SNS OPS – Supporting the SNS JU Operations

D2.1: SNS Communication and Dissemination Strategy and Plan

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Abstract

This document defines the dissemination and communication strategy that SNS OPS will pursue to guarantee broad visibility, promotion, and uptake of the 6G SNS JU driven activities at European and international levels. A significant part of the work will entail collaboration across work packages with the ongoing 5G PPP projects and the newly funded 6G SNS JU projects (Call 1), maximising the potential for impact and exploitation.

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Disclaimer

Acknowledgment

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Executive Summary

This document details the SNS OPS communication and dissemination strategy and plan as defined under the lead of Tasks 2.1, 2.2, 2.3 and 2.4 in Work Package 2 of the SNS OPS project. This Task is dedicated to capitalising on the awareness, network, audience and consolidating processes built by the previous Horizon 2020 Coordination and Support Actions to successfully transition from the 5G PPP to the 6G Smart Networks and Services Joint Undertaking (SNS JU), as part of the Horizon Europe programme.

The SNS OPS ambition is to support the European Commission (EC) and the SNS JU office in the community building around the 6G SNS JU projects, to set the foundations and support the dissemination of the 6G SNS JU vision, objectives, and outcomes in close coordination with 6G Infrastructure Association and projects' stakeholders.

To achieve the ambitions, SNS OPS will disseminate, exploit and communicate the results, outcomes and impacts generated within the whole 6G SNS ecosystem by:

- Promoting the results and achievements of the 6G SNS JU projects starting beginning of 2023 (Phase 1), their activities and subsequent phases.

- Ensuring a clear and effective transition of the communication and dissemination activities from the 5G PPP to the 6G SNS JU.

- Increasing the visibility of the 6G SNS JU and its projects, by promoting the work and results generated by its stakeholders.

- Enhancing the reputation of the 6G SNS JU initiative – projects' success stories with an ecosystem and community perspective.

- Helping gain understanding and support for the 6G SNS JU vision and ambition by a large audience, fostering the creation of liaisons with other relevant initiatives.

- Supporting knowledge transfer and fostering knowledge creation within and beyond the 6G SNS JU initiative.

This deliverable provides guidance to the project's partners regarding the main objectives and planned communication and dissemination activities. The main objectives of the SNS OPS Communications and Dissemination Strategy and Plan are to:

- Analyse and define the strengths and weakness of 6G SNS JU communication positioning, presenting the key differentiating strategic goals.

- Refine the 6G SNS brand, develop and distribute the brand guidelines to all the stakeholders and projects, and coordinate online and offline communication activities (i.e., the online portal, social media etc.).

- Coordinate the initial 6G SNS community-building activities through communication leaders' mailing list animation, and periodic communication task force calls with project communication managers.

- Support strategic events with promotion, preparation and marketing materials, including the EuCNC and 6G Summit annual editions, in collaboration with all relevant stakeholders.

- Develop press office activities across Europe.

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Abbreviations

SNS JU	The Smart Networks and Services Joint Undertaking
3GPP	Third Generation Partnership Project
5G	5th Generation Wireless Systems
5G PPP	5G Public Private Partnership
5GAA	5G Automotive Association
5G-ACIA	5G Alliance for Connected Industries and Automation
BSCW	Basic Support for Cooperative Work
CEF	Connecting Europe Facility
CEPT	European Conference of Postal and Telecommunications Administrations
CSA	Coordination and Support Action
EC	European Commission
ETSI	European Telecommunication Standards Institute
EuCNC	European Conference on Networks and Communications
G5GE	Global 5G Event
H2020	Horizon 2020
KPI	Key Performance Indicator
MWC	Mobile World Congress
PCG	3GPP Project Coordination Group
PSM	Pre-Structuring Model

1   Introduction

The SNS OPS project started in January 2023 and, as a Coordination and Support Action (CSA), it will facilitate the preparation activities of the European 6G Smart Networks and Services Joint Undertaking (6G SNS JU) Initiative. This work will maintain the European momentum and leadership in 5G achieved through the 5G PPP and carry it forward to the 6G SNS JU. SNS OPS will ensure that inter-project collaboration structures and mechanisms will be established, fostering liaisons with other major relevant initiatives in Europe and beyond.

The SNS OPS Project will also orchestrate collaborations, and capture and promote the achievements of the 6G SNS projects, by facilitating their activities in inter-project working groups.

The major activities that the SNS OPS project will perform are:

- Extracting strategic R&I orientations from the European ICT community.
- Coordination with SNS ICE, 6G Start Coordination and Support Actions and other relevant initiatives at EU scale including Member State level initiatives.
- Establishing and maintaining dissemination structures and web presence for the 6G SNS JU Initiative
- Supporting the communications activities at EuCNC & 6G Summit (EuCNC&6GS) annual events in 2023 and 2024.
- Orchestrating and tracking SNS JU projects and programmes contribution to emerging standards.
- Facilitating international cooperation across key regions based on promoting European priorities.
- Developing methodologies for collecting metrics data for the SNS JU.
- Optimum profile for the European SNS initiative in a global context.
- Supporting early exploitation of SNS JU results.

