



DECISION OF THE GOVERNING BOARD OF THE SMART NETWORKS AND SERVICES JOINT UNDERTAKING No 15/2024

Approving the Joint Undertaking's Communication Policy and Communication Plan 2025

THE GOVERNING BOARD,

Having regard to Council Regulation (EU) 2021/2085 of 19 November 2021 establishing the Smart networks and Services Joint Undertaking (“hereafter “SNS JU”) under Horizon Europe (“Single Basic Act”)¹, and in particular Article 17(2)(t) and 19(4)(p) thereof,

WHEREAS

- (1) The Governing Board should approve the Joint Undertaking’s communication policy and communication plan upon recommendation of the Executive Director
- (2) On 18 November 2024, the Executive Director submitted to the Governing Board the draft communication policy and the Communication plan 2025 of the SNS JU,

HAS ADOPTED THE FOLLOWING DECISION:

Article 1

The SNS JU Communication Policy and Communication Plan 2025, as annexed to this decision, are hereby adopted.

Article 2

This decision shall enter into force on the date of its adoption.

Done at Brussels, on 22 November 2024.

For the Governing Board,

Pearse O’DONOHUE
The Chair

Annex: SNS JU Communication Policy and Communication Plan 2025.

¹ OJ L 427, 30.11.2021, p. 17.



SNS JU COMMUNICATION POLICY
and
SNS JU COMMUNICATION PLAN 2025

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1. Introduction

This document lays the foundation for the communications strategy and activities of the SNS JU, in view of implementing the key tasks of the promotion and dissemination of the SNS JU's mission, objectives, funding programme and activities. Each of these communications activities will complement each other to deliver the best support for operations, reaching out to new audiences, with tailor-made messages, through the most appropriate channels and frequency.

Our Communication Policy builds on the communication plans and experiences of other Joint Undertakings adopted by their respective Governing Boards and implemented accordingly. The SNS JU Communication Policy reflects the SNS JU's mission and objectives, and it identifies the specific communication needs, target audiences and communities to be addressed.

Article 17(t) of the Single Basic Act (SBA)¹ foresees that the Governing Board approves the Joint Undertaking's communication policy upon recommendation by the Executive Director and Article 19.4 (p) states that the Executive Director – supported by the SNS JU Programme Office – Implements the communication policy of the Joint Undertaking.

Since the establishment of the SNS JU by the SBA in 2021, its communication activities have evolved significantly. This progress has been fuelled by a productive collaboration between the JU Members and the SNS JU Programme Office. A number of impactful activities were carried out, such as establishing the JU's digital presence in late 2022 with the launch of the SNS JU website and transitioning the Twitter community from 5G PPP. The joint efforts have also supported the planning and delivery of Information Days and ensured effective communication for key events, including participation in EUCNC and communication support for MWC24. This collaborative approach provides a strong basis for the enhanced strategy outlined in this document.

The SNS JU Communication Policy covers communications activities towards key identified stakeholders.

Internal communication within the SNS JU Programme Office is to be regarded as part of the general management of the SNS JU and is not covered by this Communication Policy.

As foreseen in the SBA referenced above, the SNS JU Programme Office is responsible for implementing the Communication Policy and Plan of the SNS JU via various communication activities. In this context, the SNS JU Programme Office regularly aligns with its members taking into due account their respective roles and responsibilities.

2. The SNS JU Communication Policy

Vision: Creating a European path towards 6G: Innovation for Competitiveness

“To deliver European advanced, secure, and sustainable 6G networks and services, positioning Europe as a leader in the global digital landscape and contributing to the future of European connectivity.”

Our vision at the Smart Networks and Services Joint Undertaking (SNS JU) is to facilitate European leadership in future smart networks and services by shaping the design, development, and

¹ Council Regulation (EU) 2021/2085 of 19 November 2021 establishing the Joint Undertakings under Horizon Europe and repealing Regulations (EC) No 219/2007, (EU) No 557/2014, (EU) No 558/2014, (EU) No 559/2014, (EU) No 560/2014, (EU) No 561/2014 and (EU) No 642/2014, OJ L 427, 30.11.2021, p. 17–119.

deployment of 6G, with a view to converging adjacent technologies and components, from microelectronics to the computing continuum, built on 6G AI-native networks and new capabilities like sensing, positioning and integration of terrestrial and non-terrestrial networks. We envision a world where ubiquitous, intelligent, and sustainable networks and services transform industries, enhance societal well-being, and strengthen Europe's technological sovereignty.

As the driving force behind the next generation of communication technologies, we aim to create an ecosystem where breakthrough research is pursued and innovation thrives, enabling Europe to lead in the global digital economy. We are committed to fostering EU and international collaboration between industry, academia, and policy makers, through cutting-edge research, innovations, trials, and contribution to standards, ensuring that Europe remains at the forefront of smart networks and services.

In the rapidly evolving landscape of 6G development, we should pay careful attention to emerging challenges, particularly in areas that may raise public concern. As next-generation networks become increasingly AI-driven, data privacy, and ethical deployment, including electromagnetic field (EMF) exposure, must be proactively addressed to maintain stakeholders' trust.

Cybersecurity represents another critical dimension as 6G networks become more complex and interconnected. By championing security-by-design principles and maintaining open dialogue about threat mitigation strategies, we demonstrate our commitment to building trustworthy networks that protect both infrastructure and users.

