



Smart Networks and Services International and European Cooperation Ecosystem

D4.1: Dissemination, Communication and Exploitation Plan

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Table of Contents

Table of Contents	4
Abbreviations List	6
Executive Summary	8
1 Introduction	9
2 Communication and dissemination Strategy	10
2.1 Grounding SNS ICE communication and dissemination strategy	10
2.1.1 SNS ICE working methodology	10
2.2 SNS ICE Communication and Dissemination goals:	11
2.3 Target Audience	11
3 Communication Plan	14
3.1 SNS ICE Brand identity	14
3.2 Addressing stakeholders	14
3.2.1 SNS ICE cross-projects collaboration with 6G start and SNS OPS	15
3.3 EU Research Environment	15
3.4 Supporting NetworkEurope	16
3.5 Supporting vertical sectors	16
3.6 Online tools and channels	16
3.6.1 6G SNS JU portal	16
3.6.2 SNS ICE social media	16
3.6.3 SNS newsletter	17
3.7 Offline tools and channels	18
3.8 SNS Promotion Programme	18
3.8.1 Promotion Programme Publications	18
3.8.2 Promotion Programme Events	18
3.8.3 Inclusion & Diversity	19
3.9 Media Relations and Engagements	19
3.10 Events promotions	19
3.11 Development of policy briefs for feedback on EC policy measures	21
3.12 Standardisation activities	21
3.13 Strategy for the management of intellectual property	22
3.14 Strategy for exploitation	22
4 Performance Assessment	23
4.1 Online analytics	23
4.2 Communication and Dissemination KPIs	23
4.3 Communications and Dissemination deliverables and milestones	25
4.4 List of milestones	26
5 Conclusion and next steps	27
6 References	28

List of Figures

Figure 1: SNS ICE Working methodology	10
Figure 2: SNS ICE Stakeholders	12
Figure 3: SNS ICE logo	14
Figure 4: Corporate colour palette	14
Figure 5: SNS ICE Twitter Profile page	17
Figure 6: SNS ICE LinkedIn Profile page	17

List of Tables

Table 1: Direct Stakeholders & Related non-SNS Initiatives	12
Table 2: Overview of targeted events & activities by SNS-ICE consortium	19
Table 3: Communications activities, impact Target Groups and KPIs	23
Table 4: SNS ICE List of deliverables	25
Table 5: SNS ICE Milestones list	26

Abbreviations List

Abbreviation / Term	Description
3GPP	3rd Generation Partnership Project
5G PPP	5G Public Private Partnership
5GAA	5G Automotive Association
5G-ACIA	5G Alliance for Connected Industries and Automation
5G-MAG	5G Media Action Group
5GMF	Fifth Generation Mobile Communication Promotion Forum
6G-IA	6G Smart Networks and Services Industry Association
ACA	Academic researchers
AI	Artificial Intelligence
AI/ML	Artificial Intelligence/Machine Learning
AIOTI	Alliance for Internet of Things Innovation
ASC	Industry associations
B2B	Business to Business
BDVA	Big Data Value Association
CAM WG	Connected Automotive Mobility Working Group
CCAM	Connected Cooperative and Automated Mobility
CEF	Connecting European Facility
CLAIRE	Confederation of Laboratories for Artificial Intelligence Research in Europe
CSA	Coordination and Support Action
DIH	Digital Innovation Hub
DMP	Data Management Plan
ECH Alliance	European Connected Health Alliance
ECP	Eureka Clusters Programme
ECSO	European Cyber Security Organisation
EPoSS	European Technology Platform on Smart Systems Integration
ERTICO-ITS Europe	European Road Transport Telematics Implementation Coordination Organisation
ESA	European Space Agency
GSOA	Global Satellite Operator Association
ETSI	European Telecommunication Standardisation Institute
EU MATH	European Math Initiative
EuCNC	European Conference on Networks and Communications
EUTC	European Utilities Telecom Council
FAIR	Findable, Accessible, Interoperable, Reusable
G6GE	Global 6G Events
HEU	Horizon Europe Program
GOV	Government organizations

HiPEAC	European Network on High-performance Embedded Architecture and Compilation
HPC	High Performance Computing
IA	Innovation Action
IALA	International Association of Marine Aids to Navigation and Lighthouse Authorities
ICT	Information and Communication Technologies
iDW	Informationsdienst Wissenschaft e. V.
IEEE	Institute of Electrical and Electronics Engineers
IETF	Internet Engineering Task Force
IoT	Internet of Things
ITU	International Telecommunication Union
JU	Joint Undertaking
KDT	Key Digital Technologies
MED	Media representatives
NGO	Non-governmental organizations
RDI	RDI community
PAS	Public authorities
PUB	Interested European citizens
ScoDIHnet	Smart connectivity Digital Innovation Hub Network
SNS JU	Smart network and service Joint Union
SRIA	Strategic Research and Innovation Agendas
STD	Standardization organizations
USE	Users of SNS results
VER	Verticals

Executive Summary

This document presents the 6G SNS ICE's Dissemination, Communication and Exploitation Plan as defined under the lead of Task 4.1 in Work Package 4 of the SNS ICE.

The ambition of the SNS ICE project is to guarantee broad visibility, promotion, and uptake of the 6G SNS activities at European and international levels. This role entails the project to transfer information (e.g., project results, technological trends, scientific breakthroughs, etc.) to and from the SNS JU community. This Task is dedicated to establish and maintain close collaboration with the 6G Start CSA and the SNS operational CSA (SNS-OPS) as the main channels for the dissemination of promotional SNS ICE output. As SNS-OPS is in close contact with the SNS JU projects (currently only Phase 1 projects running [1]), it collaborates with the projects and provides the needful message/information to SNS ICE for related actions. To achieve these ambitions, SNS ICE will disseminate, exploit and communicate the results, outcomes and impacts generated by the entire 6G SNS ecosystem, with both European and International communities by:

- Stakeholder support in collaboration with the SNS OPS CSA to European and International cooperation activities
- Cooperate with the SNS JU office and private members of the JU for the support of the SNS targets at an international level
- (Co)Organize and/or participate (presentations, panels, workshops, etc.) at international and European events
- Adapt key SNS messages to appropriate promotion messages for the non-SNS audience
- Increase synergies with key stakeholders and the SNS Operational CSA
- Monitor the impact of the SNS JU at global level
- Effective planning, coordination and monitoring of dissemination and communication activities to ensure that European and global 6G stakeholders are effectively reached and engaged.
- Creation and implementation of a strategic promotion programme for the 6G SNS Initiative in Europe and worldwide.
- Effective exploitation of the project results to ensure sustained impact.

