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SNS OPS – Supporting the SNS JU Operations

D2.5 - SNS Communication and Dissemination Final Report

Version: 1.0

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Lead editor	Valentin Popescu (Martel)
Authors	Carole Manero (IDATE), Audrey Bienvenu (Eurescom)
Reviewers	Claudio de Majo (Trust-IT), Arda Güreller (Ericsson)
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Abstract

This document presents the results of SNS OPS outreach activities in the second project period up until January 2025, 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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Acknowledgment

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[1] http://creativecommons.org/licenses/by-nc-nd/3.0/deed.en_US

Executive Summary

This report presents the communication and dissemination activities of the SNS OPS project during the second period (M14-M25). Key activities included online communication activities, the production of online and printed promotional materials, the engagement of various stakeholders in communication and dissemination activities such as participating in events (i.e., EuCNC & 6G Summit 2024, Mobile World Congress), sharing news through institutional channels, and promoting the activities of SNS JU through the online platforms, i.e., social media channels and website.

Overall, the SNS OPS project and its partners have 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 global 6G developments. The overall accomplishments in the reporting period (M14-M25, i.e. Feb-2024 – Jan-2025) are:

- **Website engagement:** The SNS JU website[2], serving as a central information hub, attracted 78,967 visitors with 124,565 unique page views, indicating a strong interest and engagement from the community.

- **Social media outreach**: On LinkedIn, the SNS JU's presence grew significantly, with LinkedIn followers increasing from 2,483 to 4,134 in the reporting period, while X followers declined to 9,106 from 9187. Additionally, the SNS JU launched its Mastodon channel in December 2024, reflecting its commitment to diversifying communication platforms and engaging with different audiences.

- **Event participation promotion and outreach:** Active participation and promotion of several important events, such as the EuCNC & 6G Summit and Mobile World Congress 2024, facilitated direct interaction industry professionals, researchers, and stakeholders, fostering knowledge exchange and collaboration.

- **Press coverage and promotional activities:** The project's efforts resulted in 39 press clippings in the reporting period, reaching an audience of more than 7 million readers worldwide. Additionally, printed and online promotional materials were produced and distributed, further amplifying SNS JU's visibility.

- **Newsletter and newsflashes:** During the period from January 2024 to January 2025, 5 newsletters and 12 newsflashes were distributed, further enhancing outreach and keeping stakeholders informed about the initiative's progress and key updates.

- **SNS Annual Journal 2024:** The SNS Annual Journal 2024, showcasing SNS JU's projects key achievements, was successfully published and distributed in conjunction with EuCNC 2024.

- **Coordination of communication and dissemination activities** of the SNS projects by chairing and managing 10 SNS Communication Task Force meetings in the reporting period, to which all SNS projects have been invited.

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[2] https://smart-networks.europa.eu

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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
6G-IA	6G Smart Networks and Services Industry 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 CO-OP	SNS Collaborative Operations and Output Optimisation
SNS ICE	Smart Networks and Services International And European Cooperation Ecosystem,
SNS JU	The Smart Networks and Services Joint Undertaking
SNS OPS	Supporting the SNS JU Operations

1   Introduction

This report outlines the communication and dissemination activities carried out during the final reporting period (M14–M25) of the SNS OPS project, and provides accumulated figures over the full runtime of the project. As a Coordination and Support Action (CSA), the SNS OPS project supports the European 6G Smart Networks and Services Joint Undertaking (6G SNS JU) Initiative by fostering inter-project collaboration, establishing dissemination structures, and promoting the achievements of SNS JU projects within the broader European and international context.

The scope of this document focuses on the SNS OPS project's efforts to enhance the visibility, engagement, and impact of the 6G SNS JU Initiative through strategic communication and dissemination activities. These include online and offline promotional efforts, event organization, and stakeholder engagement across various platforms and channels. Specifically, this report highlights:

- **Communication and dissemination efforts**: The establishment of communication structures and web presence for the SNS JU Initiative, leveraging social media, newsletters, newsflashes, and press releases to raise awareness and engage diverse audiences.

- **Event promotion and participation**: Organizing and amplifying SNS JU's presence at key events, such as the EuCNC & 6G Summit 2024 and Mobile World Congress, to connect with industry professionals, researchers, and stakeholders.

- **Cross-project coordination**: Supporting collaboration and knowledge exchange between SNS JU projects through the SNS Communication Task Force.

Key accomplishments during this reporting period include significant growth in website engagement and social media outreach, the production of the SNS Journal 2024, the successful promotion of SNS JU's participation in high-profile events as e.g. MWC'24, and the distribution of newsletters and newsflashes to keep stakeholders informed of developments. Additionally, the project has facilitated collaboration with other initiatives in the communications network technologies and systems fields, further strengthening Europe's position in global 6G developments.

1.1   Purpose and structure of the document

This deliverable provides a comprehensive overview of the communication and dissemination activities conducted by SNS OPS during the period from **1 February 2024 to 31 January 2025**. It focuses on key efforts to enhance visibility, engagement, and outreach, building on previous activities reported in **D2.3: Interim SNS Communication and Dissemination Report**, which covered the period from **1 July 2023 to 31 January 2024**.

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

- T2.1 Dissemination and Communication Strategy and Tools

- T2.2 Online presence and outreach

- T2.3 SNS Promotion Office

- T2.4 SNS Annuals

This deliverable is organised as follows:

- Section 2 presents undertaken communication and dissemination activities.

- Section 3 presents the communication and dissemination results

- Section 4 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, was aimed 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 ensured effective dissemination and communication of SNS assets.

The key objectives of the Dissemination and Communication strategy were to:

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

The communication and dissemination strategy followed 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.

During the **second phase (M06–M20)**, the focus was on reengaging the SNS JU audience through website updates, active social media engagement, newsletters, media relations, and participation in key events like EuCNC 2023 to enhance visibility and renew interest in the initiative.

From **M21**, SNS OPS entered **the third phase** of its communication and dissemination plan. In the third phase the key communication and dissemination activities focused on will exposing the outcomes of the SNS working groups, the SNS projects results, relevant policy documents across all the owned channels (website, newsletter, social media), disseminating, relevant publications (i.e. Annual Journal, supporting the events organisation and participation (more details on this topic in T5.1 Event Logistics), releasing video interviews, infographics etc and engaging the press through press releases.

3   Dissemination and Communication Activities

3.1   Active Communication and Dissemination of Key Content

SNS OPS utilised a variety of communication and dissemination methods to connect with its target audience and stakeholders, aligning with the outlined strategy. The SNS JU website serves as the central information resource for the community, complemented by social media platforms, newsletters, articles, blogs, and curated stories to foster engagement and broaden outreach. Content is carefully distributed through targeted channels to optimize its impact.

3.2   Website

Over its first 26 months of operation, the SNS JU website (https://smart-networks.europa.eu) has successfully served as the central information hub for the SNS JU initiative, as outlined in the SNS OPS Description of Action. Regularly updated by SNS OPS on behalf of the SNS JU Office and projects, the site features information on calls, funding opportunities, events, publications, and project updates. It includes 110 posts (48 news articles, 43 project updates, 16 press releases, and 3 blogs), 95 events, and 140 active pages.

In the reporting period (February 2024 to January 2025), the SNS JU website[3], serving as a central information hub, attracted 78,967 visitors with 124,565 unique page views, indicating a strong interest and engagement from the community.

From its launch on December 1, 2022, to January 27, 2025, the SNS website has attracted 140,991 visitors, generated 230,272 unique page views, and maintained an average visit duration of 2 minutes and 37 seconds, as shown in Figure 1 below.
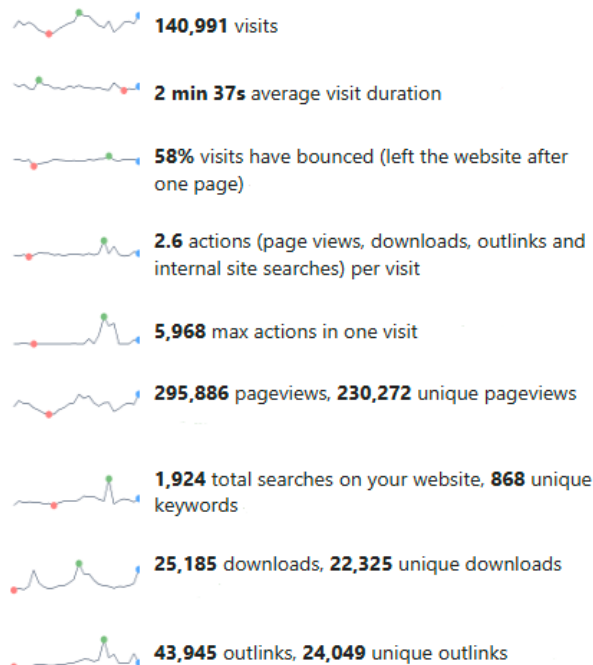

Visits Overview

140,991 visits

2 min 37s average visit duration

58% visits have bounced (left the website after one page)

2.6 actions (page views, downloads, outlinks and internal site searches) per visit

5,968 max actions in one visit

295,886 pageviews, **230,272** unique pageviews

1,924 total searches on your website, **868** unique keywords

25,185 downloads, **22,325** unique downloads

43,945 outlinks, **24,049** unique outlinks

Figure 1: SNS JU website metrics from December 2022 to January 2025

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

Based on the available website statistics for the SNS JU website, here is an analysis across specific topics:

- **Most visited pages** (December 2022 – January 2025): The data indicates that certain pages (Current calls for proposals[4], Mission and Objectives[5], Open Calls from SNS projects[6], SNS Phase 1[7]) consistently attract more visitors. These likely include the homepage, funding opportunities, events, and project updates, which are key interest areas for the audience.