Sustainability can become a competitive advantage for Europe and offers the opportunity to consolidate European leadership in green technology developments by ensuring that environmental, societal, and economic aspects are embedded by design in the development of future networks and services development.

Our vision is to deliver technologies that empower every user and sector, from healthcare to transportation - "the 6G verticals", with cutting-edge connectivity that is fast, secure, environmentally sustainable, and accessible to all. Through the development of 6G, we strive to create a secure digital infrastructure that supports Europe's economic growth, sustainability, and leadership in the connected world.

Communication is key in bringing this message within and beyond the R&I community. In a moment where we strive to balance Europe's competitiveness with technological sovereignty, as predicted in [the Draghi Report](#) and underlined in the European Commission [White Paper](#) – "How to master Europe's digital infrastructure needs?", while we want to build a 6G that benefits society, there is a clear need to communicate to a broader audience of stakeholders.

2.1. Current State of Play

The digital and telecommunications sectors are facing increasing pressure from global competition, as well as from rapidly evolving technologies. Within the EU, the race to lead in connectivity is intensifying, while outside the EU, competitors are aggressively pursuing leadership in 6G development.

Europe faces major global challenges, including technological sovereignty, climate change, digital transformation, and automation—factors that will significantly shape the future of our society.

Expectations from stakeholders are high, with a growing demand for faster, more transparent, and clear communication on Europe's advancements in the field of next-generation networks and services.

The SNS JU Communication Policy is designed to support the achievement of European leadership in 6G technology and future smart networks and services development, ensuring that the continent remains a global hub for innovation and a leader in digital infrastructures deployment.

The SNS JU will benefit from the experience and reputation established by its predecessor initiative (5G PPP), which has built a strong foundation for collaboration across Europe's digital ecosystem. The new challenge will be to communicate the strategic objectives of the SNS JU, including its role in coordinating, funding, and advancing 6G technologies and future connectivity developments, as well as supporting deployment of 5G networks, while continuing to deliver cutting-edge solutions that are ready to be adopted by the market.

2.2. Communication Goals

The SNS JU Communication Policy focuses on three main goals that support our mission and strategic objectives:

1. Drive European Leadership in 6G Development

- Demonstrate the value of policies and EU funding in smart network technologies and services
- Encourage diverse stakeholders to invest in 6G-related developments, to support innovation and growth

2. Strengthen Strategic Collaborations

- Foster engagement with key stakeholders, such as industry partners, academic institutions, and policy makers
- Enhance collaboration with other Joint Undertakings and digital sector initiatives, at European and international level

3. Promote SNS JU activities and participation

- Raise awareness of the SNS JU's mission, goals, funding and their impact
- Promote participation in the SNS JU calls for proposals and initiatives
- Educate about the benefits, advancements, and challenges in smart networks and services, building credibility of the SNS JU as a top-tier European strategic asset

Our communication strategy will balance delivering technical content with addressing broader, more accessible topics related to 6G technology and the future of connectivity. This strategy reinforces SNS JU's position as a responsible steward of future communications technology, committed to innovation that serves society's best interests and communicates to a wider audience, which include non-experts. The success of 6G will depend also on public acceptance and technology uptake.

3. Key Messages

To achieve the ambitious vision of leading Europe into the future of connectivity and 6G, communication is not just an auxiliary function—it is the backbone of awareness, engagement, and advocacy.

Effective communication with key stakeholders is fundamental to rallying support, fostering partnerships, and positioning the SNS JU and its ecosystem as a global leader in smart networks and services.

Our ambition focuses on accompanying and accelerating Europe's journey towards advanced connectivity which is critical for Europe's digital future and its technological sovereignty. To support this goal, the SNS JU will foster collaboration across the R&I ecosystem, anticipate technological trends, and shape the conversation on future connectivity. This approach will contribute to ensure Europe maintains its competitive edge in the global telecommunications landscape while advancing key EU policy priorities for secure, sustainable, and innovative digital infrastructure.

The key message on which communication shall converge can be summarised as follows:

The objective of the Smart Networks and Services Joint Undertaking (SNS JU) is to position Europe as a global leader in 6G technology by driving the development of smart, next-generation networks that will be critical for Europe's digital future and technological sovereignty. The SNS JU aims to eliminate technical and operational barriers in the deployment of 6G by fostering innovation across infrastructure, devices, and services. The goal is to accelerate the adoption and market uptake of 6G technologies, ensuring Europe leads in connectivity solutions and novel, smart services that are secure, sustainable, and efficient, and based on solid 5G/6G infrastructure deployment.

These efforts should harness the immense potential of digitalisation, artificial intelligence, and automation to reduce operational costs, increase the capacity and performance of networks, and enhance the flexibility and resilience of digital infrastructure.

Through a unified cloud continuum approach, the SNS JU will promote an interconnected environment, seamlessly integrating public, private, edge, and hybrid clouds. This will support the real-time processing needs of advanced 6G applications by placing computation closer to where data is generated, optimizing speed, scalability, and cost-efficiency.

This will be achieved through a shared reference architecture for 6G development, a detailed design and system optimisation and pre-commercial 6G systems, working in close coordination with industry partners, European institutions and Members States to ensure alignment with strategic goals and global standards.

One of our most critical objectives is to communicate the relevance of 6G technology and its capabilities to both internal and external stakeholders. *6G will revolutionize industries, improve quality of life, and provide the connectivity needed to ensure Europe's global competitiveness.* However, many still lack a comprehensive understanding of what 6G entails, why it is essential, and how it will impact sectors such as healthcare, transportation, or smart cities.

