



5G experimentation environment for 3rd party media services

D6.1 Dissemination & Communication strategy and plan

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Glossary of terms and abbreviations used

Abbreviation / Term	Description
5G PPP	5G Infrastructure Public Private Partnership
AR	Augmented Reality
D	Deliverable
EU	European Union
GA	Grant Agreement
IT	Information Technology
KPI	Key Performance Indicator
MNO	Mobile Network Operator
MVNO	Mobile Virtual Network Operator
NetApps	Network Applications
PPDR	Public Protection and Disaster Relief
R&I	Research and Innovation
SLA	Service Level Agreement
SME	Small and Medium-sized Enterprises
STMM	Slicing Trust Management Module
VR	Virtual Reality

WG	Working Group
WIM	Wan Infrastructure Management
WP	Work Package

Executive Summary

Dissemination and communication are integral parts to 5GMediaHUB. Through dissemination the results of the project will be disclosed to various technical audiences, including the academia and the media and communications industry, in order to be utilized in a constructive way. The deployment of the results will lead to the extension of knowledge and the development of new technologies and products.

Through communication people who do not necessarily constitute a technical audience will be informed about the project's concept, aims and objectives. Raising awareness in this particular group is of paramount importance. 5GMediaHUB will offer the ability to media and telecommunications enterprises to improve the quality of their services. Thus, the non-technical audience will enjoy the benefits of the project results in the long term.

The dissemination and communication strategy and plan presented in this document was developed by distinguishing between dissemination and communication and dedicating two distinct sections to them. In addition, a phased approach has been followed for dissemination and communication activities and effective means of measuring the success of these have been identified.

The current document titled D6.1 "Dissemination and Communication strategy and plan", associated with Task 6.1 "Dissemination and communication activities", describes the strategy and plan which must be followed by all consortium partners in order to ensure that the project and its results achieve high visibility.

The deliverable will be updated in M18 and M36 of the project.

1 Introduction

This deliverable elaborates on the objectives that need to be fulfilled with the purpose of achieving a wide dissemination of the project's results and ensuring impact not only on directly interested parties, but also on society. It relates directly to the objectives of this work package (WP), which are:

- To carry out the dissemination and communication activities mentioned in this document.
- To organise an EU-wide open competition in which SMEs will participate with their Network Applications (NetApps).
- To liaise with the 5G Infrastructure Public-Private Partnership (5G PPP), its Working Groups (WGs) and other 5G PPP consortia.

This deliverable further aims to illustrate the dissemination and communication strategy and plan which will be followed both during as well as after the project's lifecycle. For ensuring that this strategy and plan are effective, a set of questions have to be addressed:

- Who will partake in the dissemination?
- What content will be disseminated?
- When will the content be disseminated?
- Where will the content be disseminated?
- How will the content be disseminated?
- How will the success of the dissemination and communication activities be evaluated?
- Why will the content be disseminated?
- To whom will the content be disseminated?

Figure 1 below summarizes the 5GMediaHUB approach with regard to these questions, with its contents being discussed in detail throughout the current document.

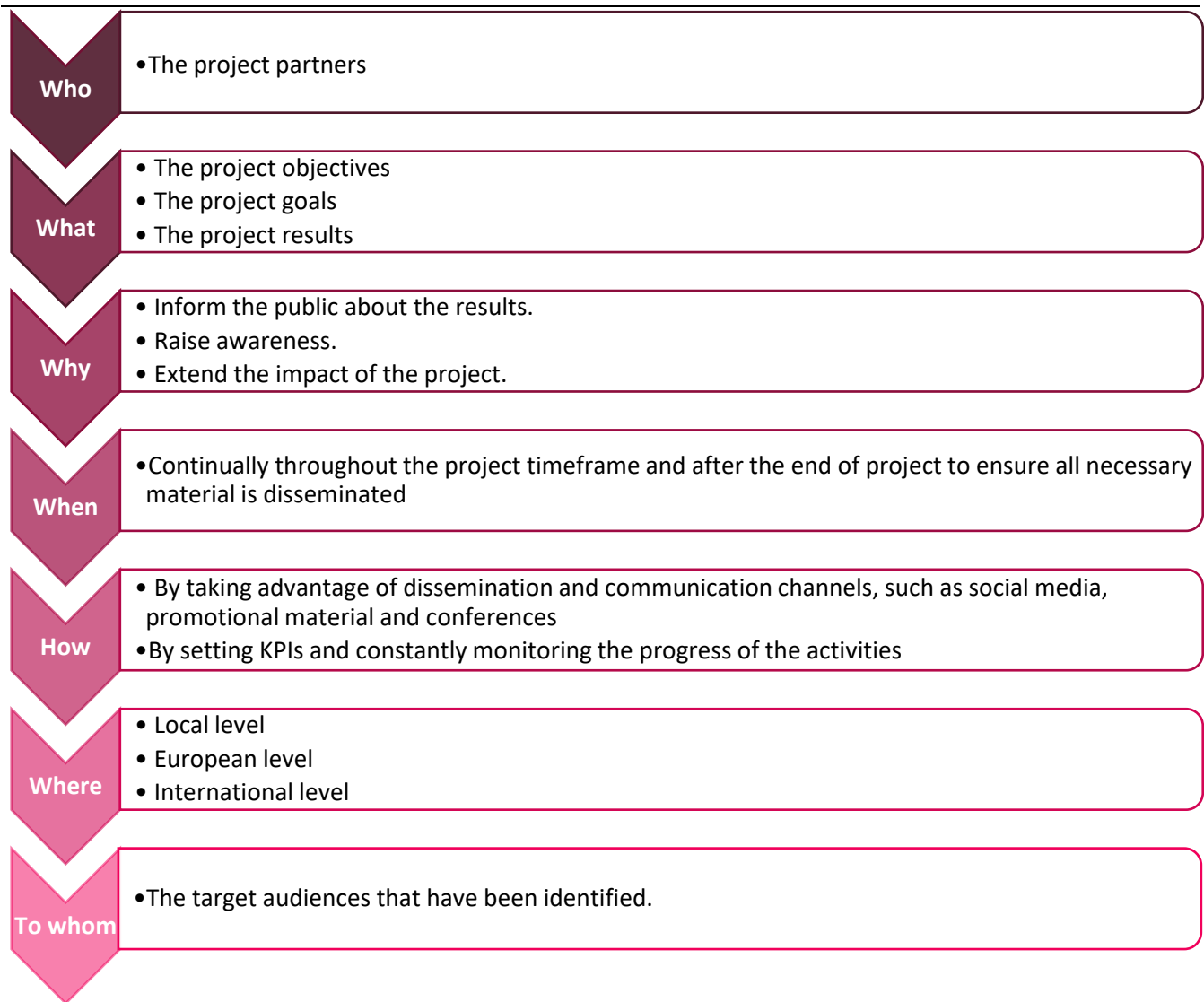


Figure 1: Dissemination and communication strategy questions

1.1 Mapping 5GMediaHUB Outputs

The purpose of this section is to map 5GMediaHUB’s Grant Agreement commitments, both within the formal Deliverable and Task description, against the project’s respective outputs and work performed.

