SNS CO-OP – SNS Collaborative Operations and Output Optimisation

D4.3: Second SNS Dissemination and Communication Strategy and Plan

Version: v1.0

Deliverable type	R (Document, report)
Dissemination level	PU (Public)
Due date	31/03/2026
Submission date	27/03/2026
Lead editor	Valeriya Fetisova (Trust-IT)
Authors	Veronica Vuotto, (Trust-IT), Silvana Muscella (Trust-IT), Nicole De Sanctis (Trust-IT), Audrey Bienvenu (Eurescom), Carole Manero (IDATE)
Reviewers	Pierre-Yves Danet (6G-IA), Uwe Herzog (Eurescom)
Work package, Task	WP4
Keywords	Dissemination plan, Communication strategy, Community building, Social Media, 6G, SNS JU

Abstract

This document provides an overview of results in supporting the SNS JU communication and dissemination activities achieved by SNS CO-OP in the period from project start until March 2026. It also provides an update of the strategy that SNS CO-OP will pursue in the remainder of the project to guarantee broad visibility, promotion, and uptake of the SNS JU results and advancements. The deliverable strives to ensure that the communication activities align with the SNS JU priorities and contribute to its objectives. The presented strategy and overview follow the multi-channel approach and structure defined in D4.1, while integrating achieved results, lessons learnt and envisaged future actions. The deliverable details the results from events support, social media management, and continuous community building with the SNS projects. The document also includes the review of the progress towards the established KPIs.

Document revision history

Version	Date	Description of change	List of contributors
V0.1	21/01/26	ToC, input to sections	Valeriya Fetisova
V0.2	23/02/26	Input to sections	Audrey Bienvenu
V0.3	13/03/26	Input to sections	Audrey Bienvenu, Carole Manero, Jessica Carneiro, Veronica Vuotto, Nicole De Sanctis
V0.4	18/03/26	Submission for internal review	Valeriya Fetisova
V0.5	20/03/26	Review	Pierre-Yves Danet
V0.6	23/03/26	Review	Uwe Herzog
V0.7	26/03/26	Comments from review addressed	Valeriya Fetisova, Audrey Bienvenu
V1.0	27/03/26	Further improvements and final editorial check	Uwe Herzog

---

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

Executive Summary

Following the first Dissemination and Communication Plan (D4.1) delivered by WP4, this deliverable presents an analysis of the communication and dissemination activities carried out during the first 15 months of the project (Period 1), together with an updated strategy and planned actions for the remainder of the project, months 16-27 (Period 2).

While D4.1 focused on establishing the foundations for the project's communication and dissemination framework and ensuring alignment of activities with the SNS JU Communications Plan, this Deliverable D4.3 reflects on the lessons learnt during the initial implementation phase and refines the strategy to maximise the impact, visibility, and value of the project's communication and dissemination efforts.

The lessons learnt from Period 1 include the need to prioritise impact in all messaging, leverage storytelling to boost engagement while connecting better with the audience, and design promotional multi-channel campaigns tied to the SNS JU programme outputs. In addition, it has been found that multimedia materials play a crucial role in the communication strategy, which is further amplified by the changing social media algorithms. In relation to this, the following refinements have been envisaged for Period 2: enhancing coordination with SNS JU Office, producing more impact-centred content, adopting a more interlinked and consistent multi-channel approach, and launching strategic campaigns tied to outputs.

In Period 1, multiple communication channels have been extensively leveraged, which has resulted in a significant progress towards the KPIs, which is reported in detail in this deliverable. Furthermore, some new channels have also been introduced, namely the LinkedIn Newsletter, which has shown a high engagement rate from the audience. An extensive increase in web traffic has been witnessed for the SNS JU website with peaks in website visits correlated to multiple SNS CO-OP activities (Mobile World Congress, SNS Journal release, and more). Targeted dissemination actions have also been carried out for the promotion of the SNS Trackers, which have been continuously maintained and updated by WP4.

In regards to the social media channels, support has been provided to the management of the SNS LinkedIn page, X, Mastodon and YouTube. In addition, SNS CO-OP fully managed the 6G SNS LinkedIn group as the main promotional channel for the news and updates from the SNS JU-funded projects. A targeted campaign has been launched for the promotion of the SNS JU Top-10 Key Achievements, the related brochure and webinar organised by SNS CO-OP. In Period 2, efforts will be spent to maximise the results from communication on social media and incorporate strategic multi-channel campaigns.

Over the Period 1, SNS CO-OP continued to publish monthly Newsflashes and quarterly Newsletters as a continuative activity from the previous CSA project SNS OPS. In SNS CO-OP, however, the Newsletter has been redesigned and significantly improved to increase accessibility and readability. In Period 2, it is planned to revamp the Newsflash as well. Additionally, Period 1 included the delivery of the SNS Journal 2025, which has been printed and distributed at EuCNC & 6G Summit 2025. In the next edition, which will be released in Period 2, WP4 plans to also produce a shorter complementary version of the SNS Journal for online and offline distribution.

Significant WP4 efforts have been dedicated to supporting the SNS JU Office and promoting the SNS JU Programme at major events (MWC, EuCNC & 6G Summit, Techritory). For these events, WP4 has produced printed promotional materials, provided video and photo coverage, and has given graphical and social media support. All the produced multimedia materials have been published on the SNS JU YouTube channel.

In parallel, WP4 ensured leadership of the Communications Task Force throughout Period 1, organising monthly meetings with SNS JU-funded projects, continuously collecting their updates and promoting them on the social media channels, identifying cross-project synergies and fostering collaboration and joint outputs. In the remainder of the project, WP4 will further extend the cross-project synergies and launch a dedicated campaign "People behind 6G" to engagingly promote the impact and outputs generated by SNS JU-funded projects.

WP4 effort has also been dedicated to the management of the NetworldEurope web portal, which showed a steady increase in visibility. An active presence has been maintained on the NetworldEurope SME WG social media channels, where three promotional campaigns have been launched. A dedicated

LinkedIn account for NetworldEurope is planned to be launched in Period 2.

In Period 2, WP4 will build on this momentum by launching strategic campaigns, strengthening the promotion of SNS project results and key achievements, and further consolidating the Communications Task Force as a central platform for collaboration and knowledge exchange. These actions will ensure coherent, strategic, and impactful communication of the SNS JU Programme and its results.

Table of Contents

List of Figures

List of Tables

Abbreviations

AI	Artificial Intelligence
CSA	Coordination and Support Action
CTF	Communications Task Force
GA	Grant Agreement
GDPR	General Data Protection Regulation
HE	Horizon Europe
ISAC	Integrated Sensing and Communications
KPI	Key Performance Indicator
ML	Machine Learning
MWC	Mobile World Congress
NTN	Non-Terrestrial Network
NWE	NetworldEurope
SCoDIHNet	Smart Connectivity Digital Innovation Hub Network
SDO	Standards Developing Organisation
SEO	Search Engine Optimisation
SG	Stakeholder Group
SME	Small or Medium sized Enterprise
SNS JU	Smart Network and Services Joint Undertaking
T&Ps	Trials and Pilots
TB	Technology Board
TF	Task Force
VET	Vertical Engagement Tracker
VR	Virtual Reality
VSC WG	Vision and Societal Challenges Working Group

1   Introduction

1.1   Purpose and scope

This deliverable presents an analysis of the communication and dissemination activities carried out during the first 15 months of the project (Period 1), together with an updated strategy and planned actions for the remainder of the project, months 16-27 (Period 2), to best support SNS JU in its communication, dissemination and outreach activities.

This document builds on D4.1 which established the foundation of the communications and dissemination strategy implemented in M1-M15. It presents the outcomes and results obtained from the activities carried out in this period and the lessons learnt to ensure improvement in the strategy and approach for the remainder of the project.

As in D4.1, the envisaged actions intentionally allow for flexibility and possible adjustments to meet the needs of SNS JU, if carried out within the bounds of available resources.

For clarity and consistency throughout this deliverable, **M1-M15 are referred to as Period 1**, while **M16-M27 are referred to as Period 2** in the context of WP4 activities.

1.2   Structure of the document

The document is organised into several sections, each including subsections based on the type or scope of communications and dissemination activities. In most subsections, a dedicated part outlines the **lessons learnt from Period 1** and the corresponding refinements planned for the Period 2.

Following the introduction, the next section focuses on **Project Integration and Coordination**. It provides an overview of the communication objectives and goals, the target audience, the coordination process with SNS JU, and the related KPIs, deliverables and milestones.

The subsequent section, **Strategic Engagement and Dissemination: Reporting and Future Plan**, presents a detailed analysis of the activities carried out across the different communication channels (website, social media, newsletter and newsflash). It also assesses the overall performance of these channels and outlines future plans based on the lessons learnt in Period 1. In addition, the section provides an overview of the delivery and dissemination of the SNS Journal.

The following section, **Operational Support and Impact Maximisation at Events**, focuses on the support provided by SNS CO-OP to the SNS JU office for the organisation of the SNS JU participation at major events. It also includes an overview of the graphical work carried out, as well as the videos and multimedia materials produced.

Finally, the deliverable provides an overview of **Community and Stakeholder Engagement**, covering the activities conducted with the Communications Task Force, NetworldEurope and the SMEs brochure.

1.3   Relation with other documents

This deliverable follows up the first **SNS CO-OP's Communication and Dissemination Strategy and Plan (D4.1).** It covers the communication and dissemination results from Period 1 and the activities envisaged for Period 2 of SNS CO-OP project implementation. The document takes into account the **SNS JU Communication Policy and Plan**.

2   Project Integration and Coordination

2.1   Objectives and Goals

For Period 1 of the WP4 activities it had been defined that the communication, dissemination and engagement actions have to contribute to the three primary communication goals of SNS JU. These include:

- driving European leadership in 6G development,

- strengthening strategic collaboration, and

- promoting SNS JU activities and participation.

With consideration of these objectives, SNS CO-OP has carried out targeted actions as planned in D4.1, while continuously aligning with the SNS JU office to guarantee a prompt response to the emerging needs in supporting SNS JU's results visibility and impact. In this deliverable, the goal is to assess the results of the activities that have been carried out and the used communication channels, identify and outline the lessons learnt, and to provide a plan for Period 2 that not only guarantees a clear continuation of the support from SNS CO-OP, but also enhances it in the most strategic areas that could expand SNS JU's outreach.

As also mentioned in D4.1, the overall goal which also applies to this plan for Period 2 is bringing high visibility to the impact of the SNS JU programme, promoting the outputs of SNS JU-funded projects, and raising interest in the European advancements in future connectivity technologies.

During the Period 1 of the SNS CO-OP project implementation, some important insights have emerged, which are taken into account in the planning for Period. The lessons learnt from Period 1 are summarised to:

- **Impact as the priority in all messaging**: Communications on advancements and achievements should be accompanied by a strong emphasis on the impact generated, especially in relation to the outcomes of SNS JU-funded projects, which should not only showcase the technical aspects, but also translate the value for the society and verticals.

- **Leveraging storytelling**: A storytelling approach should be prioritized and effectively integrated into the communication and dissemination strategy to present an engaging and comprehensive picture not only of what has been delivered, but also why it matters and the human aspect of it.

- **Targeted promotional campaigns:** Targeted multi-channel campaigns have demonstrated strong results, especially in terms of community engagement and expansion, and should therefore be systematically designed for the most strategic outputs.

- **Multimedia materials**: To capture community's attention and adapt to evolving social media algorithms, it is important to continue leveraging diverse communication formats and to strategically incorporate multimedia resources, within the limits of the available WP4 resources.

- **Adapting social media strategy**: Engaging with the community through interactive content, monitoring changes in social media algorithms and leveraging platform-specific features is essential to maintain visibility and relevance.

Hence, given the lessons learnt and analysis of Period 1, SNS CO-OP aims to **refine the dissemination and communication strategy for Period 2** by:

- **Enhancing the continuous coordination with the SNS JU office** by better aligning on content calendars and adopting a forward-looking approach to strategic campaign planning,

- **Producing more impact-oriented content** presenting SNS JU advancements, success stories from the SNS JU-funded projects, while adopting a **storytelling** approach,

- Amplifying SNS JU's visibility and online and media presence, through a stronger **multi-**

channel approach, with enhanced links between the website, social media channels, newsletters and newsflashes, and a closer overview of the users funnelling through campaigns.

- **Launching tailored campaigns linked to specific SNS JU outputs** to expand the outreach and promote its results and impact in a more strategic and comprehensive way.

In Figure 1 below, the updated planning for Period 2 has been depicted, with the pillars established in Period 1 as foundation:

- **Strategic Engagement & Dissemination**

- **Events Support & Visual Optimisation**

- **Community Building & Stakeholder Engagement**
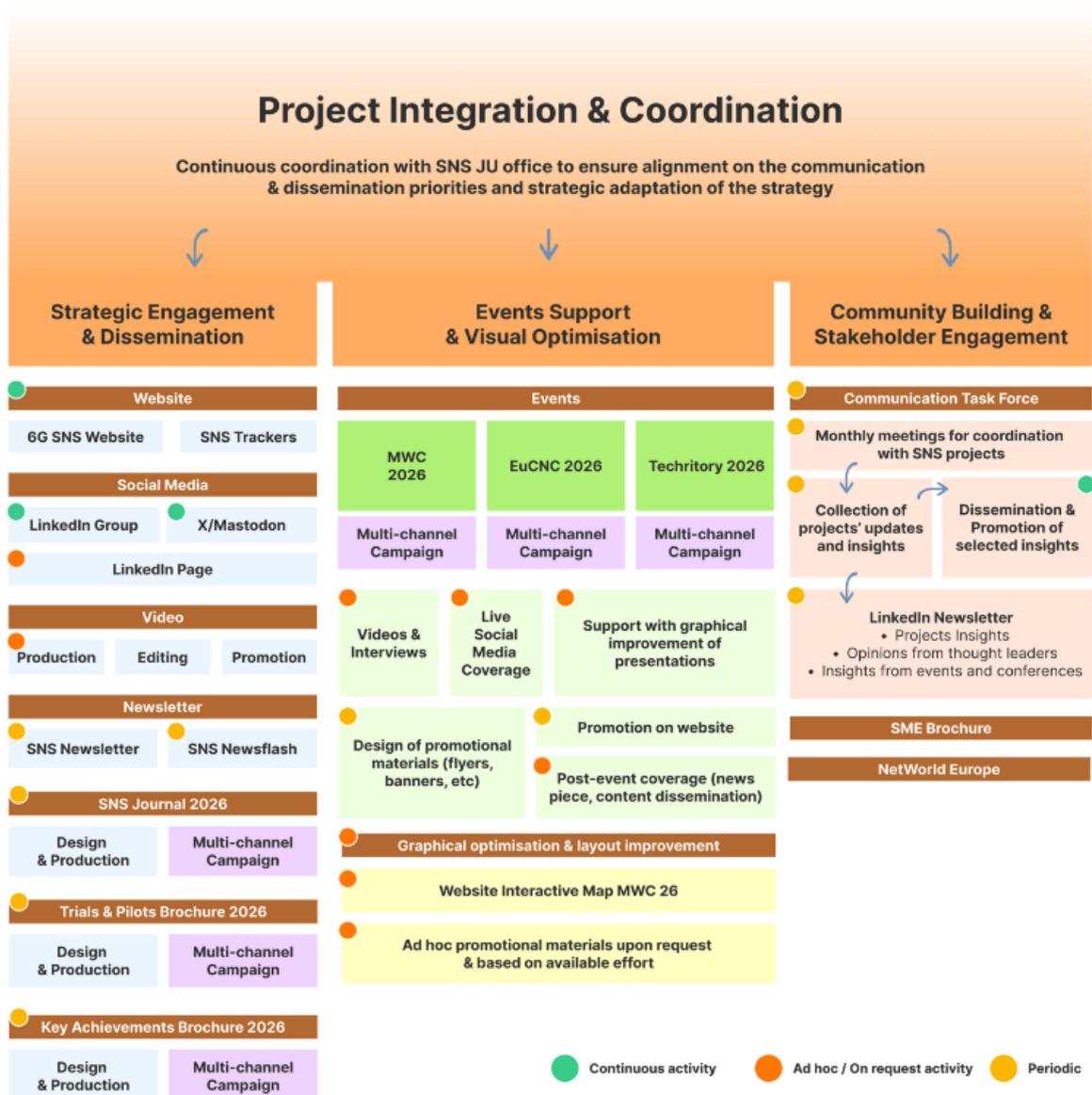
Figure 1 Overview of the Communication and Dissemination Strategy for Period 2

In addition to the **ongoing activities from Period 1**, such as website maintenance and updates, social media support, dissemination of SNS project insights, and **periodic activities**, (newsletters, newsflashes, publication design, and management of the Communication Task Force), the figure also highlights the commitment to strengthening communication around events and outputs through targeted **multi-channel campaigns**. These campaigns should build on lessons learnt from Period 1 and place particular emphasis on generated **impact** and **storytelling** to maximize communication results.

2.2   Target Audience

With the aim of supporting the strengthening of Europe's position in the global 6G technology landscape, the target audience and primary stakeholder groups (SG) for SNS CO-OP have been defined under D4.1 as the following:

- **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 NetworldEurope 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 Period 2 of the project's implementation, the target audience for communication and dissemination activities will be particularly focused on **industry actors, policy-makers,** and **media**. The rationale for this lies in the multiplying capacity of such stakeholders and their particular relevance for the SNS JU mission and work at this stage.

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

To foster a structured, coherent, and results-driven approach to communication, dissemination, and outreach activities, SNS CO-OP will continue to conduct **bi-weekly coordination meetings with the SNS JU office** in Period 2. Based on the experience in Period 1, the meetings were essential for coordination and alignment on the needs and communication priorities of SNS JU.

Prior to major events, such as Mobile World Congress, EuCNC & 6G Summit, and Techritory, WP4 remains available for more frequent coordination meetings and will ensure their smooth coordination for a comprehensive alignment.

2.4   Communication and Dissemination KPIs

As outlined in D4.1, the communication and dissemination strategy is monitored and assessed against the **KPIs defined in the GA**. However, beyond these predefined KPIs, significant emphasis is placed on ensuring that communication activities remain aligned with the evolving priorities and strategic objectives of the SNS JU.

Given the dynamic nature of communication needs, the KPIs alone do not fully reflect the diversity and intensity of the implemented activities in WP4. Therefore, **additional qualitative and quantitative metrics are provided throughout this deliverable**, particularly in relation to social media and targeted communication actions. These complementary indicators enable a more comprehensive and accurate assessment of overall WP4 performance, outputs and achieved impact.

