



## **SNS CO-OP – SNS Collaborative Operations and Output Optimisation**

### **D4.1: SNS Communication and Dissemination Strategy and Plan**

Version: v1.0

Deliverable type	R (Document, report)
Dissemination level	PU (Public)
Due date	31/03/2025
Submission date	22/05/2025
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Work package, Task	WP4
Keywords	Dissemination plan, Communication strategy, Community, Marketing, Online, Social Media, 6G, SNS JU

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#### *Abstract*

This document defines the dissemination and communication strategy that SNS CO-OP will pursue to guarantee broad visibility, promotion, and uptake of the SNS JU driven activities at European and international levels. The plan has been aligned with the SNS JU Communication Policy and Plan 2025 and is also defining the support that will be provided to the SNS JU office' communication activities.

The plan is a multi-channel approach, leveraging digital and physical engagement strategies to connect with key stakeholders with a strong emphasis on ensuring impactful results are demonstrated through the funded projects of the SNS JU. The plan details content creation, social media campaigns, event participation and liaison efforts to foster collaboration within the SNS JU ecosystem. This includes monitoring and evaluation mechanisms that ensure continuous improvement and alignment. Future iterations of this Deliverable will refine the strategy based on KPIs metrics.

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### Document revision history

Version	Date	Description of change	List of contributors
v0.1	10/02/2025	ToC, input to sections 1, 2, 3, 4, 5	Claudio de Majo (Trust-IT)
V0.2	19/02/2025	Input in sections 3.1.1, 3.1.2 and 3.1.3	Audrey Bienvenu (EURES)
V0.3	24/02/2025	Input in section 3.1, refinement of sections 3.1.1, 3.1.2 and 3.1.3	Pooja Mohnani (EURES)
V0.4	13/03/2025	Adjustments across sections, update of the KPI table, conclusions, executive summary, review of the SNS tracker content.	Valeriya Fetisova (Trust-IT), Veronica Vuotto, (Trust-IT)
V0.5	14/03/2025	Proof-reading, added a risk management section & other contributions through chapters.	Silvana Muscella (Trust-IT)
V0.6	17/03/2025	Internal review and comments provided	Pooja Mohnani (EURES), Raffaele De Peppe (TIM), Manuela Bargis (TIM)
V0.7	21/03/2025	Revised version with integration of changes across the document based on the internal review outcomes	Valeriya Fetisova (Trust-IT)
V0.8	24/03/2025	Review by the Project's Coordinator and suggestions for amendments	David Kennedy, Uwe Herzog (EURES)
V0.09	08/04/2025	Submitted for review to Project's Coordinator	Silvana Muscella, Valeriya Fetisova, Veronica Vuotto (Trust-IT Services)
V0.10	14/04/2025	Feedback received from Project's Coordinator	David Kennedy, Uwe Herzog (EURES)
V0.11	28/04/2025	Submitted revised version to Project's Coordinator	Silvana Muscella, Valeriya Fetisova, Veronica Vuotto (Trust-IT Services)
V0.12	13/05/2025	Received reviewed version with comments to be addressed	Pavlos Fournogerakis, Chiara Mazzzone (SNS JU Office), David Kennedy, Uwe Herzog (EURES)
V0.13	21/05/2025	Submitted revised version to Project's Coordinator	Silvana Muscella, Valeriya Fetisova, Veronica Vuotto (Trust-IT Services)
V1.0	22/05/2025	Final editorial check	Uwe Herzog (EURES)

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### **Acknowledgment**

This report was elaborated by the SNS CO-OP CSA funded by the European Commission Horizon Europe programme under Grant Agreement No 101192000. The European Commission has no responsibility for the content of this document.

## Executive Summary

This document details the SNS CO-OP communication and dissemination strategy and plan based on the Grant Agreement and in alignment with the coordination with the SNS JU office. This deliverable is dedicated to capitalising on the awareness, network, audience and consolidating processes built by the previous SNS JU Coordination and Support Actions (SNS OPS & SNS ICE) to successfully promote the 6G Smart Networks and Services Joint Undertaking (SNS JU), as an essential part of the Horizon Europe programme to achieve European Leadership in 6G.

The SNS CO-OP ambition is to support the 6G Smart Networks and Services JU in achieving its goals. This will include working in partnership with the SNS JU office and the SNS JU projects, to support the dissemination of the SNS JU vision, objectives, and results in close coordination with 6G IA global liaison activities and the European SNS stakeholders.

To achieve the ambitions, SNS CO-OP will disseminate and communicate the results, outcomes and impacts generated within the whole SNS JU ecosystem by:

- **Promoting the results** and achievements of the SNS JU projects.
- **Increasing the visibility of the SNS JU** by promoting the work and results to the stakeholder communities.
- **Enhancing the reputation of the SNS JU initiative** by disseminating its progress outcomes with a focussed ecosystem and community perspective.
- Maximising the promotion of **the SNS JU European vision and ambition** through targeted communication materials and activities.

This deliverable describes the main objectives and specific planned communication and dissemination activities. The main objectives of the SNS CO-OP Communication and Dissemination Strategy and Plan for the first period of the project work are to:

- **Coordinate and provide support to SNS JU** to enhance its positioning, presenting the key differentiating strategic goals.
- **Leverage and strengthen the SNS JU brand** in all the envisaged online and offline communication activities (i.e., the online portal, social media etc.).
- **Coordinate SNS JU dissemination and community-building activities** through periodic communication task force meetings with all SNS project communication managers.
- **Support strategic events with promotion, preparation and marketing materials**, including the Mobile World Congress annual events, EuCNC and 6G Summit annual editions, in collaboration with all relevant stakeholders.

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## Abbreviations

3CN	3C Network – Connected, Collaborative Computing
3GPP	Third Generation Partnership Project
6GF	6G Forum
6G-IA	6G Industry Association
AI	Artificial Intelligence
AIOTI	Alliance for IoT and Edge Computing Innovation
AR	Augmented Reality
ATIS	Alliance for Telecommunications Industry Solutions
B5PC	Beyond 5G Promotion Consortium
B6GA	Bharat 6G Alliance
CCSA	China Communications Standards Association
CHIPS-JU	Chips Joint Understanding
CSA	Coordination and Support Action
CSO	Civil Society Organization
DG-CNECT	Directorate-General for Communications Networks, Content and Technology
EC	European Commission
ECCC	European Cybersecurity Competence Centre
ECS	Edge Computing System
ECSO	European Cyber Security Organisation
ESA	European Space Agency
ETP	European Technology Platform
ETSI	European Telecommunication Standards Institute
FSTP	Financial Support to Third Party
HE	Horizon Europe
HPC	High Performance Computing
ICT	Information and Communication Technology
IMT-2030	International Mobile Telecommunications - 2030
IPCEI	Important Projects of Common European Interest
ISAC	Integrated Sensing and Communications
ITU-R	International Telecommunication Union – Radiocommunication Sector
KPI	Key Performance Indicator
KSO	Key Strategic Orientation
KVI	Key Value Indicator
MIMO	Multiple Input – Multiple Output
ML	Machine Learning
MNO	Mobile Network Operator

MR	Mixed Reality
NESSI	Networked European Software and Services Initiative
NGA	Next G Alliance
NGMN	Next Generation Mobile Networks Alliance
NGO	Non-Governmental Organization
NTN	Non-Terrestrial Network
NWE	NetworldEurope
PSCE	Public Safety Communications Europe
RAN	Radio Access Network
RIS	Reconfigurable Intelligent Surface
RT	Real Time
SB	Steering Board
SEO	Search Engine Optimisation
SME	Small or Medium sized Enterprise
SNO	Satellite Network Operator
SNS JU	Smart Network and Services Joint Undertaking
SoC	System on a Chip
SRIA	Strategic Research and Innovation Agenda
TB	Technology Board
TF	Task Force
TN	Terrestrial Network
TRL	Technology Readiness Level
TSDSI	Telecommunications Standards Development Society
UAV	Unmanned Aerial Vehicle
VR	Virtual Reality
VSC WG	Vision and Societal Challenges Working Group

# 1 Introduction

## 1.1 Purpose and scope

This deliverable represents the initial iteration of the plan for Dissemination, Exploitation and Communication (DEC) activities for the SNS CO-OP project for Period 1 of the project implementation (M01-M15). Its primary goal is to articulate the key activities that will be orchestrated and supported to ensure the achievement of the communication and dissemination objectives.