1 Introduction

The SNS ICE project [2] started in January 2023 and, as a Coordination and Support Action (CSA), it plays a vital instrument to present, leverage, and position the SNS JU activities and achievements in major European and global fora. This work aims to maintain the European momentum and leadership in 6G ecosystem. The SNS ICE ensures that European and Global collaboration structures and mechanisms are established, fostering liaisons with major relevant initiatives. The project works at a global level with other regions, where 6G activities are planned and ongoing. This includes i) the creation of an environment to promote SNS JU results and achievements and to exchange trends and ideas to achieve global consensus, and ii) monitoring of key standardization activities and main roadmaps and trends that need to be communicated back to the SNS JU projects. Detailed summary of objectives can be found in grant agreement in section 1.1.1.

The SNS ICE will also orchestrate collaborations to capture and promote the achievements of the 35 ongoing SNS projects, by facilitating their activities in inter-project working groups and maintaining links to the 6G-IA and international communities. Presented here are some of the important activities of SNS ICE:

- Work at a global level with other regions, where 6G activities are planned and ongoing to promote SNS JU results and achievements.
- Establish dialogues at a European level between peer Horizon Europe Partnerships, national initiatives, research and development clusters, etc., targeting plans and priorities.
- Enable a better understanding of the European activities among the involved stakeholders.
- Foster tailor-cut 6G solutions and their early adoption by the verticals industries via exchange of ideas.
- Organize dedicated workshops with the stakeholders at European & international events
- Orchestrating and tracking 6G SNS projects and programmes contribution to emerging standards.
- Provide feedback to SNS JU projects on Key standardization activities
- Facilitating international cooperation across key regions based on promoting European priorities.
- Optimum profile for the European SNS initiative in a global context.
- Supporting exploitation of SNS JU results.

The remainder of this deliverable is organised as follows. Section 2 presents the Communication and Dissemination Strategy, while Section 3 presents the Communication Plan and the set of activities already carried out in the first three months of the project. Section 4 presents how SNS ICE intends to monitor the Communication and Dissemination Results and finally Section 5 presents the Conclusions.

2 Communication and dissemination Strategy

The main need driving SNS ICE is to ensure a strong position of the European 6G SNS initiative in Europe and globally and to facilitate the adoption of SNS concepts and results. SNS ICE dissemination and communication activities will maintain close collaboration with the 6G Start CSA [3] and the SNS operational CSA (SNS OPS [4]) for gathering of relevant information. SNS-OPS collaborates with the Projects and gathers meaningful messages and information for SNS ICE which are further disseminated for impact creation by SNS ICE. It is the major objective of the SNS ICE to open and maintain constructive dialogues (e.g., via MoUs, regular contact with European stakeholders and by organizing European and global events) to promote the SNS RIA and IA project results, as well as the policies and strategies of the SNS Governing Board (GB) (i.e., including public and private sides priorities).

This document describes in detail how the Communication and Dissemination strategy has been conceived, based on a broad set of marketing activities online and offline that will be explained in forthcoming sections.

2.1 Grounding SNS ICE communication and dissemination strategy

The SNS ICE project will establish the appropriate communication and dissemination strategy that will serve its main objectives in a highly efficient manner. As it will be discussed in the following sections, the SNS ICE has a clear plan on how to meet these needs and guarantee a very successful outcome.

SNS ICE will use three Work Packages (i.e., WP1, WP2, and WP3) to focus on three different stakeholder domains (i.e., other global regions, the European research and innovation collaboration environment and the verticals’ ecosystem), in terms of the organization of activities, the management of the communications channels and the means to prepare and promote the SNS JU.

2.1.1 SNS ICE working methodology

SNS ICE project is planned to work through the following five phases. Figure 1 below explains these five phases:

