D7.4 Communication tools

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Control sheet

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Reviewer 1	Sevi Christoforou, Eirini Liotou (ICCS)	21/02/2022
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ABBREVIATIONS

Abbreviation	Definition
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
KEY	Key Performance Indicator
MANO	Management and Orchestration
MEC	Multi-Access Edge Computing
ML	Machine Learning
R&I	Research and Innovation
SME	Small Medium Enterprise
VNF	Virtualised Network Function
WP	Work Package

Executive Summary

Well-planned and strategic communication tools and materials are required for ensuring an impactful implementation of 5G-IANA's plans to communicate, disseminate, and exploit project results efficiently.

The design, implementation and management of these tools and materials is part of Task 7.1 Communication strategy and tools. The first approach to this activity has been addressed through the definition and design of the project's visual identity, already presented in D7.1 - Brand identity and guidelines. This deliverable, D7.4 - Communication tools, presents and analyses all those communication tools, channels, and materials put in place by the 5G-IANA consortium as the main instruments for the correct performance of communication and dissemination actions.

The deliverable consists of the following sections:

- **Chapter 1** introduces the reader to 5G-IANA's concept and approach and to the purpose of the deliverable.

- **Chapter 2** analyses the main communication tools put in place under the project's framework.

- **Chapter 3** describes the elements included in the project's communication kit.

- **Chapter 4** introduces additional communication materials defined for the diffusion of the project.

- **Chapter 5** concludes the document.

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, D7.4 – Communication tools aims at providing a clear overview of the communication tools, channels and materials developed by the 5G-IANA consortium for the correct performance of communication actions.

1.2.1. Intended audience

The dissemination level of this document is "public" (PU) and is primarily aimed at the consortium members and the European Commission. However, any interested actor is able to read it and download.

1.2.2. Interface with other 5G-IANA Deliverables

D7.4 – Communication tools complements D7.2 – Communication Strategy and Plan as it presents in detail the communication tools and channels introduced in D7.2. The current deliverable is a forerunner of D7.1 – Brand identity and guidelines which provides a detailed overview of the project's visual identity and branding guidelines, another pillar of the communication activities. It is also related to Deliverable D7.6 – Dissemination Plan, providing initial dissemination targets and KPIs as well as an initial list of events to carry out dissemination activities.

2. BRAND IDENTITY AND LOGO

Brand and visual identity represent the first contact the public has with our project. Conceived as the project's initial communication tool, 5G-IANA brand and visual identity use a set of graphic elements to easily identify the 5G-IANA project. Deliverable D7.1 - Brand Identity and guidelines collects and presents how the project aims - through the logo, the brand identity, and other graphic files, to create a coherent, consistent, and highly recognisable image of the project that supports communication and dissemination activities, aiming to enable and to maintain the integrity of the project's overall brand identity to ensure efficient communication of the project and its results.

Figure 1, 5G-IANA logo

3. DIGITAL COMMUNICATION TOOLS

To ensure the 5G-IANA information flow, create awareness and reach out to the target audiences by taking into account the specific characteristics and needs of each target group, a set of communication tools has been created, in line with the 5G-IANA brand and visual identity guidelines. The tools will be managed by Vicomtech, leader of Task 7.1 Communication strategy and tools, in consistence with the brand guidelines and the communication strategy.

Communication tools are expected to reach a large number of different audiences and to be as well shared and disseminated by the project partners through their communication channels.

Specifically, the main communication tools selected by the Consortium to be set up are: the project's website and social media accounts (Twitter, LinkedIn, YouTube).

3.1. Website

3.1.1. Concept and technical aspects

5G-IANA's official website domain is: https://www.5g-iana.eu/. The objective of the website is to promote the 5G-IANA project, its objectives and important achievements; it will be the main communication channel, containing all the necessary information of the project and being constantly updated with the latest developments.

