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M36 PROGRESS REPORT: DISSEMINATION AND COMMUNICATION

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www.cyberagents.eu



Work Package 6: Dissemination and communication

M36 Progress report: Dissemination and communication

Leader of WP6 – Women4Cyber



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1. SUMMARY OF DISSEMINATION STRATEGY

1.1. INTRODUCTION

Dissemination is a critical component of the CyberAgent Project, as it ensures that our efforts to upskill SME employees, particularly women, are widely recognised and supported. This first section revisits and summarises our current dissemination strategy (as detailed in [D6.1 Dissemination and communication strategy](#)), providing an overview of our target audiences, objectives, expected communication materials, and Women4Cyber responsibilities as the leader Work Package 6 – Dissemination and communication.

Our dissemination efforts continue to target a diverse and comprehensive audience, including SME employees, women in cybersecurity, HEI teachers and entrepreneurship students, VET providers and trainees.

1.2. RECOMMENDATIONS FROM YEAR 2

Building on last year's recommendations, the final year of the CyberAgent project focused on consolidating results, increasing visibility, and preparing the project's outputs for long-term use. Communication efforts were centred on promoting the training platform, disseminating the pilot results, and showcasing the project's final achievements through clear and accessible formats.

[All results were published online](#), including the project deliverables, the Good Practices Guide for SMEs, Policy recommendations, training resources, and practical materials supporting the Cyber Security Change Agent approach. These outputs were made available through the project website and promoted through social media, partner channels and the final dissemination campaign. Particular attention was given to highlighting the platform's practical value for learners, as well as its availability beyond the project lifetime.

In line with the previous recommendation to amplify impact, the project continued to use engaging communication formats, including infographics and impact-focused videos, including [testimonies from stakeholders](#), [presenting project results](#) or [celebrating cybersecurity awareness month](#).

1.3. OVERVIEW OF YEAR 3

Our dissemination objectives were designed to ensure that we carry out activities to support the project's goals effectively. These include increasing awareness of the project, sharing relevant results, engaging with audiences through online channels, promoting collaboration between partners and key stakeholders, maintaining a consistent project image, monitoring and evaluating our dissemination strategies, and involving local and national communities in project activities.

Below is a summary overview of WP6 tasks completed from M12 to M24:

Phase 4: Teacher/Mentor Training and Platform Pre-Piloting

The fourth phase focuses on preparing the CyberAgent training programme for pilot implementation. This includes sharing updates on the completion of the training materials, preparing trainers who will support the pilot trainings, and carrying out initial platform testing. Dissemination activities during this phase aim to involve key stakeholders, collect feedback, and prepare wider outreach towards SMEs and women who will be invited to participate in the pilot training. Continuous communication remains essential, with regular updates shared through the project website, partner channels, newsletters, social media, workshops and relevant European events.

Phase 5: Methodological Guidelines and Ongoing Pilot

The fifth and final phase focuses on launching and promoting the pilot trainings, disseminating the project's main results, and highlighting CyberAgent's contribution to cybersecurity upskilling at European level. This phase includes the dissemination of methodological guidelines for educators and stakeholders, the publication of the Good Practices Guide for SMEs, and the sharing of Policy Recommendations based on project outcomes. Communication activities aim to encourage participation in the pilot trainings, promote the learning platform, showcase project impact, and demonstrate the relevance of the Cyber Security Change Agent approach. Regular updates continue through the project website, partner channels, newsletters, social media, workshops and external events. As the project reaches its conclusion, dissemination efforts focus on visibility, exploitation of results, and preparing the ground for long-term use of CyberAgent outputs beyond the project lifetime.

2. RESULTS

2.1. FINAL KEY PERFORMANCE INDICATORS

To effectively measure the progress of the project, **we have set clear objectives along with quantitative indicators**, as previously outlined in deliverable D1.6. The table below presents these objectives and KPIs, along with our current results at month 36. These comparative results indicate how well we are meeting our targets.

