



SNS OPS – Supporting the SNS JU Operations

D2.3 – Interim SNS Dissemination and Communication Activities Report

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Abstract

This document presents the results of the SNS OPS outreach activities in the first project period up until January 2024, gathering input from all WP2 tasks that contribute to the dissemination and communication, visibility, and promotion of the 6G SNS JU activities at European and international level.

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Executive Summary

The SNS OPS project has, through the development of the activities encompassed in Work Package 2, the objective to widespread dissemination of European achievements in the 6G SNS JU. It targets at growing the 6G SNS constituency and supporting early exploitation of results, capturing and promoting the achievements of the projects started under the HORIZON-JU-SNS call, monitoring the impact these results have on the evolution of 6G in Europe as well as at international level. Such work also looks to the future and consider what additional actions are necessary to maintain the European momentum and leadership in 6G and facilitate the uptake of 6G by the European vertical sectors.

This report presents the communication and dissemination activities of the SNS OPS project during the first period (M1-M13). Key activities include online marketing activities, the production of online and printed promotional materials, the organisation and/or engagement of partners in various communication and dissemination activities such as participating in local and international events (i.e., EuCNC & 6G Summit 2023), publishing scientific papers, sharing news through institutional channels, and promoting the project on online platforms, i.e., social media channels, website.

Overall, the SNS OPS project and its partners has engaged in communication and dissemination efforts, creating valuable connections and collaborations with other projects and initiatives in the communication network technologies and systems fields in the context of 6G global developments. To recap the overall accomplishments:

- **Website engagement:** The SNS JU website, serving as a central information hub, attracted 62,024 visitors with 105,707 unique page views, indicating a strong interest and engagement from the community.
- **Social media outreach:** On platforms like LinkedIn and Twitter, the project's presence grew significantly, with the LinkedIn followers increasing from 679 to 2,483 and Twitter followers reaching 9,173. This extended reach demonstrates the SNS JU's ability to engage a wider audience.
- **Event participation:** Active participation and organization of events, such as the EuCNC & 6G Summit 2023, facilitated direct interaction with over 10,000 industry professionals, researchers, and stakeholders, fostering knowledge exchange and collaboration.
- **Press coverage and promotional activities:** The project's efforts resulted in over 30 press clippings, reaching an audience of more than 3 million readers worldwide. Additionally, brochures and posters, were produced and distributed, further amplifying the project's visibility.
- **Coordination of communication and dissemination activities** of the SNS projects by chairing and managing the SNS Communication Task Force to which all SNS projects are invited.

This report will focus on offering insights and results into the different activities delivered through the tasks listed below:

- T2.2 Online presence and outreach
- T2.3 SNS Promotion Office
- T2.4 SNS Annuals

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Abbreviations

3GPP	Third Generation Partnership Project
5G	5th Generation Wireless Systems
5G PPP	5G Public Private Partnership
5G-ACIA	5G Alliance for Connected Industries and Automation
5GAA	5G Automotive Association
6GSTART	Starting the Sustainable 6G SNS Initiative for Europe
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
ICT	Information and Communication Technology
KPI	Key Performance Indicator
MWC	Mobile World Congress
R&I	Research and Innovation
RIA	Research and Innovation Action
SNS ICE	Smart Networks and Services International And European Cooperation Ecosystem,
SNS JU	The Smart Networks and Services Joint Undertaking

1 Introduction

The SNS OPS project started in January 2023 and, as a Coordination and Support Action (CSA), it facilitates the activities of the European 6G Smart Networks and Services Joint Undertaking (6G SNS JU) Initiative. The SNS OPS ensures that inter-project collaboration structures and mechanisms are established, fostering liaisons with other major relevant initiatives in Europe and beyond.

The SNS OPS Project also orchestrates collaborations and captures and promotes the achievements of the 6G SNS projects, by facilitating their activities in inter-project working groups.

The major action points that the SNS OPS project is focused on include:

- Extracting strategic R&I orientations from the European ICT community.
- Coordination with SNS ICE CSA - Smart Networks and Services International And European Cooperation Ecosystem, 6G Start - Starting the Sustainable 6G SNS Initiative for Europe 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
- Organising the SNS JU presence 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.

1.1 Purpose and structure of the document

This deliverable describes the communication and dissemination activities carried out by SNS OPS from 1 July 2023 to 31 January 2024. The activities carried out between 1 January - 30 June 2023 have been detailed in D2.1: SNS Communication and Dissemination Strategy and Plan.

This deliverable is organised as follows:

- Section 2 presents a short overview of the communication and dissemination strategy, to set the context of the activities.
- Section 3 presents the communication and dissemination activities.
- Section 4 presents the Communication and Dissemination Results (Impact Creation Monitoring)
- Section 5 presents the Conclusions and next steps.

2 Communication and Dissemination Strategy

The SNS OPS' Communication and Dissemination strategy, as defined in SNS OPS D2.1: SNS Communication and Dissemination Strategy and Plan, aims to empower stakeholders and align them towards common objectives for increased outreach and impact in SNS JU. In collaboration with project partners, the strategy emphasised 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 defined strategy is maintained as a living document that can be refined through close interaction with other work packages, the European Commission, ongoing SNS RIAs, and other CSAs (e.g., SNS ICE) in the 6G and 5G PPP 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 key objectives of the Dissemination and Communication strategy are to:

- Ensure effective communication 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:

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

The communication and dissemination strategy follows a three-phase approach. During the **first phase (months M1-M05)**, the overall objective was 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. This phase successfully achieved its overall objectives, as detailed below

- **Brand identity development:** The 6G SNS JU brand identity was created. This included the development of a comprehensive visual identity. Brand guidelines were made available on the 6G SNS website, ensuring consistency in all promotional and dissemination materials used by project partners.
- **Website launch and engagement:** The 6G SNS JU website was officially launched and served as the central information hub. In the first seven months, the website attracted over 33,140 visitors with more than 57,446 unique views, demonstrating its effectiveness as the main channel for information dissemination about the SNS Joint Undertaking.
- **Social media channels growth:** The project capitalised on existing 5G PPP social media channels, which were rebranded to focus on the 6G SNS initiative. Significant growth in followers was observed across various platforms, including an increase from 8,300 to 9,150 on Twitter and the establishment of a new LinkedIn page.
- **Newsletters and journal publication:** Joint 5G PPP and SNS JU newsletters were published

to keep both audience informed about the 5G PPP results and SNS JU's progress. The SNS Annual Journal was also released, providing insights into the challenges and opportunities of the SNS JU projects, with 50 paper copies distributed at EuCNC'23.