The project's communication team will employ dedicated multichannel actions to support the progress towards the SNS JU's goals of driving European leadership in 6G, strengthening strategic collaboration and promoting SNS JU activities and participation.

The described plan aligns with the SNS JU Office Communication Policy and Plan, highlighting the planned support for the SNS JU office communication in the SNS JU dissemination activities.

The timeline below outlines the key communication and dissemination activities planned by SNS CO-OP for the Period 1 (up to M15).

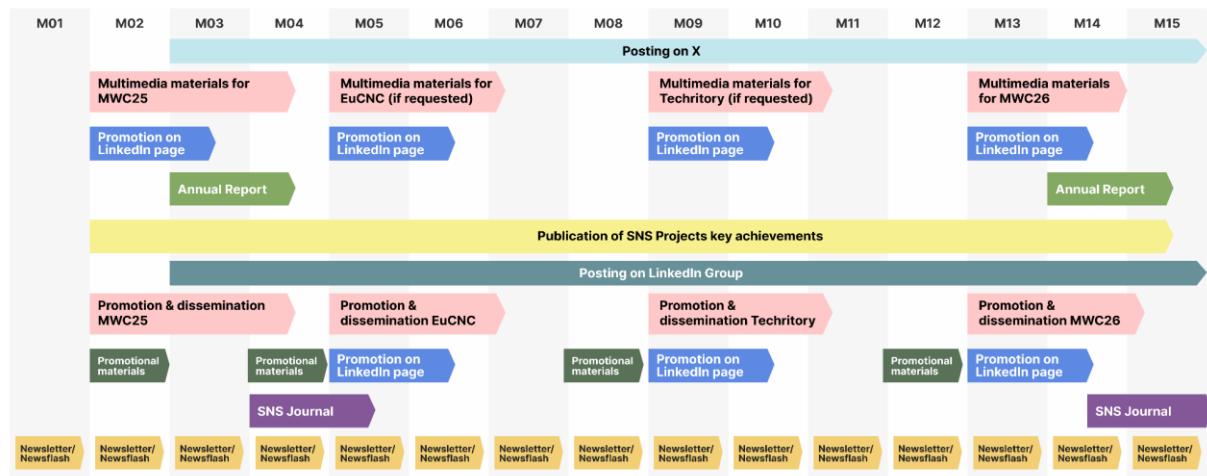


Figure 1: Timeline of major SNS CO-OP's communication and dissemination activities up to M15

## 1.2 Structure of the document

The document is structured into four main sections that aim to provide a comprehensive overview of the communication and dissemination strategy and plan employed by the project:

**Section 2** presents an overview of project integration from a communication and dissemination perspective with the list of envisaged deliverables, as well as the planned coordination frequency with the SNS JU office;

**Section 3** describes the communication and dissemination strategy for Period 1 in relation to the leveraged channels;

**Section 4** discusses the support to be provided for a successful SNS JU's participation in events, as well as the work to be delivered for the graphical and layout improvements of strategic communication materials;

**Section 5** outlines the strategy for stakeholder and community engagement, including the coordination of the Communication Task Force involving all running SNS projects.

## 1.3 Relation with other documents

This document is the first version of SNS CO-OP's strategic communication, dissemination and exploitation plan covering the planned activities for Period 1 of SNS CO-OP.

It will be followed by a revised version in **D4.3 Second SNS Dissemination and Communication Strategy and Plan (M15)** that will report on P1 activities and plan the activities for Period 2 based on the evolution of the programme and the experience from Period 1.

## 2 Project Integration and Coordination

### 2.1 Objectives and Goals

The communication and dissemination strategy of SNS CO-OP is aimed to support the SNS JU office in advancing the European leadership in 6G technology and future smart networks and services development through targeted communication and dissemination actions in line with the [SNS JU Communication Policy and Plan](#)<sup>2</sup>.

Taking into account the three primary communication goals of SNS JU, namely driving European leadership in 6G development, strengthening strategic collaboration and promoting SNS JU activities and participation, SNS CO-OP has outlined in this document the supporting activities that strive to amplify SNS JU's impact and enhance its online and offline visibility and outputs. Concurrently, the strategic usage of a diverse range of communication channels, outlined in Section 3 of this document, has as the goal to foster engagement with the key identified stakeholders and expand SNS JU's outreach.

Overall, the aim is to bring high visibility to all the SNS JU's advancements and outputs to strengthen the visibility of European actors in shaping the future communication technologies, playing therefore also an advocacy role.

WP4 serves as the primary interface between SNS JU and all the targeted stakeholders involved, while leading the development, refinement, and implementation of the project's communication, dissemination, and exploitation strategy. The objectives of SNS CO-OP's Dissemination and Communication activities are as follows:

- **Define and implement an impact-driven dissemination and communication strategy**, establishing a high-level framework and action plan for an aligned cooperation with SNS JU that supports its mission and meets its communication objectives.
- **Develop original, impact-oriented content** presenting SNS core values, success stories from the SNS projects, multimedia material, and curated opportunities for engagement collected from the SNS stakeholders.
- **Enhance visibility and ensure the sustained online and media presence of SNS JU**, which includes a regular update of the SNS JU portal and the SNS JU Tracker, as well as the management of the SNS social media channels.
- **Establish and manage communication with the SNS JU office**, to ensure coherent and adaptive planning, overseeing, and delivering of the dissemination and communication strategy.
- **Promote the achievements of the SNS JU through various publications** (Newsflashes, SNS Journals), increasing the visibility of SNS projects and highlighting key use cases, outcomes, and major accomplishments.

Hence, the SNS CO-OP communication and dissemination strategy is designed to ensure effective support to SNS JU office, result-driven communication activities and impactful promotion of the SNS projects' results.

The figure below illustrates the key pillars of the communication and dissemination strategy and the channels to be leveraged. It also provides an overview of the activities that will be supported on continuous, ad hoc and periodic basis.

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<sup>2</sup> <https://smart-networks.europa.eu/wp-content/uploads/2025/01/sns-ju-communication-policy-and-plan-2025.pdf>