Table 1: Adherence to 5GMediaHUB's GA Deliverable & Tasks Descriptions

GA Component Title	GA Component Outline	Respective Document Chapter(s)	Justification
TASKS			
T6.1: Dissemination and communication activities	“all consortium partners led by FORTH will be involved in the preparation and publication of articles in scientific journals, peer-reviewed conferences, and articles”	2.3.1- Events 2.3.2- Publications	These chapters present an indicative list of the conferences where the consortium partners will participate and the scientific journals and magazines in which the articles written by the consortium partners are expected to be published. The indicative list is included in the GA.
	“The project’s intermediate results will also be presented in form of white papers, presentations and online demos in various conferences and industrial exhibitions with the purpose of commercially exploiting 5GMediaHUB results and identifying new partners for collaboration in the EU market.”		These chapters present what channels will be deployed for the presentation of the project’s intermediate results.
	“To further amplify the potential of the initiative, the following options will be considered: (i) joint organisation with other relevant 5G PPP projects, (ii) co-hosting in the framework of other well-established events, (iii) cooperation with 5G PPP WGs and mapping of results”	2.3.4-5G PPP collaboration activities	This chapter gives an overview of the activities which will be carried out in the framework of establishing collaboration in the framework of 5G PPP.
	“Two technical workshops will be organised which will be open to academic and industrial communities, to present	2.3.3-Training	This chapter outlines the forms of training that will be carried out as a means for informing the interested target groups about the intermediate and final project results.

	the intermediate and the final project results and achievements, which will be collocated with important conferences”		
T6.1: Dissemination and communication activities	“As far as communication is concerned, also led by FORTH, will ensure the creation and constant update of all web-based communication means, including the project’s website”	3.2.1- Online presence 3.2.4-Social media	These chapters present the means which have been deployed for creating an online presence for the project.
	“Participants will also ensure visibility of the project activities through a number of traditional and electronic dissemination material edited electronically and sent out to a large pool of stakeholders”	3.2.3- Promotional material 3.2.6- Newsletters	These chapters describe the material that will be distributed to the target groups in order to raise awareness about the project.
DELIVERABLE			
D6.1 Dissemination & Communication strategy and plan Report on D&C strategy and plan			

1.2 Deliverable Overview and Report Structure

The deliverable is structured as follows:

- Chapter 2 will describe the dissemination plan and the related activities.
- Chapter 3 will present the communication plan and what will be deployed for increasing the visibility of the project.
- Chapter 4 will outline the Key Performance Indicators (KPIs) and the process followed for monitoring the dissemination and communication activities.
- Chapter 5 will present the phases of the dissemination and communication plan.
- Chapter 6 will conclude the current document.
- Chapter 7 will provide the reference list of the sources mentioned in the document.

2 Dissemination plan

As dissemination and communication address different objectives, they are handled in separate sections of this document. According to the European Commission, dissemination is the “means to make the results of a project public” [1]. On the other hand, the aim of communication is to promote the project and its results to “multiple audiences, including the media and the public”, using non-technical language [1]. For this reason, during the project’s lifecycle, an array of channels will be utilised, and a series of activities will be implemented for the dissemination of the project’s results. In this section, details concerning the dissemination plan followed will be presented.

2.1 Objectives

The key project’s objectives with respect to the dissemination strategy are the following:

- Ensure that the project’s results reach related audiences and that they are deployed. In this respect, the consortium partners will participate in events whose topics are of relevance to 5GMediaHUB and where it is highly likely to meet people who will benefit from the project’s outcomes.
- Liaise with partners from other 5G PPP projects with the purpose of enhancing knowledge exchange and identification of common interests. The collaboration between projects will potentially lead to the conception of new ideas in the framework of accelerating 5G. Thus, such an activity will benefit Europe, as a contender in the 5G developments landscape.
- Organise a competition for external non-consortium SMEs who are willing to contribute to the project with new NetApps to address new use cases. This will maximize adoption of the project results and increase its impact, thus contributing to achieving Europe’s goal to become a leader in 5G.

2.2 Target groups and objectives

Certain project’s results are not intended for the general public, but only for specific groups. The reason for this is because the respective outcomes can be used to the advantage of these groups, e.g., by SMEs, with the aim of improving their services to attract customers. By identifying such target audiences, the dissemination plan enables the consortium to effectively address the ‘To whom’ question presented in Figure 1. These groups, along with the dissemination objectives, are presented in Table 2.

Table 2: Target groups, description and objectives

Audience	Description	Dissemination Objectives
Academia & RTOs	Academic and research institutions.	The project’s results can be included into the revised syllabus and R&I actions.
Public R&I	Institutions whose aim is to engage in activities of developing new technology.	The results can be promoted in order to be utilized by these institutions for the creation of R&I initiatives between them and the industry.
Government	Authorities who are responsible for introducing a new policy or change an existing one.	Authorities can take into account the project’s outcomes when regulations concerning 5G and media services are developed.

IT experts from SMEs	These experts include technology providers, application service providers and developers of new applications who work closely with academic institutions to carry out the activities required for the creation of a commercial product.	The creation of state-of-the-art media applications and new NetApps is essential if an SME wants to be considered competitive. The integration of the project's results will assist SMEs in realising this. In addition, close collaboration between the industry and universities will be achieved.
Public, private & media associations	Associations which use public and private funds in collaborative efforts.	These associations can take advantage of the project's work when they embark on a new joint venture.
5G related organisations	Telecom and international organisations responsible for setting specifications regarding new technologies as well as organisations which address issues as far as private and public services are concerned at an EU level.	Standards development organisations will use the project's outcomes when they provide specifications. In addition, the results can be used by organisations offering consultancy services, such as <i>Nessi</i> ¹ , to develop new strategies for tackling technology related issues.
MNOs/MVNOs (Mobile Network Operators/ Mobile Virtual Network Operators) Telecom Infrastructure providers	Providers that are responsible for the construction of telecommunications infrastructure and provision of communications services to end-users.	The results can be integrated into their services with the aim of meeting their customers' expectations and becoming more competitive.
Industrial equipment vendors	They include companies that manufacture telecommunications devices as well as vendors that supply materials to these companies.	They can take the project's results into consideration when planning and developing a product or a service to manage networks effectively and ensure network infrastructure protection from potential threats.