- **Media relations and event participation:** Significant efforts were made in media relations, including the publication of press releases and coordination of community activities. The strategy also included participation in and support for key strategic events to ensure high visibility of the SNS JU projects.
- **Marketing collateral:** Effective promotional materials were designed and distributed, aligning with the brand identity and communication strategy.
- **Community building and task force setup:** A Communication Task Force was established, facilitating collaboration and support across SNS JU projects. This task force played a crucial role in ensuring unified and effective communication efforts for various events and initiatives.

At the time of preparing this report, the SNS OPS communication and dissemination plan is in its **second phase (months M06 - M20)**. Up to the time of writing this report (M13), steps were taken to reengage the audience already familiar with the SNS JU. This involved leveraging existing communication channels to refresh and renew interest in the initiative:

- **Website:** Regular updates and new content were added to the SNS JU website to keep it current and informative.
- **Social media:** Active engagement on platforms like X (Twitter) and LinkedIn.
- **Newsletter and journal:** Publication of joint 5G PPP and SNS JU newsletters, as well as the release and distribution of the SNS Annual Journal.
- **Media relations:** Press releases were issued, and media relations were strengthened to enhance visibility.
- **Event participation:** Active participation in key events, such as EuCNC 2023, including the distribution of marketing collateral and the promotion of the SNS JU's presence and activities at these events.

The activities up to M13 have laid a solid foundation for audience reactivation and content dissemination, while the plan until M20 is poised to build upon this groundwork with a focus on diversifying content formats, enhancing event participation, and broadening the dissemination and engagement with the SNS JU initiative.

From **M21**, SNS OPS will enter **the third phase of its communication and dissemination plan**. In the third phase the key communication and dissemination activities will focus on ensuring the impact and exploitation of project results. The main activities include presentation of results at key events and dissemination of Impact Assessment. In addition, assessing the effectiveness of the communication and dissemination activities undertaken in this phase is important. Preparing final reports that encapsulate the entire span of the project's communication and dissemination efforts, will provide insights and recommendations for future initiatives.

3 Dissemination and Communication Activities

3.1 Active Communication and Dissemination of Key Content

To engage with its target audience and stakeholders, SNS OPS employs a diverse range of communication and dissemination activities to implement the strategy described above. The SNS JU website² serves as the primary information hub for the community, while social media channels, newsletters, news articles, blogs, and curated stories are also utilised to engage the community and expand the outreach. Content is strategically shared through specialized channels to maximize reach.

3.2 Website

In its first full year of running, the SNS JU website has fulfilled its role as a central information hub of the SNS JU initiative as planned in the SNS OPS DoA. The website is regularly updated on behalf of the SNS JU Office and the SNS JU projects by SNS OPS with SNS JU Call information, funding opportunities, organized events, publications, SNS project information, and others.

SNS projects news and details, SNS JU Office participations and relevant publications and events for the communities are regularly shared in the dedicated sections.

Since it was officially launched on the 1st of December 2022, the website has collected until the 11th of January 2024 a total number of 62,024 visitors with 105,707 unique page views and an average visit duration of 2 min and 42 sec.

Visits Overview

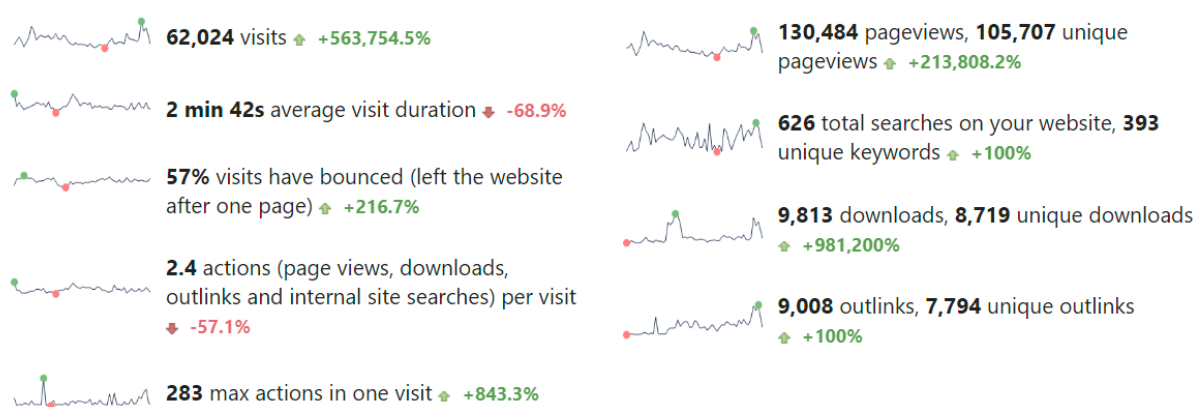


Figure 1: SNS JU visits overview (01/12/2022 to 11/01/2024)

² <https://smart-networks.europa.eu>

3.3 Social Media

A LinkedIn Page³, a LinkedIn Group⁴, and a YouTube⁵ channel were established as communication tools to promote activities and outputs of the project regularly, while also encouraging a wider discussion on the topics related to the project's activities.

The X⁶ channel (formerly Twitter) went through a rebranding from 5G PPP to 6G SNS, reflecting the evolution of focus from 5G to 6G technologies.

So far, SNS OPS has ensured an active presence on the most popular social media channels through the SNS JU official social media accounts, which are linked to the SNS website. In addition, the YouTube channel was opened and it features videos from the events where SNS JU was present, including interviews with the consortium partners and animated videos showcasing the projects' objectives and use cases.

3.3.1 LinkedIn Page

The 6G SNS LinkedIn Page⁷ (managed by the SNS JU office) aims at reaching a professional audience with more elaborate news and/or specific events highlights. It features insightful content on industry trends, projects' updates, and thought leadership in 6G and related fields. It also promotes events and elaborated news stemming from the leadership of SNS JU.

Since January 2023, the following statistics show a steady growth in both the number of followers, outreach, and engagement percentages, increasing substantially from 679 followers as of 4th of December 2022 to **2,730 followers** as of 24 January 2024, totalling 1,804 new followers in the past year.

