



## Smart Networks and Services International and European Cooperation Ecosystem

### D4.3 Final Dissemination, Communication and Exploitation Plan

#### Document Summary Information

Start Date	1/10/2024	Duration	28 months
Project URL	<a href="https://smart-networks.europa.eu/csa-s/#SNS-ICE">https://smart-networks.europa.eu/csa-s/#SNS-ICE</a>		
Deliverable	D4.3 Final Dissemination, Communication and Exploitation report		
Related Work Package	WP4	Related Task	T4.1, T4.2, T4.3
Contractual due date	30/04/25	Actual submission date	30/04/2025
Type	Report	Dissemination Level	Public
Deliverable Editor	Pooja Mohnani		



This project has received funding from the Smart Networks and Services Joint Undertaking (SNS JU) under the European Union's Horizon Europe research and innovation programme under Grant Agreement No 101095841

### Contributors and Peer Reviewers

Contributors		
Contributor Name	Contributor email	Affiliation
Pooja Mohnani	<a href="mailto:mohnani@eurescom.eu">mohnani@eurescom.eu</a>	Eurescom
Kostas Trichias	<a href="mailto:kostas.trichias@6g-ia.eu">kostas.trichias@6g-ia.eu</a>	6G-IA
Alexandros Kaloxylos	<a href="mailto:alexandros.kaloxilos@6g-ia.eu">alexandros.kaloxilos@6g-ia.eu</a>	6G-IA
Claudio de Majo	<a href="mailto:c.demajo@trust-itservices.com">c.demajo@trust-itservices.com</a>	Trust-IT Services
Aija Voroslava	<a href="mailto:Aija.Voroslava@techritory.com">Aija.Voroslava@techritory.com</a>	Vases
Pierre-Yves Danet	<a href="mailto:pierreyves.danet@6g-ia.eu">pierreyves.danet@6g-ia.eu</a>	6G-IA
Ilze Apsīte	<a href="mailto:Ilze.Apsite@esakari.lv">Ilze.Apsite@esakari.lv</a>	Vases
Peer Reviewers		
Reviewer Name	Reviewer email	Reviewer Affiliation
Kostas Trichias	<a href="mailto:kostas.trichias@6g-ia.eu">kostas.trichias@6g-ia.eu</a>	6G-IA

### Revision history (including peer reviewing & QA)

Version	Issue Date	% Complete	Changes	Contributor(s)
v0.1	1/10/25	5%	Initial Deliverable Structure	Pooja Mohnani (Eurescom)
v0.2	5/02/25	20%	Section 3	Kostas Trichias, Alex Kaloxylos, PY Danet
v0.3	10/02/25	30%	Section 2.5	Aija Voroslava
v0.4	12/02/25	50%	Section 4	Claudio de Majo (Trust-IT Services)
V0.5	13/02/25	55%	Section 4.2	Pierreyves Danet
V0.6	13/02/25	60%	Section 2	Pooja Mohnani
V0.7	14/02/25	80%	Section 5	Pooja Mohnani
V0.8	26/02/25	90%	Section 7	Pooja Mohnani
V0.9	28/02/25	92%	Conclusion	Pooja Mohnani
V1.0	24/04/25	100%	Alignment & adapting reviewer's comments	Pooja Mohnani

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## Table of Contents

Table of Contents .....	4
Abbreviations List .....	7
Executive Summary .....	9
1 Introduction.....	10
1.1 Context, Background and What's new .....	10
1.2 Structure of the document.....	11
2 Impact maximization Strategy.....	12
2.1 Impact creation via communication and outreach activities .....	12
2.1.1 Strategic Goals and Objectives .....	12
2.2 Main highlights and achievements.....	13
2.2.1 Digital platforms and Social Media Strategies.....	13
2.2.2 SNS ICE Webpage .....	13
2.2.3 Social media Platforms .....	15
2.3 Outreach Campaigns .....	19
2.4 Project publications.....	22
2.5 KPI Update and Analysis .....	23
2.6 Podcast .....	28
2.7 Project Newsletters .....	31
2.8 Press Releases.....	32
2.9 Other Promotional material .....	33
3 Strategic promotion via events .....	36
3.1 Promotion & Interactions at International level .....	36
3.2 Promotion & Interactions at EU level.....	38
3.3 Promotion & Interactions with Verticals.....	39
4 Exploitation.....	41
4.1 SNS ICE Key Exploitable results .....	41
4.2 KER #1 – Vertical Engagement Tracker.....	41
4.2.1 Updates in period 2 (M13-M27).....	41
4.3 KER #2 – Interoperability, Scalability and Replicability Tool .....	42
4.3.1 Updates in period 2 (M13-M27).....	43
4.4 KER #3 – Strategic Policy Recommendations .....	44
4.4.1 Updates in period 2 (M13-M27).....	44
4.5 Sustainability pathways.....	45
4.5.1 KERs #1 and #2 handover to SNS CO-OP .....	46
5 Inclusion and Diversity Strategy .....	48
6 Conclusion .....	51
7 References.....	52
Appendix 1.....	53

## List of Figures

Figure 1: Webpage visitors analytics .....	14
Figure 2: Webpage demographics analytics.....	14
Figure 3: Webpage downloads analytics.....	15
Figure 4: SNS ICE LinkedIn page.....	16
Figure 5 : Follower metrics for last one year .....	17
Figure 6: SNS ICE YouTube channel .....	18
Figure 7: SNS ICE playlist YouTube performance .....	18
Figure 8: SNS ICE videos views .....	19
Figure 9: SNS ICE room at 5G Techritory .....	21
Figure 10:Target KPIs and achieved values .....	27
Figure 11: Target and achieved KPI values for Audience Reached.....	27
Figure 12: SNS ICE Podcast Statistics.....	29
Figure 13 : SNS ICE published Newsletters.....	31
Figure 14: SNS ICE published Press Releases.....	33
Figure 15: SNS ICE Project Flyers .....	34
Figure 16: SNS ICE Roll-ups.....	35
Figure 17: SNS ICE post to promote the session at 5G Techritory 2024 .....	48
Figure 18: EuCNC participation at WitaR session .....	49
Figure 19: WiTaR yearly publication 2024 promotion.....	49
Figure 20: SNS ICE podcast promotion.....	50

## List of Tables

Table 1: KPI with target group reach insights.....	24
Table 2: SNS ICE podcast Top 8 episodes .....	30
Table 3: List of International events with SNS ICE organization/participation credit .....	36
Table 4: List of EU-level events with SNS ICE organization/participation credit.....	38
Table 5: List of Vertical-oriented events with SNS ICE organization/participation credit.....	40
Table 6: SNS ICE Vertical Engagement Tracker sustainability pathways .....	42
Table 7: SNS ICE Interoperability, Replicability, and Scalability Tool sustainability pathways.....	43
Table 8: SNS ICE policy recommendations sustainability pathways .....	45
Table 9: SNS ICE KERs pathways to sustainability .....	47
Table 10: Presentations by SNS ICE consortium Partners .....	53
Table 11: Workshops organized and participated by SNS ICE consortium Partners.....	58
Table 12: Webinars organized and participated by SNS ICE consortium Partners .....	60
Table 13: Info booth co-organized by SNS ICE consortium Partners .....	61
Table 14: Brochure/flyer co-designed by SNS ICE consortium Partners .....	61
Table 15: News items by SNS ICE consortium Partners.....	62
Table 16: Press Releases by the SNS ICE consortium .....	63
Table 17 : List of Podcasts organized by SNS ICE consortium Partners.....	64
Table 18: Videos produced by SNS ICE consortium Partners .....	67
Table 19 : SNS ICE Publications.....	68

## Abbreviations List

Abbreviation / Term	Description
3GPP	3rd Generation Partnership Project
5G PPP	5G Public Private Partnership
6G-IA	6G Smart Networks and Services – Industry Association
ACA	Academic Researchers
ASC	Industry Associations
B2B	Business-to-business
B2C	Business-to-consumer
CC	Creative Commons
CMS	Content Management System
CSA	Coordination and Support Actions
DIHs	Digital Innovation Hubs
DoW	Description of Work
EC	European Commission
EMBB	Enhanced Mobile Broadband
ENCQOR	Evolution of Networked Services through a Corridor in Quebec and Ontario for Research and Innovation
ETSI	European Telecommunications Standards Institute
EuCNC	European Conference on Networks and Communications
GOV	Government Organisations
Hexa-X II	A holistic flagship towards the 6G network platform and system to inspire digital transformation for the world to act together in meeting needs in society and ecosystems with novel 6G services
IA	Innovation Action
ICT	Information and Communication Technology
ICASSP	International Conference on Acoustics, Speech, and Signal Processing
IEEE	Institute of Electrical and Electronics Engineers
ITRI	Industry Technology Research Institute
KERs	Key Exploitable Results
KPI	Key Performance Indicator
MED	Media Representatives
mMTC	Massive Machine Type Communication
MoUs	Memorandums of Understanding
NGOs	Non-Governmental Organisations
PAS	Public Authorities
PUB	European Citizens
SCoDIHNet	Smart Connectivity Digital Innovation Hub Network
SNS JU	Smart Networks and Services Joint Undertaking
R&I	Research and Innovation
RIA	Research and Innovation Action
SDOs	Standard Development Organisations
SMEs	Small and Medium-sized Enterprises
SNS GB	Smart Networks and Services Governing Board
SNS JU	Smart Networks and Services Joint Undertaking

STD	Standardisation Organisations
TAICS	Taiwan Association of Information and Communication Standards
TRL	Technology Readiness Level
URLLC	Ultra-Reliable Low Latency Communication
USE	Users with the RDI community and academic researchers
VASES	Electronic Communications Office of Latvia
VER	Verticals
VET	Vertical Engagement Tracker
WiTaR	Women in Telecommunication & Research



## Executive Summary

As a Coordination and Support Action (CSA) project, SNS ICE project was the voice of SNS JU on the international and European fronts, thus representing the SNS JU R&I (Research and Innovation Action) projects on the global and European stage. It successfully established a collaborative environment for European, global and vertical stakeholders involved in development of the 6G Smart Networks and Services (SNS).

This document presents the impact of the SNS ICE project's dissemination, communication, and exploitation activities, highlighting its effectiveness in engaging with 41000+ key audiences and stakeholders. It provides an overview of the project's achievements in outreach, detailing its success in fostering engagement across social media platform like LinkedIn with 650 followers and sharing key messages via 30+ workshops/webinars on technology developments and trends within the SNS JU. Additionally, it reports on the development of various promotional materials designed to enhance visibility and to support the projects' objectives.

Furthermore, the document highlights SNS ICE's dynamic outreach efforts and strategic participation in more than 4 events, capturing insights from diverse experts via 23 videos and 20 podcasts showcasing how the project has amplified its presence while engaging with 9 EU national initiatives, 8 Verticals, and 9 peer organizations in promoting the SNS JU research and innovations on European and international platforms. These activities have reinforced SNS ICE's role in fostering collaboration and advancing the SNS JU work programme.

Additionally, this report outlines the enhancements in the project's exploitation and sustainability strategy, as detailed in D4.2, with a focus on the practical application and potential commercialization of its outputs. It provides insights into the project's three main Key Exploitable Results (KERs)—the Vertical Engagement Tracker, the Interoperability, Replicability, and Scalability Initiative, and Strategic Policy Recommendations—ensuring their long-term impact within the SNS JU ecosystem.

Through these efforts, SNS ICE has established itself as the ambassador of the SNS JU, strengthening the programme's presence within the global 6G ecosystem, ensuring broad awareness and impactful knowledge exchange with all relevant stakeholders.

# 1 Introduction

The SNS ICE project aims to support and represent the SNS JU R&I (Research and Innovation Action) at the European and Global fora. It successfully established a collaborative environment for European, global and vertical stakeholders involved in development of 6G Smart Networks and Services (SNS). The project actively engaged with associations, communities, regions where 6G activities are planned or ongoing, including vertical industries, understanding their needs and promoting the SNS JU developed solutions. Hence, it was quite instrumental in positioning the achievements of SNS Joint Undertaking (JU) in major European and global forums.

As the SNS ICE project completes its tenure, the impact created by the project and how it influenced 6G stakeholders in creating synergies, are presented in this deliverable. In this regard, the value generated and results achieved by dissemination, communication and exploitation activities are presented in the following sections, as the project employed multichannel actions and campaigns that promoted the SNS JU, facilitating meaningful engagement with various stakeholder groups. This document also includes the main exploitation results of SNS ICE through the project's publications and the longevity of its developed assets, emphasising the importance of maintaining relevance and creating a lasting legacy beyond its time frame.

## 1.1 Context, Background and What's new

The aspects of dissemination, communication and exploitation are vital, as they are the pillars in determining the project's prolonged influence and success. This deliverable is reporting on the dissemination & Communication KPIs of the project, as mentioned in the GA and provides an analysis of the achieved targets. The work carried out was in alignment with the SNS JU objectives, while ensuring that the suggestions and feedback from the 1st review meeting.

The project tuned its actions in the second year of the project's life, including branding, strategic promotion, toning the messages etc. to the diverse categories of audiences via press releases, a podcast series, various multimedia activities and social media coverage.

To disseminate knowledge efficiently while engaging diverse audiences across geographies in real-time, SNS ICE organized webinars. These webinars offered an interactive platform for dialogue. Participants engaged, provided feedback, and shared perspectives, fostering a sense of community around the project. This two-way communication is vital to ensure that project results are relevant and stakeholder-informed.

Throughout March and April, the SNS ICE project successfully hosted a series of insightful webinars aimed at highlighting key enablers, challenges, and achievements in the journey toward 6G smart networks and services.

On 18 March, an engaging online session focused on the recently published white paper by the SNS JU Technology Board, exploring the foundational role of Artificial Intelligence (AI) and Machine Learning (ML) in future 6G networks. Experts and stakeholders discussed methodologies for AI/ML model development, training datasets, privacy considerations, and strategic opportunities for European leadership in 6G innovation.

This was followed by a webinar on 27 March addressing the impact of 3GPP standards on SNS JU projects. Aimed at project members and researchers, the session offered a deep dive into current standardization activities and shared best practices for turning research results into impactful standard contributions.

Finally, on 28 April, the SNS ICE Final Event took place online, presenting the project's key outcomes to a broad audience. The event celebrated SNS ICE's pivotal role in promoting and positioning SNS JU achievements across European and global platforms. It marked the project's contribution in shaping the future of 6G, reinforcing the importance of collaboration, knowledge-sharing, and strategic foresight in next-generation connectivity.

These webinars also served as measurable indicators of outreach and stakeholder engagement. They were recorded, documented, and reported—providing tangible evidence of dissemination activities that aligned with project communication plans and KPIs.

Another feather in the cap for the project are the project publications. Whether targeting policymakers, practitioners, or the general public, SNS ICE publication directly amplified the impact and visibility. An overall reach of the SNS ICE publications has accounted for 3975 views and 571 downloads including, SNS ICE policy briefs, position papers, public deliverables and project Newsletters (details are presented in Table 19).

The project focused on its involvement and engagement in various events, emphasising its role in disseminating knowledge and fostering international cooperation. This provides an overview of the events organized or participated by the SNS ICE project, reflecting on the impact of these activities have via the audience reach in promoting the SNS JU objectives and enhancing its visibility in the global 6G community.

## 1.2 Structure of the document

This document provides insights and updates on effective realization and results of the dissemination, communication and exploitation actions of the SNS ICE project. The document is structured as below:

- **Section 2**, highlights the dissemination and communication outreach efforts, detailing the strategies employed to reach a wide audience and the impact of these activities in fostering collaborations and raising awareness about the project's achievements providing an update of the results.
- **Section 3**, delivers insights on how participation at Strategic events was instrumental in promoting the SNS JU vision and developments via the events. This covers a comprehensive list of all the events that have been organized, co-organized and participated by SNS ICE partners and disseminating knowledge and fostering international cooperation.
- **Section 4** highlights the SNS ICE's efforts in enhancing the user experience and the sustainable use of the project's tools, particularly the Vertical Engagement Tracker and the Interoperability, Scalability and Replicability online tools. It provides understanding on how they have been refined and positioned to deliver lasting value within the SNS JU ecosystem.
- **Section 5** focuses on the project's involvement in promoting Inclusion and Diversity. It provides an overview of the events organized by the SNS ICE project, reflecting on the impact these activities have had in promoting gender balance initiatives and actions and enhancing its visibility in the European 6G community.
- **Section 6** presents the handover plan to the next CSA project (SNS CO-OP) to enhance the project's impact and sustainability.
- **Section 7** concludes the document by underlining its main achievements in dissemination, communication and exploitation, activities, setting the stage for future actions.

## 2 Impact maximization Strategy

### 2.1 Impact creation via communication and outreach activities

#### 2.1.1 Strategic Goals and Objectives

Impact creation via communication and outreach activities plays a critical role in the success of SNS funded projects, serving as a crucial mechanism to maximize the utility of project outcomes. In the context of SNS ICE, the project's dissemination and communication goals were presented in D4.1 [1] and also listed below:

- 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.

To achieve the above goals the project adapted the Agile methodology as mentioned in the DoW. The implementation of "Agile Stakeholder Engagement framework" was presented and discussed in D4.2 [2]. This also included the strategic actions planned in phase 3 of the project that primarily focused on curated messaging and adapting suitably to raise awareness, thus maximizing the reach and visibility of the project results driving positive change and ensuring engagement with key stakeholders. While, extending the benefits and innovations to a broader audience, and the academic community. Overall, the aim was to solidify SNS JU position as a contributor to the European innovation ecosystem, fostering sustainable growth and advancing technological capabilities across the Globe.

##### 2.1.1.1 Key Promotion Goals

The Key promotional goals were aligned with strategic activities in the project, which included the channel selection, easy to understand and effective content creation etc. to ensure efficient communication that foster engagement and exchange. SNS ICE project's dynamic outreach activities aimed to describe the project's efforts to amplify SNS JU via the SNS ICE's presence, engagement with diverse stakeholders, and promote its research and innovations across international platforms via strategic involvement, highlighting its role in fostering collaboration and promoting the SNS JU work programme.

##### 2.1.1.2 Impact on Stakeholders

The impact created can be measured through the KPIs including the audience reach, audience category (research, industry, academia) etc. and is detailed in next sections. These include a broad set of activities like event participation, digital platforms and social media, Publications, Podcasts, Videos, Newsletters, Press-release etc. and are detailed in the following sections along with their related insights, impact created and results. This will provide a clear understanding of how SNS ICE actions impacted the positioning of the SNS JU, ensuring that the innovations and knowledge rippled across the SNS community, national initiatives, verticals and also internationally.

## 2.2 Main highlights and achievements

### 2.2.1 Digital platforms and Social Media Strategies

As reported in previous deliverables, digital platforms in SNS ICE project include the project Webpage[3] hosted on SNS JU website and the social media channels (LinkedIn, you-tube, RSS and Spotify channels). The main objective of the SNS ICE project's web page and social media channels is to communicate and disseminate information regularly, fostering connections for exchange and synergy with our audience. As the ambassadors of the SNS JU we are committed to promote the SNS JU community. Hence, our dissemination and communication efforts are strategically focused on enhancing the visibility and reach of the SNS JU website and social media channels.

### 2.2.2 SNS ICE Webpage

A dedicated SNS ICE web-page [3] has been created under the SNS JU website, in order to provide quick access to all relevant project documentation. It has to be noted that SNS ICE had no contractual obligation to create a dedicated website (as stated in DoW), its core objective was to promote and disseminate the accomplishments of the SNS JU projects and community (not its own). In that regard, all SNS ICE activities, events, publications and other promotion actions, were disseminated via the SNS JU website, and all relevant project activities targeted the promotion of the SNS JU website itself.

The project webpage provides a concise introduction to the project, followed by contact details to facilitate collaboration opportunities for visitors. Additionally, the webpage features a collection of dissemination and communication materials, including project deliverables and publications. The communication materials comprise newsletters, podcasts, and press releases, along with policy briefs. The webpage also showcases the list of consortium partners, enhancing transparency and networking potential. To further expand the project's reach and engagement, social media icons are also integrated on the webpage.

Based on the feedback from the first review meeting the page was SEO optimized, restructured to facilitate user readability and convenient access to the content and to promote user engagement with the project material. Additional sub-sections were created under the main project page covering:

- 1) Policy brief
- 2) Press releases
- 3) Project Publications
- 4) Deliverables with brief description
- 5) Brief introduction & purpose of Vertical Engagement Tracker
- 6) Promotional material used at the events etc.