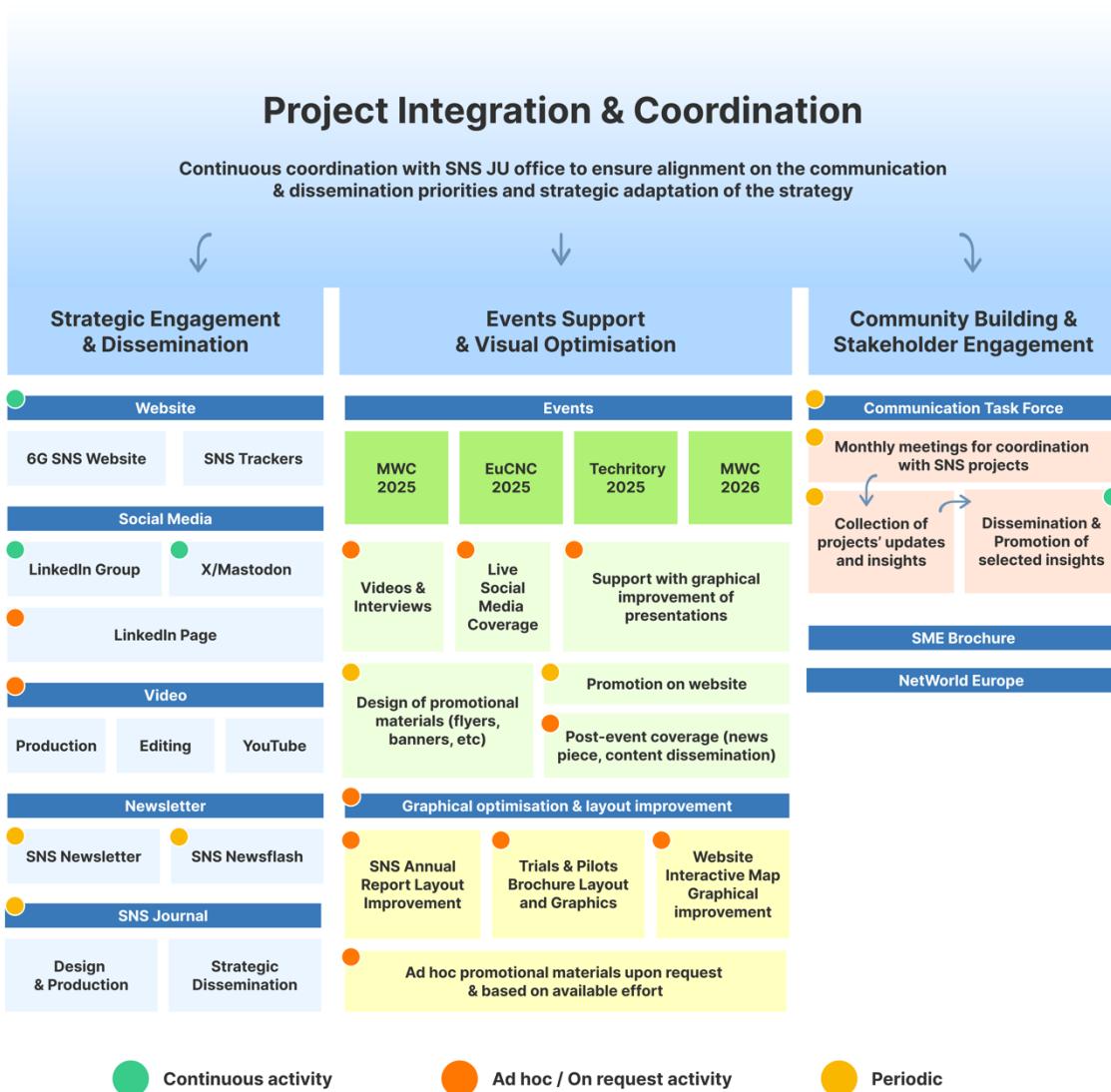


Figure 2: Overview of the Communication and Dissemination Strategy based on channels and support type

## 2.2 Target Audience

SNS CO-OP is designed to prioritise Europe's strategic autonomy by supporting the SNS JU's mission to bolster Beyond 5G technologies and create a 6G ecosystem in Europe. By leveraging collaboration with leading European R&D and telco players and integrating global expertise, SNS CO-OP will support positioning Europe in the global 6G technology landscape. To promote the SNS JU's mission, SNS CO-OP is running a set of communication activities targeted at a diverse range of stakeholder groups (SGs).

In Period 1, European stakeholders contributing to a cohesive and strategic European approach to 6G development by aligning national initiatives, fostering collaboration, and maximizing the impact of research and innovation will be central to the communication and dissemination strategy. In particular, the main groups are:

- SG1: National Initiatives for 6G ensuring alignment with the SNS JU vision, optimizing resource allocation, streamlining efforts, and amplifying Europe's leadership in 6G development.
- SG2: Peer Associations & Joint Undertakings providing strategic insights and resources that harmonize objectives, prevent duplicative efforts, and strengthen Europe's digital innovation landscape.

- SG3: SMEs within NetworkEurope serving as the backbone of innovation, fostering collaboration, securing funding opportunities, and offering a platform to showcase advancements that drive the European digital economy.
- SG4: R&I Initiatives complementing SNS JU's objectives, accelerating 6G technology development through shared knowledge, amplified research outcomes, and an innovation-driven environment.

In addition, the communication and dissemination activities organically expand their reach to vertical associations that bring sector-specific expertise and industry-driven requirements, policy-makers and regulatory bodies who play a key role in shaping a stable and inclusive SNS ecosystem, standardisation bodies, which drive the adoption of agreed-upon digital partnerships, particularly in areas like secure 5G and beyond-5G/6G technologies.

## 2.3 Coordination of Communication and Dissemination activities between SNS CO-OP and SNS JU

To foster a structured, coherent, and results-driven approach to communication, dissemination, and outreach activities, SNS CO-OP will establish **bi-weekly coordination meetings** with the SNS JU office, in line with the SNS Ju Communication Plan 2025. These sessions will provide a consistent framework for strategic dialogue, enabling the timely identification of priorities and the alignment of actions with the overarching objectives of SNS JU, and for discussing and agreeing on concrete actions.

The meetings will serve as a dedicated platform for continuous collaboration, supporting the management and enhancement of SNS JU's digital presence across its website and social media channels. Through these interactions, both parties will be able to proactively define dissemination priorities, optimize outreach efforts, and strengthen stakeholder engagement. Furthermore, the coordination meetings will be used to discuss with SNS JU the news, events, activities and announcements to be prioritised by the communications team, which will ensure they are promptly streamlined through the communication and dissemination channels.

Moreover, the coordination meetings will play a pivotal role in preparing for major events, ensuring that SNS JU's participation is strategically planned, thoroughly promoted, and aligned with key messaging goals. In the lead-up to significant events, additional ad hoc coordination calls may be organized, subject to mutual agreement, to refine communication strategies, harmonize narratives, and guarantee comprehensive visibility and impact. These efforts will collectively reinforce SNS JU's positioning and influence within the broader ecosystem.

## 2.4 Communication and Dissemination KPIs

The impact of the communication and dissemination activities will be evaluated in close collaboration with the SNS JU office, using the action plans outlined in this deliverable as a reference point. Rather than relying on predefined KPIs, the emphasis will be placed on delivering high-quality support that aligns with SNS JU's evolving priorities and strategic objectives.

Given the dynamic nature of communication needs, particularly in relation to key events and messaging, SNS CO-OP recognises the importance of maintaining a flexible and responsive strategy. The approach prioritises regular alignment, visibility enhancement, and effective branding, all tailored to the specific needs of SNS JU.

Accordingly, impact and progress will be assessed through ongoing coordination with SNS JU, allowing for regular adjustments to the strategy. Any significant revisions to the plans will be documented and reported in D4.3 Second SNS Dissemination and Communication Strategy and Plan (M15).

In addition to the ongoing coordination with the SNS JU Office to ensure high-quality support in communication and dissemination, WP4 partners will also closely monitor the implementation of their activities in alignment with the KPIs outlined in the GA. The KPIs, as committed in the GA, are presented in the table below.

\***NB.** Nevertheless, the Table 1 is subject to priorities tackled amongst all the organisations involved in

the communication and dissemination activities, to focus more on impact-oriented results and less on the actual figures indicated as KPI targets at project end.

*Table 1: SNS CO-OP Project's KPIs*

Topic	Responsible partner	Means	KPI target (at project end) (*NB)
<b>SNS Presentations Orchestrated</b>	All partners / Trust-IT Services tracking the presentations	@Workshops/Special sessions /webinars/ Info Days /Interventions at events	30 presentations
<b>SNS Publications</b>	All partners, WP4 supporting the dissemination	Policy Briefs, White papers & SNS JU Position papers	100% Availability of all papers as produced
<b>SNS Events organised</b>	WP4 supporting the coordination, promotion and dissemination	A number of well attended events	≥ 20 events supported and organised
<b>SNS Portal</b>	EURESCOM	Audience reached	≥ 10,000 unique visitors, ≥ 2min visit
<b>SNS Social Media Channels: X &amp; Mastodon</b>	Trust-IT	Engagement & reach rate	> 500 impressions / month
<b>SNS Social Media Channels: LinkedIn Group</b>	Trust-IT	Frequency of posts	At least 3 posts / week
<b>SNS newsletter</b>	IDATE	Number of newsletters / newsflashes	8 newsletter, 20+ newsflashes
<b>Promotional materials</b>	Trust-IT	Flyers, Roll-ups, Posters etc	≥10 unique items
<b>SNS JU Journals</b>	IDATE	Publication	2 issues, ≥ 1,500 downloads by the project end
<b>Podcasts</b>	VASES	Number of episodes produced	≥ 4 episodes per calendar year
<b>NetworldEurope web portal</b>	EURES	Portal Audience reached	≥ 1,000 unique visitors, ≥ 2min visit
<b>NetworldEurope Social Media</b>	AUSTRALO	Followers LinkedIn and X, if applicable	> 1,000 by the end of the project
<b>SME Brochure(s)</b>	AUSTRALO	Publication	> 500 downloads via web & Zenodo

## 2.5 Communication and Dissemination Deliverables and Milestones

WP4 will provide an update of the actions outlined in this deliverable through the subsequent deliverable, specifically D4.3 (M15). D4.3 will offer in-depth insights and reporting on the support activities done by WP4, a comprehensive analysis of social media, and an assessment of progress in achieving the set KPIs. Additionally, it will elaborate on the ad hoc support delivered to SNS JU, in

particular during key events, and provide adapted action plans, where needed, to ensure alignment with SNS JU's priorities.

In addition, the Period 1 of the project's implementation will include the delivery of the First Year SNS Journal by M06, which will be subsequently disseminated by WP4 and delivered as D4.2.