For this reason, we need to develop Key Messages that are clear and effective.

For Goal 1: Drive European Leadership in 6G Development

Pioneering Next-Generation Services and Networks Innovations: At the heart of future Europe's digital connectivity, SNS JU catalyses breakthroughs in 6G technologies by combining funding for research excellence with industrial capabilities and investment. Our work ensures Europe's leadership and technology sovereignty in developing secure, sustainable, and trustworthy 6G networks that will transform how society connects and communicates.

Sustainability and Security-by-Design: SNS JU embeds both **environmental responsibility** and **cybersecurity** at the core of 6G development. Aligned with the **European Green Deal** and **EU security policies**, our approach ensures that next-generation networks advance technological capabilities while supporting Europe's climate objectives and cyber resilience, for a positive societal impact and in support to European competitiveness. Through proactive security measures and built-in protection mechanisms, we're creating networks (and services) that are not only sustainable but also trustworthy and secure, establishing a robust foundation for Europe's digital communications future.

Industry Transformation & Vertical Integration

SNS JU delivers targeted technological solutions for key industry sectors, from healthcare to manufacturing. By partnering with diverse verticals, we ensure 6G innovations address real-world challenges and create practical applications that drive economic growth and societal advancement.

For Goal 2: Strengthen Strategic Collaborations

Building Europe's Converged 6G Ecosystem: Through strategic partnerships across Europe and beyond, SNS JU orchestrates a powerful connected, collaborative network that strengthens Europe's position in global future connectivity developments. We actively contribute to international standards - supporting European strategic autonomy, and action international collaborations activities, ensuring that European values and interests are at the forefront of next-generation communications technology developments.

For Goal 3: Promote SNS JU activities and participation

Advancing Research and Innovation Through Participation: SNS JU opens doors to Europe's smart networks advancements and developments through our research and innovation program and initiatives. We actively share our projects' achievements and upcoming opportunities, inviting stakeholders to join us in developing next-generation networks. With a dedicated focus on expanding participation from Eastern European countries, we're building a more inclusive and diverse innovation ecosystem. Through targeted outreach and support activities, we ensure that expertise from all European regions contributes to our technological advancement. By making complex technological advances accessible and meaningful, we encourage broader participation in shaping Europe's digital future, recognizing that true European leadership in 6G requires the engagement of talent and innovation from across the entire continent.

These messages serve as cornerstone themes for our communication, are adaptable across various channels and audiences while maintaining consistency with our core mission and goals.

4. The SNS JU Communication Plan 2025

4.1. Purpose and Scope

To enforce the SNS JU Policy, the 2025 Communication Plan will outline the key actions and the implementation strategies to support and enhance the visibility and achievements of the SNS JU and its projects, coordinating activities between different active stakeholders and reaching out to audiences beyond the R&I community. The Communication Plan encompasses all communications activities of the SNS JU, including external communication, event organisation and management, social media strategy, media relations, and stakeholders' engagement. It also outlines the roles and

responsibilities of the SNS JU, its members, Coordination and Support Actions, and other stakeholders in executing the Communication Plan.

A critical element of the SNS JU's Communication Plan is to explain the Joint Undertaking's mission as a European public-private partnership as well as its role within the renewed EU policy context. This will happen also through the engagement and visibility of the SNS staff, particularly the Executive Director, who serves as the main representative of the JU.

4.2. Communication style

The SNS JU employs a dynamic and multi-layered communication approach that bridges the gap between technical expertise and broader public understanding in the field of 6G technologies. While our core audience includes technical experts, academics and industry specialists, we recognize the importance of engaging with informed non-specialist audiences to expand the impact and visibility of our R&I activities.

Our communication plan deliberately balances technical precision with accessibility. When addressing the research community and industry partners, we maintain the necessary technical depth and specialized terminology. However, we also translate complex 6G concepts into clear, engaging content for stakeholders who, while knowledgeable, may not be technical specialists.

This dual approach allows us to:

- Maintain our position as a technical authority in the 5G and 6G domains
- Build broader awareness and understanding of our initiatives
- Create inclusive dialogue around future connectivity
- Expand our reach beyond the traditional technical community

By carefully calibrating our messaging across different platforms and formats, we ensure our communication remains both credible and accessible, serving the diverse needs of our expanding stakeholder community.

4.3. Implementation strategy and key actors

Our 2025 strategy for achieving SNS JU's communication goals focuses on coordinated action across digital platforms, events, and stakeholders' engagement. Through our website as the central hub, supported by strategic social media presence, we ensure consistent messaging about European 6G leadership, opportunities and funding. Regular participation in major events, combined with targeted workshops and information sessions e.g. SNS Info Day, create multiple touchpoints for stakeholders' interaction. Continuous content development and performance monitoring ensure our communication remains effective and impactful, advancing the SNS JU's mission of driving European excellence in smart networks and services.

Our actions will be described in detail in Chapter 6. Each action includes measurable outputs and clear responsibilities for implementation.