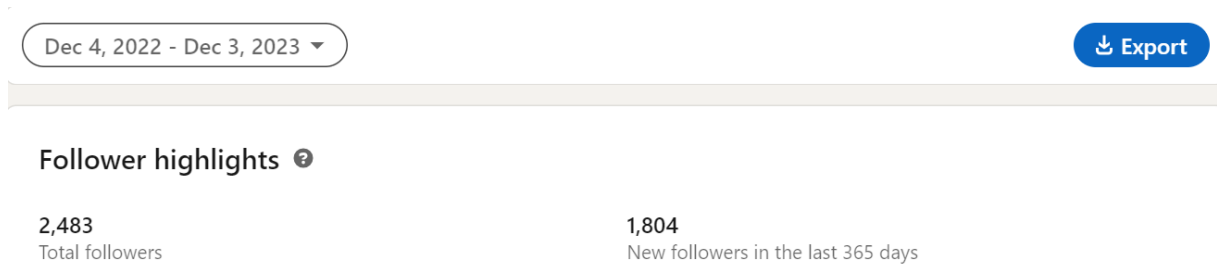


Figure 2: LinkedIn page follower growth

³ <https://www.linkedin.com/company/sns-ju/>

⁴ <https://www.linkedin.com/groups/12011028/>

⁵ <https://www.youtube.com/channel/UCs3hOxoWosIo63cMqSd9jIg>

⁶ https://twitter.com/6G_SNS

⁷ <https://www.linkedin.com/company/sns-ju/>

Highlights

Data for 12/4/2022 - 12/3/2023

5,686
Reactions

94
Comments

647
Reposts

Metrics

Engagement rate ▾

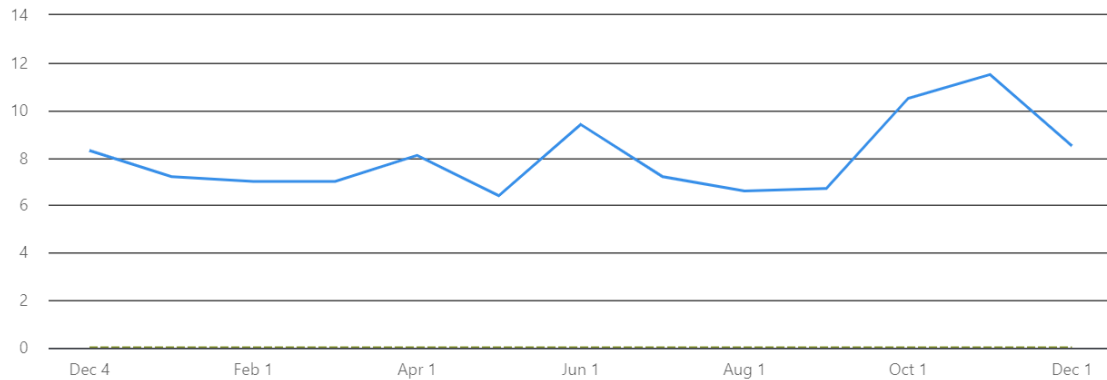


Figure 3: LinkedIn page engagement rate

3.3.2 LinkedIn Group

The 6G SNS LinkedIn Group⁸ (managed by SNS OPS) allows all projects to publish directly to the page, without having to obtain approval from the 6G SNS JU Office, to contribute and animate discussions and promote their own project news. The objective of this page is to create a community-driven site, attracting professionals and industry players who can publish their updates. The group counts **1,464 members** as of 24 January 2023. To date, the group had 53 posts, counting 9,827 post views.

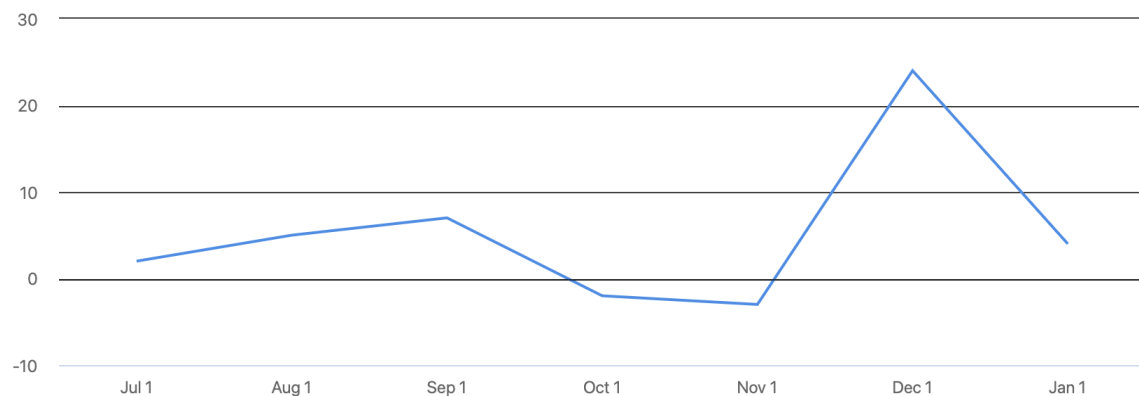


Figure 4: LinkedIn Group growth

⁸ <https://www.linkedin.com/groups/12011028/>

Member demographics

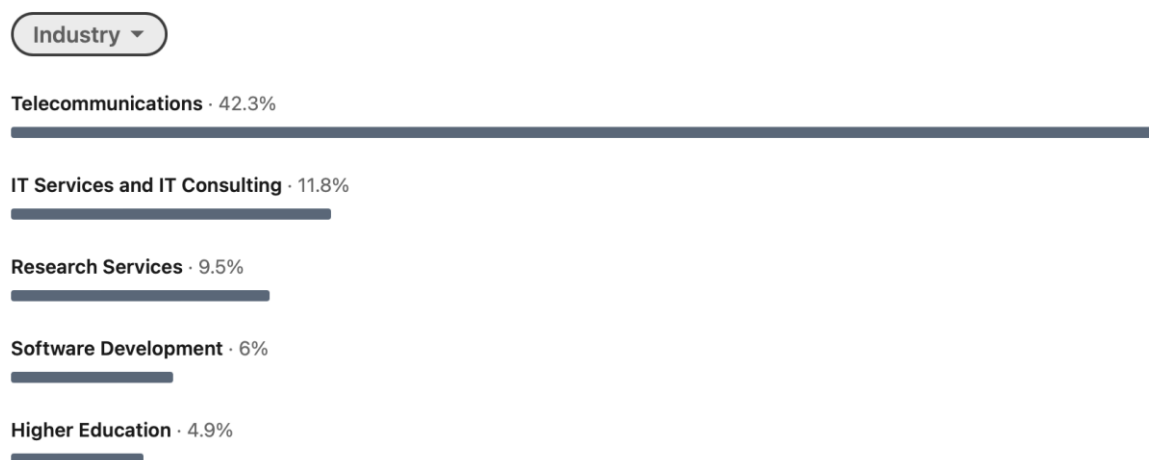


Figure 5: LinkedIn Group member demographics

3.3.3 X (formerly Twitter)

The relation between the 5G PPP and 6G SNS X channel is primarily based on a transition and rebranding process, reflecting the evolution of focus from 5G to 6G technologies. Key points in this relationship include:

- **Evolution from 5G to 6G:** The 5G PPP was focused on advancing 5th generation wireless technologies, while the 6G SNS initiative marks a shift towards the development and promotion of 6th generation networks and services.
- **Rebranding of the X channel:** The existing X channel of 5G PPP was rebranded to reflect the shift towards 6G SNS. This rebranding signifies a continuation and expansion of the initiative's scope from 5G to 6G, leveraging the established audience and platform of the 5G PPP for the promotion and dissemination of 6G-related content.
- **Continuity and expansion of audience:** By rebranding the 5G PPP X channel to 6G SNS, the initiative aimed to retain its existing audience while expanding its reach to include stakeholders interested in the next generation of wireless technologies. Before the rebranding to 6G SNS, the 5G PPP X channel had approximately 8,300 followers. After the transition and rebranding from 5G PPP to 6G SNS, the follower count on the X channel increased to 9,173 followers. This increase in followers reflects a successful transition and audience retention/expansion strategy, wherein the rebranded channel has not only managed to keep its existing followers engaged but also attracted new followers interested in the advancements and developments in 6G technologies. The growth in followers indicates effective communication and outreach efforts post-rebranding.

