D7.2 Communication strategy and plan

Dissemination level:	Public (PU)
Work package:	WP7
Task:	T7.1
Deliverable lead:	VICOMTECH
Version:	V2.0
Submission date:	28/02/2022
Due date:	28/02/2022
Partners:	

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101016427

Authors

Authors in alphabetical order		
Name	Organisation	Email
Andrea Suárez	Vicomtech	asuarez@vicomtech.org
Edoardo Bonetto	LINKS	edoardo.bonetto@linksfoundation.com
Sevi Christoforou	ICCS	sevi.christoforou@iccs.gr

Control sheet

Version history			
Version	Date	Modified by	Summary of changes
v0.1	30/11/2021	Andrea Suárez	Initial ToC
V0.2	14/01/2022	Andrea Suárez	First draft for partners' contribution
V0.3	17/01/2022	Edoardo Bonetto	Contributions
V0.3	19/01/2022	Sevi Christoforou	Contributions
V0.4	25/01/2022	Andrea Suárez	Review and updates
V0.5	08/02/2022	Sevi Christoforou	Contributions
V1.0	11/02/2022	Andrea Suárez	Consolidated version for review
V1.1	24/02/2022	Andrea Suárez	Added modifications from peer-review
V2.0	24/02/2022	Andrea Suárez	Final version ready for submission

Peer review		
	Reviewer name	Date
Reviewer 1	Eirini Liotou (ICCS)	21/02/2022
Reviewer 2	Alexis Aivaliotis (O7)	21/02/2022

Legal disclaimer

TABLE OF CONTENTS

List of figures

List of tables

ABBREVIATIONS

Abbreviation	Definition
5GAA	5G Automotive Association
5GASP	5G Application & Services experimentation and certification Platform
5G-IANA	5G for Intelligent Automotive Network Applications
5G-PPP	5G Infrastructure Public Private Partnership
AI	Artificial Intelligence
API	Application Programming Interface
DML	Distributed Machine Learning
EU	European Union
EuCNC	European Conference on Networks and Communications
H2020	Horizon 2020
ICT	Information Communication Technology
ITS	Intelligent Transport Systems
KPI	Key Performance Indicator
MANO	Management and Orchestration
MEC	Multi-Access Edge Computing
ML	Machine Learning
OEM	Original Equipment Manufacturer
R&D	Research and Development
SACBT	Situational Awareness in Cross Border Road Tunnel Accidents
SME	Small Medium Enterprise
UC	Use Case
VNF	Virtualised Network Function
WP	Work Package

Executive Summary

5G-IANA looks at facilitating 5G Automotive-related innovations across Europe and to this end communication and dissemination of its outcomes is an integral part of the project. This deliverable, D7.2 – Communication Strategy and Plan, defines the overall communication strategy to be followed and sets the basis for the communication, dissemination and liaison activities so as to efficiently promote 5G-IANA and its results to the different target audiences. The deliverable incorporates the specific messages to be targeted at specified audiences, through the most appropriate channels, taking into account their needs and concerns and will serve as a reference guideline to the consortium members to plan and contribute to the project's promotion and diffusion. The document aims at providing the readers, and in particular the 5G-IANA consortium members, with an extensive set of guidelines to plan and contribute to the project's promotion and diffusion.

The deliverable also covers Task 7.3 "Liaison activities and international cooperation", aiming to promote the project results in the international community and to create synergies with related national or European research projects.

The deliverable consists of the following sections:

- **Chapter 1** consists of an introduction to the 5G-IANA project's concept and approach, and to the purpose of the deliverable.
- **Chapter 2** presents the communication strategy.
- **Chapter 3** briefly explains the dissemination strategy to be followed.
- **Chapter 4** presents the Liaison Strategy.
- **Chapter 5** summarises the efforts of partners in WP7 activities.
- **Chapter 6** is the conclusion.