In terms of collaboration, we foresee:

- **Alignment with Communication Priorities from the SNS JU Members:**
 - Ensure full alignment with **European Commission and EU priorities and policies** on digital transformation, research and innovation and technological sovereignty (as foreseen by the SBA, in particular Articles 5, 159 and 160)

- Align with 6G Smart Networks and Services Industry Association - hereinafter referred to as 6G-IA, **technology strategies**² consistent with European Commission and EU priorities and policies on digital transformation, research and innovation and technological sovereignty, to maintain consistent industry perspectives
- **Leverage Coordination and Support Actions (CSAs)** activities and deliverables to support and amplify European Commission goals and SNS JU's communications objectives
- **Increased Collaboration with Other JUs:** Especially in preparation for the joint European Parliament JUs event (April 2025).

5. Stakeholders' Analysis

SNS JU key messages are tailored to resonate with each audience segment and are designed to highlight the benefits, progress, and opportunities provided by the SNS JU.

The SNS JU Members (the European Commission and the 6G Smart Networks and Services Industry Association) provide strategic direction and governance for SNS JU's activities. They play an active role in feeding and delivering the SNS JU communication strategy.

Beyond the SNS JU members, the key stakeholders identified are:

- **National and international policy makers, EU regulatory and advisory bodies:** Showcase the technological advancements and economic benefits of the SNS JU program and projects, aligning with (and driving) broader EU strategic goals.
- **Industry and R&I Actors:** Emphasize collaboration opportunities, funding support, and the innovation potential of participating in the SNS JU program and projects.
- **General Public and Specific Interest Groups:** Communicate the societal benefits, technological advancements, and opportunities for engagement, feedback and learning.

5.1. Key Stakeholders

The success of SNS JU in driving Europe's 6G development relies on effective engagement with a diverse ecosystem of stakeholders. The evolving nature of 6G development requires us to consider **stakeholders' engagement through dynamic lenses**. This approach recognizes the interconnected nature of the 6G ecosystem and the need for seamless collaboration across different sectors and domains.

Our stakeholders' engagement strategy addresses the following key categories:

- **National Governments, Policy Makers:** Representatives from Member States through our States Representatives Group, along with governmental bodies that shape national policies.

² https://6g-ia.eu/wp-content/uploads/2023/10/6g-ia-position-paper_2023_final.pdf

https://6g-ia.eu/wp-content/uploads/2024/02/6g-ia-position-paper_microelectronics-final.pdf

https://6g-ia.eu/wp-content/uploads/2024/05/6g-ia-open-sns_open-networks-status-and-future-development_ran-final.pdf

https://6g-ia.eu/wp-content/uploads/2024/05/6g-ia-open-sns_open-networks-status-and-future-development_platforms-final.pdf

Updated version of the 6G Vision white paper (to be released in November 2024).

They ensure alignment between European and national priorities while helping showcase the technological advancements and economic benefits of the SNS JU program.

- **Other European Union Institutions and EU bodies:** the European Parliament and its committees, other EU and national regulatory and advisory bodies. They are instrumental e.g. on the SNS JU discharge, are in charge of legislative files and can provide useful guidance with impact on the SNS JU activities and broader EU digital goals.
- **International Partners:** Organizations from regions such as North America, Asia, and beyond that collaborate on standardization and research initiatives. These partnerships strengthen Europe's position in 6G development while ensuring global compatibility of solutions.
- **Private Sector Partners:** Technology companies, telecommunications firms, SMEs and industry associations that bring technical expertise and investment. Those key players drive innovation while benefiting from continuous support of SNS JU funding and expand the community of SNS JU beneficiaries.
- **Research and Academic Institutions:** Universities and research centres that participate in our R&I activities, benefiting from collaboration opportunities and funding support while contributing to scientific excellence and innovation potential.
- **Industry Verticals:** Representatives from sectors like automotive, healthcare, manufacturing benefiting from our developments. Through initiatives like our Large-Scale Trials and Pilots projects, they help ensure 6G technology addresses real-world needs.
- **Standardization Bodies:** Organizations such as ETSI and 3GPP that help translate research outcomes into practical standards, ensuring European innovation shapes global 6G development.
- **Public Interest Groups and NGOs:** Environmental and social advocacy groups that help ensure program alignment with sustainability and societal goals, engaging with SNS JU to provide feedback and ensure broader public benefit.

SNS JU Members: SNS JU is established as a partnership between two members:
The **European Commission** (DG CNECT) and The **6G Industry Association** (6G-IA)

DIFFERENTIATED TARGET AUDIENCES

EU Institutional Stakeholders

- Other relevant Commission services (e.g., DG RTD)
- European Parliament and its committees (Horizon Europe, discharge)
- EU Council (e.g TTE)
- Other EU advisory and regulatory bodies

Policy and National Representative

- SNS States Representatives Group
- National/regional authorities
- National funding bodies
- Regional innovation agencies

Current and Potential Beneficiaries

- Research institutions and universities
- Technology companies and telecom firms
- Industry verticals (automotive, healthcare, manufacturing)
- SMEs and startups in the digital sector

Innovation Ecosystem

- Standardization bodies (ETSI, 3GPP)
- International research partners
- Sister Joint Undertakings
- Industry associations
- Research and innovation networks

Broader Community

- Public interest groups and NGOs
- Academic community and students
- Technology adopters
- General public
- Media and opinion leaders

6. Channels and Tools

6.1. Website

The SNS JU website is one of our main communications channels and it serves as the **central hub** for all communications.

Since its launch on 1st December 2022, the site has been managed by **SNS OPS**, which has been specifically responsible for:

- News updates and announcements.
- Detailed information about the SNS JU and its projects.
- Resources for participants, including call information and project management tools, upcoming and past events, procurements, job vacancies.
- Publicly accessible important and legal documents and transparency reports.