5G-IANA website has been designed and developed by 5G-IANA's communication team, in collaboration with a dedicated web design team. It has been built with WordPress in line with the brand and visual identity guidelines defined in D7.1 - Brand identity and guidelines.

The website will be enriched and evolve throughout the implementation of the project, according to its outcomes, findings, and results to make sure that it provides users with accurate and up-to-date information. Vicomtech, as leader of Task 7.1 (Communication strategy and tools) is in charge of the update and maintenance of the website.

Website statistics will be regularly monitored through Google Analytics in order to achieve the KPIs listed in D7.2 – Communication strategy and plan, and ensure the channel's effectiveness. The statistics will be reported in the periodic reports and revisional actions will be taken if needed.

3.1.2. Structure and content

5G-IANA's website has been created to display information about the project in a clear and accessible manner. It is structured as follows:

3.1.2.1. Homepage

The homepage (Figure 2) is used as a preview of the website's main content. It has been designed to engage users and to encourage them to search for further information about the project in an interactive way. This page is divided into several blocks including information such as the project's name and acronym, its objectives, a visual illustration of the consortium, as well as the general information of the project (start and end dates, budget, funding programme, coordinator), a news section, Twitter feed, and a newsletter subscription option. The main menu on the upper right side of the homepage allows navigating through the rest of the sections (About, Consortium, Resources, News).
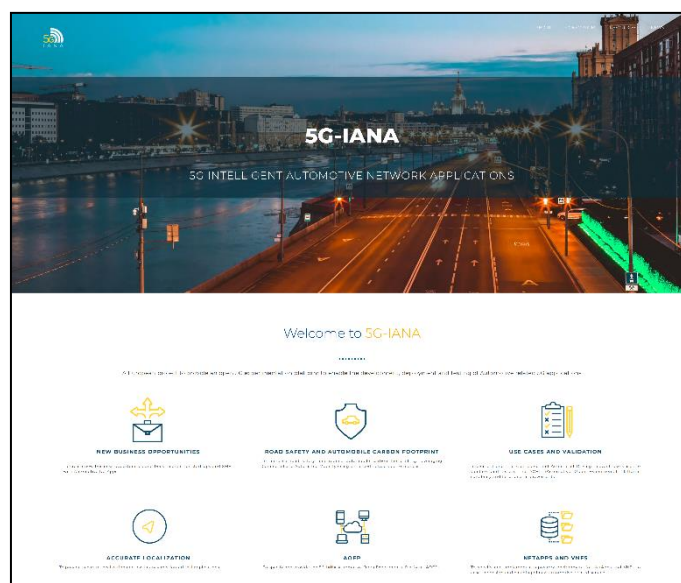
Figure 2, 5G-IANA Homepage

3.1.2.2. About

The "ABOUT" page (Figure 3) is divided into the following subpages:

- **Introduction** to the main goal of the project, i.e., to provide an open 5G experimentation platform;

- Description of the **Context** of the project;

- List of the project's **Objectives;**

- **Work Packages'** summary and detailed description;

- **5G-PPP** subpage gives a short description of the 5G-PPP initiative as well as a link to its website;

- List of **Use Cases** and **testbeds**' description, including a map of the testbeds' locations.

Figure 3, 5G-IANA About page

3.1.2.3. Consortium

The Consortium page (Figure 4) presents 5G-IANA's partners and offers quick access to information such as their logo, their role in the project, and the link redirecting to their website. The content of this section has been drafted in collaboration with each partner, following a specific scheme that guarantees consistency throughout all descriptions.

Figure 4, 5G-IANA Consortium page

The map of the Consortium, presenting partners and logos displayed on the homepage is again displayed in the consortium section.