PAGE URL	PAGEVIEWS	▼ UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE	EXIT RATE
/index	63,475	40,964	44%	00:00:49	52%
event	44,204	37,040	70%	00:01:23	74%
current-call-for-proposals	15,422	12,874	49%	00:01:13	60%
stream-b-research-for-revolutiona...	9,330	7,195	76%	00:01:49	70%
missions-and-objectives	7,630	6,643	58%	00:01:24	51%
current-vacancies	7,082	6,407	56%	00:00:45	87%
open-calls-from-sns-projects	7,467	6,120	65%	00:01:47	68%
sns-phase-1	6,917	5,514	46%	00:01:05	39%
our-team	5,992	5,294	66%	00:01:08	55%
project-portfolio	6,652	5,115	42%	00:01:24	38%
6g-research-gets-a-130-million-e...	4,506	3,945	77%	00:01:06	83%
stream-a-smart-communication-c...	4,601	3,488	58%	00:01:43	39%
eu-invests-more-than-500-million...	3,711	3,209	82%	00:01:00	87%
sns-ju-ri-work-programme-2024	3,472	3,149	64%	00:00:55	62%
faq-2	3,769	3,133	71%	00:01:28	73%
phase-2-stream-b	3,921	3,050	68%	00:01:48	65%
reference-documents	4,312	3,050	30%	00:02:25	70%
sns-phase-2	3,792	3,049	44%	00:00:53	30%
gouvernance	3,517	2,777	47%	00:01:02	33%
faq-3	3,149	2,704	64%	00:01:44	76%

Figure 2: Most visited pages of the SNS JU website from December 2022 to January 2025

- **Users demographics** (December 2022 – January 2025): The SNS JU website attracted visitors from **189 distinct countries**, showcasing a broad global reach. This data highlights the website's effectiveness in reaching a diverse and geographically widespread audience, with a notable emphasis on European countries.
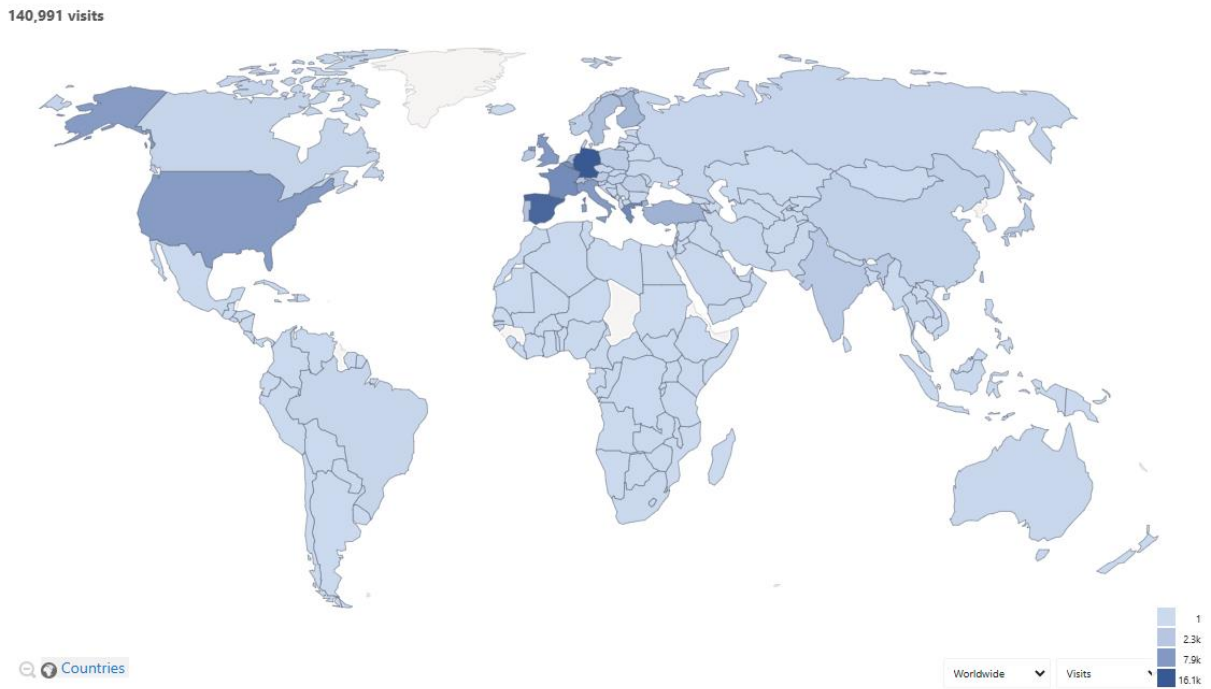
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[4] https://smart-networks.europa.eu/current-call-for-proposals/

[5] https://smart-networks.europa.eu/missions-and-objectives/

[6] https://smart-networks.europa.eu/open-calls-from-sns-projects/

[7] https://smart-networks.europa.eu/sns-call-1/

140,991 visits

	1
	2.3k
	7.9k
	16.1k

Countries   Worldwide ▼   Visits ▼

Figure 3: Users' demographics for the SNS JU website

- **Resources downloads** (December 2022 – January 2025)**:** The data indicates that strategic documents, such as work programmes and call coordination materials, are among the most frequently downloaded, reflecting their importance to stakeholders. Ensuring these resources are easily accessible and promoted across platforms is key to maintaining high engagement levels. The consistent demand for older materials also highlights the need for an archive system for historical content.

DOWNLOAD URL	▼ UNIQUE DOWNLOADS	DOWNLOADS
⊟ smart-networks.europa.eu	21,631	24,387
↗ /wp-content/uploads/2023/11/sns-ri-work-programme-2024.pdf	3,264	3,682
↗ /wp-content/uploads/2022/12/sns_ri_wp_2023-24.pdf	1,954	2,188
↗ /wp-content/uploads/2023/03/sns_ca_fgiv_2023_01_vn_project_officer_call_coordinator.pdf	1,050	1,114
↗ /wp-content/uploads/2024/12/sns-work-programme-2025_final-publication.pdf	931	1,094
↗ /wp-content/uploads/2023/04/sns_ca_fgiv_2023_01_vn_projectofficer_call_coordinator2.pdf	908	974
↗ /wp-content/uploads/2023/11/sns-ju-annual-work-programme-2024.pdf	870	985
↗ /wp-content/uploads/2024/12/sns-ju-ri-wp-2025_final-publication.pdf	830	951
↗ /wp-content/uploads/2023/03/sns_ca_fgiv_2023_01_application_form_projectofficer_call_coordinator2.docx	399	449
↗ /wp-content/uploads/2022/12/sns-work-programme-2023.pdf	292	342
↗ /wp-content/uploads/2024/05/sns-journal-2024-web_.pdf	292	328

Figure 4: Resources downloads on the SNS JU website

3.3   Social Media

A LinkedIn Page[8], a LinkedIn Group[9], a YouTube[10] channel, and a Mastodon[11] act as main digital communication tools to promote activities and outputs of the project regularly.

In December 2024, SNS OPS opened a new social media account, on Mastodon. SNS OPS opened this account to diversify its social media presence and expand its reach to audiences beyond traditional platforms like X. By leveraging Mastodon, which is part of a decentralised social networking ecosystem, SNS OPS can connect with communities that prioritize open-source, privacy-conscious, and grassroots-driven digital platforms.

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.

As part of the general social media strategy, content is strategically distributed across platforms to maximise reach and engagement. For example, when a YouTube video is created, it is first uploaded to YouTube and then subsequently shared on LinkedIn, X, and Mastodon, ensuring consistent visibility and tailored engagement for different audience segments.

3.3.1   LinkedIn Page

The 6G SNS LinkedIn Page[12] (managed by the SNS JU office, with support from SNS OPS) 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.

In the reporting period (February 2024 to January 2025), the statistics reflect a steady growth in both the number of followers, outreach, and engagement percentages: from 679 followers as of December 2022 to 2,730 followers as of January 2024 to 4,121 followers in January 2025.

Compared to the previous reporting period, this increase is driven by the consistent posting and engaging content on this social media platform. promoting events and milestones of SNS JU.

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[8] https://www.linkedin.com/company/sns-ju/