Table 1 SNS CO-OP Project's KPIs

Topic	Responsible partner	Means	KPI target (at project end)	KPI status at M15
SNS Presentations Orchestrated	All partners / Trust-IT Services tracking the presentations	@Workshops/ Special sessions/ webinars/ Info Days/ Interventions at events	30 presentations	At least 15 presentations delivered (Communications Task Force, SNS JU session at MWC, Trackers presentation at Techritory, VET presentation at TB meetings)
SNS Publications	All partners, WP4 supporting the dissemination	Policy Briefs, White papers & SNS JU Position papers	100% availability of all papers as produced	All publications have been made accessible on the SNS JU website or Zenodo
SNS Events organised	WP4 supporting the coordination, promotion and dissemination	A number of well attended events	≥ 20 events supported and organised	WP4 supported the following events among others: • SNS JU at MWC 2025 & 2026 • EuCNC 25 • Techritory 2025 • 2 Workshops at Techritory 2025 • Top-10 KAs webinar
SNS JU Portal	EURESCOM	Audience reached	≥ 10,000 unique visitors, ≥ 2min visit	126.159 visitors 2 min 22s average visit duration (M1 to M15: on the 15 March 2026)
SNS Social Media Channels: X & Mastodon	Trust-IT	Engagement & reach rate	> 500 impressions / month	• X: 1,170 monthly impressions (avg. across 10 posts) • Mastodon: Low engagement (target audience inactive); impressions cannot be reliably tracked
SNS Social Media Channels: LinkedIn Group	Trust-IT	Frequency of posts	At least 3 posts / week	Average 3 posts / week. 135 posts in total (since 17 March 2025; earliest available date)
SNS newsletter	IDATE	Number of newsletters / newsflashes	8 newsletter, 20+ newsflashes	5 newsletters delivered 15 newsflashes delivered
Promotional materials	Trust-IT	Flyers, Roll-ups, Posters etc	≥10 unique items	≥10 unique items already achieved

Topic	Responsible partner	Means	KPI target (at project end)	KPI status at M15
SNS Journals	IDATE	Publication	2 issues, ≥ 1,500 downloads by the project end	SNS Journal 2025 published in May 2025 and distributed at EuCNC 2025 1.604 page views 322 downloads
Podcasts	VASES	Release	4 episodes per calendar year	2 episodes published
Networld Europe web portal	EURESCOM	Portal Audience reached	≥ 1,000 unique visitors, ≥ 2min visit	12,518 visitors 1 min 14s average visit duration (M1 to M15: on the 15 March 2026)
NetworldEurope Social Media	AUSTRALO	Followers LinkedIn and X, if applicable	> 1,000 by the end of the project	NetworldEurope X: 888 followers NetworldEurope SME WG • LinkedIn 574 followers • YouTube 16 subscribers • BlueSky 65 followers (by 15 March 2026)
SME Brochure(s)	AUSTRALO	Publication	> 500 downloads via web & Zenodo	321 downloads • 303 from the website • 18 EU agenda (by 15 March 2026)

2.5   Communication and Dissemination Deliverables and Milestones

In accordance with the project's GA, WP4 is committed to the delivery of five deliverables over the full project duration. During Period 1, two deliverables were successfully completed, namely **D4.1 SNS Communication and Dissemination Strategy and Plan** and **D4.2 First Year SNS Journal**.

With regard to the forthcoming deliverables, in addition to **D4.3 Second Communication and Dissemination Strategy and Plan**, a **Second Year SNS Journal** is expected by M18. Furthermore, a **Final SNS Dissemination and Communication Activities Report** will be delivered by M26, providing a comprehensive overview of the communication and dissemination activities implemented throughout the project, as well as an assessment of the achieved results and generated impact.

Table 2 Deliverables under WP4 for Period 1

Deliverable name	Lead partner	Due date	Status
D4.1 SNS Communication and Dissemination Strategy and Plan	Trust-IT	M03	Delivered
D4.2 First Year SNS Journal	IDATE	M06	Delivered

D4.3 Second SNS Dissemination and Communication Strategy and Plan	Trust-IT	M15	Delivered

Table 3 Deliverables under WP4 for Period 2

Deliverable name	Lead partner	Due date
D4.4 Second Year SNS Journal	IDATE	M18
D4.5 Final SNS Dissemination and Communication Activities Report	Trust-IT	M26

Also, a milestone that is relevant for WP4 has been achieved, namely MS15 "2025 SNS Journal". As envisaged printed copies of the SNS Journal 2025 have been distributed during the EuCNC & 6G Summit 2025.

Table 4 Milestones relevant to WP4

No.	Milestone Name	WP	Lead beneficiary	Due date	Means of verification	Status
15	2025 SNS Journal	WP4	IDATE	M06	2025 SNS Journal distributed at 2025 EuCNC event	Completed at M06

3   Strategic Engagement and Dissemination: Reporting and Future Plan

As outlined in D4.1, SNS CO-OP has implemented a coherent and structured multichannel approach to strategic engagement and dissemination, with the objective of effectively supporting SNS JU, its mission and the SNS projects ecosystem. Within WP4, communication and dissemination efforts have focused on maximising visibility, while fully respecting the established SNS JU visual identity and branding guidelines.

During Period 1, the following primary communication and dissemination channels were systematically leveraged to ensure consistent outreach and engagement:

- **SNS JU Website**

- **SNS JU social media channels** (LinkedIn Group, LinkedIn page, X / Mastodon, YouTube)

- **SNS Newsletter and Newsflashes**

Among these, the following channels were continuously managed and updated by SNS CO-OP, ensuring sustained visibility and regular content flows:

- **SNS JU Website**, serving as the central reference point for SNS JU's online presence and providing access to announcements, news, publications, and key resources

- **SNS Projects LinkedIn Group**, aimed at strengthening community engagement, increasing the visibility of SNS JU-funded projects, and fostering collaboration and synergies among stakeholders

- **X / Mastodon**, used to amplify outreach by cross-sharing content originally published on the SNS JU LinkedIn page and extending its reach to additional audiences

The following channels were leveraged on a structured periodic basis, in line with their specific communication objectives:

- **SNS Newsletter**, published quarterly to provide a consolidated, high-level overview of major announcements, milestones, and developments from SNS JU

- **SNS Newsflashes**, distributed monthly to offer more detailed and timely updates on SNS JU-funded projects, ongoing activities, and strategic insights

In addition, the following channels were activated on an ad hoc basis, depending on content availability or specific requests from the SNS JU Office:

- **SNS JU Official LinkedIn Page** (managed by the SNS JU Office and supported by SNS CO-OP), primarily used for live event coverage and strategic highlights upon request

- **SNS YouTube channel** (supported by SNS CO-OP), serving as a long-term repository for produced videos, interviews, and multimedia assets, and supporting extended dissemination when relevant

- **LinkedIn Newsletter** launched by SNS CO-OP following MWC 2025 to boost community building and amplify dissemination efforts.

Building on the positive results and added value demonstrated in Period 1, the same multichannel approach will be maintained in Period 2. At the same time, targeted refinements and improvements will be introduced, informed by lessons learnt from Period 1 and performance analysis. A more detailed description of each communication channel performance, together with the planned enhancements for Period 2, is provided in the following sections of the deliverable.

3.1   SNS JU Website

3.1.1   Results of website engagement from Period 1

During Period 1, the SNS JU website continued to serve as the central online platform supporting

communication and dissemination activities towards the SNS community. The website provides access to project information, public results, news, publications and events, addressing a broad range of stakeholders including industry, research and innovation actors, policymakers and the wider European connectivity ecosystem. The platform is designed to be scalable and adaptable, allowing the integration of new SNS JU projects and initiatives over time.

The key sections of the website maintained as part of communications and dissemination activities include:

- **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, organised events, publications and procurements.

- **Website structure fluidity and attractiveness**: Categorisation of the news (Office news, projects news & community) and website menu rebuild for fluidity and integration of SNS results

- **SNS Event Support and promotion:** Online registration facilities for workshops and information days, including web-based forms that collect participant details, and publication on the SNS CO-OP LinkedIn on the information plus transmission to the community by email.

- **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.

Visits Overview

Figure 2 Visits overview and over time for Period 1 (M1 to M15) from 01/01/2025 to 15/03/2026

As depicted in Figure 2 above, analytics collected through Matomo indicate a clear increase in the visibility of the website compared with the previous period. In WP4 Period 1, from 1 January 2025 to 15 March 2026, the website recorded **126,159 visits** (+43.1% compared to the previous equally long period, i.e. 15 October 2023 to 1 January 2025[2]), generating **229,484 pageviews** (+26.3%), including **188,636 unique pageviews.** These figures reflect a continued expansion of the audience and sustained interest in SNS JU activities, projects and outputs.

User interaction with the website remained substantial. During this period, the platform registered **26,831 downloads** (+67.7%), illustrating strong interest in publications, reports and project results. In addition, the website enabled further exploration of the broader SNS ecosystem through **19,790 outlinks**, directing users towards related initiatives and external resources.

The website also recorded **1,805 internal searches** (+30.6%), representing **656 unique keywords,** which provides useful insight into the topics and information most frequently sought by visitors.

Overall, the results for Period 1 confirm that the SNS JU website continues to support the dissemination

---

[2] The Matomo tool always compares with the previous period of the same length as the current period under consideration, to make the comparison meaningful. This previous period taken by the tool does not correlate with any formal periods in WP4 or SNS CO-OP.

of SNS activities effectively, providing accessible information on projects, events, publications and community initiatives while allowing continuous monitoring and optimisation of communication efforts through analytics.

Since January 2025, traffic driven through SNS CO-OP activities have accounted for **48% of all visits**: **126,159** out of almost around ~ 257,500 total visits.

It is possible like in the Figure 3 below to identify pick in website visits which can be linked to communication and events activities all year long.
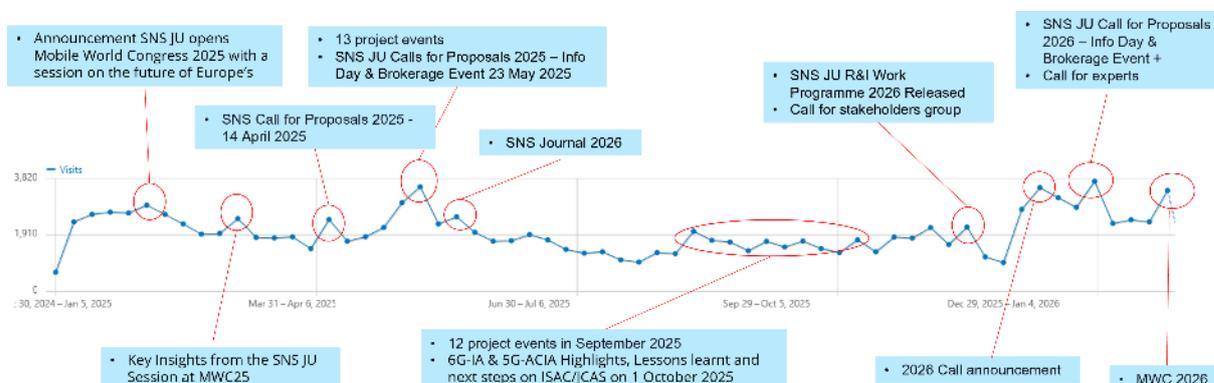
Figure 3 Correlation Between SNS CO-OP Activities and Website Visits (Period 1)

3.1.2   Website management: lessons learnt from Period 1

During Period 1, the SNS JU website progressed on multiple fronts, aligning closely with the planned developments while also identifying areas for continued improvement.

- **Enhancing News Prioritisation**

The prioritisation of news content worked well. A highlighted section on the homepage improved visibility of SNS JU news, and dedicated sections were created for SNS JU Office press releases (1), project news (2), and community updates (3) and the SNS newsletters and newsflashes (4). This structured approach facilitated easier access to relevant information for different stakeholder groups.

- **Enhancing Visuals and Graphics**

To ensure sufficient website performance following the visual enhancements, the hosting server was migrated to a new server hosted locally in Heidelberg, Germany by Eurescom. Additional measures, including optimising media sizes, using software tools, and refining menus and graphics, were implemented to improve navigation and engagement. SNS CO-OP supported the design of event graphics, news and working group publications, as well as homepage sliders, improving the overall user experience.

- **Evolving Analytics Capabilities**

Matomo Analytics was upgraded to enable more detailed tracking while maintaining full GDPR compliance. Data collection can now be retained over longer periods, supporting more informed decision-making regarding website usage and engagement.

- **Optimising Event Registrations & Contact Forms**

Several updates to online forms were implemented, allowing the collection of more complex data as requested by the community.

Specifically, more advanced features were engineered to allow dynamic calculation of specific index's (e.g. for the replicability assessment, assessing the reusability of use cases) that gave users a score in real time as the data was entered. Such features have enabled significant improvements in the use of online portals for the submission of project progress reports, use cases, and technical consultations.

This has improved the registration process for workshops, information days, and other participatory events as well as the information gathering for the program level KPIs.

- **Implementation of SEO Strategies**

SEO optimisation has been improved but all other sites are also using placement tools so this is an ongoing challenge. A new plug-in for title tags, meta descriptions and page-level SEO is now installed and active, supported by a licensed solution purchased by Eurescom. This lays the groundwork for improved search visibility in upcoming periods.

- **Promotion of Project and Programme Activities**

The website continued to act as a key resource for transparency, accessibility, and communication of SNS JU outputs. Promotion of project activities, success stories, and programme-related information was maintained throughout the period and will continue to be developed.

Table 5 Implemented improvements on the SNS JU website in Period 1

Planned Development	Achievements	Status at M15
Enhancing News Prioritisation	Highlighted homepage section; dedicated sections for SNS JU news, Office press releases, projects, and community	Achieved
Enhancing Visuals and Graphics	Optimised media on the website; improved menus, graphics for events, news, working papers, homepage sliders	Achieved
Evolving Analytics Capabilities	Matomo upgraded; GDPR-compliant tracking; longer-term page and social media data retention	Achieved
Optimising Event Registrations & Contact Forms	Forms updated to collect more complex community data; improved registration workflows	Achieved
Implementation of SEO Strategies	SEO plugin installed and running; title tags and meta descriptions active; license purchased for search visibility	Partially achieved – further improvements planned
Promotion of Project and Programme Activities	Ongoing promotion of projects, events, success stories and programme outputs	Achieved

Overall, Period 1 shows that planned developments were largely implemented successfully, with tangible improvements in content visibility, user engagement, analytics, and functional tools. SEO and continuous optimisation of graphics and navigation remain priorities for the next period.

3.1.3   Website management: Plan and future actions for Period 2

For Period 2, the SNS JU website will continue to serve as the central platform for communication and dissemination, supporting the SNS JU projects community, stakeholders, and the SNS JU Office.

The focus will be on the website backend, which will allow the hosting of the new newsletter and upcoming newsflash formats, allowing for streamlined content management and timely updates. The website will keep supporting the growing number of SNS JU projects from the next two calls, providing project news, updates, deliverables, working papers, and public results to ensure stakeholders remain informed.

Event support and registration will also remain a priority, with improved online forms, advertisement of workshops and information days, and tools for participant data collection. The website will also continue hosting SNS JU Office press releases and information updates, including FAQs, Governing Board decisions, job opportunities, and Work Programmes.

Analytics monitoring via Matomo will track KPIs such as visits, pageviews, downloads, and engagement, helping guide content prioritisation, layout adjustments, and overall website improvements.

Overall, the website will continue to serve as a central hub for SNS JU communication, ensuring transparency, accessibility, and effective dissemination of project results, events, and office information while supporting the expansion of the SNS JU portfolio and stakeholder engagement.

3.1.4   SNS JU Trackers

The SNS JU Trackers suite, originally developed under the CSAs 6GStart, SNS ICE, and SNS OPS, continues under SNS CO-OP as one of the key operational assets supporting the monitoring and communication of the SNS JU ecosystem. The suite is composed of three complementary tools, **the Standards Tracker, the Vertical Engagement Tracker, and the KPI Tracker**, which together provide a structured framework for tracking, analysing, and showcasing the progress, outputs, and impact of SNS JU-funded R&I projects.

Within WP4, these tools have been continuously maintained and progressively improved to enhance their usability, analytical value, and communication potential. Regular updates have been carried out in coordination with other relevant work packages, ensuring alignment with project data collection processes and stakeholder engagement activities. This collaborative approach ensures consistency between the information collected across the SNS ecosystem and the insights presented through the Trackers.

During Period 1, efforts focused primarily on updating the content of the Trackers, improving their structure where necessary, and increasing their visibility within the SNS community. The tools were presented and promoted during several strategic occasions, including the Techritory Forum 2025, where they were showcased during dedicated sessions. In addition, supporting communication materials were developed, including a dedicated roll-up banner used to visually present the Trackers and their purpose to event participants.

The following sections provide a detailed overview of each tracker, outlining the main achievements in Period 1, the lessons learnt from their implementation, and the planned developments and dissemination actions foreseen for Period 2.

Figure 4 SNS JU Trackers online suite

3.1.4.1   Standards Tracker

During Period 1, several improvements were implemented within the Standards Tracker[3] to enhance its clarity and usability for end users. In particular, the naming of the tools and sections within the tracker was revised to make the structure more intuitive and easier to navigate.

Additional project contributions were also integrated into the SNS JU Standardisation Contributions component of the tracker. While several inputs have already been included, the objective is to complete

---

[3] https://sns-trackers.sns-ju.eu/standards-tracker

the integration of all standardisation contributions submitted by SNS JU projects throughout 2025, with the full dataset expected to be available by Q2 2026.

Furthermore, the SDOs Status Updates section has been regularly updated using the quarterly information collected through the 6G-IA Pre-Standardisation Working Group telcos. During these meetings, summaries of the main outcomes of standardisation bodies' plenary meetings are presented and subsequently integrated into the tracker, ensuring that the tool reflects the most recent developments within the standardisation landscape.

Lessons learnt

The experience gathered during Period 1 confirms that the Standards Tracker represents a valuable and impactful resource for multiple stakeholders across the SNS ecosystem, including SNS JU projects, industry actors, and standardisation bodies (SDOs). By providing a consolidated overview of standardisation activities and contributions, the tool supports transparency and facilitates a better understanding of how SNS JU-funded research contributes to international standardisation processes.

At the same time, the first phase of implementation has highlighted opportunities for further enhancement, both in terms of content completeness and analytical functionalities. These improvements will be addressed during Period 2.

Plan for Period 2

During Period 2, the Standards Tracker will continue to be actively maintained and further expanded.

The SNS JU Standardisation Contributions section will be updated with all relevant inputs submitted by projects (over 1000 inputs) through the European Commission portal throughout 2025, providing a more comprehensive overview of the contributions made by SNS JU-funded projects to international standardisation activities.