This deliverable is structured as follows:

- Section 2 presents the Communication and Dissemination Strategy
- Section 3 presents the Communication Plan
- Section 4 presents how SNS OPS intends to monitor the Communication and Dissemination Results (Performance Assessment)
- Section 5 presents the lessons learned and conclusions.

2   Communication and Dissemination Strategy

This comprehensive Dissemination and Communication strategy aims to empower stakeholders and align them towards common objectives for increased outreach and impact. In collaboration with project partners (i.e., EURESCOM, 6G IA, Ericsson, Thales, IDATE, AUSTRALO), the strategy emphasises the development of a shared high-level programme and execution plan across marketing channels and diverse R&I communities. This approach ensures effective dissemination, communication, and exploitation of SNS assets while encouraging contributions from all stakeholders.

The strategy is refined through close interaction with other work packages, the EC, ongoing SNS RIAs, and other CSAs (i.e., SNS ICE and 6GStart) in the 5G PPP and SNS JU ecosystems. SNS OPS will capitalise on the awareness, network, audience and consolidated processes and tools built by the previous CSAs to successfully transition from the 5G PPP to the 6G SNS programme, while emphasising the European ambition to lead the 6G technologies arena.

The communication strategy will create synergies and contribute to partnership development and knowledge sharing among the community's stakeholders, while optimising the resources and reducing the time between the news production and its delivery to the wide 6G audience. This document describes how the Dissemination and Communication strategy and plan has been defined, based on a broad set of online and offline activities:

- Define the communication, dissemination and community building strategy and plan, and provide strategic guidance across the whole 6G SNS ecosystem.

- Empower the ongoing SNS JU projects with stronger means to promote their work and results.

- Reinforce the collaboration with relevant initiatives in Europe and beyond.

- Increase the global awareness of the SNS JU vision, objectives and outcomes and reinforce the European leadership and digital sovereignty.

- Refine the 6G SNS brand in partnership with the SNS JU Office (initially developed by the 6GStart project) and develop and distribute the brand guidelines.

- Support the promotion, preparation, and attendance at key strategic events, e.g., EuCNC & 6G Summit.
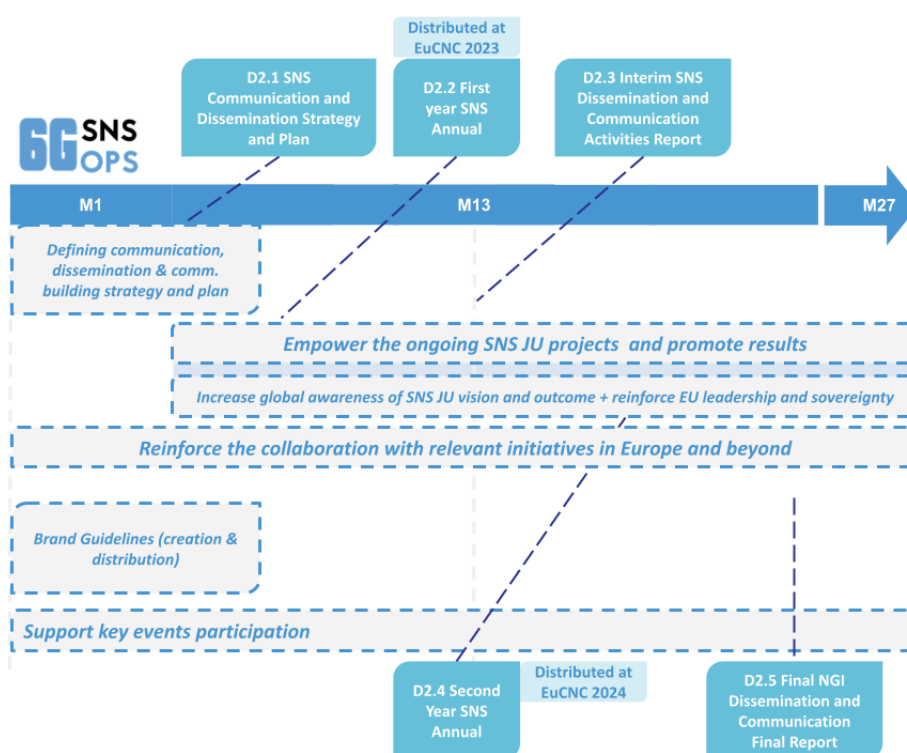

Figure 1: Communication and Strategy timeline

2.1   Objectives and Goals

The SNS OPS ambition is to increase the global awareness of the 6G SNS JU vision, objectives and outcomes and reinforce European leadership in 6G, while seeking all the time to improve digital sovereignty in Europe. The **key objectives** of the Dissemination and Communication strategy are to:

- Ensure an effective communication platform for 6G SNS.
- Increase the visibility of the 6G SNS, by promoting the work and results generated by its stakeholders.
- Enhance the reputation of the 6G SNS initiative - individual success stories with an ecosystem perspective.
- Help gain understanding and support to the 6G SNS vision and ambition by a large audience.
- Support knowledge transfer and foster knowledge creation within and beyond the 6G SNS initiative.