[9] https://www.linkedin.com/groups/12011028/

[10] https://www.youtube.com/channel/UCs3hOxoWosIo63cMqSd9jIg

[11] https://eupolicy.social/@6G_SNS

[12] https://www.linkedin.com/company/sns-ju/

Follower highlights ❓

4,076
Total followers

1,435
New followers in the last 365 days

Follower metrics ❓

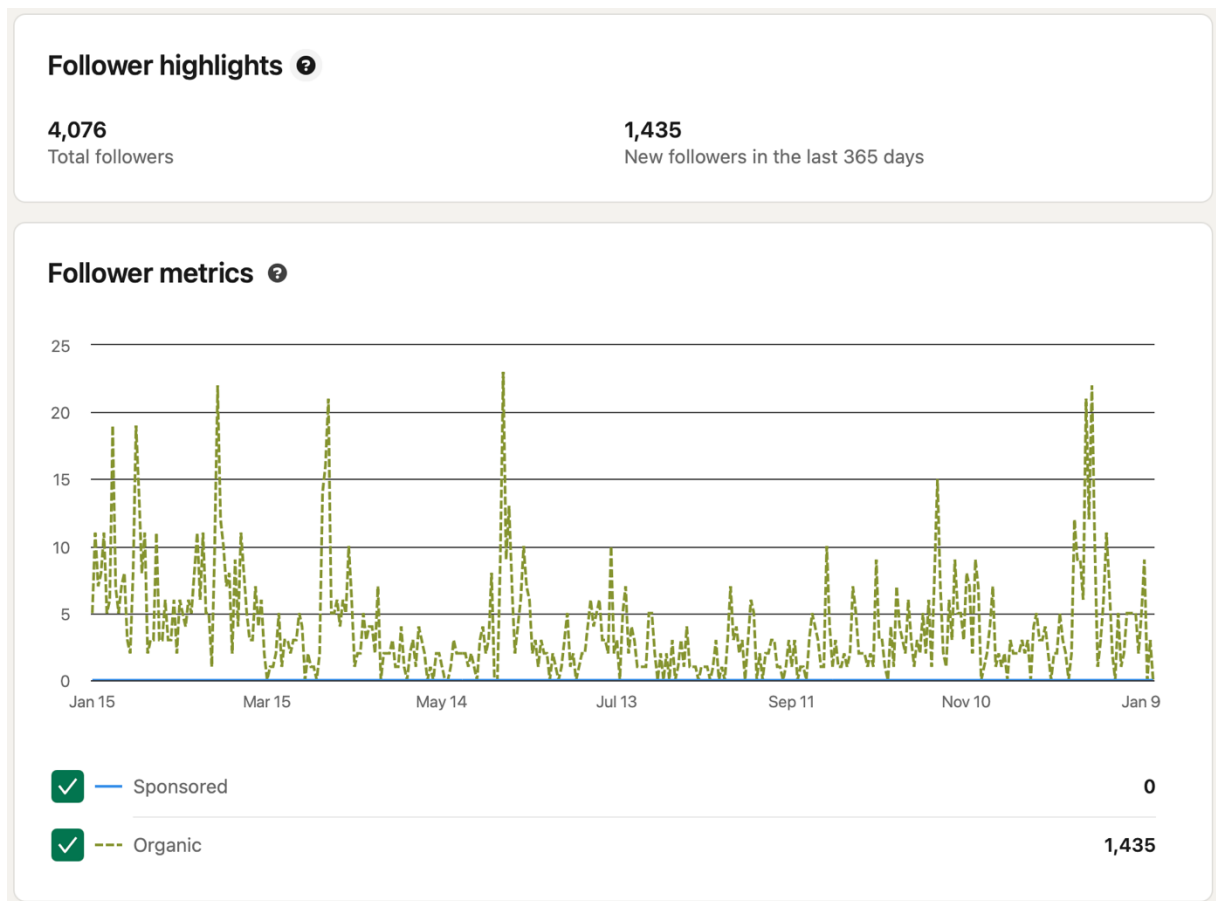|		
☑ — Sponsored		**0**
☑ --- Organic		**1,435**

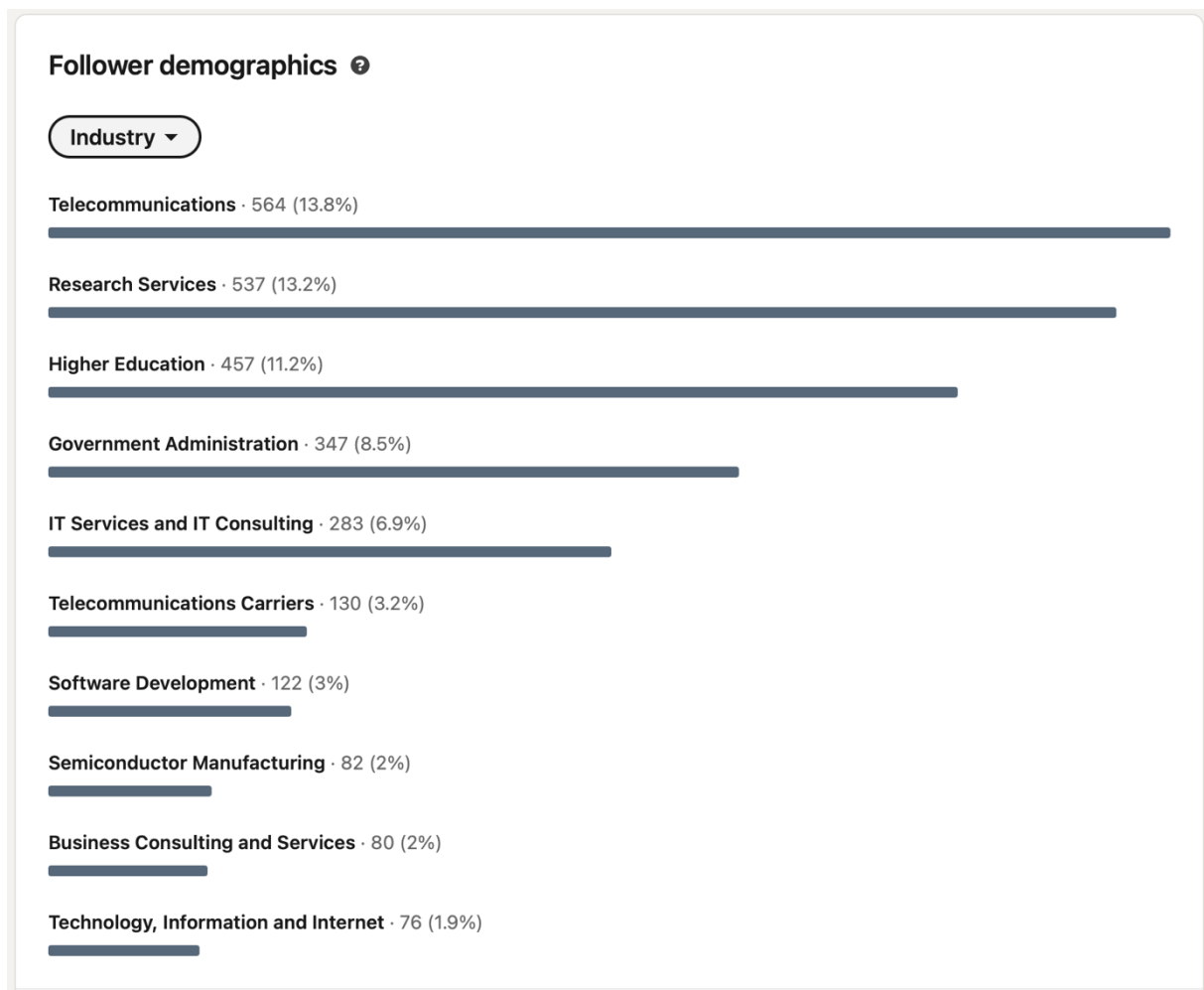*Figure 5: LinkedIn page followers' growth in the last 365 days*

Figure 6: LinkedIn page followers' profiles

3.3.2   LinkedIn Group

The 6G SNS LinkedIn Group[13] (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 had 1,464 members in January 2024 and has increased to 1,534 in January 2025.

This slower growth is understandable given that the group is private, with new members typically being new SNS projects, rather than broader audiences. While this status ensures a focused and engaged community, opening the group to a wider audience could be an effective strategy to drive growth and attract fresh perspectives.

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[13] https://www.linkedin.com/groups/12011028/
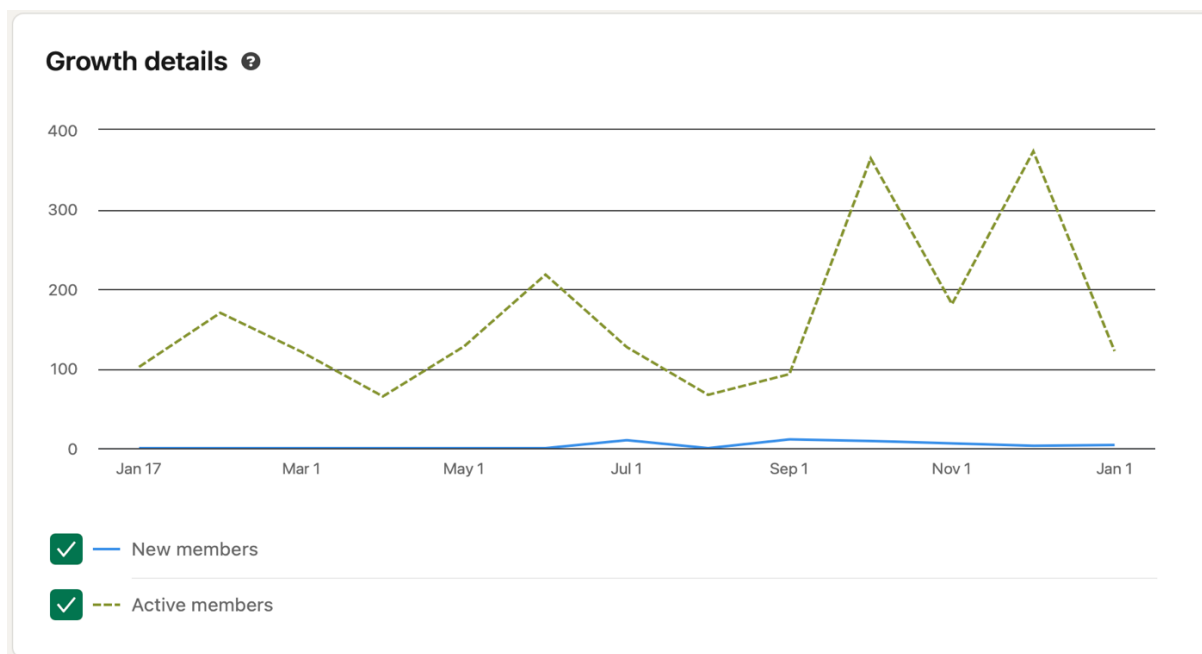
Figure 7: LinkedIn Group growth in the last 365 days
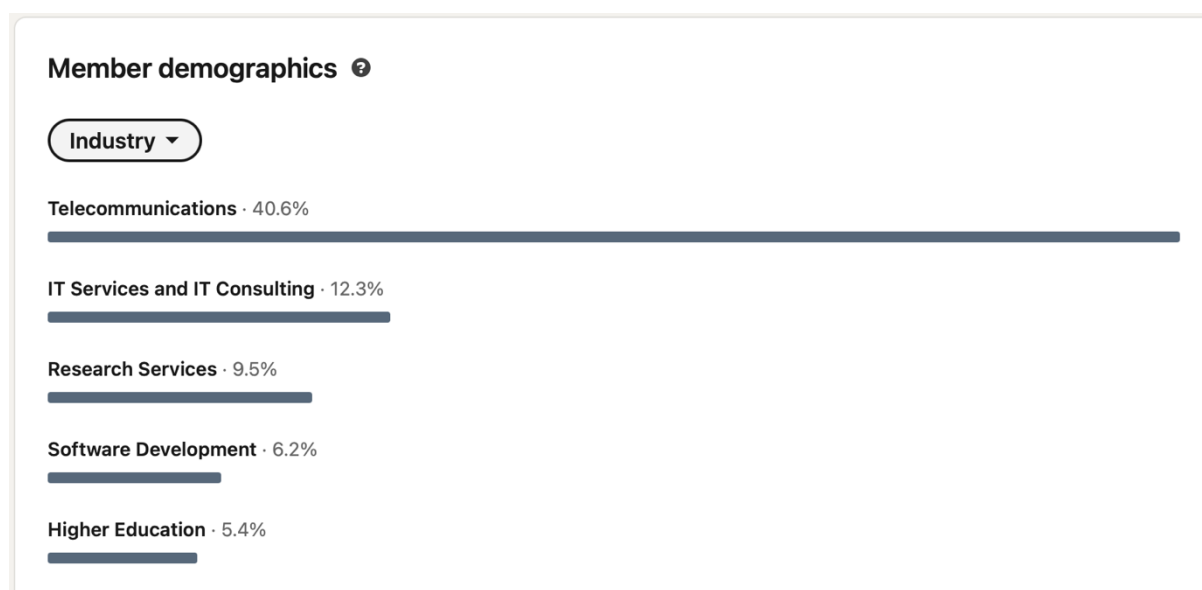
Figure 8: LinkedIn Group member demographics