Overall, the X 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.

The SNS JU X account has **9,173 followers** at the time of writing this report. The total number of impressions generated by the tweets in the reporting period reached 17,5k.



Figure 6: X (formerly Twitter) monthly metrics example

3.3.4 YouTube

The [YouTube channel](#)⁹ of the Smart Networks and Services Joint Undertaking was established in March 2023 as a tool to enhance SNS JU’s digital footprint, allowing it to effectively communicate information and engage with a wider audience. At the time of writing this report, the total number of subscribers reached **87**, it hosts **78** videos from SNS JU and its projects, with **4,5k** total views.

The YouTube channel features videos that are related to advancements, initiatives, and discussions in the field of smart network technologies and 6G developments. This content includes informational videos, interviews with experts, presentations or lectures from industry events, and other materials relevant to the SNS JU's activities and goals. The channel serves as a digital platform to disseminate knowledge, share insights, and engage with audiences interested in the latest developments in smart networks and services.

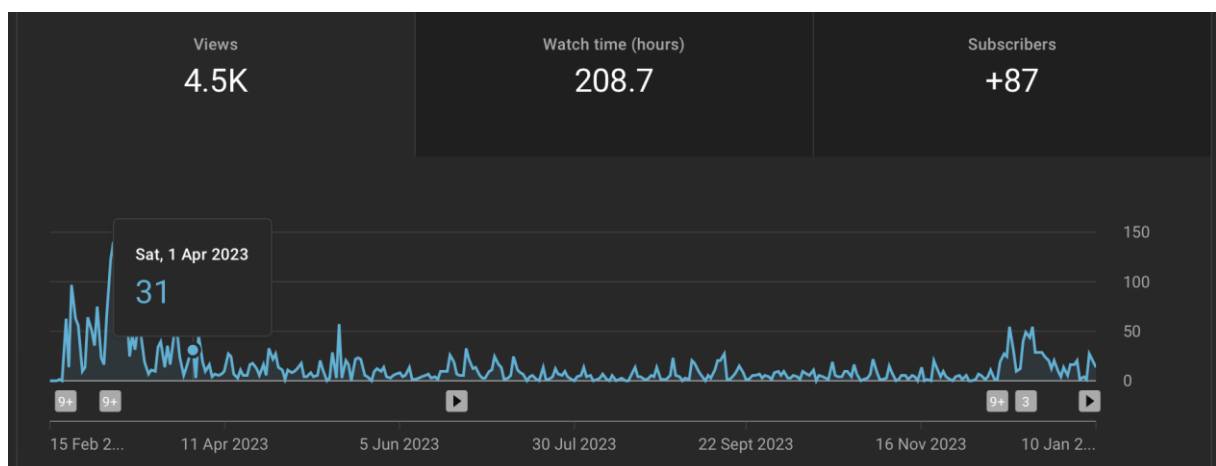


Figure 7: YouTube channel key performance

⁹ <http://www.youtube.com/@SmartNetworksandServicesJU>

3.4 Promotional Material

3.4.1 Print Material

Various appealing and meaningful promotional material has been created. The material has been adapted in style, content and message to the specific target groups or events. The materials, such as brochures, postcards, posters, roll-ups, graphs, charts etc., have been 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.

SNS OPS already designed and presented the following materials, on the occasion of the EuCNC 2023 edition:



Figure 8: 5G4CAM Brochure



Figure 9: The SNS JU booth at EuCNC 2023

Furthermore, SNS OPS has designed flyers, posters, brochures and project collateral for the following events or publications of SNS JU:

Table 1: Print and online collaterals

Collateral	Quantity	Printed/online
SNS JU posters for EuCNC	4	4 copies printed
SNS Communication guidelines	1	online distribution
SNS Brand guidelines	1	online distribution
5G4CAM brochure	1	50 copies printed
SNS JU booth desk at EuCNC 2023	2	2 printed
SNS Annual Journal 2023	1	50 copies printed

6G SNS The Smart Networks and Services Joint Undertaking

MAIN MISSIONS

- 6G** Fostering Europe's technology sovereignty in 6G
- 5G** Boosting 5G deployment in Europe

STRATEGIC OBJECTIVES

- Research & Innovation for 6G networks - connectivity, devices and services infrastructures
- New applications: "Internet of Sense", XR/VR, digital twins, holographic type communications
- Reinforce Europe's technological leadership
- Safeguard European values (security and privacy)
- Enable a massive digital and green transitions towards low carbon footprint of vertical industries

Cost Effective Affordable Solutions | **Stronger European SNS Economy**

5G PPP PUBLIC-PRIVATE PARTNERSHIP
The 5G PPP and the 6G SNS JU are co-funded by the European Commission under the Horizon2020 and Horizon Europe Research Framework Programmes.

6G SNS **OPEN CALLS** +25M€ fundings

STREAM C

- 6G BRICKS** Building Reusable testbed infrastructures for validating Cloud-to-device breakthrough technologies
Budget: 1,680,906 € | Dates: 1st Call: Dec 2023 - Jan 2024 | 2nd Call: Jun 2024 - Jul 2024
- 6G BOX** Supporting architectural and technological network evolutions through an intelligent, secured and twinning enabled open experimentation facility
Budget: 540,000 € | Deadline: Jul 2023
- 6G R** 6G Experimental Research
Budget: 1,800,000 € | Deadline: Sept 2023

STREAM D

- fidal** Augmentation of human capabilities through validation in large-scale field trials
Budget: 6,000,000 € | Dates: Sept 2023
- 5 Imagine** Reinventing the future of mobile telecom networks Beyond-5G
Budget: 4,400,000 € | Dates: 1st Call: Jun 2023 - Aug 2023 | 2nd Call: Jun 2024 - Aug 2024 | 3rd Call: Dec 2024 - Feb 2025
- X** Trial Platform for 5G Evolution – Cross-Industry on Large Scale
Budget: 6,000,000 € | Dates: 1st Call: May 2023 - Jul 2023 | 2nd Call: Nov 2023 - Jul 2024
- 6G** Trials Supported By Smart Networks Beyond 5G
Budget: 5,580,900 € | Dates: Nov 2023