2.3 Channels and activities

With reference to channels and activities, the project dissemination plan addresses 'how' (see Figure 1) partners will facilitate dissemination of the project results, along with relevant means to do so for each identified channel. The **channels** specifically refer to the platforms which will be used for maximising the effective impact of the results, including events, scientific publications, training and collaboration with other 5G PPP projects. The **activities**, on the other hand, elaborate on actions carried out by the partners through a particular channel,

¹ <http://www.nessi-europe.com/default.aspx?page=home>

including presentation and demonstration of results at events (conferences, congresses, industrial exhibitions), organization of tutorials, workshops and webinars, publication of peer-reviewed articles and organisation of events in collaboration with related projects.

2.3.1 Events

During the lifecycle of the project, all consortium partners will participate and organise as many events related to the project as possible, with the purpose of keeping up with the latest news regarding 5G technologies and promoting the project's results. These will include conferences, congresses and industrial exhibitions. Noteworthy conferences and congresses will be used as a means through which peer-reviewed scientific papers will be presented and demos of use cases will be demonstrated. A number of events which are of interest to the 5GMediaHUB project have been identified. An indicative list of the events which the consortium partners will attend during the project is presented in Table 3. This list will be updated in the intermediate (M18) and final (M36) reports, referencing additional events where the project will have had presence.

Table 3: Indicative list of events partners will participate in

Name	Type	URL
IEEE ICC	Conference	https://icc2021.ieee-icc.org/
IEEE QoMex	Conference	https://qomex2021.itec.aau.at/
MEDCOM	Conference	https://mediaconference.co/
IEEE ICME	Conference	https://2021.ieeeicme.org/
IAMCR	Conference	https://iamcr.org/
ACM Mobihoc	Conference	https://www.sigmobile.org/mobihoc/2021/
ICCMTD	Conference	https://panel.waset.org/conference/2021/07/Istanbul/ICCMTD
SOTICS	Conference	http://www.iaria.org/conferences/SOTICS.html
ACM Multimedia	Conference	https://2021.acmmm.org/
ACM MobiCom	Conference	https://www.sigmobile.org/mobicom/2021/
IEEE GLOBECOM	Conference	https://globecom2021.ieee-globecom.org/
DEW	Conference	https://www.dewexpo.com/
IEEE VTC	Conference	https://events.vtsociety.org/vtc2021-spring/
IEEE INFOCOM	Conference	https://infocom2021.ieee-infocom.org/
Mobile World Congress	Congress	https://www.mwcbarcelona.com/

ITS World Congress	Congress	https://itsworldcongress.com/
SMARTCITY EXPO World Congress	Congress	https://www.smartcityexpo.com/?utm_source=webscwc&utm_medium=referral&utm_campaign=sclive2020
EuCNC	Conference and industrial exhibition	https://www.eucnc.eu/
ConnecTechAsia	Conference and industrial exhibition	https://www.connectechasia.com/communic-asia/
IBC	Conference and industrial exhibition	https://show.ibc.org/
NAB	Conference and industrial exhibition	https://nabshow.com/2020/
Munich Media Day	Conference and industrial exhibition	https://medientage.de/?lang=en
BITMEDIA	Conference and industrial exhibition	https://medientage.de/?lang=en
InfoCom World	Conference and industrial exhibition	https://www.infocomworld.gr/
NATEXPO	Conference and industrial exhibition	http://www.natexpo.ru/eng/
CES	Conference and industrial exhibition	https://www.ces.tech/

2.3.2 Publications

5GMediaHUB partners will participate in the publication of peer-reviewed articles in scientific journals and magazines. The publication of articles revolving around the project's results in appropriate venues will make it possible for these results to reach the target technical audiences. A list of high impact factor journals and magazines in which the consortium partners will seek to publish articles are presented in Table 4 and Table 5 without however excluding the possibility to pursue other publications as well. During the project, other scientific journals and magazines focusing on topics that are of interest to 5GmediaHUB could host articles produced by the consortium partners. In addition to articles, white papers will be published to provide an in-depth analysis of the project's intermediate results.

Table 4: Journals

Journal	Publisher	Topic(s)	Impact factor	URL
IEEE Journal on Selected Areas in Communications	IEEE	Telecommunications	11.42	https://www.comsoc.org/publications/journals/ieee-jsac
Ad Hoc Networks	Elsevier	Ad hoc and sensor networking	3.63	https://www.sciencedirect.com/journal/ad-hoc-networks
Computer Networks	Elsevier	Computer and Telecommunications Networking	3.111	https://www.journals.elsevier.com/computer-networks
IEEE Access	IEEE	Multidisciplinary	3.745	https://ieeaccess.ieee.org/
IEEE/ACM Transactions on Networking	published jointly by IEEE and ACM	Communication/Computer networking	3.315	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=90
Journal of Network and Computer Applications	Elsevier	Computer networks and applications	5.570	https://www.journals.elsevier.com/journal-of-network-and-computer-applications
Proceedings of the IEEE	IEEE	Electronics, electrical and computer engineering, and computer science	10.252	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=5

Table 5: Magazines

Magazine	Publisher	Topic(s)	Impact factor	URL
IEEE Communications Magazine	IEEE Communications Society	Communications	11.052	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=35

IEEE Network Magazine	IEEE Communications Society	Network protocols and architecture; protocol design and validation; communications software; network control, signaling and management; network implementation (LAN, MAN, WAN); and micro-to-host communications	8.808	https://ieeexplore.iee.org/xpl/RecentIssue.jsp?punumber=65
IEEE Multimedia	IEEE Computer Society	Multimedia systems and applications	4.962	https://ieeexplore.iee.org/xpl/RecentIssue.jsp?punumber=93

2.3.3 Training

Training is a vital part of the dissemination of results. Through various forms of training, it is envisaged that the industrial and academic communities will gain insight into the latest advances in the area of 5G. Also, through training, M.Sc. and PhD students will be inspired and motivated to be involved in the communication and networking research and further advance this field. The types of training are presented in Figure 2.

