) and at least 50 guests (online)

2.2. Awareness with stakeholders

This section covers the activities proposed with a view to disseminating pragmatic information about awareness with each interested party.

Table2. Awareness with each interested party

Interested party	Awareness channel	Responsible	Details	Frequency of Awareness Activity
Independent entities/specialists in the food sector	Email Physical or Online Meeting	DNSC, MEG-BG	The implementation team will provide adequate content	Emails with a bimonthly frequency and online meetings organised according to the timetable agreed by the project team on the dates of the training/workshop sessions.
Competent authorities in the field of the food sector	Email Physical or Online Meeting		The implementation team will provide adequate content	
Academia	Email Physical or Online Meeting		The implementation team will provide adequate content	
Press	Email Physical or Online Meeting		The implementation team will provide adequate content	
Civil society	Website Social media Press releases		The implementation team will provide adequate technical content	

2.2.1. *Awareness with entities or specialists in the field of the food sector*

During the interaction with potential food stakeholders, as the general rule, this awareness is governed by the principle of transparency.

The activities targeting the messages included in the table below are carried out with the support of the implementation team throughout the period of the awareness activity.

Message – what is being communicated? (subject of awareness)	Why?	Who are they communicating to?	Environment/Awareness Channel	Instrument	Frequency
New provisions of the NIS 2 Directive	Awareness of the EU legislation in force and the need for implementation in RO, BG.	Entities or specialists in the food sector	Email Webinar Website Social media Press	Email Video conference app Social media platforms Website	A bimonthly message for each type of awareness topic: article on the website taken over on social channels and informative emails to potential entities or specialists in the food sector

Two conference sessions, workshop or webinar with entities or specialists in the food sector |
The need for legislative harmonisation with EU provisions	Clarification of measures and requirements contained in the NIS legislation				
Cyber threats from reports/statistics at national, European and international level targeting the food sector	Prioritising resources to ensure resilience in case of attack				
Best practices on cybersecurity of the food sector (awareness, training, standard policies and procedures, resilience, mitigation and business continuity plans in the event of a cyber attack	Publicising the perspective of the food sector community impacted by cyber attacks				

2.2.2. Awareness with competent authorities

This section covers the activities proposed for communication with the beneficiary competent authorities.

The activities targeting the messages included in the table below are carried out with the support of the implementation team throughout the period of the awareness activity.

Table4. Awareness with competent authorities

Message – what is being communicated? (subject of awareness)	Why?	Who are they communicating to?	Environment/Awareness Channel	Instrument	Frequency
New provisions of the NIS 2 Directive	Awareness of the EU legislation in force and the need for implementation in RO, BG	Competent authorities	Email Webinar Website Social media Press	Email Video conference app Social media platforms Webistas	Information released on a bi-monthly basis, information on international standards and trends in securing the food sector: article on the website taken over on social channels and informative email to potential competent authorities

2 conference sessions, workshop or webinar with potential competent authorities on the proposed topics |
The need for legislative harmonisation with EU provisions	Clarification of measures and requirements contained in the NIS legislation				
Cyber threats from reports/statistics at national, European and international level targeting the food sector	Establishing an awareness-raising information base necessary for the production of educational materials, training, with standard information and procedures for securing the food sector				
Best practices on cybersecurity of the food sector	The need to produce information materials dedicated to the food sector based on community feedback, but especially good practices highlighted by entities and specialists in the sector				

2.2.3. Awareness with academia

This section includes the activities proposed to communicate with the educational area (academy).

The activities targeting the messages included in the table below are carried out with the support of the implementation team throughout the period of the awareness activity.

Table5. Awareness of the educational area (academy)

Message – what is being communicated? (subject of awareness)	Why?	Who are they communicating to?	Environment/Awareness Channel	Instrument	Frequency
New provisions of the NIS 2 Directive	Awareness of the EU legislation in force and the need for implementation in RO	Academia	Email Webinar Website Social media Press	Email Video conference app Social media platforms Webistas Working visit	Information released on a bi-monthly basis, information on international standards and trends in securing the food sector: article on the site taken over on social channels and informative email to the academy interested in the subject

Two conference sessions, workshop or webinar with the academy on the proposed topics |
The need for legislative harmonisation with EU provisions	Clarification of measures and requirements contained in the NIS legislation				
Cyber threats from reports/statistics at national, European and international level targeting the food sector	Establishing an awareness-raising information base necessary for the production of educational materials, training, with standard information and procedures for securing the food sector				
Best practices on cybersecurity of the food sector	The basis of cybersecurity education must start from the bottom, from the education system, where possible, and the academy has a vital role here.				