ALL INFO HERE

Co-funded by the European Union | smart-networks.europa.eu

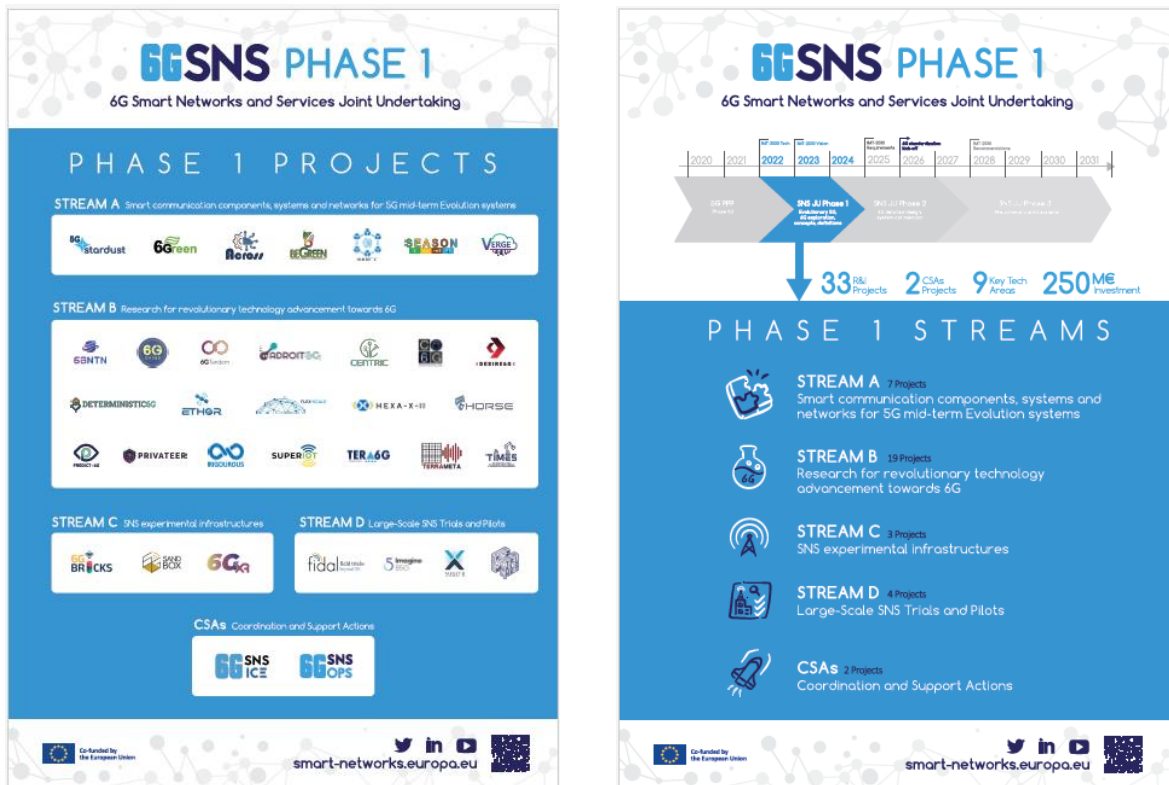


Figure 10: SNS JU posters for EUCNC 2023

3.4.2 Online Material

Assets in the form of social media cards (images) have been developed for both LinkedIn and X (formerly Twitter):

Table 2: Assets created for SNS JU social media channels

Social media assets	Item
6Gsec Common Path and Cardinal Points “6Gsec CP2”	1 social post card
EUCNC 6G Summit	15 social post card
SNS R&I Work programme 2024	1 banner website + 1 social post card
6G SNS 2,000 Followers	1 social post card



Figure 11: Social media post cards

Event coverage has also taken place at EuCNC 2023, Vision of Future Communications Summit and other events partners have participated in.

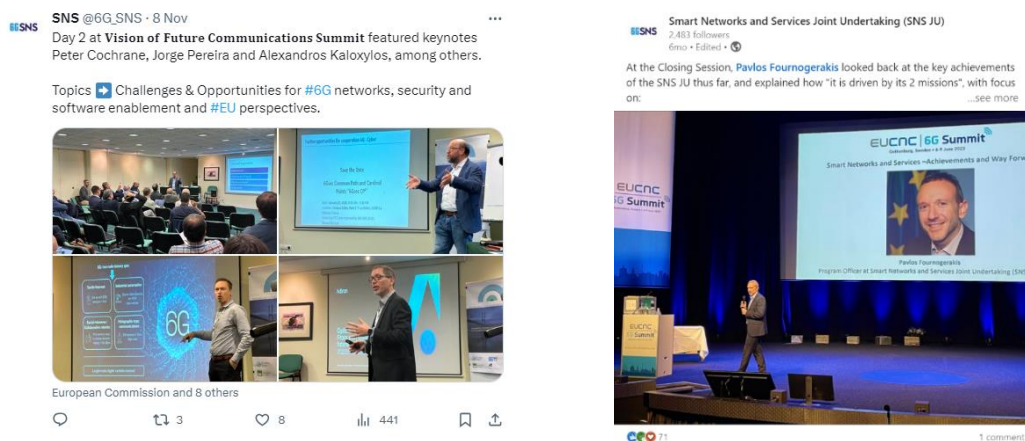


Figure 12: Social media live coverage

3.5 Newsletters and newsflashes

To keep updated and engage the target audience, IDATE is producing quarterly newsletters and monthly newsflashes.

The newsletter and newsflash offer periodic updates on the SNS program, ICT research trends, innovative practices, project discoveries and outcomes, updates from industrial partners, and more.

Newsletters and newsflashes also feature details about upcoming events or tasks to keep the readers informed. Concretely, newsflashes include the most significant news, announcements and dissemination activities from SNS projects with links and contacts. Newsletters provide major outcomes, include EC's strategic news and major decisions and information on programme development.

In addition to their primary purpose, newsletters and newsflashes serve as powerful communication tools for promoting major upcoming events, helping to generate anticipation, excitement, and awareness surrounding these significant occasions.

Project partners play a significant role in contributing to the process of populating the newsletters / newsflashes, actively engaging and collaborating to ensure they are well-filled and complete.