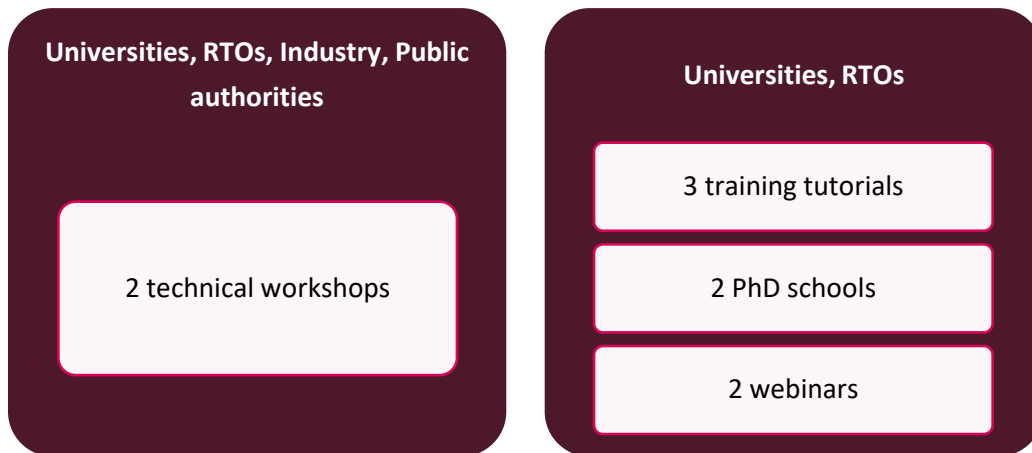


Figure 2: Training

The workshops, tutorials and webinars will be held during important events, such as IEEE conferences, with the aim of reaching high attendance.

2.3.4 5G PPP collaboration activities

Some 5GMediaHUB consortium partners are members of other running Horizon 2020 projects (Table 6). Thus, they are going to apply their invaluable knowledge and experience they possess to 5GMediaHUB. In addition, technologies developed in the other projects can be leveraged or even extended in 5GMediaHUB.

Furthermore, collaboration with other projects will be pursued, which is essential as this will lead to the exchange of results and knowledge. The overall goal is to ensure that “the future 5G infrastructure will serve a wide range of applications and sectors” [2]. For this reason, the following activities will be implemented:

- Participation of partner representatives in the 5G PPP Steering Board, Technical Boards and WGs. Through these representatives, the 5GMediaHUB partners will contribute to outputs, such as whitepapers, showcases and workshops. The WGs that consortium members will contribute to are mentioned in Table 7. The overall aim of the contribution to WGs is the alignment of activities and the creation of positive synergies between the current 5G PPP projects.
- The consortium partners will interact with worldwide fora and initiatives with the aim of promoting the project results and achieving interchange of ideas and concepts.
- Participation in telcos with other 5G PPP projects to coordinate the activities for the spread of results
- Co-organisation of events with other 5G PPP Phase 3 projects
- The consortium partners will seek for related 5GPPP projects with which they share common interests with the aim of promoting the project’s results.

In the framework of collaboration between 5GPPP projects, a workshop will be jointly organised by 5G-MediaHUB and 5G-EPICENTRE, another ICT-41 5G project whose aim is to undertake federation of heterogeneous 5G testbeds, bringing together a variety of evolutionary 5G components to service the demanding needs of the public protection and disaster relief (PPDR) software market. The workshop will focus on 5G experimentation facilities, vertical trials and cross-testbed service orchestration and is scheduled to be held in conjunction with IEEE MeditCom, a hybrid conference which will take place 7-10 September 2021 in Athens, Greece².

Table 6: Projects 5GMediaHUB partners are members of

Partner	ICT-17-2018		ICT-18-2018		ICT-19-2019				ICT-20-2019		ICT-21-2018	ICT-41-2020			ICT-42-2020		ICT-52-2020		ICT-53-2020	
	5G-VINNI	5G EVE	5GCroCo	5G-CARMEN	5GSolutions	5GROWTH	5G-HEART	5G-VICTORI	MonB5G	INSPIRE-5Gplus	EMPOWER	5G-EPICENTRE	5G-ERA	VITAL-5G	FUDGE-5G	Int5Gent	MARSAL	TeraFlow	5G-ROUTES	5GMED
CTTC			✓		✓	✓			✓	✓		✓			✓	✓	✓	✓	✓	✓
PIIU		✓		✓	✓															
FORTH												✓								
NTNU					✓													✓		
WIT					✓															
TNOR	✓				✓		✓				✓				✓			✓		
FNET					✓							✓								
RBB								✓												
APART					✓															
BRA																				✓
eBOS					✓				✓			✓	✓	✓			✓			✓
ILS					✓									✓						✓
IQU									✓			✓	✓				✓			✓
STXT																				
EKTA																				
RAY																				
NOR																				

Coordinator

² Link to IEEE MeditCom: <https://meditcom2021.ieee-meditcom.org/>
 Link to the workshop: https://meditcom2021.ieee-meditcom.org/wp-content/uploads/sites/159/2021/03/WS5_5GMediaHUB_Meditcom_2021_Jointly_organised_workshop.pdf

Table 7: Working Groups 5GMediaHUB partners will contribute to

Working group	Origin	Contributor (s)
Test, Measurement and KPIs Validation WG	5G-PPP Projects	EBOS, FNET, PIIU
Trials WG	5G IA	CTTC, EBOS, FNET, PIIU
Pre-Standardisation WG	5G IA	CTTC, TNOR
Software Networks WG	5G-PPP Projects	TNOR
Vision & Societal Challenge WG	5G IA	TNOS, EBOS
5G Architecture WG	5G-PPP Projects	CTTC
SME WG	Networld 2020	APART, EBOS, IQU, PIIU

3 Communication plan

The 5GMediaHUB communication plan is composed of different activities than the dissemination plan. One key difference is that the target audiences include the general public. During the implementation of the communication strategy the language used will be simpler and non-technical to ensure that people who are not familiar with computer networking terminology will understand key concepts related to the work carried out by the 5GMediaHUB project partners.