The Relevant Telco Standards component, originally developed during the SNS OPS project through the HSBooster initiative, will also be further developed. SNS CO-OP plans to submit a new application to HSBooster in order to collect updated information and insights regarding ongoing telecommunications standardisation developments.

Similarly, the SDOs Status Updates section will continue to be updated based on new inputs collected through the 6G-IA Pre-Standardisation Working Group, ensuring that the tracker remains aligned with the latest discussions and outcomes within major standardisation bodies.

In parallel with these content updates, SNS CO-OP has initiated the conceptual development of additional functionalities aimed at strengthening the analytical and strategic value of the Standards Tracker. In particular, a high-level interactive timeline feature is being explored. This functionality would provide a structured overview of past, ongoing, and upcoming standardisation activities across major SDOs.

The objective of this development is to provide SNS JU projects with greater visibility into the evolving standardisation landscape, facilitating more informed engagement with relevant working groups and committees. By improving the understanding of standardisation timelines and processes, the tool could also support better alignment between project activities and SDO schedules, ultimately helping projects identify the most effective moments and forums for contributing to standardisation efforts.

3.1.4.2   Vertical Engagement Tracker

The Vertical Engagement Tracker (VET) is designed to map, analyse, and align the use cases developed by the SNS JU projects with the needs of vertical industries. By providing a structured overview of project use cases, the tool facilitates a clearer understanding of how technological developments within the SNS ecosystem translate into real-world applications and market opportunities. In this respect, the VET also plays an important role in supporting related dissemination activities, such as the development of the Trials & Pilots (T&Ps) Brochure, which highlights selected use cases across the SNS portfolio.

During Period 1, the Vertical Engagement Tracker underwent several updates aimed at improving both its structure and usability. Among the implemented changes, the filtering system was revised to ensure clearer categorisation of the use cases and to enhance the analytical capabilities of the tool. In particular, following discussions with the technical partners, the "Maturity" category was updated, which

consequently required adjustments to the "Type of Experiments" field. In order to avoid redundancy and potential confusion for users, the two categories were ultimately merged into a single field, providing a clearer representation of the stage and nature of the experiments.

Another important enhancement introduced during this period was the integration of a "replicability value" indicator for use cases. This addition enables projects to assess the potential replicability of their use cases, providing useful insights into how easily a given solution could be transferred or scaled to different contexts or sectors, the Digital Innovation Hubs (Digital Europe Programme), members of SCoDIHNet, are already using this specific information to select use cases that can be replicated in the context of the digitalisation of the European Industry. Projects can submit or update this information through an online webform, available on the same page used for submitting use cases to the tracker.

To further promote the use of the tool within the SNS ecosystem, the Vertical Engagement Tracker was also presented during Technology Board (TB) meetings, particularly when the Call 3 projects joined the SNS programme. These presentations aimed to explain the purpose and functionalities of the tracker, while encouraging projects to actively contribute their use cases and maintain the information up to date.

Lessons learnt

The experience gained during Period 1 demonstrated that the Vertical Engagement Tracker represents a valuable instrument for connecting technological research with industry needs. By structuring and categorising use case information, the tool facilitates better visibility of how SNS JU-funded projects addresses the requirements of different vertical sectors.

At the same time, the continuous evolution of the SNS project portfolio highlighted the need for regular updates and sustained engagement with projects to ensure that the information remains complete and up to date. Active involvement of project teams is therefore essential for maintaining the relevance and usefulness of the tracker.

Plan for Period 2

During Period 2, SNS CO-OP will continue to maintain and progressively improve the Vertical Engagement Tracker, while reinforcing engagement with SNS JU projects to ensure the continued enrichment of the dataset.

In particular, efforts will focus on encouraging projects to submit new use cases and to update existing entries, including the newly introduced replicability value indicator. Projects will be periodically invited to review and update their information through the online submission form, ensuring that the tracker reflects the latest developments and experimentation results.

Furthermore, with the onboarding of new projects from Call 4 / Call 5 and subsequent calls, SNS CO-OP will actively promote the use of the tracker among these new participants. Dedicated presentations and guidance will be provided to explain the purpose of the tool and to support projects in submitting their use cases.

Through these actions, the Vertical Engagement Tracker will continue to evolve as a central resource for mapping the application potential of SNS JU research, facilitating stronger connections between technological development and the needs of industry verticals.

3.1.4.3   KPI Tracker (Programme and Technical KPI Radars)

The KPI Tracker provides a visual and analytical overview of the progress and performance of SNS JU-funded projects through two complementary components: the Programme KPI Radar and the Technical KPI Radar.

The Programme KPI Radar was originally developed prior to the start of SNS CO-OP, and it continued to be maintained and used during Period 1 as a tool to visualise key programme-level indicators and highlight the overall progress of the SNS JU portfolio.

During Period 1, a significant enhancement was achieved through the development of the Technical KPI Radar, which was designed and implemented in close coordination with the technical partners of the project. The development process involved analysing the KPIs identified in a dedicated SNS JU white paper, from which the most relevant indicators were selected to provide a representative overview of technological progress across the SNS project portfolio.

Following this analytical phase, the graphical team, with the support of the technical partners, design the structure and visual layout of the radar, ensuring that the selected KPIs could be presented in a clear and accessible way. The resulting tool provides a graphical representation of key technological indicators, enabling stakeholders to better understand the evolution of the SNS JU research landscape.

The Technical KPI Radar was finalised ahead of the EuCNC & 6G Summit 2025, where it was publicly presented during the closing session of the event, contributing to the dissemination of SNS JU achievements and providing stakeholders with an overview of technological progress within the programme.

Lessons learnt

The experience gained during Period 1 highlighted the importance of close coordination with technical partners in order to identify meaningful and comparable KPIs across a diverse portfolio of research projects. The process of selecting and structuring the indicators confirmed that the availability and consistency of project-level data are essential for building an accurate and informative visualisation tool.

Another key insight concerns the value of clear visual representation when communicating complex technical indicators to a broader audience. The radar format proved effective in summarising multiple KPIs within a single visual framework, facilitating the interpretation of programme-level progress for both technical and non-technical stakeholders.

At the same time, the development phase demonstrated that maintaining such a tool requires continuous data collection and validation, particularly as the number of running SNS projects increases and new technological results become available.

Plan for Period 2

During Period 2, the KPI Tracker will continue to be maintained and further updated to reflect the evolving results of the SNS JU programme.

In particular, efforts will focus on updating the Programme KPI Radar, integrating new inputs collected from SNS JU projects and other relevant programme-level sources. This process will require the identification, verification, and integration of updated data in order to ensure that the radar accurately reflects the latest progress of the SNS ecosystem.

As additional project results become available, the KPI Tracker might progressively incorporate new information, enabling a more comprehensive representation of both programme-level achievements and technological advancements. These updates will be carried out in coordination with the relevant technical partners to ensure consistency in the interpretation and presentation of the KPIs.

Through these updates, the KPI Tracker will continue to serve as a valuable visual and analytical tool for monitoring SNS JU progress and communicating key technological achievements to stakeholders.

3.1.4.4   Joint Promotion and Dissemination Activities

During Period 1, SNS CO-OP carried out several joint promotion activities to increase the visibility and uptake of the SNS JU Trackers suite within the SNS ecosystem and among external stakeholders. All activities results are presented in the Table 5 below. The trackers were presented during key events and meetings, including sessions at Techritory 2025, where they were showcased as tools supporting the monitoring and communication of SNS JU project outcomes.

In addition, the trackers were introduced and discussed during Technology Board and Working Group meetings, helping to familiarise SNS JU projects with their functionalities and encouraging their active contribution, particularly in relation to the Standards and Vertical Engagement Tracker.

Supporting promotional material was also produced, including visual assets such as roll-up banners, which were used during events to highlight the purpose and impact of the trackers. These joint promotion activities contributed to increasing awareness of the tools and encouraging their use as resources for tracking standardisation activities, mapping vertical use cases, and visualising programme progress across the SNS ecosystem.

Table 6 Dissemination channels and actions for trackers promotion

Channel Type	Platforms	Results Period 1
Strategic Integration	Embedded across WP1 (Strategic Perspectives), WP2 (Stakeholder Engagement), WP4 (Dissemination), and WP6 (Events)	Close collaboration with technical partners across WP1, WP2, WP4 and WP6 ensured the strategic alignment of the SNS JU Trackers with programme objectives and stakeholder engagement activities. In particular, coordination with WP1 supported the analytical development and refinement of the trackers, while cooperation with WP4 enabled the preparation of dedicated dissemination materials and communication assets to promote their visibility and use within the SNS ecosystem.
Conferences & Events	Integration in flagship events (e.g., EUCNC & 6G Summit), thematic exchanges with vertical or standardisation-focused initiatives	The SNS JU Trackers were showcased and promoted during key industry events, including EuCNC & 6G Summit 2025 and Techritory 2025, where they were presented in dedicated sessions and discussions. These occasions provided an opportunity to introduce the tools to a broader audience, highlight their role in monitoring SNS JU activities, and encourage stakeholders and project representatives to actively engage with and contribute to the trackers.
Communication Task Force	Monthly calls with 80+ SNS JU R&I projects; dedicated agenda points; short presentations to promote cross-fertilisation	The SNS JU Trackers were presented and discussed during the monthly Communication Task Force meetings, engaging over 80 SNS JU R&I projects.
Publications	White papers, position papers reflecting tracker insights	Insights and data collected through the SNS JU Trackers contributed to the analysis and monitoring of SNS JU activities, supporting the preparation of programme-related publications and knowledge materials, including white papers and position papers reflecting the evolution of SNS research and standardisation activities.
Synergistic Collaboration	Coordination with other CSAs (e.g., StandICT.eu, INSTAR) on international standardisation activities	Initial coordination activities have been initiated with other relevant CSAs and initiatives (e.g., StandICT.eu, INSTAR) to explore possible synergies in the area of international standardisation. In parallel, preparations are underway to engage with the HSBooster initiative, with the objective of further enriching the Standards Tracker through updated insights on telecommunications standardisation activities.
Dedicated Meetings	Organised ad hoc to stimulate stakeholder interaction and tracker uptake	Ad hoc meetings were organised with relevant partners and stakeholders to support the development and improvement of the trackers, facilitate data collection, and encourage project contributions, particularly for the Standards and Vertical Engagement Trackers.

During Period 2, SNS CO-OP will continue to maintain and update the SNS JU Trackers suite while strengthening their visibility through targeted dissemination activities. In addition to the regular content

updates across the three trackers, specific improvements will be implemented, including the development of the first version of the **Standardisation Timeline** within the Standards Tracker and the update of the Programme KPI Radar to reflect newly available programme-level data.

To further increase awareness and uptake of these tools, a dedicated **SNS Trackers promotional campaign** will be launched. The campaign will begin with an article introducing the Trackers suite, explaining its purpose, impact, and functionalities, which will be published on the SNS JU website and amplified through the SNS JU social media channels. This will be followed by a series of weekly social media posts featuring visual infographics dedicated to each tracker, highlighting their role, impact, and practical use for stakeholders. The campaign will conclude with a short video presenting the overall purpose of the Trackers suite and demonstrating how users can navigate and explore the tools, further supporting their accessibility and adoption within the SNS ecosystem.

3.2   Social Media Channels

Social media activities are an essential part of the SNS JU communication efforts aimed at disseminating SNS JU achievements and supporting the promotion of SNS programme outcomes.

As envisioned in D4.1, during Period 1, several social media channels were managed and supported, including the **6G SNS LinkedIn Group**, **X**, **Mastodon**, and **YouTube**.

In the final months of the reporting Period 1, the **SNS CO-OP LinkedIn Page** has been launched, building on the community previously established by the SNS ICE project. Additional efforts focused on supporting the growth and visibility of the **SNS JU official LinkedIn** page through cross-channel promotion and provision of targeted materials and content directly to the SNS JU office.

3.2.1   6G SNS LinkedIn Group

During Period 1, the 6G SNS LinkedIn Group served as the primary promotion channel for the 79 projects funded under SNS JU. The group functioned as a shared space for disseminating project results, advertising upcoming events, and sharing other information relevant to the SNS community. SNS CO-OP coordinated content dissemination within the group, maintaining a regular publication schedule of approximately **3 posts per week** in order to ensure consistent visibility and engagement.

Content published in the LinkedIn Group was mainly collected through the monthly **Communications Task Force meetings**. To facilitate this process, SNS CO-OP maintained a shared collaborative document on the **BSCW platform**, complemented by ongoing social media monitoring and content scouting across projects' channels. Through this approach, projects were able to provide timely updates and promotional materials on:

- events, webinars, and workshops;
- news articles, blogs, and publications;
- videos;
- newsletters;
- additional promotional outputs (e.g. webpages and demonstrations);
- calls for synergies.

Based on **LinkedIn analytics** covering the period between 17 March 2025 (earliest data available) and 16 March 2026, the SNS JU LinkedIn Group recorded the following activity:

- 1,609 total members;
- 1,949 active members;
- 135 posts published;
- 10,789 total post views.

Growth details ⊘
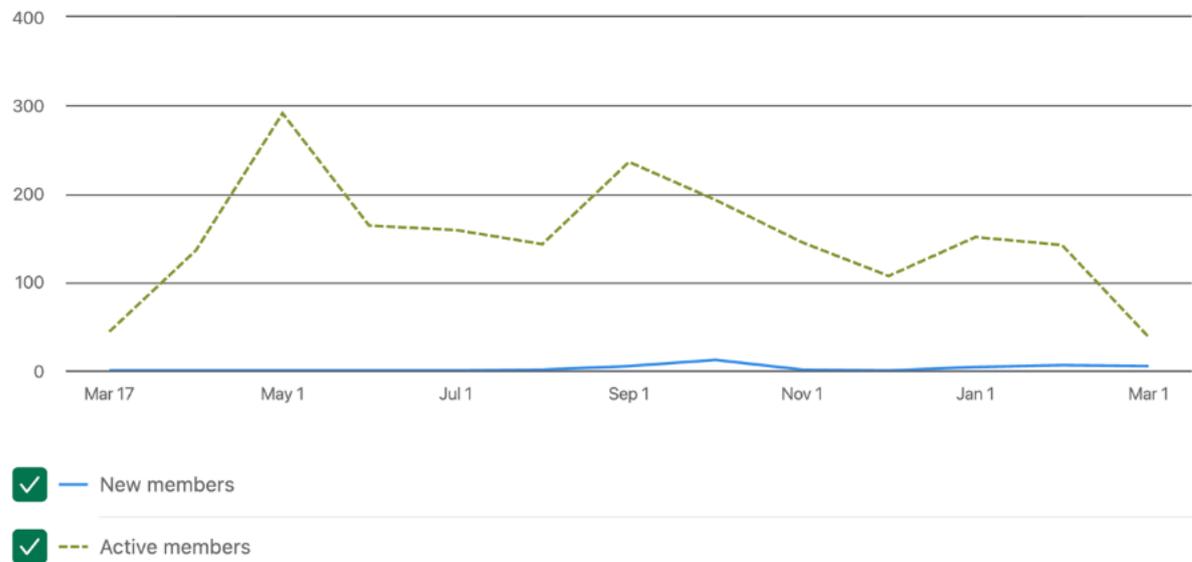
Figure 5 6G SNS LinkedIn Group Growth Analytics (17/03/2025 – 16/03/2026)

Furthermore, to strengthen overall outreach and ensure alignment with programme-level communications, SNS CO-OP cross-promoted official SNS JU announcements within the 6G SNS LinkedIn Group. These included key updates such as the release of SNS JU whitepapers, SNS Journal publications, and the participation of SNS JU representatives in major industry events. As part of a cross-channel promotion approach during Period 1, content published in the LinkedIn Group was also reshared on **X** and **Mastodon** to further extend the visibility of SNS JU activities and the broader SNS community.

Engagement details ⊘
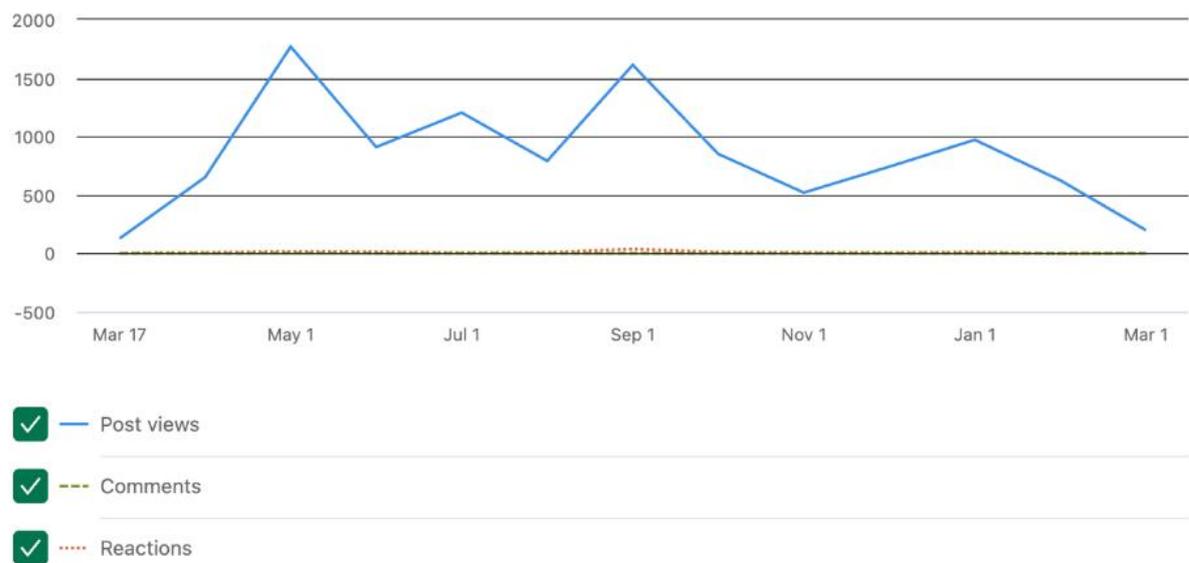
Figure 6 6G SNS LinkedIn Group Engagement Analytics (17/03/2025 – 16/03/2026)

Plan for Period 2

Building on the activities implemented during Period 1, the strategy for Period 2 will place particular emphasis on strengthening the role of the 6G SNS LinkedIn Group as a central space for community interaction and dissemination. The objective is to further increase the visibility of project results while supporting the growth and engagement of the SNS online community. In addition to maintaining a regular flow of project updates and announcements, SNS CO-OP will explore the introduction of new thematic content series to diversify and differentiate social media content.