All newsflashes and newsletters are available online on the SNS website at [SNS Newsflash & Newsletters - SNS JU \(europa.eu\)](https://www.europa.eu/sns/newsflash-newsletters). To take into account that SNS projects were launched only beginning of 2023 and to ease a smooth transition from 5G PPP to SNS, newsflashes and newsletters from January to May 2023 have been shared between 5G PPP and SNS. The 5 newsflashes and 2 newsletters shared between the two programmes can be found on the 5G PPP website here [Newsletters / Newsflashes < 5G-PPP](https://www.europa.eu/5gppp/newsletters-newsflashes). From June 2023 to December 2023, a total of 2 dedicated newsletters and 6 dedicated newsflashes were released. The June-December 2023 newsletters and newsflashes generated nearly 100 views.

All SNS newsflashes and newsletters are conveniently accessible online on the SNS website, under the section SNS Newsflash & Newsletters at [SNS Newsflash & Newsletters - SNS JU \(europa.eu\)](https://www.europa.eu/sns/newsflash-newsletters). This accessibility is part of our commitment to transparent communication and ensuring that our stakeholders and the wider public have easy access to the latest information.



Figure 13: Snapshot of the December 2023 newsflash

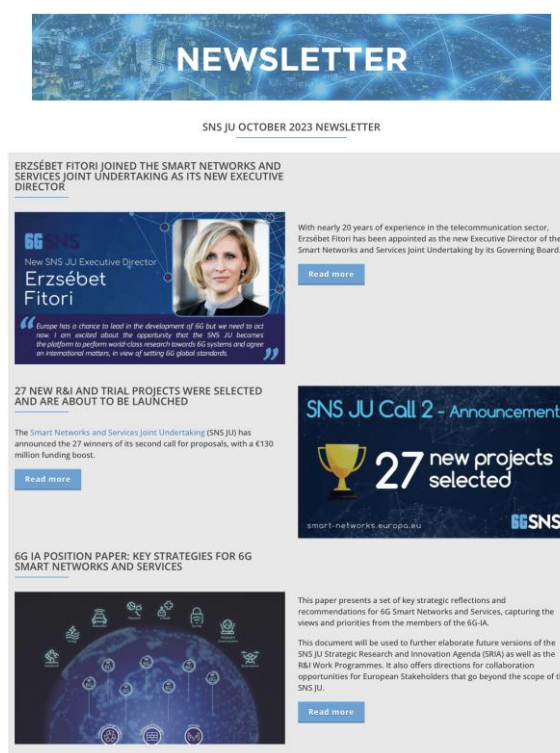


Figure 14: Snapshot of the October 2023 SNS newsletter

3.6 SNS Annual Journal

In May 2023, the SNS Annual Journal 2023 has been published. It can be found in the news release section of the SNS website [The SNS Journal 2023 has been released! - SNS JU \(europa.eu\)](https://www.europa.eu/sns/news)

This inaugural edition of the SNS Journal showcases the recently launched SNS projects. Looking ahead, the 2024 issue of the SNS Journal, scheduled for publication at the EuCNC 2024 in Antwerpen, will feature insights into call 2 projects, elaborate on early call 1 project results, and provide a comprehensive overview of the progress made since January 2023.

The Journal is readily [accessible online in PDF format](#), a conscious initiative aimed at not only facilitating easy access for readers but also actively supporting sustainability endeavours by significantly lowering the carbon footprint associated with traditional print distribution. At the EuCNC 2023 event held in Gothenburg, 50 paper copies of the materials were however distributed, ensuring that attendees

had access to physical documentation and resources during the conference. In addition to distributing paper copies, a flyer containing a QR code was also provided to accommodate those attendees who preferred a digital option, further aligning with modern preferences and environmental consciousness for reducing paper waste. The SNS Journal generated 86 page views.



Figure 15: Cover of the SNS Journal

3.7 Press Releases

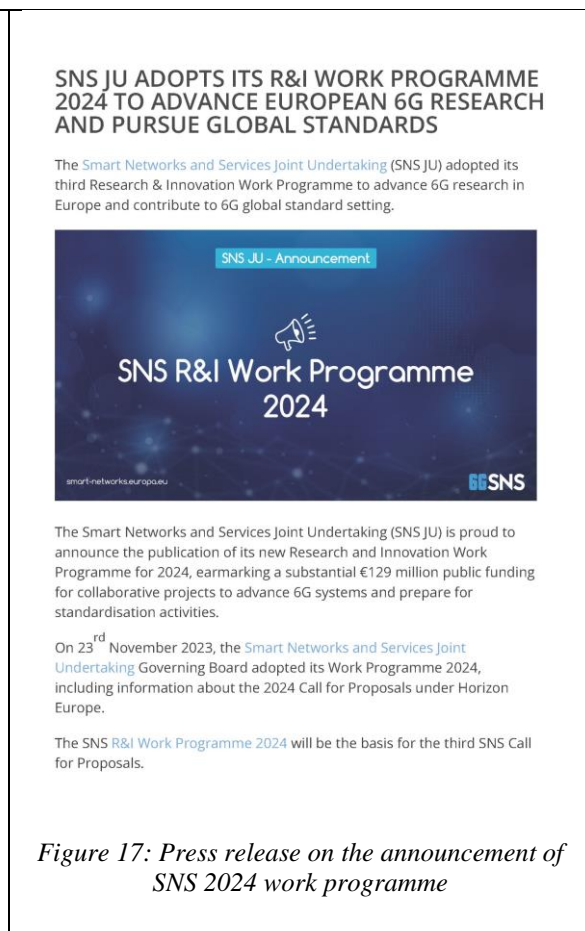
Significant resources are dedicated to disseminating and exploiting 6G SNS results, their timing and corresponding the initial KPIs. A list of journalists in telecommunications and networks fields across Europe has been established.

The criteria for selecting journalists (through a dedicated platform for media outreach) for disseminating information included:

1. **Specialization and expertise:** Journalists specializing in telecommunications and network technologies are chosen for their expertise and understanding of the subject matter. This ensures that the dissemination of information is accurate and insightful.
2. **Media outlet's reach and relevance:** Journalists from media outlets with a significant reach and relevance in the tech and telecom sectors are preferred, as they can provide broader and more impactful coverage.
3. **Geographical considerations:** Journalists from diverse geographical locations across Europe and beyond were chosen to ensure wide and varied coverage, catering to different regional audiences.
4. **History of reporting:** Journalists with a history of influential reporting in these fields were chosen to leverage their credibility and audience trust.

The impact of this strategy on the dissemination plan is substantial, as it ensures that the information reaches the right audience through credible and authoritative sources. By targeting specialised journalists, SNS JU can expect more in-depth, accurate, and widespread coverage.

The first press release was published ahead of the EuCNC'23 (May 2023). In the reporting period, two other press releases were published about SNS JU announcements (SNS JU Call 2, the 2024 Research and Innovation Work Programme).