3.3.3   X (formerly Twitter)

On X, 6G SNS number of followers decreased slightly from 9,173 to 9,106 in the reporting period (February 2024 – January 2025). The decrease in the number of followers on X could reflect a broader trend observed across Europe, where organizations and individuals are gradually moving away from X as a social media communication channel. This shift is driven by evolving user preferences and the growing adoption of alternative platforms, such as LinkedIn, Mastodon. At the same time, numerous users on the social platform X have reported sudden drops in their follower counts over the last couple of weeks. This phenomenon is part of X's initiative to eliminate spam and bot accounts from its network.

Nevertheless, SNS OPS estimation is that the average reach was of 5% per post. With one post per week, the account should have generated approximately 21,564 impressions over the reporting period (February 2024 – January 2025).

3.3.4   YouTube

The YouTube channel of the Smart Networks and Services Joint Undertaking, launched in February 2023, serves as a key platform to expand SNS JU's digital reach, effectively sharing information and engaging a broader audience. Between February 2024 and January 2025, the channel has grown from 87 to 236 subscribers. The number of videos has reached 149 and the total views have risen from 11.2k to 13.2k (with 9,025 in the reporting period – February 2024 to January 2025, as shown in the figure below).

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.

A potential strategy to further increase views on the YouTube channel could be to extract short, impactful soundbites or clips from these videos and promote them on social media platforms. These bite-sized highlights can capture attention, encourage engagement, and drive traffic back to the full videos on YouTube, thereby enhancing overall reach and visibility.
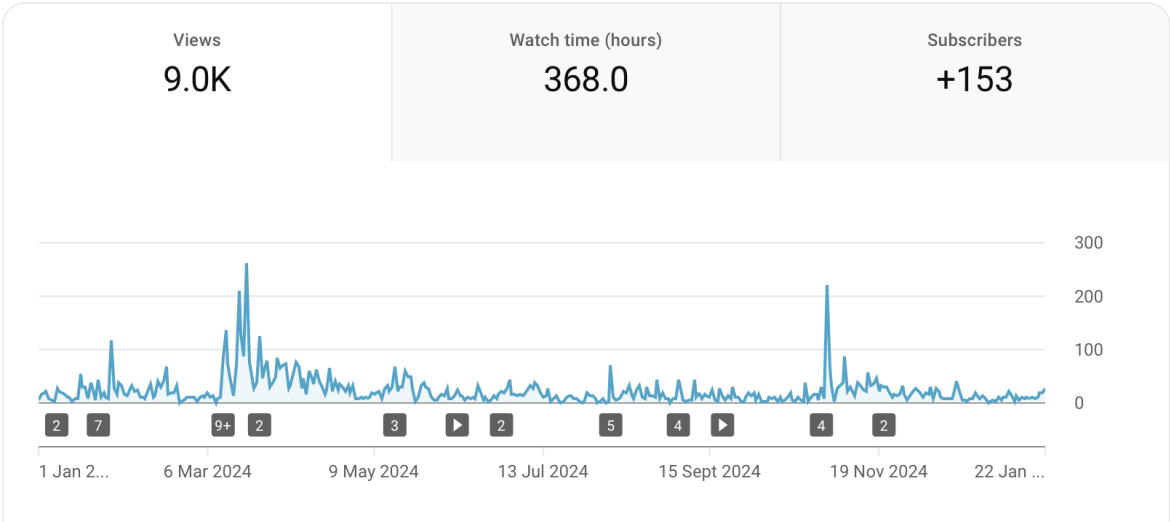

Figure 9: YouTube channel key performance

Content			Views ↓		Watch time (hours)		Subscribers		Impressions	Impressions click-through rate
Duration	Publishing date									
☐	**Total**		**13,302**		**560.7**		**237**		**192,762**	**2.0%**
☐	10:31	EU invests more than 500 million € to boost 6G researc...	539	4.1%	21.7	3.9%	7	3.0%	1,375	2.5%
☐	9:09	6G-XCEL project presentation	338	2.5%	7.5	1.3%	4	1.7%	2,884	4.4%
☐	9:23	INSTINCT project presentation	264	2.0%	7.2	1.3%	2	0.8%	1,543	2.5%
☐	1:02:48	SNS JU R&I WP 2024 Briefing Session	258	1.9%	37.7	6.7%	1	0.4%	1,122	2.4%
☐	4:49	SNS JU - Driving Innovation in 6G Research	253	1.9%	5.1	0.9%	0	0.0%	2,938	1.6%
☐	2:35	Smart Networks & Services Joint Undertaking #SNS #...	238	1.8%	5.4	1.0%	3	1.3%	1,758	2.5%
☐	5:18	6G SNS JU Phase 1 - Projects overview	228	1.7%	6.1	1.1%	5	2.1%	1,224	5.6%
☐	11:34	6G-NTN Project Presentation 8/14	202	1.5%	7.3	1.3%	1	0.4%	2,365	4.9%
☐	9:33	6G-REFERENCE project presentation	196	1.5%	5.2	0.9%	5	2.1%	3,301	3.3%
☐	9:37	6G-DISAC project presentation	193	1.5%	7.4	1.3%	1	0.4%	2,354	3.4%
☐	12:53	6G-SHINE Project Presentation 10/14	180	1.4%	7.7	1.4%	1	0.4%	1,418	3.7%
☐	12:29	DETERMINISTIC6G Project Presentation (6/13)	175	1.3%	9.8	1.8%	2	0.8%	1,283	3.5%

Figure 10: Most viewed videos on the YouTube channel between February 2024 and January 2025

3.3.5   Mastodon

The SNS JU Mastodon channel was opened in December 2024. At the moment of writing this deliverable it had 27 followers. To promote the launch of the SNS JU Mastodon channel and increase its follower base, we plan to run a targeted communication campaign across the SNS JU website and other social media platforms. This campaign will highlight Mastodon's unique features, such as its open-source and decentralized nature, which align with SNS JU's values of innovation and inclusivity. The campaign will include dedicated posts, blog articles, and interactive content to encourage users to explore and follow the new channel. By leveraging the existing audience on platforms like LinkedIn, X and YouTube, the campaign aims to drive awareness and attract a diverse community to the Mastodon channel, strengthening SNS JU's digital presence.

Another potential strategy for the SNS JU Mastodon channel could be to focus on promoting specialized, in-depth content tailored to the platform's technically inclined audience.
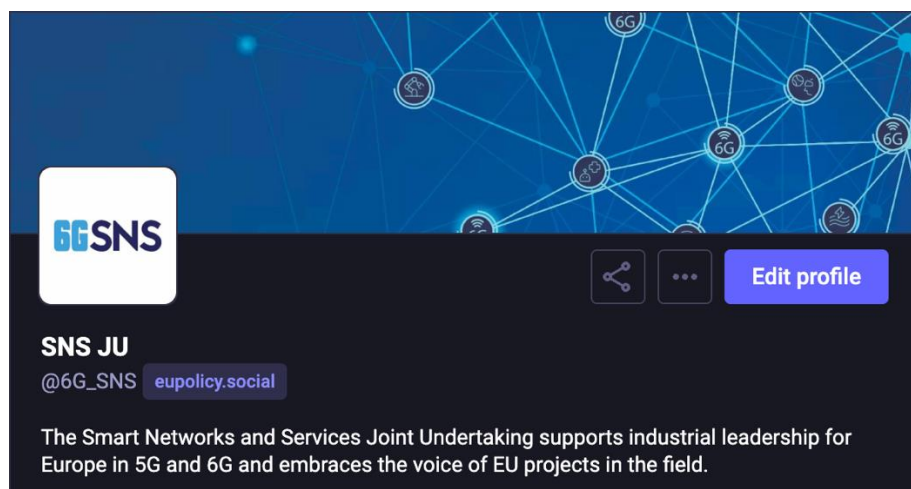

Figure 11: SNS JU's Mastodon channel

3.4   Promotional Material (Online and Offline)

Various appealing and meaningful promotional material has been created for events and online communication campaigns.