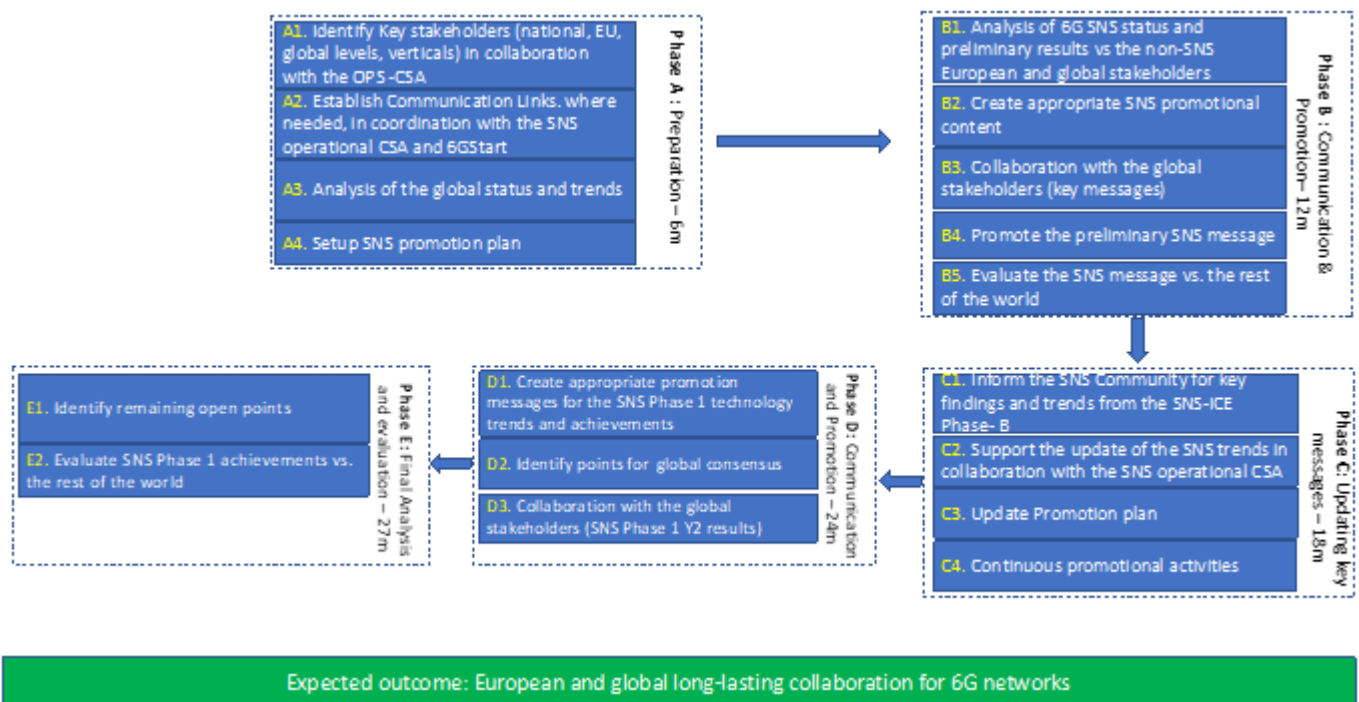


Figure 1: SNS ICE Working methodology

- **Phase A – Preparation (M1-M6)**: As the SNS ICE is starting at the same time with the other RIA and IA SNS projects it will initially identify the key European and global stakeholders, establish communication links, taking advantage of 6GStart as well as the SNS OPS, analyse the global status and trends and setup the promotion plan.
- **Phase B – Communication and promotion (M6-M12)**: The project will collect the preliminary SNS results via the SNS Operational CSA, and will compare it with the global trends as compiled during Phase A. The key messages of the SNS will be selected and promoted in suitable form in European and global events. Based on the feedback to be received through the collaboration activities, the project will provide a preliminary evaluation of the SNS compared to the other global regions.
- **Phase C – Updating key messages (M12-M18)**: Inform the SNS community about the activities taking place in other European initiatives, global regions, standardization organizations etc. This information can be used by the SNS stakeholders to fine tune their priorities and improve their target of wide acceptance for the SNS results. During this phase, and based on the experience throughout the first year, the promotion plan will be updated while dissemination events will keep on taking place.
- **Phase D – Communication and promotion (M18-M24)**: Collect the latest/final SNS Phase 1 results and work together with the external stakeholders to achieve consensus. Their key difference is that Phase D will contain the Phase 1 year 2 (Y2) results.
- **Phase E – Final Analysis and Evaluation (M24-M27)**: This last phase of the project will provide the needed time to create the final reports about remaining open points in global activities (e.g., new arising technological trends, points where consensus is difficult to be achieved, obstacles for the wide adoption of SNS results etc.). Moreover, during this Phase E, the evaluation of the SNS Phase one will take place by analysing the acceptance of the SNS results by the rest of the world.

2.2 SNS ICE Communication and Dissemination goals:

To provide strategic guidance across the whole 6G SNS ecosystem foster and promote European vision for 6G networks among its stakeholders SNS ICE has the following communication & disseminations goals:

- Enhancement of 6G SNS Vision and highlighting their achievements.
- Widespread dissemination of European achievements
- Maintaining the holistic view of progress on implementing SNS and 6G in Europe.
- Growth of the 6G SNS constituency.
- Measurable SNS Programme Progress and Key Performance Indicators (KPIs).
- Stimulate coordination and exchange of information between different activities on 6G in Europe.
- Promote 6G to vertical sectors to engage industries in research activities, pilots & trials gathering their needs in terms of use cases.
- Stakeholder involvement and establishment of dialogues.
- Collaboration with the SNS Operational CSA and the 6GStart CSA.

2.3 Target Audience

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



Figure 2: SNS ICE Stakeholders

SNS ICE will provide the strategic platform to 6G SNS projects with the means to reach out and promote their work and results. SNS ICE will enable collaboration with relevant initiatives in Europe and beyond with the peer organisations from Brazil, China, Japan, India, the Americas and the Republic of Korea. SNS ICE will also support interactions with relevant vertical associations (i.e., 5G MAG, 5G-ACIA, 5G AA). Figure 2 presents an analysis and categorization of the current links of SNS ICE with various stakeholders. The goal of SNS ICE is to cultivate the relationship with all of them and to create links with additional stakeholders.

To ensure successful outcomes, SNS ICE direct stakeholders are involved to promote research results from the European SNS JU and SNS ICT community. These stakeholders mentioned in Table 1 will organize appropriate operational methodologies on informing global trends and EU national initiatives.

Table 1: Direct Stakeholders & Related non-SNS Initiatives

ID	Name
Direct SNS related stakeholders	
1	SNS projects and their members (e.g., via the SNS working groups)
2	SNS OPS project
3	The SNS JU Office and the SNS JU Governing Board
4	The 6G Smart Networks and Services Industry Association (6G-IA)
Related non-SNS European and global activities	

1	European 6G initiatives (e.g., NetworldEurope ¹ Technology Platform, Eureka clusters ² , SCoDIHNet – Smart Connectivity Digital Innovation Hub Network ³ , etc.)
2	Member States Initiatives
3	Peer European partnerships (i.e., HPC, KDT/Chips JU), AI, Data and Robotics, Photonics Europe, CCAM)
4	Peer associations/International associations related to vertical sectors (e.g., 5GAA, 5G-ACIA, ECH Alliance, PSCE, TCCA, GSOA, 5G-MAG, IALA, ERTICO-ITS Europe, UIC, ECSO, ESA, etc)
5	Global stakeholders (e.g., building on already existing MoU partners of 5G IA like IMT-2020 Promotion Group – China, 5G Forum – Korea, 5GMF – Japan, 5G Americas – USA, 5G Brazil – Brazil and TSDSI –India) involved in the promotion of 5G/6G results generated in different world regions and potential new stakeholders.
6	International Co-operations - Global 6G initiatives;
7	Standardization-standards-setting organizations, policy makers, regulatory bodies.
8	Vertical-sector companies (SMEs, large companies), telecom supply-side companies; Mobile Network Operators, experts and stakeholders in AI, Data and Robotics, KDT/Chips JU, Photonics Europe and CCAM, relevant standards-setting organizations)

The collaboration among these peer entities has proven in the past to be a catalyst for achieving consensus on technological trends and supporting globally accepted standards, and Standardization organizations. SNS ICE partners also collaborate and ask prominent Stakeholders to reference the SNS-ICE in their respective website.