The webpage is monitored and updated continuously to provide users with most recent information about the progress of work in the project. Since the SNS ICE webpage is hosted on SNS JU website, participation to events or the results from SNS ICE workshops/webinars, videos and presentations are available via the SNS JU website events section and not the SNS ICE page, resulting in several hundred (or even thousands) additional visits, downloads and engagement with the SNS JU website.

The web analytics of the SNS ICE webpage are presented in Figure 1 and show the number of visitors from the external/internal links of SNS JU, where SNS ICE webpage is hosted, with an overall of 3,588 impressions. There are more than 2915 unique visitors to these pages, while others are returning visitors. These visitors are spending an average time of 1 minute and 55 seconds on the webpage navigating different sections of the page and further following other internal links and pages relevant to them.

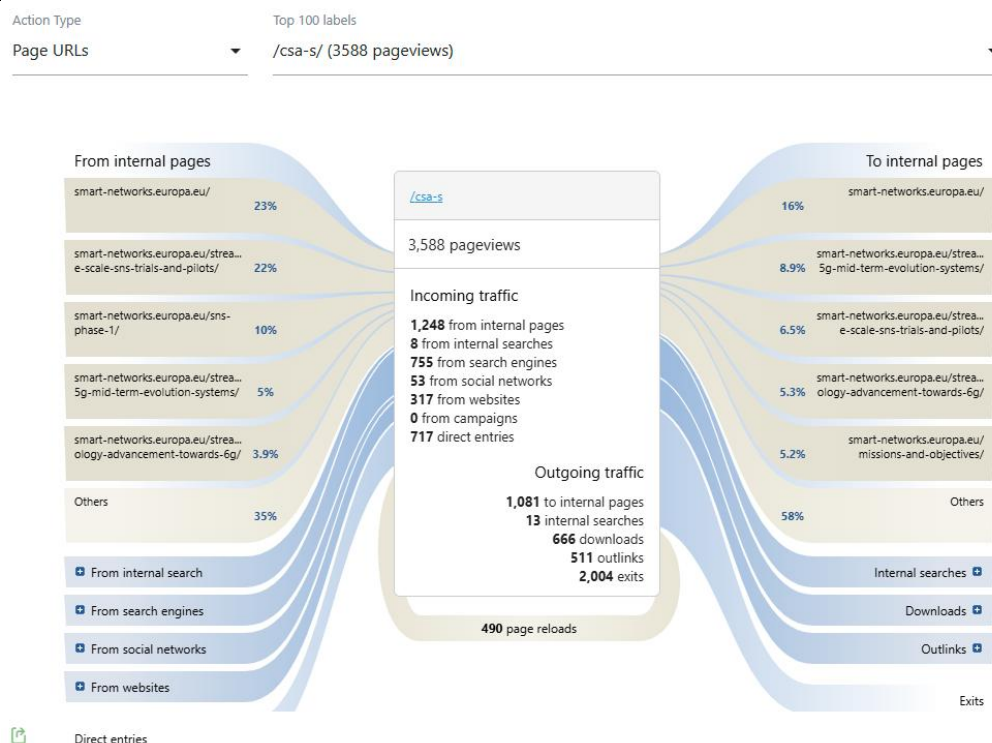


Figure 1: Webpage visitors analytics

**Demographics overview:** Understanding user demographics is essential for optimizing website performance and aligning digital strategies with target audiences. Demographic data—such as location, and language—provides critical insights into who is visiting a website, allowing organizations to tailor content, design, and user experience accordingly. By analyzing demographic trends, teams can identify high-value audience segments, and ensure that messaging resonates with the intended users. Additionally, demographic insights support more informed future content planning, ultimately driving engagement, retention, and conversion. The task of SNS ICE was to promote the vision and strategic agenda of SNS JU, the visitors visiting the SNS JU website come from Europe, Asia, North America, Africa & south America. SNS JU visitors belong from countries like Germany, Spain, Greece, France, Belgium, United Kingdom, Italy, United states, Luxembourg, India, Japan etc., truly presenting the global reach of our project and its aligned activities as shown in Figure 2.

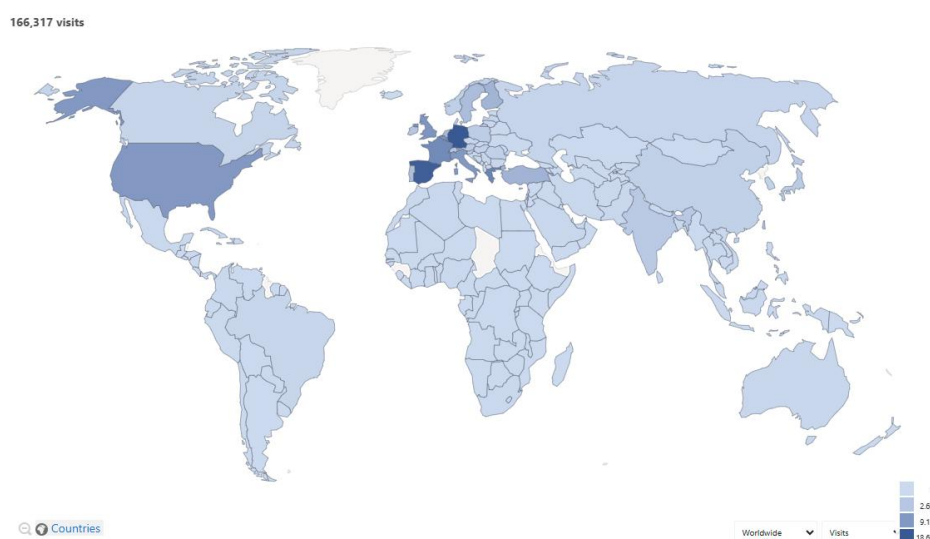


Figure 2: Webpage demographics analytics



Figure 3 shows the external website links that cover search engines and social media platforms from which these visitors land on the SNS ICE web page and what interests them. The account of downloads is presented and have more than 433 downloads of Publications including whitepaper, Policy brief, project's deliverables, newsletter etc.

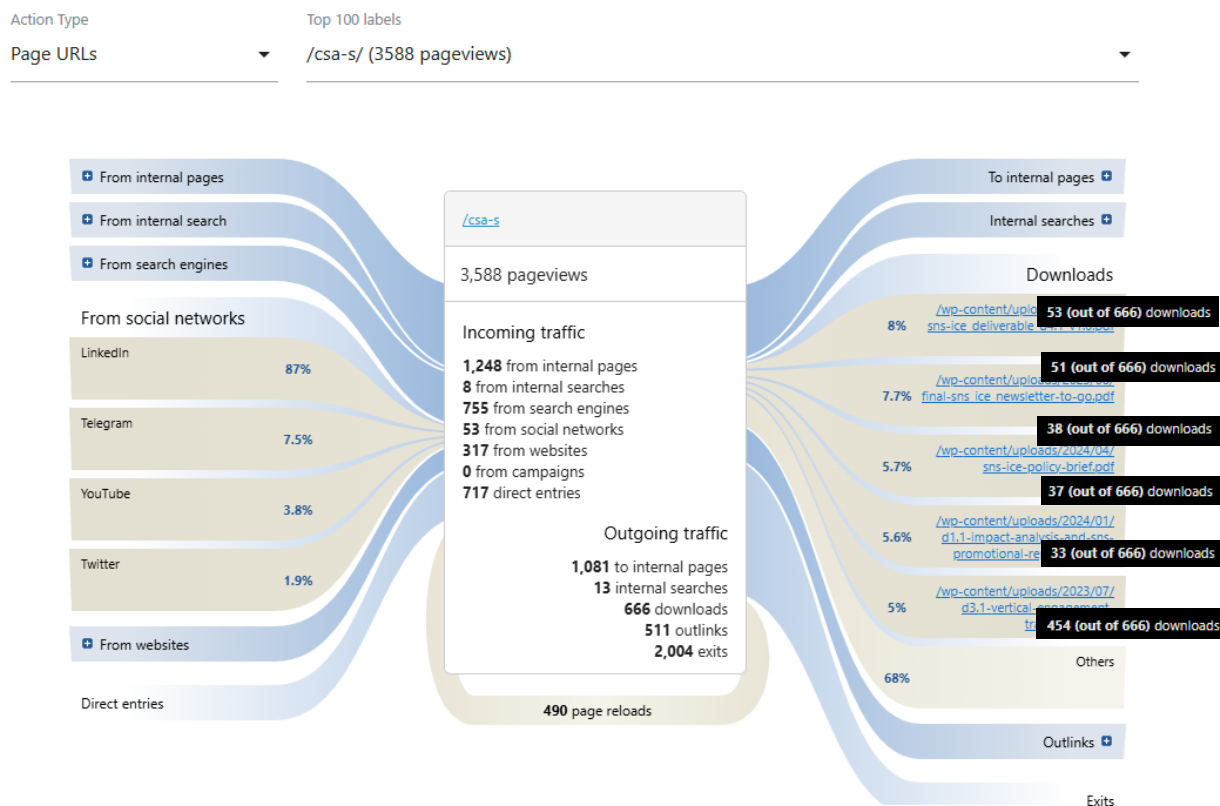


Figure 3: Webpage downloads analytics

### 2.2.3 Social media Platforms

The SNS ICE communications strategy aimed to promote SNS JU achievements on the European and global level. The purpose of the strategy was to increase the reach via the social media by capturing the interest of visitors based on the project's outputs and activities. The messages were toned to encourage stakeholders to actively participate and engage. The project followed a dynamic scheme via its social media channels and adapted on the basis of audience response and engagement, which further influenced audience engagement by visits, likes, reposts, etc. The audience trends and analysis were observed on the social media platforms, namely LinkedIn and YouTube.

The reach of the social media builds over the passage of time. Based on the renewed approach (after consultation with the PO and the review experts) the project's social media channels have been extensively used for the promotion of project activities, echoing the SNS JU news, especially in the ICT industry and other target audiences. Additionally, these social media channels are used to share press releases, participation at the event, presentations, SNS ICE podcast episodes, newsletters, videos, etc., to promote and adapt agreed SNS messages in Europe as well as for global audiences.

### 2.2.3.1 LinkedIn

SNS ICE LinkedIn channel was setup to create awareness about the actions and initiatives under SNS JU via the SNS ICE. This included stakeholder Engagement, content sharing via updates, insights, showcase participations, achievements, share knowledge etc. Further, the SNS ICE account re-posted announcements from the SNS JU and project accounts, facilitating the promotion of publications, press releases and dissemination of other results from SNS JU stakeholders to the rest of the world. The posts were crafted for communicating project progress, and outcomes to the broad set of collaborators including peer associations, SNS JU projects, international bodies, vertical organizations and the ICT community interested. Multimedia content was created to enhance engagement. This included sharing infographics, videos etc. with call to action that provided the audience with the possibility to share opinion, and increase their interest in collaboration with SNS ICE or other SNS JU projects. In addition, the project also follows industry-specific groups to engage in discussions, share knowledge, and stay updated on trends.

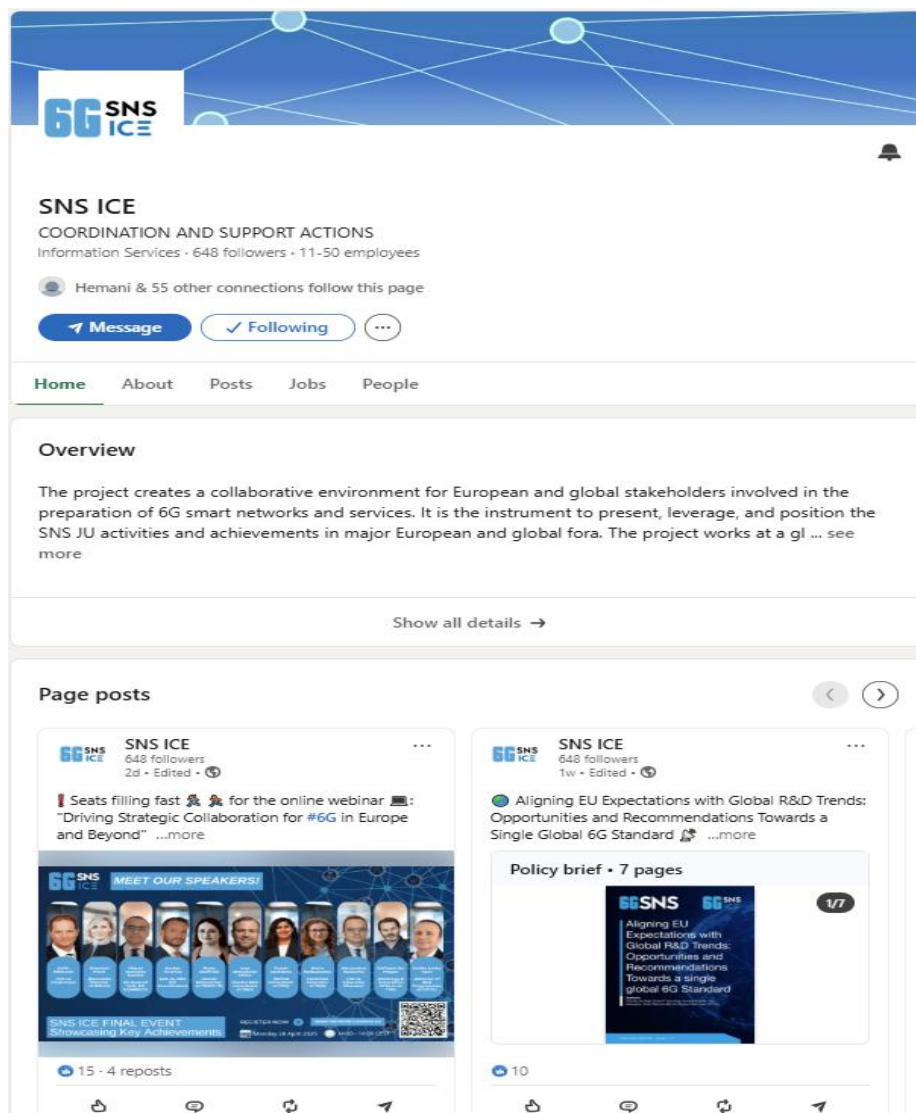


Figure 4: SNS ICE LinkedIn page

It should be noted, that the SNS ICE LinkedIn account was managed in tandem with the LinkedIn account of 6G-IA (SNS ICE coordinator) which currently has more than 2800 followers, as key messages from both accounts were transmitted and promoted from each other, maximizing the reach.



The consortium tracked engagement, reach, and audience demographics and used these insights to improve content strategies and communication impact.

Figure 4 shows the current homepage of SNS ICE's LinkedIn group with the posts captured that feature important dissemination items, namely press release from the project and the collaborated whitepaper and their respective engagement.

The SNS ICE LinkedIn page currently has 650 followers and more than 200 posts. Figure 5 provides a glimpse of the follower metrics for the final year of the project and how the project gained followers over the spread of months. All the followers are organic followers and belong to diverse backgrounds and industry, namely: Telecommunications 111 (17.1%), Research Services 91 (14%), Higher Education 76 (11.7%), IT Services and IT Consulting 48 (7.4%), Telecommunications 33 (5.1%), Government Administration 26 (4%), Software Development 19 (2.9%), Communications Equipment Manufacturing 16 (2.5%), Technology, Information and Internet 10 (1.5%), Wireless Services 9 (1.4%)

SNS ICE followers have a broad demographic profile covering the following regions: Brussels Metropolitan Area, Belgium 27 (4.2%), London Area, United Kingdom, United Kingdom 25 (3.9%), The Randstad, Netherlands, Netherlands 24 (3.7%), Athens Metropolitan Area, Greece 23 (3.5%), Greater Barcelona Metropolitan Area, Spain 17 (2.6%), Greater Rome Metropolitan Area, Italy 16 (2.5%), Greater Munich Metropolitan Area, Germany 13 (2%), Greater Paris Metropolitan Region, France 13 (2%), Greater Istanbul, Türkiye 12 (1.9%), Greater Turin Metropolitan Area, Italy 12 (1.9%)

### Follower metrics ?

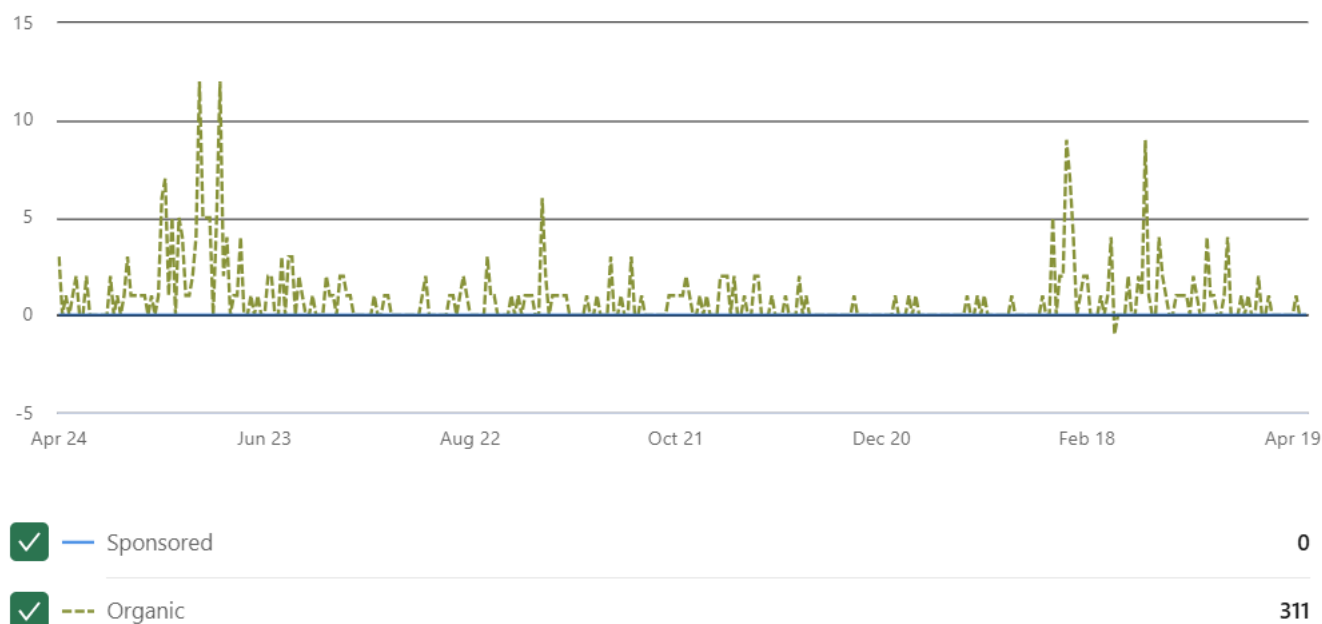


Figure 5 : Follower metrics for last one year

As shown in Figure 5 : Follower metrics for last one year, the spikes are seen at times of high activity of the project like event promotion, participation, publication, podcast release, Newsletter release etc.

### 2.2.3.2 You Tube

The purpose of the SNS ICE on the YouTube platform is to promote SNS ICE and SNS JU related content to influence and engage and promote SNS JU. This includes interviews, event coverage, recordings of webinars produced by the project partners and other SNS JU stakeholders, communicate the progress of the developments etc. The presence on you-tube channel has been established via a dedicated playlist under the SNS JU You-tube channel, so that visitor can potentially engage with the similar/matching content available on the SNS JU<sup>1</sup>. Figure 6 provides an overview of the page and the available videos.