1. INTRODUCTION

1.1. 5G-IANA concept and approach

5G-IANA aims at providing an open 5G experimentation platform, on top of which third party experimenters (i.e., SMEs) in the Automotive-related 5G-PPP vertical will have the opportunity to develop, deploy and test their services. An Automotive Open Experimental Platform (AOEP) will be specified, as the whole set of hardware and software resources that provides the compute and communication/transport infrastructure as well as the management and orchestration components, coupled with an enhanced NetApp Toolkit tailored to the Automotive sector. 5G-IANA will expose to experimenters secured and standardized APIs for facilitating all the different steps towards the production stage of a new service. 5G-IANA will target different virtualization technologies integrating different MANO frameworks for enabling the deployment of the end-to-end network services across different domains (vehicles, road infrastructure, MEC nodes and cloud resources). 5G-IANA NetApp toolkit will be linked with a new Automotive VNFs Repository including an extended list of ready to use open accessible Automotive-related VNFs and NetApp templates, that will form a repository for SMEs to use and develop new applications. Finally, 5G-IANA will develop a distributed AI/ML (DML) framework, that will provide functionalities for simplified management and orchestration of collections of AI/ML service components and will allow ML-based applications to penetrate the Automotive world, due to its inherent privacy preserving nature. 5G-IANA will be demonstrated through 7 Automotive-related use cases in 2 5G SA testbeds. Moving beyond technological challenges, and exploiting input from the demonstration activities, 5G-IANA will perform a multi-stakeholder cost-benefit analysis that will identify and validate market conditions for innovative, yet sustainable business models supporting a long-term roadmap towards the pan-European deployment of 5G as key advanced Automotive services enabler.

1.2. Purpose of the deliverable

This deliverable, D7.2 – Communication Strategy and Plan, consists of a key reference document for all the communication activities to be implemented within WP7. The purpose of this is to provide to the readers, and in particular the 5G-IANA consortium members, with an extensive set of guidelines to effectively plan and contribute to the project's promotion and diffusion.

1.2.1. Intended audience

The dissemination level of this deliverable is "public" (PU) and is primarily addressed to the European Commission as well as the 5G-IANA consortium partners without though excluding other audiences interested in reading it.

1.2.2. Relation to other WP7 deliverables

D7.2 – Communication Strategy and Plan is the main pillar of the strategy; it is complemented with forerunner D7.1 – Brand identity and guidelines which provides a detailed overview of the project's visual identity and branding guidelines, and Deliverable D7.4 – Communication tools. D7.6 – Dissemination plan also complements these communication deliverables by presenting the initial dissemination targets and KPIs as well as an initial list of events to carry out dissemination activities.

The aforementioned documents are directly interrelated to one another. Certain tools and activities can oscillate between communication and dissemination, depending on the target audience and content. Table 1 below presents a clarification on the terminology as well as a clear distinction of their corresponding activities by shedding light on their differences.

Table 1, Excerpt from EC Guidance for the Social Media Guide for EU funded R&I projects

Communication	Dissemination
Covers the whole project (including results)	Covers project results only
Starts at the outset of the project	Happens only once results are available

Multiple audiences Beyond the project's own community, including the media and general public. Multiplier effect	Specialist audiences Groups that may use the results in their own work, including peer groups, industry, professional organisations, policymakers
Informing and engaging with society, to show how it can benefit from research	Enabling the take-up and use of results
Legal reference Grant Agreement Article 38.1	*Legal reference* Grant Agreement Article 29

2. COMMUNICATION STRATEGY

5G-IANA project aims at facilitating 5G Automotive-related innovations across Europe and to this end communication of its outcomes is an integral part of the project. 5G-IANA's communication strategy has been designed to raise public awareness of the project, ensure Europe-wide and global availability of exploitable results, establish links with other relevant actors and standardisation bodies and ensure a good scientific reputation for the project. The aim of 5G-IANA's strategy is to reach the broadest possible target stakeholder groups in order to sustain the promotion of Europe as leader in 5G technology. 5G-IANA's communication strategy will focus on the role of communication as an integral part of the project, on the identification of targeted audiences and understanding of their needs and characteristics so as to tailor clear and concise messages to the different target audiences. It also defines the most appropriate and efficient communication channels and tools to ensure an effective communication. Finally, it defines a communication roadmap on the basis of 3 phases (initial, development, final).

2.1. Objectives

5G-IANA aims to engage with our target stakeholder groups so that they closely follow the project outcomes. To accomplish this, the project's communication activities will be carried out in line with the following objectives:

- Build awareness of the project's mission and activities;
- Provide the consortium partners with a set of useful guidelines to plan and perform communication activities, aiming to ensure a widespread dissemination of project results;
- Ensure the production of high-quality communication material;
- Engage the key audiences through relevant communication activities;
- Define the target groups, the key messages and the most appropriate channels and tools to ensure the effective communication of the project's concept and objectives.

2.2. Target audiences

The identification of 5G-IANA's target audiences consists of a consequential part for the active engagement of different audiences in the project communication and dissemination activities. 5G-IANA's target audiences are the most relevant groups for whom the project findings and results have potential implications and benefits from policy, economic, technological, and societal levels. The specific target groups with whom 5G-IANA will have a dialogue and demonstrate the research outputs are defined in Table 2 below.