DISSEMINATION ACTIVITIES				
Result	Indicator	M12	M24	M36
Project website	https://www.cyberagents.eu/news	5 blog posts	14 blog posts	24 blog posts in total
	Total number of visitors and new visitors	1977 visitors 628 of them in the last quarter	3162 visitors 1.335 this year	9126 visitors Including 5.255 in 2026 only
Collaborative platform for skills development	Number of engagements, satisfaction	N/A	N/A	77% of participants were satisfied or very satisfied with the platform Based on 272 survey responses
	Visitors number	N/A	40 (prototype version)	1.143 visitors in 2026
Partners website	Project results are published on the partners' websites	All partners	All partners	All partners

	Number of publications, if available, measure the number of users reached	1.647 users reached	3.003 users reached	5.341 user reached Almost 10k people reached in total
<u>LinkedIn</u>	Number of posts on project account, partners accounts	75 posts	105 posts	114 posts Almost 300 LinkedIn posts in total
	Number of expressions, likes, shares of each post	13.441 users reached	39.215 users reached	24.012 users reached Over 76k users reached
<u>Facebook</u>	Number of posts on project account, partners accounts	45 posts	140 posts	163 posts Almost 350 Facebook posts in total
	Number of expressions, likes, shares of each post	1.962 users reached	18.069 users reached	238.397 users reached Over 258k users reached
<u>Instagram</u>	Number of posts on project account, partners accounts	18 posts	57 posts	55 posts 130 Instagram posts in total
	Number of expressions, likes, shares of each post	532 users reached	3.055 users reached	834 users reached Over 4400 users reached in total

<u>X</u>	Number of posts on project account, partners accounts	27 posts	23 posts	42 posts Over 90 posts on X in total
	Number of expressions, likes, shares of each post	1.583 users reached	3.251 users reached	1.531 users reached Over 6300 users reached
<u>YouTube</u>	Number of posts on project account, partners accounts	N/A	6 videos on project account	8 videos on project account
	Number of expressions, likes, shares of each post	N/A	268 users reached	Almost 300 users reached in total
Newsletters	Number of newsletters	2	6	10 newsletters sent out in total
	Number of emails sent / number of people reached	2.032 users reached	3.647 users reached	3.005 users reached Over 8600 users reached in total
	New subscribers, unsubscribing rate	79 subscribers	118 subscribers; average 49% opening rate; 2 unsubscriptions	131 subscribers; average 53% opening rate; 1 unsubscription
Press releases	Number of press releases	3	6	9 press release published in total

	Number of publications, shares	4.356 users reached	7.771 users reached	5.230 users reached Over 17k users reached
Posters & other prints	Number of print materials produced	8 roll-ups, 1 printed per partner	Flyer template was created for partners to distribute at events, available in all project languages	Brochure was distributed to share initial results during the Final Conference
Infographics	Number of infographics	Work in progress, some visuals were shared via the project newsletter	2 published infographics 1 & 2 + fact sheet on project website	Fact sheet has been updated Infographics 3 & 4 were shared on social media
	Number of people reached, number of engagements (shares, likes, clicks, etc.)	32 users reached and 7 clicks via the newsletter	78 users reached and 9 clicks via the newsletter	+110 users reached in total
Promotional videos	Number of videos	N/A	1 promotional video + 5 workshop recordings	2 promotional videos 6 workshop recordings 1 pilot testimonies video 1 cybersecurity awareness month video

	Number of people reached, number of engagements (shares, likes, clicks, etc.)	N/A	253 views, 7 likes	386 views, 7 likes in total on YouTube
Project results, deliverables	Number of publications	6	9	+19 deliverables uploaded to project website
	Number of people reached, number of engagements (shares, likes, clicks, etc.)	N/A	PDF Open 87, Download 23	351 Downloaded Files