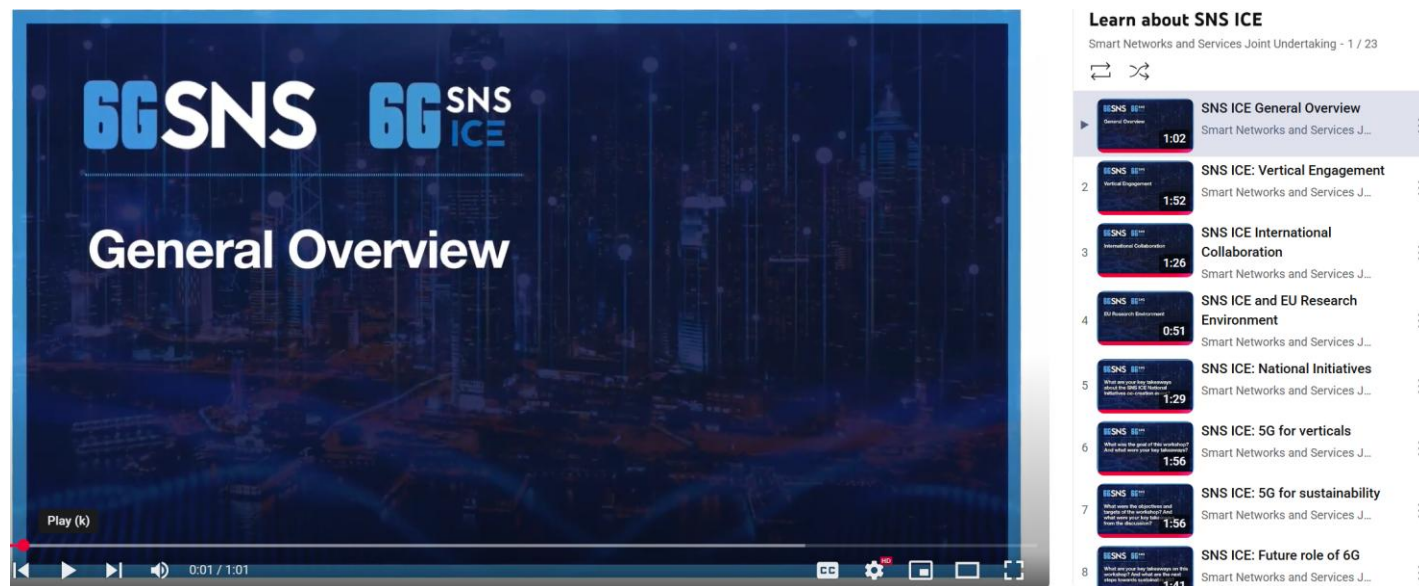


Figure 6: SNS ICE YouTube channel

SNS ICE has 26 videos on the SNS JU YouTube channel and SNS ICE views are shown above while Figure 7 provides the statistics showcasing more than 1.6K total views. The Top 10 videos are listed in Figure 8 with a total 843 views and the highest performing one being from 5G Techritory 2024 with 189 views.

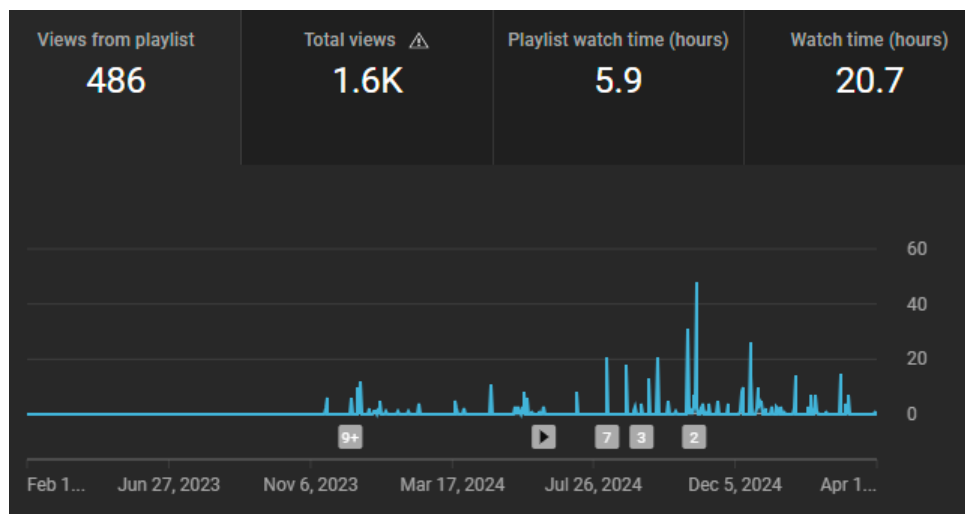


Figure 7: SNS ICE playlist YouTube performance

<sup>1</sup> Part of the strategy to promote all SNS JU content and not dedicated SNS ICE content.  
SNS-ICE











Your top content in this period			
Content		Views from playlist ↓	Total views
1	 SNS ICE General Overview Dec 13, 2023	135	152
2	 Championing Diversity in 6G by P... Aug 8, 2024	39	61
3	 SNS ICE: Vertical Engagement Dec 13, 2023	32	53
4	 Bridging the Gender Gap in Telec... Aug 8, 2024	30	128
5	 SNS ICE: Collaboration with Natio... Dec 19, 2023	27	48
6	 SNS JU Collaborative 6G Approac... Aug 8, 2024	20	78
7	 SNS ICE International Collaborati... Dec 13, 2023	20	48
8	 Shaping the Future: Trials and Pil... Aug 8, 2024	17	52
9	 SNS ICE and EU Research Environ... Dec 13, 2023	17	34
10	 SNS ICE Promoting SNS JU Excel... Nov 6, 2024	16	189

Figure 8: SNS ICE videos views

In addition to the SNS JU hosted playlist of SNS ICE, some of the high impact videos were uploaded during the 5G Techritory2024.

## 2.3 Outreach Campaigns

A significant revision in outreach actions was done after the first review meeting to increase the reach and followers on the social media. Outreach campaigns were enabled to connect with a target audience to raise awareness, promote engagement, and inspire action.

- **Campaign to promote Vertical Engagement Tracker**

Following the first review meeting, a strategic revision of outreach actions was implemented to enhance reach and increase followers on social media. The revised outreach campaigns were designed to effectively connect with the target audience, raising awareness, promoting engagement, and inspiring action.

To promote the Vertical Engagement Tracker on LinkedIn, a dedicated campaign was launched in September 2024, featuring posts on September 10th, 12th, 13th, 16th, and 23rd. This campaign achieved a total of 2,920 impressions, 94 likes, and 14 reposts across the 5 posts.

Building on the enhancements made to the Vertical Engagement Tracker, including interactive graphics and an intuitive design, a subsequent campaign was strategically planned from February 7th to February 13th. This campaign generated 2534 total impressions, 83 likes, 2 comment, and 25 reposts.

In addition to social media efforts, the Vertical Engagement Tracker was also promoted through the project's newsletters, specifically Newsletter 6, Newsletter 7 and the final Newsletter 8.

A Press release dated February 12<sup>th</sup> was released to promote the recent updates in the Vertical engagement tracker is detailed in the section on press release.

Presentation at 5G Techritory 24 on 30th Oct in Room K in the session: From 5G to 6G: leveraging key trends and 5G evolution to shape 6G for vertical sectors".

As the VET is a significant tool for the SNS JU community which was developed within SNS ICE, and comprises part of its legacy as it will continue to be used by the community for the following years, an alignment with the SNS Office also allowed for the promotion of the renewed tool by the official SNS JU LinkedIn account.

- **Campaign for branding and awareness**

To strengthen SNS JU's position, a unified visual identity was developed and outlined in D4.1. This approach ensures that global stakeholders remain informed and aligned with SNS JU's 6G advancements through strategic use of social media, newsletters, and multimedia content.

At 5G Techritory 2024, the SNS ICE Showroom as shown in Figure 9 was designed to reflect SNS JU's visual identity, featuring custom roll-ups, flyers, and other branding material. Additionally, the project distributed goodie bags containing branded items, including a power bank, USB stick, and pocket spotlight, to enhance engagement and brand recognition.



Figure 9: SNS ICE room at 5G Techritory

Similar branding initiatives have been successfully implemented in previous events to maintain consistent visibility and stakeholder engagement.

- **Campaign to promote 5G Techritory 24**

From October 17th to October 31st, outreach activities were conducted to create awareness about the SNS ICE presence at the 5G Techritory event, where the work of the 63 active SNS JU projects (at that point) would be promoted along with the VET tool and the SNS JU Reference Figure. There were more than 10 posts that covered promotion of diverse sessions organized by the project SNS ICE with a total engagement of 4871 total impressions, 175 likes, 8 comments, and 17 reposts

A summary video showcasing all actions at the event was posted on November 6th, highlighting the impact created by SNS ICE at 5G Techritory in creation of collaborative environment for European, Vertical, and global stakeholders. These activities and aligned outreach actions effectively promoted the 6G vision of the Smart Networks and Services Joint Undertaking (SNS JU) and maximized engagement.

Details of participation have been included in previous deliverable D1.2: Impact analysis and SNS promotional report[4]. Finally, via the press-release the summary of actions and derived learnings were presented.

- **Campaign to promote EuCNC 24**

For the EuCNC 2024, targeted outreach actions were planned to attract stakeholders to enhance SNS JU's visibility and engagement. 15 dedicated posts were created for EuCNC which were published from May 22nd to June 5th, strategically increasing awareness and driving traffic to our sessions. The SNS JU booth organized by our sister project while SNS ICE developed promotional material like roll-up, flyers.

- **The SNS ICE Final Event, 2025**

The SNS ICE Final Event was held in online on April 28, 2025, from 14:00 to 16:00 CEST, marked the successful conclusion of the Smart Networks and Services International and European Cooperation Ecosystem (SNS ICE) project. Hosted by the SNS ICE partners, the event showcased the project's key contributions to global collaboration and standardization in the evolution towards 6G networks. Attended by diverse audience including SNS JU office, EC experts, policy makers, industry leaders, researchers, and vertical stakeholders, the event featured high-level presentations and discussions from key figures such as Miguel Gonzalez Sancho (DG CONNECT), Erzsebet Fitori (SNS JU), and Colin Willcock (6G-IA). The agenda covered critical topics including the international 6G landscape, EU-national cooperation, standardization activities, and vertical industry engagement. Insights were shared through expert presentations and moderated by project coordinator Kostas Trichias. Participation was managed via prior registration, enabling smooth access for 55+ participating attendees and ensuring broad dissemination of results. This event not only highlighted the achievements of the SNS ICE project but also reinforced Europe's role in shaping the global direction of future smart networks and services. The slides of the presenter and video recording is made available at the official event page<sup>2</sup>.

**Other outreach activities** included the Press releases, Newsletters, Publications: policy briefs etc. which were promoted via the extensive mailing lists from 6G-IA that includes Hundreds of people, comprising: 6G-IA members and, WGs Chairpersons, SB and TB representatives, 6G-IA partners, EC officials, SNS JU Office, members of the 6G-IA Verticals Engagement Task Force, representative of the 5G PPP and SNS JU 'Comms Groups', CSA projects participants. In short, the SNS JU community.

<sup>2</sup> <https://smart-networks.europa.eu/sns-ice-final-event-showcasing-key-achievements/>



## 2.4 Project publications

SNS ICE publications mainly showcased project outcomes, the learnings and trends, to enhance the visibility of successful actions, which are beneficial for SNS JU initiative. Besides the publication of policy briefs which were a contractual obligation, SNS ICE partners have gone above and beyond their initial obligations leading and participating in several peer-reviewed publications and the whitepapers/position papers. Such actions showcase the commitment of SNS ICE partners to represent the SNS JU community to the best of their abilities and to the proactive spirit to discover additional avenues of promotion for the work of the project and the SNS JU stakeholders. These publications are also listed on the project webpage.

### SNS ICE published policy briefs:

- Policy Brief 1 “Trends and recommendations for 6G across key verticals sectors: Opportunities and paths ahead”: This policy brief [5] presents the analysis of key technological, economic, and social trends which are necessary to understand emerging challenges and orient effective policy agendas for verticals and provides sector-specific recommendations for sectors like public safety, Healthcare, Automotive, Agriculture, Media etc.
- Policy Brief 2 on “Building a 6G Ecosystem: Synergies with European and National Initiatives at the EU-level”: It focuses [6] on ecosystem-building, emphasizing synergies between EU and national initiatives to strengthen collaboration. It also provides Policy recommendations to strengthen Europe's 6G strategy.
- Policy Brief 3 is about “Aligning EU Expectations with Global R&D Trends: Opportunities and Recommendations Towards a single global 6G Standard”: This forward-looking Policy-brief [7] explores how Europe can position itself at the forefront of global efforts, while actively contributing to a cohesive 6G vision that benefits all.

SNS ICE published 4 **peer review publications** were presented at EuCNC 2025 include:

- **6G Smart Networks and Services: Global Strategies, Main Work Directions & Future Outlook** [8]: This paper presents SNS ICE's approach and designed framework to accomplish these bidirectional activities, targeting the establishment of the SNS JU achievements within the global 6G ecosystem. In doing so, this paper also highlights the key strategies of the SNS JU, summarizes the global status and roadmaps of major standards organizations with regards to 6G and provides insights into the main messages extracted by the SNS JU projects' work so far. Within this context, the future directions of the SNS R&I work.
- **6G Global Landscape: A Comparative Analysis of 6G Targets and Technological Trends**: The work presented in this paper [9] provides such a comparative study and analysis, highlighting the 6G vision of key stakeholders around the world and the ultimately adopted roadmap by ITU. Moreover, it offers key trends and insights related to the running projects of Europe's Smart Networks and Services.
- **6G Research & Innovation Activities in Europe: An Overview of EU & Nationally funded Programmes**: This paper [10] provides an overview of major national 6G initiatives in EU member states. These major national initiatives, with budgets of hundreds of M€ are found in the Netherlands, Spain, Italy, France, Finland, and Germany. For each of these national initiative's information on budget, timing and structure is provided. The paper also presents an overview of the topics addressed in these national 6G initiatives. Additional 6G R&I activities in Europe are identified for the UK, Ireland, Norway, Belgium and Portugal, while an overview of the research topics addressed in the pan-EU collaborative projects of the SNS JU, is also included.
- **Research and Innovation in Europe on Cloud for 6G Networks<sup>3</sup>**: This publication [11] analyses the key role that Cloud related technologies play within the European 6G ecosystem. It starts with an analysis of

<sup>3</sup> This publication has been accepted for publication at the EuCNC/6G Summit 2025 that will take place in Poznan, Poland in the first week of June, and as such it has not been published yet, hence no active link can be provided at this point.

the role of Cloud in 6G networks and presents a survey of the ongoing cloud-related activities within the EU community. Finally, it discusses the topics addressed by the ongoing cloud activities both within and outside the SNS JU and provides some recommendations for the way forward.

**White / position papers** constitute one of the main ways that the scientific and research communities share their knowledge with other stakeholders, and also lead to extended collaboration among projects and researchers. SNS ICE partners have been very well embedded in the SNS JU community, as evidenced by their participation in the authoring of four influential white papers, which are listed below.

- **EU-US Beyond 5G/6G Roadmap:** published in Dec 2023, this document [12] is a comprehensive set of critical strategic reflections and recommendations for 6G networks and services, capturing the views and priorities from Next G Alliance and the SNS JU. IT proposes a roadmap for future directions for collaboration.
- **Position paper: Research Priorities on Microelectronics for 6G Networks R&I Activities:** this position paper [13] is elaborated based on presentations at a dedicated workshop with a number of experts, that took place on 16 October 2023, with the objective of stimulating possible joint/strategic cooperation, notably through structured collaboration between the Chips (Chips JU) Act (CA) and the Smart Network and Services (SNS JU) Joint Undertakings. It provides a picture of the current 6G vision and developments in Europe and how they may influence or require specific microelectronics developments and priorities for funding of future R&I actions.
- **White Paper: The role of 6G in Agriculture:** This document [14] contains most relevant use cases investigated under European funded research projects and the level of impact of 6G and reports on new concepts like indoor farming based on advanced digital and communication services.
- **Whitepaper – AI/ML as a Key Enabler of 6G Networks:** Methodology, Approach and AI-Mechanisms in the SNS JU: this paper [15] brings together the work on AI/ML within the SNS JU projects. An overview of the projects is provided while details and statistics about the AI/ML based solutions developed within the SNS JU are also presented including the goal of the AI mechanisms, the learning type & method, the network segment they are implemented on, characteristics of the AI models used and information about the training data sets and the output of the mechanisms.

The total reach of the publications is 3975 views and a download of 571 including the above publications, SNS ICE public deliverables and project Newsletters (details are presented in Table 19). These publications have been crucial for disseminating new knowledge acquired and a way to facilitate the sharing of ideas and to foster collaborations across programs, initiatives, associations, industries, and countries.

## 2.5 KPI Update and Analysis

Keeping track of project KPIs is important to measure the impact of the project in terms of participation in events, stakeholder engagement, and adoption rates of project outputs. The SNS ICE project was instrumental to establish European and international cooperation communicating trends and priorities, and eventually supporting the SNS JU in the creation of a global 6G ecosystem. SNS ICE's dissemination and communication activities are tuned towards diverse target groups, providing information about the purpose and benefits of the SNS programme and its results.

The accomplished Dissemination and Communication (D&C) KPIs of the project are presented in Table 1. These KPIs cover the diverse activities that the consortium was designed to deliver. The table presents the status of actual KPIs achieved in comparison to the target to be met, as set out in the DoW of the project. For each of the

mentioned KPIs the relevant stakeholders are identified, based on the reports of the consortium members that participated in each event.

In capturing the numbers as presented in Table 1, special attention was provided to practices in the project that adhere to General data protection regulation (GDPR). Hence, no personal data was collected from the participants at the events like name, email, sex or affiliation; while, these numbers are approximated based on the participation reports by the event organizers and/or as reported by the consortium partners. Personal data might have been captured from webinar participations while it has been stored, processed in a GDPR compliant way. Moreover, no data was shared to any third party. The data is stored in the project servers in Germany, and will be deleted 2 years after the completion of the project.

As already mention in [1] [2] SNS ICE had identified strategic events and collaborating stakeholders for sharing SNS JU results. These include users (USE) with the RDI community (Research, Development & Innovation) and academic researchers (ACA) taking the most seats at the events. This is then followed by the Verticals (VER). and Industry associations (ASC). SNS ICE makes a conscious effort to get involved with standardisation organisations (STD), public authorities (PAS), and government organisations (GOV), but their participation is comparatively much lower. Media representatives (MED), non-governmental organisations (NGO), and other interested European citizens (PUB) are also of importance, but their participation in technical events is minimal.

The presented figures in the Table 1 indicate that the project has successfully met all its D&C KPI targets, as set forth in its DoW.

Table 1: KPI with target group reach insights

KPI	KPI name	Description	Expected Impact	Target Groups (KPI)	KPI target	KPI achievement	Target group KPI achieved (approx)
1	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(1000), RDI(1000), ACA(1000), VER(1000), ASC(100), STD(200), PAS(100), GOV(500), MED(100), NGO(200)	Total number of presentations: 30  Total number of people reached: 3,000	Actual number of presentations: 36  Actual number of people reached: 5405 approx.  Details in Appendix 1 Table 10	USE(2918) RDI(1081) ACA(486), VER(270), ASC(270), STD(54), PAS(54), GOV(108), MED(108), NGO(54) PUB(216)
2	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(1000), RDI(1000), ACA(1000), VER(1000), ASC(100), STD(200), PAS(100), GOV(500), MED(100), NGO(200)	Total number of workshops: 8  Total number of people reached: 800	Actual number of workshops: 20  Actual number of people reached: 1440 approx.	USE(777) RDI(288) ACA(129), VER(72), ASC(72), STD(14), PAS(14), GOV(28), MED(28), NGO(14)



						Details in Appendix 1	
						Table 11	
3	Webinars	Webinars (co-) organised by SNS ICE as part of the SNS Promotion Programme.	Increased awareness and understanding of SNS programme and project activities and results	USE(1000), RDI(1000), ACA(1000), VER(1000), ASC(100), STD(200), PAS(100), GOV(500), MED(100), NGO(200)	Total number of webinars: 8 Total number of people reached: 1,600	Actual number of webinars: 7 Actual number of people reached: 1092 Details in Appendix 1 Table 12	USE(589) RDI(218) ACA(98), VER(54), ASC(54), STD(10), PAS(10), GOV(21), MED(21), NGO(10)
4	Info booths	Info booths at exhibitions and trade fairs (co-) organised 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(1000), RDI(1000), ACA(1000), VER(1000), ASC(100), STD(200), PAS(100), GOV(500), MED(100), NGO(200), PUB(1000)	Total number of booths: 4 Total number of people reached: 1,600	Actual number of booths: 4 Actual number of people reached: 2230 Details in Appendix 1 Table 13	USE(1115) RDI(446) ACA(200), VER(111), ASC(111), STD(22), PAS(22), GOV(44), MED(44), NGO(22) PUB(89)
5	Brochures and flyers	Printed and electronic brochures and flyers (co-) produced by SNS ICE to inform 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(1000), RDI(1000), ACA(1000), VER(1000), ASC(100), STD(200), PAS(100), GOV(500), MED(100), NGO(200), PUB(1000)	Total number of brochures and flyers: 12 Total number of people reached: 2,400	Actual number: 3flyers, 3 Roll-ups Infographics :24 Actual number of people reached: 3000 Details in Appendix 1 Table 14	USE(1500) RDI(600) ACA(270), VER(150), ASC(150), STD(30), PAS(30), GOV(60), MED(60), NGO(30) PUB(120)
6	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(1000), RDI(1000), ACA(1000), VER(1000), ASC(100), STD(200), PAS(100), GOV(500), MED(100), NGO(200), PUB(1000)	Total number of news items: 4 Total number of people reached: 3,000	Actual number of news items: 11 Actual number of people reached: 3200	USE(1600) RDI(640) ACA(288), VER(161), ASC(160), STD(32), PAS(24), GOV(48), MED(48), NGO(24) PUB(128)

						Details in Appendix 1 Table 15	
7	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(1000), RDI(1000), ACA(1000), VER(1000), ASC(100), STD(200), PAS(100), GOV(500), MED(100), NGO(200), PUB(1000)	Total number of press releases: 4 Total number of people reached: 800	Actual number of press releases: 4 Actual number of people reached: 36446 Details in Appendix 1 Table 16	USE(18223) RDI(7289) ACA(3280), VER(1822), ASC(1822), STD(728), PAS(728), GOV(364), MED(364), NGO(728) PUB(1457)
8	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(1000), RDI(1000), ACA(1000), VER(1000), ASC(100), STD(200), PAS(100), GOV(500), MED(100), NGO(200), PUB(1000)	Total number of podcast episodes: 20 Total number of listeners: 2,000	Actual number of Podcasts: 20 Actual number of people reached: 2100 Details in Appendix 1 Table 17	USE(1050) RDI(420) ACA(189), VER(105), ASC(105), STD(21), PAS(21), GOV(42), MED(21), NGO(21) PUB(84)
9	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(1000), RDI(1000), ACA(1000), VER(1000), ASC(100), STD(200), PAS(100), GOV(500), MED(100), NGO(200), PUB(1000)	Total number of videos: 12 Total number of people reached: 1200	Actual number of videos: 26 Actual number of people reached: 2627 Details in Appendix 1 Table 18	USE(1413) RDI(525) ACA(236), VER(131), ASC(131), STD(28), PAS(26), GOV(52), MED(52), NGO(26)

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

The numbers presented in the Table above are approximate and could slightly vary based on the demographics of the activity nevertheless present the engagement achieved. A graphic representation of the KPI targets and achieved values is provided in Figure 10. The target value of each KPI is depicted in blue while the achieved value

of the KPI in orange. The graphical representation provides a good overview across different categories and it is observed that the project exceeds its targets in areas like Presentations at events, Workshops, information material and booths. The KPIs related to Press release, info booths, Podcast are also met.