Table 2, 5G-IANA target audiences

Target audiences	Key groups
Industries (for business exploitation)	Including sectors involved in the project (ICT & software suppliers; infrastructure suppliers; telecommunication operators; information providers; OEMs; cloud operators, etc.).
Institutions (for implementation and follow-up/take-up aspects)	Including but not limited to: policy and decision makers at European and national level; standardisation bodies; national or regional funding bodies, etc.
Scientific and research community (for cross-fertilization and transfer of results to follow-up initiatives)	Including but not limited to: academic and research centres; operators of test sites and living labs to integrate piloted technologies for future applications, etc.
End Users (for acceptance, usability and impact assessment as well as take-up aspects)	including but not limited to: sector organisations representing industry end users; user groups impacted by developed technologies; end user associations, etc.
General public (for awareness and acceptance)	Including but not limited to anyone interested in innovation, mobile, ICT, automotive, transport and urban related technologies.

Table 3 identifies communication activities relevant to the different target audiences:

Table 3, Target audiences and communication activities

Target audiences	Communication and dissemination activities
General public	• Brand Identiy • Website • Social Media • Mass media (press releases, press conferences, interviews, articles, etc.) • Communication kit (printed materials, e-newsletter, videos)

	• Final Event
Industries	• Brand Identiy • Website • Social Media • Mass media (press releases, press conferences, interviews, articles, etc.) • Communication kit (printed materials, e-newsletter, videos)
Institutions	• Brand Identiy • Website • Social Media • Mass media (press releases, press conferences, interviews, articles, etc.) • Communication kit (printed materials, e-newsletter, videos)
Scientific and research community	• Brand Identiy • Website • Social Media • Mass media (press releases, press conferences, interviews, articles, etc.) • Communication kit (printed materials, e-newsletter, videos)
Users	• Brand Identiy • Website • Social Media • Mass media (press releases, press conferences, interviews, articles, etc.) • Communication kit (printed materials, e-newsletter, videos)

2.3. Key messages

A set of key messages has been developed for each of the target audiences, considering their specific needs and typical characteristics, while also drawing on expected outputs from the 5G-IANA project, to create and send out the appropriate type of messages. The key messages per target audience are listed in Table 3 below:

Table 4, 5G-IANA Key messages

Target audiences	Key messages
Industries	• 5G-IANA aims to inform stakeholders about the extension of MANO to support on-vehicle deployment and the potentials of a distributed ML framework in an Automotive related environment. • 5G-IANA aims to help automotive industries safeguard the safety of drivers and save resources. • 5G-IANA aims to pursue new R&D and commercial opportunities with recognized stakeholders.

Institutions	• 5G-IANA aims to accelerate 5G network deployments in Europe. • 5G-IANA will share its results and outcomes, highlight the gaps and propose new, harmonized solutions. • 5G-IANA will contribute to existing standards and identify new ones.
Scientific and research community	• 5G-IANA aims to cooperate with the scientific and research community. • 5G-IANA aims to communicate research findings on 5G Automotive-related services and NetApps. • 5G-IANA aims to contribute to Europe's activities (such as previous projects) to advance 5G technologies in the automotive sector.
End Users	• 5G-IANA aims to showcase the capabilities provided by 5G in the Automotive-related 5G-PPP vertical industries. • 5G-IANA aims to increase road safety, improve road utilization, and reduce automobile carbon footprint. • 5G-IANA will create new business opportunities and boost market for start-ups and SMEs with Automotive NetApps.
General public	• 5G-IANA aims to accelerate the creation and commercialisation of 5G-based Automotive Applications. • 5G-IANA aims to increase road safety, improve road utilization and reduce automobile carbon footprint. • 5G-IANA aims to develop new business opportunities and boost market for start-ups and SMEs with Automotive NetApps. • 5G-IANA aims to sustain the promotion of Europe as leader in 5G technology.

This table, also included in the D7.6 Dissemination plan, provides the above defined 5G-IANA target groups with tailored key messages that the project will seek to convey. The key messages will be updated during the project runtime to accommodate the needs of the corresponding key audience.

2.4. Communication tools and channels

A variety of traditional and innovative communication channels and tools will be used in order to ensure the 5G-IANA's information flow, to guarantee a wide and timely communication, to create awareness and to reach out to the targeted audiences. The following list summarises the communication channels and tools already selected at proposal stage to support the communication activities:

- Brand Identity and logo;
- Website;
- Social media accounts;

- Communication kit;
- Press releases, press articles & online media;
- Webinars.

2.4.1. Website

5G-IANA's website (Figure 1) will be the main repository for the project's outputs and resources and will offer a primary access point for interested stakeholders from the industry and the general audience.

The website, which is accessible at https://www.5g-iana.eu/, is the main communication channel and represents the dominant source of the project related information (objectives, consortium, work packages, use cases, etc.). It serves as one of the main communication platforms to publicise the project's activities, events and latest news as well as a repository of public documents of interest, such as deliverables, publications, presentations, and dissemination activities.