3.1.2.4. Resources

The Resources page (Figure 5) is divided into the following categories:
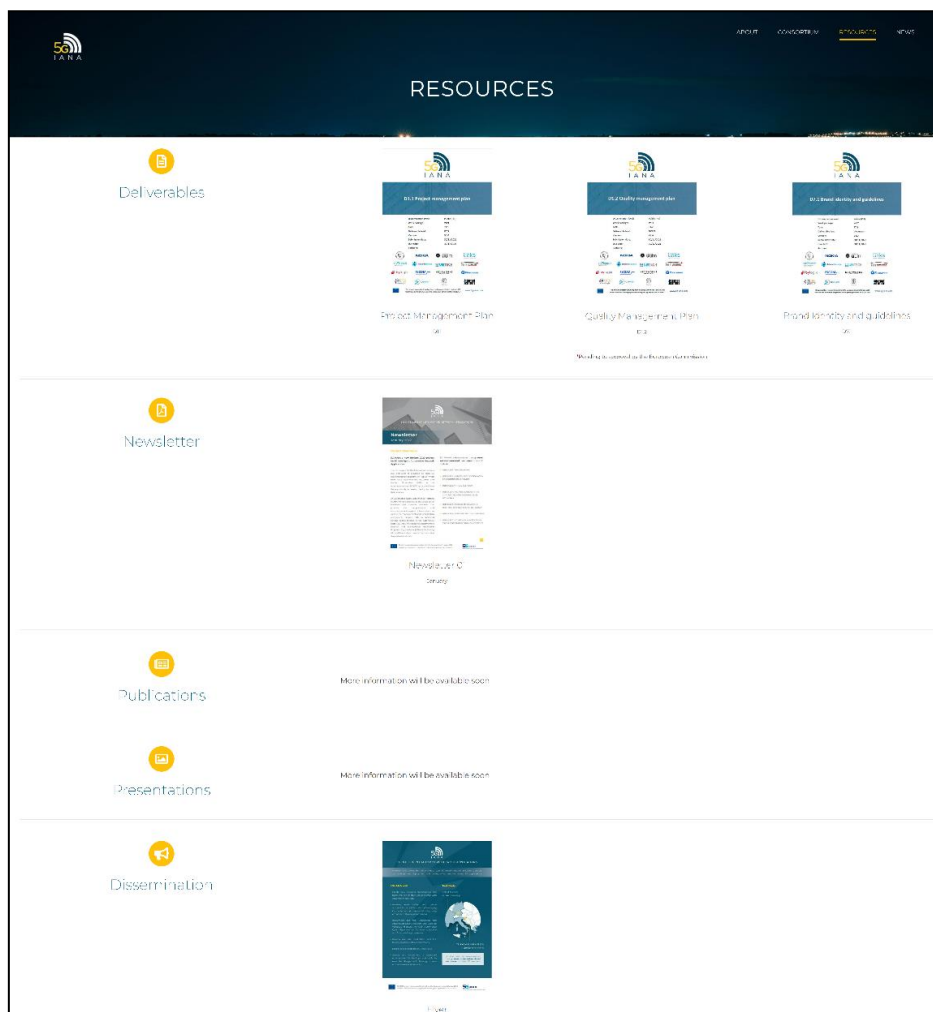
Figure 5, 5G-IANA Resources page

- **Deliverables**: public deliverables of the project are available on this section.

- **Newsletter**: regular project's Newsletters will be uploaded on this section of the website. Issue #1 of the project's newsletter is already available on this section.

- **Publications**: white papers, 5G-PPP publications, journal publications, conferences papers, etc. coming out of the project will be uploaded on this section.

- **Presentations**: public presentations of the project will be available on this section.

- **Dissemination**: dissemination material of the project will be available here (i.e., the flyer).

3.1.2.5. News

The News page (Figure 6) contains all the latest news related to the project, such as:

- Participation in conferences, congresses, summits or other events.

- Feature of 5G-IANA in important brochures, white papers, etc. (e.g., 5G-PPP related).