Equivalently, the SNS OPS Dissemination and Communication strategy **goals** are to:

- Highlighting the 6G SNS JU projects' progress and achievements.
- Widespread dissemination of such achievements and their impact.
- Enhancement of 6G SNS JU Vision.
- Maintaining the holistic view of progress on implementing SNS and 6G in Europe.
- Measurable SNS Programme Progress and Key Performance Indicators (KPIs).

2.2   Target Audience

SNS OPS will directly facilitate discussions in wider SNS community, which will involve policy makers, the academic community, the industrial community and all relevant SNS stakeholders in continuous dialogues to identify the strategic R&I orientations, including at global level, to contribute to the coordination of R&I results/initiatives at EU scale including Member State level initiatives.

The Dissemination and Communication strategy will provide strategic guidance to empower the SNS JU projects with the means to reach out and promote their work and results, enabling collaboration with relevant initiatives in Europe and beyond with the peer organisations from Brazil, China, Japan, India, the Americas and the Republic of Korea. SNS OPS will also support interactions with relevant vertical associations i.e. 5G MAG, 5G-ACIA, 5G AA, ECSO.

Here below we outline the essential segmentation of audience, relevant for the communication and dissemination plan:

- Policy makers of the European Commission, European Parliament, national and regional authorities and representatives. The orchestration of activities in collaboration with the European Commission helps us to reach out to a pan-European audience.
- Academic researchers and students: the results of the project are of high relevance for the academic and researchers' community and we promote their dissemination online and at specific events.
- Industry and SMEs (with a focus on innovative SMEs) which shall be further engaged in the SNS JU programme.
- Vertical industry sectors which can highly benefit from the adoption 5G and 6G technologies and applications (e.g., automotive, energy, logistic, security etc).
- International standardisation organisations.
- Media outlets and journalists which are interested both in the economic, business and societal impact of the progressive deployment and adoption of 5G and 6G technologies.

3   Communication Plan

SNS OPS will kick off the SNS initiative communication hub, ensuring close collaboration with the 6GStart (which has its focus on the support to the 5G PPP community and building the SNS JU community) and the SNS External Cooperation and Global 6G Events CSA (SNS ICE), in the provision of the communication and dissemination service to the whole SNS community.

The overall objectives of the communication plan are:

- Deploy online and offline communication measures to reinforce the SNS brand equity indicators: awareness, perceived value, positive associations.

- Provide strategic guidance to the SNS marketing and communication activities to ensure an effective marketing implementation of the SNS vision in close collaboration with EC and other relevant stakeholders.

- Strengthen collaboration and orchestrate communication and marketing of all the SNS stakeholders (EC, SNS projects, other CSAs); SNS brand and promotional materials design; press office activities, etc.

The communication plan will follow a three-phase approach, as shown in the image below.
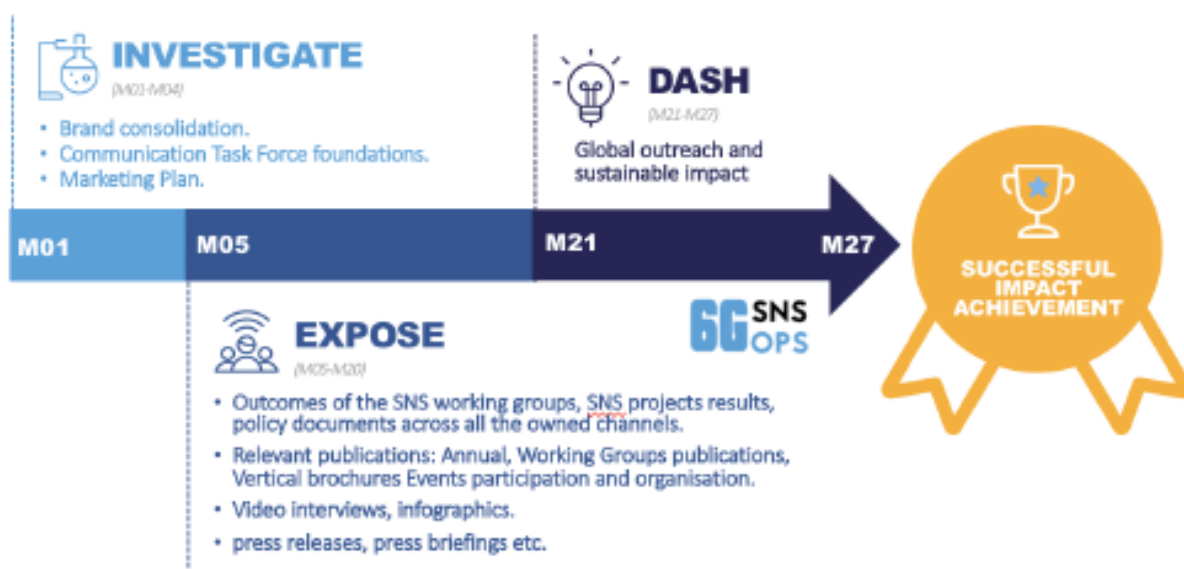
Figure 2: SNS OPS Communication Phases