¹ <https://www.networlddeurope.eu/>

² <https://www.eurekanetwork.org/countries/spain/clusters/>

³ <https://aioti.eu/scodihnet/>

3 Communication Plan

3.1 SNS ICE Brand identity

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

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

The guidelines of the brand identity are composed of visual elements such as the fonts, colour palette and templates for documents and presentations. Figure 3 depicts the **SNS ICE logo** while Figure 4 depicts the **corporate colour palette**. The palette of SNS ICE corporate colours (Figure 4) is inspired by innovation, creativity and technology together with the complementary grey scale colours. This palette will help to create a solid identity for the project, using both the "warm" and the "cold" colours of the shading for different purposes, elements and/or messages.



Figure 3: SNS ICE logo

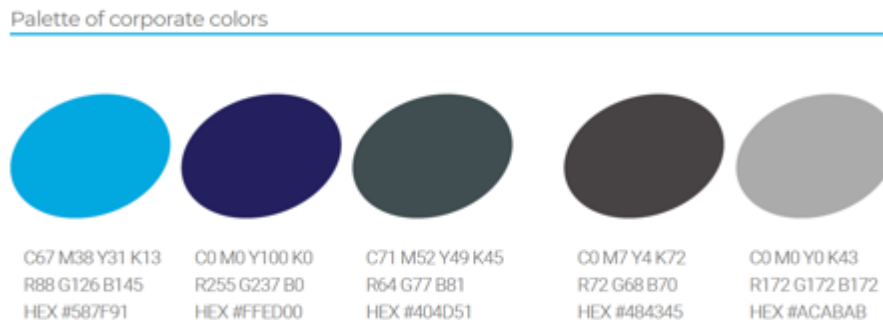


Figure 4: Corporate colour palette

3.2 Addressing stakeholders

The focus on three different stakeholder domains (i.e., other global regions, the European research and innovation collaboration environment and the verticals' ecosystem) will be via Work Packages (i.e., WP1, WP2, and WP3) in terms of the organization of activities. WP4 will support in Effective planning, coordination and monitoring of dissemination and communication activities to ensure that European and global 6G stakeholders are effectively reached and engaged.

One of the ways to achieve it will be via the social media platforms. In SNS ICE we will manage social media (Twitter, LinkedIn, YouTube) with the primary objective to communicate and disseminate to our audience on regular basis, and establish a connect with them for synergies. They represent a way to branch or act as a referral

for the website. Different social media bring different audience to the platform. With the objective to connect the target audience instantaneously in a casual way, we will use the platform Twitter while LinkedIn will be used for formal communication.

SNS-ICE will organize dedicated workshops with the above-mentioned groups of stakeholders (Figure 1) at main international events, most notably 5G Techritory and EuCNC. It will also provide several presentations at international and European conferences, events details mentioned in section 3.10. The outcomes of these results will be communicated to the SNS JU community assisting the research and innovation activities to be fully aware of the global 6G progress.

The presentations results and outcomes from the organized/participated events, will be shared with the SNS projects via the appropriate channels established by SNS-ICE and SNS-OPS CSA projects, and with the rest of the community using the available dissemination channels such as:

- The SNS JU website
- The 6G-IA website
- The SNS JU YouTube channel
- The SNS JU LinkedIn account
- The 6G-IA LinkedIn account

SNS-ICE partners will also participate on a regular basis in the activities of the common bodies of the SNS projects (i.e., the Steering Board and Technical Board) and will act as a liaison with the rest of the world, providing updates from the attended events and feedback with regards to the global 6G research activities.

3.2.1 SNS ICE cross-projects collaboration with 6G start and SNS OPS

SNS ICE will leverage the outputs of the SNS OPS, such as the Working Groups results, the international liaison activities, the vertical industries, and SMEs engagement as the basis for significant high-impact messages. In fact, the marketing and communication team will work closely with the working groups to promote their position papers and the 6G IA leadership strategies to maximise the profile and achievements of the European 5G and the ambition of the 6G initiatives.

SNS ICE will promote collaboration with the 6G SNS projects involving the communications representatives of all the projects. It will orchestrate the overall community dissemination activities to ensure cross-project collaboration and, most importantly, to avoid programme communication fragmentation, which would hamper the impact of the results.

3.3 EU Research Environment

SNS-ICE aims to disseminate information within the EU research environment in the following ways:

1. Identify ambassadors within SNS that are also involved in the EU national initiatives around 6G. These members with a role on both sides could be the gateway for information between the two programs. A standard messaging about the SNS-ICE can be shared by the ambassadors within the national initiatives, and the progress within those initiatives can be reported back to the SNS project.
2. Stimulate coordination and exchange of information between different activities on 6G in Europe, such that different initiatives build on each other's work, rather than repeating similar tasks. This could be achieved via workshops, talks at major conferences, information-exchange via ambassadors, etc.
3. Maintain a central repository of contacts with all SNS projects. Since the SNS-OPS project also handles aggregation of information of such nature, it is best to centralize this activity such that all information is centrally available for all SNS projects to use.

Reaching out to these contacts could also be done centrally, such as, via 6G-IA.

3.4 Supporting NetworldEurope

SNS ICE Partners TIM, CTTC and 6G-IA are members of NetworldEurope's Expert Group. This group leads the Strategic Research and Innovation Agendas (SRIA). They will work with the NetworldEurope⁴ Steering Board (SB) to strengthen the NetworldEurope communication strategy in the elaboration, preparation and dissemination of Strategic Research and Innovation Agendas.

3.5 Supporting vertical sectors

Dialogues with key vertical industries through well-established associations, to identify their requirements and promote the SNS JU solutions to them. This exchange of ideas will create opportunities for tailor-cut 6G solutions and their early adoption by the verticals industries.

The following activities are already in the pipeline in Q1 2023:

- *ITS Congress (May 23rd, Lisbon)*: a submission was sent and selected for a panel,
- *PSCE Conference (May 10th, Athens)*: a panel on 6G will be moderated by D. Lund (6GIA Board Member and PSCE representative)

More generally, within WP3 a constant monitoring of the initiatives in 6G SNS projects related to the interactions with verticals will be put in place. Also, a tight interaction with Working Groups, such as the one about SMEs, will be implemented.

3.6 Online tools and channels

3.6.1 6G SNS JU portal

Currently SNS ICE has presence on SNS JU website⁵ which it will evolve and, in collaboration with the SNS Office strategy for promoting projects, enhance . The web publications of the Project will reflect the SNS ICE long-term vision and serve the strategic objective of asserting the European leadership in the 6G domain and being part of the focal point for the SNS JU communications strategies.