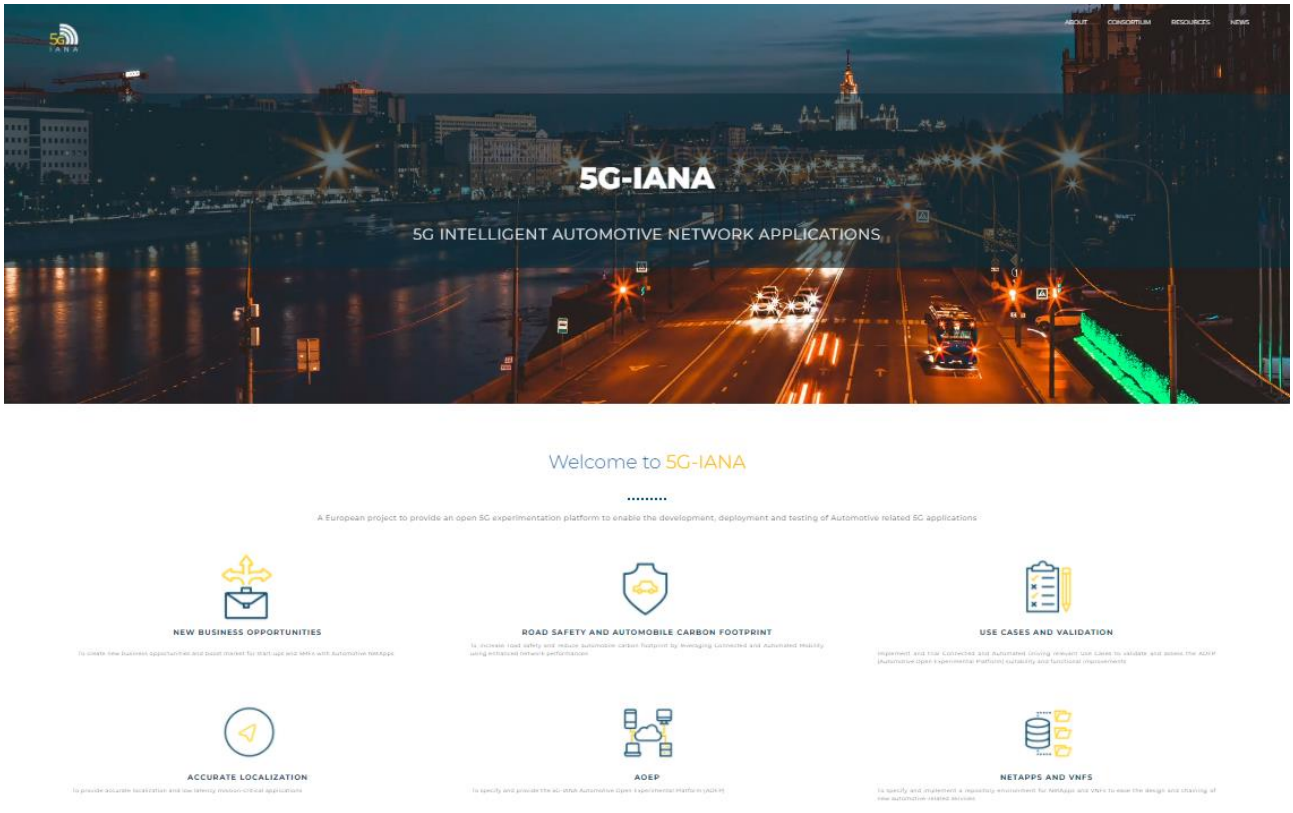


Figure 1, 5G-IANA's website

Since the website creation and managing is an ongoing process, it will be enriched and evolve throughout the project's lifetime, according to its outcomes, findings and results, to make sure that it/we provide users with accurate and up-to-date information.

Detailed information about the 5G-IANA website is provided in D7.4 Communication tools.

2.4.2. Social Media

Social media (Figures 2 and 3) will be used to bring more visibility to the 5G-IANA project and engage a wider audience through establishing a direct conversation between the project and the users. The Consortium will use Twitter and LinkedIn to inform the audience about the project's results, achievements, events, webinars, workshops, etc.

Figure 2, Example of a 5G-IANA Tweet

The partners have been encouraged to promote 5G-IANA among their network and through each partner's social media, encouraging contacts to join and invite further participants, in order to maximise the diffusion and coverage of information.

More information about 5G-IANA social media accounts' is provided in D7.4 Communication tools.