- Release of new 5G-IANA blog-style articles of technical content, addressed to the general audience, authored by the partners of the consortium and issued on a monthly basis. As of now, three such articles have been published.
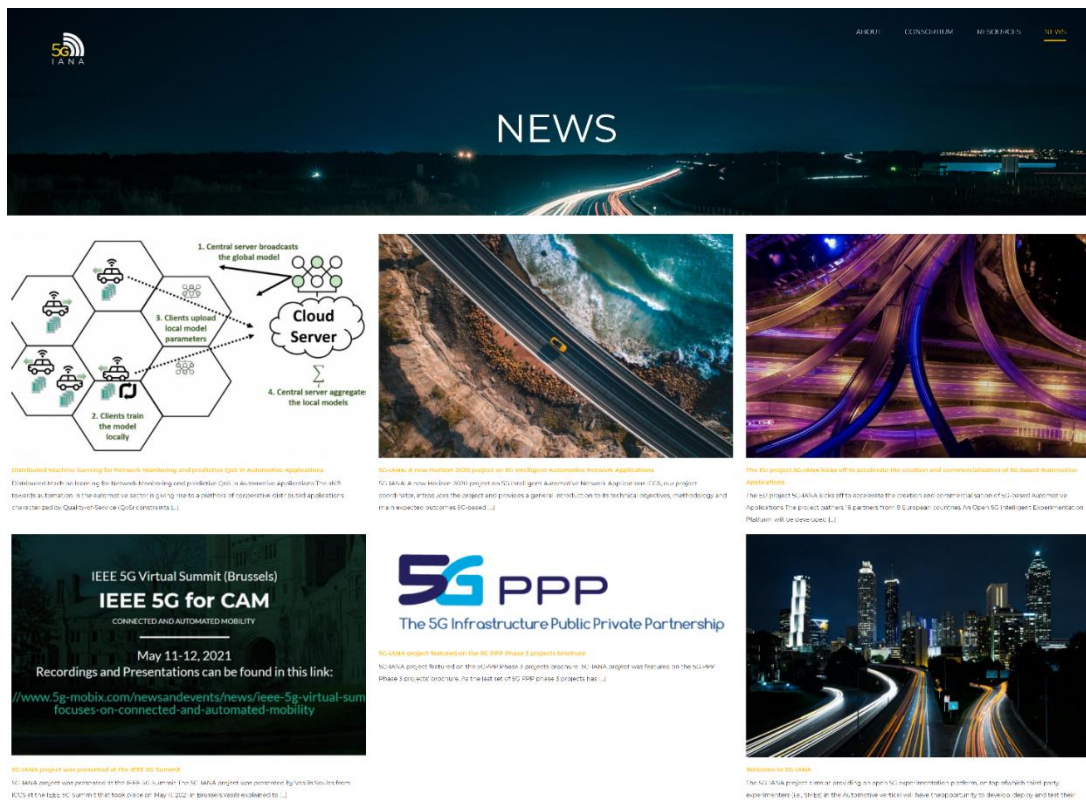
Figure 6, 5G-IANA News page

3.1.2.6. Footer

The Footer of the website (Figure 7) is divided into two main blocks providing the:

- EU funding acknowledgement.

- Project's contact details.

- Project's social media accounts.

Figure 7, Website footer

3.1.3.   Website statistics

In order to measure the impact of the website, it is expected that a number of visits per month it is reached

as foreseen in the Grant Agreement:

Table 1, Number of visits per year

Year 1	Year 2	Year 3	Current average # visits (M09)
>50	>80	>100	96

The total visits recorded through Google Analytics (Figure 8) since the 10th of November 2021 (when the

website went live) until the 31st of January 2022 was 289. This means that the average of users of the website

per month during this period was 96.

Figure 8, 5G-IANA website visits per month

3.2. Social Media

Social media accounts will be used to raise awareness of the project and showcase the 5G-IANA activities and events. An active update of the accounts aims as well to encourage a steady flow of traffic towards the 5G-IANA website to broaden the scope of the project's activities and exploit connections with partners, other related projects, and their respective communication activities.