For the recent SNS JU press release on Call 2 projects, SNS OPS strategically developed two distinct versions to maximise the outreach and relevance. The first version was a general release, distributed on behalf of SNS JU, which provided a comprehensive overview of the pertinent details. The second version was specifically tailored for the winning projects. This customisable version was crafted to be adapted and localised, enabling winning consortia to attract and engage local journalists more effectively by highlighting aspects of particular regional interest. This dual approach ensured that while the core message remains consistent, the delivery was optimized for diverse audiences.

The strategic dissemination of our dual-version press releases has yielded unprecedented results for SNS JU. This approach significantly amplified our media reach, resulting in the **highest readership engagement** since the inception of SNS JU. Notably, we garnered **35 press clippings**, collectively reaching an audience of **more than 3 million readers worldwide** (according to Meltwater media monitoring tool), as shown in the table below:

Table 3: Media coverage of the SNS JU press releases

Country	Media outlet	Article
Belgium	5G Observatory	https://5gobservatory.eu/eu-5g-and-6g-funding-initiative-announces-2024-work-programme/
Netherlands	Telecompaper	https://www.telecompaper.com/news/eu-selects-27-more-6g-research-projects-in-second-funding-call--1479667
Luxembourg	PaperJam	https://paperjam.lu/article/developpement-6g-list-en-premi

Luxembourg	Silicon Luxembourg	https://www.siliconluxembourg.lu/6g-research-receives-e130m-eu-funding-boost-list-project-benefits/
United Kingdom	Telecoms.com	https://telecoms.com/524406/eu-hands-over-e130-million-for-6g-research/
Luxembourg	Chronicle.lu	https://chronicle.lu/category/research-r-d/47145-list-to-coordinate-eur4m-project-on-6g-mobile-networks
United Kingdom	TelecomTV	https://www.telecomtv.com/content/6g/what-s-up-with-6g-r-d-in-europe-at-t-telia-48766/
USA	LatestFinance.News	https://latestfinance.news/whats-going-on-with-6g-rd-in-europe-att-telia-545070/
India	Communications Today	https://www.communicationstoday.co.in/6g-research-gets-a-130-million-eur-eu-funding-boost-in-europe/
Germany	5G PPP	https://5g-ppp.eu/6g-research-gets-a-130-million-eur-eu-funding-boost-in-europe-the-smart-networks-and-services-joint-undertaking-sns-ju-has-announced-the-27-winners-of-its-second-call-for-proposals-with-a-e130-mil/
Cyprus	Cyprus Shipping News	https://cyprusshippingnews.com/2023/10/20/6g-research-gets-a-130-million-eur-eu-funding-boost-in-europe/
Belgium	eeNews Europe	https://www.eenewseurope.com/en/e130m-for-27-6g-projects-in-europe/
Greece	Infocom.gr	https://www.infocom.gr/2023/10/20/evropaiki-chrimatodotisi-130-ekatommyrion-evro-gia-tin-erevna-sto-6g/73501/
Greece	TechWar.gr	https://www.techwar.gr/178499/nea-evropaiki-chrimatodotisi-130-ekat-evro-gia-tin-erevna-sto-6g-infocom-techwar-gr/
Belgium	ERTICO	https://erticonetwork.com/new-beginning-in-2024-envelope-to-develop-innovative-solutions-for-6g-technologies/
Bulgaria	Digitalk	https://digitalk.bg/operatorski_mreji/2023/10/20/4542113_es_zadeli_oshte_130_miliona_evro_za_prouchvani_ia_na_6g/?ref=rss
United Kingdom	Scienmag Science Magazine	https://scienmag.com/list-to-coordinate-horizon-europe-project-on-next-generation-of-6g-mobile-networks/
Canada	InvesBrain	https://invesbrain.com/list-to-coordinate-horizon-europe-project-on-next-generation-of-6g-mobile-networks/
USA	EurekaAlert!	https://www.eurekaalert.org/news-releases/1005397
United Kingdom	Bioengineer.org	https://bioengineer.org/list-to-coordinate-horizon-europe-project-on-next-generation-of-6g-mobile-networks/
Italy	CorCom	https://www.corrierecomunicazioni.it/telco/6g-la-ue-finanzia-27-progetti-innovativi-sul-piatto-130-milioni/

Italy	Notizie Today	https://www.notizie.today/post/6g-la-ue-finanzia-27-progetti-innovativi-sul-piatto-130-milioni-1111326.html
Bulgaria	Новини 24/7	https://novini247.com/novini/evropeyskiyat-sayuz-e-otpusnal-finansirane-na-stoynost-130-miliona-evro_6961690.html
Bulgaria	Profit.bg	https://profit.bg/es-otpuska-novi-130-miliona-evro-za-izsledvaniya-na-6g/
Spain	Casadomo.com	https://www.casadomo.com/2023/10/23/segunda-convocatoria-sns-ju-selecciona-27-proyectos-investigacion-innovacion-6g
Spain	Esmartcity	https://www.esmartcity.es/2023/10/20/financiacion-130-millones-euros-fondos-europeos-27-proyectos-investigacion-6g
Spain	Domo Sistemas	https://domosistemas.com/?p=21972
Bulgaria	Money.bg	https://money.bg/internet-it/bryuksel-otpuska-eur130-miliona-na-kompanii-prouchvashti-6g.html
USA	6GWorld	https://www.6gworld.com/exclusives/european-6g-initiative-gets-e130-million-boost-for-research/
United Kingdom	Science Business	https://sciencebusiness.net/news/ai/eu-and-us-researchers-collaborate-integrating-ai-6g-networks
USA	RCR Wireless News	https://www.rcrwireless.com/20231024/6g/list-coordinte-horizon-europe-project-6g-mobile-networks
USA	Arctic Today	https://www.arctictoday.com/6g-flagship-joins-hands-with-sunrise-6g-project-in-major-eu-funding-boost/
Poland	Biznes Alert	https://biznesalert.pl/unia-europejska-usa-chiny-6g-konflikt-technologiczny/
Poland	Gospodarka	https://www.gospodarka.sos.pl/zachod-laczy-sily-przeciwko-chinom-z-pomoca-6g-4440671.html
Belgium	5G Observatory	https://5gobservatory.eu/6g-sns-ju-announces-e130-million-in-funding-for-27-research-projects/

3.8 Communication at events

In collaboration with Work Package 5: Events and Logistics, the Dissemination and Communication strategy focuses on the publication on the SNS website and in “save the date” sections of both newsflashes and newsletters, 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 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 (G6GE) CSA with their inter-continental events.