*Table 2: Further Deliverables under WP4 for Period 1*

<b>Deliverable name</b>	<b>Lead partner</b>	<b>Due date</b>
D4.2 First Year SNS Journal	IDATE	M06
D4.3 Second SNS Dissemination and Communication Strategy and Plan	Trust-IT	M15

### 3 Strategic Engagement, Dissemination and Digital Communication Strategy

To support the SNS JU's mission and strategic priorities, SNS CO-OP will adopt a **multichannel approach** to effectively promote the SNS JU's objectives and ensure the targeted dissemination of its key outputs.

SNS CO-OP will align with the SNS JU's branding guidelines<sup>3</sup> and utilize its established communication channels to:

- **Amplify visibility** of its efforts to strengthen the EU 5G/6G ecosystem
- **Provide strategic communication support** to the SNS JU during key high-level events

In the framework of SNS CO-OP project implementation, a revision of the SNS visual identity and branding is not envisaged. WP4 will seek to optimise the available communication channels and, where possible, provide suggestions for innovative dissemination methods in the framework of the available resources.

The **primary communication and dissemination channels** that will be leveraged are:

1. SNS JU Website<sup>4</sup>
2. SNS JU Social Media Channels (LinkedIn Group, LinkedIn page, X / Mastodon)
3. SNS Newsletter and Newsflashes
4. SNS YouTube channel

The content promoted and disseminated will be tailored to the respective channel(s) and follow the overall goal of the activities of serving a strategic supportive role to the SNS JU Office.

Accordingly, some communication activities will be carried out on a regular basis, while others will be ad hoc, depending on the SNS JU's evolving priorities and the resources available in WP4.

As part of the **regular communication efforts**, the following channels will be continuously leveraged to ensure consistent visibility and timely updates on SNS JU activities:

- **SNS Website** (managed by Eurescom): to maintain a steady online presence and serve as a central hub for announcements, news, and publications
- **LinkedIn Group** (managed by Trust-IT): to increase visibility of SNS Projects and foster opportunities for collaboration and synergies

In parallel, additional communication channels will be leveraged on an **ad hoc basis**, primarily in response to specific requests from the SNS JU Office for the promotion of strategic outputs, such as high-level events or key insights.

These include:

- **SNS JU Official LinkedIn Page** (managed by the SNS JU Office & supported ad hoc by Trust-IT) used only on SNS JU request for live coverage or strategic highlights;
- **X / Mastodon** (managed by the SNS JU Office & supported by Trust-IT) to amplify reach by cross-sharing content originally posted on the SNS JU LinkedIn page;
- **YouTube**, (managed by the SNS JU Office & supported by Trust-IT) serving as a long-term repository for produced videos and interviews, supporting broader dissemination when relevant.

Finally, a set of channels will be used on a **recurring basis** to share key insights and contribute to community-building efforts:

- **SNS Newsletter**, (managed by IDATE) published quarterly to provide a high-level overview of

<sup>3</sup> <https://smart-networks.europa.eu/brand-guidelines-and-logos/>

<sup>4</sup> <https://smart-networks.europa.eu/>

major announcements and developments from the SNS JU

- **SNS Newsflash**, (managed by IDATE) distributed monthly to offer a closer look at SNS Projects updates and strategic insights from SNS JU.

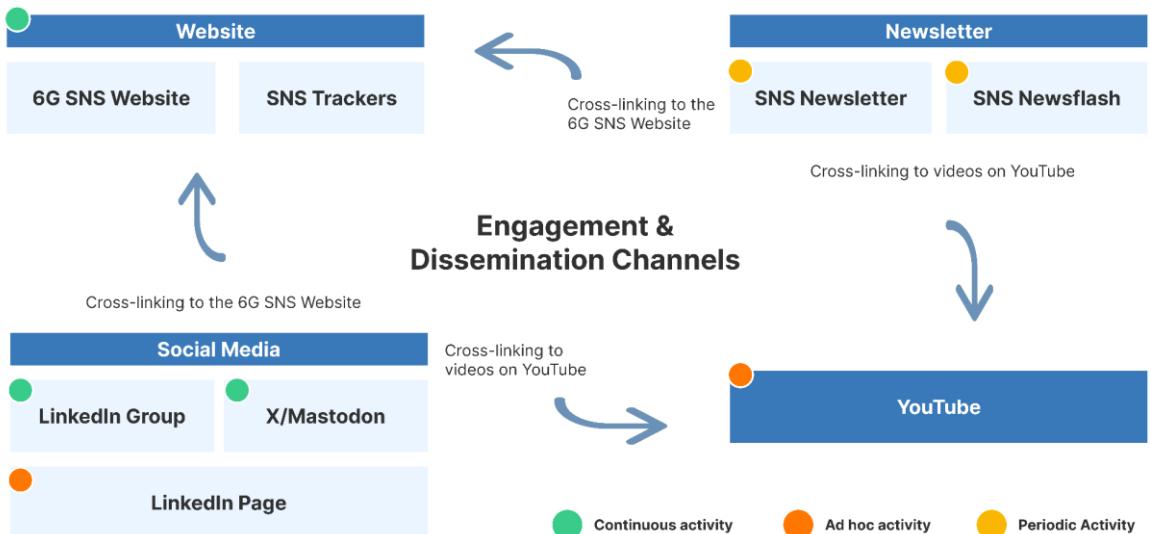


Figure 3: Engagement & Dissemination channels and their cross-linking for increased engagement

Based on the listed channels, SNS CO-OP will follow an integrated comprehensive approach designed to ensure continuity and cross-referencing across all communication platforms. Social media will be leveraged to provide increased visibility to SNS projects, highlight key SNS JU's updates and direct audiences to the website, where more detailed information is available. Additionally, the announcements and news published by the SNS JU office on the LinkedIn page will be promptly streamlined through the other social media channels managed and supported by Trust-IT Services.

In parallel, the website will prominently feature hyperlinks to LinkedIn and YouTube to encourage ongoing engagement and facilitate traffic flow between the website and the SNS JU's social channels. As a result, this cross-linkage will aim to strengthen the visibility of key messages and ensure smooth user journeys across all communication channels.

The management plan and objectives for each communication and dissemination channel is provided in the following sections with reference to Period 1 exclusively.

### 3.1 Website

The SNS JU website serves as the digital interface to the SNS JU community and is one of the main communication channels and information sources related to the Joint Undertaking.

The website serves as the central hub for all communications and is designed to enhance the visibility and achievements of the SNS JU and its projects, coordinating activities between different active stakeholders and reaching out to audiences beyond the R&I community. The website is primarily responsible for providing access to:

- News updates and announcements.
- Detailed information about SNS JU, its activities and its projects.
- Resources for participants, including call information, event announcements & details, Official procurements, & job vacancies.
- Repository for SNS legal documents and transparency reports.

SNS CO-OP will oversee promotion of project and programme related activities, success stories etc. via the website to highlight the impact of the SNS JU initiative.

### 3.1.1 Key website sections being maintained in Period 1

The SNS JU website is designed to highlight the benefits, progress and opportunities it offers to its stakeholders including Industry and R&I Actors, National and international policy makers, EU regulatory and advisory bodies and the SNS community. It provides essential information on projects, achievements, public results, and key event participations.

Structured for intuitive navigation, the website is built to be scalable, allowing seamless integration of future SNS JU projects and initiatives.

The key sections of the website maintained as part of Communications and dissemination are:

- **Project News & Information:** Detailed descriptions of SNS JU projects, including their goals, achievements, and public results.
- **SNS News and Updates:** Regularly updated information on funding opportunities, organized events, publications, and procurements.
- **SNS Event Support and promotion:** Online registration facilities for workshops and information days, including web-based forms that collect participant details.
- **SNS Public Consultations support:** Online forms enabling community feedback on Whitepapers and draft Work Programmes.
- **Analytics and Traffic Monitoring:** Usage statistics provided by Matomo Analytics, ensuring ethical and GDPR-compliant data handling.

To support continuous improvement and transparency, SNS CO-OP is monitoring the performance of communication efforts across key touchpoints. This includes tracking website traffic and user behaviour, engagement with content such as the SNS Journal and project updates, interaction with event pages and registration forms, and the effectiveness of newsletters and newsflashes. Social media metrics and user feedback collected through online forms are also reviewed to assess reach, engagement, and community interest. These insights help guide future content and structural improvements.