Figure 3, Example of 5G-IANA post on LinkedIn

2.4.3. Communication kit

5G-IANA is developing a communication kit to facilitate the information flow and promotion of the project to a wider audience, particularly when attending events, conferences and workshops. It will be used by all 5G-IANA partners to ensure consistency and effective communication of the project's concept and achievements.

The 5G-IANA communication kit includes:

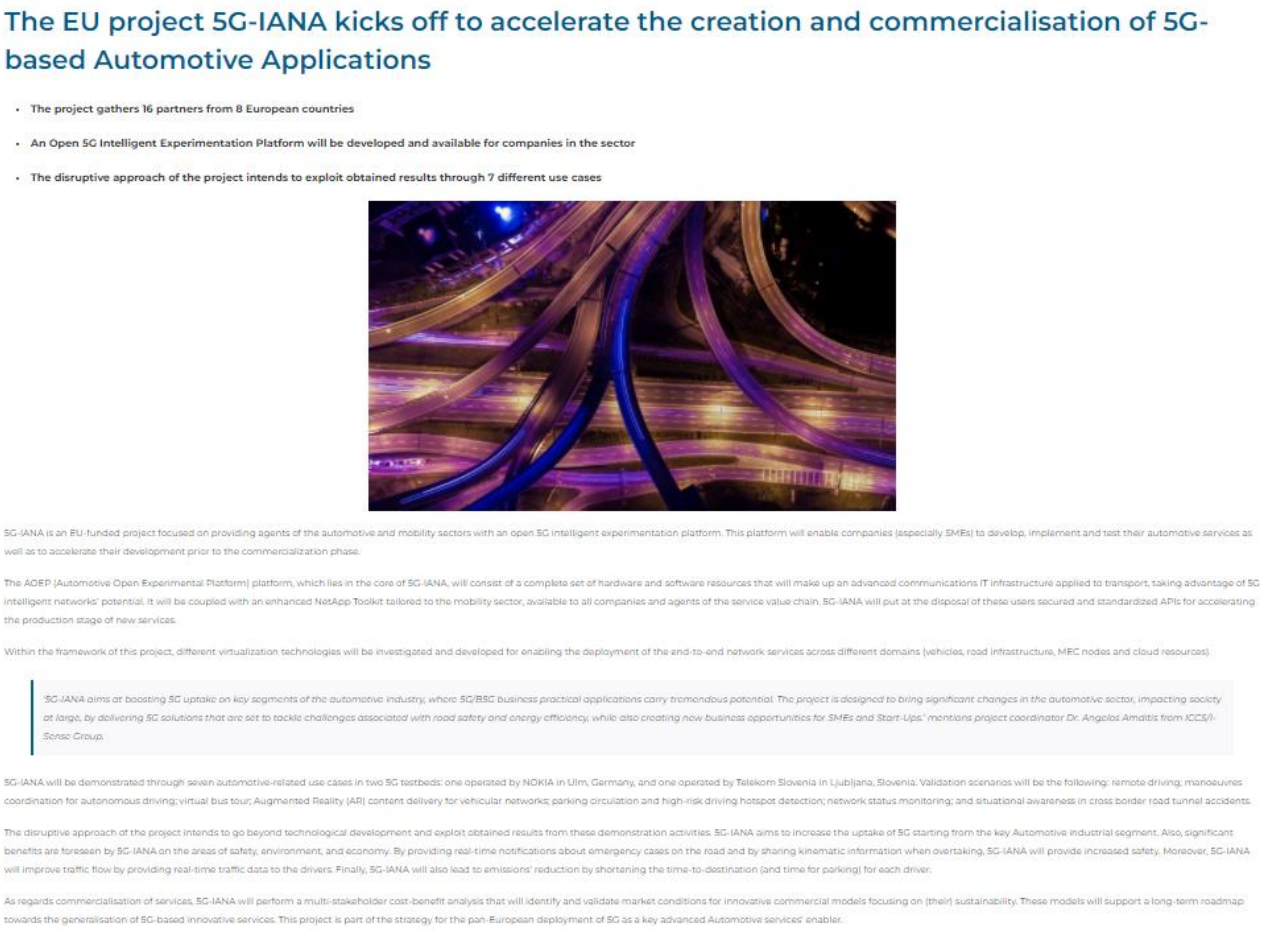
- a flagship flyer already developed;
- a regular e-newsletter to be published every 6 months;
- short videos to be created from M13;
- a set of 5G-IANA roll-up banners;

- one professional video.

More information about 5G-IANA's communication kit is provided in D7.4 Communication tools.

2.4.4. Press releases, press articles & online media

5G-IANA consortium partners will use all opportunities to systematically communicate the project's news and results. Regular press releases will be produced and circulated among the consortium, while press and online media will be used to increase the visibility and potential impact of 5G-IANA results. The first press release announcing the launch of the project and the kick-off meeting held in Athens was released and uploaded to the project's website (Figure 4).