Among the planned initiatives, a **new campaign "People Behind 6G"** will highlight the work and impact behind SNS JU projects, providing a more accessible perspective on the technological advancements across the SNS JU portfolio. Additional collaborative initiatives will also be encouraged through joint communication activities.

Overall, these efforts aim to strengthen the dissemination capacity of the LinkedIn Group and enhance community participation.

3.2.2   SNS JU X & Mastodon

During Period 1, the X and Mastodon accounts were primarily used to support cross-channel promotion of content published in the SNS JU LinkedIn Group. Updates shared on LinkedIn, including project news, events, publications, and other developments from SNS JU-funded projects, were regularly reposted on these two platforms to extend their reach and increase the visibility of community activities. In addition, both channels were used to support selected LinkedIn-driven campaigns.

X proved to be an effective complementary channel due to its established community within the technology, research, and policy domains. Its hashtag-based ecosystem enabled SNS JU-related content to be integrated into broader conversations on 6G, telecommunications, and European research initiatives. **Mastodon** has also been tested as part of the communication strategy in order to reach technology-oriented communities active in open research and European digital infrastructure discussions.

However, the performance of the two platforms differed. Unlike LinkedIn, neither X nor Mastodon provide extensive built-in analytics for organisational accounts, which limited the ability to conduct detailed performance monitoring. A brief mapping exercise carried out within the Communications Task Force provided additional context on the social media presence of the projects. The results in Table 7 showed that several projects are present on X, while very few reported an activity on Mastodon. These findings were also reflected in the available performance indicators: while X generated a modest but consistent level of visibility when used for cross-channel promotion, Mastodon recorded significantly lower levels of reach.

This suggests that the target stakeholder groups are currently less active on Mastodon, which limits its effectiveness as a communication channel.

Table 7 X and Mastodon Performance Analytics (17 March 2025 – 16 March 2026)

Platform	Total Followers	Posts	Impressions
X	8,960	135	1,170 monthly impressions (average across 10 posts)
Mastodon	42	135	Low engagement; impressions cannot be reliably tracked due to limited analytics and low audience activity

As a result, in the Period 2, X and Mastodon will continue to be used primarily for cross-channel promotion of the content published through the SNS JU LinkedIn Group. At the same time, SNS CO-OP will explore opportunities to diversify the type of content shared across these platforms in order to assess whether alternative formats or thematic approaches can improve reach and engagement.

3.2.3   SNS JU LinkedIn Page

The SNS JU official LinkedIn Page is not directly managed by SNS CO-OP. SNS CO-OP provides management and content production support to SNS JU by designing and delivering specific content

pieces, especially related to events and campaigns, with the aim of promoting key SNS JU activities and outputs.

During Period 1, SNS CO-OP supported the management of the SNS JU official LinkedIn channel for the promotion of SNS JU participation in major industry events such as the Mobile World Congress, EuCNC & 6G Summit, and Techritory. Additional campaigns highlighted major programme publications and outputs, including the SNS Journal and SNS JU whitepapers. The page (Figure 7) was also used to promote strategic initiatives organised by SNS CO-OP, such as the selection and webinar to dedicated to the **SNS JU Top-10 Key Achievements**, which showcased some of the most significant results produced within the SNS portfolio. For this purpose, numerous graphics and posts were produced and delivered to SNS JU for the promotion on LinkedIn. Overall, the campaign reached **over 250 likes** and **45 reposts**, showing high interest in the topic among the audience.

Figure 7 Social media campaign developed by SNS CO-OP to promote the SNS JU Top-10 Key Achievements

According to the available LinkedIn analytics for the SNS JU official LinkedIn Page (Figure 8), the platform recorded the following performance indicators between 15 March 2025 and 14 March 2026 (earliest data available):

- New followers (last 365 days): 1,346 (total of 5,744)

- Impressions: 344,432

- Reactions: 8,221

- Comments: 83

- Reposts: 241
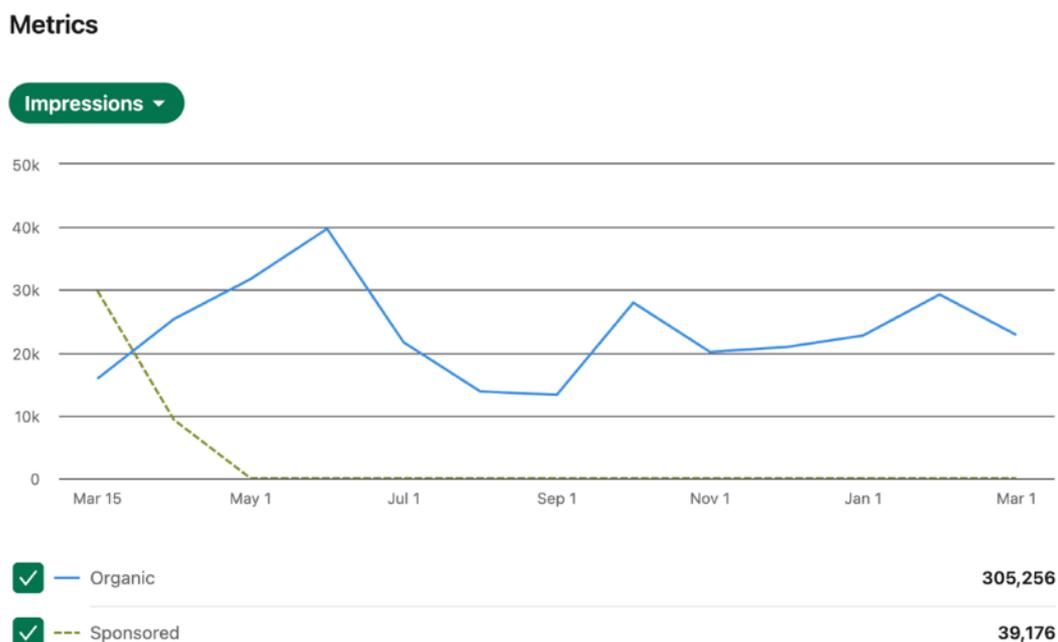
Figure 8 SNS JU LinkedIn Page Content Analytics (15 March 2025 – 14 March 2026)

In Period 2, SNS CO-OP will continue supporting the SNS JU official LinkedIn Page by contributing to the promotion of major programme activities through targeted social media campaigns. These will focus in particular on key industry events and new initiatives, ensuring consistent visibility for the programme's main outputs.

In addition, SNS CO-OP aims to introduce a strategic social media campaign titled "**The People Behind 6G**". The goal of the campaign is to highlight the work and impact behind SNS JU-funded projects by showcasing the innovation across the portfolio and a more human perspective on the technological developments. The campaign will showcase the results of at least 20 projects and WP4 will produce dedicated short videos and content to implement it and strategically drive the engagement.

3.2.4   LinkedIn Newsletter

Launched in July 2025, the **"SNS JU Insights" LinkedIn Newsletter** is a new sub-channel launched by SNS CO-OP to expand the community, increase engagement and communicates SNS programme achievements and progress in an impactful way. The initiative provides the SNS community with a dedicated space for longer-form and more analytical content covering SNS JU activities, programme developments, and project achievements.

The introduction of the LinkedIn Newsletter has been a strategic decision agreed with the SNS JU Office to provide a new format that drives organic engagement and expands the community by sharing high-value insights with the community.

SNS CO-OP has been fully responsible for the LinkedIn newsletter production and has provided two types of articles to be included:

- Insights from key stakeholders and industry experts, based on the interviews taken at MWC 2025

- Collaborative "Synergies Articles" (example in Figure 9), co-authored by multiple SNS projects according to their technological clusters to highlight complementary developments and joint European progress in specific 6G domains.

During Period 1, the following Synergies Articles were published to highlight cross-project developments and shared research priorities across the SNS portfolio: "The Brains Behind Green Networks: SNS Projects Pioneering an Energy-Efficient Digital Future" and "The Invisible Engines of 6G: Four SNS JU Projects Shaping the Hardware for Our Connected Future". In addition, the article "SNS JU Projects: Security and Trust in 6G" was also planned as part of the Synergies Articles series

and is expected to be published as a future edition of the newsletter.

Over the reporting period (1 July 2025 to 16 March 2026), **13 newsletter editions** were published, achieving the following key performance metrics:

- Total Subscribers: 2,341
- Total Impressions: 14,024
- Article Views: 11,007
- Total Engagements: 446

Figure 9 Example of Synergy Article produced for the SNS JU LinkedIn Newsletter
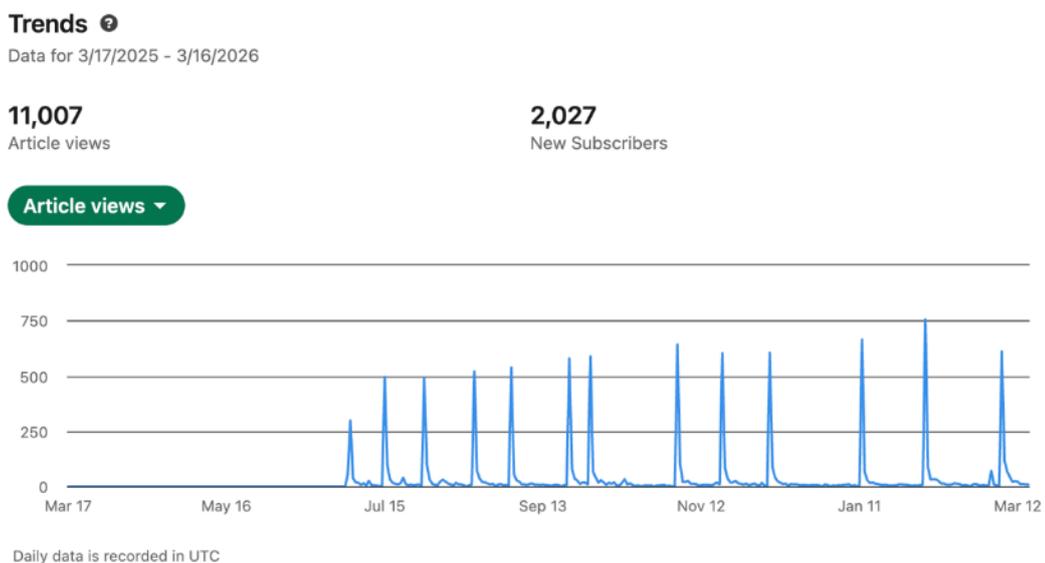
Figure 10 SNS JU LinkedIn Newsletter Analytics (1 July 2025 – 16 March 2026)

The **three best-performing newsletter issues** published between 1 July 2025 and 16 March 2026 are presented below.

Published on 3 November 2025, the "The Invisible Engines of 6G: Four SNS JU Projects Shaping the Hardware for our Connected Future" newsletter generated over 1,000 impressions and 973 article views (Figure 11, Table 8).

Figure 11 LinkedIn Newsletter: The Invisible Engines of 6G

Table 8 LinkedIn Analytics for "The Invisible Engines of 6G" Newsletter

Impressions	1,089
Members reached	640
Engagements clicks	66
Engagement rate	6.1%
Article views	973
Email sends	1,411
Email open rate	31%

Published on 12 January 2026, the "The Perfect Storm: Converging European Excellence" newsletter generated 1,188 impressions and 897 article views (Figure 12, Table 9).

Figure 12 LinkedIn Newsletter "The Perfect Storm: Converging European Excellence"

Table 9 LinkedIn Analytics for "The Perfect Storm: Converging European Excellence" Newsletter

Impressions	1,188
Members reached	702
Engagements clicks	51
Engagement rate	4.3%
Article views	897
Email sends	1,455
Email open rate	33%

Published on 5 February 2026, the "How SNS JU Projects Are Harnessing Artificial Intelligence and Machine Learning" newsletter generated 867 impressions and over 1,100 views (Figure 13, Table 10).

Figure 13 LinkedIn Newsletter "How SNS JU Projects Are Harnessing Artificial Intelligence and Machine Learning"

Table 10 LinkedIn Analytics for "How SNS JU Projects Are Harnessing Artificial Intelligence and Machine Learning" Newsletter

Impressions	867
Members reached	522
Engagements clicks	64
Engagement rate	7.4%
Article views	1,133
Email sends	1,602
Email open rate	33%

Looking ahead to Period 2, the LinkedIn Newsletter strategy will continue to be populated by cross-project "Synergies Articles" produced by SNS CO-OP and interviews with key stakeholders, when possible.

3.2.5   SNS JU YouTube Channel

During Period 1, YouTube served as the main video-sharing platform and central audiovisual repository for SNS JU-related content. The videos published on YouTube were also promoted as part of a broader cross-channel strategy, with content shared across LinkedIn, X, and Mastodon to drive traffic towards the SNS JU YouTube channel.

Figure 14 SNS JU MWC26 - Opening Video produced by SNS CO-OP

Since its launch on 15 February 2023, the SNS JU YouTube channel has shown steady growth and engagement, reaching the following cumulative metrics by 10 March 2026:

- Total Subscribers: 334
- Total Videos Published: 225
- Total Views: 20,644

During Period 1, several videos received comparatively high levels of engagement on YouTube, including:

- "SNS JU - Dive into the future of connectivity" (Published on 24 March 2025 | **1,078 views**), presenting the mission and objectives of the SNS JU;

- "From Research to Impact: Exploring the Top-10 Key Achievements of SNS JU Projects" (Published on 5 December 2025 | **242 views**), a recording of the webinar showing the Top-10 key achievements from projects funded under Call 1 and Call 2;

Figure 15 Webinar Recording "From Research to Impact: Exploring the Top-10 Key Achievements of SNS JU Projects"

Looking ahead to Period 2, YouTube will continue to serve as the main repository for SNS JU audiovisual content. The platform will support the promotion of the programme's participation in major industry events, upcoming Calls for Proposals, and webinars. In addition, the strategy will continue to prioritise video formats that highlight the results and impact of SNS JU-funded projects.

3.2.6   SNS CO-OP LinkedIn Page

During Period 1, the SNS CO-OP LinkedIn Page was launched building on the community previously established by the previous CSA project SNS ICE. The objective was to further support the growth of the SNS ecosystem online, strengthen community engagement, and diversify the programme's social media presence. As part of the cross-channel communication strategy, content shared on the 6G SNS LinkedIn Group, as well as on X and Mastodon, is now also being published on the SNS CO-OP LinkedIn Page to extend visibility and reinforce the dissemination of SNS JU-related updates.

Between 1 October 2025 (page launch) and 14 March 2026, the SNS CO-OP LinkedIn Page reached the following performance indicators:

- New followers: 119
- Impressions: 18,427
- Reactions: 593
- Comments: 9
- Reposts: 14
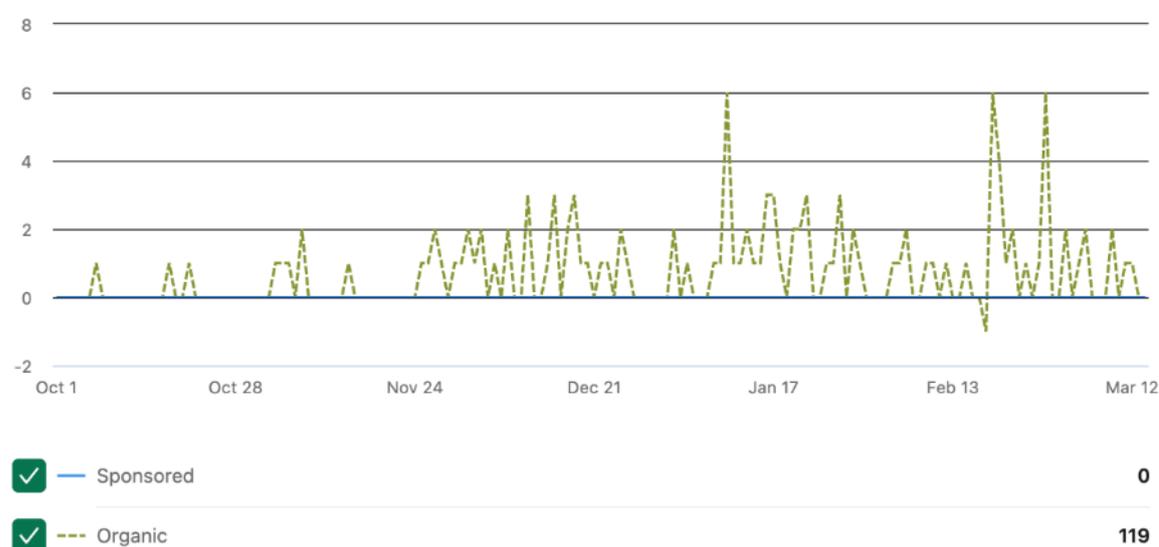
Figure 16 SNS CO-OP LinkedIn Page Follower Growth (1 October 2025 – 14 March 2026)

Looking ahead to Period 2, SNS CO-OP will continue developing its LinkedIn Page as part of the broader cross-channel strategy. The platform will support the dissemination of SNS JU activities, major events, and programme outputs, while also contributing to the "campaign" approach adopted by SNS CO-OP to diversify communication formats and strengthen engagement with the programme's target stakeholders across social media channels.

3.2.7   Social Media impact assessment & Strategy Period 2

During Period 1, the SNS social media ecosystem expanded steadily, strengthening its digital presence across multiple platforms. WP4 systematically cross-promoted content across the 6G SNS LinkedIn Group, the SNS CO-OP LinkedIn Page, X, Mastodon, and YouTube to maximise visibility and community reach. Within this ecosystem, the SNS JU LinkedIn Group consolidated its role as a central dissemination hub for the SNS community, while the LinkedIn Newsletter supported longer-form thought leadership content. Finally, the YouTube channel served as the main repository for videos and webinars recordings. The coordination with the SNS Communications Task Force further supported cross-project social media promotion and collaborative communication activities.

Social media monitoring carried out during Period 1 highlighted differences in platform performance. While LinkedIn and X proved effective in reaching the programme's target stakeholders, Mastodon

generated comparatively limited engagement, reflecting the lower presence of relevant audiences on that platform.

Building on these insights, the communication strategy for Period 2 will focus on strengthening the existing cross-channel ecosystem while further increasing the visibility of SNS JU-funded projects. LinkedIn will continue to serve as the central platform for community engagement and dissemination, complemented by YouTube for audiovisual content and X for cross-channel amplification. In addition, SNS CO-OP will progressively adopt a more structured campaign-based approach, linking together social media posts, newsletter articles, and video content to diversify communication formats and extend outreach.