3.1 Target groups, interest in the project and objectives

Figure 3 presents an indicative list of the target audiences of the communication activities and their interest in the project, as outlined in the GA, thus addressing the “To Whom” question (Figure 1).

Insustry, SMEs and entrepreneurs	Media channels	Technology clusters	General public
<ul style="list-style-type: none"> • They can take advantage of the 5G Experimentaion Facility in order to optimize their time to market. • They can use 5GMediaHUB results in order to develop new services. 	<ul style="list-style-type: none"> • They include press/ journalists from TV, radio, magazines, etc. as well as social media. • A variety of promotional material can be used in order to inform people about the positive societal effects of the project. 	<ul style="list-style-type: none"> • They can create white papers based on 5GMediaHUB results. • They can participate in the project's events in order to exchange knowledge. • They can transfer the acquired knowledge to their members. 	<ul style="list-style-type: none"> • People who are not experts can read non-technical papers in order to learn about technological advancements that may eventually affect their life in the long-term. • The project may spark the imagination of certain groups and lead them into creating something innovative.

Figure 3: Communication target audiences and interest in the project

The objectives of the activities are different for each target group as each one of them has different needs that will be met through the achievements of the project. The objectives may pertain to more than one group. Table 8 summarizes how communication objectives relate to the identified target groups.

Table 8: Communication objectives

Objectives	Industry, SMEs and Entrepreneurs	Media channels	Technology clusters	General Public
Make the results known to society and inform people about the advantages of the project.		✓		✓
Gain stakeholders' and potential users'	✓	✓	✓	✓

attention and receive feedback regarding their needs.				
Lay the foundations for the utilization of the project's results from the industry.	✓			
Inform impacted stakeholders about the project.	✓	✓	✓	✓
Develop adapted key messages and prepare adapted communication material.	✓	✓	✓	✓

3.2 Key messages

Key messages are an integral part of a project to convey important information about its concept quickly and their aim is to make people show interest in it [3]. When developed, they should essentially address the following question: “Why does the target audience need to know about the action?” [4]. For this reason, messages will be tailored for the different target audiences because each one will benefit differently from the outcomes of the project.

With this in mind, when key messages are created, the following advice will be taken into account:

- The language used will be fitting for the audience to whom the key message is addressed.
- The key message will be to the point.

The key messages will be updated throughout the project to match its progress. Key messages have been developed to be used at the early stage of the project (Figure 4). These will focus on the main goal and concept of 5GMediaHUB as well as the expected impact its outcomes will have on the target audiences.

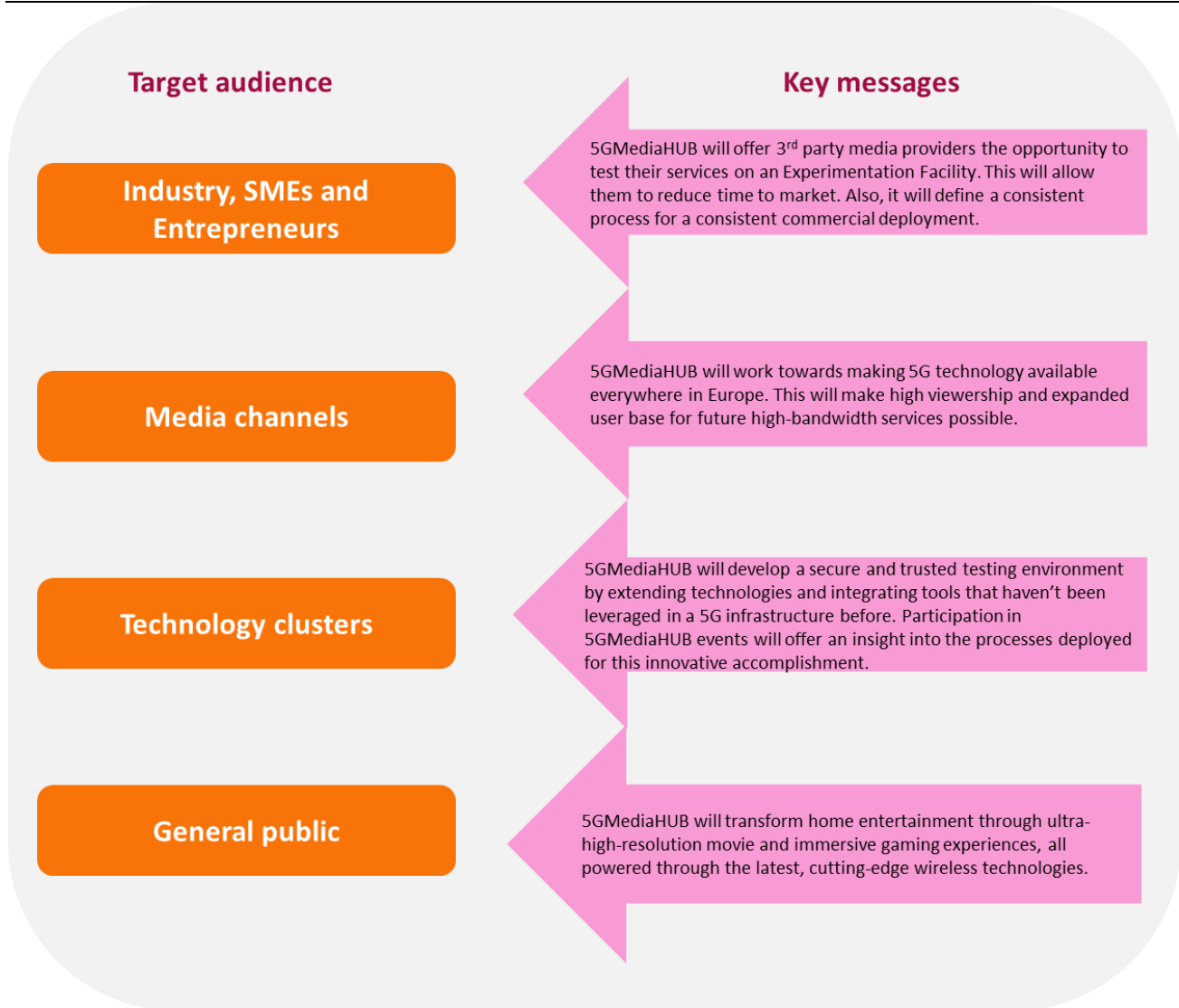


Figure 4: Key messages used at the early stage of the project

3.3 Communication channels and activities

This subsection answers the “How” question posed in Figure 1. For the effective promotion of the project, a number of channels will be utilised for carrying out activities which aim to ensure that target audiences are constantly informed about the project’s goals, aims, progress, results, news and events (Figure 5).