During the first phase, the overall objective is to establish the foundations of a communication plan, set up the Communication Task Force group, and to create recognition and awareness around the SNS JU initiative through brand consolidation. The target audience is relatively wide; it includes anyone that can be interested in the SNS JU initiative at large. (See Section 2.2). The change we want to trigger here is simple – people who didn't know the SNS JU become informed about what it is and what their Phase 1 projects do.

The second communication phase has to do with showing what the SNS JU does. The objective is to reactivate the audience that is aware of the SNS JU and to increase their interest in taking part in this initiative in one way or another. One of the main communication objectives being to generate and distribute projects' publications and results across owned channels, i.e., website, social media, newsletter, journals, in different formats, i.e., video, infographics, press releases, as well as maximising the impact of the SNS JU participation in key events such as EuCNC.

As for the third phase, the engaged target audience should ideally become "SNS JU advocates" and help to grow awareness, consideration and conversion among their personal networks and beyond (globally). Since project participants are part of the SNS JU community, and regularly access various SNS JU communication channels as the SNS JU portal and social media, it becomes easier for them to spread

the word, and concretely demonstrate what is called their "advocacy" in marketing terms.

3.1   Brand Identity

The 6G SNS JU Brand Identity was created unilaterally before the SNS JU Office was established, and it has been refined in collaboration with the SNS JU Marketing Manager.

The recognition and perception of a brand is highly influenced by its visual presentation. A project's visual identity is the overall look of its communications. Effective visual brand identity is achieved by the consistent use of visual elements to create distinction, such as specific fonts, colours, and graphic elements.

The visual identity and sets of guidelines have been finalised since the early stage of the project to secure a strong and unique brand. It will be incorporated in all promotional and dissemination materials produced during the project and will be used by all project partners in their communication activities.

The guidelines of the brand identity are composed of visual elements such as the fonts, colour palette and templates for documents and presentations. The palette of 6G SNS corporate colours presented in Figure 5 is inspired by innovation, creativity and technology together with the complementary grey scale colours. This palette will help to create a solid identity for the project, using both the "warm" and the "cold" colours of the shading for different purposes, elements and/or messages.

Brand guidelines were made available on the 6G SNS website[2], which were also presented to all of the SNS JU projects.

The 6G SNS logo:

Figure 3: 6G SNS logo

Figure 4: 6G SNS logo illustration

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[2] https://smart-networks.europa.eu/brand-guidelines-and-logos/

Corporate colour palette:

Palette of corporate colors

C67 M38 Y31 K13	C0 M0 Y100 K0	C71 M52 Y49 K45	C0 M7 Y4 K72	C0 M0 Y0 K43
R88 G126 B145	R255 G237 B0	R64 G77 B81	R72 G68 B70	R172 G172 B172
HEX #587F91	HEX #FFED00	HEX #404D51	HEX #484345	HEX #ACABAB
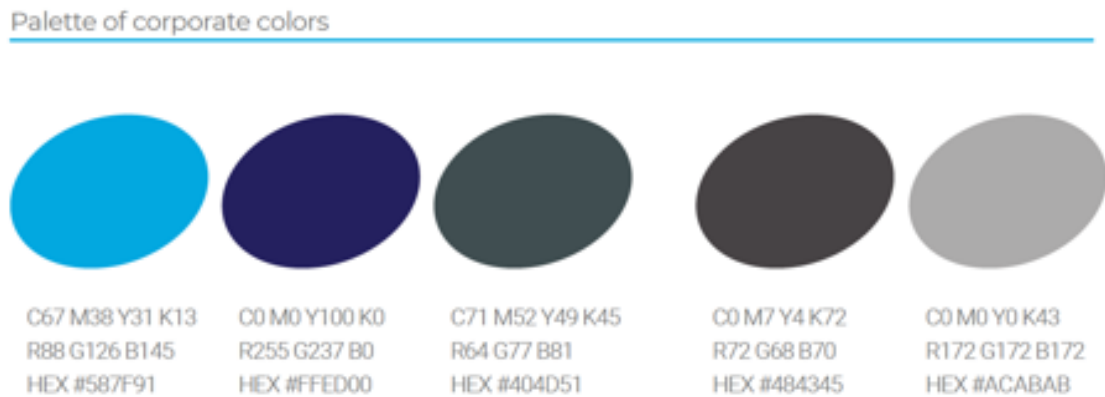
Figure 5: Corporate colour palette