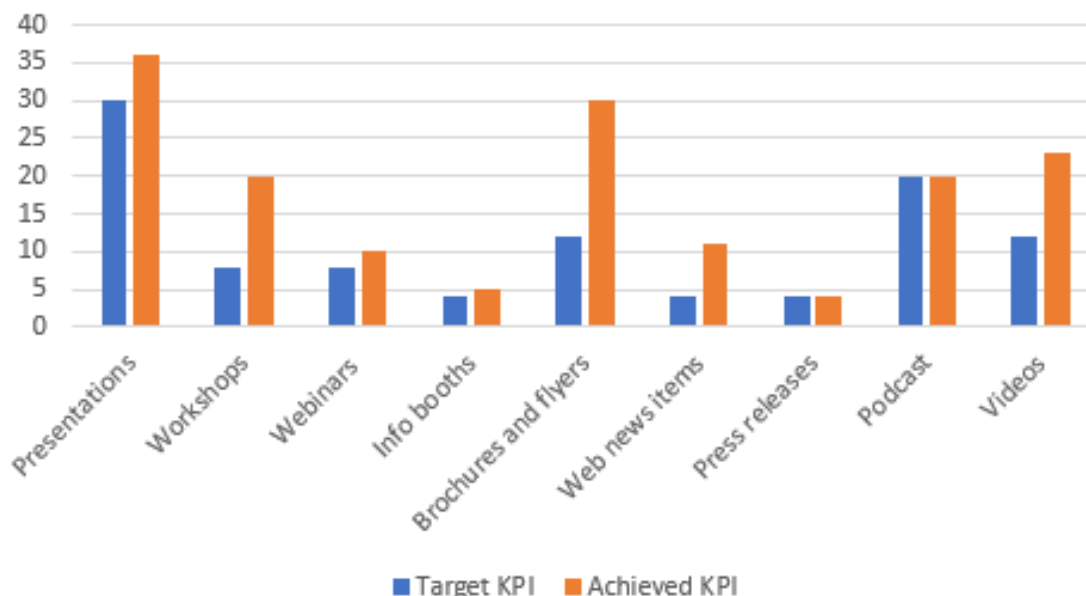


Figure 10: Target KPIs and achieved values

Figure 11 depicts the target and achieved KPI values for various communication activities. The audience reached through Presentations and Press releases is significantly higher than the target KPI, suggesting an exceptional performance in this area. The audience reached is slightly higher than the target, for Workshops, Web news items and info booths showing a good performance.

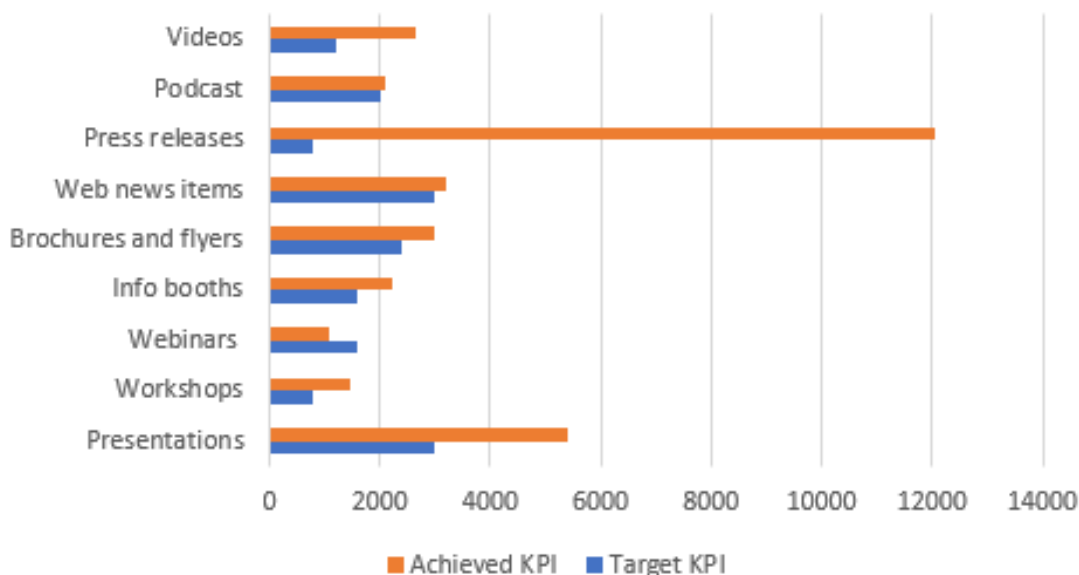


Figure 11: Target and achieved KPI values for Audience Reached

The details of these activities are presented in Appendix 1.

## 2.6 Podcast

The SNS ICE Podcast serves as a premier platform for the latest news and in-depth insights into the development of 6G technology in Europe. Each episode delves into industry developments, analyzes emerging trends, and discusses the progression of next-generation cellular networks. This initiative is dedicated to fostering a collaborative environment for the development and deployment of 6G smart networks and services.

There are several goals to be highlighted:

- **Inform and Educate**: Deliver timely updates and comprehensive analyses on industry news, trends, and the progression of next-generation cellular networks.
- **Promote Collaboration**: Highlight the efforts of the SNS ICE project in creating a cooperative framework for 6G development across Europe.
- **Engage Stakeholders**: Facilitate discussions among experts, policymakers, and industry leaders to drive the future of 6G technology.

The SNS ICE Podcasts offer significant value to professionals, researchers, and enthusiasts in the telecommunications field by providing:

- **Expert Insights**: Featuring discussions with industry leaders and experts, the podcast delivers authoritative perspectives on current developments and future directions in 6G technology.
- **Comprehensive Coverage**: The podcast addresses a wide array of topics, ensuring a holistic understanding of the 6G landscape, including technical innovations, policy considerations, and societal implications.
- **Accessibility**: Available on multiple platforms, including Amazon Music and Spotify, the podcast is easily accessible to a broad audience, facilitating widespread dissemination of information.

Since its inception approximately 2 years ago, the SNS ICE Podcast has produced 20 episodes, each delving into various facets of 6G technology. Topics range from industry news and trend analysis to discussions on the development of next-generation cellular networks. All the episodes published (in the period of 01.01.2023. – 25.03.2025.) are listed in Table 17 in the appendix of the deliverable.

With respect to audience distribution (also shown in Figure 12), the podcast has achieved significant global reach, with the top three listener locations in 6 months period (Nov 2024 – Apr 2025) being the United Kingdom, Latvia, and Germany. This international audience reflects both the global relevance of the topics covered and the project's success in reaching a diverse and geographically dispersed community of listeners. The broad engagement across countries highlights the appeal of the podcast's content, which resonates with stakeholders well beyond regional or national boundaries.

### Downloads by Country (31 countries)

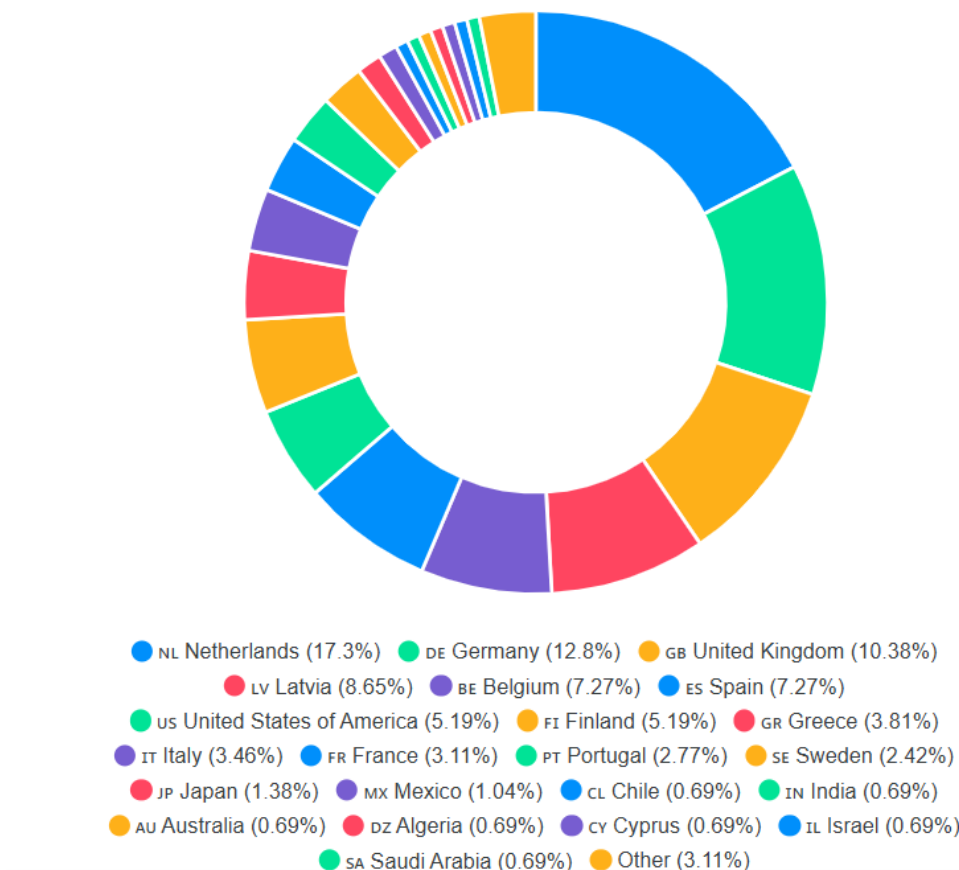


Figure 12: SNS ICE Podcast Statistics

It is important to note that most podcast episodes were published during the second half of the project, as the team strategically delayed dissemination to ensure that content reflected mature and meaningful results from the community. Consequently, several episodes have only recently been made available online and are expected to gain further traction in the coming months as visibility increases and organic engagement continues to grow.

To further expand podcast outreach and ensure broader visibility, and in line with the project's extension, an opportunity was identified to organize a targeted publicity campaign. As a result, even the most recently published episodes have successfully reached a wider audience. It is evident that podcast engagement will continue beyond the official project end, reflecting both the relevance of the content and the sustainability of communication efforts initiated under the SNS ICE project. **Therefore, the current engagement figures are expected to increase significantly over the next six months.**

The SNS ICE project and the Techtritory Forum — held in 2023 and 2024 — demonstrated strong strategic alignment, particularly in fostering high-level discussions on the future of Smart Networks and Services (SNS) and contributing to Europe's digital transformation. As part of this synergy, selected sessions at the Techtritory Forum were specifically curated to support the SNS ICE communication objectives, with the involvement of leading experts, policymakers, and industry figures.

These sessions were organized, recorded, and streamed live during the Techtritory Forum, ensuring that the content reached a wide audience through multiple dissemination channels. To maximize visibility, the sessions

were later converted into podcast episodes and distributed via both the Techritory communication platforms (RSS feed and YouTube) and the official SNS ICE podcast accounts. This dual-channel distribution approach not only broadened outreach, but also exemplified the collaborative and cross-promotional nature of the two initiatives.

Table 2: SNS ICE podcast Top 8 episodes

#	Title	Listens
1.	THE EUROPEAN PATH TOWARDS 6G	118
2.	WHY 6G? NEED FOR THE NEXT-GEN SMART NETWORKS AND LESSONS LEARNED FROM PREVIOUS GENERATIONS	155
3.	WHY 6G: The European priorities	58
4.	5G Network Applications opening new paths for creation of new market opportunities and monetization on infrastructure investments	80
5.	6G for verticals: Expectations and the way forward	76
6.	SNS JU - what it is and what's the main goal?	61
7.	The Convergence of Smart Cities and the Metaverse in the Era of 6G	57
8.	The role of evolving 5G and emerging 6G networks in Industry 4.0 era	55

Detailed data on podcast statistics shows that the top-performing episode, titled *“The European Path Towards 6G”*, has received the highest number of listens to date. Table 2 presents an overview of the Top 8 all-time most listened-to episodes from the SNS ICE podcast series, along with the total number of downloads.

The first three episodes in the Top 8 list (Table 2) originate from these Techritory-based sessions. The combined total of 1,245 views across Techritory platforms has been included in the overall SNS ICE podcast metrics, based on the joint nature of the content, strategic alignment between the projects, and shared dissemination responsibilities. These views should be regarded as an integral part of the project's outreach impact and included in final evaluation figures.

In summary, the SNS ICE Podcast has emerged as a valuable communication tool, delivering key insights across 20 episodes featuring more than 40 domain experts. With over 2,100 total listens, the podcast has successfully engaged a professional audience, offering expert perspectives, promoting knowledge exchange, and serving as a meaningful channel for the dissemination of results within the broader smart networks and services ecosystem.



## 2.7 Project Newsletters

Newsletters within the SNS ICE project were used as a strategic communication tool. It's an effective way to disseminate information but also strengthen collaborations and maintain engagement with European and international stakeholders. The project aimed for quarterly newsletters, ensuring timely releases to build anticipation and maintain engagement.

The newsletter of SNS ICE project have been thoughtfully crafted, as they present the strategic insights from the activities of partners in each quarter. The SNS ICE newsletters serve as a window to get a sneak peek into the collaborations and exchanges that the consortium partners make. While preparing the newsletter, particular attention was given to:

- Include the project logo and the disclaimer. Since the project SNS ICE is a Coordinate and Support action from the SNS JU programme, its cover is inspired by the SNS JU design.
- Maintain a consistent structure (e.g., introduction, highlights, featured events, and contact) to help readers navigate easily.
- Integrate links to related events, recordings, or articles that provide a richer experience.
- Emphasize the impact of activities (e.g., how MoUs will drive collaboration or how participation at strategic events influences the SNS JU/industry).
- Include a call to Action (CTAs): encourage engagement by including CTAs, such as "Read More," or "Watch the Latest video/Podcast,".
- Include high-quality images that are included visuals from events, MoU signings, etc. that makes the content more engaging.
- Include social sharing buttons to ensure consistent messaging and cross-promotion to amplify reach.

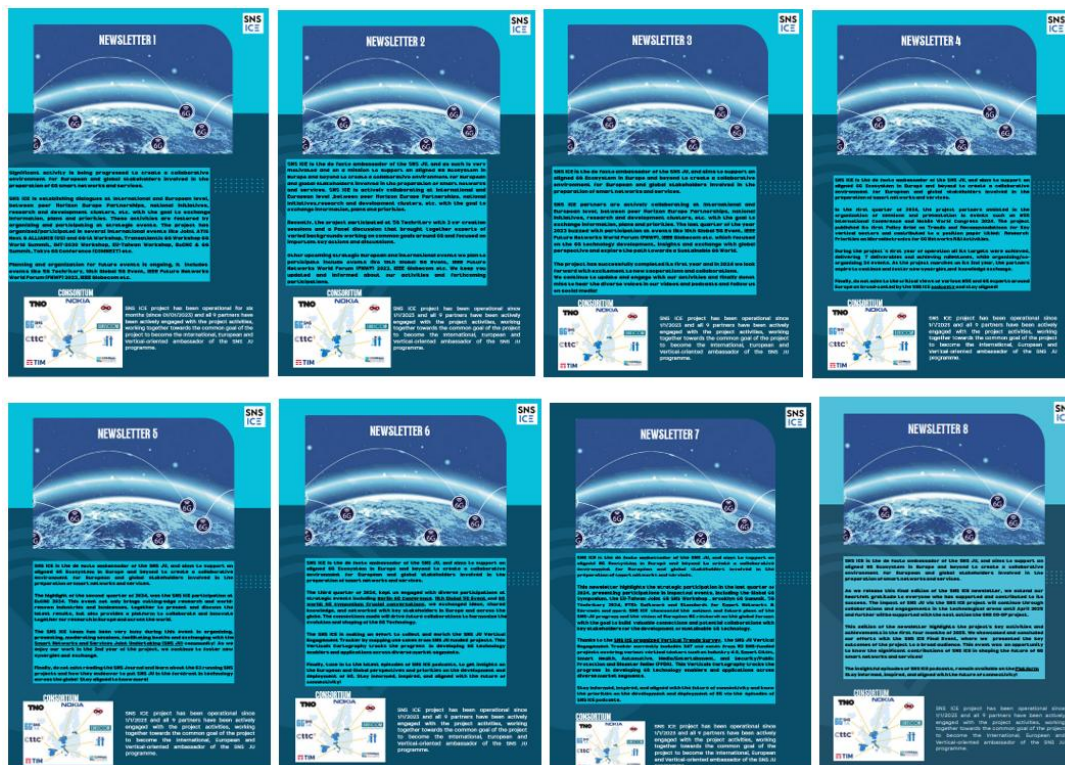


Figure 13 : SNS ICE published Newsletters

Figure 13 shows the newsletter's cover page, which consists of the project logo followed by the highlights of activities that summarize the newsletter edition and the information about the participating partners and the information on SNS ICE podcast series. The project has published 7 newsletters, they are available in the project newsletter section on the project's webpage<sup>4</sup> with embedded download link for each newsletter.

All the SNS ICE newsletters are disseminated primarily via the project's social media platforms and via the 6G-IA platforms. In addition, it is also observed that Consortium partners and followers on social media platforms re-post from their respective channels for a larger audience reach.

In addition, the project also contributes to the newflash/newsletter organised by the SNS OPS project.

## 2.8 Press Releases

With the purpose of gaining media coverage to raise awareness about project achievements among a wider audience, major activities are disseminated, through press releases and direct contacts with the media. Following presents the press -releases done by the project at different stages:

1. MoU signed between "6G Smart Networks and Services Industry Association" (6G-IA) and "5G Media Action Group (5G-MAG) : This press release<sup>5</sup> announces the collaboration of 5G-MAG with 6G-IA, on engagement and exchange of information on joint activities, participation in workshops, meetings or webinars, and insight into research projects and trials
2. Driving Innovation Through Co-Creation: SNS ICE at 5G Techritory 2023: This press release shares insights<sup>6</sup> on the key activities planned by SNS ICE with National initiatives, verticals and SNS JU community and bring together their experience to the real 5G technology deployment and their vision for the early-stage involvement of stakeholders in the development and deployment process for future 6G networks.
3. SNS ICE influences the Conversation at 5G Techritory 2024: With the goal to promote SNS JU, this press release<sup>7</sup> (in Figure 14: SNS ICE published Press Releases) sums up the diverse session organizations of the SNS ICE project focusing the knowledge and lessons learned from the development and deployment of 5G, which will guide the research, innovation, and rollout stages of 6G and how social issues such as digital inclusion, equitable access to technology, and the creation of sustainable digital economies will benefit all.
4. Vertical Engagement Tracker: mapping SNS JU use cases & vertical associations, monitored & updated by SNS ICE: in this press release<sup>8</sup> the enhancements and purpose of Vertical Engagement Tracker is underlined. It explains how the tool helps to foster innovation with industry associations, and shaping the future of 6G technology by bridging gaps between research and market applications.