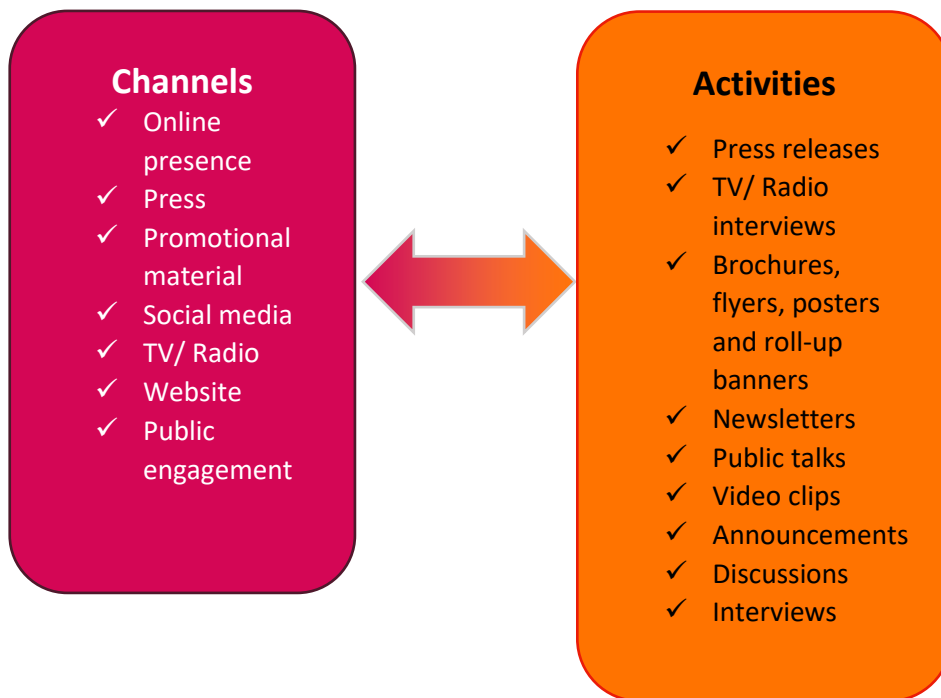


Figure 5: Communication channels and activities

3.3.1 Online presence

A website was created in the first month of the project (M01) by project partner EBOS, which is accessible to whomever is interested in learning about the 5GMediaHUB project. The website contains information regarding the project's objectives, activities, results and relevant updates³. Web analytics tools will be employed to collect, analyse and ultimately understand usage of the website by its visitors, thus acting as an indicator of the impact created among target audiences.

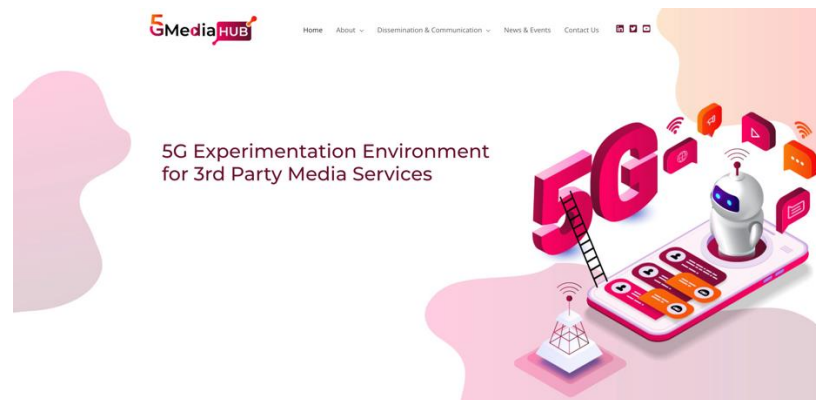


Figure 6: 5GMediaHUB project website

3.3.2 Press releases and TV/ Radio interviews

Press releases will serve the purpose of showing the significant accomplishments achieved in the project and the vital role that 5G technologies will play in the future of media and entertainment. TV and radio interviews are

³ 5GMediaHUB website link: <https://www.5gmediahub.eu/>

also going to be held with the aim of informing the general public about the project, its achievements and how they will benefit from them.

3.3.3 Promotional material

Promotional material will be created for ensuring the increase of the project's visibility. During the project's lifecycle, three technical brochures, containing information related to the technical and scientific achievements, and three non-technical brochures-factsheets, illustrating the project's applications and services in a simpler language, will be created. These brochures will be distributed to public places, such as universities. In addition, flyers, brochures and roll-up banners will be created for conferences and exhibition booths.

3.3.4 Social media

To ensure that the project reaches a multitude of people, creating accounts on social media sites is of crucial importance. The social media sites where the project is present are Twitter, LinkedIn and YouTube. The accounts were created in M01 of the project. These sites are the means through which the project partners will have the opportunity to interact with people who show an interest in the project, not only entrepreneurs and professionals in the field of 5G, but also the general public. As far as Facebook is concerned, as it is mentioned in D6.4 "Project website and social media presence", "it was decided by the Consortium that Facebook is not the most appropriate social media channel for disseminating the project" and for this reason it won't be used during the project [5].

3.3.5 Video clips

With the intention of briefly informing both experts and non-experts about the project, two video clips will be created which will include the project's overall objectives, demonstrations, presentations and talks. Visitors to the website will be able to watch the video clips. Engagement metrics, such as the total number of views, likes, dislikes and subscriptions will be documented as an indicator of audience interaction with the content. Furthermore, the visitors will be given the opportunity to offer their opinion on the content by following a link specifically for this purpose.

3.3.6 Newsletters

From the sixth month mark and every six months thereafter, newsletters will be forwarded in order to provide information about updates related to the project's progress, such as its results. The main purpose of the newsletters will be to achieve exchange of ideas. The newsletters will also be published on the project's website.

3.3.7 Public engagement

The partners of 5GMediaHUB will utilize all the necessary methods to approach the non-expert public and enlighten them about the positive effects that the 5GMediaHUB results will have on their life. This will be achieved by using social media, online video-clips and giving public talks at schools and university open days.