3.6.2 SNS ICE social media

SNS ICE has set-up social media channels that will evolve to the 6G SNS initiatives and they be used to animate discussion and echo the 6G SNS community project/member news. Such social media postings will also be used to actively promote involvements such as event participations, responses to consultations and even reactions to calls for proposals.

Social media accounts will be used to promote not only events with SNS ICE partner participation, but also will highlight the biggest outcomes of events with SNS JU project, relevant webinars/workshops, international news related to 6G research and more. This will serve primarily for interaction with the SNS JU audience and as a means to transmit valuable and interesting ideas via podcast form and then promote the podcasts as well.

⁴ <https://www.networldEurope.eu/>

⁵ <https://smart-networks.europa.eu/csa-s/#SNS-ICE>

Twitter



Figure 5: SNS ICE Twitter Profile page

The SNS ICE Twitter account⁶ will be used for promoting and disseminating the development of the 6G SNS community, including news, events, outcomes, podcasts etc. Moreover, retweets will be 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 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 ICE Twitter profile page is depicted in Figure 5.

LinkedIn:

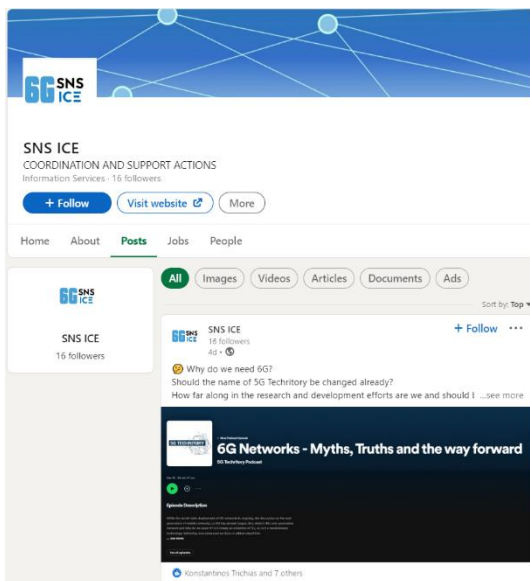


Figure 6: SNS ICE LinkedIn Profile page

The SNS ICE LinkedIn profile⁷ has been created and will represent a space for the exchange of ideas and knowledge between the members of the consortium and the largest scientific and industrial community. LinkedIn has become a common space to exchange knowledge and experiences among professionals therefore all the partners will be invited to use it to communicate the project progresses to colleagues and stakeholders. LinkedIn allows reaching a professional audience with more elaborated news and/or specific events highlights. Group's members may publish the news directly attracting 5G/6G professionals and industry players publishing their own updates and opening interesting subjects, relevant for the whole community. The SNS ICE LinkedIn profile page is depicted in Figure 6.

3.6.3 SNS newsletter

SNS ICE on regular basis will contribute to newflash/newsletter organized by SNS OPS and will include Publications (from all involved partners), links to monthly SNS podcast organized by Partner Vases, videos including event recordings and interviews with SNS experts, press releases etc. It may also contain important contributions to SNS portal website and main SNS newsletter targeted towards European and global media.

⁶ https://twitter.com/sns_ice

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

3.7 Offline tools and channels

The SNS ICE project will make use of meaningful and engaging promotional materials. These will be adapted in style, and content to the specific target groups or events. It includes brochures, postcards, posters, roll-ups, graphs, charts, videos, etc., to be produced in alignment with presentations and participation in target events in Europe and globally for the widespread dissemination of 6G networks.

3.8 SNS Promotion Programme

3.8.1 Promotion Programme Publications

Programme publications are important to promote the views and results of the SNS. This ensures productive dialogue with global stakeholders about collaboration and use of SNS results by means of webinars, promotional videos, targeted publications and background talks with decision makers and the media.

SNS Promotion Programme

SNS ICE will promote and support European leadership in the global 6G context via the SNS programme as well as the uptake of 6G by verticals in Europe. It will also establish links between European organizations involved in the SNS programme and their international peers, to facilitate the adoption of SNS results and global business collaboration.

3.8.2 Promotion Programme Events

Collaboration is the core element of the SNS Promotion Programme and to foster this several events will be organized/participated:

A) SNS ICE organized events

To bring different international and European target groups together and promote the latest SNS results at the flagship event **Techritory**⁸ with its partner VASES, SNS ICE will organize multi-stakeholder workshops in November 2023 and November 2024.

To promote the adoption of SNS results in European countries SNS ICE will also target to organize workshops at **EuCNC**⁹ 2023, 2024, and 2025, addressing SNS programme participants, Peer JUs and national initiatives, to create synergies and cross-fertilisation.

To join forces with 6GStart and the operational CSA at the **Mobile World Congress (MWC) Exhibition**¹⁰ 2023 and 2024, to co-organize the SNS booth.

B) SNS ICE influences the agenda

SNS ICE partner NOKIA will undertake the key ambassador role to establish dialogues and set the scene for global engagement. It will align with the consortium on providing SNS speakers, presentations, and topics for events like the IAFA-organized by the SNS Operational CSA, WCNC 2023 and 2024, ICC 2023, IEEE Future Networks World Forum, and the 3GPP 6G event.

C) SNS ICE delivers talks

SNS ICE will create noise by providing a speaker or panelist for discussions with the lead to share SNS positions and results. Here SNS ICE partner CTTC would organize the availability of speakers and would cater to needs for events like: 5G FORUM, PSCE Conference, 5GAA Event, 5G-ACIA Plenary Meeting, ECSO Event, NEM Summit,

⁸ Targeting USE, VER, ASC, PAS, GOV, MED, NGO

⁹ Targeting RDI, ACA, VER, STD, PAS, GOV

¹⁰ Targeting USE, RDI, ASC, MED, PUB

NetworldEurope events, ERTICO – ITS CONGRESS, the ESA Event, and more, like, e.g., national R&I programme events, SNS projects events, and other European R&I programme events.

SNS ICE will closely coordinate with the other CSAs, 6GStart and SNS OPS, to generate synergies and be consistent on how SNS is presented at European events.

3.8.3 Inclusion & Diversity

Success of 6G in Europe will depend on including and representing the whole society in this context SNS ICE will aim for achieving **diversity** and a **gender balance**.