SNS OPS designed the backdrop for SNS JU booth at EuCNC 2024, as shown below:
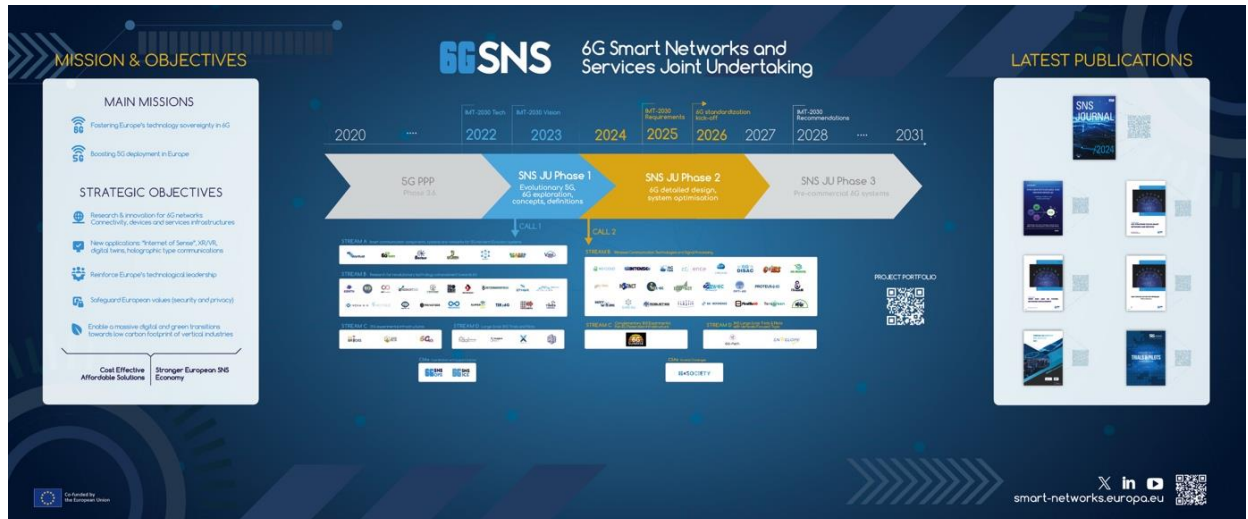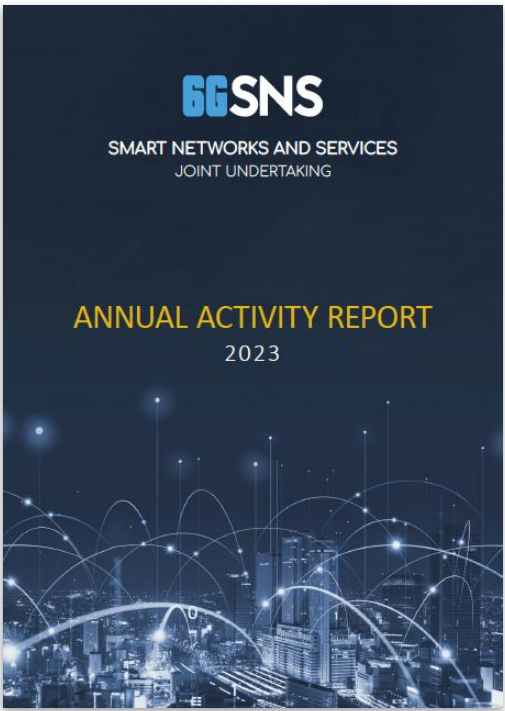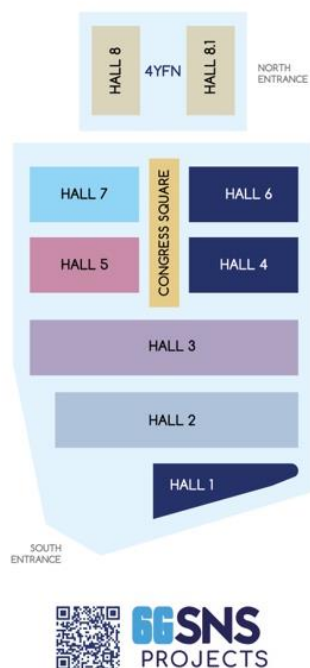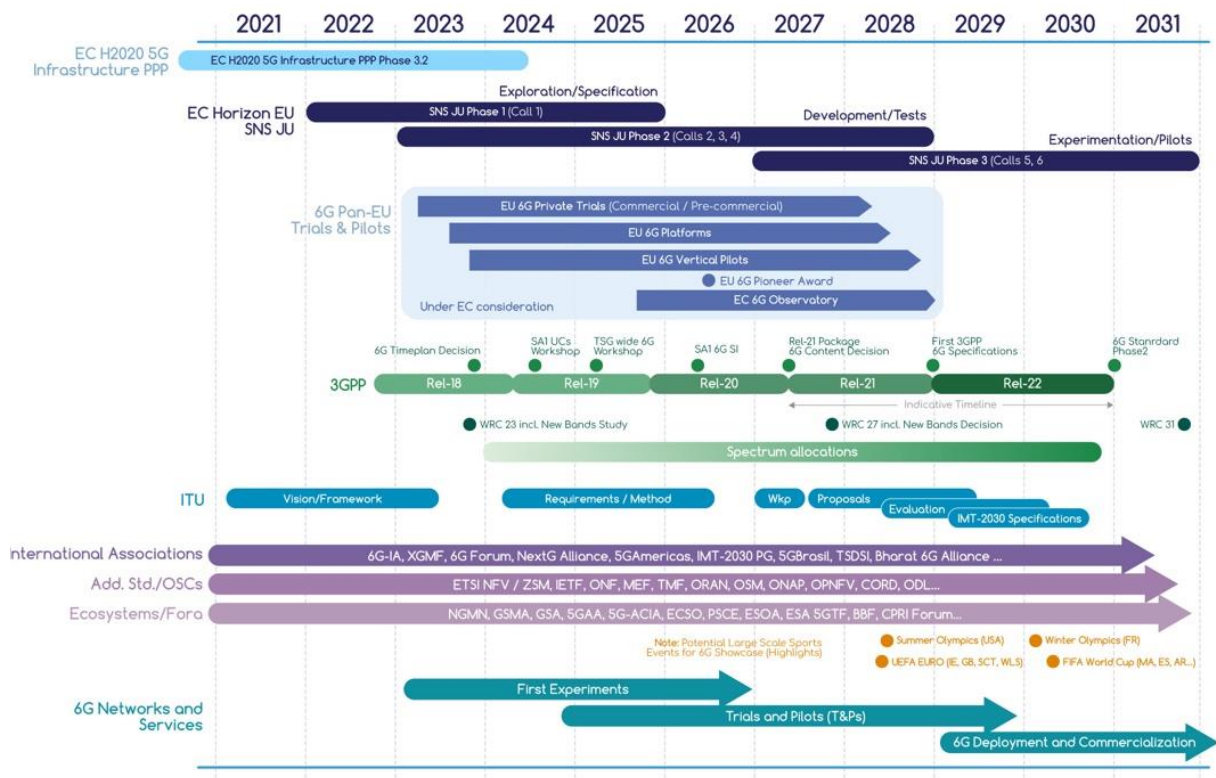

Figure 12: The SNS JU booth at EuCNC 2024

Assets in the form of social media cards, infographics, reports, and other materials have been developed by SNS OPS. A few examples are depicted below:

Figure 13: Various assets produced by SNS OPS

3.5 Newsletters and newsflashes

IDATE regularly produces quarterly newsletters and monthly newsflashes to keep the SNS JU audience informed and engaged.

These newsletters and newsflashes are effective communication tools, designed to promote major upcoming events and generate anticipation, excitement, and awareness about these significant milestones.

They provide periodic updates on the SNS program, highlight emerging ICT research trends, showcase innovative practices, share project discoveries and outcomes, feature updates from industrial partners, and much more.

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.

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). From January 2024 to December 2024, a total of 12 dedicated newsflashes and 4 dedicated newsletters were released.

Table 1: Newsflashes 2024 total pageviews

Newsflashes 2024 total pageviews											
Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24
200	537	265	171	325	324	289	230	416	320	503	514

Table 2: Newsletters 2024 total pageviews

Newsletters 2024 total pageviews			
Jan-24	Apr-24	Aug-24	Oct-24
180	178	172	232

The 2024 newsletters and newsflashes generated nearly a total of 4856 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). 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.
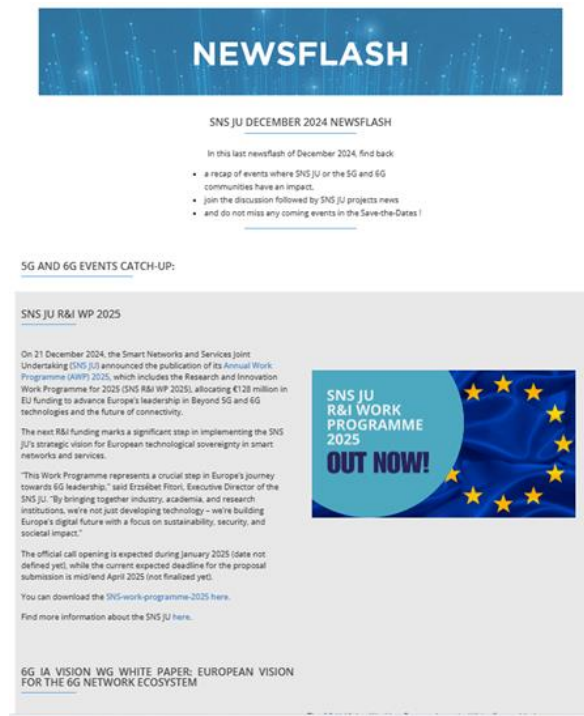
Figure 14: Snapshot of the December 2024 newsflash   *Figure 15: Snapshot of the October 2024 SNS newsletter*

3.6   SNS Journal 2024

In May 2024, the SNS Journal 2024 was published and distributed in conjunction with EuCNC & 6G Summit 2024. It can be found in the news release section of the SNS website.[14]

This 2nd edition of the SNS Journal showcases the call 1 and 2 ongoing SNS projects. Looking ahead, the 2025 issue of the SNS Journal, scheduled for publication at the EuCNC 2025 in Poznan, Poland, will feature insights into call 3 projects, elaborate on first call 1 and call 2 project results, and provide a comprehensive overview of the progress made since January 2024.