The consortium is encouraged to promote 5G-IANA on LinkedIn and Twitter by using the hashtag "#5GIANA". All social media accounts comply with the guidelines provided in the EC Social media guide for EU-funded R&I projects 2018[1] .

3.2.1. Twitter

The Twitter account *@IANA_5G* was created from the beginning of the project's lifetime and is accessible at https://twitter.com/IANA_5G. The channel will address the general public, other EU projects, European institutions, stakeholders and more specialized audiences. The idea behind this is to reach a large number of followers from different backgrounds interested in the project and 5G activities in general.

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[1] http://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf

The administrator of the account is committed to following and being followed by relevant audience representatives, EU institutions, agencies and officials, policy officers, scientific and research organisations, industry representatives, relevant H2020 projects, public authorities, etc. Nevertheless, all 5G-IANA partners are encouraged to increase the potential of this tool by communicating to Vicomtech, leader of Task 7.1, relevant content to be published and by contributing to its dissemination through sharing, liking and retweeting.

Figure 9, 5G-IANA Twitter page

In order to measure the impact of this social network, a number of hashtags is expected to be reached as foreseen in the Grant Agreement:

Table 2, Number of hashtags

Year 1	Year 2	Year 3	Current # of hashtags (M09)
40	80	100	34[2]

Other initial analytics of this social media are shown in Figure 9: during the 9-month period from June 2021 until January 2022, the project's Twitter account has reached 32 followers and has posted 35 tweets.

3.2.2. LinkedIn

A LinkedIn account *www.linkedin.com/company/5g-iana/* has been created (Figure 10). It aims to encourage a large group of stakeholders interested in the project or related topics to interact with the project and follow up on its developments and also to reach a large number of followers from different backgrounds interested in the project and in general 5G activities (the expected number of group members has been defined under a KPI analysed below). Being the most popular social network among professionals the added value of this tool remains on the opportunity of sharing project information across the professional world and a wide range of audiences.
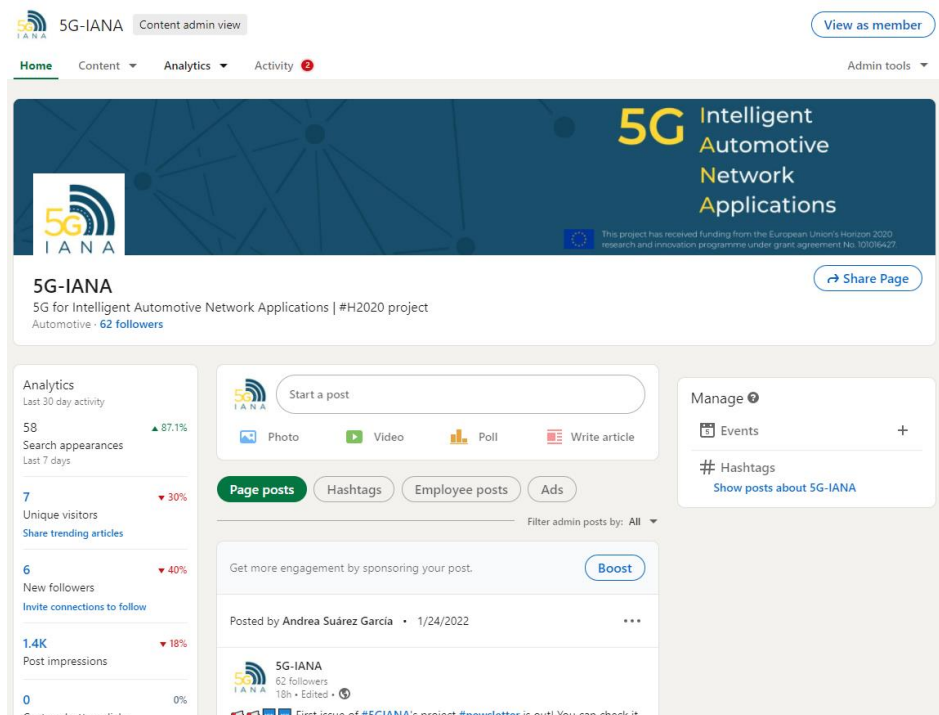
Figure 10, 5G-IANA LinkedIn page