In 2025, regular home page updates (SNS JU), at least one news items every two months, will keep the site dynamic and engaging. This is important for the visibility of the website.

SNS CO-OP will oversee promotion of project-related activities, success stories, case studies, and testimonials to highlight the impact of the SNS JU projects.

Ample space must be given to the dissemination of the link to reach our homepage. Any other web platform or printed material will aim to attract users to the site. LinkedIn has been instrumental to drive traffic to the website.

Following the report on the website activities, the most visited pages are those concerning the “**Call for Proposals**”. These elements allow us to understand where to invest our resources and how to reshape the website to make it closer to the needs of users. For this reason, the site could become graphically more user friendly, emphasizing the pages that are the most visited but also emphasizing the topics that have priority for us. A revamp of SNS JU website is welcome to make it less technical and enriched with visuals and infographics. Prioritisation of the website revamp will depend on available resources and/or agreement with SNS OPS and SNS CO-OP.

A table for following up on tasks and responsibilities is available in [Error! Reference source not found.](#)

PAGE TITLE	PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE	EXIT RATE	AVG. PAGE LOAD TIME
HOME - SNS JU	43,934	30,448	44%	00:00:53	52%	10.49s
Current Call for Proposals - SNS JU	11,701	9,802	51%	00:01:11	61%	4.41s
Current Vacancies - SNS JU	6,688	6,054	55%	00:00:46	87%	4.17s
SNS Phase 1 - SNS JU	6,136	4,863	46%	00:01:06	40%	5.21s
Missions & Objectives - SNS JU	5,747	4,954	58%	00:01:27	50%	3.67s
Open Calls from SNS Projects - SNS JU	4,677	3,805	66%	00:01:56	69%	5.94s
Our Team - SNS JU	4,625	4,071	65%	00:01:09	54%	3.93s
Project Portfolio - SNS JU	4,401	3,372	40%	00:01:18	35%	3.38s
Stream B - Research for revolutionary technology advancement ...	4,381	3,470	77%	00:01:40	73%	5.51s
6G research gets a 130 million EUR EU funding boost in Europe ...	4,239	3,693	78%	00:01:06	83%	7.57s
Phase 1 Stream B - Research for revolutionary technology advan...	3,793	2,872	77%	00:01:47	68%	5.32s

6.2. Social Media

Social media platforms are being utilized to bring a lively information and useful communication to a broader audience.

The SNS JU structures its work around the following methods and tools:

- Content Themes: Topics and themes that align with the SNS JU’s strategic objectives.
- Content Calendar: A schedule for regular posts to ensure consistent engagement.
- Engagement Tactics: Strategies to increase interaction and engagement with followers.
- Monitoring and Analysis: Tools and metrics to track the effectiveness of social media activities.

Social media will help driving traffic to the SNS JU website and engage with stakeholders. The approach will vary by platform:

LinkedIn: For professional networking, sharing the SNS JU and program updates, engaging with the RD&I community, and extending the reach of the SNS JU audience.

X (formerly Twitter): For quick updates, lively discussions, and broader reach to relevant stakeholders – until now used especially to live-tweet during events.

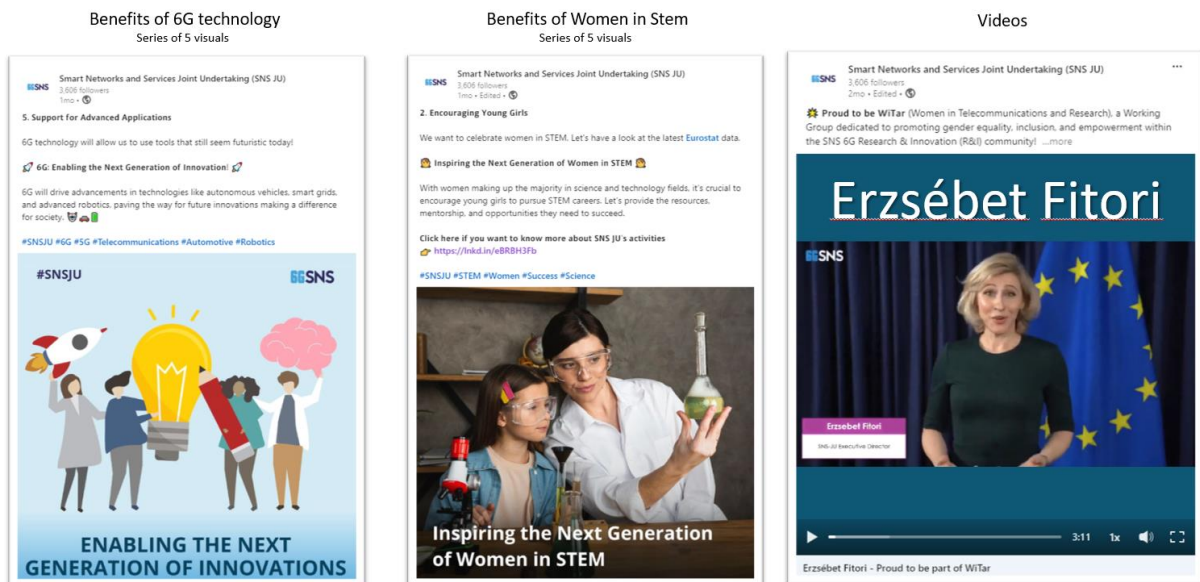
YouTube: To collect the activities of our projects (i.e Webinars, Info Days, etc...)