COMMUNICATION EVENTS

Result	Indicator	M12	M24	M36
Events, seminars, workshops, roundtables etc	Number of events	1 workshop	3 workshops	6 workshops
	Number of participants	77	580	736 attendees in total...
Final Conference	Number of participants	N/A	N/A	... including 52 conference participants
	The satisfaction level of attendees.	N/A	N/A	89% of respondents rating the conference as Excellent
	Post-conference surveys or feedback on the event	N/A	N/A	28 responses to the survey

Direct own contacts and contacts of associated partners	Number of contacts	+200 stakeholders contacts via CyberAgent Local and Regional Network 79 contacts via CyberAgent newsletter	+200 stakeholders contacts via CyberAgent Local and Regional Network 118 contacts via CyberAgent newsletter +900 people directly contacted via events or stakeholders meetings	+200 stakeholders contacts via CyberAgent Local and Regional Network and involved in piloting activities 131 contacts via CyberAgent newsletter Almost 1700 people directly contacted via events or stakeholders meetings in total
	Number of events	+25 events attended by partners	+20 events attended by partners	+28 events attended by partners +73 events attended by partners in total
People working or studying in the partner organisation	Number of people who learned about the project, number of people participating in the pilot training or other activities	N/A	N/A	590 registered users

For a more detailed view of our progress, please refer to **Annex 1 - KPI Dashboard**.

3. ANALYSIS OF COMMUNICATION CHANNELS

This section evaluates the impact and effectiveness of each communication strategy employed across social media, newsletters, the project website, press releases, and print materials.

3.1. SOCIAL MEDIA

Social media platforms (Facebook, x, LinkedIn, YouTube, and Instagram) played a crucial role in the project to reach diverse crowds and foster engagement from our target audience. Each platform has been strategically leveraged to maximise outreach and interaction. We quantified and reported the dissemination efforts of each partner from M24 to M36, in the tab below.

Partner	VU	GCM	W4C	EVM	Prios	Timtal	Olemisen	IT Akademija	
Total	4 934	6 823	20 123	8 338	2 006	2 120	5 612	231 510	281 466
Facebook post	20	465	0	870	2006	0	4005	231031	238 397
Instagram post	0	0	0	369	0	465	0	0	834
Linkedin post	0	0	16287	6860	0	247	618	0	24 012
Twitter post	534	0	0	0	0	1347	0	0	1 881
Youtube video	0	0	0	0	0	0	0	0	0
	4 934	6 823	20 123	8 338	2 006	2 120	5 612	231 510	

Table 1 – M36 Social media results by partner

This time around, Facebook has emerged as our best-performing platform, after LinkedIn has been staying at the top previously, but **LinkedIn still remains our most active social media platform with over 900 followers**. IT Akademija purchased several paid ads in order to boost outreach during the pilot implementation, resulting in outstanding dissemination numbers.