<sup>4</sup> Browse them at <https://smart-networks.europa.eu/csa-s/#SNS-ICE>.

<sup>5</sup> <https://idw-online.de/en/news821855>

<sup>6</sup> <https://idw-online.de/en/news823334>

<sup>7</sup> <https://nachrichten.idw-online.de/2024/11/11/sns-ice-influences-the-conversation-at-5g-techritory-2024>

<sup>8</sup> <https://idw-online.de/en/news847430>



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Research projects, Transfer of Science or Research

## SNS ICE influences the Conversation at 5G Techritory 2024



Team SNS ICE at 5G Techritory | Download

Overview of strategic activities led by the project SNS ICE at 5G Techritory in Riga, Latvia to promote the SNS JU.

The annual 5G Techritory forum was held in Riga, Latvia, from October 30 to 31 with "Technology Shaping Tomorrow's Territory" as the main topic. Representing the European Smart Networks and Services Joint Undertaking (SNS JU)—a Public-Private Partnership dedicated to advancing Europe's leadership in 5G and 6G networks and services—was their ambassador project, SNS ICE. Through the active participation at strategic platforms/events, SNS ICE highlights SNS JU's key activities and achievements on the world stage, fostering a unified roadmap for 6G.

In this instance of 5G Techritory, SNS ICE organized and facilitated three co-creation sessions, a panel discussion and showcased the ongoing work and achievements of the SNS Research & Innovation projects in the ICE showroom.

SNS ICE partners led a dedicated co-creation session, in close collaboration with vertical stakeholders, to address specific sector needs and promote early 6G adoption by verticals: "From 5G to 6G: leveraging key trends and 5G evolution to shape 6G for vertical sectors". This interactive session provided insights on industrial sectors and how they plan to adopter new 6G functionalities to support digitalization, new production paradigms and innovative business models for products and services.

Figure 14: SNS ICE published Press Releases

All the above-mentioned press-releases are available on the SNS ICE webpage hosted on the SNS JU website, and the consortium partners continue to collaborate, publish, and inform the SNS and global community on important activities and contributions.

## 2.9 Other Promotional material

SNS ICE promotional material was designed to attract and capture the attention of its audience. The essential information about the project through eye catching visuals and elements is organized in the SNS ICE flyer and SNS ICE Rollups.

- **SNS ICE flyers** as shown in Figure 15, evolved in several versions based on the different stages in the project while ensuring that the brand & its identity is maintained through the logo, colors and related content. The flyer 1 & 2 were designed in Y1(2023) as the project started to engage with other collaborating countries, they were depicted in the flyer. By Y2 the project matured in KPIs hence achievements of the project were included.



Figure 15: SNS ICE Project Flyers

- Roll-ups:** To drive awareness and provide important information at workshops and conferences, roll-ups were used at conferences like EuCNC, 5G Techritory, Mobile World congress etc. They act as promotional tools as they are portable, eye-catching and cost effective to communicate. The vertical design and bold graphics of the SNS ICE project as shown in Figure 16 ensured high visibility, attracting attendees even from a distance. They provide quick and impactful information, like QR codes for quick and easy scan, contact details, event schedules, making them ideal for brand recognition. Additionally, they are lightweight, easy to set up, and reusable, making them a practical choice for versatile and durable marketing materials. By strategically placing roll-ups at entrances, booths, or presentation areas, we increased engagement, with our audience.



Figure 16: SNS ICE Roll-ups

All the promotional material created by the project SNS ICE includes vital information like the project logo, acknowledgement, disclaimer, funding information, consortium partners and QR code for quick access to the project digital presence.

### 3 Strategic promotion via events

One of the key mandates of SNS ICE is to maximize the impact created by the work of the SNS JU projects, via promotion in key international, European and vertical events and to act as a “bridge of communication” between the SNS JU researchers and the rest of the world, facilitating a two-way communication. SNS ICE partners have strategically planned their presence in several key events, allowing them to promote the work of the SNS JU projects and to interact with strategic stakeholders regarding the development of next generation networks, collecting insights and trends, which are then communicated back to the SNS JU community. Significant resources from SNS ICE partner go towards the organization of impactful events, while additional impact is achieved through the participation and support of 3<sup>rd</sup> party events, where SNS ICE partners are participating as speakers/moderators/panelists, promoting the developments within the SNS JU.

All events that SNS ICE partners organized and participated in 2023 were reported in deliverable D4.2 [2]. The rest of this section presents all events with SNS ICE organization and/or participation credit in the second period of the project (2024 onwards), categorized based on the addressed community, i.e., international events, EU-based / National Initiative events and Vertical-oriented events. In total **47 events** with organizational and/or participation credit from SNS ICE partners are being reported. It should be understood that the classification of events to one of the above three categories was carried out based on the key representatives present at each event and cannot be 100% “clean”, as several events comprised participants from two or more of the above categories, especially in major events such as EuCNC and 5G Techritory. Nonetheless an effort to classify all events has been made in the following sections.

#### 3.1 Promotion & Interactions at International level

Engaging with international stakeholders is one of the main prerogatives of SNS ICE as the ambassador of the SNS JU, ensuring a bidirectional flow of information and promoting the work carried out by the SNS R&I projects on the global stage. Such interactions also help to establish allies in big international fora and standardization organizations and pursue the goal of a single 6G standard. SNS ICE partners have spent considerable effort organizing and participating in such international oriented events. Table 3 provides a summary of the international events that SNS ICE partners organized / participated in, within 2024 and specifies the exact contribution of the project. A more detailed analysis of each event and the role of SNS ICE partners in each of them, is provided in deliverable D1.2 [4].

Table 3: List of International events with SNS ICE organization/participation credit

Event	Date	Location	SNS ICE Contribution & Focus
B5G Promotion Consortium International Conference	1-2/02/2024	Tokyo, Japan	Keynote presentation on “The European path towards 6G Networks” which included some background and latest status on the SNS-JU program
Mobile World Congress	26-29/02/2024	Barcelona, Spain	SNS ICE showcased selected project results at the CTTC booth at MWC 2024
WWRF Huddle 2024	17-18/04/2024	Berlin, Germany	Presentation on ‘6G R&I in the European SNS Initiative’, and panel participation on ‘Balancing realism and ambition – Goals and targets for 6G’
IEEE Wireless Communications and Networking	21/04/2024	Dubai, UAE	Keynote speech entitled ‘EU-US roadmap for collaboration in the definition of Beyond 5G and 6G communication systems’ in the Network Management for 6G Communication Systems (NetMan6G) workshop.



Conference 2024			
IEEE Int'l Conf. Machine Learning for Communication and Networking	5-8/05/2024	Stockholm, Sweden	Organisation of the industry panel discussion entitled 'AI-native 6G radio interfaces: what can hardware acceleration really bring about?'
Re:publica25 event	27/05/2024	Berlin, Germany	Participation to the "IoT services by Africa and for Africa" workshop in cooperation with the Ubiquitous project which has the objective to develop DIHs in African countries
6G and Future Networks conference	24/06/2024	London, UK	Keynote presentation on "Update on European 6G Research Program SNS-JU and what it means for the Telecom industry".
Global 5G Event 2024	29/08/2024	New Delhi, India	Keynote presentation on "Status of 6G Research in Europe" which gave the background and status of the SNS-JU program and focused on research in the key areas of AI and cloud.
6G world: 6G symposium Crucial conversations	24/09/2024	Washington D.C, USA	Presentation of sustainability work taking place within the SNS JU and the sustainability framework under development.
6G Forum: The next step will 6G deliver?	1/10/2024	Online	Participation in panel discussion on: 'Why do we actually need 6G?', and representation of the EU position and work of NSS JU towards that goal.
EU-Taiwan Joint 6G SNS Workshop	09/10/2024	Taipei, Taiwan	CO-organization of event with ITRI. Several presentations from the EU side on the current status and plans in regards to the SNS-JU and European 6G research.
'Global 6G Symposium' / India Mobile Congress (IMC) 2024	16/10/2024	New Delhi, India	Participation in panel session on "International research collaboration for 6G". Presentation on what the SNS-JU has done in the field of international collaboration and also highlighted future collaboration opportunities from the European point of view.
2024 Brooklyn 6G Summit	23/10/2024	Brooklyn, NY, USA	Awareness of the SNS-JU across a broad set of international decision makers. Interact with key industrial, academic and government representatives in the US eco-system with a view to future collaboration. Participation in the panel "6G Gaps and Priorities" which offered the chance to talk about 6G research in Europe and the initial results from the SNS-JU.
2024 Global 6G Development Conference - IMT-2030	13-14/11/2024	Shanghai, China	Keynote presentation on European-level 6G research, offering a snapshot of the current status of the SNS-JU at a high-level, and highlighted the key technological areas which are being addressed.
Online Workshop IMT2030	26/11/2024	Online	Presentation of European 6G use cases and technological enablers to Chinese counterparts

Promotion Group - 6G-IA			
6G Evolution Summit	3-4/12/2024	Online	Keynote presentation on the topic “Defining the 6G future: Use cases, current progress and what to expect”
UKTIN International & Horizon Engagement Conference	4/12/2024	London, UK	Presentation on the SNS orientations for future calls and the identified priorities on the road to 6G. Participation in a panel with European consortia leaders to discuss tools (e.g., SNS brokerage tool) and opportunities for UK stakeholders to engage in SNS activities.

### 3.2 Promotion & Interactions at EU level

The extensive work that SNS ICE partners do, interacting and exchanging views with EU National Initiatives and peer EU associations has been recently explained in deliverable D2.2 [16]. As part of these activities, SNS ICE partners analyse the trends and challenges faced by researchers on a national level and compare with the roadmap followed by the SNS JU. In multiple occasions synergies on common challenges or prioritized research aspects has been sought out, resulting in concrete and actionable outcomes (such as the common task force between SNS JU and the National Initiative representatives convening on a bi-monthly basis). In order to foster, develop and evolve these relationships, SNS ICE partners have organized and participated in a multitude of events, where the main focus was on 6G R&I activities in Europe and/or with the presence of key European stakeholders. Table 4 provides a summary of these events within 2024, further explaining the main contribution from SNS ICE.

Table 4: List of EU-level events with SNS ICE organization/participation credit

Event	Date	Location	SNS ICE Contribution & Focus
3GPP Use Case WS - EU Prep - Open Webinar	24/01/2024	Online	Organization of the 1 <sup>st</sup> meeting, to set the requirements and explain the way forward to all EU participants
Restart meeting	31/01/2024	Bologna, Italy	Participation in a panel session focused on 7 EU National Initiative programmes. Presentation of the SNS JU R&I Roadmap.
3GPP Use Case WS - EU Prep - Final EU Workshop	15/04/2024	Online	Presentation of the analysis of the received input from EU stakeholders and the final list of prioritized EU use cases.
Service/Cloud workshop (IAFA)	16/04/2024	Brussels, Belgium	Collaboration between SNS JU and EU Cloud Alliance. Presentation of insights from cloud survey in Europe.
5G FORUM	6/05/2024	Sevilla, Spain	Invited speech entitled 'Setting up an EU-US roadmap for collaboration in the definition of Beyond 5G and 6G communication systems'.
3GPP SA1 6G Use Cases definition meeting	8-10/05/2024	Rotterdam, The Netherlands	Support of the common EU presentation on the prioritized 6G use cases, during the 3GPP meeting.
EuCNC 2024 - Sustainability Workshop	3-6/06/2024	Antwerp, Belgium	Member of WS Technical Programme Committee, assistance with organization and promotion of the session.
EuCNC 2024 - Hexa-X-II Workshop	3-6/06/2024	Antwerp, Belgium	Presentation of the SNS JU landscape and prioritized fields of research.

EuCNC 2024 - National Initiatives panel	3-6/06/2024	Antwerp, Belgium	Organization and moderation of a national initiatives panel focusing on common topics of research with SNS JU.
EuCNC 2024 - Standardization Workshop	3-6/06/2024	Antwerp, Belgium	CO-organization and session chair, moderating the speakers and summarizing the outcomes
EuCNC 2024 - EU Collaboration Convened Session	3-6/06/2024	Antwerp, Belgium	Co-organization and moderation of sessions. Presentation of an overview of EU initiatives.
Berlin 6G Conference 2024	2/07/2024	Berlin, Germany	Presentation of achievements and plans from the SNS-JU and presentation of the main takeaways from the 3GPP SA1 workshop in Rotterdam, with specific attention for the European consolidated use cases.
Workshop “From 5G to 6G: Advances, Challenges and Opportunities”, School of Telecommunications, Vigo (Spain),	16/09/2024	Vigo, Spain	Presentation on 2 topics: i) ‘Pan-European Trials and Pilots: highlights from 5G-PPP and work in SNS-JU towards 6G in the SNS-JU.’ and ii) ‘AI for an energy-efficient 6G radio interface: the story so far, and the long way ahead’.
European Microwave Week 2024	22/09/2024	Paris, France	Participation in the discussion regarding the future of microwave communications and exchange of views for its role in future telecom networks.
FNS - Hexa-X-II workshop	23/09/2024	The Hague, The Netherlands	Promoting collaboration between Hexa-X-II as the SNS JU flagship project and the Dutch National 6G Initiative (SNS ICE as liaison).
Financements européens des télécoms : présentation de la JU Smart Networks and Services	1/10/2024	Versailles, France	Presentation regarding the work achieved and research direction within SNS JU and invitation to participate to French SMEs.
5G Techritory 2024, National Initiatives co-creation event	30/10/2024	Riga, Latvia	Organization and moderation of event, to further increase the synergies between SNS JU and EU National Initiatives.
FUSECO Forum 2024	7-8/11/2024	Berlin, Germany	Presentation of results and process of the 3GPP SA1 use cases workshop and status / planning of 3GPP 6G work
ETSI: Software and Standards for Smart Networks & Services	12/11/2024	Sophia-Antipolis, France	Programme Committee member. Presentation of SNS JU achievements. Participation in panel regarding standardization in SNS JU.

### 3.3 Promotion & Interactions with Verticals

SNS ICE partners have been extremely active in interacting and engaging with vertical stakeholders in an effort to understand their needs and requirements for future networks and pass this message along to the SNS JU experimenters, while also bringing the vertical stakeholders up to speed with regards to recent technological



developments in 6G research, that could be of use to their specific sector. In that spirit an updated survey on key vertical sectors was recently performed and presented in deliverable D3.3 [17], highlighting key trends and challenges in each of the analysed sectors. Moreover, a thorough analysis of the vertical sectors addressed by SNS JU projects was presented in the same deliverable. In order to build, maintain and expand this critical network of vertical stakeholders which allows for the collection of information and production of insights, SNS ICE partners have organized and participated in a multitude of vertical-oriented events within 2024. Table 5 provides an overview of these events

Table 5: List of Vertical-oriented events with SNS ICE organization/participation credit

Event	Date	Location	SNS ICE Contribution & Focus
1st Workshop on 6G Network Use Cases and Verticals (6GN), 27th Conference on Innovation in Clouds, Internet and Networks	11/03/2024	Paris, France	Invited Speech: 'Pan-European Trials and Pilots: the story so far in the 5G-PPP, and the long way ahead towards 6G in the SNS-JU.'
ETSI NTN conference	3/04/2024	Sophia Antipolis, France	Presentation of the EU landscape around NTN and participation in discussions regarding the integration of TN and NTN.
6G-IA and 5G-MAG Joint Workshop on "Media Beyond 5G – Insights from European Projects	13/05/2024	Online	Organization and moderation of this Webinar to present the relevant work of SNS JU projects on Multimedia systems and services and to engage with the 5G-MAG members and foster further synergies.
EuCNC 2024 - Verticals Workshop	3-6/06/2024	Antwerp, Belgium	Organization and moderation of this WS involving presentation from several vertical representatives and participation in panel to discuss new ways to collaborate.
PSCE Congress	4/06/2024	Vienna, Austria	Presentation of overview of SNS JU activities on Security and Privacy aspects.
30th ITS World Congress	16/09/2024	Dubai, UAE	Presentation of overview of SNS JU activities on automotive and logistics vertical sectors.
5G Techritory 2024 - From 5G to 6G: leveraging key trends and 5G evolution to shape 6G for vertical sectors	30/10/2024	Riga, Latvia	Organization and moderation of this event, with presentation of Trials and Pilots from multiple vertical sectors and participation in discussion on the further evolution of vertical trials.
Webinar on Automotive & Transport & Logistics UCs, applications and approach	20/11/2024	Online	Organization and moderation of this webinar, focusing on the transition of CAM applications from research to development (CEF).
How DIHs could better cooperate with technology providers?	2/12/2024	Online	Organization and moderation of this webinar, presenting the use cases addressed within SNS JU and focusing on the replicability of use cases and how DIHs can collaborate with SNS JU.
Data Edge and Cloud Alliance Meeting & Forum	10/12/2024	Brussels, Belgium	Attendance and discussion with Cloud experts on the future of Telco cloud and its role in 6G networks.
5G-ROUTES event on CAM	17/12/2024	Athens, Greece	Presentation of overview of SNS JU activities on the automotive / logistics sector. Participation in panel to discuss transition from research to deployment.

## 4 Exploitation

### 4.1 SNS ICE Key Exploitable results

The primary focus of the project's exploitation plan is to ensure the sustainability of the project's tools and outcomes, particularly the Vertical Engagement Tracker and the Interoperability, Scalability and Replicability online tools. These Key Exploitable Results (KERs) have been refined and positioned to deliver lasting value within the SNS JU ecosystem. Both tools are now accessible through the SNS JU website and will be further refined and updated in the follow up CSA project SNS CO-OP, securing their continued use and practical application. Additionally, the strategic policy recommendations, published and promoted through targeted channels, will play a significant role in shaping discourse and fostering engagement within the community. By consolidating sustainability strategies for these tools and project results, this document establishes a clear path for SNS ICE's contributions to remain impactful and relevant within the broader SNS JU Programme.

The preparation of this deliverable has been guided by two rounds of expert recommendations through the Horizon Results Booster Module C - Exploitation service. The first consultancy, led by João Pita Costa between August and October 2023, focused on refining the exploitation and sustainability strategy for the project's KERs. A second service, conducted between July and October 2024, provided further insights to enhance the sustainability strategy, particularly regarding the Vertical Engagement Tracker and its integration into follow-up initiatives.

In alignment with T4.3 activities, the three main KERs already described in D4.2 have been further developed and a thorough exploitation plan has been outlined in order to create a sustainability strategy for the project's results well beyond the lifetime of SNS ICE. These have been chosen as the primary KERs due to their strategic and impactful role.

### 4.2 KER #1 – Vertical Engagement Tracker

The Vertical Engagement Tracker<sup>9</sup> serves as a dynamic online platform designed to centralise information about use cases developed by SNS JU R&I projects, fostering stronger engagement with key stakeholders. This tool aims to establish strategic links with vertical industries, leveraging partnerships with associations to create a network of collaborative opportunities. Additionally, it provides a structured mapping of vertical associations, identifying key players, their roles, and potential areas for synergy. By tracking engagement levels and running gap analyses, the tracker offers valuable insights that drive innovation and enhance connectivity within the broader SNS ecosystem.

#### 4.2.1 Updates in period 2 (M13-M27)

Throughout 2024, the Vertical Engagement Tracker gathered a total of 247 use cases from 52 projects, including 30 Call 1 projects (187 use cases), 22 Call 2 projects (60 use cases). Of these, 64 use cases came from third-party experimenters (via open calls). Data collection was conducted through a survey distributed to project coordinators and technical managers, with updates facilitated by the SNS JU Steering Board (SB) and Technology Board (TB). For Call 1, data gathering started in October 2023, leading to 80 initial entries that enabled the tool's launch in February 2024. Additional entries were added incrementally. For Call 2, the input phase ran from October to December 2024, following the same process. Each submission underwent a quality and consistency check before inclusion to ensure accuracy.