3.9 Media Relations and Engagements

SNS ICE will target selected media (press, TV, online) relevant for 6G and spreading SNS messages, positions, and results towards key target groups, including: iDW, Handelsblatt and more.

3.10 Events promotions

The SNS-ICE partners have set forth an ambitious plan to widely disseminate the SNS JU goals, structure, projects and outcomes to the European and International communities, via intensive participation and organization of events. By actively engaging with multiple stakeholders from academia, industry and multiple verticals, the SNS-ICE partners plan to maximize the impact of the SNS JU project results and to bring in feedback and trends from the world-wide community, which will help further shape the SNS JU roadmap and upcoming R&I calls. To that end an initial list of targeted events for participation / co-organization of activities has been defined within the SNS-ICE project.

Table 2 provides the current status of this list, which will be continuously updated, throughout the project lifetime, to guarantee an up-to-date view of the targeted events and to assist the SNS-ICE partners in achieving a wide coverage of event types and stakeholders.

Table 2: Overview of targeted events & activities by SNS-ICE consortium

##	Targeted Event / Activity	Date / Location	Involved SNS-ICE partner	Target Audience
International Events				
1	IEEE International Conference on Communications	May 2023, Rome Italy	6G-IA	IETF, ITU, Vertical sectors, 5G Americas
2	5G Techritory	October 2023, Riga Latvia	VASES, 6G-IA, NSN	European National Initiatives, EUREKA, CEF, IMT-2020, NGMN
3	Global5G event (Global6G)	October 2023	NSN, 6G-IA	5G Americas, 5G Forum, IMT-2020 KDT. HPC
4	IEEE Globecom 2023	December 2023, Kual Lumpur Malaysia	6G-IA, TIM, NSN	KDT, HPC, Photonics, CCAM, AI & Robotics
5	IEEE Wireless Communications and Networking Conference	April 2024, Dubai EAU	CTTC	5G Americas, 5G Brasil, 5G Forum, IMT-2020. TSDSI

European Events				
6	ETSI Research Conference	February 2023, Sophia-Antipolis France	6G-IA, TNO, NSN, TIM	ETSI, 3GPP, IETF, ITU, European National Initiatives
7	IEEE Wireless Communications and Networking Conference	March 2023, Glasgow Scotland	CTTC	5G Americas, 5G Brasil, 5G Forum, IMT-2020. TSDSI
8	INTERACT COST ACTION (on AI for 6G et al)	May 2023, Barcelona Spain	CTT	AI for Robotics, Smart factories, Industry 4.0
9	EuCNC & 6G Summit 2023	June 2023, Gothenburg, Sweden	6G-IA, EURESCOM, NSN, TIM, TNO, CTTC	European National Initiatives, EUREKA, CEF, 5GAA, 5G-ACIA, ESA, NGMN, PSCE
10	German national initiative workshop	June 2023, Germany	TNO	European National Initiatives, EUREKA, ScoDIHNet
11	Fraunhofer FuSeCo forum	September 2023, Berlin Germany	TNO	KDT, HPC, CCAM, AI & Robotics, 3GPP, ETSI. Industry 4.0
Vertical Events				
12	PSC Europe Conference	May 2023, Athens Greece	TIM	PSCE, 3GPP
13	ITS Congress	May 2023, Lisbon Portugal	TIM	Automotive, Transport, 5GAA, CCAM
Other Relevant Activities				
14	Collaboration & Info Day with ESA 5G/6G Hub	March 2023, Online	6G-IA, TIM	ESA
15	MoU between 6G-IA and the 6G Platform Germany	June 2023 (@EuCNC)	6G-IA	European National Initiatives, EUREKA, ScoDIHNet
16	Where 5G leaders meet ¹¹	May 2023	CTTC	Technology professionals, senior executives, vice presidents, directors, department heads, broadcasters and service providers.

6G SNS ICE partner involvement in 5G Techritory forum 2023 and 2024 and the 2 - 3 side event organization within each of the forums foresees promotion according to the communication plan of the forum: organic marketing activities (newsletters, blog posts, etc.) starting from August 2023, media publications and PR

¹¹ <https://www.5gforum.es/en/>

activities, starting from middle of August 2023, active e-mail marketing campaign, starting from September 2023 and event promotion on different media channels (incl. TV, Radio), starting from the beginning of October. More precise communication plan for the 5G Techritory forum and activities organized within will be established in the second quarter of the year.

3.11 Development of policy briefs for feedback on EC policy measures

Policy briefs for feedback on EC policy measures and recommendations will be developed in the SNS context. These will be based on the insights gained at multi-stakeholder workshops organized by SNS ICE.

SNS ICE will use its multi-stakeholder workshops, particularly the two workshops at Techritory (organised yearly by VASES), to elicit inputs from different stakeholders on the effectiveness of relevant EU policies in the SNS context for further developing EU policies, to accelerate and improve the adoption of SNS technologies. These insights will be summarised in policy brief documents for EU policy makers containing feedback on policy measures and suggestions for further discussion. Initial findings will be shared with workshop participants and other interested stakeholders for further consultation to ensure broad feedback on SNS-related policy measures and communicate lessons learnt to policymakers.

In this context, the SNS ICE partner COMMpla will graphically design policy briefs and impact reports and support the branding of promotional campaigns around stakeholder engagement and events.

3.12 Standardisation activities

SNS ICE will also work in synergy with SNS OPS to craft a standardisation roadmap for SNS JU's RIAs projects. This will build on the world-tour webinar series on verticals and standardisation initiatives that begun with the 5G User Event series in 5G PPP with a sub-set of Market Representation Partners in 3GPP and the pre-Standardisation working groups which will continue through an online workshop series. The standardization plan will be articulated into five main steps:

- **Identify potential standardization organs and venues:** conduct research to identify standardisation bodies and venues that are relevant to the 6G project and its Key Exploitable Results (already ongoing). This could include organizations such as the European Telecommunications Standards Institute (ETSI), 3rd Generation Partnership Project (3GPP), International Telecommunications Union (ITU), or Institute of Electrical and Electronics Engineers Standards Association (IEEE-SA), as well as relevant conferences and events.
- **Organize pre-standardization workshops:** plan and organize workshops to engage with key stakeholders and gather feedback on the standardisation offer. These workshops can also be used to identify potential gaps or areas where additional standardisation work may be needed.
- **Follow up with standardisation bodies and RIAs:** after the workshops, follow up with the standardisation bodies and RIAs that expressed interest in the 6G project and its KERs. Provide additional information as needed and work to establish partnerships or collaborations that can help advance the standardisation process.
- **Continue to monitor and engage with standardisation efforts:** once standardisation work has begun, continue to monitor and engage with the process to ensure that the 6G project's KERs are being effectively incorporated into relevant standards. This may involve participating in working groups or committees, providing feedback on drafts, or advocating for the project's interests.