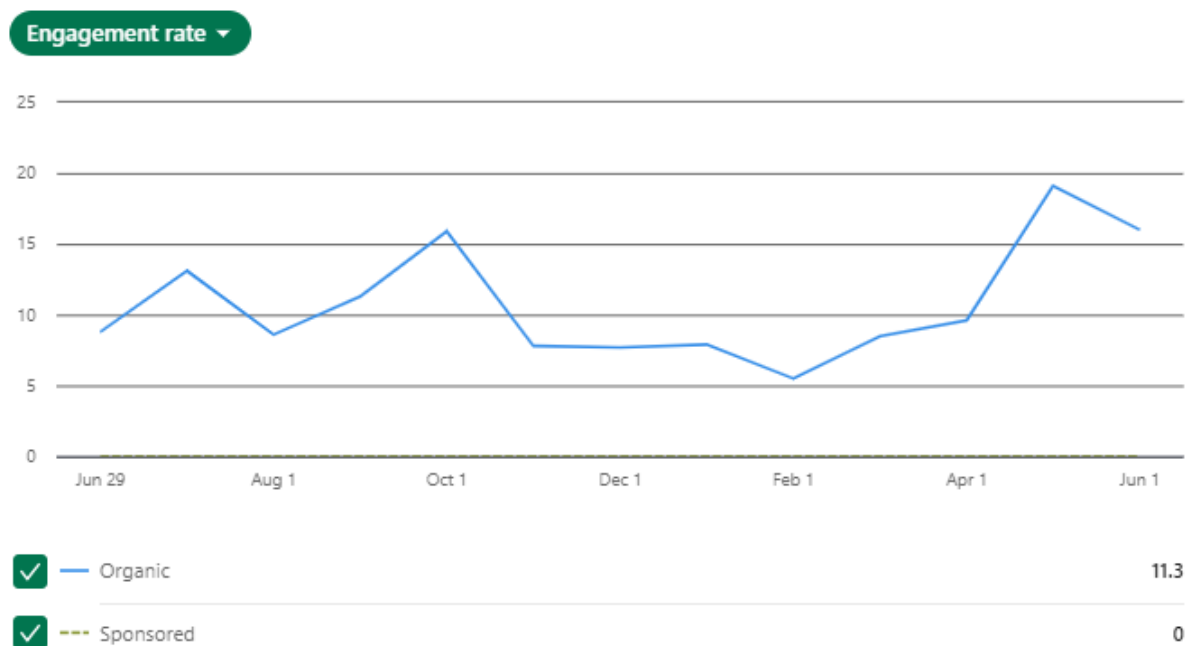
More than ever, we continued to develop **coordinated communication campaigns** to promote the following milestones:

- Workshop 4: see [Dissemination Kit 1](#)
- Final Conference: see [Dissemination Kit 2](#)
- Platform Launch: see [Dissemination Kit 3](#)

Specifically, the platform launch kit was designed for use both during and after the project, enabling partners to continue communicating about the CyberAgent training beyond the project's official duration. It provides a quick and practical set of ready-to-use materials to facilitate communication activities, including suggested messages, email templates, social media posts, useful links and calls to action.

Joint communication efforts confirmed the effectiveness of a collaborative strategy. When partners communicated around shared project milestones, engagement increased and follower numbers grew across channels. As shown in the graphics below, the highest engagement peaks corresponded to coordinated campaigns around key moments such as Cybersecurity Awareness Month, piloting activities and the Final Conference

Metrics



Our LinkedIn post promoting the open call for pilot participants became one of the project's strongest-performing posts, reaching **4,214 organic impressions** and surpassing last year's top-performing post (see **Annex 2 – Top Performing LinkedIn Post**).

The pilot training results confirmed the effectiveness of the dissemination and communication efforts carried out across our social media channels. Through targeted messaging and coordinated promotion, we were able to reach a sufficient, relevant and engaged audience for the pilot activities.

Our combined followers across all platforms now total 1,276, representing more than double the audience growth achieved during the final year of the project. This significant increase is closely linked to the tailored social media campaigns implemented around key project milestones (see **Annex 3 – LinkedIn Growth Analytics**).

3.2. NEWSLETTER

The project has issued four more newsletters to date, distributed in [October 2025](#), [January 2026](#), [March 2026](#) and [June 2026](#). These newsletters give our subscribers a quarterly comprehensive update on project progress, achievements, and upcoming events. **Our subscriber base has grown steadily to reach 131 subscribers at M36, with a 53% open rate and less than 1% unsubscribing rate**, demonstrating strong engagement among recipients. Partners have actively disseminated these newsletters through their networks and social media platforms.

3.3. WEBSITE

The [CyberAgent Project's website](#) remains our main digital presence, offering multilingual accessibility and a repository of project resources. Visitors can access deliverables, press articles, partner profiles, and project news, facilitating transparency and knowledge dissemination.

Since the website is live, we have seen consistent traffic growth **9126 visitors, Including 5.255 in 2026 only**. Continuous improvements have been made, focusing on enhancing user experience, particularly in highlighting newsletter subscription and the design of the resources sections.