### 3.1.2 Website developments foreseen for Period 1

Planned developments for the SNS JU website include:

- **Enhancing News Prioritisation:** With the ever-growing volume of news, it will be necessary to optimise content placement to balance the visibility of interesting project news and key SNS JU Office updates.
- **Enhancing visuals and graphics:** the increasing volume of information will need continuous improvements in the presentation methods, including the use of interactive charts, timelines etc. to summarize complex information in easy-to-understand format for better engagement. However, this has to be balanced against making the website heavy and slow.
- **Evolving the Analytics capabilities:** some effort will be spent further refining the Matomo Analytics settings to, potentially, gain more detailed insights into site usage while maintaining GDPR compliance.
- **Optimising Event registrations & Contact form:** significant work is anticipated for providing online registration tools and contact forms on demand for the community to support participant sign-ups, data collection, and event registration processes.
- **Implementation of SEO strategies:** to improve website's visibility and performance optimize title tags and meta descriptions. Add internal/external links to related pages to improve navigation and SEO.

The SNS JU website will continue to evolve as a vital resource for the SNS community, ensuring transparency, accessibility, and compliance with EU regulations. SNS CO-OP will oversee promotion of project and programme related activities, success stories etc. to highlight the impact of the SNS JU.

### 3.1.3 SNS JU Trackers

SNS CO-OP will maintain and continuously update the SNS JU Tracker suite, originally developed under the CSAs 6GStart, SNS ICE, and SNS OPS. This suite includes three complementary tools: the Standards Tracker, the Vertical Engagement Tracker, and the KPI Tracker (comprising both Programme and Technical KPI Radars). Together, they will serve as resources for tracking, analysing, and showcasing the progress and impact of SNS JU Research & Innovation projects. Updates will be conducted in close collaboration with T1.3 (Data Collection & Progress Assessment) and T2.3 (Vertical Engagement) to ensure coherence across methodologies and thematic focus areas. The following sections provide specific details on each tracker, along with the planned dissemination actions tailored to their respective functions and audiences.

#### 3.1.3.1 Standards Tracker

The Standards Tracker is an online platform designed to support SNS JU R&I projects contributing to pre-standardisation and formal standardisation processes. It offers a central access point to monitor project contributions, navigate relevant telecommunications standards, and follow updates from major standards development organisations (e.g. 3GPP, ETSI, IETF, ITU and more). By consolidating this information, the tool helps the funded projects align with European and global standardisation objectives, coordinate their efforts, and maximise the impact of their contributions especially as the majority of the projects will have dedicated tasks on their standardisation activities within their workplans.

The outputs from each of the trackers will serve as a direct result for the SNS JU Office, where data is regularly updated and results evolve continuously. This requires continuous engagement with projects to collect, validate, and consolidate inputs.

The website and maintenance for the subset domain names sit under the remit of Trust-IT, where updates are monitored regularly and shall be fed in the corresponding periodic reports.

**Dissemination and promotion of the Standards Tracker** will be carried out under WP4, particularly T4.1 (Dissemination Plan), T4.2 (Online Presence), and T4.4 (SNS Journals). Content derived from tracker updates will be promoted through the SNS JU portal, SNS newsletters, social media channels (LinkedIn, X). Promotional materials such as infographics, brochures, and visualised tracker results will be featured in strategic outreach events, including EUCNC & 6G Summit and 5G Techtritory, under the scope of WP6.

SNS projects will be approached as part of the monthly Communication Task Force calls where all projects will be invited to provide updates on their knowledge valorisation activities (i.e., standards, dissemination IP and exploitation). Exposing the Standards tracker to the existing and new projects will be an important outreach activity.

*Table 3: Dissemination Channels for Standards Tracker*

Channel Type	Platforms	Descriptions
<b>Website / Portal</b>	SNS JU website (trackers' sections managed by Trust-IT)	The Standards Tracker tool is accessible here: <a href="https://sns-trackers.sns-ju.eu/standards-tracker">https://sns-trackers.sns-ju.eu/standards-tracker</a>
<b>Social Media</b>	LinkedIn, X/Mastodon	Dedicated posts can be created to promote this tracker, both on social media like LinkedIn, X and Mastodon, and the LinkedIn Group
<b>Newsletter / Newsflash</b>	SNS JU newsletter	A dedicated newsflash can be sent out to promote the work of the Standards Tracker

### 3.1.3.2 Vertical Engagement Tracker

The Vertical Engagement Tracker (VET) will continuously gather data on interactions and partnerships between SNS JU projects and vertical industries. It will capture contributions related to Memoranda of Understanding (MoUs), cross-sector collaborations, projects' use cases and participation in vertical-oriented events. It will be updated based on activity mapping and feedback collected via T2.3's engagement efforts.

**Dissemination and promotion of the Vertical Engagement Tracker:** As outlined in T2.3 and aligned with T4.1 and T4.2, the VET will be promoted through sector-specific communication materials tailored to associations and stakeholders in verticals such as manufacturing, maritime, and XR. Tracker outputs will inform the content of vertical-focused sessions at flagship events, and will be used to develop position papers that reflect multi-sectoral collaboration. Furthermore, a dedicated webinar series on verticals will be launched as part of the engagement and dissemination strategy, allowing for focused outreach and dialogue with industry stakeholders. Promotional outputs such as infographics, online dashboards, and short-form media content will be displayed during key public forums, including 5G Techtritory and EuCNC & 6G Summit.

*Table 4: Dissemination Channels for VET*

Channel Type	Platforms	Description
<b>Website / Portal</b>	SNS JU website (trackers' sections managed by Trust-IT)	The VET tool is accessible here: <a href="https://sns-trackers.sns-ju.eu/vertical-engagement-tracker">https://sns-trackers.sns-ju.eu/vertical-engagement-tracker</a>
<b>Social Media</b>	Media content on LinkedIn, X/Mastodon	Dedicated posts can be created to promote this tracker, both on social media like LinkedIn, X and Mastodon, and the LinkedIn Group
<b>Newsletter / Newsflash</b>	SNS JU newsletter	Dedicated sector-specific communications will be created, specific to associations and stakeholders in verticals
<b>Promotional Materials</b>	Sectors-specific infographics, online dashboards	These materials will be displayed in relevant events as e.g. Techtritory or EuCNC

### 3.1.3.3 KPI Tracker (Programme and Technical KPI Radars)

The KPI Tracker provides two complementary radar visualisations: the Programme KPI Radar, updated annually based on data from the CSA questionnaire, and the Technical KPI Radar, currently under revision. These tools will assess project contributions and technical evolution, drawing from the Monitoring & Analysis Framework developed in SNS OPS and refined under SNS CO-OP T1.3.

**Dissemination and promotion of the KPI Tracker:** KPI insights will be incorporated into deliverables (e.g., D1.1 and D1.3), white papers, and policy briefs under WP1. These outputs will then be shared via the SNS JU portal, newsletters, journals (T4.4), and through infographics and promotional visuals presented during key dissemination events under WP6. Social media campaigns and tailored updates through the SNS website and analytics tools will help ensure that the KPI Tracker remains a high-visibility resource among stakeholders.

Table 5: Dissemination Channels for KPI Tracker

Channel Type	Platforms	Description
<b>Website / Portal</b>	SNS JU Portal; KPI visual tools embedded online	The KPI Radars can be accessed here: <a href="https://sns-trackers.sns-ju.eu/kpi-radars">https://sns-trackers.sns-ju.eu/kpi-radars</a>
<b>Social Media</b>	LinkedIn, X, Mastodon	Tailored communications using tracker infographics
<b>Analytics Tools</b>	KPI tracker tools and visuals dashboards to engage stakeholders	

Figure 4: SNS JU Trackers online suite

### Joint Promotion and Dissemination Activities

By ensuring frequent updates and targeted communication for each tracker, and embedding them within SNS CO-OP's broader dissemination architecture, especially WP1 (Strategic Perspectives), WP2 (Stakeholder Engagement), and WP4 (Dissemination), the project will maximise the strategic value and visibility of the trackers. Dissemination will include their integration into flagship conferences (under WP6), white paper production, vertical engagement activities, and online campaigns. In addition, tracker insights and results will be disseminated more widely within the SNS JU Communication Task Force, enabling coherent messaging and amplifying reach across the full communication ecosystem of the initiative. In order to encourage the uptake and active use of all trackers, a recurring agenda item will be introduced in the monthly calls of the communications Task Force where up to 80 R&I projects of the SNS JU participate. This will provide regular visibility to new contributions, allowing projects to highlight their latest inputs to the VET or the standards tracker. Where appropriate, short presentations by projects may be encouraged to stimulate cross-fertilisation between projects. Additionally, dedicated meetings or thematic exchanges may be organised, when needed, in collaboration with other R&I initiatives active in vertical domains or standardisation. Synergies with other CSAs promoting horizontal and vertical standardisation, such as the CSA EU funded projects dealing with international standardisation [StandICT.eu](#) (European fellows applying to 6G Standards activities) and [INSTAR](#) (i.e., Task Force on 6G), will also be leveraged to ensure wider dissemination, alignment, and engagement across the broader ecosystem.