By following these steps, SNS ICE and SNS OPS will be able to develop a comprehensive standardisation offer and engage with relevant bodies and the SNS JU RIAs to ensure that the project's KERs are effectively being incorporated into relevant standards.

3.13 Strategy for the management of intellectual property

SNS ICE will generate the following non-technical intellectual property (IP): designs/layouts of online and offline publications, graphics/images used in publications and at events, event contents, including event title and descriptions, as well as other contents generated in the course of the SNS promotion programme.

To facilitate the impact of the SNS ICE promotion activities, the project will share its IP openly, by default under a Creative Commons (CC) Attribution-No Derivatives 4.0 International license, as far as SNS ICE is not using other parties' IP, which is regulated under different license terms. The management of intellectual property generated within SNS ICE by the project partners will be defined and regulated by a dedicated section in the project consortium agreement.

3.14 Strategy for exploitation

Exploitation activities will aim to position SNS ICE results in the broader EU and global research, investment, policy, and regulatory landscape, including peer partnerships, verticals and international synergies. This effort will be developed along two parallel lines.

Project Level. At the SNS ICE level, the project's exploitation plan will define and promote the value proposition of each key result accomplished by project, coordinating partners' individual exploitation plans and a joint exploitation plan. Such an effort will revolve around the creation of a Key Exploitable Results (KERs) mapping of SNS JU RIA projects and relate them to potential vertical markets. A first preliminary KER mapping will be carried out through desktop research and its results gathered in a joint repository. As the project's work packages produce key exploitable result, preliminary KERs will be updated and mapped accordingly. This plan will continue to be refined with plans for each result mapped especially for the next iterations (D4.2 - D4.3) of this report with the aim to publish the project's final key exploitable results by M27.

SNS JU RIAs Level. At higher level, a KER mapping will also be carried out among SNS JU RIAs with the aim to connect them to key vertical sectors. Also in this case, potential KERs will first be identified through a desktop research-based preliminary KER mapping and then further improved through an official survey that will be circulated among projects. Once potential KERs have been identified, they will be mapped and put in relation to key vertical sectors and initiatives, in order to help identifying potential licensees or joint venture partners, as well as conducting outreach to industry associations or research institutions in relevant vertical markets. The final mapping will be published as a booklet to be circulated among SNS JU RIAs as a way to support a future exploitation and commercialization plan of their results, as well as more detailed gap analysis to identify any technical or commercial gaps that may hinder the adoption of the KERs in vertical markets.

4 Performance Assessment

SNS ICE will monitor the results of the Dissemination and Communication activities both from a qualitative and quantitative point of view. The project coordinators will ensure effective collaboration with the team and project members, sharing ideas, best practices and techniques with the SNS community. 6G Start communications will be tailored clearly and effectively at all levels, producing understandable reports, research, and presentations, internally and externally.

4.1 Online analytics

The SNS ICE digital presence will be monitored in terms of the number of accesses, the focus of the visitors and which documents attract the most interest or downloads. From these statistics, we can see how the work of the SNS ICE is being followed on a global basis. We also monitor basic traffic statistics and the overall performance.

4.2 Communication and Dissemination KPIs

The main goal of SNS ICE's communication activities is to inform target groups, including societal stakeholders and interested citizens, about the purpose and benefits of the SNS programme and its results. This goal will be achieved through a mix of communication activities that will be guided by two main principles:

- a) their effectiveness in reaching the target groups;
- b) their return on investment and cost-effectiveness regarding the expected impacts.

For implementing these principles, SNS ICE will pursue a dynamic communication planning approach based on KPIs and target values. SNS ICE's communication activities include the promotion of the SNS programme through publications, workshops, presence at major relevant conferences and trade fairs, as well as major contributions to the SNS programme website and complementary Social Media activities. In close collaboration with the other CSAs, 6GStart and the SNS operational CSA, SNS ICE will implement a cost-effective mix of communication activities in order to reach its target groups in a way that meets their needs, as outlined in Table 3.

Table 3: Communications activities, impact Target Groups and KPIs

Activity	Description	Expected Impact	Target groups ¹²	KPIs: Targets
Presentations	In-person or remote presentations at third-party events (conferences, workshops) as part of the SNS Promotion Programme	Increased awareness and understanding of SNS programme and project activities and results	USE, RDI, ACA, VER, ASC, STD, PAS, GOV, MED, NGO	Total number of presentations: 30 Total number of people reached: 3,000
Workshops	In-person or hybrid workshops (co-) organized by SNS ICE as part of the SNS Promotion Programme	Increased awareness and understanding of SNS programme and project activities and results; dialogues with target groups about SNS results adoption	USE, RDI, ACA, VER, ASC, STD, PAS, GOV, MED, NGO	Total number of workshops: 8 Total number of people reached: 800

¹² USE – Users of SNS results, RDI – RDI community, ACA – Academic researchers, VER – Verticals, ASC – Industry associations, STD – Standardization organizations, PAS – Public authorities, GOV – Government organizations, MED – Media representatives, NGO – Non-governmental organizations, PUB – Interested European citizens