Fonts:

Headings

BEBAS (ALL THICKNESS BUT PREFERENTLY THIN. TRACKING: 20)
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Body copy

Montserrat regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Alternative Body copy (if the main one cannot be installed)

Arial regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Arial bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Figure 6: Corporate fonts

3.2   On-line Communication

3.2.1   Website

The new 6G SNS JU website at https://smart-networks.europa.eu/ was officially launched on the 1st of December 2022. Its goals are to serve as the project's central information hub and as the main channel for all information related to the Joint Undertaking, including its mission, funding opportunities, procurement, and job vacancies. All public 6G SNS JU guideline information will be available via the website: an overview of the strategy and approach, the timeline of the work and information about the 6G SNS JU European-funded projects as well as news items on ongoing and past calls, and a list of events and publications in which the 6G SNS JU office team was included.

The website content has been updated regularly. Eurescom GmbH hosts the website, but several partners have participated in its creation process by contributing ideas.

Key website statistics are illustrated in the following charts. The number of more than 33,140 website visitors for a total of more than 57,446 unique views over the first 7 months of its existence, i.e. from December 2022 to June 2023, indicates that the website has more than fulfilled its function of being the central information hub of the 6G SNS JU initiative.

Figure 7: 6G SNS JU website homepage

Visits Over Time

Visits Overview

33,140 visits ⬤ +301,172.7%

2 min 49s average visit duration ⬤ -67.6%

56% visits have bounced (left the website after one page) ⬤ +211.1%

2.4 actions (page views, downloads, outlinks and internal site searches) per visit ⬤ -57.1%

283 max actions in one visit ⬤ +843.3%

71,356 pageviews, **57,466** unique pageviews ⬤ +116,877%

319 total searches on your website, **202** unique keywords ⬤ +100%

5,044 downloads, **4,554** unique downloads ⬤ +504,300%

2,991 outlinks, **2,358** unique outlinks ⬤ +100%

Figure 8: 6G SNS JU visits overview (01/12/2022 to 26/06/2023)

COUNTRY	▼ VISITS
🇩🇪 Germany	3,595
🇪🇸 Spain	3,372
🇧🇪 Belgium	3,158
🇬🇷 Greece	2,415
🇱🇺 Luxembourg	2,170
🇫🇷 France	2,122
🇮🇹 Italy	2,024
🇬🇧 United Kingdom	1,411
🇺🇸 United States	1,138
🇫🇮 Finland	1,043

Figure 9: Geographical location of website visitors (Top 10)

The currently available statistics data is still rather limited due to the short period of time the 6G SNS JU website has been online and advertised, but the data will be useful for comparing with statistics presented in upcoming deliverables during the project life.

It should be noted that all website usage is tracked locally on the SNS JU website server via the "Matomo Analytics – Ethical Stats. Powerful Insights." plug-in, in **fully GDPR-conformant** way.

3.2.2   Social media channels

SNS OPS leverages on the established 5G PPP social media channels (which have been rebranded in November 2022) to capitalise on the existing audience. These social media channels have been rebranded from the previous 5G PPP accounts to SNS JU as the overall emphasis is shifting to the 6G

SNS initiative.

In June 2023, at the time when this Deliverable was prepared, the SNS JU social media channels had the following number of followers:

- **Twitter:** 9,150 followers, from 8,300 followers when the previous CSA Full-5G had ended.

- **LinkedIn group:** 1,415 followers, from 1,200 followers when Full-5G ended.

Two new social media channels have been established:

- **LinkedIn page:** 1,864 followers.

- **YouTube:** 50 subscribers.

These channels are used to animate discussions and echo the 6G SNS community members' news, with initial focus on Phase 1 projects' development. Such social media postings are also being used to actively promote involvements such as event participations, responses to consultations and even reactions to calls for proposals.

Twitter

The Twitter account is used for promoting and disseminating the development of the 5G PPP and the 6G SNS community, including news, events, outcomes, etc. Moreover, re-tweets are made of relevant and interesting content from disparate sources. It's also effective in echoing the community's news, while keeping an eye on the wider 5G and 6G ecosystem. This social media platform is also essential in promoting 6G SNS events, but also to LIVE posting of key topics, speakers and discussions raised at events.