Such activities are 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. Targeted events calendar for 2024 for which the communication and dissemination team will provide support for promotion and delivery of marketing material and media coverage:

- SNS JU Session at the Mobile World Congress 2024, Barcelona, Spain
- WWRF Huddle 2024, Berlin, Germany
- IEEE WCNC, Dubai, UAE
- Hannover Messe, Hannover, Germany
- IEEE Int'l Conf. Machine Learning for Communication and Networking Stockholm
- EuCNC 2024, Antwerp, Belgium
- PSCE Congress, Vienna, Austria
- IEEE ICC, Denver, CO, USA
- IBC 2024, Amsterdam, The Netherlands
- 30th ITS World Congress, Dubai
- IAFA#1 Digital Innovation Hubs (DHI) to strengthen knowledge exchange with SNS community and collaboration (webinar)
- IAFA#2 "Connectivity and micro-electronics" Workshop
- 5G Techritory 2024, Riga, Latvia

The events selected by WP5 were chosen based on their relevance to the fields of telecommunications, networking, and advanced technologies like 6G, their geographic diversity, and their significance in the industry. Events like the Mobile World Congress, IEEE conferences, and Hannover Messe are key platforms where industry leaders, researchers, and professionals gather, making them ideal for disseminating project results and networking.

Ensuring a unified communication and dissemination strategy is essential to ensure a consistent messaging across events, thereby reinforcing the project's objectives. It plays a crucial role in effectively targeting and engaging the right audience, maximising the impact of communication.

3.9 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' outreach 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.

- Establishing and chairing of 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 and on SNS BSCW 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.

In the reporting period, the SNS OPS Communication Task Force (CTF) played a crucial role in the 6G ecosystem by ensuring coordinated communication efforts across various SNS JU projects. SNS OPS defined and orchestrated a comprehensive communication and marketing strategy to maximize the impact of the project in a broad and sustainable way. The CTF was set up as part of this task and involves communication and dissemination representatives from all SNS JU projects to align on how to best promote major achievements and calls to action at various levels, including the Open Calls. The CTF contributed to the creation of curated content and stories for the website and social media.

4 Impact creation monitoring

This chapter provides a comprehensive analysis of the key performance indicators (KPIs) associated with the SNS OPS project's dissemination and communication activities. This section effectively measures the project's success and outreach impact, crucial for understanding its effectiveness and areas for improvement. The KPIs cover a range of activities.

Significantly, the actual metrics at Month 12 (M12) often exceed the targets set for Month 27 (M27), indicating a strong performance in areas like website visits, social media followers, and the number of presentations conducted. For instance, the project aimed for 5,000 unique visitors to the SNS portal by M27 but had already attracted over 62,000 by M12. Similarly, the goal of 1,500 social media followers was far surpassed with LinkedIn alone reaching 2,483 followers, and Twitter reaching 9,187.

This chapter underscores the project's robust and effective communication strategy, which is not only meeting but often exceeding its predefined objectives. The high level of engagement and reach across various channels highlights the project's successful dissemination and communication approach, indicating a significant impact in promoting the SNS JU activities.

4.1 Dissemination and Communication KPIs

Goal/Objective	Means	KPI Target M27	Actual at M12
SNS presentations	Workshops/Special sessions/webinars/Info Days/Interventions at Events	20	63
SNS publications	White papers, Roadmaps, Contributions to Standardisation	8	-
SNS events organised	A number of well attended events	Growing the EUCNC audience, 10 project workshops/seminars	10 (SNS OPS, D5.1 list)
SNS portal	Audience reached	≥5,000 unique visitors ≥2min visit	62,024 visits 2min 42s average (Audrey)
SNS social media	Followers LinkedIn and Twitter	≥1,500 by the end of the project	LinkedIn: 2,483 Twitter: 9,187
SNS newsletter	Number of Newsletters / Newsflashes	8 newsletters, 20+ newsflashes	4 newsletters (2 were shared with 6GStart) 12 newsflashes (6 shared with 6GStart)
Press coverage	Articles published online and offline	20	35
Promotional materials	Flyers, Roll-ups, Posters, etc.	4	8
SNS Annuals	Publication	2	1
SME brochure	Publication	2	1 (6GStart shared)
NetworldEurope Portal	Audience reached	≥1,000 unique visitors ≥2min visit	5,535 unique visitors

			1 min 11 s average
NetworldEurope Social Media	Followers LinkedIn and Twitter	$\geq 1,000$ by end project	1,087

5 Conclusions and next steps

The SNS OPS project has successfully initiated a range of dissemination and communication activities to promote the visibility and impact of the 6G SNS JU activities at both European and international level. Throughout the reporting period, key endeavours included robust online marketing strategies, the production of both online and printed promotional materials, and active engagement in numerous communication and dissemination activities.

The formation of the SNS JU Communication Task Force exemplifies the project's commitment to creating synergies with other EC-funded projects and organizations, further strengthening the overall impact of the SNS OPS project. The comprehensive approach adopted in disseminating and communicating the activities and achievements of the SNS JU projects has significantly contributed to the growing visibility and reputation of the 6G SNS JU.

Significant steps have been made in enhancing the digital presence of the SNS JU through various online platforms, including social media channels and a dedicated website. The consistent growth in online engagement metrics, such as the increase in website visits and social media followers, underscores the effectiveness of these strategies. Furthermore, the successful organization and participation in events like the EuCNC & 6G Summit 2023 have played a pivotal role in supporting the SNS R&I community.

The project's approach towards a three-phase communication and dissemination strategy has proven effective, as evidenced by the achievement of various key performance indicators (KPIs). The strong focus on creating impact through a well-orchestrated dissemination of results, information, and the fostering of a collaborative environment among stakeholders has positioned the SNS OPS as a key player in the advancement of 6G technology.

Based on the strategic quarterly plan outlined earlier in the document, the next steps for the SNS OPS project, in light of enhancing dissemination and communication activities, can be detailed as follows:

- **Enhanced digital engagement** to increase the project's digital footprint and engagement across social media platforms. This can be achieved through the development of targeted social media campaign focusing on specific themes and collaboration with influencers or key figures in the field to increase reach.
- **Increased collaboration and networking** to enhance the effectiveness of the SNS JU Communication Task Force and foster greater collaboration among various projects. This can be achieved through the monthly virtual round-table discussions for cross-project collaboration. Ideas can include joint webinars series featuring projects under the SNS JU umbrella.
- **Supporting communications for / at events** to leverage the momentum from previous events and enhance the project's presence in key industry events. This can be supported by the identification relevant conferences and workshops.
- **Content creation** to consistently produce and disseminate high-quality, impactful content. This can be achieved through the development of a content calendar for newsletters and press releases, collaboration with experts for guest articles or interviews, production of multimedia content to diversify content offerings.
- **Monitoring and adapting strategies** to ensure the communication and dissemination strategies are effective and aligned with project goals. This can be achieved through quarterly reviews of communication KPIs to assess progress.

In conclusion, the SNS OPS project stands at a pivotal juncture where the achievements of the past year lay a strong foundation for future endeavours. The project is well-positioned to continue its trajectory of impact and success.