A key new initiative will be the launch of "**The People Behind 6G**" strategic campaign, aimed at highlighting the impact of the SNS JU-funded projects in an understandable way. By complementing technical outputs dissemination with more human-centred storytelling, the initiative will help make the programme's research activities more accessible while further strengthening the visibility of the SNS ecosystem across channels.

3.3   Newsletters and Newsflashes

The project delivered consistent and targeted dissemination of key updates through regular Newsflashes and Newsletters, reinforcing engagement across the SNS ecosystem.

During Period 1, **15 (3 shared with SNS OPS) monthly Newsflashes** provided concise and timely information on project achievements, publications, and events, ensuring that stakeholders remained up to date with the latest developments.

In parallel, **5 (1 shared with SNS OPS) quarterly Newsletters** offered a broader and more strategic perspective, with in-depth insights into SNS JU initiatives and related European Commission activities.

A major effort was dedicated to redesigning the Newsletter, resulting in a more modern and impactful format. Distribution is now automated through the MailPoet mailing tool.

Subscriptions to both the Newsflash and the Newsletter can be completed via the standard online form on the SNS website (also accessible from the homepage) or through explicit consent provided in event registration forms.

For Period 2, **12 Newsflashes and 5 Newsletters are planned**. A revamp of the Newsflash, similar to the Newsletter upgrade, is also foreseen.

Together, these publications act as essential channels to share progress, stimulate collaboration, and enhance the visibility of SNS research and innovation at both European and international levels.

3.4   Communication and Dissemination Channels overview

To ensure a comprehensive monitoring of the communication and dissemination activities, a closer overview of the communications channels has been envisaged in D4.1. For some of the channels, namely the SNS JU LinkedIn page, X, Mastodon, YouTube, the frequency has been indicated as ad hoc due to the need to align with the SNS JU Office before publication. The table below provides an overview of the achieved results per channel over the Period 1.

Table 11 Communications channels overview and results from Period 1

Channel	Managed by	Goal	Frequency	Dependencies	Results Period 1
SNS JU LinkedIn Group	Trust-IT	Disseminating SNS Projects achievements, events and news, community building, boosting	At least 2 posts / week	Based on the insights and information shared during the monthly Communication	138 posts 10,787 post views (since 7 March 2025 - earliest available date)

		synergies		Task Force 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	5,742 followers 344,432 impressions 8,221 reactions 83 comments 241 reposts (Since 15 March 2026 – earliest date available)
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	8,960 followers 1,170 monthly impressions (avg. across 10 posts)
Mastodon	SNS JU Office / Trust-IT	Cross-sharing materials and messages published on the SNS JU Official LinkedIn page	Ad hoc		42 followers- Low engagement (target audience inactive). Impressions cannot be reliably tracked
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	334 subscribers 224 videos 20,641 views (since 15 February 2023)
Newsletter	IDATE	Inform the target audience about SNS JU's major updates and announcements	Regular / on quarterly basis	Subject to inputs from the SNS JU, partners, projects	5
Newsflash	IDATE	Communicate about SNS projects' main publications, news and opportunities for engagement	Regular / on monthly basis	Subject to inputs from the SNS JU, partners, projects	15

3.5 SNS Journal: Production and Dissemination

Published in May 2025 and distributed at EuCNC & 6G Summit 2025 in Poznań, the SNS JU Journal 2025 is the third edition of the SNS Journals published as part of the SNS programme. It illustrates the evolution of the SNS initiative and how it continues to advance at full speed. The combined efforts and results of these projects cover a broad range of enabling technologies, KPIs, and envisioned use cases across diverse vertical sectors. These use cases are expected to drive global 6G developments while delivering impactful European solutions for next-generation networks and services.

This edition provides an overview of the 79 research, innovation, and trial projects that form the backbone of the SNS JU portfolio. Funded with approximately €500 million in EU support, these projects underpin Europe's ambition to lead in 6G technology development while enhancing the

deployment of 5G. They reflect the strong commitment of European policymakers, industry leaders, and researchers to building a resilient, competitive, and sustainable digital infrastructure.

Figure 17 Cover page of the SNS Journal 2025

The process for producing the 2026 edition of the SNS Journal began in November 2025, when projects were invited via email to provide their contributions. The 2026 issue is planned for distribution at the EuCNC & 6G Summit 2026 in Malaga. Building on previous editions, this Journal will not only feature project contributions but will also provide more contextualised insights.

4   Operational Support and Impact Maximisation at Events

SNS CO-OP places strong emphasis on supporting SNS JU in its communication and dissemination activities through operational support and impact maximisation for strategic events. This support aims to strengthen SNS JU's visibility, consistency, and strategic positioning at major international events and is a combination of advance coordination, targeted communication planning, and execution support. Key activities include early alignment with the SNS JU Office ahead of events, the development of dedicated campaigns, the production of graphical and multimedia materials, and communication support during and after the events.

As established in D4.1, the objectives guiding SNS CO-OP's support for strategic events are as follows:

- **Reinforcing SNS JU's visibility and recognition at key events** by implementing coordinated promotional actions supported by coherent, visually compelling communication materials

- **Streamlining SNS JU's impact at events by ensuring communications support** and alignment of branding, messaging, and visual identity, when support is requested in advance

- **Designing communication assets**, including printed materials, digital content, social media assets, and videos, to extend engagement beyond the event and reach wider stakeholder communities

- **Amplifying event-related communication through digital channels**, ensuring that key messages, outcomes, and highlights are disseminated in a timely and effective manner across SNS JU's communication platforms

During Period 1, such operational and communication support was delivered for Mobile World Congress 2025, EuCNC & 6G Summit 2025, Techritory 2025, and Mobile World Congress 2026. All activities were implemented in close coordination with the SNS JU Office, ensuring full alignment with SNS JU's communication priorities and objectives.

In Period 2, SNS CO-OP will continue to deliver targeted support for SNS JU's participation in EuCNC & 6G Summit 2026 and Techritory 2026, as well as preparatory actions for Mobile World Congress 2027, building on the experience gained and lessons learnt to further enhance communication impact.

4.1   SNS CO-OP Support at events: Period 1 results

In Period 1, SNS CO-OP has ensured support for SNS JU impact maximisation at four events, namely the Mobile World Congress 2025, EuCNC & 6G Summit 2025, Techritory 2025, and Mobile World Congress 2026. The most extensive support has been provided for MWC 2025. In the following subsection, a detailed overview is provided for the support delivered prior, during and after each event.

Table 12 Events supported in Period 1

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

4.1.1   Maximising impact at Mobile World Congress 2025

Every year, Mobile World Congress brings together leading companies, organisations, and institutions working to advance connectivity. As such, it represents a major opportunity to showcase initiatives, foster synergies, and promote European efforts in this field. With the SNS JU establishing a strong presence at the event through a dedicated session and collaborations with key stakeholders, SNS CO-OP worked to support the SNS JU's participation to the greatest extent possible and to ensure high visibility for its activities.

For MWC 2025, significant preparatory efforts were undertaken to coordinate closely with SNS JU and

ensure comprehensive planning of activities before, during, and after the event. This included the development of a range of communication and promotional materials, such as graphical assets and videos, as well as the drafting of interview scripts and key messaging. Close alignment was also ensured with the technical event organisers to facilitate smooth coordination.

In addition, a targeted paid social media campaign was implemented to amplify outreach and engagement, complemented by other communication and dissemination activities designed to maximise SNS JU's visibility, audience reach, and overall impact throughout the event and in the follow-up phase.

As a result, the following tangible outputs were delivered:

- Preparation and scheduling of **social media posts** to promote the SNS JU session and related activities before, during, and after the event

- Design of customised **digital banners** and **visual assets** to support the promotion of the SNS JU session across channels and online platforms

Figure 18 Digital banners developed for the SNS JU session at MWC 2025

- Design, refinement, and visual alignment of the **SNS JU session presentation**, ensuring consistency with SNS JU branding and messaging

Figure 19 Slide deck developed for the SNS JU session at MWC 2025

- Production of **two promotional videos** presenting the SNS JU mission, objectives, and the broader vision for European leadership in next-generation connectivity

- Design and deployment of an **interactive map** highlighting the location of SNS projects and participating organisations across the event exhibition space

- Preparation of **interview question drafts** for discussions with industry leaders and key stakeholders

- Design and production of a **custom flyer** for on-site distribution to raise awareness of SNS JU activities and achievements

- Coordination and **support for on-site communication activities**, ensuring coherent messaging and effective promotion of SNS JU throughout the event

Additionally, a **promotional pay-per-click (PPC) campaigns** were planned and implemented on LinkedIn to raise awareness of the SNS JU on-site session and drive targeted traffic to the event registration page. The campaign was designed to reach relevant stakeholders across industry, research, and policy communities, thereby increasing visibility, encouraging participation, and supporting higher attendance at the session. Through the campaigns, **50 more clicks to the registration page to the SNS JU session and over 16,000 impressions** were reached.

During the event, SNS CO-OP provided comprehensive on-site communication and coordination support, ensuring the smooth execution of the SNS JU session and the effective capture of content for post-event dissemination. In particular, the SNS CO-OP team ensured:

- **Audiovisual support**, liaising with the event technical team to support the correct setup and delivery of presentations and multimedia materials

- **Detailed note-taking and content capture**, enabling the preparation of post-event articles, summaries, and communication materials

- **Recording of interviews with industry leaders and key stakeholders**, gathering insights on the evolution of next-generation connectivity and the role of SNS initiatives

- **Photo and video coverage of the SNS JU session and visits to SNS projects' booths** across the exhibition areas, documenting project participation and engagement at the event

These activities resulted in the successful delivery and promotion of the SNS JU session, as well as the creation of a rich set of communication assets for post-event dissemination.

Following the event, a dedicated article was published on the SNS JU website summarising the key highlights, discussions, and outcomes of the session. The article was further amplified through SNS JU social media channels, increasing its reach among stakeholders and the broader connectivity community.

The recorded interviews were transcribed and developed into a series of insight-driven articles, which were published through the **SNS JU LinkedIn Newsletter** in the following months. This approach helped amplifying outreach while also funnelling audiences towards the corresponding video interviews, thereby increasing engagement across multiple content formats.

Figure 20 LinkedIn Newsletter based on the interview taken at MWC 2025

In parallel, the photo coverage captured during the event was used to support social media promotion, strengthening the online visibility of SNS JU activities and showcasing the presence of SNS projects at

MWC 2025. Selected images were also curated and published in the photo gallery of the SNS JU website.

Finally, the video footage collected during the event was used to produce a post-event promotional video, highlighting SNS JU participation, key moments from the session, and the broader impact of SNS projects at the MWC 2025. This video serves as a lasting communication asset to further promote SNS JU activities and achievements beyond the event.
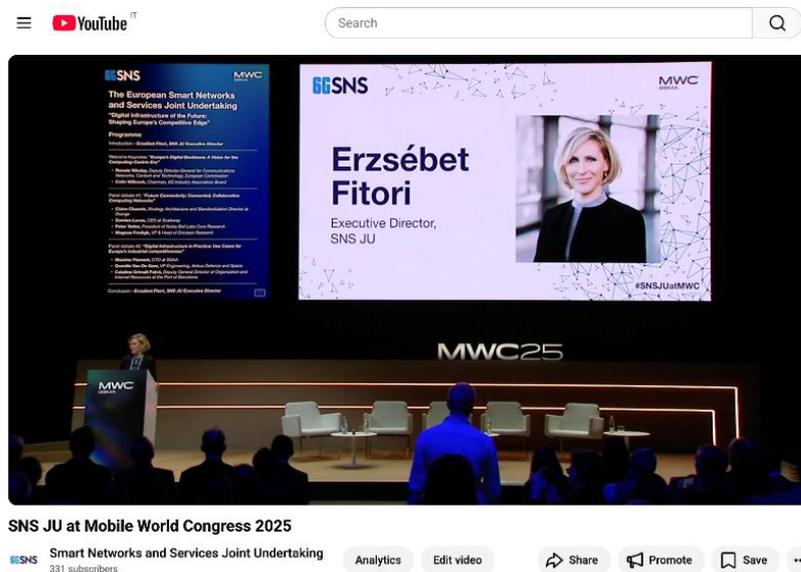
Figure 21 Recap video produced by SNS CO-OP following MWC 2025

Following the event, the focus was centred on post-production activities aimed at extending the visibility and impact of SNS JU participation beyond the event itself. This included the preparation and dissemination of social media posts highlighting key moments and outcomes from the SNS JU session, as well as the publication of a recap article on the SNS JU website summarising the main messages and discussions that took place during the event, including the visits at the projects' booths.

In addition, the recorded materials collected during the event were processed and transformed into communication assets, including the production of edited video content and stakeholder interviews recorded with industry representatives and SNS ecosystem participants. These multimedia materials were subsequently published on the SNS JU communication channels, including social media and the SNS JU YouTube channel.

To maximise their long-term impact, the produced materials will continue to be leveraged throughout the year in SNS JU communication activities, supporting ongoing dissemination efforts and reinforcing the visibility of SNS JU's presence and achievements.

4.1.2   Maximising impact at EuCNC&6G Summit 2025

The EuCNC & 6G Summit 2025 represented another key opportunity to strengthen the visibility of SNS JU and promote the achievements of the SNS ecosystem to a specialised audience of researchers, industry representatives, and policy stakeholders. To maximise the impact of SNS JU participation, WP4 provided communication and dissemination support through the preparation of dedicated promotional materials and coordinated post-event dissemination activities.

Prior to the event, several communication assets and promotional materials were developed to support SNS JU visibility at the exhibition booth and throughout the event venue. This included the design of the SNS JU booth layout, as well as the preparation of roll-ups and flyers presenting the SNS JU initiative and its ecosystem. In addition, publications were prepared for dissemination at the event, including the SNS Journal, and shipped in advance of the conference.

Following the event, WP4 implemented a series of post-event dissemination actions aimed at extending the visibility of the materials and outcomes beyond the conference itself. In particular, the SNS Journal was launched on the SNS JU website, accompanied by coordinated announcements on SNS JU social media channels to encourage projects and stakeholders to further amplify the publication. Additional

promotional activities were subsequently carried out on LinkedIn, alongside the publication and dissemination of the recorded interviews and the highlight video produced during the event.

Through these combined actions, the purpose was to ensure sustained visibility of SNS JU activities and outputs associated with the EuCNC & 6G Summit 2025, reinforcing the programme's presence within the European 6G research and innovation community.

Figure 22 SNS JU booth developed for EuCNC & 6G Summit 2025

4.1.3   Maximising impact at Techritory 2025

Techritory 2025 represented an important opportunity for SNS JU to engage with international stakeholders from the industry and policy communities. WP4 supported SNS JU participation through a combination of communication, dissemination, and organisational activities aimed at maximising visibility and promoting SNS JU initiatives and outputs.

Prior to the event, there was the implementation of a series of communication and promotional activities, including the preparation of LinkedIn posts and articles to promote SNS JU participation and highlight the relevance of the sessions supported by the SNS ecosystem. In addition, visual materials were produced to strengthen the SNS JU presence at the event venue, including **roll-up banners**, one of which was specifically dedicated to presenting the **SNS JU Trackers suite** and its role in monitoring and showcasing SNS project results.

WP4 also contributed to the organisation and promotion of two sessions at Techritory 2025. The first session, **"WiTaR in Focus: Advancing Research and Pre-Standardisation Synergies in Emerging Technologies**," was co-organised with the 6G-IA Pre-Standardisation Working Group. During the session, a presentation was delivered to introduce the activities of the working group and to showcase the SNS JU Trackers, with particular focus on the Standards Tracker and its role in supporting standardisation-related insights within the SNS ecosystem.

The second supported session, **"Integrated Sensing and Communications in SNS Trials and Pilots: Pathway to Monetisation of 6G Networks"**, was organised in cooperation with other WPs of SNS CO-OP. WP4 contributed to the concept development and organisation of the session, including coordination calls with invited speakers, preparation of discussion questions, and support in the development of presentation materials. During the session, WP4 also contributed to the welcome and closing segments, delivered a presentation on the Vertical Engagement Tracker, and moderated one of the panel discussions.

During the event, WP4 also ensured video coverage, capturing insights and highlights from the sessions and the SNS JU participation.

Following the event, WP4 carried out post-event communication and dissemination activities, including the publication of social media posts and articles highlighting key outcomes and discussions. The recorded materials, including interviews and video coverage, were further processed to support ongoing SNS JU communication efforts and to extend the visibility of SNS JU participation at Techritory 2025

beyond the event itself.

Through these coordinated actions across pre-event preparation, on-site support, and post-event dissemination, the aim was to contribute to strengthening SNS JU visibility and fostering engagement. with the international 6G research and innovation community.

Figure 23 Photo coverage provided during Techritory 2025

4.1.4   SNS JU Key Achievement Webinar and Coordination

In addition to supporting communication activities at major physical events, the SNS CO-OP project launched a dedicated initiative during Period 1 to further promote and showcase the **key achievements of SNS JU-funded projects**. This aimed to highlight the tangible results delivered by the SNS projects and to increase their visibility among stakeholders across the research, industry, and policy groups.

As part of this effort, SNS JU-funded projects reported a total of **188 key achievements**, which were collected and consolidated by the SNS CO-OP consortium. Next, the Top-10 Key Achievements representing some of the most impactful and innovative results emerging from the SNS ecosystem were identified. Building on this selection, WP4 implemented a **targeted communication campaign** to maximise the visibility and outreach of these achievements.

To ensure comprehensive promotion, several coordinated actions were carried out. These included dedicated **social media promotion,** the publication of a **brochure** presenting the selected achievements, and the organisation of a **dedicated webinar** providing a platform for project representatives to present the impact of their work. Together, these activities aimed to communicate the value of SNS JU and demonstrate the progress made towards the development of next-generation connectivity technologies.

The **webinar was held on 3 December 2025** and served as a key moment in the campaign. During the event, the SNS CO-OP team introduced the SNS Key Achievements Repository, the newly developed online tool designed to enhance the visibility and accessibility of project outcomes across the SNS JU portfolio. Webinar participants also gained insights into the methodology used for collecting, evaluating, and selecting the achievements. In addition, representatives from the selected projects presented their achievements, highlighting their technological relevance, potential impact, and contribution to the advancement of Europe's leadership in connectivity.

The webinar therefore represented an important opportunity to encourage stakeholders to explore the progress and innovations emerging from SNS JU-funded projects. WP4 led the overall organisation of the event, including coordination with speakers, promotional activities, technical set-up, and the publication of post-event materials.

The webinar recording is available on the [event page on the SNS JU website](#) as well as on the SNS JU YouTube channel, enabling continued access to the presentations and ensuring long-term visibility of the showcased achievements.