Table 6: Dissemination Channels for all trackers

Channel Type	Platforms
<b>Strategic Integration</b>	Embedded across WP1 (Strategic Perspectives), WP2 (Stakeholder Engagement), WP4 (Dissemination), and WP6 (Events)
<b>Conferences &amp; Events</b>	Integration in flagship events (e.g., EUCNC & 6G Summit), thematic exchanges with vertical or standardisation-focused initiatives
<b>Communication Task Force</b>	Monthly calls with 80+ SNS JU R&I projects; dedicated agenda points; short presentations to promote cross-fertilisation
<b>Publications</b>	White papers, position papers reflecting tracker insights
<b>Synergistic Collaboration</b>	Coordination with other CSAs (e.g., StandICT.eu, INSTAR) on international standardisation activities
<b>Dedicated Meetings</b>	Organised ad hoc to stimulate stakeholder interaction and tracker uptake

## 3.2 Social Media Channels

In Period 1 of the SNS CO-OP project, **LinkedIn** will be the main social media channel that will be leveraged with the main objectives of:

- boosting community engagement and further building
- promoting SNS JU's participation at high-level events, key insights and major news
- disseminating post-event and SNS JU's outputs (such as the SNS Journal, the SNS Annual Activity Report, interviews and more)

As part of the communication and dissemination on LinkedIn, SNS CO-OP will leverage primarily two channels:

- **Official SNS JU LinkedIn page**<sup>5</sup>: promotion of SNS JU news and activities and echoing major SNS JU related activities
- **SNS JU LinkedIn Group**<sup>6</sup>: providing a platform for communication on major achievements and synergies building to the SNS Projects

SNS CO-OP may launch specific promotional campaigns to further support key strategic objectives, if appropriate and sufficient project resources are available. These campaigns will be carefully designed to maximize engagement, raise awareness, and strengthen SNS JU's positioning.

### 3.2.1 Smart Networks and Services Joint Undertaking (SNS JU) Official LinkedIn page

The SNS JU LinkedIn channel will primarily be populated with messages emanating from the SNS JU Office and the Office activities. SNS CO-OP will provide support for SNS JU's LinkedIn Page as requested, on a case-by-case basis, particularly for promoting SNS JU's participation in high-profile third-party events. This assistance will be coordinated with the SNS JU office.

<sup>5</sup> <https://www.linkedin.com/company/sns-ju/posts/?feedView=all>

<sup>6</sup> <https://www.linkedin.com/groups/12011028/>

### 3.2.2 SNS JU LinkedIn Group

The SNS JU LinkedIn Group will host and relay announcements from projects about their results, events and any other information relevant to the community. SNS CO-OP is responsible for content dissemination within the SNS JU LinkedIn Group, ensuring a steady flow of updates, news, and relevant cross-dissemination efforts for the SNS community.

The content shared on the SNS JU LinkedIn Group will primarily derive from the monthly Communication Task Force meetings. The meetings will be structured in such a way that the projects will have the opportunity to share announcements and materials to be promoted based on specific categories:

- News / Blogs
- Events / Webinars / Workshops
- Newsletters
- Videos
- Other outputs for promotion (webpages, demos, etc)
- Calls for synergies

In addition, the news and announcements published by SNS JU office on the official LinkedIn page will be also shared by Trust-IT Services on the LinkedIn Group to increase their outreach.

Finally, more input will be collected prior to third-party events as e.g. MWC, EuCNC & 6G Summit, Techritory, to obtain a comprehensive overview of the projects that participate and their contribution to the events.

### 3.2.3 LinkedIn Newsletter

Following the SNS CO-OP's support provided during and after MWC25, SNS CO-OP proposed to integrate a new dissemination channel within LinkedIn, namely the LinkedIn Newsletter. As a tool widely used to disseminate strategic content and insights, while expanding the community, it has been suggested to launch an SNS LinkedIn Newsletter featuring the articles produced from the interviews taken at the MWC25.

In Period 1, the LinkedIn Newsletter will feature the articles from MWC25 and potentially other content providing insights from SNS JU's participation at events, if available.

If the uptake during the Period 1 will be successful, a more detailed strategy will be provided in D4.3.

### 3.2.4 SNS JU YouTube Channel

SNS CO-OP will produce multiple high-quality videos to effectively promote SNS JU's mission, achievements, and participation at key events. These videos will be uploaded to SNS JU's YouTube channel, ensuring categorization for optimal discoverability and user experience. The published videos will be promoted across the SNS social media platforms, such as LinkedIn, X and Mastodon, to increase their discoverability. Video release calendars will be discussed and agreed with SNS JU in relation to the events, where video production is envisaged and in accordance to the WP4 effort distribution.

### 3.2.5 Social Media impact assessment

The impact of the social media efforts will be monitored according to the established KPIs, where possible, to understand the results of the outreach strategy. An assessment of perceived impact, engagement trends, and overall social media performance will be presented in the future SNS CO-OP deliverable D4.3 (M15).

## 3.3 Newsletter and Newsflashes

The project will ensure consistent and targeted dissemination of key updates through the creation and publication of regular Newsflashes and Newsletters, strengthening engagement across the SNS

ecosystem.

In Period 1, **15 Monthly Newsflashes** will deliver concise, timely updates on SNS projects achievements, publications, and events, keeping stakeholders informed of the latest developments.

Complementing this, **5 quarterly Newsletters** in Period 1 will offer a broader perspective, providing in-depth insights into SNS JU initiatives and related European Commission activities.

It is worth noting that the first three months of this period (January–March 2025) overlap with the final phase of the SNS OPS project. As such, 3 of the 15 Newsflashes and 1 of the 5 Newsletters have been shared between SNS OPS and SNS CO-OP, following the same approach adopted in previous project transitions (e.g. 6GStart and SNS OPS).

Together, these publications will serve as essential channels for sharing progress, fostering collaboration, and amplifying the visibility of SNS research and innovation efforts at both European and global levels.

### 3.4 Communication and Dissemination Channels overview

*Table 7: Overview of all dissemination channels employed by SNS CO-OP*

Channel	Managed by	Goal	Frequency of communication / dissemination	Dependencies
SNS JU LinkedIn Group	Trust-IT	Disseminating SNS Projects achievements, events and news, community building, boosting synergies	At least 2 posts / week	Based on the insights and information shared during the monthly Comms TF meetings
SNS JU Official LinkedIn page	SNS JU Office	Promoting SNS JU's major updates and participation at high-level third-party events	Ad hoc	Upon request and agreement with SNS JU, where SNS CO-OP support is envisaged
X	SNS JU Office / Trust-IT	Cross-sharing materials and messages published on the SNS JU Official LinkedIn page	Ad hoc	Subject to the continued presence of SNS JU on X
Mastodon	SNS JU Office / Trust-IT	Cross-sharing materials and messages published on the SNS JU Official LinkedIn page	Ad hoc	
YouTube	SNS JU Office / Trust-IT	Providing access to the videos and interviews produced during high-level third-party events	Ad hoc	Subject to approval by SNS JU
Newsletter	IDATE	Inform the target audience about SNS JU's major updates and announcements	Regular / on quarterly basis	
Newsflash	IDATE	Communicate about SNS projects' main publications, news and opportunities for engagement	Regular / on monthly basis	

### 3.5 SNS Journal: Production and Dissemination

The 2025 edition of the SNS Journal is scheduled for production in the second quarter of 2025, ensuring its availability for distribution at EUCNC 2025. This edition will provide a comprehensive overview of the activities, plans and achievements of the SNS JU and its funded projects, consolidating programme-level progress, showcasing key innovations, and measuring advancements against the strategic objectives of the SNS initiative.