LinkedIn

The 6G SNS LinkedIn Group allows all projects to publish directly to the page, contribute and animate discussions and promote their own project's news. The objective of this page is to create a community-driven site, attracting professionals and industry players who can publish their own updates. The 6G SNS LinkedIn Page aims at reaching a professional audience with more elaborated news and/or specific events highlights.
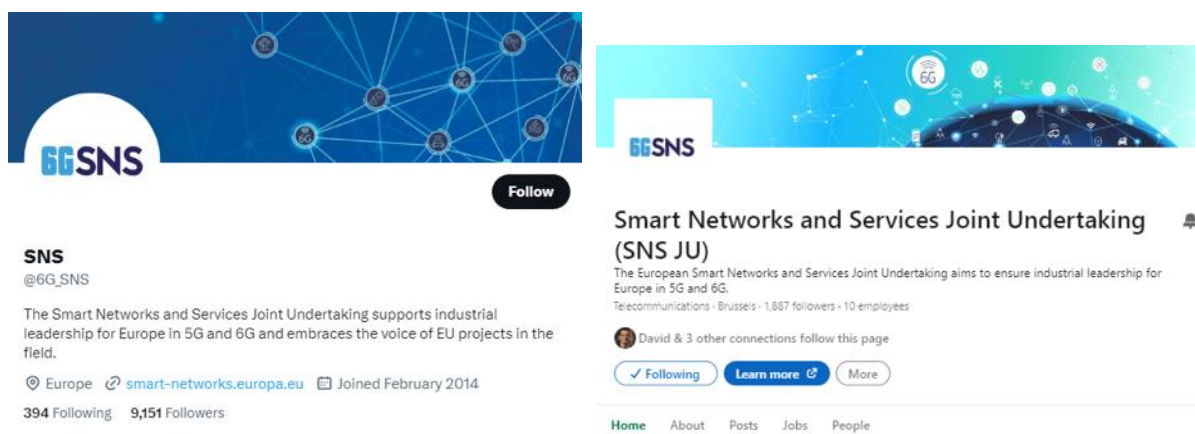

Figure 10: Social media channels

3.2.3   Newsletter

Joint 5G PPP and SNS JU newsflashes and newsletters have been published on a monthly and quarterly basis since January 2023. The purpose of such newsletters is to keep the audience informed about the strides made by the SNS JU and its projects, as well as its impact on Europe's digital strategy.

Through this newsletter, we provide valuable insights, updates, and success stories, ensuring readers stay abreast of the latest advancements in this domain, by featuring the collaborative efforts between the EC, industry partners and projects to raise awareness in the field.

Templates for dedicated SNS newsflashes and newsletters are currently being prepared and will be soon available on the SNS JU website[3].

Newsflash May 2023   **Newsletter April 2023**

Figure 11: 5G PPP and SNS JU Newsletters

3.2.4   SNS Journal

The objective of the SNS Journal is to provide readers with a comprehensive understanding of the challenges and opportunities each of the SNS JU projects face, as well as the advancements from a stream perspective.

The SNS Journal had been scheduled for release at the end of June 2023 but was made publicly available already on 5 June 2023. It was further promoted in the May 2023 newsflash and on the SNS JU website on the page The SNS Journal 2023 has been released! - SNS JU (europa.eu).

Over 50 paper copies were distributed at EuCNC 2023. Flyers promoting the Journal were also made available. Attendees had also the opportunity to scan a QR code and download the Journal in electronic format.

Some SNS JU projects have already promoted the Journal on their website or on LinkedIn (i.e., DESIRE6G, DETERMINISTIC6G, or TrialsNet which published it on its website.

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[3] https://smart-networks.europa.eu/sns-newsletters/

The European 5G Annual Journal 2023 and the SNS Journal 2023 released!

The European 5G Annual Journal 2023

The 7th and last issue of the European 5G Annual Journal was released at the end of May 2023.

At this point in time, it is worth looking back at the 5G PPP Programme and its achievements as the final projects will be winding up in 2023 and 2024. The outcome is impressive! €713 million dedicated to research, innovation and to delivering solutions, architectures, technologies and standards for building a ubiquitous 5G communication infrastructure in Europe: 93 funded projects, 1,845 participants and 789 unique beneficiaries, involving nearly 85,000 persons/ month.

Download the Journal and read more here.

SNS Journal 2023

The SNS OPS project – together with the 34 other SNS JU Phase 1 projects -is pleased to announce the publication of the 1st SNS Journal.

This 2023 edition of the SNS Journal gives an overview of the Projects of the first phase and will lay a strong foundation for 6G research in Europe.

The scope and breadth of the research encapsulated in these projects is unique, as is the broad spectrum of participating organisations. We will now build on these first steps to create and maintain a dynamic and inclusive 6G research community around SNS in Europe.

We will work through the projects and relevant inter-project working groups to share knowledge, form consensus and discuss solutions so that the combined impact of the SNS Projects will give major technical, societal and economic gains across the whole SNS community.

Download the SNS Journal 2023 and read more here.

Figure 12: The European 5G Annual Journal and SNS Journal 2023

3.2.5   Media Relations and Engagements

This SNS OPS activities will coordinate and support the communities, including providing programme communications and marketing, stakeholder engagements, organisation and orchestration of the necessary structures to mobilise the communities, events logistics and orchestration. This will also include the annual EuCNC & 6GS events in 2023 and 2024 and any press activities.