Figure 24 Top-10 Key Achievements 2025 webinar organised by SNS CO-OP

4.1.5   Maximising impact at Mobile World Congress 2026

Following the strategic approach outlined above, SNS CO-OP supported the participation of SNS JU at the **Mobile World Congress 2026**. As part of the activities implemented to support SNS JU's presence and maximise its visibility at the event, SNS CO-OP delivered a range of graphical and audiovisual materials tailored to promote the SNS JU session and highlight its role in advancing next-generation connectivity in Europe.

In addition, SNS CO-OP provided on-site support during the SNS JU session, assisting with logistical coordination, audiovisual facilitation, and the capturing of content to support subsequent communication and dissemination activities. SNS CO-OP also ensured the systematic documentation of SNS JU participation throughout the event, including coverage of SNS JU representatives during visits and exchanges with key stakeholders and interactions with SNS JU-funded projects present at the event.

Through photo, video, and content capturing, SNS CO-OP documented these activities in order to generate communication assets for post-event dissemination, contributing to showcasing the presence of SNS JU and the broader ecosystem of projects involved. These efforts aimed to reinforce the visibility of SNS JU, highlight collaboration with stakeholders across the connectivity ecosystem, and provide material for follow-up communication across SNS JU channels.

Looking more into detail, prior to the event SNS CO-OP coordinated closely with SNS JU-funded projects to map their presence and planned activities at the Mobile World Congress 2026. This preparatory work aimed to gain a clear overview of which projects would be attending the event, where they would be located within the exhibition space, and which demonstrations, results, or technological developments they would be showcasing.

In particular, SNS CO-OP actively engaged with the **Communications Task Force**, using this coordination channel to gather information on the key outcomes and demonstrations that projects planned to present during the event.

The information collected through this process was used to support the planning of SNS JU office visits to project booths throughout the event. At the same time, this mapping exercise allowed SNS CO-OP to identify projects that could potentially be featured within the **"People Behind 6G"** campaign, ensuring that content captured during the event would effectively showcase the impact and tangible outcomes.

This coordination effort also contributed to facilitating smoother on-site coverage and content capture, enabling SNS CO-OP to plan photo and video coverage with relevant projects and consortia representatives.

During the preceding Communications Task Force meetings, SNS JU-funded projects have been also advised to include the SNS JU funding information in their promotional materials to reinforce the EU branding and join forces in showcasing European excellence. Furthermore, to complement these efforts, SNS CO-OP has delivered **booth flyers** stating that the given project has been funded by SNS JU to strengthen the common branding.

Figure 25 Standing booth flyers delivered for SNS JU-funded projects

Additionally, prior to the event, SNS CO-OP supported with **social media promotion** of the projects present at MWC, highlighting their participation at the event. This has been carried out thanks to the mapping activity and based on the developed map of projects for the promotional materials.
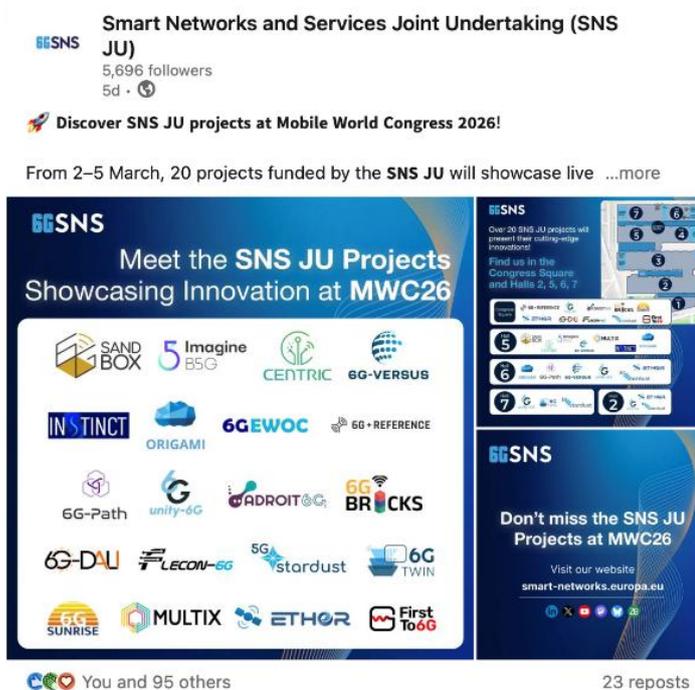
Figure 26 Social media promotion of SNS JU projects present at MWC 2026

With regard to the **SNS JU-branded promotional materials** designed, developed, and produced for the event, SNS CO-OP delivered a set of communication materials aimed at strengthening SNS JU brand visibility and supporting outreach towards stakeholders attending the MWC 2026. These materials were used both during the SNS JU session and across the exhibition areas to ensure consistent promotion of SNS JU and its achievements.

In particular, SNS CO-OP delivered:

- **SNS JU branded pins**, distributed to speakers participating in the SNS JU session and to selected key stakeholders during the event, contributing to reinforcing SNS JU's visual identity and recognition among participants.

- **SNS JU tote bags**, placed at the SNS JU session and made available at selected SNS JU-funded project booths, helping to increase brand awareness and visibility.

- A dedicated **SNS JU brochure**, presenting the mission of the SNS JU, its key achievements, and highlighting SNS JU Trackers. It was distributed during the SNS JU session and throughout the event as an informative resource for stakeholders interested in SNS JU activities and results.

Figure 27 SNS JU flyer delivered for MWC 2026

These materials contributed to ensuring a coherent and recognisable SNS JU presence throughout the event, while also supporting engagement with stakeholders and facilitating the dissemination of key information about SNS JU-funded projects.

With regard to the SNS JU session, SNS CO-OP provided t**argeted communication and content production support** to ensure a professional delivery of the session and the creation of communication assets for post-event dissemination. In particular, SNS CO-OP contributed by:

- Designing and delivering the **presentation** for the session, including the main presentation template, customised digital banners covering the session programme and introductory slides, as well as an animated map integrated into the presentation highlighting the presence of SNS JU-funded projects across the event.

Figure 28 Digital banners and projects map delivered for MWC 2026

- Developing the script and producing a dedicated video for the SNS JU session, presenting key milestones achieved by SNS JU during 2025 and outlining the strategic objectives and priorities for the coming period. The video served as an engaging introduction to the session and helped frame the discussion around the progress and future direction of the SNS JU programme

Figure 29 Video produced for the SNS JU session at MWC 2026

- Recording **video interviews** with the speakers participating in the SNS JU session, capturing their perspectives on the evolution of next-generation connectivity, the role of SNS JU-funded projects, and the broader outlook for the European 6G ecosystem.

These activities enabled the creation of a rich set of **multimedia assets** that could be reused for post-event communication with the aim of increasing the visibility of SNS JU and its projects.

During the event, SNS CO-OP also ensured comprehensive coverage of SNS JU participation across the broader activities taking place at the MWC 2026. In particular, SNS CO-OP documented SNS JU representatives' visits to the booths of SNS JU-funded projects, capturing key interactions and demonstrations presented by the projects throughout the exhibition area. Photo and video coverage support has also been provided to document these engagements and to generate visual material for post-event communication and dissemination activities.

Figure 30 Pictures capturing SNS JU presence at MWC 2026

In parallel, note-taking was ensured during the session and key interactions throughout the event,

providing the basis for the preparation of a dedicated article summarising SNS JU participation at MWC 2026, which will be published on the SNS JU website and promoted through the SNS JU communication channels.

Finally, SNS CO-OP leveraged its presence at MWC 2026 to collect initial content for the upcoming **"People Behind 6G"** campaign. Video footage was recorded with representatives of selected SNS JU-funded projects present at the event, focusing on the projects' contributions and expected impact. This material will be used to develop a series of communication assets and a compelling narrative that will support the launch of the campaign in the coming months across SNS JU channels, further showcasing the outcomes and impact of SNS JU-funded projects.

To conclude, through a combination of preparatory coordination with SNS JU, the production of tailored communication materials, and comprehensive on-site support, SNS CO-OP helped maximise the visibility of SNS JU activities and achievements. As next steps, SNS CO-OP will disseminate the post-event communication materials and will capitalise on the captured content to launch the upcoming campaign.

4.1.6   SNS CO-OP Support at events: Period 2 plan

In **Period 2** of the communications and dissemination activities, support for SNS JU participation in events will be further strengthened to become more strategic, targeted, and closely aligned with SNS JU's communication and policy objectives. Building on the experience gained during Period 1, event-related activities are now planned with a stronger focus on maximising visibility, stakeholder engagement, and the dissemination of SNS JU results and initiatives across industry, research, and policy communities.

Table 13 Events to be supported in Period 2

Event	Date	Location
EuCNC & 6G Summit 2026	2-5 June 2026	Malaga, Spain
Techritory 2026	21-22 October 2026	Riga, Latvia
Mobile World Congress 2027	1-4 March 2027	Barcelona, Spain

As in the previous period, the support provided by SNS CO-OP continues to be closely aligned with the needs and priorities of SNS JU, which are regularly discussed and refined during the **bi-weekly alignment meetings**. These meetings ensure continuous coordination, timely preparation of communication assets, and the effective planning of pre-event, on-site, and post-event communication activities.

The major events supported remain the same as in Period 1, namely the Mobile World Congress, the EuCNC & 6G Summit, and Techritory. The support for Mobile World Congress 2027 will depend on the availability of WP4 resources and may not include on-site presence from SNS CO-OP. Nevertheless, the project will provide support during the preparatory phase leading up to the event.

For **EuCNC & 6G Summit 2026**, the envisaged support will be closely coordinated with SNS JU and the SNS CO-OP consortium partners, building on the experience gained during the previous edition of the event. Particular attention will be given to ensuring strong visibility for SNS JU and the SNS JU-funded projects. SNS CO-OP will work to ensure that SNS JU participation is supported by dedicated communication materials and structured content coverage. Furthermore, it will ensure that the results and achievements of the present projects are promoted through the online channels.

For **Techritory 2026** initial discussions have already started with the event organisers to explore opportunities to strengthen the presence and visibility of SNS JU within the event. These discussions will continue in the coming months with the aim of identifying appropriate opportunities for participation, as well as potential collaboration on communication activities that could highlight SNS JU achievements at the event.

In Period 2 the approach will place greater emphasis on **integrated communication campaigns**, **visual assets and the systematic production of diverse content**, including interviews, articles, videos, and social media materials, to extend the impact of these events beyond their duration and reach a broader online audience.

The events in Period 2 will also be strategically leveraged to implement the communication campaign **"People Behind 6G"**. The objective of this campaign is to present the impact and tangible outcomes of SNS JU-funded projects in a more accessible and engaging way, making their narrative more relevant for industry, society, and a broader audience.

To support this effort, WP4 will capitalise on its presence at major events to capture interviews, visual content, and short project-focused testimonials featuring representatives of SNS JU-funded projects. The aim is to highlight how these projects contribute to advancing 6G technologies, enabling new applications, and strengthening Europe's leadership in next-generation connectivity, while translating technical achievements into clear and understandable messages.

The materials collected during these events, including video interviews, photos, and short explanatory stories, will be transformed into a range of communication assets such as social media content, short videos and YouTube reels, and LinkedIn newsletter articles. These outputs will showcase the real-world implications, technological contributions, and potential societal and industrial benefits of the projects, helping to communicate their value beyond the research community.

In this way, the supported events will serve not only as dissemination opportunities but also as strategic moments for content production, enabling SNS CO-OP to document and communicate the impact of SNS JU-funded projects through clear, engaging, and visually compelling formats. This approach will contribute to reinforcing the visibility of European research and innovation excellence, while ensuring that the achievements of SNS JU-funded projects are presented in a way that is understandable and relevant to a wider audience.

4.2   Graphical Optimisation and Editorial Support

4.2.1   Layout & Graphical Optimisation of the SNS Annual Report

The SNS Annual Activity Report (SNS AAR) represents a flagship publication that highlights the key achievements, milestones, and strategic direction of the SNS JU each year. Within SNS CO-OP, Trust-IT, as WP4 leader, provided dedicated graphical design and layout support to ensure that the report maintained a coherent visual identity aligned with the SNS JU branding guidelines.

During Period 1, SNS CO-OP supported the production of the report through a comprehensive graphical optimisation process. This included the design and implementation of the overall layout structure, ensuring a clear and consistent visual flow throughout the document. Particular attention was given to improving readability through modular layouts, balanced spacing, and consistent formatting.

SNS CO-OP also contributed to the creation of custom infographics aimed at visually presenting complex information in a clear and accessible way. In addition, existing graphs and visual elements were restyled to ensure consistency with the SNS JU visual identity and to enhance clarity for readers. Images and graphical assets were reviewed and optimised to maintain visual quality and coherence across the publication.

Figure 31 Graphical Improvement of SNS JU Annual Report 2024

The support also included the full layout production of the report, ensuring the correct application of branding elements, styles, and visual guidelines across the document. Throughout the process, SNS CO-OP participated in coordination meetings with the SNS JU Office to align on design choices and ensure that the graphical presentation effectively supported the report's narrative.

The SNS JU Office remained responsible for the curation and validation of the report content, while SNS CO-OP ensured the final graphical design, layout refinement, and production of the publication, resulting in a visually consistent and professionally presented report suitable for both digital and print dissemination.

4.2.2   Layout & Graphical Optimisation of the Trials & Pilots Brochure

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 was conducted to ensure that projects had correctly uploaded their relevant use cases through the Vertical Engagement Tracker (VET). This process was followed by a structured selection phase aimed at identifying the most impactful and representative initiatives to be featured in the brochure.

WP4 contributed to this process as part of the core editorial and coordination team, participating in regular coordination meetings and supporting the evaluation activities in collaboration with the technical partners. In parallel, WP4 ensured that the Vertical Engagement Tracker remained updated, facilitating the identification and verification of relevant use cases to be considered for inclusion in the publication.

From a graphical perspective, WP4 was responsible for the design and layout of the brochure, including the development of the visual structure, integration of graphical elements and icons, and alignment of the overall design with the SNS JU visual identity. Particular attention was given to creating a clear and visually engaging presentation of the selected use cases, ensuring readability and consistency across the publication.

In addition to the graphical production, WP4 also supported the communication and dissemination activities associated with the brochure, contributing to its promotion through SNS JU communication channels to maximise its visibility among stakeholders and the broader R&I ecosystem.

Figure 32 Trials & Pilots Brochure 2025

4.2.3   Graphical improvement of the online interactive map

To enhance the discoverability and visibility of SNS JU-funded projects, SNS CO-OP provided graphical and coordination support for the improvement of the **SNS Projects Interactive Map for MWC 2025**, ensuring that the platform offers an updated and visually coherent overview of the SNS project ecosystem.

During Period 1, SNS CO-OP worked in close collaboration with the relevant partners and SNS projects to gather and verify the necessary information required to update the map. This included coordination with project representatives to confirm their presence and participation, as well as collecting and validating project-related data to ensure the accuracy of the displayed information.

In parallel, SNS CO-OP contributed to the visual optimisation of the interactive map, refining several graphical elements to improve clarity and consistency with the SNS JU visual identity. This work included updating and harmonising project logos, improving branding elements, and refining the graphical presentation of the map interface to ensure a more intuitive and visually consistent user experience.

Particular attention was given to improving the visual structure and readability of the map, allowing users to more easily identify SNS projects and their presence at key events or locations. These enhancements contributed to making the interactive map a clearer and more accessible tool for stakeholders, policymakers, and the broader public interested in the SNS ecosystem.

The improvements implemented during Period 1 strengthened the map as a communication and dissemination asset, supporting SNS JU's objective of providing a transparent and easily navigable overview of its project portfolio.
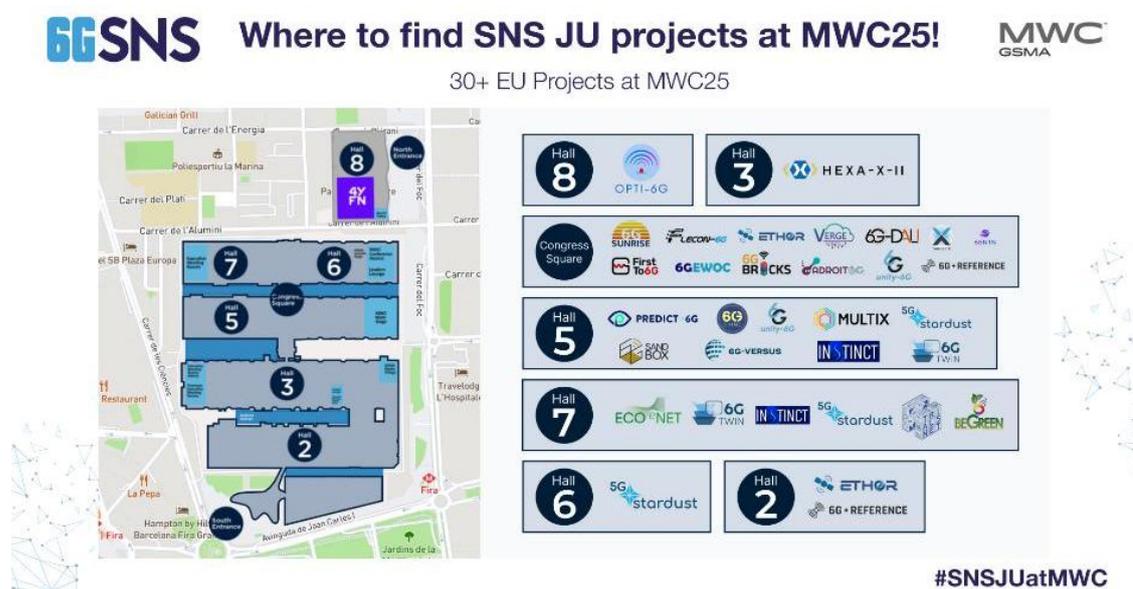

Figure 33 Interactive map for MWC 2025

4.2.4   SNS JU Top-10 Key Achievements Brochure

Following the presentation of the SNS JU Top-10 Key Achievements 2025 during a dedicated webinar and their publication in the SNS Key Achievements Repository, WP4 also developed and released a dedicated brochure to further promote these results. The objective of this publication was to provide a clear, accessible, and visually engaging overview of the selected achievements, allowing stakeholders to easily understand their significance, technological relevance, and potential impact on the development of next-generation smart networks and services.

The brochure highlights the **Top-10 achievements** identified through the SNS CO-OP evaluation and selection process, presenting each result in a concise and structured format. For each achievement, the publication outlines the contributing project, the field and problem addressed, and the opportunity and market potential it opens. By translating complex technical outcomes into an accessible narrative, the brochure aimed to facilitate the dissemination of project results to a wider audience, including policymakers, industry stakeholders, researchers, and the broader community.