The tracker enabled several analyses, including sector distribution, project funding streams, geographical coverage, and maturity levels of use cases. Findings indicate that Industry 4.0, Media/AR, and Automotive/Transport/Logistics were the most active verticals. The tool also categorised use cases by experiment type, with the highest numbers in demonstrations, proofs of concept, and trials. The search and filter functionalities allowed users to explore project data efficiently, supporting engagement with vertical industry

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<sup>9</sup> <https://sns-trackers.sns-ju.eu/vertical-engagement-tracker>

associations. Moreover, a plug-in installed on January 2025 (M25) allowed to create interactive graphics summarising key trends and allowing comprehensive analyses. As SNS ICE transitions to SNS CO-OP, maintaining and expanding the tracker will be essential for ensuring its long-term role in the SNS ecosystem. Table 6 below outlines a preliminary sustainability pathway for the tool.

Table 6: SNS ICE Vertical Engagement Tracker sustainability pathways

Exploitation Route	Description	Exploitation Lead
Continuous Platform Updates	The tool will be maintained and regularly updated by Trust-IT/COMMpla, ensuring that new SNS JU R&I projects can add their vertical use cases. This will enhance its relevance beyond the project's lifecycle.	Trust-IT & COMMpla (platform maintenance)
Integration into SNS JU Initiatives	The tracker will be leveraged by future SNS JU CSA projects (e.g., Phases 2 and 3) to ensure ongoing mapping of vertical engagement in 6G research.	6G-IA & EURESCOM (dissemination)
Whitepapers & Reports	Trust-IT will draft whitepapers analysing use cases mapped in the tracker, contributing insights for SNS JU and EC policy development.	Trust-IT (whitepaper development)
SNS JU and 6G-IA Dissemination	The tool will be promoted through SNS JU, 6G-IA, and project-specific websites, social media, and targeted stakeholder engagement.	6G-IA & EURESCOM (communication & promotion)
Open-Access Knowledge Sharing	The tracker will remain free and open-access, allowing R&I projects and vertical associations to collaborate effectively.	Trust-IT (platform hosting & maintenance)

The sustainability pathways outlined in the table highlight the long-term strategy for maintaining and enhancing the Vertical Engagement Tracker beyond the SNS ICE project. By ensuring continuous platform updates, integration into SNS JU initiatives, structured dissemination, and open-access knowledge sharing, the tool can continue to serve as a valuable resource for mapping and analysing vertical industry engagement. The collaboration between Trust-IT, COMMpla, 6G-IA, and EURESCOM will be essential in sustaining the tool's functionality and relevance, allowing future SNS JU R&I projects to contribute new use cases and insights. Additionally, the planned trends analyses will further enhance the tracker's impact, providing structured analyses that can support policy development and industry alignment. The transition to the SNS CO-OP project will ensure that the tool remains active, continuously updated, and fully integrated into the broader SNS ecosystem.

### 4.3 KER #2 – Interoperability, Scalability and Replicability Tool

The Interoperability, Replicability, and Scalability Tool is designed to support SMEs working on 5G/6G technologies by offering a structured framework to assess and improve the adaptability of their technical solutions. This tool helps ensure that innovations can be seamlessly replicated and scaled across different environments, fostering a more interconnected and efficient technological landscape. Through dedicated knowledge-sharing events, the initiative empowers SMEs with the insights and resources needed to enhance their solutions' interoperability, driving broader adoption and sustainable growth within the SNS ecosystem.

### 4.3.1 Updates in period 2 (M13-M27)

During the second period, the tool has been used by a number of SNS JU Call 2 projects in order to define the replicability level of each use cases developed. This has shown that most of the use cases developed by projects get a good replicability level.

This replicability initiative has been shared in several events in order to invite SNS JU projects partners to use it but also a collaboration has been initiated with the Techfinders.io initiative which has a similar objective to facilitate reusage of European funding projects use cases by all. A cooperation has been setup in order to share the tool and try to align both initiatives.

A webinar entitled "How DIHs could better cooperate with technology providers?" has been organized on the 2d of December 2024 with the participation of DIHs and technology providers. A podcast has also been recorded on the 13th February 2025, addressing "How SNS project results can contribute to the digitalization of the European industry?" and replicability was also addressed. This podcast is available on the SNS ICE website.<sup>10</sup>

Table 7: SNS ICE Interoperability, Replicability, and Scalability Tool sustainability pathways

Exploitation Route	Description	Exploitation Lead
Integration into SME Support Initiatives	The tool will be actively used in workshops, training programs, and webinars targeting SMEs working on 5G/6G technologies.	SNS ICE Consortium (training & workshops)
Collaboration with Standardization Bodies	The tool's insights will be shared with key standardization organisations (e.g., ETSI, 3GPP) to inform best practices in interoperability and scalability.	SNS ICE Consortium & 6G-IA (standardization alignment)
Adoption by R&I Projects	Future SNS JU R&I projects will integrate the tool into their methodologies, using it for technical validation and assessment of interoperability.	SNS JU R&I projects (implementation & testing)
Knowledge Exchange Events	The tool will be showcased and demonstrated at major European tech events such as EuCNC, 5G Techritory, and MWC, ensuring industry-wide adoption.	SNS ICE Consortium & 6G-IA (conference presentations)
Publication of Best Practices	Findings from tool implementation will be compiled into guidelines for SMEs, ensuring long-term usability.	SNS ICE Consortium (document preparation & dissemination)

The sustainability pathways outlined for the Interoperability, Replicability, and Scalability Tool ensure its continued relevance and adoption beyond the SNS ICE project. By integrating the tool into SME support initiatives such as Techfinders.ie, standardization efforts, Horizon Result platform and future SNS JU R&I projects, it will serve as a resource for assessing and enhancing technical interoperability within the 5G/6G ecosystem. The collaboration with ETSI, 3GPP, and other standardization bodies will help align the tool's insights with industry best practices, ensuring its broader applicability. Additionally, its presence in knowledge exchange events such as EuCNC, 5G Techritory, and MWC but also through webinars and podcasts will facilitate engagement with key industry players, increasing adoption across different sectors. The publication of best practices and technical guidelines will further support SMEs in optimising their solutions, fostering long-term

<sup>10</sup> Learn more at <https://smart-networks.europa.eu/csa-s/#SNS-ICE>.  
SNS-ICE

usability and impact. A smooth transition to SNS CO-OP will be essential to ensure the tool's continued maintenance, refinement, and integration into evolving 6G research and innovation initiatives.

## 4.4 KER #3 – Strategic Policy Recommendations

The Strategic Policy Recommendations aim to influence European policy measures by providing data-driven insights tailored to the needs of the European Commission and SNS JU R&I projects. These recommendations are developed through multi-stakeholder workshops, ensuring they reflect diverse perspectives and practical challenges within the field. By delivering comprehensive policy briefs, this KER plays a crucial role in shaping the regulatory landscape, advocating for policies that support the advancement of SNS technologies while aligning with broader European strategic objectives.

### 4.4.1 Updates in period 2 (M13-M27)

Between March 2024 and March 2025, three policy briefs were published, leveraging on the insights gained by the project's WPs 1, 2 and 3. Each one of these policy documents provides a structural analysis of key 6G related topics, challenges and opportunities. These are focused on the key areas of WP1 (international collaborations), WP2 (national initiatives) and WP3 (vertical industry domains). These briefs offer data-driven insights and strategic recommendations to guide policymakers, industry stakeholders, and researchers in shaping the future 6G ecosystem in Europe.

The March 2024 policy brief, titled *Trends and Recommendations for 6G Across Key Vertical Sectors: Opportunities and Paths Ahead*, examines how 6G will impact various vertical industries, including public safety, healthcare, automotive, smart manufacturing, agriculture, media, and transportation. It highlights technological barriers, regulatory gaps, and economic factors that must be addressed to support widespread adoption. The recommendations focus on enhancing cross-sector collaboration, improving digital infrastructure, and supporting industry-driven innovation to ensure practical applications of 6G technologies across different economic sectors.

On March 2025 the second policy brief, titled *Building a 6G Ecosystem: Synergies with European and National Initiatives at EU-Level Programmes* was published, assessing the alignment between national 6G research programs and EU-wide initiatives. It maps national investments in Germany, France, Spain, Finland, Sweden, Ireland, Italy, and the Netherlands, identifying challenges in funding coordination, research collaboration, and strategic planning. The brief proposes the creation of a European 6G Coordination Hub, enhanced funding alignment, and stronger collaboration on open-source and standardization efforts to ensure a cohesive European 6G strategy.

Finally, the third policy brief, titled *Aligning EU Expectations with Global R&D Trends: Opportunities and Recommendations Towards One 6G Standard*, focuses on Europe's role in global 6G standardization and international collaboration. It outlines key European priorities, including aligning Key Performance Indicators (KPIs) with global benchmarks, establishing Memorandums of Understanding (MoUs) with international partners, and maintaining active participation in standardization bodies such as ITU, 3GPP, and IEEE. The brief highlights existing partnerships with the United States, Japan, South Korea, and India and stresses the need for strategic investments in semiconductor production, AI-driven networking, and security measures to enhance Europe's competitiveness.

The three policy briefs provide a comprehensive roadmap for shaping 6G policy and innovation in Europe, suggesting actions to address crucial sector-specific and structural challenges. Table 8 below provides a sustainability pathway plan for these three policy document, to facilitate adoption and implementation of the proposed recommendations at policy level.

Table 8: SNS ICE policy recommendations sustainability pathways

Exploitation Route	Description	Exploitation Lead
Publication of Policy Briefs	Three policy briefs have published addressing emerging SNS policy needs, providing feedback to the European Commission.	Trust-IT (document drafting), SNS ICE consortium (review)
Stakeholder Engagement & Advocacy	The recommendations will be presented at multi-stakeholder forums, ensuring alignment with industry and government priorities.	SNS ICE Consortium & 6G-IA Policy Working Groups (policy influence)
Contribution to EC Regulatory Roadmaps	The recommendations will inform and align with European regulatory frameworks for 6G development and deployment.	SNS JU & European Commission (policy adoption)
Workshops & Consultations	Multi-stakeholder workshops will be held to refine and update policy recommendations based on evolving technology trends.	SNS ICE Consortium (workshop organization)
Integration into Future Research Initiatives	The recommendations will serve as a foundation for upcoming SNS JU-funded projects, ensuring continuity in regulatory alignment.	SNS JU Office (policy continuation)

These sustainability pathways will facilitate the sustained and continuous uptake of the insights generated through SNS ICE to shape European regulatory frameworks and industry strategies beyond the project's duration. Through these policy briefs, the project provides concrete, data-driven feedback to the European Commission and in particular the SNS JU Office, helping to align regulatory efforts with the evolving needs of 6G development. The engagement with stakeholders through multi-stakeholder forums and workshops further strengthens the impact of these recommendations, ensuring they reflect industry priorities and technological advancements. Additionally, their potential integration into EC regulatory roadmaps supports the long-term harmonisation of SNS policies that could integrate these recommendations as a foundation for ongoing research and innovation initiatives. To maintain this policy influence, a smooth transition to SNS CO-OP will be essential, ensuring that policy discussions, advocacy efforts, and regulatory contributions remain active and aligned with the broader SNS ecosystem.

## 4.5 Sustainability pathways

To ensure the long-term sustainability of SNS ICE's key exploitable results (KERs), a structured transition to SNS CO-OP will be crucial. The Vertical Engagement Tracker, the Interoperability, Replicability, and Scalability Tool, and the Strategic Policy Recommendations have been carefully designed to provide lasting value within the SNS ecosystem, supporting research, industry collaboration, and policy development. However, maintaining their impact beyond the SNS ICE project's lifecycle requires a well-defined exploitation strategy.

Table 9 below outlines the main sustainability pathways for each KER, detailing their unique selling points (USPs), target markets, go-to-market strategies, exploitation routes, and exploitation leads. A key takeaway is the emphasis on open-access tools, integration into future SNS JU initiatives, and strong collaboration with industry associations and standardization bodies. Furthermore, the role of SNS CO-OP in ensuring the seamless adoption and continued development of these outputs will be essential, allowing the project's innovations to remain at the forefront of Europe's 6G transformation.



By leveraging strategic dissemination, structured engagement with stakeholders, and alignment with future SNS JU-funded initiatives, these KERs will continue to provide value, shaping the European 6G ecosystem and supporting ongoing research and policy efforts. The table below provides a detailed breakdown of each KER's sustainability strategy and the key actors responsible for its execution.

#### 4.5.1 KERs #1 and #2 handover to SNS CO-OP

The transition of the Vertical Engagement Tracker (KER #1) and the Interoperability, Scalability, and Replicability Tool (KER #2) from SNS ICE to SNS CO-OP will be managed as part of WP1 Strategic Perspectives, WP2 Stakeholder Engagement, and WP4 Dissemination and Communications activities to ensure their sustainability and continued impact within the SNS JU ecosystem.

The Vertical Engagement Tracker, developed under SNS ICE, has centralised information on use cases from SNS JU R&I projects, strengthening connections between research initiatives and vertical industry stakeholders. This tool will be maintained and further developed under SNS CO-OP to ensure continued mapping of vertical engagement in 6G research. Trust-IT and COMMpla will be responsible for regular platform updates, ensuring that new SNS JU projects can contribute to use cases. Integration into SNS JU initiatives will allow future CSA projects to leverage the tool for tracking industry engagement. The tool will also be promoted through SNS JU and 6G-IA dissemination channels, with Trust-IT drafting whitepapers based on its findings. As an open-access platform, it will remain freely available for stakeholders, supporting ongoing collaboration between research and industry. The transition to SNS CO-OP will secure its long-term relevance through continuous content updates, structured engagement, and targeted dissemination efforts.

The Interoperability, Scalability, and Replicability Tool has been instrumental in assessing the adaptability of technical solutions developed within SNS JU projects, particularly for SMEs. Under SNS CO-OP, this tool will be actively used in workshops, training programs, and webinars focused on SMEs working with 5G/6G technologies. SNS ICE has already initiated collaboration with standardisation bodies such as ETSI and 3GPP, and this effort will continue to align the tool with best practices in interoperability. Future SNS JU R&I projects will integrate it into their methodologies, ensuring its ongoing use for technical validation. The tool will also be demonstrated at major European technology events, including EuCNC and 5G technology, promoting its adoption across different industry sectors. Additionally, knowledge-sharing initiatives, including webinars and podcasts, will further disseminate its benefits and encourage uptake among SMEs. Through these pathways, SNS CO-OP will ensure the tool remains an essential resource for interoperability assessment in the evolving 6G research landscape.

By integrating these tools into future SNS JU initiatives, fostering collaboration with industry stakeholders, and maintaining a strong dissemination strategy, SNS CO-OP will ensure that both the Vertical Engagement Tracker and the Interoperability, Scalability, and Replicability Tool continue to provide value beyond the SNS ICE project's duration. The structured handover process will facilitate their continued development, refinement, and alignment with broader 6G research and innovation objectives, ensuring lasting impact within the SNS ecosystem.

Table 9: SNS ICE KERs pathways to sustainability

KER	Problem	Unique Selling Points (UPS)	Target Market & Early Adopters	Go-to-Market-Strategy	Exploitation Routes	Exploitation Lead
<b>Vertical Engagement Tracker</b>	SNS JU R&I projects lack visibility on potential vertical partners; vertical associations need a structured way to find relevant use cases.	<ul style="list-style-type: none"> <li>Free, structured platform to map vertical use cases and associations.</li> <li>Saves time compared to use project use cases data mining.</li> </ul>	<ul style="list-style-type: none"> <li>SNS JU R&amp;I projects with 6G applications</li> <li>Vertical associations like 5GAA, 5G ACIA, ERTICO, ECSO.</li> </ul>	<ul style="list-style-type: none"> <li>Continuous updates by Trust-IT.</li> <li>Dissemination through 6G-IA and EURESCOM.</li> </ul>	<ul style="list-style-type: none"> <li>Open-access online tool.</li> <li>Publications describing use cases (in course).</li> <li>Promotion via SNS JU website, social media, and events.</li> </ul>	<ul style="list-style-type: none"> <li>Trust-IT &amp; COMMpla (maintenance),</li> <li>6G-IA (publications)</li> <li>EURESCOM (promotion)</li> </ul>
<b>Interoperability, Replicability and Scalability Tool</b>	SMEs developing 5G/6G solutions struggle to ensure interoperability, scalability, and replicability.	<ul style="list-style-type: none"> <li>Assessment tool to evaluate interoperability and scalability.</li> <li>Provides SMEs with technical guidance and best practices.</li> </ul>	<ul style="list-style-type: none"> <li>SMEs in 5G/6G technology space.</li> <li>R&amp;I projects needing interoperability validation.</li> </ul>	<ul style="list-style-type: none"> <li>Workshops and training for SMEs.</li> <li>Integration into SNS JU-funded projects.</li> </ul>	<ul style="list-style-type: none"> <li>Open-source distribution for wider adoption.</li> <li>Knowledge-sharing events to train SMEs.</li> <li>Collaboration with standardization bodies.</li> </ul>	<ul style="list-style-type: none"> <li>SNS ICE consortium (workshops)</li> <li>SMEs &amp; R&amp;I projects (adoption)</li> </ul>
<b>Strategic Policy Recommendations</b>	Lack of structured policy feedback in the SNS ecosystem; need for alignment with EC initiatives.	<ul style="list-style-type: none"> <li>Multi-stakeholder workshops provide real-world policy insights.</li> <li>Direct engagement with the European Commission</li> </ul>	<ul style="list-style-type: none"> <li>European Commission (policy development).</li> <li>SNS JU R&amp;I projects (regulatory compliance).</li> </ul>	<ul style="list-style-type: none"> <li>Regular policy briefs and stakeholder engagement.</li> <li>Contribution to EC discussions and SNS JU strategic plans.</li> </ul>	<ul style="list-style-type: none"> <li>Publication of policy briefs.</li> <li>Advocacy through workshops and public consultations.</li> <li>Input into EC regulatory roadmaps.</li> </ul>	<ul style="list-style-type: none"> <li>SNS ICE Consortium</li> <li>6G-IA Policy Working Groups</li> </ul>



This project has received funding from the Smart Networks and Services Joint Undertaking (SNS JU) under the European Union's Horizon Europe research and innovation programme under Grant Agreement No 101095841

## 5 Inclusion and Diversity Strategy

SNS ICE has been working towards creating a collaborative environment for enhanced innovation. Inclusion and diversity are particularly important as they align with the EU and SNS JU commitment to building impactful and sustainable, future technology via the engagement of diverse stakeholders. Inclusion and diversity are key to enhancing research efforts, competitiveness and growth.

The project has led and contributed to following initiatives:

- **Session organization at the 5G Techritory 2024:** “Shifting the Balance<sup>11</sup>: Advancing Diversity in Telecoms R&D” was planned and organized to create awareness and to bridge the gender gap in the ICT landscape. The idea was to promote diversity and inclusion while addressing the social issues such as digital inclusion, equitable access to technology, and the creation of sustainable digital economies that benefit all. From pioneering innovations to driving digital transformation, women have been instrumental in shaping the future 6G technology which in future must be unbiased and transparent. The session engaged with 6G Enthusiasts eager to build this transformative technology and advocate for equity inclusion, diversity, and sustainability in tech. The call to action from this session was to incorporate gender dimensions into sustainability strategies, while designing 6G networks.