The administrator of the account is committed to following and being followed by a relevant audience. Nevertheless, all 5G-IANA partners are encouraged to increase the potential of this tool by communicating

the Task leader relevant content to be published as well as contributing with its dissemination by sharing (within their personal or corporate accounts).

In order to measure the impact of this communication channel, a number of 5G-IANA group members (Figure 11) is expected to be reached as foreseen in the Grant Agreement:

Table 3, LinkedIn group members

Year 1	Year 2	Year 3	Current # of group members (M09)
50	75	100	73
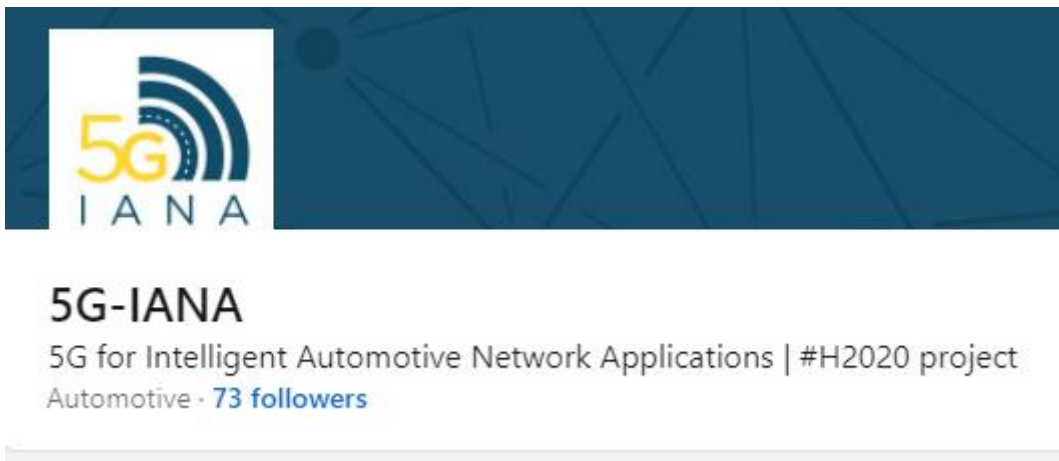
Figure 11, number of group members in LinkedIn (M09)

3.2.3. YouTube Channel

A YouTube channel will be created in the course of the project in order to display the project's videos in an easy and impactful way. The channel will be created in line with the project brand guidelines. Short videos will be released from M13 and a professional video will be created specifically for the Final Event.

4. COMMUNICATION KIT

5G-IANA is developing a communication kit to facilitate the information flow and promotion of the project to a wider audience. This communication kit will be used by all 5G-IANA partners. It includes the following:

4.1. Flyer

A flyer (Figure 12) has been developed to be used by 5G-IANA Consortium while attending events, conferences, and workshops. The flyer contains the main high-level objectives of the project and two maps presenting the testbed sites and 5G-IANA consortium partners; it also includes the project general information and contact information.