Beyond serving as a communication tool, the brochure also supports the long-term visibility and exploitation of project outcomes by providing a consolidated overview of high-impact results emerging from SNS JU. It complements the SNS Key Achievements Repository by offering a curated snapshot of some of the most significant innovations delivered by SNS JU-funded projects.

To maximise outreach and engagement, the brochure has been actively promoted through the SNS JU

social media channels, reaching the broader SNS community and relevant stakeholders. In addition, the publication has been made available on the SNS JU website, ensuring long-term accessibility and enabling interested audiences to consult and share the showcased achievements beyond the initial communication campaign.

Figure 34 SNS JU Top-10 Key Achievements 2025 Brochure

4.3   Multimedia materials & Videos

Multimedia and video assets play a crucial role in the implementation of a comprehensive communication and dissemination strategy. Visual content has proven to be particularly effective in increasing audience engagement and strengthening the connection with stakeholders, as it allows complex concepts, technological developments, and project outcomes to be presented in a clear, accessible, and compelling way. By showcasing concrete examples of collaboration and impact, video materials help communicate the value and relevance of SNS JU to a broad audience.

For this reason, a significant effort within WP4 has been dedicated to the ideation, production, and editing of high-quality video content. This aimed to support the broader communication objectives of SNS CO-OP by increasing awareness of the SNS JU initiative, highlighting the diversity and strength of its project portfolio, and demonstrating its role in advancing Europe's leadership in next-generation connectivity.

During Period 1, the majority of video materials were produced in connection with major events where SNS JU had a strong presence. These events provided valuable opportunities to capture insights, showcase results, and communicate the strategic importance of SNS JU activities within the broader landscape. Through interviews, event coverage, and short promotional videos, WP4 created engaging multimedia content designed to **amplify the visibility of SNS JU activities** beyond the physical events themselves.

The produced videos have been published on the SNS JU YouTube channel and further disseminated through the SNS JU social media channels, contributing to increased outreach and engagement with the SNS community and other relevant stakeholders. These materials also serve as long-term communication assets that can be reused in future dissemination activities, presentations, and promotional campaigns. Below in Table 14 is the list of all videos produced by WP4 during Period 1.

Table 14 Videos produced by WP4 in Period 1

Video	Description	Views on YouTube
SNS JU - Mission & Objectives	Video delivered prior to MWC 2025 as a reusable asset	80 views

[SNS JU - Dive into the future of connectivity](#)	Video delivered for the SNS JU session at MWC 2025	1,100 views
[European Vision for 6G with Colin Willcock, Chairman of the 6G Industry Association](#)	Interview at MWC 2025	55 views
[Building Europe's Connected Future - Erzsébet Fitori, Executive Director SNS JU](#)	Interview at MWC 2025	18 views
[Strategic vision for European Connectivity - Claire Chauvin, Orange](#)	Interview at MWC 2025	34 views
[Networks and AI for Europe's Digital Future - Peter Vetter, Nokia Bell Labs Core Research](#)	Interview at MWC 2025	56 views
[European Public Cloud: Building Digital Sovereignty through Infrastructure](#)	Interview at MWC 2025	40 views
[Maximising Network Capabilities: Europe's Path to Digital Competitiveness](#)	Interview at MWC 2025	30 views
[Connected Mobility: Leveraging 5G for Europe's Automotive Future](#)	Interview at MWC 2025	24 views
[Transforming Barcelona Port through 5G: A Blueprint for Smart Maritime Infrastructure](#)	Interview at MWC 2025	30 views
[SNS JU at Mobile World Congress 2025](#)	Post-event video from MWC 2025	75 views
[Connecting the dots for Europe's leadership in 6G development and deployment](#)	Overview video and reusable asset	72 views
[SNS JU at Techritory 2025](#)	Post-event video of SNS JU participation at Techritory 2025	15 views
[SNSJU MWC26 – Opening Video](#)	Video for the SNS JU session at MWC 2026	12 views

5   Community & Stakeholder Engagement

5.1   Communication Task Force Coordination

The Communications Task Force (CTF) represents a key coordination channel and activity within the SNS CO-OP project. The CTF brings together communication representatives from all SNS JU-funded projects and provides a structured platform for continuous communication, collaboration, and knowledge exchange within the SNS programme. Through the CTF, projects are able to align dissemination efforts, share updates, and identify opportunities for synergies and joint outreach.

The CTF is led and coordinated by WP4 of SNS CO-OP, which organises monthly meetings and maintains ongoing coordination with the participating projects via email. Since the start of the project, SNS CO-OP has organised **11 dedicated CTF meetings**.

Ahead of each meeting, SNS JU projects are invited to share updates on their latest news, demonstrations, events, publications, and multimedia materials. These contributions are collected and stored on the BSCW platform, managed by SNS CO-OP, to ensure secure storage and traceability of records. Selected updates are subsequently promoted through SNS communication channels, including the **SNS LinkedIn group, X, and Mastodon**.

Beyond its promotional role, the CTF has become an important mechanism for knowledge exchange and coordination, particularly as the SNS project portfolio continues to grow. To further strengthen the role and impact of the CTF, **SNS CO-OP initiated several activities during Period 1** aimed at enhancing collaboration, improving visibility and increasing the value of the CTF for SNS JU-funded projects.

The activities implemented include:

- **Clustering of SNS JU-funded projects' work across ten strategic topics** (ex. energy efficiency, security and trust, advanced components and hardware). This initiative aims to facilitate more targeted communication and dissemination activities while also identifying potential synergies among projects. The inputs were collected from the projects and mapped interactively using Mural.
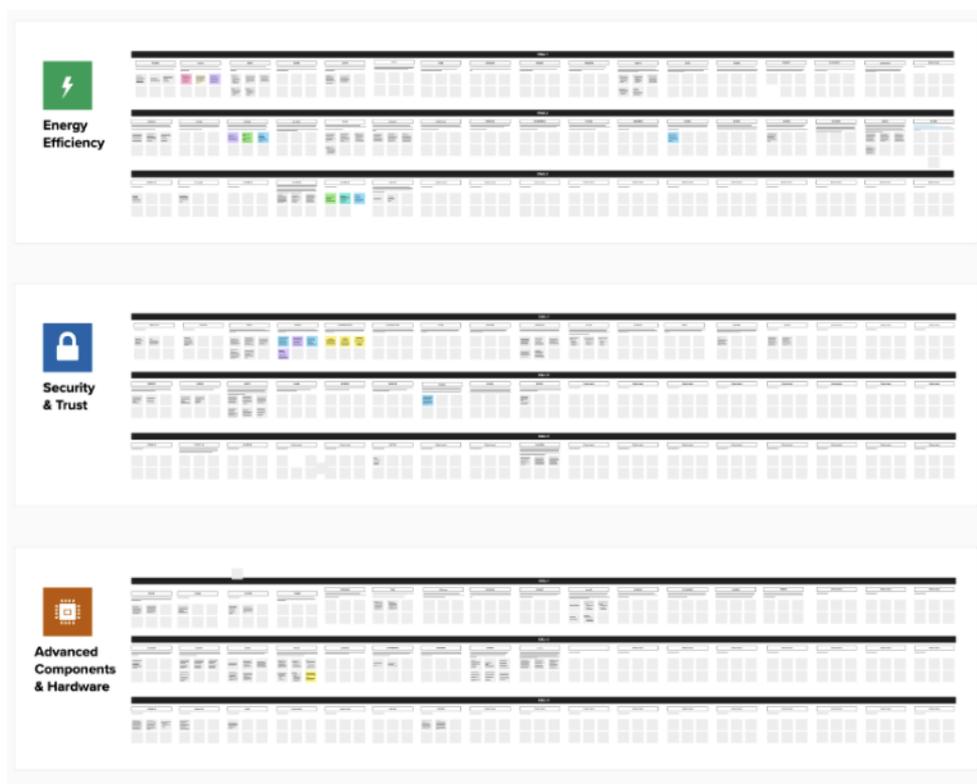

Figure 35 Mapping of SNS JU-funded projects areas of work on Mural

- **Introduction of the "What You Might Have Missed" slot** during CTF meetings, where SNS CO-OP highlights relevant events and engagement opportunities for the SNS ecosystem.

- **Development of joint articles for the SNS LinkedIn Newsletter**, based on the thematic clustering and contributions from the projects, with the aim of amplifying outreach and showcasing the innovative achievements of the SNS programme.

- **Launch of the "SNS Projects Presentation Corner",** a dedicated slot during CTF meetings where projects can present their latest developments, results or demonstrations, fostering stronger connections and knowledge sharing between projects.

- **Provision of a dedicated slot for the SNS JU office**, allowing to share important updates, announcements and programme-level information with the projects during CTF meetings.

In Period 2, meetings will continue to be held on a **monthly basis** to maintain regular engagement among the SNS JU projects. Furthermore, following a **live brainstorming session with the participating projects**, several potential improvements to the CTF meetings were identified and will be implemented during **Period 2, upon available resources on the SNS CO-OP side**. These include:

- Launch of an **SNS webinar series** to further promote project results and facilitate thematic discussions.

- Identification and **sharing of best practices for communication and dissemination** among SNS projects.

- **Expansion of the LinkedIn Newsletter** with new articles featuring joint achievements and leveraging storytelling to further promote the SNS JU projects portfolio.

These improvements aim to further strengthen the communication and dissemination efforts of SNS JU projects and boost the visibility of the SNS programme among the target stakeholder groups.
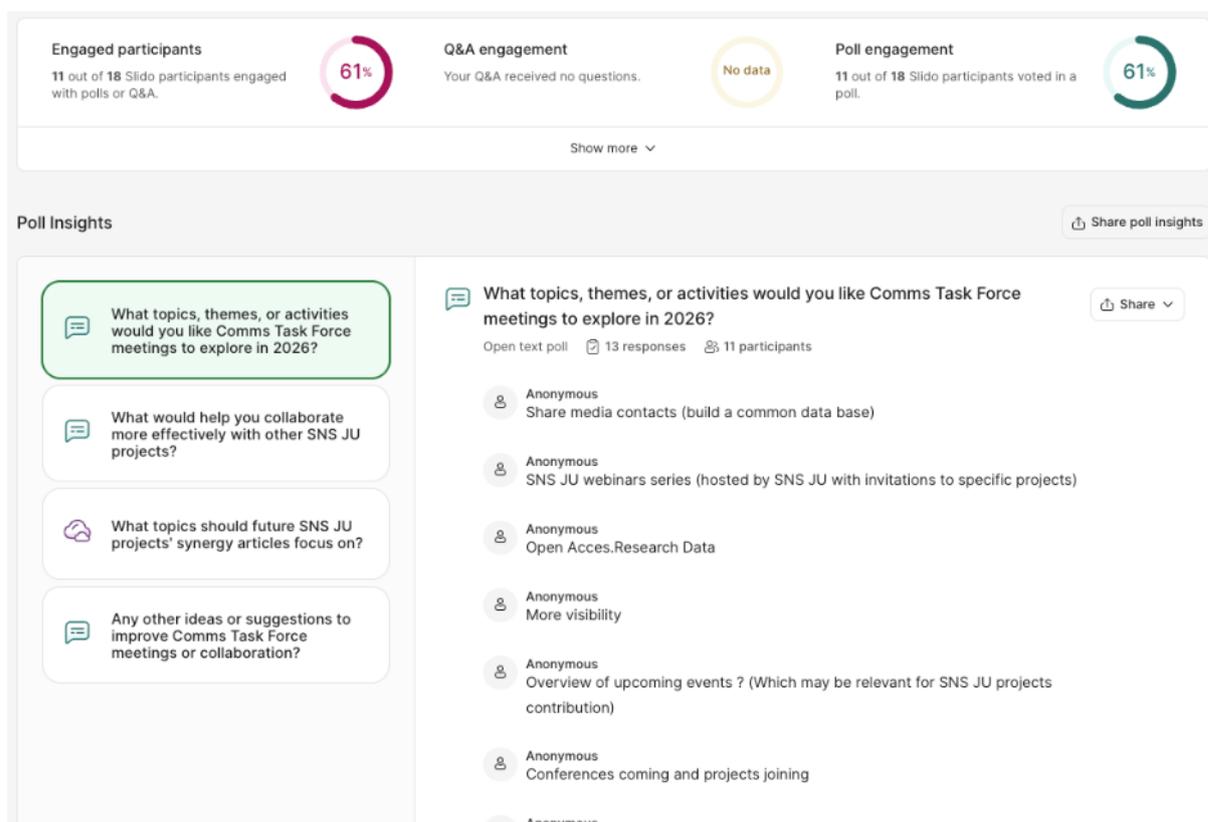

Figure 36 Interactive session carried out with SNS JU projects to brainstorm on improvements to the CTF

5.2   NetworldEurope: Web Portal & Social Media

5.2.1   NetworldEurope web portal

The NetworldEurope web portal is the central information point for the communication networks and services community. In Period 1, SNS CO-OP has supported the NetworldEurope website with regular maintenance and content enrichment, contributing to a steady increase in visibility: 12,518 visits (+9.6%) and nearly 20,000 pageviews (+12.1%) since January 2025. While engagement indicators such as average visit duration (1 min 14s) and bounce rate (72%) highlight room for improvement, these figures also reflect the portal's role as a quick-access information hub, see Figure 37.
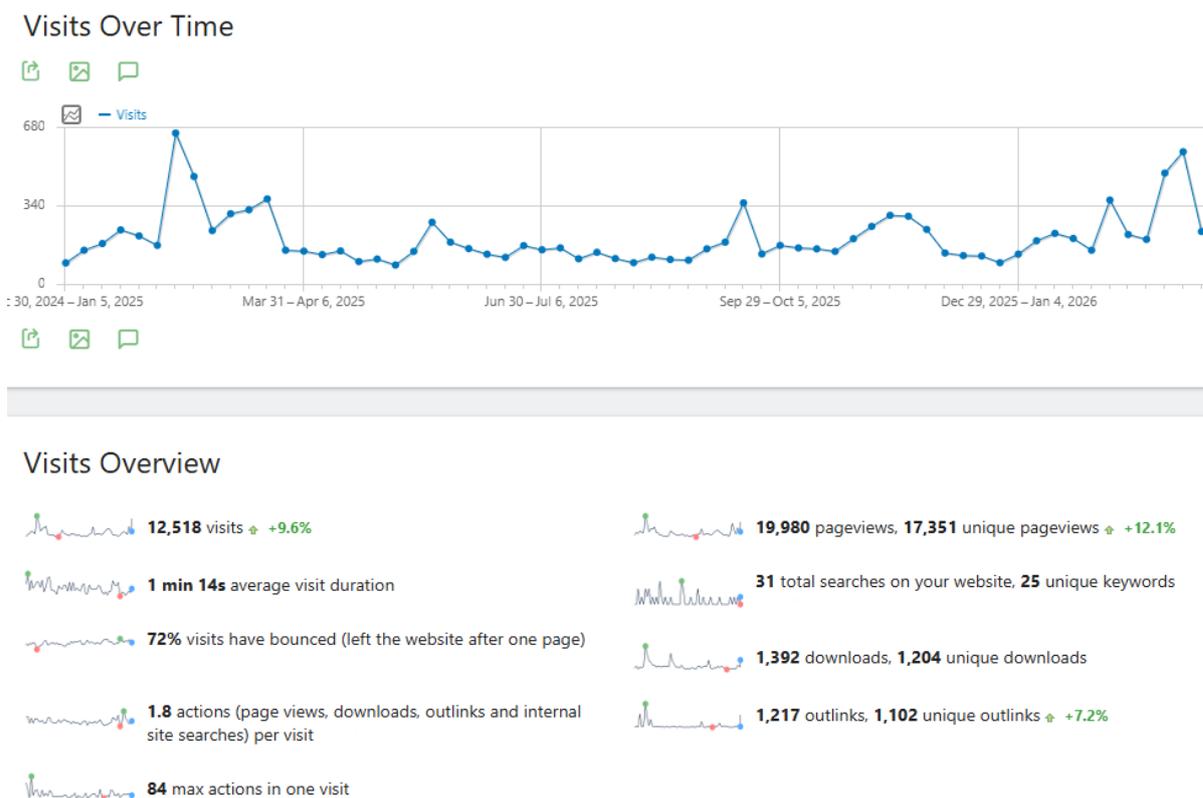

Figure 37 NetworldEurope Website Analytics: Visits Over Time and Overview for Period 1 (M1 to M15) from 01/01/2025 to 15/03/2026

Regular updates have also been carried out with SME-related content, including member profiles, success stories, and the SME brochure, alongside continuous support for publishing news items, including various NetworldEurope's events, and press releases.

Regarding the **most visited pages**, the homepage remains the main entry point, with a significant share of traffic, followed by highly visited sections such as the SME support page ("Find the SME you need"), SRIA and white papers, and several workshop-related pages. Notably, event-related content, like early announcements and workshop pages, consistently attracts high traffic. Pages related to working groups (e.g. SatCom and SME WG) and organisational information (members, expert groups) also show sustained engagement. These statistics and patterns indicate that the website is effectively used as a reference platform for both strategic documents and event-related information (Figure 38).

PAGE URL	PAGEVIEWS	▼ UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE	EXIT RATE
⬀ /index	4,962	24.5% 4,247	71%	00:00:24	74%
⊞ find-the-sme-you-need-new-page	1,490	5.8% 1,008	67%	00:01:10	88%
⊞ early-notice-workshop-autonomous-network-for-future-ai-vertic...	1,031	5.1% 883	60%	00:01:22	93%
⊞ sria-and-whitepapers	986	4.9% 847	54%	00:01:16	78%
⊞ workshop-agentic-ai-applications-and-network-impact-4th-marc...	709	3.6% 628	74%	00:00:59	98%
⊞ workshop-non-terrestrial-networks-19-september-2025-0900-12...	733	3.6% 620	78%	00:01:05	92%
⊞ satcom-wg	665	3.5% 602	85%	00:00:45	81%
⊞ sme-wg	652	3.2% 556	61%	00:00:51	62%
⊞ page	556	3.1% 530	97%	00:00:15	65%
⊞ european-sme-expertise-in-5g-and-beyond-2024-brochure-now...	468	2.4% 414	45%	00:01:08	84%
⊞ events	463	2.4% 414	95%	00:00:18	65%
⊞ our-members	462	2.4% 408	60%	00:01:15	47%
⊞ news	383	2% 348	81%	00:00:31	29%
⊞ event	340	1.7% 298	87%	00:01:08	71%
⊞ overview	322	1.7% 298	79%	00:00:57	51%
⊞ early-notice-workshop-agentic-ai-applications-and-network-imp...	295	1.5% 260	86%	00:00:53	90%
⊞ contact	255	1.4% 238	90%	00:00:22	32%
⊞ how-to-join	254	1.3% 225	87%	00:00:38	27%
⊞ steering-board	233	1.2% 212	76%	00:00:42	55%
⊞ expert-group	215	1.1% 185	78%	00:01:03	43%

Figure 38 NetworldEurope Most 20 Visited Pages for Period 1 (M1 to M15) from 01/01/2025 to 15/03/2026

Download statistics further underline the portal's role as a repository for key documents. The majority of downloads are driven through the BSCW repository, with strong demand for SME brochures, member organisation overviews, and strategic documents such as SRIA reports and white papers. The continued interest in both recent and older publications suggests that the portal serves a wide range of stakeholders, from those seeking up-to-date insights to those consulting foundational materials (Figure 39).