The Journal is readily accessible online in PDF format[15], 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 2024 event held in Antwerpen, 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.

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[14] SNS Journal 2024 - SNS JU

[15] Couv SNS-Journal 2024-couv-p1.pdf
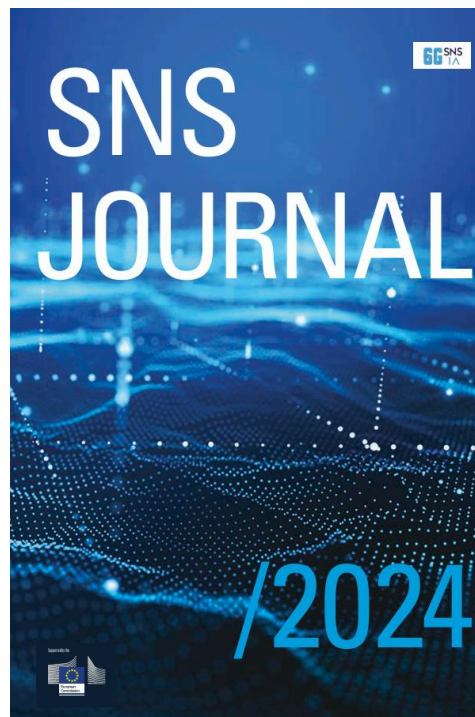
Figure 16: Cover of the SNS Journal 2024

3.7   Press Releases

In the reporting period, SNS OPS published two press releases on behalf of the SNS JU office:

1. SNS JU announces its flagship event on 6G Horizon at Mobile World Congress | 19 February 2024[16]
2. EU invests more than 500 million EUR to boost 6G research and innovation | 29 October 2024[17]

Figure 17: Press releases published in the reporting period

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[16] https://smart-networks.europa.eu/eu-invests-more-than-500-million-eur-to-boost-6g-research-and-innovation/

[17] https://smart-networks.europa.eu/sns-ju-announces-its-flagship-event-on-6g-horizon-at-mobile-world-congress/

In total, there were 34 press clippings in the reporting period. The full coverage list can be found in Annex 1. **The total reach of these press clipping is more than 7M readers and the Advertising Value Equivalency exceeds 200K EUR (according to Meltwater media monitoring tool).**

Table 3: Selected media coverage of the SNS JU press releases

Country	Media outlet	Article
Spain	Telecomkh.info	SNS JU announces its flagship event on 6G Horizon at Mobile World Congress
US	Streaming Media	MWC24: While 5G Lags, 6G and Quantum Wait in the Wings
Spain	El Periodico	L'MWC rebaixa les altes expectatives dipositades en la sisena generació
Belgium	L'Echo	L'Europe investira 900 millions dans la recherche sur la 6G
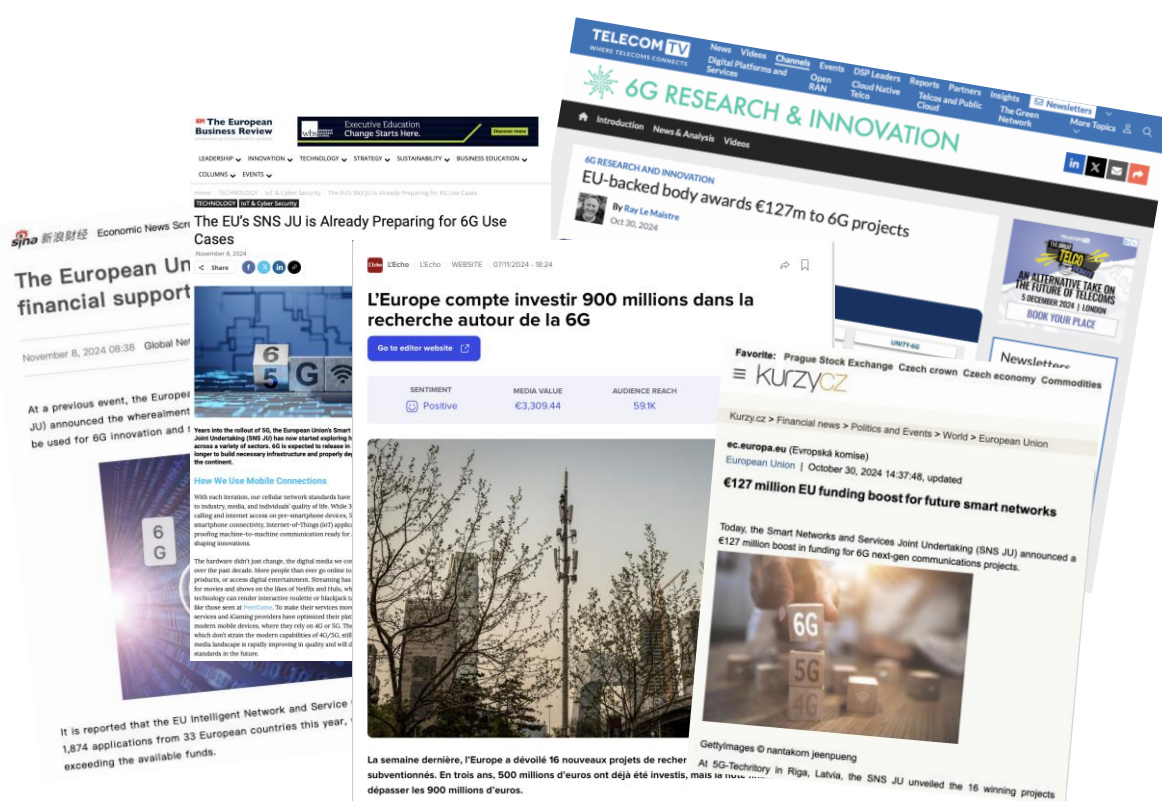
Figure 18: Selection of press clippings

3.8　　Publications

During the lifetime of the project, the SNS OPS partners published 9 papers (white papers, position papers, reports):

1. SNS JU RELIABLE SOFTWARE NETWORKS WG WHITEPAPER: NETWORK AND SERVICE MANAGEMENT ADVANCEMENTS | December 2024: https://smart-networks.europa.eu/wp-content/uploads/2025/01/softnet-whitepaper2024-v1.0_final.pdf
2. 6G IA VISION WG WHITE PAPER: SUSTAINABILITY OF 6G: WAYS TO REDUCE ENERGY CONSUMPTION | December 2024: https://6g-ia.eu/wp-content/uploads/2025/01/sustainability_of_6g-path_forward_v1.2.1.pdf

3. 6G IA VISION WG WHITE PAPER: EUROPEAN VISION for the 6G NETWORK ECOSYSTEM (November 2024) | November 2024: https://6g-ia.eu/wp-content/uploads/2024/11/european-vision-for-the-6g-network-ecosystem.pdf

4. 6G SNS IA Report: Smart city trials in Europe – Summary of activities in smart city vertical segments/use cases (June 2024) | June 2024: https://6g-ia.eu/wp-content/uploads/2024/06/6g-ia-trials-wg-trials-cities-report-2023-v.1.0.pdf

5. 6G SNS IA & AIOTI: White Paper The role of 6G in agriculture | May 2024: https://6g-ia.eu/wp-content/uploads/2024/05/6gia-aioti-white-paper-agriculture-final.pdf

6. 6G SNS IA: Open Networks and Services Whitepaper, Platforms Subdomain | May 2024: https://6g-ia.eu/wp-content/uploads/2024/05/6g-ia-open-sns_open-networks-status-and-future-development_platforms-final.pdf

7. 6G IA Position Paper: RESEARCH PRIORITIES ON MICROELECTRONICS FOR 6G NETWORKS R&I ACTIVITIES | October 2023: https://6g-ia.eu/wp-content/uploads/2024/02/6g-ia-position-paper_microelectronics-final.pdf

8. "EU-US Beyond 5G/6G Roadmap" ATIS/6G IA Joint Paper | December 2023: https://6g-ia.eu/wp-content/uploads/2024/01/eu-us-aligned-6g-roadmap-joint-paper.pdf

9. 6G IA Position Paper: KEY STRATEGIES FOR 6G SMART NETWORKS AND SERVICES | September 2023: https://6g-ia.eu/wp-content/uploads/2023/10/6g-ia-position-paper_2023_final.pdf

3.9   Communication at events

Work Package 2 Communication and Dissemination promoted the presence of the SNS JU office and of SNS JU projects at various events through social media, publication on the SNS website and in "save the date" sections of both newsflashes and newsletters.

Communication activities supporting SNS JU's presence at EuCNC 2024

To maximise the visibility and impact of the SNS JU at EuCNC 2024, a comprehensive communication strategy was implemented, leveraging a mix of online and onsite engagement:

1. **Extensive social media campaign**:
   a. A coordinated social media campaign was carried out across key platforms before, during, and after the event.
   b. Posts highlighted the presence of SNS JU and its projects, shared event updates, and encouraged interaction through hashtags and targeted content.