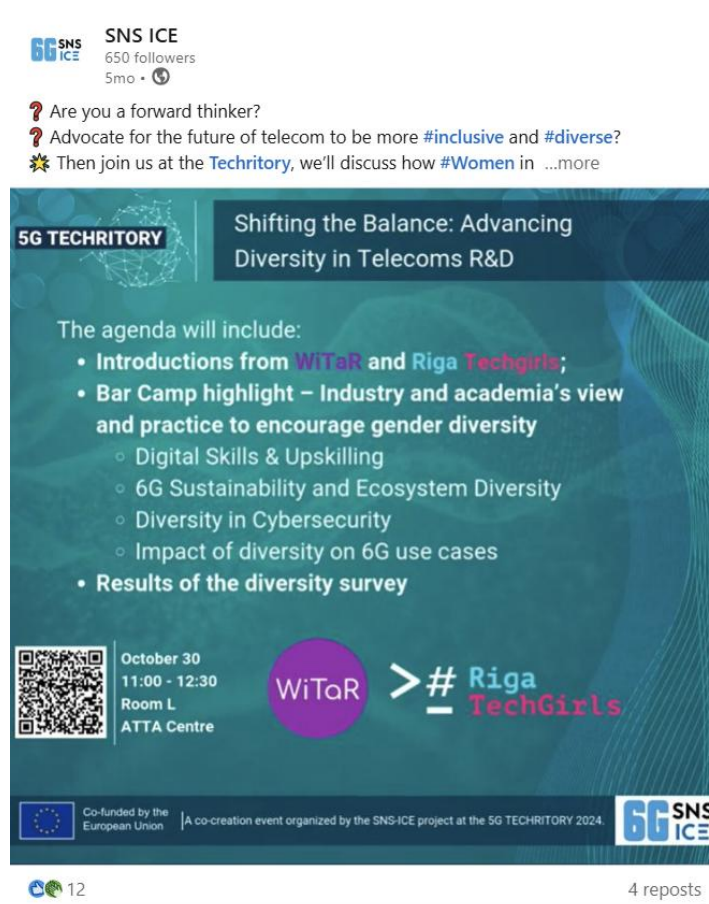


Figure 17: SNS ICE post to promote the session at 5G Techritory 2024

<sup>11</sup> <https://www.linkedin.com/feed/update/urn:li:activity:7252944747953057794>



This project has received funding from the Smart Networks and Services Joint Undertaking (SNS JU) under the European Union's Horizon Europe research and innovation programme under Grant Agreement No 101095841

- **Collaboration and participation in WiTaR activities:** In 2024, the Women in Telecommunications and Research (WiTaR) Working Group was formed. It focused on promoting the participation and advancement of women in ICT. SNS ICE partners are heavily engaged and collaborated on strategic activities like EuCNC- session organization and participation, yearly publication as shown in Figure 17, Figure 18 and Figure 19 respectively, while the publication includes the summary of activities, their impact and future efforts.

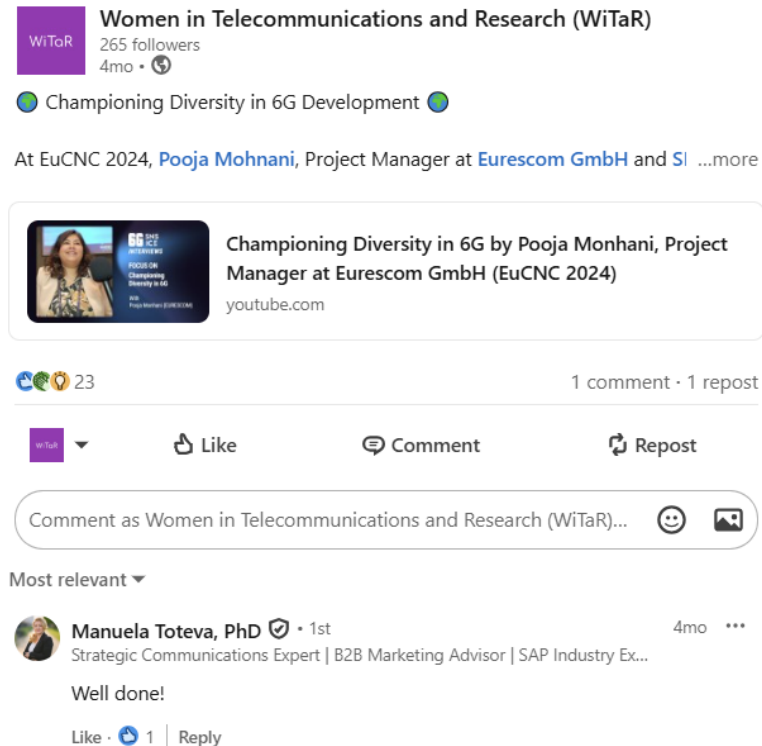


Figure 18: EuCNC participation at WitaR session



Figure 19: WiTaR yearly publication 2024 promotion

- **Podcast Collaboration:** First ever podcast in SNS community was organized by SNS ICE partners to unlock creativity, innovation, and economic potential for the women in ICT sector. This podcast discussed the challenges faced by women and some examples on how these gaps can be closed and open a road towards equitable gender-diverse teams. The podcast was also promoted via the SNS ICE platform as shown in Figure 20.



Figure 20: SNS ICE podcast promotion

- **Presentation at Women in ICT Standardization:** with collaboration and organization by HSbooster.eu, EDU4Standards, Smart Networks and Services Joint Undertaking (SNS JU), INSTAR Standards, SEEBLOCKS.eu, Women4Cyber Foundation, Women in Telecommunications and Research (WiTaR) working group of the 6G-IA, the fourth edition of Women in ICT Standardization was organized. SNS ICE Partner Prachi Sachdeva- 5G/6G & Cloud Networks Consultant TNO highlighted that satellite communications is set to become a core element of 6G standardization. A key aspect of the 6G conversation is the way different regions prioritize different focus areas, such as cybersecurity or AI for 6G, while all remain essential to the overall development.

## 6 Conclusion

The SNS ICE project has managed to successfully position the SNS JU in the global, EU and vertical stages and to contribute towards the advancement of the SNS JU work programme for 2024 & 2025. It has been instrumental in fostering collaboration among European and global stakeholders—including key industry verticals and national 6G initiatives. SNS ICE partners continuously engaged to maximize the impact created by the work of the SNS JU projects, with their participation in key international, European and vertical events.

SNS ICE's communication efforts have driven strong engagement across multiple platforms. The project's LinkedIn presence has grown to more than 650 followers, fostering active interaction, while its YouTube channel has proven to be an effective medium for sharing insights and updates, further expanding its reach. The SNS ICE Podcasts have also played a pivotal role in disseminating information, directing visitors to the SNS JU website through curated topics and the diversity of speakers. The project's quarterly newsletters have been keeping the community informed about ongoing activities and achievements, further enhancing its visibility and impact.

Additionally, the project has taken concrete steps to support and represent the SNS JU community, working closely with SNS OPS project to enhance outreach and maximize the influence of SNS JU. The project's dissemination and communication approach ensured timely and customized messages, that amplified its presence, reached its audiences, and promoted the research and innovations of the SNS JU across various international & European platforms.

As showcased in this document, in terms of event participation, SNS ICE has marked its presence in over 45 significant events, reaching a wide audience. This engagement in diverse platforms and events shows the project's accomplishments in promoting research and innovation in the 6G, thereby playing an important role in shaping the future of smart networks and services.

The exploitation and sustainability actions in the project including refinement in the Vertical Engagement Tracker and the Interoperability, Scalability and Replicability online tools has been achieved in the second period of the project. These were also promoted by outreach campaigns and expected to have significant impact on the SNS JU community and allied associations. Additionally, strategic policy recommendations will drive engagement and influence discussions within the community. By consolidating these efforts, SNS ICE establishes a clear roadmap for sustained contribution to the broader SNS JU Programme.

SNS ICE is also leaving behind a significant legacy for the entire SNS JU community through the creation, evolution and update of two instrumental tools, namely the Vertical Engagement Tracker and the Interoperability, Scalability, and Replicability Tool which will remain active long after the project's end. Thanks to these tools, the entire SNS community as well as external stakeholders will be able to obtain an accurate and informative picture of the currently active vertical sectors and use cases within the SNS JU, along with details for several of their properties and way of implementation.

The project went above and beyond in terms of promoting gender equity and inclusion, exploring synergies in the SNS community and beyond, and was successful to contribute to this vision from the EU commission at large.

SNS ICE partners were the voice of SNS JU at strategic events internationally, at the EU level and in vertical fora. They were instrumental in bringing together diverse stakeholders under the umbrella of SNS JU while also contributing back to the SNS JU community.



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## Appendix 1

This Appendix contains the complete list of communication activities including Presentations organized and participated, Workshops and Webinars organized and participated, Info booths organized, Promotional material created, Web news items and Press releases published and videos recorded and published during the second phase of the project with insights on audience reach.

Table 10: Presentations by SNS ICE consortium Partners

Event name	Date	Location	SNS ICE Contribution	Audience reached
<b>BCN LATAM SUMMIT</b>	14/03/23	Online	Presentation on the EU approach to 6G and the SNS JU programme.	Attracted several hundred online participants in the Latin American region, mainly commercial, but some academics
<b>HANNOVER MESSE 2023</b>	17/04/23	Hannover, Germany	Presentation on “Industrial Wireless Arena + 5G Networks & Applications”. Major global industrial trade fair	Direct attendance was around 100 people.
<b>6G Symposium Spring 2023</b>	24/04/23	Online	Presentation of the EU 6G vision and SNS JU Roadmap	Several hundred online participants from both industry and academia
<b>6G World Summit</b>	26/04/23	Berlin, Germany	Presentation of the EU 6G vision and SNS JU Roadmap. It was an opportunity to connect with international 6G thought leaders and hear from telcos on their vision for 6G technology and applications.	Diverse participants in a range of several hundred It brought together global telcos, regulators, industry bodies and distinguished academia to discuss 6G business, policy and technology.
<b>5G Forum</b>	11/05/23	Sevilla, Spain	Presentation of 6G-IA position paper ‘Key Strategies for 6G Networks: Joint Undertaking of Smart Networks and Services’ Vision.	40 live connections + 10 visualizations on demand" of the recording after the event.
<b>Big 5G Event</b>	15/05/23	Austin, Texas, US	Presentation of the EU 6G vision and SNS JU Roadmap.	Several hundred mainly commercial participants from North America

<b>COST INTERACT event</b>	24/05/23	Barcelona, Spain	Presentation of 6G-IA position paper 'Key Strategies for 6G Networks: Joint Undertaking of Smart Networks and Services' Vision.	Diverse participants in a range of several hundreds
<b>IEEE Int'l Conference on Acoustics, Speech and Signal Processing (ICASSP)</b>	10/06/23	Rhodes, Greece	Invited Speech	Researchers & ICT professionals together were around 3000
<b>EVOLVED-5G Accelerator</b>	14/06/23	Online	Presenting the SNS JU funding opportunities to interested SMEs.	~40 attendees, mainly from SMEs
<b>Tokyo 6G Conference (COMNEXT)</b>	28/06/23	Tokyo, Japan	Presentation of the EU 6G vision and SNS JU Roadmap. Exploration of synergies between EU-JP. International exhibition attracting diverse exhibitors and visitors from all over the world.	250 exhibitors and visitors
<b>CMCC 6G Conference</b>	29/06/23	Beijing, China	Keynote speech (recorded) on the EU 6G vision and SNS JU Roadmap.  Chinese event with academic and industrial participation.	Approx few hundred
<b>Brooklyn 6G Summit</b>	01/11/23	Brooklyn, US	The Summit welcomed attendees representing vendors, academia, operators, regulators and experts from multiple industries.	250 physical attendees from around the globe
<b>IEEE Globecom</b>	04/12/2023	Kuala Lumpur, Malaysia	Organization and moderation of Industry Forum on "6G Networks: A European perspective towards a global standard". Participation in other sessions.	150 participants (50 in presence + 100 remote participants) Participants were researchers, academicians, engineers, and industry players from telecommunication fields all around the globe.
<b>Restart Meeting</b>	31/01/2024	Bologna, Italy	Participation in a panel session focused on 7 EU National Initiative programmes. Presentation of the SNS JU R&I Roadmap	50 participants
<b>B5G Promotion Consortium</b>	1-2/02/2024	Tokyo, Japan	Keynote presentation on "The European path towards 6G	Approx 70 participants

<b>International Conference</b>			Networks” which included some background and latest status on the SNS-JU program	
<b>WWRF Huddle2024</b>	17-18/04/2024	Berlin, Germany	Presentation on ‘6G R&I in the European SNS Initiative’, and panel participation on ‘Balancing realism and ambition – Goals and targets for 6G’	75 experts from around the world, including researchers, academicians, and key players in the telecom industry
<b>IEEE Wireless Communications and Networking Conference 2024</b>	21/04/2024	Dubai, UAE	Keynote speech entitled ‘EU-US roadmap for collaboration in the definition of Beyond 5G and 6G communication systems’ in the Network Management for 6G Communication Systems (NetMan6G) workshop.	50 the event brought together researchers, academicians, engineers, and industry professionals from the global telecommunications sector.
<b>5G FORUM</b>	6/05/2024	Sevilla, Spain	Invited speech entitled ‘Setting up an EU-US roadmap for collaboration in the definition of Beyond 5G and 6G communication systems’	70 Attendees comprised ICT researchers, academics, engineers, and industry leaders
<b>PSCE congress</b>	04/06/2024	Vienna, Austria	Presentation of overview of SNS JU activities on Security and Privacy aspects.	Approx 70 participants
<b>6G and Future network congress</b>	24/06/2024	London, UK	Keynote presentation on “Update on European 6G Research Program SNS-JU and what it means for the Telecom industry”.	60 mix of global experts, from academia, engineers and industry
<b>Berlin 6G conference</b>	2/7/2024	Berlin, Germany	Presentation of achievements and plans from the SNS-JU and presentation of the main takeaways from the 3GPP SA1 workshop in Rotterdam, with specific attention for the European consolidated use cases.	80 participants represented a broad spectrum of telecommunications experts, including researchers, academicians, engineers, and industry stakeholders
<b>Global 5G Event 2024</b>	29/08/2024	New Delhi, India	Keynote presentation on “Status of 6G Research in Europe” which gave the background and status of the SNS-JU program and focused on research in the key areas of AI and cloud.	70 physical attendees from around the globe
<b>European Microwave Week 2024</b>	22/09/2024	Paris, France	Participation in the discussion regarding the future of microwave communications	80 diverse group of professionals,

			and exchange of views for its role in future telecom networks.	including telecom industry, media, Policy
<b>30 ITS world congress</b>	16/09/2024	Dubai, UAE	Presentation of overview of SNS JU activities on automotive and logistics vertical sectors.	60 global audience in ICT
<b>6G world: 6G symposium Crucial conversations</b>	24/09/2024	Washington D.C, USA	Presentation of sustainability work taking place within the SNS JU and the sustainability framework under development.	90 Diverse ICT professionals
<b>Global 6G Symposium' / India Mobile Congress (IMC) 2024</b>	16/10/2024	New Delhi, India	Participation in panel session on "International research collaboration for 6G". Presentation on what the SNS-JU has done in the field of international collaboration and also highlighted future collaboration opportunities from the European point of view.	90 participants spanning research, academia, engineering, and industry.
<b>6G Forum: The next step will 6G deliver? (Oct 2024)</b>	1/10/2024	Online	Participation in panel discussion on: 'Why do we actually need 6G?', and representation of the EU position and work of NSS JU towards that goal.	60 participants
<b>EU-Taiwan Joint 6G SNS Workshop (Oct 2024)</b>	09/10/2024	Taipei, Taiwan	CO-organization of event with ITRI. Several presentations from the EU side on the current status and plans in regards to the SNS-JU and European 6G research.	100 global audience of ICT professionals, including researchers, academicians, engineers, and industry representatives.
<b>Brooklyn 6G Summit</b>	23/10/2024	Brooklyn, NY, USA	Awareness of the SNS-JU across a broad set of international decision makers. Interact with key industrial, academic and government representatives in the US ecosystem with a view to future collaboration. Participation in the panel "6G Gaps and Priorities" which offered the chance to talk about 6G research in Europe and the initial results from the SNS-JU.	100 Researchers, academicians, and industry professionals from the telecom sector and media.

<b>5G Techritory 2024</b>	30/10/2024	Riga, Latvia	Organization and moderation of event, to further increase the synergies between SNS JU and EU National Initiatives.	120 audience of diverse ICT domains, including researchers, academicians, engineers, and industry representatives.
<b>2024 Global 6G Development Conference - IMT-2030</b>	13-14//11/2024	Shanghai, China	Keynote presentation on European-level 6G research, offering a snapshot of the current status of the SNS-JU at a high-level, and highlighted the key technological areas which are being addressed.	60 professionals in telcos, including researchers, academicians and industry players.
<b>ETSI: Software and Standards for Smart Networks &amp; Services</b>	12/11/2024	Sophia-Antipolis, France	Programme Committee member. Presentation of SNS JU achievements. Participation in panel regarding standardization in SNS JU.	70 including researchers, academicians, engineers, and industry specialists, participated from across the world.
<b>6G Evolution Summit</b>	3-4/12/2024	Online	Keynote presentation on the topic "Defining the 6G future: Use cases, current progress and what to expect"	70 participants
<b>UKTIN International &amp; Horizon Engagement Conference</b>	4/12/2024	London, UK	Presentation on the SNS orientations for future calls and the identified priorities on the road to 6G. Participation in a panel with European consortia leaders to discuss tools (e.g., SNS brokerage tool) and opportunities for UK stakeholders to engage in SNS activities.	80 participants including Policy experts, researchers, and industry stakeholders.
<b>5G-ROUTES event on CAM</b>	17/12/2024	Athens, Greece	Presentation of overview of SNS JU activities on the automotive / logistics sector. Participation in panel to discuss transition from research to deployment.	50 Experts, media



Table 11: Workshops organized and participated by SNS ICE consortium Partners

Event	Date	Location	SNS ICE Contribution	Audience reached
<b>Joint ATIS Next G ALLIANCE (US) and 6G-IA Workshop</b>	10/01/23	Online	Organization of the event. Discuss ongoing activities for EU-US collaboration and explore next steps	~50 mixed audience (academia, industry, SME)
<b>Transatlantic 6G Workshop</b>	20/04/23	Online	Presentation of the SNS JU roadmap and participation in round-table exploring further collaborations between EU-US.	~40 mixed audience (academia, industry, SME)
<b>6G-IA &amp; IMT-2030 Workshop - 6G Research &amp; Sustainability Roadmap</b>	08/05/23	Online	Organization of the event. Presentation of 6G Research and Sustainability initiatives in EU and CN and discussion on potential collaboration.	~60 mixed audience (academia, industry, SME)
<b>EU-Taiwan Joint 6G SNS Workshop</b>	29/05/23	Taipei, Taiwan	Co-organization of session. Presentation of the EU 6G vision and SNS JU Roadmap. The signing of the MoU between EU-Taiwan.	~80 mixed audience (academia, industry, SME)
<b>EuCNC &amp; 6G Summit</b>	06/06/23	Göteborg, Sweden	Organization of workshop with the SRG. Organization of Convened Session on SNS-JU R&I priorities & synergies.	~100 mixed audience (academia, industry, SME)
<b>NIST '6G Core Technologies Workshop'</b>	12/09/23	Online	Co-organization of event. Exploration of synergies between EU-US.	~100 mixed audience (academia, industry, SME)
<b>5G Techritory 2023</b>	18/10/23	Riga, Latvia	Organization and moderation of 3 co-creation sessions Organization and moderation of panel "Why 6G" and organization and moderation of 3 co-creation events on National Initiatives, Sustainability and 5g for verticals.	~140 mixed audience (academia, industry, SME)
<b>European 5G Observatory, 5th Stakeholder Workshop</b>	25/10/23	Online	Presentation 'A report on 5G trials & pilots in new application domains (and what comes next in SNS – JU)',	~200 participants
<b>3rd Workshop TTC (EU-USE)</b>	15/11/23	Online	Co-organization of the event. Coordination towards the elaboration of the EU-US roadmap	~40 mixed audience (academia, industry, SME)

<b>Workshop on 6G Network Use Cases and Verticals (6GN),</b>	11/03/2024	Paris, France	Invited Speech: 'Pan-European Trials and Pilots: the story so far in the 5G-PPP, and the long way ahead towards 6G in the SNS-JU.'	~70 mixed audience (academia, industry, SME)
<b>3GPP SA1 workshop on IMT2030 Use Cases definition meeting</b>	8-10/05/2024	Rotterdam, NL	Presentation of the analysis of the received input from EU stakeholders and the final list of prioritized EU use cases.	~500 (200 in person + 300 online) mixed audience (academia, industry, SME, policy)
<b>EuCNC 3 (vertical, Sustainability &amp; Standardization)</b>	3-6/06/2024	Antwerp, Belgium	Organization, co-organization and moderation of a Sustainability workshop, national initiatives panel focusing on common topics of research with SNS JU, Standardization workshop, Workshop on Eu initiatives etc.	~200 mixed audience (academia, industry, SME, policy, regulators)
<b>Workshop "From 5G to 6G: Advances, Challenges and Opportunities", School of Telecommunications, Vigo (Spain),</b>	16/09/2024	Vigo, Spain	Presentation on 2 topics: i) 'Pan-European Trials and Pilots: highlights from 5G-PPP and work in SNS-JU towards 6G in the SNS-JU.' and ii) 'AI for an energy-efficient 6G radio interface: the story so far, and the long way ahead'.	~50 participants (academia, industry)
<b>FNS - Hexa-X-II workshop</b>	23/09/2024	The Hague, The Netherlands	Promoting collaboration between Hexa-X-II as the SNS JU flagship project and the Dutch National 6G Initiative (SNS ICE as liaison).	~80 mixed audience (academia, industry, SME)
<b>Financements européens des télécoms : présentation de la JU Smart Networks and Services</b>	1/10/2024	Versailles, France	Presentation regarding the work achieved and research direction within SNS JU and invitation to participate to French SMEs.	~50 (media, academia, industry, SME)
<b>Online Workshop IMT2030 Promotion Group - 6G-IA</b>	26/11/2024	Online	Presentation of European 6G use cases and technological enablers to Chinese counterparts	~50 audience (academia, industry, SME)
<b>Co-Creation sessions/Workshops at 5G Techritory(3: Trials n pilots, national initiatives etc.)</b>	30/10/2024	Riga, Latvia	Organization and moderation of sessions, panel discussion etc., to further increase the synergies between SNS JU and EU National Initiatives.	~120 mixed audience (academia, industry, SME, government, policy)