The flyer is available for download on the website here.
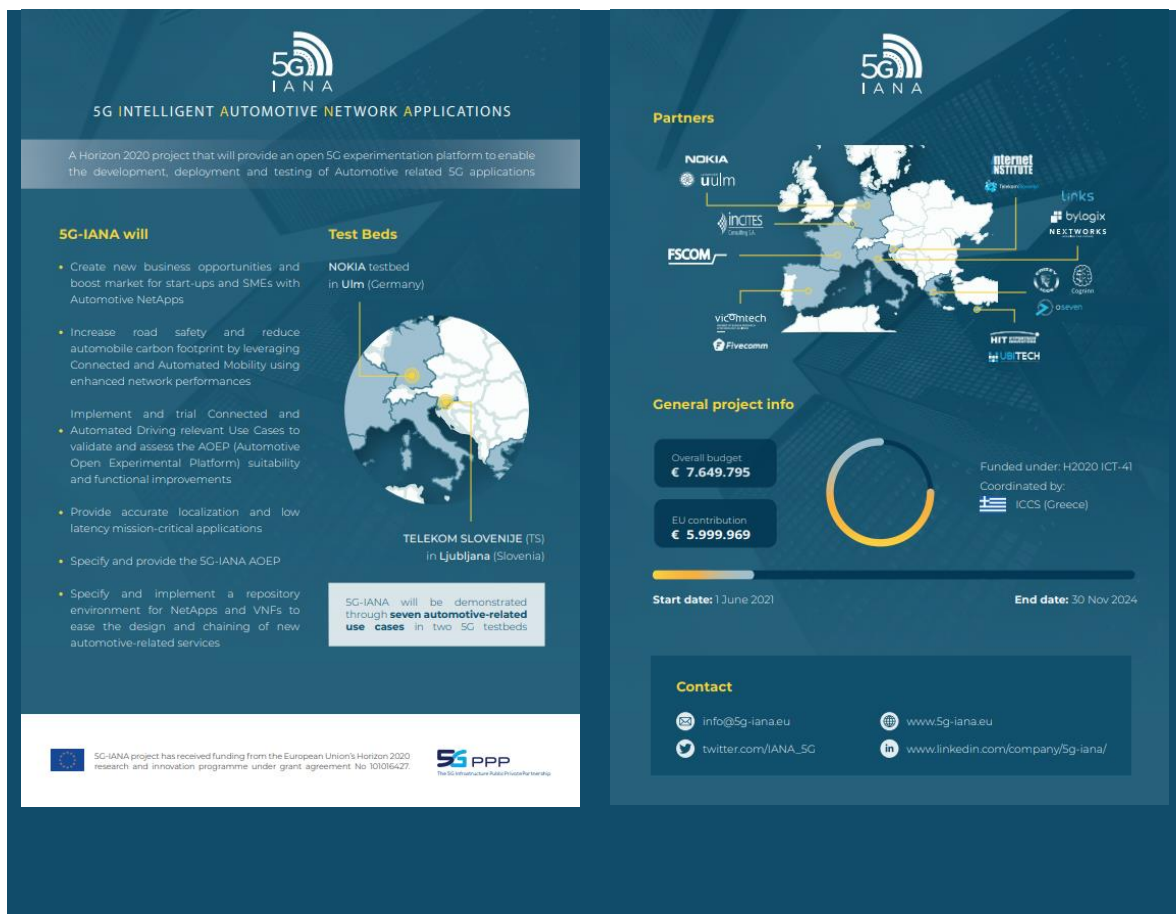
Figure 12, 5G-IANA Flyer

4.2. Newsletter

A periodic newsletter will be issued every six months and broadcasted by electronic channels (e-mail and website) to the consortium and online subscribers to spread the work of the project.

The newsletter essentially synthesises the project's activity and advancements such as highlights, performed activities (publications, webinars, workshops, etc.), upcoming and past events (meetings, conferences, workshops, etc.), and interesting reads/media coverage/interviews and provides links to the project's website to find out the most relevant information. An option for subscribing to 5G-IANA's Newsletter is available on the project's webpage here.

The first issue of the newsletter is presented in Figure 13.

Figure 13, 5G-IANA's Newsletter first issue

4.3. Short videos

Short videos, aiming at gaining public attention on the project will be released from M13 onwards. The objective of these videos is to promote the activities developed under the 5G-IANA project by using visual, sound and text elements.

The videos will be disseminated via the project's social media and website, and will be available for promotion at fairs, conferences or other relevant events and upon request. All partners are also expected to display this material on their websites, social media and other suitable communication channels in order to enlarge the potential of this communication tool.