Figure 19: Social media campaign for EuCNC 2024

2. **Promotion of SNS JU projects**: SNS OPS actively promoted project participation, encouraging booth visits and attendance at key sessions. Specific posts showcased project milestones and outcomes to engage stakeholders and attendees.

Figure 20: Promotion of SNS JU projects at EuCNC 2024

3. **Live social media coverage**:
   a. Real-time updates from the event provided coverage of the most significant sessions, ensuring followers stayed informed and engaged.
   b. Highlights, quotes, and visuals from key speakers and panel discussions were shared to amplify reach and engagement.
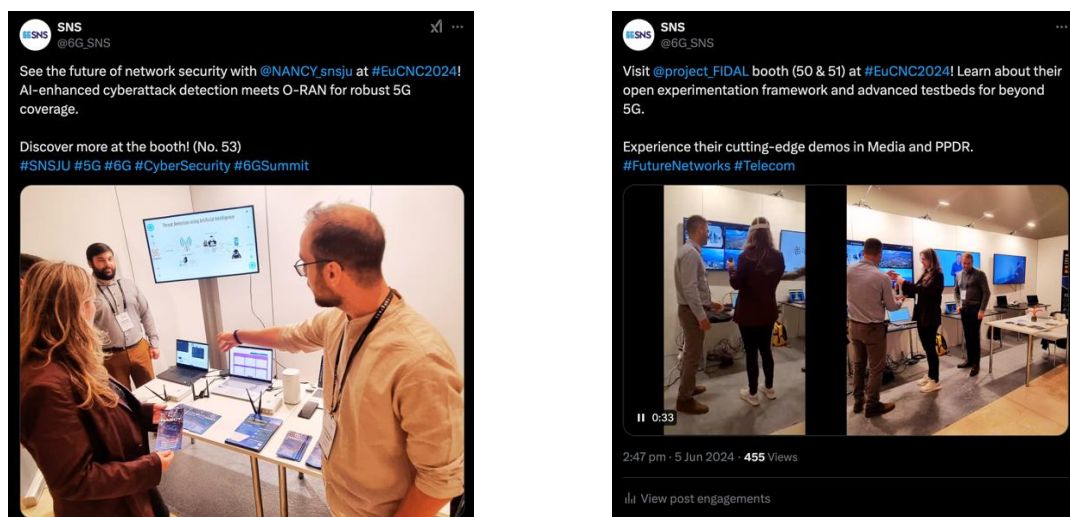
Figure 21: Live social media coverage at EuCNC 2024

4. **Video recordings**:
   a. An exclusive interview with Erzsébet Fitori, Executive Director of SNS JU, was recorded during the event. The video, uploaded to the SNS JU YouTube channel, received 241 views, further extending the event's reach to a digital audience.[18]

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[18] https://youtu.be/XACJGfhFyqE?si=Res7IeaqocLOEYxX
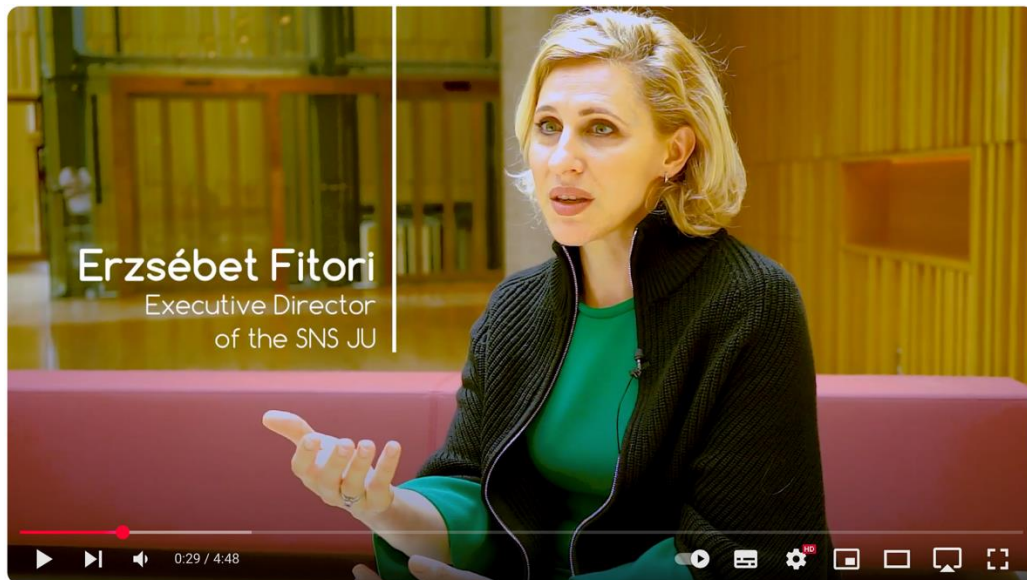
Figure 22: Exclusive interview with Erzsébet Fitori, Executive Director of SNS JU

The social media posts on X and LinkedIn promoting the event, the SNS JU and SNS projects had 5,025 views and 12,952 impressions.

These activities not only increased awareness of SNS JU's presence at EuCNC 2024 but also reinforced its role as a key player in the Smart Networks and Services ecosystem, effectively engaging both the event's attendees and the broader online community.

Communication activities supporting SNS JU's presence at MWC 2024

A significant achievement of SNS OPS for the SNS JU was the "6G Horizon" session at Mobile World Congress (MWC) 2024, titled **"Bridging Perspectives for a Sustainable Future"**, held on 27 February. This 90-minute session brought together prominent industry leaders, policymakers, and researchers. Esteemed speakers included Pearse O'Donohue (European Commission), Henry Tirri (Nokia), Juan Carlos Garcia Lopez (Telefonica Group), Paolo Murri (TIM), and Marie Hogan (Ericsson).

SNS OPS played a central role in organizing and executing the event, ensuring its alignment with SNS JU's goals and vision through:

- **Event branding**: Developing branding materials consistent with SNS JU's identity and strategic vision.
- **Comprehensive promotion**: Launching a robust campaign across social media, press releases, and targeted outreach to ensure widespread visibility.

Figure 23: Social media campaign for MWC2024

- **Event management**: Overseeing logistical detail, including the design of presentation templates, session recordings, photography.
- **Live social media coverage**: Engaging a global audience during the event by sharing real-time updates, key quotes, and visuals.
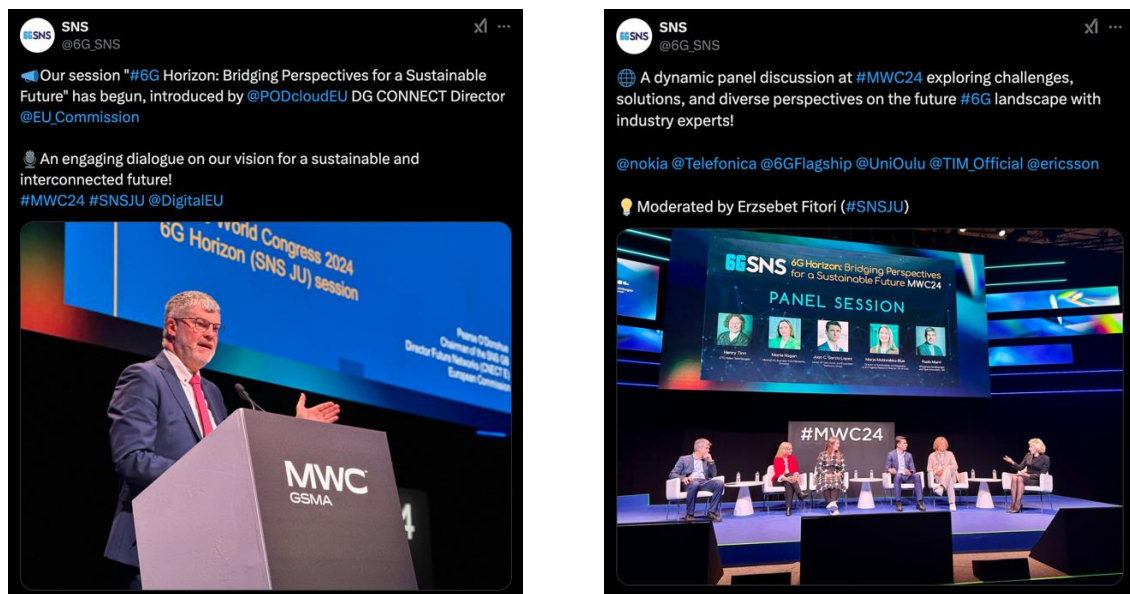
Figure 24: Live social media coverage at MWC2024

- **Post-event Activities**: Conducting follow-ups such as speaker interviews and disseminating key outcomes to extend the session's impact. Please find below the recorded intreviews:
  - Takeaways from the SNS Session at MWC24 by Erzsébet Fitori[19]
  - The future of connected world: Europe's vision for smart networks and services". A short interview with Pearse O'Donohue (DG CONNECT Director, European Commission and Chair of the SNS JU Governing Board) and Colin Willcock (Chairman of the 6G Industry Association Board and Vice-Chair of the SNS JU Governing Board)[20]
  - Sustainablity of 6G: Interview with Marja Matinmikko-Blue, Director of Sustainability and Regulation at 6G Flagship, Research Director, University of Oulu[21]

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[19] https://youtu.be/Bb10PfCFLj8?si=OMgixCbxlIUZy7ne

[20] https://youtu.be/_2dP7TLgpeo?si=XB-KL0B5x0qOvBv9

[21] https://youtu.be/Rkg0KuHAh7g?si=n4lJGSYh040bWgv5

Preparing for Mobile World Congress 2025 (MWC25)

Building on the success of MWC 2023, SNS OPS is actively preparing for SNS JU's participation in Mobile World Congress 2025, scheduled for March 3, 2025, in Barcelona. The event will spotlight advancements in **5G and 6G research**, **smart networks and services**, and the **future of European connectivity**.