Promoting Content: To enhance our presence in the highly competitive 6G and connectivity sectors, we will invest in promoting content on both LinkedIn and X/Twitter. The optimal strategy involves promoting our most successful posts [every two weeks], thereby amplifying the topics that resonate most with our stakeholders.

6.2.1. LinkedIn

LinkedIn serves as our primary platform for engaging with key players in the 6G telecommunications and connectivity sector. Since July 2024, we have adopted a broader strategy, launching thematic campaigns to create a serial nature in our communications and appeal to a wider audience. Notable campaigns include **“Women in STEM”** and **“Benefits of 6G Technology in Everyday Life”**, which help our posts to gain wider traction and virality. This general communication complements the institutional messaging of the SNS JU focussing on disseminating our work and activities. We also continue relaying important messages from the EU institutions, ensuring support to and alignment with the European Commission policies and priorities.

SNS JU Social Media Campaigns



To achieve our goals, we plan to increase our content output, utilizing various formats such as videos, single graphics, carousels, interviews, and surveys, where possible. Through LinkedIn we aim at promoting the work of the SNS JU, with prominent exposure for the Executive Director in her role of representative of the JU and its members.

6.2.2. X/Twitter

Our X channel should mirror more the content shared by the SNS JU on LinkedIn, adapted to the X platform, to ensure consistent communication across platforms. Since SNS OPS oversees posting, a consistent strategy for reposting and longer-term identification of key communications highlights for the platform should be foreseen. Handover to a dedicated [SNS CO-OP] team should be in place. The SNS JU should be granted administration rights.

Overall, the X account is used for promoting and disseminating the development of the 6G SNS community, including news, events, outcomes, and leveraging projects’ participation in events and workshops. Moreover, re-tweets are made of relevant and interesting content from disparate sources. It’s also effective in echoing the community’s news while keeping an eye on the wider 6G ecosystem.

This social media platform is also important in promoting 6G SNS events, but also to Live posting of key topics, speakers and discussions raised at events. Given recent controversies on the X network, and limited growth beyond the actual community it is worth assessing the social media platform's impact for the SNS JU communication purposes.

6.2.3. YouTube

Historically, our YouTube channel has served as a repository for our activities. As part of our integrated strategy for 2025, we aim to elevate the visibility and effectiveness of this platform. This involves transforming the channel into a dynamic and current tool by sharing its content across our social networks (LinkedIn and X) and enhancing interactivity through live streaming. Additionally, we will implement a structured schedule to position the channel as a key information source on 6G technology. The capacity to perform this activity should be discussed and agreed with SNS CO-OP.

6.3. Publications

To effectively convey the depth and breadth of the SNS JU activities and achievements, we will deploy a variety of publications.

6.3.1. Press Releases

Regularly issued to announce major milestones, participation in important events, significant project results, work programme and call-related publications and any relevant SNS initiative. These will be distributed to key media outlets and stakeholders to ensure wide coverage and impact.

6.3.2. Annual Activity Report (AAR)

A comprehensive document providing an overview of the SNS JU's achievements, activities, and strategic direction for the year. The AAR will be designed to highlight our progress, serving as a key resource for stakeholders and the public. It is an official document sent to the EU Institutions and a very informative document to highlight the SNS JU key achievements of the year.

With SNS OPS, SNS CO-OP and the relevant 6G-IA initiatives in charge to promote visibility of the SNS projects and to disseminate their results, we should develop a communication strategy, notably around:

6.3.3. SNS JU Journal and other projects' dissemination activities

- **The SNS JU Journal**, to be issued annually by SNS CO-OP, in time for the EUCNC|6G Summit edition. It provides a wealth of information on SNS projects' scope and technological enablers and, as the projects progress, their first results and innovations. A communication campaign should accompany its publication and the projects' highlights it contains. A true communication and projects dissemination strategy could turn this important publication into a communication key moment for the SNS JU.
- More project dissemination opportunities might come from **Project Brochures and Posters** to showcase individual projects, their objectives, impacts, and outcomes. Designed to be informative and engaging, they will help to illustrate the value and progress of the SNS JU initiatives. A dissemination campaign should help devise the most impactful way while minimising waste (brochures that remain on the shelves).
- **Whenever useful**, promote and disseminate the content produced by the SNS working groups, e.g. strategic documents, white papers, etc by creating a short and engaging content summary and adequate visuals for promotion on the website and social media.

6.4. Events and Activities

6.4.1. Scope

For the SNS JU, events are not only an opportunity to **showcase progress** but a **strategic tool** that delivers significant **return on investment (ROI)**. In the rapidly evolving fields of **connectivity** and **6G implementation**, events serve as a **crucial platform** for strengthening the JU's influence and credibility within the European innovation landscape. They provide direct engagement with key stakeholders, policy makers, industry leaders, and innovators, allowing the SNS JU to drive **EU-driven goals** around technological sovereignty, sustainability, and digital competitiveness.

Participating in, promoting, and organizing events position the SNS JU at the forefront of **Europe's 6G and connectivity ecosystem**, directly contributing to the advancement of **next-generation networks**. Events allow the JU to actively demonstrate its role in fostering **European leadership in 6G and future connectivity solutions** and expanding collaboration across verticals that will be central to 6G deployment and uptake.