Each annual edition of the SNS Journal will serve as an authoritative report on the evolution of the programme, reinforcing Europe's leadership in 6G research and development. By offering detailed insights into success stories, milestones reached, and emerging trends, the Journal will contribute to keeping the SNS JU community, policymakers, industry stakeholders, and the broader research ecosystem fully informed and actively engaged.

Preparation for the 2026 edition will begin in the fourth quarter of 2025, allowing sufficient time for content gathering, coordination with projects, and strategic alignment with upcoming programme priorities.

To maximize the dissemination and impact of the SNS Journal, a multi-channel communication approach will be employed. The Journal will be published on the SNS JU website and promoted through SNS JU's social media platforms to ensure wide visibility. It will also be featured in the SNS Newsletter, reaching subscribers directly.

**To summarise dissemination measures, the following channels will be leveraged in Period 1:**

- Publication on the SNS JU website
- Promotion on LinkedIn through the official SNS JU LinkedIn page, SNS JU LinkedIn Group and direct LinkedIn outreach
- Monothematic Newsletter
- Liaison with SNS Projects and promotion on their website / social media channels

Furthermore, SNS CO-OP will use its effort to coordinate with SNS projects and discuss the organisation of a webinar aimed to promote the SNS Journal, featuring some of the projects clustered on specific topics.

## 4 Operational Support and Visibility

### 4.1 Communication support for events

SNS CO-OP will play a pivotal role in facilitating a strong and strategic presence of SNS JU at key events by supporting the promotional efforts and maximizing the dissemination of event-related outputs.

To achieve this, SNS CO-OP will aim to:

- Ensure a **high-profile SNS JU presence at key events** through comprehensive promotional strategies and visually engaging materials.
- Provide **coordination support for SNS JU's participation**, ensuring seamless preparation when requested in advance. This includes aligning branding, messaging, and visual identity to reinforce the SNS JU's positioning.
- Develop **high-impact promotional and post-event materials**, such as flyers, social media content, videos to amplify engagement, extend outreach, and mobilize relevant stakeholder communities.
- Leverage **social media and digital platforms to enhance visibility and reach**, ensuring key takeaways, announcements, and discussions from the events are widely disseminated across communication channels.

By implementing these efforts, SNS CO-OP will aim to ensure that SNS JU's presence at strategic events is impactful, well-coordinated, and aligned with its overarching objectives, ultimately enhancing visibility, fostering collaboration, and driving engagement within the SNS ecosystem and beyond.

#### 4.1.1 SNS CO-OP Support at events: Period 1

As a CSA, SNS CO-OP aims to maximise SNS JU's impact and contribute to its successful participation and coordination of events. In particular, WP4 will play a key role in facilitating the event communication strategy implementation and promotion, on-site live communication, post-event activities and follow-up on the outputs' dissemination.

In line with the SNS JU Communication Policy and Plan 2025<sup>7</sup>, SNS CO-OP WP4's role in supporting event communication will focus on the following key areas:

- Publishing event participation updates on **the SNS JU website** to enhance visibility
- Developing **promotional materials** that communicate the SNS JU's objectives, reinforce its branding, and direct audiences to official online channels through clear calls to action
- Providing **preparatory support for events**, including the graphic enhancement of presentations, where appropriate and subject to prior agreement with the SNS JU
- Delivering **social media coverage** during selected events, where support from SNS CO-OP is envisaged

Considering the allocated resources for WP4 and in alignment with SNS JU's priorities, a strategic selection of key events has been made to ensure that SNS CO-OP's support delivers the greatest impact and value.

<sup>7</sup> <https://smart-networks.europa.eu/wp-content/uploads/2025/01/sns-ju-communication-policy-and-plan-2025.pdf>

Table 8: Events supported in Period 1

Event	Date	Location
<b>Mobile World Congress 2025</b>	3-6 March 2025	Barcelona, Spain
<b>EuCNC &amp; 6G Summit 2025</b>	3-6 June 2025	Poznan, Poland
<b>Techritory 2025</b>	22-23 October 2025	Riga, Latvia
<b>Mobile World Congress 2026</b>	2-5 March 2026	Barcelona, Spain

To ensure that SNS CO-OP effectively enhances SNS JU's presence and influence at high-profile events while maximizing the impact of allocated resources, a set of target activities is envisaged.

**This is the framework of the support that SNS CO-OP can provide during the listed events:**

- Design and delivery of promotional materials, upon request from SNS JU and within the available budget.
- Development of visually engaging assets and key messaging, ensuring consistency with SNS JU's branding.
- Promotion across SNS JU's social media channels and live coverage, amplifying event visibility and engagement.
- Production of post-event multimedia materials and videos, capturing key highlights and insights.
- Targeted dissemination of event outcomes, ensuring broader reach within the SNS ecosystem and beyond.

All the provided support and dissemination results will be reported in D4.3 to ensure transparency and strategy refinement for the events to be supported in Period 2 (M15-M27).

Through strategic promotion via the communication channels and high-quality coverage, SNS CO-OP will strive to amplify the reach and influence of SNS JU's key messages, ensure consistent visual identity across all event-related materials, and enhance the digital dissemination.

## 4.2 Graphical Optimisation and Support

### 4.2.1 Layout & Graphical Optimisation of the SNS Annual Report

The SNS Annual Activity Report (SNS AAR) serves as a flagship publication that captures the key achievements, milestones, and strategic direction of the SNS JU each year. To ensure a coherent visual identity aligned with the SNS JU brand, Trust-IT, as the WP4 leader, will provide dedicated graphical support and optimisation services.

This includes a graphic revamp to optimise the graphical look and feel of the report, enhance readability through modular layouts and spacing, and optimise tables and charts for clarity and consistency. Trust-IT will perform the layout improvement using suitable professional software tools, ensuring proper use of grids, styles, and branding elements. Custom infographics will be developed as needed to visualise complex data, while images will undergo quality assurance checks. Distinct versions of the report will be prepared for print and digital use (including an interactive PDF).

The SNS JU office remains responsible for curating the report content. Once the final draft is completed, SNS CO-OP will support the design refinement and production of the final output, ensuring that the publication is both visually compelling and professionally executed.

### 4.2.2 Trials & Pilots Brochure Layout Design

The Trials & Pilots (T&Ps) Brochure showcases selected use cases and experimental deployments across SNS JU-funded projects, offering tangible evidence of innovation across European 5G and 6G initiatives.

Under WP1 and Task 1.2, a comprehensive review and evaluation process is conducted to ensure that projects have correctly uploaded their relevant use cases via the Vertical Engagement Tracker (VET). This is followed by a strategic selection process to identify the most impactful and representative initiatives for inclusion in the brochure.

Once selected, Trust-IT will ensure the graphical presentation of the brochure is engaging, facilitating high-impact. This includes refining the visual layout, integrating icons and other illustrative elements, and harmonising the graphic style with the overall SNS branding. The result will be a well-curated and visually attractive brochure that supports the dissemination of innovation outcomes to key stakeholders and the broader R&I ecosystem.

#### 4.2.3 Graphical improvement of the online interactive map

To enhance the discoverability and visibility of all SNS JU-funded projects, Trust-IT will also support the graphical upgrade of the SNS projects Interactive Map<sup>8</sup>.

The focus of this visual improvement in this period will be the integration of Call 3 projects, expanding the map's coverage and ensuring a comprehensive, updated overview. Graphical enhancements will include the refinement of icons, colour schemes, and the overall map layout to ensure consistency with the SNS visual identity. These changes will aim to make the platform more intuitive and engaging, facilitating easier access to project information by stakeholders, policymakers, and the public.

The list of graphical and layout enhancements provided in this section is not exhaustive. Additional tailored materials may be developed to support the visibility of the SNS JU and effectively communicate its mission at high-level third-party events, depending on relevance and strategic alignment.

SNS CO-OP recognises the value of visually engaging content in amplifying the impact of communication efforts both online and offline. To this end, WP4 remains responsive and adaptable in providing graphical design support.

However, the provision of such support is subject to budget constraints and the availability of resources under the allocated effort.

A detailed overview of all graphical materials produced, adapted, or enhanced will be documented in D4.3 (M15).

### 4.3 Multimedia materials & Videos

To enhance engagement and increase visibility for SNS JU and its projects, SNS CO-OP will produce a diverse range of professional video content, tailored to SNS JU's communication needs. These materials will serve as impactful storytelling tools to showcase SNS JU's mission, objectives, but also results, in the framework of the envisaged high-level events.