SNS OPS will support SNS JU's involvement, including:

- Content creation and social media campaigns to maximise visibility.
- Development of high-quality presentation materials.
- Post-event reporting to highlight key achievements and insights.

This comprehensive approach underscores SNS OPS's commitment to showcasing the pivotal role of SNS JU in shaping the future of smart networks and connectivity.

3.10   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 allowed 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[22]. The call allowed 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 allowed 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 (February 2024 – January 2025), the SNS OPS Communication Task Force (CTF) had 10 meetings to ensure coordinated communication efforts across various SNS JU projects. On average, 25 projects took part in each CTF meeting. During the reporting period, all Phase 2 projects were successfully onboarded into the CTF, along with several Phase 3 projects.

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[22] The CTF metings took place on 22 May 2023, 22 June 2023, 23 November 2023, 21 December 2023, 18 January 2024, 21 March 2024, 18 April 2024, 16 May 2024, 19 June 2024, 19 September 2024, 17 October 2024, 21 November 2024, 19 December 2024, 16 January 2025. The agenda and minutes of each meeting are kept in the BSCW repository.

4   Impact creation monitoring - Dissemination and Communication KPIs

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 metrics at M25 exceed the targets set for M27 indicating a strong performance in areas like website visits and social media followers. 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.

Goal/Objective	Means	KPI Target M27	Actual at M25
SNS presentations	Workshops/Special sessions/webinars/Info Days/Interventions at Events	20	Full support: 27 Moderator / Speaker support:7 Attendance support: 3 Total: 37 (for details see D5.1 and D5.2)
SNS publications	White papers, Roadmaps, Contributions to Standardisation	8	9
SNS events organised	A number of well attended events	Growing the EUCNC audience, 10 project workshops/seminars	13 (for details see D5.1)
SNS portal	Audience reached	≥5,000 unique visitors ≥2min visit	140,991 visits 2min 37s average
SNS social media	Followers LinkedIn and Twitter	≥1,500 by the end of the project	LinkedIn: 5,705 Twitter: 9,106 Mastodon: 30 YouTube: 238
SNS newsletter	Number of Newsletters / Newsflashes	8 newsletters, 20+ newsflashes	8 newsletters (2 were shared with 6GStart), will be 9 newsletters at M27 (project end) 24 newsflashes (6 shared with 6GStart), will be 27 newsflashes at M27
Press coverage	Articles published online and offline	20	69
Promotional materials	Flyers, Roll-ups, Posters, etc.	4	12
SNS Annuals	Publication	2	2
NetworldEurope Portal	Audience reached	≥1,000 unique visitors ≥2min visit	5,535 unique visitors 2min 11s average
NetworldEurope Social Media	Followers LinkedIn and Twitter	≥1,000 by end project	1,298

5   Conclusions and next steps

The SNS OPS project has effectively executed a diverse array of dissemination and communication initiatives to enhance the visibility and impact of SNS JU activities at both European and international levels. During the reporting period, notable efforts included implementing dynamic online marketing strategies, creating both digital and printed promotional materials, and actively participating in various communication and dissemination efforts.

The establishment of the SNS JU Communication Task Force highlights the project's dedication to fostering synergies with other EC-funded projects and organizations, thereby amplifying its overall impact. By adopting a holistic approach to disseminating and promoting the activities and achievements of SNS JU projects, the initiative has substantially bolstered the visibility and reputation of the 6G SNS JU.

Key advancements were also achieved in strengthening the digital presence of SNS JU across multiple online platforms, including social media channels and a dedicated website. The sustained growth in digital engagement, reflected in increased website traffic and social media followers, demonstrates the success of these efforts. Additionally, the organization and active participation in high-profile events such as the EuCNC & 6G Summit 2024 and Mobile World Congress 2024 have been instrumental in supporting the SNS R&I community and furthering its goals.

The transition from SNS OPS to SNS CO-OP marks a seamless progression in the strategic support and coordination of SNS JU. SNS OPS has played a pivotal role in supporting the SNS JU's operations, fostering collaboration across projects. Building on this foundation, SNS CO-OP will ensure the continued integration of the SNS JU community's current and future phases, aligning with the initiative's expansion to approximately 80 R&I projects. It will inherit and enhance the communication and dissemination strategies established by SNS OPS, leveraging established platforms, channels, and European and international events.

Appendix A

Media coverage of SNS JU's press releases:

Country	URL	Title
France	https://selectra.info/telecom/actualites/reseaux/investissements-europeens-pour-l-avenir-de-la-6g	Les investissements européens dessinent l'avenir de la 6G
Taiwan	https://gb-www.digitimes.com.tw/tech/dt/n/shwnws.asp?cnlid=1&id=0000706560_JWG48DIL76J5FPL7OF3ZK	欧盟积极投入6G研发　再拨款1.34亿美元
Taiwan	https://www.digitimes.com.tw/tech/dt/n/shwnws.asp?cnlid=1&id=0000706560_JWG48DIL76J5FPL7OF3ZK	歐盟積極投入6G研發　再撥款1.34億美元
China	https://www.eet-china.com/mp/a362368.html	博导天团推荐：2024年6G十大最新进展→候选42个事例
United Kingdom	https://www.europeanbusinessreview.com/the-eus-sns-ju-is-already-preparing-for-6g-use-cases/	The EU's SNS JU is Already Preparing for 6G Use Cases
Belgium	https://share.belga.press/news/b5dbb2d1-95b3-4177-89e2-9adf96d5367f	L'Europe investira 900 millions dans la recherche sur la 6G
China	https://k.sina.com.cn/article_1686546714_6486a91a02002f37g.html	欧盟为6G再提供1.27亿欧元资金支持
China	https://finance.sina.com.cn/jjxw/2024-11-08/doc-incviaat2308921.shtml	欧盟为6G再提供1.27亿欧元资金支持
China	https://www.toutiao.com/article/7434701095412204069/	欧盟为6G再提供1.27亿欧元资金支持
Belgium	https://share.belga.press/news/53697318-4957-4716-b349-8f6c57b878b1	L'Europe compte investir 900 millions dans la recherche autour de la 6G
United Kingdom	https://www.innovationnewsnetwork.com/the-5g-stardust-project-a-self-organised-networking-architecture-for-6g-systems/52569/	The 5G-STARDUST project: A self-organised networking architecture for 6G systems
France	https://www.objetconnecte.com/leurope-investit-500-millions-deuros-dans-la-recherche-6g/	L'Europe investit 500 millions d'euros dans la recherche 6G
Bulgaria	https://digitalk.bg/operatorski_mreji/2024/11/04/4698043_es_zadelia_oshte_127_miliona_evro_za_razrabotka_na_6g/?ref=rss	ЕС заделя още 127 милиона евро за разработка на 6G
United States	https://worldofsoftware.org/sns-ju-reveals-raft-of-european-6g-projects-computer-weekly/	SNS JU reveals raft of European 6G projects	Computer Weekly

Spain	https://www.esmartcity.es/2024/11/04/total-16-proyectos-europeos-recibiran-financiacion-impulsar-redes-servicios-6g	Un total de 16 proyectos europeos recibirán financiación para impulsar las redes y servicios 6G
Netherlands	https://smartphonemagazine.nl/sv/2024/11/02/lasa-upp-framtiden-hur-6g-kommer-att-forandra-hallbarheten/	Låsa upp framtiden: Hur 6G kommer att förändra hållbarheten
United Kingdom	https://www.datacenterdynamics.com/en/news/sns-ju-receives-500m-in-eu-funding-for-6g-research-projects/	SNS JU receives €500m in EU funding for 6G research projects
United Kingdom	https://www.iotinsider.com/industries/communications/500m-in-funding-announced-for-6g-projects/	500m in funding announced for 6G projects
United Kingdom	https://www.telecoms.com/5g-6g/eu-doles-out-a-further-127-million-for-6g	EU doles out a further €127 million for 6G
United Kingdom	https://totaltele.com/eu-gives-e127m-funding-boost-to-6g-research/	EU gives €127m funding boost to 6G research
Italy	https://www.key4biz.it/6g-finanziati-16-progetti-europei-con-127-milioni-di-euro-uno-su-tre-con-lai-al-centro/510555/	6G. Finanziati 16 progetti europei con 127 milioni di euro, uno su tre con l'AI al centro
Spain	https://domosistemas.com/?p=26173	La tercera convocatoria de SNS JU financia 16 proyectos que potenciarán las redes y servicios 6G
Spain	https://www.casadomo.com/2024/10/31/tercera-convocatoria-sns-ju-financia-16-proyectos-potenciaran-redes-servicios-6g	La tercera convocatoria de SNS JU financia 16 proyectos que potenciarán las redes y servicios 6G
Belgium	https://digital-strategy.ec.europa.eu/en/news/eu127-million-eu-funding-boost-future-smart-networks	€127 million EU funding boost for future smart networks
United States	https://article.wn.com/view/2024/10/30/SNS_JU_reveals_raft_of_European_6G_projects/	SNS JU reveals raft of European 6G projects
United Kingdom	https://www.telecomtv.com/content/6g/eu-body-awards-127m-to-6g-projects-51643/	EU-backed body awards €127m to 6G projects
India	https://telecomlead.com/6g/eu-allocates-e500-mn-in-funding-for-6g-research-118781	EU allocates €500 mn in funding for 6G research
Czechia	https://zpravy.kurzy.cz/788764-127-million-eu-funding-boost-for-future-smart-networks/	€127 million EU funding boost for future smart networks
United Kingdom	https://www.computerweekly.com/news/366614764/SNS-JU-reveals-raft-of-European-6G-projects	SNS JU reveals raft of European 6G projects
United Kingdom	https://the-mobile-network.com/2024/10/eu-investment-in-6g-projects-hits-half-a-billion/	EU investment in 6G projects hits half a billion