Webinars	Webinars (co-) organized by SNS ICE as part of the SNS Promotion Programme	Increased awareness and understanding of SNS programme and project activities and results	USE, RDI, ACA, VER, ASC, STD, PAS, GOV, MED, NGO	Total number of webinars: 8 Total number of people reached: 1,600
Info booths	Info booths at exhibitions and trade fairs (co-) organized by SNS ICE as part of the SNS Promotion Programme	Increased awareness and understanding of SNS programme and project activities and results; dialogues with target groups about SNS results adoption	USE, RDI, ACA, VER, ASC, STD, PAS, GOV, MED, NGO, PUB	Total number of booths: 4 Total number of people reached: 1,600
Brochures and flyers	Printed and electronic brochures and flyers (co-) produced by SNS ICE for informing target groups about SNS activities and results as part of the SNS Promotion Programme	Increased awareness and understanding of SNS programme and project activities and results	USE, RDI, ACA, VER, ASC, STD, PAS, GOV, MED, NGO, PUB	Total number of brochures and flyers: 12 Total number of people reached: 2,400
Web news items	News items for the SNS programme website on results and activities, particularly those with an international dimension	Increased knowledge about SNS programme and project activities and results as well as interest in using SNS results	USE, RDI, ACA, VER, ASC, STD, PAS, GOV, MED, NGO, PUB	Total number of news items: 4 Total number of people reached: 3,000
Press releases	Press releases on positions and major achievements of the SNS programme, coordinated with the other CSAs	Increased knowledge about SNS programme and project activities and results as well as interest in using SNS results	USE, RDI, ACA, VER, ASC, STD, PAS, GOV, MED, NGO, PUB	Total number of press releases: 4 Total number of people reached: 800
Podcast	Monthly SNS podcast produced by SNS ICE presenting the latest SNS activities, positions and results in interviews and reports	Increased knowledge about SNS programme and project activities and results as well as interest in using SNS results	USE, RDI, ACA, VER, ASC, STD, PAS, GOV, MED, NGO, PUB	Total number of podcast episodes: 20 Total number of listeners: 2,000
Videos	Video recordings of SNS workshops and interviews with key representatives and experts from the SNS programme	Increased knowledge about SNS programme and project activities and results as well as interest in using SNS results	USE, RDI, ACA, VER, ASC, STD, PAS, GOV, MED, NGO, PUB	Total number of videos: 12 Total number of people reached: 1200

4.3 Communications and Dissemination deliverables and milestones

A detailed list of all SNS ICE deliverables including the lead editor, type, dissemination level and delivery due date, is provided in Table 4

Table 4: SNS ICE List of deliverables

Deliverable (number)	Deliverable name	WP number	Short name of lead participant	Type	Dissemination level	Delivery date (in months)
D1.1	Impact analysis and SNS promotional report 1.0	WP1	NOKIA	R	PU	12
D1.2	Impact analysis and SNS promotional report 2.0	WP1	CTTC	R	PU	24
D1.3	Evaluation of the acceptance for the SNS Phase 1 results	WP1	6G-IA	R	PU	27
D2.1	Identification of European 6G R&I stakeholders and trends	WP2	6G-IA	R	PU	12
D2.2	Findings and Trends from European 6G R&I initiatives	WP2	TNO	R	PU	24
D2.3	Evaluation of 6G R&I collaboration in Europe	WP2	TNO	R	PU	27
D3.1	Vertical Engagement Tracker	WP3	TRUST-IT	R	PU	6
D3.2	Initial trends analysis in vertical sectors	WP3	TIM	R	PU	13
D3.3	Updated trends analysis in vertical sectors	WP3	TRUST-IT	R	PU	24
D3.4	Position Paper on 6G for Verticals	WP3	TIM	R	PU	27
D4.1	Dissemination Communication and Exploitation plan	WP4	EURESCOM	R	PU	3
D4.2	Intermediate Dissemination Communication and Exploitation Report	WP4	TRUST-IT	R	PU	13
D4.3	Final Dissemination Communication and Exploitation Report	WP4	EURESCOM	R	PU	27
D5.1	Data Management Plan	WP5	EURESCOM	DMP	SEN	6

4.4 List of milestones

A detailed list of all SNS ICE milestones including the related WP, means of verification and delivery due date, is provided in Table 5

Table 5: SNS ICE Milestones list

Milestone number	Milestone name	Related WP	Due date (in month)	Means of verification
M1.1	Establish dialogues with international stakeholders	WP1	M6	Creation of a map of related stakeholders at global level with whom the SNS ICE will establish communication links
M1.2	Organize the first 6G event with global participation	WP1	M11	Event has taken place. Agenda, and speakers list show participation from global regions
M1.3	Organize the second 6G event with global participation	WP1	M23	Event has taken place. Agenda, and speakers list show participation from global regions
M2.1	Established communication with European 6G R&I stakeholders	WP2	M6	List of European 6G R&I stakeholders with contact points.
M2.2	Successful organization of a first European event for European R&I initiatives	WP2	M12	Event has taken place. Agenda, and speakers list show participation from European R&I initiatives
M2.3	Successful organization of a second European event for European R&I initiatives	WP2	M24	Event has taken place. Agenda, and speakers list show participation from European R&I initiatives
M3.1	Organize the first main vertical event	WP3	M11	Event has taken place. Agenda, and speakers list show participation from verticals
M3.2	Organize the second main vertical event	WP3	M23	Event has taken place. Agenda, and speakers list show participation from verticals
M4.1	Setup of Communication channels	WP4	M6	All communication channels including social media (Twitter, LinkedIn, YouTube) are being established and are operational
M5.1	First periodic report	WP5	M6	First periodic report delivered to the EC

5 Conclusion and next steps

This document presents the Dissemination and Communication Strategy and Plan that the SNS ICE project will coordinate for effective and impactful promotion of the ongoing SNS projects and initiatives, as well as the upcoming 6G SNS ones. SNS ICE will closely coordinate its efforts from the very beginning of the project with the European Commission, with the 6G-IA, and with many organisations within the European and International 5G/6G ecosystem to define a pragmatic, while strategic and ambitious plan of work.

The SNS ICE communications strategy is aimed at promoting European achievements on global level. This is complemented by diverse liaison activities which will allow the technical work of the SNS JU to be presented and debated in peer initiatives globally. Our ambition here is to have the European results presented, acknowledged, and adopted globally.

6 References

- [1] Smart Networks and Services (SNS) Phase 1 Projects overview, <https://smart-networks.europa.eu/sns-phase-1/>
- [2] SNS ICE, SNS JU CSA project, “*Smart Networks and Services International And European Cooperation Ecosystem*”, January 2023, <https://smart-networks.europa.eu/csa-s/#SNS-ICE>
- [3] 6GStart, 5G PPP CSA project, “*Starting the Sustainable 6G SNS Initiative for Europe*”, May 2022, <https://5g-ppp.eu/6gstart/>
- [4] SNS OPS, SNS JU CSA project, “*Supporting the SNS JU Operations*”, January 2023, <https://smart-networks.europa.eu/csa-s/#SNS-OPS>