Given the **complexity of 6G technologies**, events offer a unique forum for sharing insights, discussing challenges, and presenting breakthrough innovations. They foster a **cross-sector dialogue**, essential for scaling **research outputs**, **aligning stakeholders** and supporting **EU policy objectives**. This engagement not only reinforces the SNS JU's mission but also **increases visibility**, attracts new partnerships, and ensures the JU's work remains aligned with industry and societal needs.

In short, events are not just about visibility; they are pivotal in advancing the SNS JU's role as a **leading force** in the **European digital agenda objectives and targets**.

However, the participation of the SNS JU Staff in events will have to be carefully targeted and balanced with core tasks, given its resource restraints.

6.4.2. Event Organization and Participation Plan

The SNS JU has an ambitious agenda for organizing and participating in high-profile events. Event management at SNS JU is a **collaborative effort**, engaging not only the communication team but also senior management, program coordinators, and procurement specialists throughout various stages of the preparation. Given the scope and resource investment required, **event planning is one of the core activities within our communication strategy**.

As the **6G landscape** evolves and EU policy orientations shift towards more **connected, collaborative computing future-oriented technologies**, events reinforce our **credibility** and broaden our **stakeholders' engagement**. These interactions are crucial for demonstrating our **contributions to the future European connectivity** and overall the **EU competitiveness**, engaging with future ecosystems and stakeholders that spans over the entire computing continuum, from semiconductors and radio technologies to connectivity infrastructure, data management, and applications.

Organizing successful events requires a significant JU involvement in:

- Concept definition and content creation
- Liaison with speakers and invitations
- Event planning and logistics
- Communication strategy and promotion
- On-site management and communication

- Post-event activities and follow-up

Each phase demands careful preparation, delivery, and follow-up to ensure our messages reach the targeted audience, and a broader one, extending beyond our immediate stakeholder base. The visibility gained through events strengthens our impact and fosters collaboration across the **6G and connectivity communities**.

We foresee specific events, such as direct engagement in the world-class **Mobile World Congress 2025** and the **European Parliament Joint JU event**, where the SNS JU will take a central role in crafting every detail to maximize impact, engagement and visibility. These flagship events will require focused attention and collaboration from all parts of the organization.

6.4.3. Events Organized or Co-Created by SNS JU

When **SNS JU** leads event creation, we design unique concepts that reflect the **values and strategic objectives** of the JU. These events require meticulous planning, with a comprehensive content and communication strategy that spans the preparation phase, event execution, and post-event follow-up. Dedicated resources are crucial throughout this entire process. Notably, events such as **MWC25** and the **EU Parliament JU event** will demand at least **six months of preparation** to ensure that we meet our strategic goals.

6.4.4. Participation in Invited Events

Attending external events plays a vital role in contributing to the **public debate** and presenting the **SNS JU** results. These occasions boost our brand visibility, expand our network, and foster engagement with a series of important stakeholders, from regulators and policy makers to industry peers. Even as guests, the **Communication Team** and relevant staff members work closely together to maximize **visibility, highlight the contributions that the SNS JU offer to boost the EU competitiveness, and attract potential new stakeholders**. These efforts ensure that the **SNS JU** remains a key voice in shaping Europe's future connectivity.

6.4.5. Main events Calendar for 2025

The below table shows some of the key events which the SNS JU plans to organise or participate in.

Event	Where	When
Info Day(s) and brokerage event for the 2025 call	Generally online	Around end January 2025
Mobile World Congress 2025	Barcelona (ES)	03/03 - 06/03
FTTH Conference 2025	Amsterdam (NL)	25/03 – 27/03
JUs joint event at EU Parliament	Brussels (BE)	07/04 - 10/04
5G Global Event	US	May 2025
EUCNC 6G Summit 2025	Poznan (PL)	03/06 – 06/06
EUAN (EU Executive Agencies) event	Brussels (BE)	Sept/Oct 2025
5G Techritory 2025	Riga (LT)	End October 2025
SRG dedicated workshops, including SRG annual seminar back-to-back in EUCNC2025	Brussels (BE)	Throughout 2025 – at SRG Chair's request
ETSI 6G Standardisation	Sophia Antipolis,(Fr)	TBC
6G Global Summits and other relevant 6G Conference	London (UK), others	May, throughout year

6.5. Merchandise and Signage

For efficient and effective representation at events, the SNS JU will maintain a “Standard Event Kit.” This kit will be prepared for quick deployment and include (subject to resources availability):

- **Merchandise:** Essential items might include notepads, pens, badges, and event-specific giveaways to enhance brand presence and engagement.
- **Signage:** Various elements to increase visibility and brand recognition at events, including:
 - **Roll-Up Banners:** Portable and easy-to-set-up banners for event booths.
 - **Panel with Company Logo and Claim:** Display panels featuring SNS JU’s branding and key messages.
 - **Information Brochures:** Handouts providing detailed information about SNS JU’s projects and activities.
 - **Additional Signage:** Other relevant signage to support event visibility.

In addition to the standard items, the Communication Team can develop customized materials tailored to the specific requirements of each event (subject to resources availability):

- **Dedicated Merchandise:** Customized items aligned with the theme or focus of the event to enhance engagement and visibility.
- **Updated Information Materials:** Brochures and other materials reflecting the latest updates and news about SNS JU’s activities, ensuring that attendees receive current and relevant information.