The EU project 5G-IANA kicks off to accelerate the creation and commercialisation of 5G-based Automotive Applications

- The project gathers 16 partners from 8 European countries
- An Open 5G Intelligent Experimentation Platform will be developed and available for companies in the sector
- The disruptive approach of the project intends to exploit obtained results through 7 different use cases

5G-IANA is an EU-funded project focused on providing agents of the automotive and mobility sectors with an open 5G intelligent experimentation platform. This platform will enable companies (especially SMEs) to develop, implement and test their automotive services as well as to accelerate their development prior to the commercialization phase.

The AOEP (Automotive Open Experimental Platform) platform, which lies in the core of 5G-IANA, will consist of a complete set of hardware and software resources that will make up an advanced communications IT infrastructure applied to transport, taking advantage of 5G intelligent networks' potential. It will be coupled with an enhanced NetApp Toolkit tailored to the mobility sector, available to all companies and agents of the service value chain. 5G-IANA will put at the disposal of these users secured and standardized APIs for accelerating the production stage of new services.

Within the framework of this project, different virtualization technologies will be investigated and developed for enabling the deployment of the end-to-end network services across different domains (vehicles, road infrastructure, MEC nodes and cloud resources).

'5G-IANA aims at boosting 5G uptake on key segments of the automotive industry, where 5G/B5G business practical applications carry tremendous potential. The project is designed to bring significant changes in the automotive sector, impacting society at large, by delivering 5G solutions that are set to tackle challenges associated with road safety and energy efficiency, while also creating new business opportunities for SMEs and Start-Ups.' mentions project coordinator Dr. Angelos Amditis from ICCS/I-Sense Group.

5G-IANA will be demonstrated through seven automotive-related use cases in two 5G testbeds: one operated by NOKIA in Ulm, Germany, and one operated by Telekom Slovenia in Ljubljana, Slovenia. Validation scenarios will be the following: remote driving; manoeuvres coordination for autonomous driving; virtual bus tour; Augmented Reality (AR) content delivery for vehicular networks; parking circulation and high-risk driving hotspot detection; network status monitoring; and situational awareness in cross border road tunnel accidents.

The disruptive approach of the project intends to go beyond technological development and exploit obtained results from these demonstration activities. 5G-IANA aims to increase the uptake of 5G starting from the key Automotive industrial segment. Also, significant benefits are foreseen by 5G-IANA on the areas of safety, environment, and economy. By providing real-time notifications about emergency cases on the road and by sharing kinematic information when overtaking, 5G-IANA will provide increased safety. Moreover, 5G-IANA will improve traffic flow by providing real-time traffic data to the drivers. Finally, 5G-IANA will also lead to emissions' reduction by shortening the time-to-destination (and time for parking) for each driver.

As regards commercialisation of services, 5G-IANA will perform a multi-stakeholder cost-benefit analysis that will identify and validate market conditions for innovative commercial models focusing on (their) sustainability. These models will support a long-term roadmap towards the generalisation of 5G-based innovative services. This project is part of the strategy for the pan-European deployment of 5G as a key advanced Automotive services' enabler.

Figure 4, 5G-IANA's first press release

The Consortium, led by Vicomtech as WP7 leader, will approach local and international media, including newspapers, magazines and online sources such as blogs, and will liaise with individual journalists specializing in the 5G-IANA technology areas in order to build awareness about the project.

2.4.5. Webinars

Webinars addressing different topics and categories of stakeholders will be organised at regular intervals to provide a comprehensive view of the particular results of the project. More detailed information on planned webinars is provided in D7.6 – Dissemination plan.

2.5. Communication roadmap

Communication activities will be implemented throughout the project's lifecycle, although we can differentiate three phases (Initial, Development, Final) depending on the objectives and needs of the project from a communication perspective. Appropriate communication channels will be used on each phase, subject to the activities to be performed. Tables 4, 5 and 6 below describe the objectives, activities, and channels to be used during each phase:

Table 5, Communication initial phase

Initial phase (M01-09)		
Objectives	**Communication activities**	**Channels**
Raise awareness of the project **Communicate general information of the project**	• Development of the brand identity (logo, font, deliverable and presentation templates, graphic files, visual identity and guidelines); • Set up of social media accounts (Twitter and LinkedIn); • Creation of the website; • First press release; • Development of first activities on the communication kit (first flyer, set up of the periodic newsletter);	• Brand Identity and logo • Social media • Website • Press releases • Communication kit