All major dissemination events and updates are updated in the news section, ensuring that partners and followers can stay up to date with project milestones, resulting in **a total of 24 published articles on the website**.

3.4. PRESS RELEASES

Throughout the project, we have issued 9 press releases, including three during its final year, about [Boostcamp](#), [Final Conference](#) and the official closing. These releases highlight significant project milestones and collaboration. Distributed across our website and social media channels, these press releases have kept our community informed.

3.5. EVENTS

Our dissemination strategy in the final year continued to rely strongly on partner networks, targeted stakeholder outreach and participation in relevant events to maximise the visibility and uptake of CyberAgent results. Partners promoted the project through a mix of conferences, presentations, direct contacts,, stakeholder meetings and roundtables.

Women4Cyber contributed through cybersecurity and diversity-focused events, including **the Women4Cyber European Conference** on involving more women employees in cybersecurity challenges, the **Data Protection & Privacy Conference**, and the **CyberAgent Final Conference** in Brussels. These activities helped position CyberAgent within wider European discussions on cybersecurity skills, gender inclusion and SME resilience.

Prios carried out a strong sequence of local and regional outreach activities in Norway, including stakeholder meetings with Verdal Municipality, presentations at **BRAIN X: 20XX UNLOCKED** and **a cybersecurity event in Steinkjer**, an information meeting on piloting with students and recruitment outreach with local companies. This supported both pilot participation and local engagement with the CyberAgent training offer.

ProxyLab supported dissemination through direct contact with academic stakeholders, including a CyberAgent presentation at **Athens University NKUA**.

IT Akademija remained active in Lithuania, presenting CyberAgent at business and municipal events, including the **Business Women's Club at the Vilnius Chamber of Commerce**, activities with the **Vilnius Chamber of Commerce**, and roundtables with Alytus District Municipality and business representatives. They also contributed to international dissemination through the **WOFEX Mazowsze event** in Warsaw and outreach to schools in Poland to present CyberAgent results and discuss cybersecurity education trends.

Vilnius University also contributed with stakeholder meetings and conference participation, ensuring continued academic visibility and supporting the communication of project results during the final implementation phase.

Overall, the consortium maintained a strong and diverse dissemination presence across Europe. The activities combined broad visibility through conferences and online campaigns with more targeted engagement through local meetings, pilot recruitment actions and institutional outreach. This helped strengthen connections with SMEs, educational institutions, women in cybersecurity networks, policymakers and regional stakeholders, while supporting the final promotion and exploitation of CyberAgent results.

4. CONCLUSION

CyberAgent's dissemination and communication efforts did more than keep our target audiences informed. By the final year, it had become part of how the project actually delivered impact.

The strongest results came when communication was tied to something concrete: recruiting pilot participants, promoting the platform, sharing workshop outcomes, launching final resources, or bringing stakeholders together at the Boostcamp and Final Conference. These moments gave partners clear incentives to communicate, and gave audiences clear reasons to engage.

The project also showed the value of combining central communication with partner-led outreach. The main CyberAgent channels helped create consistency and visibility, while partners brought the project into their own national, regional and professional networks. This was especially important for reaching SMEs, trainers, educators, women in cybersecurity communities and local stakeholders who would not necessarily follow an EU project account directly.

Another important lesson is that dissemination should not stop once a deliverable is published. The most useful outputs — the platform, training materials, Good Practices Guide, Policy Recommendations and final resources — need to keep circulating after the project ends. Their value depends on people using the tools and adapting them in real training and organisational contexts.

For this reason, the main recommendation for sustainability is to keep CyberAgent visible through practical use. Partners should continue linking to the platform on their websites, newsletters and during events, as well as reposting the platform after the summer to attract new learners. The prepared communication kit can support this work by giving partners ready-to-use messages.

CyberAgent now leaves behind many successfully completed activities: including a learning platform, tested resources, practical guidance for SMEs, Policy recommendations, and a community that can continue to carry the Cyber Security Change Agent approach forward.