2.2.4. Raising awareness with civil society

The activities targeting the messages included in the table below are carried out with the support of the implementation team throughout the period of the awareness activity.

PROJECT:

101128047 – INFORB – DIGITAL-ECCC-2022-CYBER-03-NIS-DIRECTIVE

"Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them."

Co-funded by the European Union

11 / 14

Table6. Raising awareness with civil society

Message – what is being communicated? (subject of awareness)	Why?	Who are they communicating to?	Environment/Awareness Channel	Instrument	Frequency
New provisions of the NIS 2 Directive	Awareness of the EU legislation in force and the need for implementation in RO, BG	Civil society	Email Webinar Website Social media Press	Email Video conference app Social media platforms Webistas	Information released on a bi-monthly basis, information on international standards and trends in securing the food sector: article on the site taken over on social channels and informative emails to entities and members of civil society interested in the topic
The need for legislative harmonisation with EU provisions	Clarification of measures and requirements contained in the NIS legislation				
Cyber threats from reports/statistics at national, European and international level targeting the food sector	Establishing an awareness-raising information base necessary for the production of educational materials, training, with standard information and procedures for securing the food sector				
Best practices on cybersecurity of the food sector	The basis of cybersecurity education must start from the bottom, from the education system, where possible.				Two conference sessions, workshop or webinar with civil society on the proposed topics

2.2.5. Awareness with the press

This section covers the activities proposed for communication with the press.

The activities targeting the messages included in the table below are carried out with the support of the implementation team throughout the period of the awareness activities.

Table7. Awareness with the press

Message – what is being communicated? (subject of awareness)	Why?	Who are they communicating to?	Environment/Awareness Channel	Instrument	Frequency
New provisions of the NIS 2 Directive	Awareness of the EU legislation in force and the need for implementation in RO, BG	Media	Email Webinar Website Social media	Email Social media platforms Webistas Communicated	Information released on a bi-monthly basis, information on international standards and trends in securing the food sector: article on site taken over on social channels and article/press release/information email to the press
The need for legislative harmonisation with EU provisions	Clarification of measures and requirements contained in the NIS legislation				
Cyber threats from reports/statistics at national, European and international level targeting the food sector	Raising an alarm about the need to secure the services of a sector that has become essential under the latest legislation launched at European level.				Continuous, unlimited access to audio/video sessions recorded during conferences, workshops or webinars organised within the project and published by the official awareness channels of DNSC, MEG-BG.
Best practices on cybersecurity of the food sector	The press is the most effective multiplier and propagator of awareness messages. Their support in spreading cybersecurity recommendations is vital.				

3. Awareness topics

The awareness and clarification campaign will address the following issues:

❖ Complexity of cybersecurity legislation at both European and national level.

❖ The need for minimal measures to secure the food sector, which has become critical after the EU legislation launched in 2022, to be implemented in national legislation.

❖ Informing stakeholders in Romania and Bulgaria about the work related to new developments in legislation, threats to the targeted sector, impact on business and potential impact in case of successful attacks.

❖ Statistics on cybersecurity threats traditionally targeting the food sector (national, European, international).

❖ The importance of the human factor in ensuring cybersecurity.

❖ The invaluable value of security trainings and the constant process of raising awareness and educating employees and management in maintaining an organisation's cybersecurity.

❖ The importance of clear policies and procedures and the implementation of robust resilience plans, cyber security incidents and business continuity in the event of an attack

❖ Early promotion of training sessions for the management of food business entities and staff responsible for maintaining cybersecurity at the level of food business organisations

❖ Awareness of the objectives and activities set out in the grant agreement (GA).

PROJECT:

101128047 – INFORB – DIGITAL-ECCC-2022-CYBER-03-NIS-DIRECTIVE

Co-funded by the European Union

"Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them."

14 / 14