4 KPIs, monitoring and partner responsibilities

KPIs are critical for evaluating the effectiveness of the dissemination and communication activities. To ensure the KPIs defined for the project are met, the use of a monitoring procedure is required.

Each consortium partner will be responsible for organising different activities related to dissemination and communication. However, involvement of all consortium partners is paramount for the project to achieve high visibility and substantial impact.

4.1 KPIs

For measuring the impact of the communication and dissemination activities, target values have been identified. Throughout the project's lifespan there will be regular evaluation of the success of the current plan. If the activities do not have the desired impact, alternative solutions may be considered. This section outlines the target values for the activities as indicated in the GA (Table 9 and Table 10).

Table 9: Target values for dissemination activities

Dissemination	
Activity	Target value
Industrial exhibitions	<ul style="list-style-type: none"> Participation in exhibitions with booths: >9
Scientific publications	<ul style="list-style-type: none"> Journals/ Magazines: >10 Conferences: >20 Conference demonstrations: >6
Workshops/ surveys	<ul style="list-style-type: none"> Technical workshops: 2; participants: >70 per workshop Focused group workshop surveys: 1; participants:>100
5G PPP programme	<ul style="list-style-type: none"> Number of WGs to contribute: 7 Interactions with fora/ initiatives: >4
Online training	<ul style="list-style-type: none"> Online training tutorials: 3 PhD schools: 2 Webinars: 2
Online repository	<ul style="list-style-type: none"> Publicly available deliverables: 50
Networking events	<ul style="list-style-type: none"> 4

Table 10: Target values for dissemination activities

Communication	
Activity	Target value
Project website	<ul style="list-style-type: none"> Unique visitors from M12: 1000 Unique visitors from M36: 2000
Social media	<ul style="list-style-type: none"> LinkedIn followers: >500 LinkedIn posts: >40 Twitter followers: >500 Re-Tweets: >500 Banners: >30

Press releases/ Newsletters	<ul style="list-style-type: none"> • Press releases: >5 • Newsletters: >6
Factsheets/ Brochures	<ul style="list-style-type: none"> • Technical factsheets: 3 • Non-technical factsheets: 3 • Hardcopies: >1000
Video clips	<ul style="list-style-type: none"> • Online video clips: 2 • Video views: >1000
Flyers/ posters & roll-ups	<ul style="list-style-type: none"> • Project flyers: >3 • Posters & roll-up banners: >3
Public engagement	<ul style="list-style-type: none"> • Public events at schools/universities: >5 • Students per event: >100 • Open days: >5 • Visitors/open day: >50 • Participation at events organised by local authorities: > 3 • People per event: > 100

4.2 Monitoring activities

Monitoring the dissemination and communication activities implemented is essential to keep track of the progress in this domain with relation to the KPIs defined. For this reason, an Excel spreadsheet, which will be a “living” document constantly updated by the consortium partners, has been created and can be found in the folder titled “Monitoring activities” on 5GMediaHUB’s Microsoft Teams repository.

Consortium partners are required to fill in important information regarding the dissemination and communication activities they carried out. The first sheet presents the activities for which the consortium partners will complete relevant information (Table 11). The activities appear in the order that their respective sheets are arranged. The worksheets included in the spreadsheet along with the information that must be completed are presented in Table 12.

Table 11: First sheet of the spreadsheet

Types of activities	
Dissemination activities	Description
Participation in events	conferences, congresses, exhibition booths, webinars
Organisation of events	conferences, technical workshops, online training tutorials, PhD schools, webinars
Scientific Publications	journals, magazines
Conference papers	
5GPPP programme	contribution to 5GPPP WGs, interaction with worldwide fora and initiatives, other related 5GPPP activities
Online repository	publicly available deliverables
Communication activities	Description
Social media	Twitter, LinkedIn, YouTube
Public engagement	events at schools/ universities, open days, events organised by local authorities
TV/ radio interviews	
Other activities	press releases, newsletters, technical factsheets, non-technical factsheets, project flyers, posters & roll-up banners, video clips
Website	

Table 12: Dissemination and communication monitoring worksheets and information that should be completed

Name of worksheet	Description	Information to be completed
Participation in events	conferences, congresses, exhibition booths, webinars	<ul style="list-style-type: none"> • Event title • Type of event • Date & place • Number of participants • Link to the event • Reason for participating
Organisation of events	conferences, technical workshops, online training	<ul style="list-style-type: none"> • Partner

	tutorials, PhD schools, webinars	<ul style="list-style-type: none"> • Type of activity (workshop, conference, webinar, etc.) • Date & place • Event name • Number of participants • What was the topic/ purpose of the event? • Link to the activity • Reason for organization of activity
Scientific publications	journals, magazines	<ul style="list-style-type: none"> • Partner • Topic • Journal/ Magazine/ Conference • Name of journal/ magazine • Link to publication, if any • Open access link • When was it submitted/ published/ posted (date)?
Conference Papers		<ul style="list-style-type: none"> • Partner • Type • Name of conference • Date & place • Link to conference • Open access link to article • When was it submitted/ published/ presented?
5GPPP programme	contribution to WGs, interaction with worldwide fora and initiatives, other related 5GPPP activities	<ul style="list-style-type: none"> • Partner • Type of activity • Name of activity • Involved projects • Date & place • Description • Link to event
Online repository	publicly available deliverables	<ul style="list-style-type: none"> • Partner • Deliverable no • Name of deliverable • Work package • Type • Dissemination level • Due month • Link to deliverable
Social media	Twitter, LinkedIn, YouTube	<ul style="list-style-type: none"> • Partner • Type of social media • Link to post related to 5GMediaHUB shared on this social network

		<ul style="list-style-type: none"> • Date of post • Number of views/ retweets/ reactions • Number of followers/ subscribers • Month/ Year
Public engagement	events at schools/ universities, open days, events organised by local authorities	<ul style="list-style-type: none"> • Partner • Type of event • Name of event • Date & Place • Number of people who attended • Link to event (if any)
TV/ radio interviews		<ul style="list-style-type: none"> • Partner • Where (channel/ radio station name) • When • Topic • Link to interview (if any)
Other activities	press releases, newsletters, technical factsheets, non-technical factsheets, project flyers, posters & roll-up banners, video clips	<ul style="list-style-type: none"> • Partner • Type of activity (press release, brochure, etc.) • When • To whom • Where • Link • Number of views (for video clips) • Topic
Website		<ul style="list-style-type: none"> • Partner • Post • Link to post • Date of post • Number of unique visitors • Month/ year

4.3 Partner responsibilities

This subsection responds to the “Who” question of Figure 1 by providing information regarding the delegation of dissemination and communication responsibilities. Assigning responsibilities to different partners is essential because this will result in the successful and smooth implementation of the activities, the organization of which requires time and careful planning. However, contribution from the consortium partners may be required. The activities to be carried out along with the partner(s) responsible/ activity leader(s) are shown in Table 13.