The updated project Fact Sheet, summarising CyberAgent's final impact figures and communication results, is included in **Annex 4 –CyberAgent Fact Sheet**.

Annex 1 – KPI Dashboard

Partner	VU	GCM	W4C	EVM	Prios	Timal	Olemisen	IT Akademija	
Total	4 934	6 823	20 123	8 338	2 006	2 120	5 612	231 510	281 466
Press release	0	5230	0	0	0	0	0	0	5 230
Collaborative platform for s	0	0	0	0	0	0	0	0	0
Other (provide more detail	171	928	0	0	0	0	0	0	1 099
Infographic	0	0	0	0	0	0	0	0	0
Leaflet	0	0	0	0	0	0	0	0	0
Poster	0	0	0	0	0	0	0	0	0
Facebook post	20	465	0	870	2006	0	4005	231031	238 397
Instagram post	0	0	0	369	0	465	0	0	834
Linkedin post	0	0	16287	6860	0	247	618	0	24 012
Twitter post	534	0	0	0	0	1347	0	0	1 881
Youtube video	0	0	0	0	0	0	0	0	0
Other soc. (provide more d	0	0	0	0	0	0	0	0	0
Seminar	0	150	0	0	0	0	0	0	150
Workshop	0	0	0	0	0	0	0	0	0
Round Table	0	0	0	0	0	0	0	24	24
Meeting with stakeholders	0	50	0	0	0	0	0	20	70
Lecture	0	0	0	0	0	0	0	0	0
Conference	0	0	200	0	0	0	0	0	200
Internet debate	0	0	0	0	0	0	0	0	0
Group discussion	0	0	0	0	0	0	0	0	0
Other ev. (provide more de	0	0	0	0	0	0	0	0	0
Brochure	0	0	0	0	0	0	0	0	0
Leaflet printed	0	0	0	0	0	0	0	0	0
Poster printed	0	0	0	0	0	0	0	0	0
Sticker	0	0	0	0	0	0	0	0	0
Banners	0	0	0	0	0	0	0	0	0
Other print (provide more c	0	0	0	0	0	0	0	0	0
Publication on other websi	0	0	991	0	0	0	0	0	991
Partner website publication	233	0	0	0	0	61	970	0	1 264
Project website publication	0	0	0	0	0	0	0	0	0
Blog post	0	0	0	0	0	0	0	0	0
Email_message	0	0	0	239	0	0	0	0	239
Newsletter	0	0	2645	0	0	0	0	360	3 005
Infographic	0	0	0	0	0	0	0	0	0
Leaflet	0	0	0	0	0	0	0	0	0
Final_conference	0	0	0	0	0	0	0	0	0
Exhibition	0	0	0	0	0	0	0	0	0
Interview	0	0	0	0	0	0	0	0	0
Online_meeting	0	0	0	0	0	0	0	0	0
Direct_contact	0	0	0	0	0	0	19	0	19
Phone_call	0	0	0	0	0	0	0	0	0
TV_Radio_Campaign	0	0	0	0	0	0	0	0	0
Deliverable	3946	0	0	0	0	0	0	0	3 946
Presentation	30	0	0	0	0	0	0	75	105
Video	0	0	0	0	0	0	0	0	0
	4 934	6 823	20 123	8 338	2 006	2 120	5 612	231 510	

Annex 2 – Top performing LinkedIn post

 **CyberAgent project** 5mo • 🌐 ...

🚀 CyberAgent Pilot Program: Open Call for Participants

The CyberAgent project is launching a Pilot Program aimed at empowering individuals with practical cybersecurity knowledge and experience. We are looking for SME professionals, university students, and learners from vocational and training institutions who want to strengthen their skills and earn micro-credentials issued by Vilnius University.