To ensure the results contribute to the achievement of expected outcomes and impacts. SNS OPS will ensure:

- The communication of the 6G SNS vision, goals and overall society benefits.
- The dissemination of the results across ICT and telecoms industries, verticals, innovative SMEs and policy makers.
- The fostering of the exploitation of project technical results across researchers and industries.

Significant resources are dedicated to disseminating and exploiting 6G SNS results, their timing and corresponding the initial KPIs.

A list of journalists in telecommunications and networks fields across Europe has been established. The first press release was published ahead of EuCNC 2023:

Figure 13: EuCNC & 6G Summit 2023 Press Release

3.3　Off-line communication

3.3.1　Events

In collaboration with Work Package 5: Events and Logistics (Eurescom), the Dissemination and Communication strategy focuses on the preparation, support and delivery of marketing material and media coverage for the participation of the SNS JU and its projects in key strategic events e.g. by enhancing the EuCNC events through 2023 and 2024 with a SNS focus, working with the many other conference events (e.g. IEEE) that the projects will use, and supporting the peer External Cooperation and Global 6G Events CSA (SNS-ICE) with their inter-continental events.

Such activities will be visible through participation in events and the impact on the roadmaps in the first instance, but later it will become observable through European contributions to 6G standards, consisting of stakeholder support, support to key cooperation events; dissemination, support core inter-project cooperation activities, relevant stakeholder events - including support to specific stakeholder communities via the SNS related Working Groups.

The main objectives of this activity are:

- To ensure every event organised by the SNS community is planned and prepared in a

professional way maximising the value for participants.

- To plan for key events to be organised by/for the SNS JU and plan for participation in key events organised by others of strategic value to the SNS JU.

- To ensure high visibility of the SNS JU projects' work, thereby promoting it to key stakeholders at Programme level and beyond.

- To create effective synergies to better support the communities as well as creating enhanced liaisons at national and international events.

The plan includes pre-promotion of the event and all necessary logistical and administrative support. The SNS OPS will provide the following services: creating and/or analysing the event brand, categorising and engaging target audiences, managing marketing and public relations activities, identifying event risks, securing the venue and logistics, and single point-of-contact for external liaison. This will improve the quality of the events efficiency and impact.

Table 1: Key events in 2023

Events	Date	Location
4 SNS Lunch Time webinar(s)	February – March 2023	Online
ETSI Research Conference: Maximizing the Impact of European 6G Research through Standardization	6 – 8 February 2023	Sophia Antipolis
IEEE International Conference on Communications: Sustainable Communications for Renaissance	28 May – 1 June 2023	Rome, Italy
EuCNC 2023	6 – 9 June, 2023	Gothenburg, Sweden
IEEE WiSEE	6 – 8 September 2023	Aveiro, Portugal
IEEE Future Networks WorldForum 2023	13 – 15 November 2023	Baltimore, USA
CAMAD'23 conference	6 – 8 November 2023	Edinburgh, UK
IEEE Global Communications Conference	4 – 8 December 2023	Kuala Lumpur, Malaysia

3.3.2   Marketing collateral

The SNS programme will need appealing and meaningful promotional materials. The material will be adapted in style, content and message to the specific target groups or events. The materials, such as brochures, postcards, posters, roll-ups, graphs, charts, videos, etc., will be produced in alignment with the planning of presentations and participation in target events.

The Dissemination and Communication strategy makes sure to include the design and distribution of promotional materials such as flyers, brochures, posters and roll-ups as needed to communicate at events, engaging the audience.

It closely monitors the footprint of each printed material, to minimise the paper consumption and waste and "recycle" materials as much as possible. For this purpose, we will:

- Avoid using material resources where possible (avoiding printing, unnecessary promotional material, plastic bottles at events, for example).

- Encourage the reduction of emissions through sustainable mobility practices. For example, recommend bicycle use, public transport at SNS OPS organised events and rewarding these actions.

- When needed, hire only companies that use sustainable products and materials (catering of organic products, or printing on recycled paper, for example).

- Communicate the efforts and the sustainable commitment to the stakeholders and the general public.

SNS OPS already took care of the design of a brochure prepared by the 5G4CAM Working Group that was made available at the occasion of EuCNC 2023, as shown in Figure 14, and several posters as shown further down in Figure 15 and Figure 16:

Figure 14: Brochure of the 5G4CAM Working Group

Figure 15: Poster samples

Figure 16: Poster samples

3.4   Community building

3.4.1   Communication Task Force

Based on the positive partners' experience made animating and engaging the 5G PPP Community, SNS OPS has approached the newly established SNS JU community as follows:

- Identified the communication manager for each SNS JU project.