7. Communication Support Resources

7.1. Collaboration with SNS CO-OP, SNS OPS and SNS ICE

SNS JU benefits from specialized communication support through its CSA projects:

- **SNS OPS** (Smart Networks and Services Operations)³
- **SNS ICE** (International Cooperation and Extension)⁴

From January 2025, these activities will be consolidated under a new CSA project:

- **SNS CO-OP**

The SNS ICE CSA and the international outreach activities follow-up [under SNS CO-OP] can be instrumental to expand the SNS JU messages beyond Europe. This transition presents a strategic opportunity to implement our revamped Communication Plan with fresh perspectives and enhanced methodologies. The new CSA will bring innovative approaches to stakeholder engagement, content creation, and international outreach, strengthening our ability to communicate SNS JU's impact both within and beyond Europe. Through this renewed collaboration, we will enhance our communication

³ <https://smart-networks.europa.eu/csa-s/#SNS-ICE>

⁴ <https://smart-networks.europa.eu/csa-s/#SNS-OPS>

effectiveness, implement more dynamic engagement strategies, and ensure our messages reach broader audiences with greater impact.

To implement our communication strategy effectively, SNS JU leverages dedicated Coordination and Support Action (CSA) projects funded under our program:

Role and Responsibilities: These projects serve SNS JU's communication strategy by providing operational support in:

- Website management and maintenance
- Creation of information materials
- Support for events
- Vertical sectors tracking
- Social media assistance

To ensure effective execution of the SNS JU's communication strategy, approximately every two weeks coordination meetings will be held with the relevant members of the CSA team to:

- Align activities with the SNS JU's communication priorities
- Monitor progress on assigned tasks
- Plan upcoming communications initiatives
- Ensure consistency in messaging and branding

All SNS JU communication activities carried out by the CSAs operate under SNS JU's strategic direction, ensuring unified and consistent external communication.

7.2. Executive Director as the representative of the SNS JU

The Executive Director represents the SNS JU at important gatherings, EU forums, international telecommunications conferences, and industry panels. By increasing the engagement of the Executive Director at these high-level events, the SNS JU will enhance its credibility, drive advocacy during the forthcoming crucial period, strengthen and expand partnerships.

To **maximize the impact of the SNS JU**, the following channels will be employed:

- **Speaking Engagements:** The Executive Director will be strategically positioned, reflecting the SNS JU members' views, as opening, keynote speaker or panellist at high-visibility events, ensuring the SNS JU's perspectives are widely disseminated and recognized. These appearances will be highlighted through the SNS JU communication channels, including the website, social media, and newsletters.
- **Media Outreach:** Interviews, op-eds, and thought leadership pieces authored by the Executive Director will be pursued, whenever possible and with the support of the SNS CSAs, to reinforce the SNS JU narrative in the media. By sharing expert insights on 6G developments and SNS JU's contributions, the Executive Director will engage with a broader audience, raising the SNS JU's profile.
- **Targeted Stakeholder Engagement:** The Executive Director will engage with key stakeholders through meetings, roundtables, and discussions, ensuring that the SNS JU's strategic goals

align with broader EU objectives and that there is strong support for 6G investments and policy initiatives.

7.3. SNS Projects and SNS JU Staff as Ambassadors

All the SNS projects and SNS JU staff play an essential role as ambassadors for the SNS JU. Their active engagement with stakeholders through technical presentations, panel discussions, workshops, exchanges with other JUs and EU entities further elevates the visibility and reputation of the SNS JU. Reposting on social media can multiply visibility of the SNS JU content and reach out to different audiences.

8. KPIs

To ensure the effectiveness of the SNS JU Communication Plan and to improve our strategies, it is essential to establish a system for tracking and evaluating our communication efforts. This section outlines our approach to measurement and evaluation, focusing on defining clear KPIs, and periodic review processes.

8.1. KPIs and Evaluation

Defining KPIs: Key Performance Indicators (KPIs) are important for measuring the success of our communication efforts. We will track the following indicators across various channels and activities. We have defined SNS JU Office related KPIs and proposed feasible KPIs for the activities in collaboration and under the responsibility of the other communication stakeholders, notably the CSAs (these will be discussed and agreed with the relevant stakeholders and any adjustments will be reflected in the below table).

List of useful indicators to track:

Website:

- Number of website visitors/month/year
- Page views per visitor
- Average session duration
- Bounce rate
- Conversion rates (e.g., newsletter sign-ups, resource downloads)
- Frequency of updates (target: one news item every two months)

Social Media:

LinkedIn:

- Number of followers
- Engagement rate (likes, shares, comments)
- Post reach and impressions
- Frequency of posts (target: regular post, two posts per week)

Twitter:

- Number of followers
- Engagement rate (likes, retweets, replies)
- Post reach and impressions

- Frequency of posts (target: at least one original post per week, plus retweets)

YouTube:

- Number of subscribers
- Video views
- Average watch time
- Engagement (likes, comments, shares)
- Frequency of video uploads (target: one new video per month)

Press Releases and Media Coverage:

- Number of press releases issued
- Media mentions and articles
- Reach and engagement with press releases

Events:

- Number of events attended or organized
- Attendee numbers
- Social media engagement during events

Publications:

- Distribution numbers (for brochures, reports, etc.)
- Downloads and views (for digital publications)
- Reader feedback and engagement