4.4. Roll-up banners

A set of 5G-IANA roll-up banners will be developed to be used at events such as conferences, exhibitions, and meetings. It will be created to serve as a point of reference at major events and conferences, while also reinforcing the on-spot activities of project partners. It will present key information about the project to be disseminated at different events.

4.5. Professional video

One professional video will be created specifically for the Final Event. This video will showcase the activities carried out by 5G-IANA and will summarise the project's results. It will be uploaded on the project website and social media channels, and it is expected to be disseminated by all project partners as well.

5. PRESS RELEASES, ARTICLES & ONLINE MEDIA

5G-IANA consortium partners will use all opportunities to systematically communicate the project's news and results through press activities.

Press releases will be published by the consortium at key moments of the project, aiming to communicate important information to target audiences and announcing significant achievements and major upcoming events. A press release template in English will be created by the WP7 lead in collaboration with the Co-ordinator and will be distributed among the partners who will be responsible for its adaptation to the local context, its translation into their mother tongues, and its dissemination to the local media. Partners are also encouraged to share press releases in their available channels in order to increase the project's achievements and awareness. 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 14).

Press and online media will be also used to increase the visibility and potential impact of 5G-IANA results. The Consortium, led by 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.

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 14, 5G-IANA's first press release

6. ADDITIONAL PRINTED MATERIALS

A set of printed materials will be developed in order to support 5G-IANA's presence at conferences, exhibitions, and any type of event. Vicomtech, as leader of Task 7.1, will make sure that 5G-IANA is represented with high-quality communication material, carefully selected and adapted to the specific events. To achieve this, Vicomtech will work closely with ICCS, leader of T7.2 Dissemination activities and events.

The professionally designed printed materials to be produced will be in line with the 5G-IANA's communication strategy to ensure the achievement of the project's objectives. Such material will be also consistent with the project's brand and visual identity and will be updated as necessary in the course of the project in order to include the 5G-IANA's findings and results. Due to COVID-19, the additional material will be available in digital format too for use on the website, webinars and other online events.

- **Brochures and posters**: The production of brochures and posters will widen the audience reached by the communication activities, allowing other potentially interested stakeholders and the general public to be informed about the 5G-IANA project.

  The brochure will be distributed to conferences, workshops and other events providing similar but more detailed information than the flyer, while the posters will be used mostly as a visual attraction to relevant events, containing short information on the project and following the same graphic based on the 5G-IANA branding.

  These elements will be available to the consortium to be used in dissemination activities for promoting 5G-IANA project.

- **Technical leaflets and factsheets**: As part of the printed material, leaflets and factsheets will be developed following the project's brand identity and being in line with other communication tools such as the website, the flyer, posters, brochures and roll-ups.

These materials will contain a set of images and text, summarising the project description and objectives. They will also contain self-explanatory infographics and visual representations, easy-to-read and comprehensible for the general public. These materials will be distributed during 5G-IANA's activities, workshops, conferences, etc.

- **5G-IANA templates**: A set of templates has been created for the 5G-IANA's presentations and deliverables releases to ensure homogeneity and consistency. More specifically, a presentation template has been prepared to be used by all partners when presenting the project, while a deliverable template has been produced for submitting the project's deliverables. Detailed information about these templates is provided in D7.1 Brand Identity and guidelines.

7. CONCLUSION

Deliverable D7.4 - Communication tools, provides a clear overview of the communication tools, channels and materials that will be used by the 5G-IANA consortium for performing the communication actions.

5G-IANA's communication tools and materials represent a key element in the development of the communication strategy of the project. The tools presented in this document have been developed in consistency with the project's brand identity, defined in D7.1 - Brand identity and guidelines, and following the guidelines provided in the 5G-IANA Communication strategy and plan, D7.2 and D7.6 – Dissemination plan.