Table 12: Webinars organized and participated by SNS ICE consortium Partners

Webinar Topic	Date	Link	Audience reached
6G Vision & Competences Taiwanese partners	06/09/23	<a href="https://smart-networks.europa.eu/event/taiwans-6g-vision-and-competences/">https://smart-networks.europa.eu/event/taiwans-6g-vision-and-competences/</a>	~120
6G-IA Position Paper presentation – Key Strategies for 6G SNS	18/09/23	<a href="https://bscw.sns-ju.eu/pub/bscw.cgi/d25056/6G-IA%20Position%20paper-20230918%200800-1.mp4">https://bscw.sns-ju.eu/pub/bscw.cgi/d25056/6G-IA%20Position%20paper-20230918%200800-1.mp4</a>	~110
3GPP Use Case WS - EU Prep - Open Webinar	16/04/2024	Online	30
Whitepaper presentation on Vertical Agriculture	10/07/2024	<a href="https://aioti.eu/joint-aioti-6g-ia-webinar-promoting-joint-white-paper-the-role-of-6g-in-agriculture/">https://aioti.eu/joint-aioti-6g-ia-webinar-promoting-joint-white-paper-the-role-of-6g-in-agriculture/</a>	55
6G-IA and 5G-MAG Joint Workshop on “Media Beyond 5G – Insights from European Projects	13/05/2024	<a href="https://6g-ia.eu/event/6g-ia-and-5g-mag-joint-workshop-on-media-beyond-5g-insights-from-european-projects/">https://6g-ia.eu/event/6g-ia-and-5g-mag-joint-workshop-on-media-beyond-5g-insights-from-european-projects/</a>	75
Automotive, Transport & Logistics Solutions Webinar	20/11/2024	<a href="https://smart-networks.europa.eu/sns-ice-guide-automotive-transport-logistics-solutions-webinar/">https://smart-networks.europa.eu/sns-ice-guide-automotive-transport-logistics-solutions-webinar/</a>	30
How Digital Innovation Hubs (DIHs) could improve cooperation with technology providers?	2/12/2024	<a href="https://smart-networks.europa.eu/event/sns-ice-scodihnet-webinar/">https://smart-networks.europa.eu/event/sns-ice-scodihnet-webinar/</a>	40
AI/ML as a KEY ENABLER of 6G NETWORKS”	3/18/2025	<a href="https://smart-networks.europa.eu/event/sns-ice-webinar-on-the-white-paper-on-ai-ml-as-a-key-enabler-of-6g-networks/">https://smart-networks.europa.eu/event/sns-ice-webinar-on-the-white-paper-on-ai-ml-as-a-key-enabler-of-6g-networks/</a>	60
Webinar on 3GPP standards and SNS JU impact webinar	3/18/2025	<a href="https://smart-networks.europa.eu/event/3gpp-standards-and-sns-ju-impact-webinar/">https://smart-networks.europa.eu/event/3gpp-standards-and-sns-ju-impact-webinar/</a>	60
SNS ICE Final event- showcasing key achievements	28/04/2025	<a href="https://smart-networks.europa.eu/event/sns-ice-final-event-showcasing-key-achievements/">https://smart-networks.europa.eu/event/sns-ice-final-event-showcasing-key-achievements/</a>	55

Table 13: Info booth co-organized by SNS ICE consortium Partners

Event name	Date	Link	Audience reached
EuCNC 2023	03/06/23 - 06/06/23	<a href="https://smart-networks.europa.eu/event/taiwans-6g-vision-and-competences/">https://smart-networks.europa.eu/event/taiwans-6g-vision-and-competences/</a>	1,300
Mobile World Congress 24	26/02/24 - 29/02/24	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7168626482691444738/">https://www.linkedin.com/feed/update/urn:li:activity:7168626482691444738/</a>	100
EuCNC 2024	03/06/23 - 06/06/23	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7204535937186287616">https://www.linkedin.com/feed/update/urn:li:activity:7204535937186287616</a>	800
5G Techritory 24	30/10/24 - 31/10/24	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7257293255606779904/">https://www.linkedin.com/feed/update/urn:li:activity:7257293255606779904/</a>	80
Mobile World Congress 25	03/03/25 - 06/03/25	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7301175201189298176/">https://www.linkedin.com/feed/update/urn:li:activity:7301175201189298176/</a>	80

Table 14: Brochure/flyer co-designed by SNS ICE consortium Partners

Brochure/flyer/infographics/Roll-up	Number	Audience reached
EuCNC 2023	1 flyers	1300
5G Techritory 23	5 infographics 1 flyer	160
EuCNC 2024	2 Roll-ups 1 Flyer 10 infographics	1000
MWC 24	1 Roll-up	200
5G Techritory 24	2 Roll-ups 1 Flyer 14 Infographics	250
MWC 25	1 flyer	80

In addition, there are infographics and social cards also designed for events and social media platforms.

Table 15: News items by SNS ICE consortium Partners

News item	Link	Audience reached
6G-IA And 6G Platform Germany Signed MoU	<a href="https://smart-networks.europa.eu/6g-ia-and-6g-platform-germany-signed-mou/">https://smart-networks.europa.eu/6g-ia-and-6g-platform-germany-signed-mou/</a>	50
Smart Networks and Services International and European Cooperation Ecosystem (SNS-ICE) project organised an open webinar on the 6th of September to explore the 6G Vision & competencies of Taiwanese partners in the context of its International Collaboration activities.	<a href="https://smart-networks.europa.eu/presentation-and-video-recording-from-the-taiwan-6g-vision-and-competences-webinar/">https://smart-networks.europa.eu/presentation-and-video-recording-from-the-taiwan-6g-vision-and-competences-webinar/</a>	979
European collaboration with international stakeholders, 5G/6G associations and verticals continues	<a href="https://smart-networks.europa.eu/european-collaboration-with-international-stakeholders-5g-6g-associations-and-verticals-continues/">https://smart-networks.europa.eu/european-collaboration-with-international-stakeholders-5g-6g-associations-and-verticals-continues/</a>	23
6G-IA And 6G Platform Germany Signed MoU	<a href="#">Online</a>	60
Smart Networks and Services International and European Cooperation Ecosystem (SNS ICE) project organised an open webinar on the 6th of September to explore the 6G Vision & competencies of Taiwanese partners in the context of its International Collaboration activities.	<a href="https://smart-networks.europa.eu/event/taiwans-6g-vision-and-competences/">https://smart-networks.europa.eu/event/taiwans-6g-vision-and-competences/</a>	72
European collaboration with international stakeholders, 5G/6G associations and verticals continues	<a href="https://smart-networks.europa.eu/european-collaboration-with-international-stakeholders-5g-6g-associations-and-verticals-continues/">https://smart-networks.europa.eu/european-collaboration-with-international-stakeholders-5g-6g-associations-and-verticals-continues/</a>	49
6G-IA and TAICS signed MoU	<a href="https://smart-networks.europa.eu/6g-ia-and-taiwan-association-of-information-and-communication-standards-signed-mou/">https://smart-networks.europa.eu/6g-ia-and-taiwan-association-of-information-and-communication-standards-signed-mou/</a>	168
Taiwan's 6G Vision and Competences	<a href="https://smart-networks.europa.eu/event/taiwans-6g-vision-and-competences/">https://smart-networks.europa.eu/event/taiwans-6g-vision-and-competences/</a>	1084
6G-IA and 5G-MAG Joint Workshop on "Media Beyond 5G – Insights from European Projects"	<a href="https://6g-ia.eu/event/6g-ia-and-5g-mag-joint-workshop-on-media-beyond-5g-insights-from-european-projects/">https://6g-ia.eu/event/6g-ia-and-5g-mag-joint-workshop-on-media-beyond-5g-insights-from-european-projects/</a>	326
SNS ICE / GUIDE: Automotive, Transport & Logistics Solutions Webinar	<a href="https://smart-networks.europa.eu/sns-ice-guide-automotive-transport-logistics-solutions-webinar-2/">https://smart-networks.europa.eu/sns-ice-guide-automotive-transport-logistics-solutions-webinar-2/</a> <a href="https://www.youtube.com/watch?v=cTjyBkEbJY">https://www.youtube.com/watch?v=cTjyBkEbJY</a>	56

SNS-ICE SCoDIHNet Webinar How Digital Innovation Hubs (DIHs) could improve cooperation with technology providers?	<a href="https://smart-networks.europa.eu/sns-ice-scodihnet-webinar-2-12-24/">https://smart-networks.europa.eu/sns-ice-scodihnet-webinar-2-12-24/</a>	48
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Table 16: Press Releases by the SNS ICE consortium

Press release	Link	Audience reached
Driving Innovation Through Co-Creation: SNS ICE at 5G Techritory	<a href="https://idw-online.de/en/news823334">https://idw-online.de/en/news823334</a>	6029
MoU signed between “6G Smart Networks and Services Industry Association” (6G-IA) and “5G Media Action Group (5G-MAG)	<a href="https://idw-online.de/en/news821855">https://idw-online.de/en/news821855</a>	6036
Overview of strategic activities led by the project SNS ICE at 5G Techritory in Riga, Latvia to promote the SNS JU	<a href="https://nachrichten.idw-online.de/2024/11/11/sns-ice-influences-the-conversation-at-5g-techritory-2024">https://nachrichten.idw-online.de/2024/11/11/sns-ice-influences-the-conversation-at-5g-techritory-2024</a>	12657
The enhancemants and purpose of Vertical Engagement Tracker is underlined. It explains how the tool helps to foster innovation with industry associations, and shaping the future of 6G technology by bridging gaps between research and market applications.	<a href="https://idw-online.de/en/news847430">https://idw-online.de/en/news847430</a>	11724



Table 17 : List of Podcasts organized by SNS ICE consortium Partners

#	Title	Guests	Publication date	Listens
1	SNS JU - what is it?	Colin Willcock, Chairman of the Board, 6G-IA, Peter Stuckmann, Head of Unit, Electronic Communications Policy, Implementation and Enforcement, at European Commission	Published on: Aug 07, 2023	65
2	6G for verticals, expectations and the way forward	Raffaele de Peppe, 6GIA Board Member & Vice Chair, TIM + recording of EuCNC	Published on: Aug 28, 2023	76
3	5G Network Applications open up new paths for the creation of new market opportunities and monetisation	Dr. Bessem Sayadi, Research Manager at Nokia Bells Labs and Chairman of the 5G PPP WG on «Software Networks» Prof. Ioannis Tomkos, Technical Program Advisor of the 5G Techritory Forum	Published on: Oct 06, 2023	80
4	Why 6G? The need for next-generation smart networks & services and lessons learned from previous generations.*  *recording of panel discussion via 5G Techritory Forum	Colin Willcock, Chairman of the Board, 6G-IA Raffaele de Peppe, 6GIA Board Member & Vice Chair, TIM Tonko Obuljen, President of the Council, HAKOM Uwe Baeder, Director International Relations ITU/UN, Rohde & Schwarz Erzsebet Fitori, Executive Director, SNS JU	Published on: Nov 22, 2023	157
5	The Convergence of Smart Cities and the Metaverse in the Era of 6G	Rolf Werner, Head of Europe, Nokia Will Townsend, VP & Principal Analyst/Contributor, MOOR INSIGHTS & STRATEGY/FORBES	Published on: Nov 28, 2023	58
6	The European Path Towards 6G	Erzsebet Fitori, Executive Director, SNS JU	Published on: Dec 11, 2023	120
7	The Next-G Alliance, from the eyes of its CTO	Prof. Eric Burger, Next-G Alliance CTO Prof. Ioannis Tomkos, 6G-SNS Steering Board Member	Published on: Dec 20, 2023	46
8	European R&I activities of smart networks and services: Past, present and future opportunities	Dr. Alexandros Kaloxylas, Executive Director 6G IA Mr. Bernard Barani, 6G-IA Senior External Consultant and Dr Werner Mohr, 6G IA Senior Consultant	Published on: Feb 07, 2024	51
9	The role of the 6G-XCEL SNS project in fostering EU-USA cooperation on AI for 6G	Dr. Dan Kilper, Professor of Future Communication Networks at Trinity College Dublin (Ireland), the Director of the CONNECT Centre	Published on: Feb March 15, 2024	31
10	The role of evolving 5G and emerging 6G networks in the Industry 4.0 era	Manuel Lorenzo, Head of the Technology & Innovation of Ericsson, Ioannis Tomkos, Professor, University of Patras.	Published on: March 25, 2024	55

11	5G for verticals: from large-scale trials to adoption, driving economic value in Europe	Raffaele de Peppe, 6G-IA Governing Board Vice-chair, Vertical TF Chair, TIM Carles Antón-Haro, SNS-JU Governing Board Member, Trials WG Chair, CTTC	Published on: May 13, 2024	37
12	Is Mixed Reality the killer app for 5G/6G?	Marios Nicolaou, BD Director p-NET, Jan – Erik Vinje, Managing Director of the Open AR Cloud Association	Published on: August 26, 2024	50
13	Why 6G: The European Priorities	Colin Willcock, Chairman of the Board, 6G-IA Amina Boubendir, Head of Research and Standardization, Airbus Defence and Space Jean Schwoerer, Research Manager, Orange Andreas Mueller, Project Director 6G / General Chair, Robert Bosch GmbH / 5G-ACIA Mohand Achouche, Strategic Advisor, III-V Lab Agustin Diaz-Pines, Deputy Head of Unit - Future Connectivity Systems, European Commission	Published on: November 11, 2024	60
14	SNS Large Scale Trials and Pilots with verticals: Lessons Learnt from Call 1 Projects	Carles Antón-Haro, Director EU Programmes and Industrial Contracts CTTC, Trials WG Chair 6G-IA Spyros Denazis, Professor, University of Patras - FIDAL project David Gomez Barquero, Professor, Polytechnic University of Valencia (UPV) - Imagine B5G project Janina Gauß, WG Leader Interfaces and Connectivity, Fraunhofer IPT - Target-X project Alessandro Trogolo, Innovation expert, Standardization Delegate, Telecom Italia Mobile (TIM) - TrialsNet project	Published on: December 2, 2024	23
15	Shifting the balance: advancing diversity in Telecom R&D	Pooja Mohnani, Eurescom Alexia González Fanfalone, OECD - OCDE Hakima Chaouchi, IMT Prachi Sachdeva, TNO	Published on: December 18, 2024	19
16	Non-Terrestrial Networks, the role and status of Satcom in 5G and 6G	Toon Norp, Senior Business Consultant, TNO Maria Guta, Senior 5G/6G satcom solutions architect, ESA Amina Boubendir, Head of Research and Standardization, Airbus	Published on: January 6, 2025	29
17	The role of National Initiatives in 6G Research and Innovation	Toon Norp, Senior Business Consultant, TNO Colin Willcock, Chairman 6G-Infrastructure Association Paul Wijngaard (Alliance Director of the Dutch FNS National 6G Initiative),	Published on: January 13, 2025	31

		Frederic Pilot (Programme manager for the 6G government assignment in Sweden)		
<b>18</b>	From 5G to 6G: Shaping the Future for Vertical Sectors	<p>Raffaele de Peppe, Board Member of 6GIA</p> <p>Javier Albares, Head of 5G/6G Programs, SNS-O, Belgium.</p> <p>Alessandro Trogolo, Innovation expert and Standardization delegate, Telecom Italia Mobile (TIM), Italy</p> <p>Janina Gauß, WG Leader Interfaces and Connectivity, Fraunhofer IPT, Germany</p> <p>Vivek Gautam, Analyst - Verticals and Telecom, GSMA, UK.</p>	Published on: January 31, 2025	43
<b>19</b>	How SNS project results can contribute to the digitalization of the European industry?	<p>Pierre-Yves Danet, senior consultant at the 6G-IA</p> <p>Claudio De Majo, TRUST-IT</p> <p>Dr. Lucia Castro Diaz, DIHDATA LIFE</p> <p>Manon Le Yeuch, DIH Bretagne</p>	Published on: February 21, 2025	23
<b>20</b>	AI & ML as Key Enablers of 6G Networks	<p>Kostas Trichias (TB chair, 6G-IA)</p> <p>Pawani Porambage (VTT)</p> <p>Chafika Benzaid (UOULU)</p> <p>Marios Avgeris (UvA)</p> <p>Maria Christopoulou (NCSR "Demokritos")</p>	Published on: March 25, 2025	20

Table 18: Videos produced by SNS ICE consortium Partners

Video	Audience reached
SNS ICE General Overview	146
Championing Diversity in 6G by Pooja Mohnani, Project Manager at Eurescom GmbH (EuCNC 2024)	60
Bridging the Gender Gap in Telecommunication & Research by Ishita Mishra	127
SNS ICE: Vertical Engagement	50
SNS ICE: Collaboration with National initiative	46
SNS ICE International Collaboration	46
SNS JU Collaborative 6G Approach - Mikael Fallgren, Ericsson Researcher & SNS JU SB Chairman	72
Shaping the Future: Trials and Pilots Paving the Way to 6G by Carles AntÃ³n-Haro, CTTC in Barcelona	49
SNS ICE Promoting SNS JU Excellence at 5G TECHRITORY 2024	185
SNS ICE and EU Research Environment	33
SNS ICE: 5G for verticals	44
SNS ICE: National Initiatives	40
SNS ICE summary video at the EuCNC & 6G Summit 2024!	47
SNS ICE: 5G for sustainability	55
Unifying Europe's Voice in 6G Standardisation by Jose Almodovar	26
SNS ICE: Future role of 6G	91
SNS ICE: Mobile Operators Perspective	55
Unifying Europe's 6G Vision by Colin Willcock, 6G-IA Board Chairman & SNS-JU Vice-Chaiman	57
SNS ICE for a collaborative environment for European & Global Stakeholders driving #6G	76
Kostas Trichias, Chairman of the SNS JU Technology Board and representative of the 6G IA	130
Europe's Consolidated View on 6G Use Cases by Toon Norp, Senior Business Consultant at TNO	53
Unifying the 6G Ecosystem by Prachi Sachdeva from TNO	39
Showcasing Europe's 6G Vision by Pavlos Fournogerakis, Deputy Head of Programmes at the SNS JU	41
<b>From the Techritory platform</b>	
The European path towards 6G	213
Why 6G? Need for the next-gen smart networks and lessons learned from previous generations	606
WHY 6G: The European priorities	207
The role of National Initiatives in 6G Research and Innovation	9
SNS Large Scale Trials and Pilots with vertical: Lessons Learnt from Call 1 Projects	4
Shifting the balance: advancing diversity in Telecom R&D	10
Non-Terrestrial Networks, the role and status of Satcom in 5G and 6G	10

Table 19 : SNS ICE Publications

Publication Title	Views/Downloads
Policy Brief 1: Trends and recommendations for 6G across key verticals sectors: Opportunities and paths ahead”	72 views and 36 downloads 38 downloads
Policy Brief 2: Building a 6G Ecosystem: Synergies with European and National Initiatives at the EU-level	16 views and 14 downloads 4 downloads
Policy Brief 3: Aligning EU Expectations with Global R&D Trends: Opportunities and Recommendations Towards a single global 6G Standard	16 views and 11 downloads 4 downloads
6G Smart Networks and Services: Global Strategies, Main Work Directions & Future Outlook	804 views
6G Global Landscape: A Comparative Analysis of 6G Targets and Technological Trends	3 sites, 2639 views
6G Research & Innovation Activities in Europe: An Overview of EU & Nationally funded Programmes	294 views
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