DOWNLOAD URL	▼ UNIQUE DOWNLOADS	DOWNLOADS
⊟ bscw.sns-ju.eu	67.4% 812	926
↗ /pub/bscw.cgi/d528659/sme-brochure-2025-final.pdf	21.3% 256	303
↗ /pub/bscw.cgi/d95685/Member organisations.pdf	15.6% 188	210
↗ /pub/bscw.cgi/d95695/White Paper1_WG_Enabling_Technologies_final.pdf	3.8% 46	50
↗ /pub/bscw.cgi/d95665/SRIA 2022 Technical Annex Published.pdf	3.2% 39	42
↗ /pub/bscw.cgi/d387222/Technical Annex to SRIA 2024 v0.31 for consultation.pdf	2.7% 33	35
↗ /pub/bscw.cgi/d95660/SRIA-2022-WP-Published.pdf	2.6% 31	32
↗ /pub/bscw.cgi/d561811/Workshop Report- web site.pdf	2.6% 31	34
↗ /pub/bscw.cgi/d111258/sme-brochure-02-2024.pdf	1.8% 22	25
↗ /pub/bscw.cgi/d1105677/sme-brochure-2026.pdf	1.4% 17	18
↗ /pub/bscw.cgi/d609593/Autonomous Networks for Future Workshop Report.pdf	0.9% 11	14
↗ /pub/bscw.cgi/d94709/Annex v2.3 - Public.pdf	0.8% 10	12
↗ /pub/bscw.cgi/d520656/How Advanced Communications Can Support Sustainability Goals.pdf	0.8% 10	13
↗ /pub/bscw.cgi/d94034/Networld2020 SRIA 2020 Final Version 2.2 .pdf	0.7% 9	9
↗ /pub/bscw.cgi/d528969/snsops-sme-ss-acceleran.pdf	0.7% 8	9
↗ /pub/bscw.cgi/d360089/Report on Future Core - New Potential to Connect Everything Intelligently_v1.1.pdf	0.6% 7	8

Figure 39 NetworldEurope Top 15 Most Downloaded Documents for Period 1 from 01/01/2025 to 15/03/2026

Outlink activity provides additional insight into how users interact with the broader ecosystem. A significant number of clicks lead to external platforms such as Zoom and Webex, confirming the strong link between the portal and event participation. Other frequent outlinks include the BSCW document repository, European Commission websites, partner initiatives, and social media platforms, illustrating the portal's function as a gateway to the wider SNS and NetworldEurope environment (Figure 40). This interconnected usage reinforces the importance of keeping external links up to date and clearly accessible.

CLICKED OUTLINK	▼ UNIQUE CLICKS	CLICKS
⊞ us06web.zoom.us	443	501
⊞ bscw.sns-ju.eu	145	159
⊞ futurecomresearch.eu	50	51
⊞ www.linkedin.com	38	44
⊞ aioti.my.webex.com	24	28
⊞ ec.europa.eu	23	28
⊞ 5g-ppp.eu	18	18
⊞ www.youtube.com	16	16
⊞ www.accelleran.com	15	17
⊞ www.eucnc.eu	13	16
⊞ smart-networks.europa.eu	11	11
⊞ twitter.com	10	10
⊞ 6g-ia.eu	9	10
⊞ bsky.app	9	12
⊞ www.acta.com.gr	9	11

Figure 40 NetworldEurope Top 15 Outlinks for Period 1 (M1 to M15) from 01/01/2025 to 15/03/2026

At the beginning of the reporting period (month 3), SNS CO-OP supported a structural refinement of the website menu to improve clarity and usability. A key change concerned the handling of events: upcoming events are now systematically published as news items, while the "Events" section is dedicated exclusively to past events. This avoids duplication of content and ensures a clearer user journey. To further enhance understanding, the section is being relabelled as "Past Events". In parallel, display improvements have been implemented, allowing more events to be visible at once and making navigation between pages more intuitive, particularly when browsing historical content.

5.2.2   NetworldEurope social media

In addition to its official website, NetworldEurope maintained an active presence in X until 2025, when activity on the platform was ceased due to growing concerns around its governance, content environment, and overall suitability for institutional communication. At the same time, from 2024 onwards, the NetworldEurope SME WG had been growing a strong social media presence in LinkedIn, YouTube and later BlueSky, with the aim to reinforce its mandate to promote the skills and expertise of SMEs.

Therefore, to mitigate the risk of audience fragmentation or loss, especially in light of broader changes also affecting the SNS JU social media landscape, the SME WG channels expanded their coverage to include all NetworldEurope news. A dedicated LinkedIn account for NetworldEurope is planned for launch in April 2026.

The SME WG social media strategy focuses on three main priorities: community engagement, by fostering a sense of belonging and encouraging active participation; awareness and advocacy, by highlighting SMEs contributions to the development of 6G technology and services; and, knowledge sharing, through consistent updates focused on SME innovation in the context of SNS. The social media channels also provide a link to the wider SNS and NetworldEurope communities, as well as to the general public.

As of March 2026, the NetworldEurope SME WG online community has 653 followers. LinkedIn remains the principal platform, accounting for 87% (572 followers), and has experienced a 32% growth since March 2025. Engagement metrics have also shown a positive trend, with 30,804 impressions and 1,359 reactions recorded. BlueSky and YouTube host 65 followers and 16 subscribers, respectively.

According to LinkedIn analytics, most followers are professionals from the telecommunications, research and IT industries. They are evenly spread across Europe with Greece, Spain and France leading in representation. Notably, most followers are affiliated with small and medium companies. These indicators confirm that the WG is effectively reaching its target audience.

Over the past year, the WG has organised three major promotional campaigns. The first one was focused on the SME participation in EuCNC & 6G Summit 2025, particularly the SME convened session. As part of this initiative, a professional video featuring several SME testimonials was produced, further amplifying the visibility and impact of SME contributions.

The second campaign addressed the publication of the "2025 European SME Expertise in 5G and Beyond" brochure (see section 5.2.3). The third campaign started on the "Women and Girls in Science Day" on the 11th of February 2026 and concluded on the "International's Women Day" on the 8th of March 2026, see Figure 41 and

Figure 42. It celebrated all the women's contributions to science and technology in the WG, reinforcing its commitment to diversity, inclusion, and gender equality. This was the second year carrying out such campaign with great success.
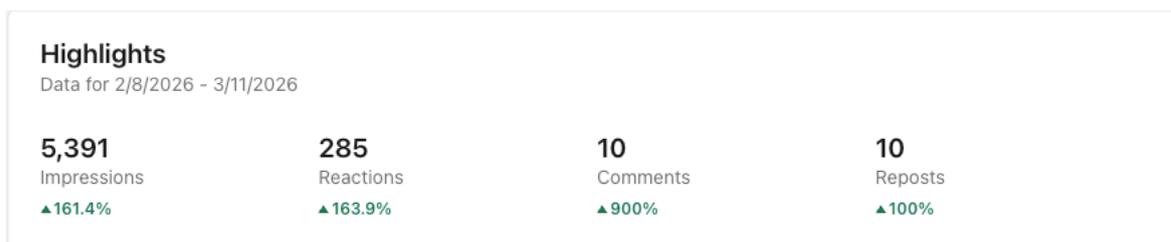

Highlights
Data for 2/8/2026 - 3/11/2026

5,391	285	10	10
Impressions	Reactions	Comments	Reposts
▲161.4%	▲163.9%	▲900%	▲100%

Figure 41 LinkedIn analytics on the engagement of the "Women and Girls in Science" campaign
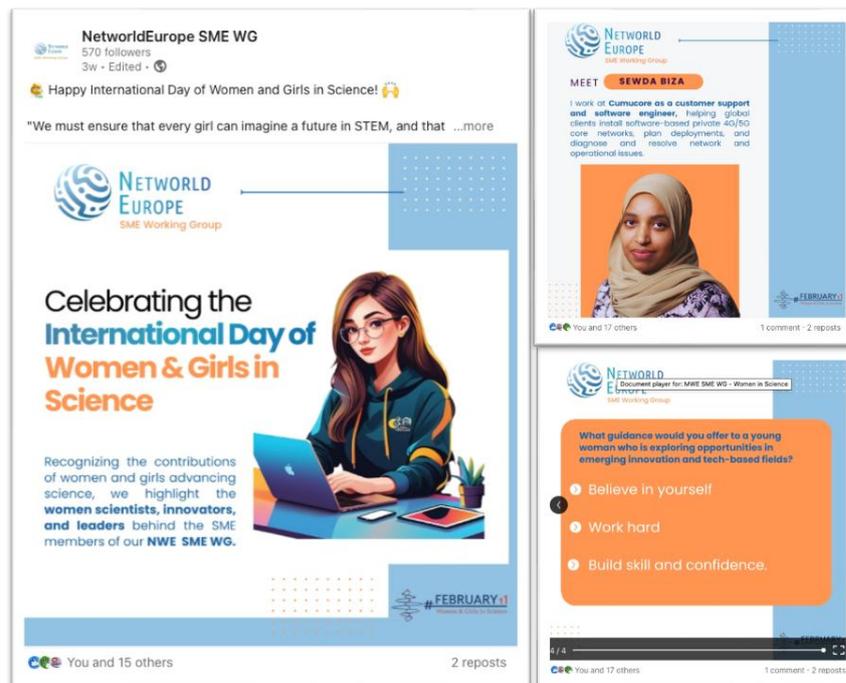
Figure 42 Social media posts from the "Women and girls in Science" campaign

Over the last year, the SME WG uploaded five new videos to YouTube, accumulating **140 views**. Two videos correspond to the WG meetings in May and December 2025, another showcases the WG at EuCNC 2025 and the final one, which is the most viewed in the platform, is a retrospective of the WG activities in 2025. The channel has now a total of **17 videos** totalling **436 views** and 16 subscribers.

5.2.3   SME Brochure(s)

The NetworldEurope SME WG brochure **"2025 European SME Expertise in 5G and Beyond"**[4] was released on the 5th February 2026. It comprises 81 company profiles, 14 success stories, as well as forewords by Jessica Carneiro and Nicola Ciulli, Chair and vice-Chair of the SME WG; Rui Aguilar, NetworldEurope Chair; and Colin Wilcock, Chair of the 6G-IA and SNS JU Board (Figure 43).

Figure 43 Brochure cover and examples of SME profiles and success stories

---

[4] NetworldEurope SME WG, "2025 European SME Expertise in 5G and Beyond" Brochure, February 2026. Available at: https://bscw.sns-ju.eu/pub/bscw.cgi/d1105677/sme-brochure-2026.pdf

In an effort to further streamline the development of new brochure edition, information was collected through a standardised online form. SMEs were invited to provide their company profiles and success stories between September 2025 and October 2025. The submitted materials underwent proofreading in November 2025, followed by two rounds of iterations to address feedback, refine the language, and enhance the overall content. This process ensured high-quality, engaging material and strong editorial consistency throughout the publication.

The new brochure has retained its core brand identity elements to safeguard recognition and coherence, while incorporating refined design enhancements to enhance its overall professionalism and impact. Furthermore, the format was adjusted to B5 to ensure stronger alignment with the SNS Annual Journal. During the process, the NetworldEurope SME WG logo was also consolidated.

The brochure is available for viewing and downloading on the **"Find My SME"**[5] webpage of the NetworldEurope website, where individual success stories[6] can also be accessed separately. New additions and changes to the SMEs domains of technological expertise and vertical sectors addressed were updated in the "Find the SME you need!" website, accordingly.

Since its release, the brochure was widely disseminated across the SNS community and beyond. It was promoted in the SNS JU and 6G-IA website, via the SNS JU and NetworldEurope social media channels, the SNS newsflash, and the SNS JU and 6G-IA mailing lists. In addition, a press release announcing the publication was posted in the EU agenda. The brochure was also presented during the SNS Steering Board meeting on the 9 of March 2026.

A short video and several visuals were produced to accompany the launch of the brochure in social media. Figure 44 depicts a map with the SMEs' success stories that illustrates how SME-driven innovation is happening everywhere in Europe.
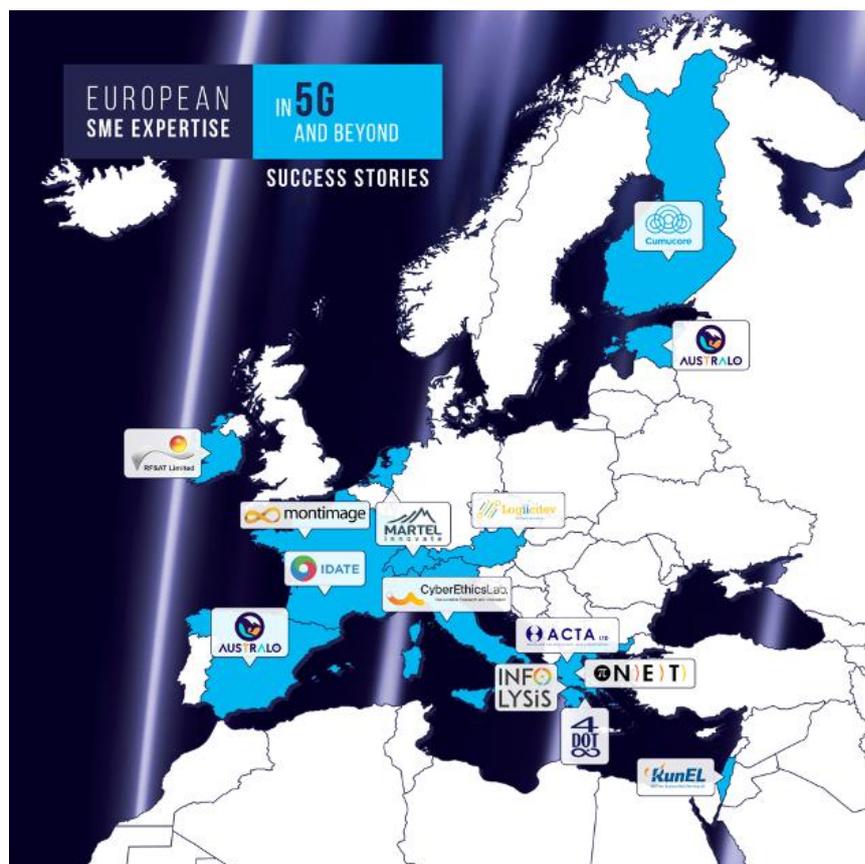

Figure 44 Example of the visuals used to promote the brochure

---

[5] NetworldEurope "Find my SME webpage", available at: www.networldeurope.eu/find-the-sme-you-need-new-page/

[6] NetworldEurope SME Success Stories 2026, available at: www.networldeurope.eu/find-the-sme-you-need-new-page/#SUCCESS_STORIES

The reception of the new brochure edition has been very positive. The document had been downloaded 303 times from the NetworldEurope website and 18 times from the EU Agenda, totalling 321 downloads (as of 15 March 2026). This makes the brochure the most downloaded document on the NetworldEurope web, accounting for 21.3% of the total downloads. Individual success stories were downloaded 230 times.

In the coming months, the promotional campaign will focus on the individual success stories. This will boost the visibility of the SMEs and their accomplishments, bringing more opportunities and recognition, whilst inspiring their peers in the European R&I landscape.

6   Conclusions

In the previous deliverable D4.1, the foundations for a structured and impactful communication and dissemination strategy had been established, which then have been successfully implemented during Period 1 through a comprehensive, multi-channel approach in close alignment with the SNS JU Office. The activities carried out ensured continuous visibility of the SNS programme, strengthened community engagement, and supported the dissemination of SNS JU achievements through coordinated actions, targeted content, and strategic event support.

In this deliverable D4.3, an overview and assessment of the implemented activities and communication channels performance have been provided, identifying also the key lessons learnt, and outlining a refined approach for Period 2. Building on these insights, WP4 will further enhance its strategy by reinforcing impact-driven communication, with a stronger focus on storytelling, success stories, and multimedia formats to make SNS JU results more accessible and engaging to a wider audience. In this context, dedicated campaigns such as "People Behind 6G" will play a key role in showcasing the human dimension and real impact of SNS JU projects.

In Period 1, the SNS JU website has continued to serve as the central communication hub, with analytics confirming increased visibility, while SNS Trackers are expected to increase their role in Period 2, supported by targeted promotional campaigns to maximise their uptake. Social media channels, particularly the SNS JU LinkedIn Group and the LinkedIn Newsletter, launched by SNS CO-OP, have proven highly effective in fostering community interaction and amplifying both individual and joint project outputs. These efforts have been complemented by Newsletters, Newsflashes, and the SNS Journal, as well as by the structured promotion of SNS JU key achievements through the launch of a dedicated repository, the production of the SNS JU Top-10 Key Achievements Brochure, the organisation of a dedicated webinar and associated communication actions on social media.

In parallel, SNS CO-OP has provided strong communication and operational support to SNS JU at major events, namely Mobile World Congress, EuCNC & 6G Summit, and Techritory, alongside the production of visual and multimedia assets that further increased SNS programme visibility. Additional initiatives, such as the expansion of NetworldEurope SME activities, have also contributed to reinforcing outreach towards targeted stakeholder groups.

In Period 2, WP4 will build on this momentum by launching strategic campaigns, enhancing the promotion of SNS projects results and SNS JU key achievements, and further consolidating the role of the Communications Task Force as a central platform for collaboration and knowledge exchange on communication matters. Through these actions, WP4 will continue to ensure coherent, strategic and impactful communication of the SNS programme and its advancements.

References

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

[2]   https://smart-networks.europa.eu/brand-guidelines-and-logos/

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

[4]   https://www.linkedin.com/company/sns-ju/posts/?feedView=all

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

[6]   https://smart-networks.europa.eu/wp-content/uploads/2025/01/sns-ju-communication-policy-and-plan-2025.pdf

[7]   https://smart-networks.europa.eu/projects

[8]   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/