Table 6, Communication development phase

Development phase (M10-24)		
Objectives	**Communication activities**	**Channels**
Raise awareness of the project's developments and challenges **Communicate the advancements and achievements of the project**	• Website updates with project updates, articles from partners, news and events, deliverables, presentations, publications, primary results, etc.; • Promotion of website updates through existing social media; • Set up of other social media channels (YouTube channel); • Development of further activities on the communication kit (short videos, roll-up banners); • Development of brochures, posters, technical leaflets and fact sheets; • Mid-term press release with the advancements and achievements of the project; • Publication of articles on printed and online media;	• Social media • Website • Communication kit • Press releases • Printed materials • Articles • Online media

Table 7, Communication final phase

Final phase (25-36)		
Objectives	**Communication activities**	**Channels**
Communicate and promote the project's final results **Promote the project's final event**	• Website updates with project updates and results, articles from partners, news and events, deliverables, presentations, publications, etc.; • Promotion of website updates through social media; • Development of final activities on the communication kit (professional video for the final event); • Final press releases (final event); • Publication of articles on printed and online media;	• Social media • Website • Communication kit • Press releases • Printed materials • Articles • Online media

2.6. Key performance indicators

The communication activities must have impact on the target stakeholders and serve to advance the project's goal. Although it is difficult to assess the accurate impact of the project's communication activities, quantitative indicators present some measurable values to help the consortium evaluate the degree to which

the targets of the communication plan are met. 5G-IANA has defined a set of communication KPIs presented in Table 7 and indicated a target value for each communication tool, channel and activity. The KPIs will be regularly monitored, and corrective actions will be taken if needed. The dissemination KPIs are thoroughly described in D7.6 – Dissemination plan.

Table 8, 5G-IANA KPIs for Communication tools/channels

Tool/ Channel:	Key Performance Indicator	Target Value		
		Year 1	Year 2	Year 3
Communication tools	**Website: Total visits per month**	>50	>80	>100
	Twitter: 5G-IANA hashtags	40	80	100
	LinkedIn: Members of 5G-IANA group	50	75	100
	Video: Number produced	>1	>2	>2
	Project brochure: Number produced	1	Update	Update
	Technical leaflets: Published and distributed	>100	>100	>100
	Webinars: Number organised/participants	1/40	2/40	2/40

3. DISSEMINATION STRATEGY

3.1. Objectives

ICCS is the leader of Task 7.2 (Dissemination activities and events), being responsible for ensuring that 5G-IANA results are systematically disseminated to the expert communities and to stakeholders throughout the lifecycle of the project and increasing the reach and impact of 5G-IANA on Europe and beyond.

Dissemination and communication activities will take place concurrently, supporting the effective promotion of project activities, developments and results to the right audience and in a timely manner. The consortium will use a variety of channels to promote 5G-IANA's progress and outcomes, as well as to communicate relevant information to its diverse target audience. Depending on the nature of the message and the stakeholder group for whom it is intended, the consortium will use online tools and social media, print media (technical and general) and conferences and exhibitions to carry out dissemination activities.

The dissemination strategy will be carefully crafted to achieve the following objectives:

- Raise awareness of the project's novel scientific and research results;
- Ensure visibility and a good scientific reputation for the project, achieving maximum outreach to key stakeholders, also contributing to the promotion of Europe as leader in 5G technology, as well as to the sustainability of the project;
- Organize, participate, and engage stakeholders in various digital and physical events to showcase the project's activities and results;
- Keep stakeholders and partners informed on progress made and milestones reached;
- Establish and maintain cooperation with relevant 5G-PPP projects and other 5G initiatives and bodies;

Deliverable D7.6 – Dissemination plan (M9) is a successor deliverable which provides a detailed outline of the dissemination strategy, an initial dissemination target and KPIs as well as an initial list of events to carry out dissemination activities.

3.2. Key dissemination channels

It is important to ensure that dissemination activities reach the key audience using the most adequate channels. For dissemination purposes the consortium will leverage the following means and channels:

- **Scientific and technical publications (including papers):** 5G-IANA will publish its activities and results in scientific peer-reviewed journals and in conference proceedings in order to broadcast its results and get feedback from the scientific and professional community. The consortium will also seek out publication channels in trade journals and magazines to bring our outcomes to end users.
- **Conferences and events, including trade shows and exhibitions:** The 5G-IANA consortium will be present at relevant technical and scientific conferences to present the project findings and engage with the audience. Moreover, 5G-IANA will both organise and participate in networking activities and events to promote project results to target stakeholders through personal interaction. The consortium will also select fairs and exhibitions around Europe and globally, to present the project's progress and address potential future customers. Every effort will be made to ensure that the project is prominently represented at important international conferences and congresses relevant to the project's dissemination objectives.
- **Workshops/webinars and demos:** The project will organize 3 events, including 2 demo events (a major one where all UCs will be demonstrated at the NOKIA's 5G testbed and a smaller one enabling NOKIA's testbed and the Telekom Slovenije's 5G testbed where only UC7-SACBT will be demonstrated) as well as the Final Project Event helping to present the vision and strategy of 5G-PPP, and also to efficiently showcase the project progress to multiple stakeholders.
- **H2020 networking activities:** Results and other information and ideas will be shared with related H2020 projects and other relevant actors from the ongoing 5G-PPP Phase 2 and Phase 3 projects. Workshops or other activities/events will be sought wherever relevant and mutually beneficial.

- **Consortium and project partners:** Project results will also be disseminated internally with all partners of the consortium, while academic project partners will disseminate the project vision and results to staff and students.

4. STRATEGY FOR LIAISON ACTIVITIES AND INTERNATIONAL COOPERATION

Task 7.3 “Liaison activities and international cooperation” aims to promote the project results in the international community and to create synergies with related research actions. This is expected to be achieved with the creation of liaisons with EU and international research projects, R&D initiatives, policy makers, associations, organisations as well as related fora and technical communities. This task is in charge to create these liaisons, to coordinate them and to provide relevant input based on 5G-IANA activities and outcomes.

Main liaisons are expected to be created with the twin ICT-41-2020 call projects, the 5G-PPP projects and other European research projects related to ITS topics. Additional liaisons will be activated with the main associations and communities that are active in the 5G and the ITS fields such as 5G-PPP and 5GAA.

Initial contacts have been already established with the ICT-41-2020 twin project 5GASP (5G Application & Services experimentation and certification Platform). Discussions have been made about possible collaborations (e.g., joint white papers, webinar). First action has been the preparation of a joint workshop proposal for the EuCNC (European Conference on Networks and Communications) & 6G Summit, in collaboration with all ICT-41 projects (submitted proposal).

The achievement of the aforementioned objectives is based on the steps that are introduced in Table 8.

Table 9, 5G-IANA Liaison activity steps

Liaison activity steps	End month
Identification and selection of relevant subjects for the creation of a liaison	M11
Search of points of contact for liaison establishment and invitation	M12
Sharing of document illustrating 5G-IANA status and objectives	M13
Initial point to point contact for defining actions to be performed in each liaison	M15
Periodic point to point contact for performing liaison activities	M42

5. PARTNERS' PARTICIPATION IN WP7 ACTIVITIES

All partners will participate in the activities of WP7 and the dissemination of 5G-IANA results. Vicomtech, WP7 Leader, is also leader of Task 7.1 Communication strategy and tools. ICCS will lead Task 7.2, Dissemination activities and events, will organize the final event together with a Hackathon and will participate in the rest WP7 tasks. LINKS leads Task 7.3 Liaison activities and international cooperation while INCITES leads Task 7.4 Exploitation strategy and FSCOM leads Task 7.5 Standardisation, EU policies and regulations; all of them will have a major role in all WP7 activities. Allocated effort per partner is described in Table 9 below:

Table 10, 5G-IANA partners participation in WP7 activities

Partner	WP7 effort (person/month)
1 - ICCS	13.00
2 - NOKIA	8.00
3 - UULM	3.00
4 - LINKS	8.00
5 - VICOM	10.00
6 - TS	8.00
7 - UBI	7.00
8 - HIT	6.00
9 - BYL	6.00
10 - FSCOM	7.00
11 - NXW	5.00
12 - 5COMM	5.00
13 - INC	7.00
14 - O7	4.00
15 - COGN	6.00
16 - ININ	4.00
Total	**107.00**

6. CONCLUSION

This deliverable presents the 5G-IANA Communication strategy and plan, to be used as a guide for the consortium members to contribute to the project's promotion and diffusion, ensuring a correct and effective use of the communication tools and techniques and therefore reinforcing the project's identity and impact.

The current deliverable describes 5G-IANA's approach to communication and defines its concept, targeted audiences, main content and engagement plan including the foreseen communication activities.

This plan will be delivered on M9 and updated on M18. However, reports of the overall performance of communications channels will be included annually as annex to the deliverable. A final report will present an overview of all the efforts done as well as an evaluation of the efforts and lessons learnt.

D7.2 – Communication Strategy and Plan is the main pillar of the strategy; it is complemented with forerunner D7.1 – Brand identity and guidelines which provides a detailed overview of the project's visual identity and branding guidelines, and Deliverable D7.6 – Dissemination plan which provides initial dissemination targets and KPIs as well as an initial list of events to carry out dissemination activities.