Upon agreement with SNS JU Office and the SNS project Coordinator (where relevant), the video production will cover:

- **SNS JU Overview:** providing a high-level overview of SNS JU's objectives, impact, and contributions to the European 6G vision.
- **Technology Demonstration Clips:** showcasing demos, when available, from the SNS JU pilots and trials, offering insights into research and development results.
- **Interviews with Key Stakeholders:** featuring insights from SNS JU ecosystem, emphasizing progress and vision.
- **Event Participation Highlights:** capturing SNS JU's presence at major industry events, illustrating its engagement, collaborations, and contributions to the 6G landscape.

These videos will provide a strategic visual narrative, reinforcing SNS JU's visibility, while fostering stronger community engagement and will be uploaded on YouTube and promoted through the social media channels in agreement with the SNS JU Office.

An overview of the videos produced in period 1 will be provided in the next deliverable D4.3 at M15.

<sup>8</sup> <https://smart-networks.europa.eu/projects>

## 5 Community & Stakeholder Engagement

### 5.1 Communication Task Force Coordination

SNS CO-OP is responsible for coordinating the Communication Task Force meetings involving all running SNS projects. The meetings will take place online once a month and aim to provide a continuous communication and knowledge exchange forum between all currently running SNS projects.

To facilitate the collection of updates and insights, all SNS projects will be asked prior to each meeting to share information about their upcoming news, events, announcements and other opportunities for engagement. Furthermore, the monthly meetings will provide an opportunity for projects to create synergies by sharing invitations for joining their events as speakers, participation in their surveys or workshops, thereby boosting cross-project interactions.

As such, SNS CO-OP will be responsible for:

- Organize and moderate structured monthly meetings of the Comms TF, ensuring the proactive collection of project updates and facilitating discussions and knowledge sharing.
- Facilitate the exchange of best practices among projects to foster greater alignment, coherence, and collective visibility.
- Proactively identify and promote opportunities for collaboration, encouraging projects to create synergies through joint activities, shared events, and mutual support.
- Amplify the visibility of project activities by disseminating updates across multiple channels, including the SNS JU LinkedIn Group and dedicated Newsflashes.

The insights and information gathered during the Communication Task Force meetings will not only strengthen inter-project collaboration but will also serve as valuable source of content for broader dissemination efforts, further extending the reach and impact of the SNS JU community.

### 5.2 NetworldEurope: Web Portal & Social Media

SNS CO-OP will support NetworldEurope's communication and dissemination activities, in particular, the web portal and social media. It will do so in alignment with the strategy laid out in this deliverable whilst preserving and promoting its own identity.

#### 5.2.1 NetworldEurope web portal

The NetworldEurope web portal is the central information point for the communication networks and services community. SNS CO-OP will continue to update the portal with the latest information available, including events, publications, consultations and others. It will also continue to examine different aspects of the portal that could be improved to offer the best user experience.

In this respect, SNS CO-OP will interact with the NetworldEurope Steering Board (SB), the SB Chair and the NetworldEurope WG leaders, as representatives of this community and of its activities to obtain the input content and to collect feedback on how to further refine and optimise the portal features. This will help to prioritise the changes to be implemented and will ensure the content updated and improvements made will meet the needs of the community.

SNS CO-OP will also collect and analyse data regarding the portal traffic, the number of visitors and the most viewed pages.

#### 5.2.2 NetworldEurope social media

Currently, NetworldEurope has an account in X. However, due to the ongoing issues and uncertainties regarding X the channel has been kept rather dormant in the past period. SNS CO-OP will suggest to phase out X completely and to create a LinkedIn page for NetworldEurope, given the success of the NetworldEurope SME WG in the platform. The possibility to open a NetworldEurope account in additional social media channels will also be assessed.

In addition, SNS CO-OP will continue to manage the NetworldEurope SME WG social media accounts. The WG is present in X, LinkedIn and YouTube and, rather recently, in BlueSky. Similarly to the plan for NetworldEurope, it is envisioned that the WG phases out its activity in X.

The active presence of the SME WG in social media was meant as a pilot that would test the extent in which SMEs and other relevant stakeholders would engage with the content, following the mandate of the WG to promote the skills and expertise of SMEs. It provided an easier and friendly two-way communication in real-time. For instance, the reinforced presence in social media has been highly beneficial to promote a larger number of activities carried out by SMEs involved in R&I projects as well as to launch specific campaigns to boost the visibility of the brochure and the individual success stories. The results have been remarkable as shown by the increasing number of followers.

SNS CO-OP will continue to regularly update the NetworldEurope and NetworldEurope SME WG social media channels.

As regards the SME WG, a promotional campaign is being prepared to promote and cover the SMEs participation in the 2025 EuCNC & 6G Summit as well as the convened session “SMEs on the spotlight: driving innovation in next generation of communication networks”, driven by the WG in collaboration with 6G-IA. A campaign to promote the “European SME Expertise in 5G and Beyond 2024” brochure<sup>9</sup> was initiated in SNS OPS and has continued under SNS CO-OP. It is planned to end in May 2025.

### 5.2.3 SME Brochure(s)

The NetworldEurope SME WG publishes the “European SME Expertise in 5G and Beyond” brochure annually. The document comprises the WG SMEs profiles as well as their success stories in research and innovation, mostly European and to a lesser extent national projects. Furthermore, the brochure includes editorials by the NetworldEurope Chair, the 6G-IA Governing Board Chair and the SME WG Chair and vice-Chair.

During SNS CO-OP, two brochures will be published in the first quarter of 2026 and 2027. The releases will be accompanied by a promotional campaign that aims to raise awareness about the skills, know-how and experience of the SMEs in the smart networks and services ecosystem, boosting their visibility as desirable partners. It also intends to attract more SMEs and other businesses, such as startups and spinoffs, to become part of the SNS community, bringing their new perspectives and expertise and strengthening the overall value chain.

The design of the brochure is revisited every year to ensure it remains adequate to the content depicted and appealing. A few hardcopies were distributed at the EuCNC & 6G Summit 2024 with notable success. This will continue in the upcoming editions.

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<sup>9</sup> NetworldEurope SME WG (2025), European SME Expertise in 5G and Beyond”, available at: <https://www.networldeurope.eu/european-sme-expertise-in-5g-and-beyond-2024-brochure-now-available/>

## 6 Conclusions

Deliverable D4.1 Communication and Dissemination Strategy and Plan serves as a critical framework document for planning the WP4 activities of SNS CO-OP in period 1 and to ensure the required support to the SNS JU Office for achieving the SNS communication objectives will be achieved. Fully aligned with the SNS JU's Communication Policy and Plan, this deliverable outlines a comprehensive approach to strategically leverage the available channels, maximizing visibility, engagement, and impact across the SNS community and beyond.

Following an overview of project integration and the planned coordination mechanisms with the SNS JU office, the deliverable structures its approach around interconnected pillars of support: digital communication and dissemination; operational assistance for high-level events, the development of promotional materials, and community building and engagement.

To ensure efficient use of resources and optimal outcomes, activities have been strategically categorized as continuous, ad hoc/on-request, or periodic. This structured approach is designed to fully capitalize on the expertise of the SNS CO-OP communication partners, concentrating efforts where they can deliver the greatest strategic value.

Continuous support will focus on the management and enhancement of the SNS JU website, including the maintenance of content trackers to guarantee high visibility and accessibility of project outputs. Social media platforms will be actively leveraged to strengthen the online presence of SNS JU, particularly during major third-party events. Newsletters and newsflashes will be carefully crafted to deliver timely and relevant updates, while the annual SNS Journal will offer a deeper analysis of project achievements, disseminated through a targeted multichannel strategy.

In parallel, operational support will be provided during high-level events, encompassing real-time social media coverage, the production of multimedia content, and the development of promotional materials to amplify the visibility and strategic messaging of SNS JU.

Community building will also remain a central focus, with the Communication Task Force meetings serving as a key mechanism to collect insights from projects, foster collaboration, and stimulate cross-project synergies. These meetings will be instrumental in strengthening the cohesion of the SNS ecosystem and expanding its collective outreach.

Overall, the support provided is designed to be flexible, dynamic, and responsive to the evolving needs and priorities of SNS JU. The next iteration of the communication plan, **D4.3 Second SNS Dissemination and Communication Strategy and Plan (M15)**, will build on the foundations laid in this deliverable, refining and enhancing the approach based on the results obtained in Period 1.

## References

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