- Created a mailing list of the SNS JU projects' communication managers. This allows communication managers to timely inform each other on their projects' activities, promote their webinars/workshops, announce their Open Calls etc.

- Initiated the dialogue via email offering the SNS OPS support to amplify their communication activities through all the established channels (website, newsletter, social media, press activity etc) and shared the SNS JU brand guidelines to ensure a common branding reference.

- Established a monthly communication task force call. The call allows all the projects to share their latest dissemination activities, asks for collaboration and support across the community. Minutes of the meeting are shared through the mailing list to ensure the whole community is always kept updated on the latest results and activities.

- For specific events (such as EuCNC, Mobile World Congress) the communication task force allows strong coordination and tailored communication activities, such as on-site interviews, unified promotion of the different projects' initiatives (poster sessions, workshops, etc.) on the SNS JU portal etc.

4   Performance Assessment

In this section the Communication and Dissemination KPIs, and the Deliverables and Milestones in scope of these activities are listed.

4.1   Communication and Dissemination KPIs

Table 2: Communication and Dissemination KPIs

Goal/Objective	Means	KPI Target
SNS Presentations	Workshops/Special sessions /webinars/ Info Days /Interventions at events	20
SNS Publications	Whitepapers, Roadmaps, Contributions to standardisation	8
SNS Events organised	A number of well attended events	Growing the EUCNC audience 10 Project workshops/seminars
SNS Portal	Audience reached	≥ 5,000 unique visitors, ≥ 2min visit
SNS Social Media	Followers LinkedIn and Twitter	> 1,500 by the end of the project
SNS newsletter	Number of newsletters/newsflashes	8 newsletter, 20+ newsflashes
Press Coverage	Articles published online and offline	20
Promotional materials	Flyers, Roll-ups, Posters etc	4
Annuals	Publication	2
SME brochure	Publication	2
NetworldEurope Portal	Audience reached	≥ 1,000 unique visitors, ≥ 2min visit
NetworldEurope Social Media	Followers LinkedIn and Twitter	> 1,000 by the end of the project

4.2   Communication and Dissemination deliverables and milestones

Table 3: Communication and Dissemination Deliverables and Milestones

D2.1 SNS Communication and Dissemination Strategy and Plan (R, PU, M04, MARTEL):
This deliverable provides the SNS communication and marketing strategy and plan, including dissemination and exploitation. This should be considered as a living document that will be regularly updated tasks.

D2.2 First year SNS Annual (R, PU, M06, IDATE)
This deliverable will be in the form of a professionally printed book showing the work
of all the projects in the SNS Initiative in Year 1.

D2.3 Interim SNS Dissemination and Communication Activities Report (R, PU, M13, MARTEL):
This deliverable will report on the outreach activities in the first reporting period, gathering input from all WP2 tasks.

D2.4 Second Year SNS Annual (R, PU, M18, IDATE)
This deliverable will be in the form of a professionally printed book showing the work
of all the projects in the SNS Initiative in Year 1.

D2.5 Final NGI Dissemination and Communication Final Report (R, PU, M25, MARTEL):
This deliverable will provide the final report on outreach activities, gathering input
from all WP2.

Milestones:
MS3 2023 SNS annual distributed at 2023 EUCNC event (M6, IDATE)
MS4 2024 SNS annual distributed at 2024 EUCNC event (M18, IDATE)

5   Lessons already learned and Conclusions

The first few months of the SNS OPS CSA have been extremely busy and dense of activities, which we have outlined along this document. These intense kick-off period has also proved extremely valuable in terms of lessons learnt on several fronts:

- The level of Marketing and Communication expertise among the different SNS JU projects is varied and therefore an extra effort must be put in place to bring everybody up to speed to benefit the entire programme

- The individual projects' plans and specific dissemination targets may seem, at a first and superficial glance, hard to blend into a unified SNS JU storytelling. This is never the case, what is essential is finding the common ground between specific target audiences and objectives of each project and the overall community's benefit.

- There are specific projects which have cumulated a substantial expertise in the previous 5G PPP ecosystem and in general in the EC funding projects which may see the SNS OPS communication support not beneficial and less interested in participating and contributing to the community's activities (i.e., communication task force). It is our goal to prove them wrong providing substantial guidance and support, showing the win-win opportunities of shared information and cooperative approach.

- The continuous entrance of new players (i.e., new Phase 1 projects which will be starting later in 2023 or beginning of 2024 and more to come in Phase 2) can prove to be challenging both from the SNS OPS side and the new projects' side, which need to be timely involved in all the Communication Task Force activities and tools.

- We have tested our own internal processes (i.e., publishing and editorial approval processes) and we are now already applying some corrective measures and streamlining the processes to enable all players to voice their news across all the available media channels.

- The EuCNC 2023 event gave us a good proof that coordinated activities and the cumulative promotional efforts, can bring satisfactory results for all the participants in terms of outreach, new stakeholders involved and favourable media coverage.