📅 During the period January-April 2026, participants will take part in a flexible learning journey that includes:

- ✓ Early access to the CyberAgent digital learning environment before its full release
- ✓ Skill development through structured online courses combined with guided mentoring
- ✓ Cross-border cooperation with participants and cybersecurity experts from different European countries
- ✓ Opportunities for professional visibility, including showcasing participant achievements through CyberAgent communication channels

🎓 The program is free of charge and designed to fit alongside work or studies.

🌐 Applications are open to participants from Erasmus+ partner countries in Europe, including:
Spain, Belgium, Finland, Lithuania, Norway, Turkey, Romania, and Poland.

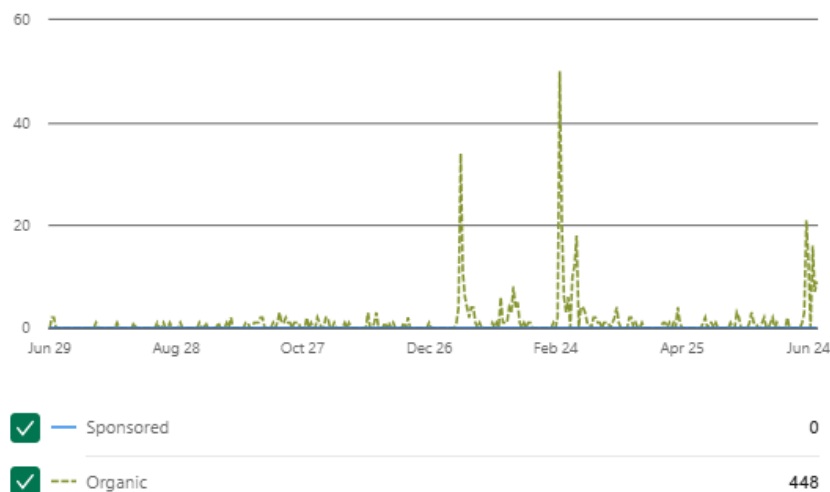
Register here: <https://lnkd.in/d3G7KSMp>

More information: <https://lnkd.in/di7EmyMz>



Annex 3 – LinkedIn growth analytics

Follower metrics ?



Follower demographics ?

Location ▼

Bucharest Metropolitan Area, Romania · 35 (3.8%)



Brussels Metropolitan Area, Belgium · 34 (3.7%)



Greater Santa Cruz de Tenerife Metropolitan Area, Spain · 24 (2.6%)



Greater Istanbul, Türkiye · 21 (2.3%)



The Randstad, Netherlands, Netherlands · 17 (1.9%)



Greater Madrid Metropolitan Area, Spain · 14 (1.5%)



Warsaw Metropolitan Area, Poland · 14 (1.5%)



Greater Paris Metropolitan Region, France · 13 (1.4%)



Copenhagen Metropolitan Area, Denmark · 12 (1.3%)



Vienna, Austria · 11 (1.2%)



Annex 4 – CyberAgent Fact Sheet

CYBERAGENT - ERASMUS-EDU-2022-PI-ALL-INNO - ERASMUS2027 - PROJECT ID. 101111732

 www.cyberagent.eu
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CyberAgent

DURATION
2023 - 2026

8 PARTNERS

M36 **LAST UPDATE**
June 2026

SMES CYBERSECURITY CHANGE AGENTS

The CyberAgent project aims to support students, learners and SME employees — especially women — in developing sustainable cybersecurity knowledge and competences. With our training platform, CyberAgent seeks to inspire, empower, upskill and reskill participants to become Cyber Security Change Agents within their organisation, while also contributing to greater participation of women in the cybersecurity sector.

Highlights from three years of project implementation include the publication of all project deliverables **online**, and the creation of an EU-wide community of stakeholders and followers supporting CyberAgent's mission.

Below are the project final impact numbers.

+200
STAKEHOLDERS INVOLVED

+400K
people reached

425
successful pilots including 38% women

15
media features

+1200
followers, subscribers

6
workshops

4.5/5
feedback score

+700
attendees

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