Table 13: Dissemination and communication responsibilities

Activity/ Material	Type of activity	Partner(s) responsible/ Activity leader(s)	Role
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Training tutorials	Dissemination	CTTC	Preparation of the material and organisation of the tutorials
Technical workshop	Dissemination	FNET & FORTH	Organisation of the workshop to present intermediate project results and achievements
Technical workshop	Dissemination	IQU & CTTC	Organisation of the workshop to present the final project results and achievements
PhD schools	Dissemination	CTTC & WIT	Preparation of material and organization of the PhD schools
Webinars	Dissemination	CTTC	Preparation of material and organization of webinars
Networking events	Dissemination	PIIU, BRA, RBB, ILS	Raise awareness to interested 3rd parties
EU-wide open competition	Dissemination	PIIU	<ul style="list-style-type: none"> • Organisation of the competition • Asking external stakeholders to create and submit their own developed NetApps to 5GMedia's NetApps Repository
Participation in the Mobile World Congress (MWC) events	Dissemination	All project partners	Presentation of results and activities related to the project's use cases
EuCNC	Dissemination	CTTC & FORTH	Presentation of demos of use cases and results
Global 5G events	Dissemination	All partners	Presentation of demos use cases results
IBC broadcasting trade fair	Dissemination	BRA	Showcasing project outcomes
NAB broadcasting trade fair	Dissemination	BRA	Showcasing project outcomes
ITS World Congress	Dissemination	WIT	Presentation of the results and activities related to the 5G media validation concerning the ITS infotainment services.

Infocom World	Dissemination	APART	Presentation of use cases and demonstration of the results achieved in 5GMediaHUB project
Official project website	Communication	EBOS	Maintenance and constant update of content
Press releases	Communication	FORTH	Publication of press releases to show major achievements and the potential of 5G as bullet-proof technology for media services
TV/ Radio interviews	Communication	FORTH	This activity is the means through which the general audience will be reached.
Promotional material	Communication	CTTC	<ul style="list-style-type: none"> • Creation of brochures, flyers, posters and roll-up banners • Flyers, posters and roll-up banners will be displayed in conferences and exhibition booths. • Distribution of brochures to local universities, schools, city councils, etc.
Social media	Communication	IQU	<ul style="list-style-type: none"> • Maintenance and constant update of content • Initiation of discussions by the consortium
Video clips	Communication	CTTC	<ul style="list-style-type: none"> • Production of video clips presenting information regarding the project's general ideas, demonstrations, presentations and talks • Provision of non-technical information about the project
Newsletters	Communication	CTTC	<ul style="list-style-type: none"> • Provision of information regarding the project activities, achievements and results • Distribution of newsletters to different mailing lists

Public engagement	Communication	All partners	<ul style="list-style-type: none">• Interaction with the general public through social media, online video clips, public talks at schools and university open days• Participation at events organized by the local authorities
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5 Dissemination and communication phases

In this section, the phased approach to dissemination and communication activities will be detailed. For facilitating the implementation and monitoring of activities, the dissemination and communication plan consists of three phases (Figure 7). These phases are divided according to the timing of activities with regards to defining, organizing and implementing communication channels and dissemination events according to the objectives of each phase and the activities that these will require. Some activities may be implemented during more than one phase. In addition, some activities are interdependent. For example, for the EU-wide competition to be organised, it is necessary for four networking events to take place first (Table 14).

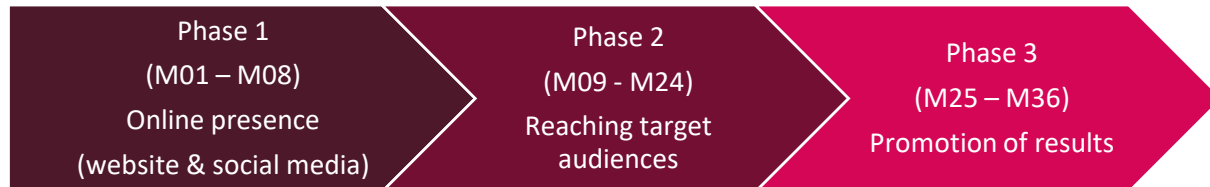


Figure 7: Dissemination and communication plan phases

Table 14: Aims and activities in each phase

Phases	Aim (s)	Activities
1	The partners will focus on establishing the project's presence on the internet with the aim of raising awareness of scientific, technology, industry communities as well as the general public.	<ul style="list-style-type: none"> • Creating a website • Publishing announcements • Distributing newsletters • Engaging in discussion on social media • Active representation to at least 7 5G PPP Working Groups
2	The focus of the activities will be to reach the technical groups which are expected to benefit from the project's results.	<ul style="list-style-type: none"> • Publication and presentation of articles in conferences • Organization of conferences • 5G PPP liaison activities • 4 networking events • EU-wide open competition
3	The final stage aims to disseminate effectively the results of the project and to ensure that the impact of the project will continue after its end.	<ul style="list-style-type: none"> • Publication and presentation of articles in conferences • White papers, presentations and online demos • 3 training tutorials • 2 PhD schools • 2 webinars • 5G PPP liaison activities

6 Conclusions

The deliverable D6.1 “Dissemination & Communication strategy and plan” aims to provide important information regarding the 5GMediaHUB target audiences, how the project partners are planning to reach them and what activities will be organised in the framework of offering insight into the project and raising awareness of individuals who are expected to benefit from the project’s outcomes.

The current document also includes the list of KPIs which should be met and the tool which will be used for monitoring the dissemination and communication activities. In addition, the responsibilities of each partner have been presented.

It has been ensured that for the dissemination and communication strategy and plan developed all the factors which will contribute to the visibility and impact of the project have been taken into consideration.

This document constitutes a public report and, thus, could be freely read by the general public. It is a “living” document which will be constantly updated to include events which have not yet been organised or identified at the time this current deliverable is being written.

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