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## 5G Harmonised Research and Trials for service Evolution between EU and China

### D6.1: 5G-DRIVE Dissemination and Communication Plan

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#### *Abstract*

This document describes the 5G-DRIVE dissemination and communication (D&C) strategy and plan. This includes identifying the specific objectives within the project; the main target groups and the benefits they can reap from the project; including the main information and messages that can be shared to the target groups; the main tools and channels that will be used to convey information and results about the project; how the impact of these measures will be evaluated; and when the specific planned activities will take place.

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## Executive Summary

This deliverable describes 5G-DRIVE's Dissemination and Communication Plan, as defined in Task 6.1 ("Dissemination and Communication") of Work Package 6 ("Impact Creation").

The main objective of this deliverable is to describe 5G-DRIVE's strategic plan to steer dissemination and communication (D&C) activities during the project's lifetime. This includes defining the plan's objectives, the target groups of D&C activities, the information and messages that will be communicated, the tools and channels that will be used, how and when activities will take place.

The 5G-DRIVE D&C Plan has been structured using the "5W" approach, and aims to respond to the following questions: "Why disseminate and communicate?"; "Whom to disseminate and communicate to?"; "What information to disseminate and communicate?"; "Where and how to disseminate and communicate", and; "When to disseminate and communicate?". The plan also considers how to measure the impact of the D&C activities as a way to continuously monitor and improve our work. These aspects are detailed within this document.

The management and overall implementation of D&C activities is led by SPI (leader of Task 6.1 – Dissemination and Communication). Martel (WP6 leader) and EURES (Project Coordinator) also play a strategic role in the D&C, providing guidance and taking care of a number of implementation aspects. Moreover, all partners in 5GDRIVE will be deeply involved in the D&C work, providing contents, developing scientific publications, participating in events, promoting the project's outcomes, etc.

This document should be intended as a practical guide for the partners to align on strategic objectives and on operational activities, but also as a document that represents the basis for common understanding of what are the relevant factors the consortium and the EC must coordinate on for overall effective promotion of the 5G-DRIVE project.

### **WHY: The importance and objectives of 5G-DRIVE dissemination and communication**

D&C plays an important role in establishing opportunities to promote, communicate and disseminate results of the 5G-DRIVE project throughout its entire lifetime. The specific objectives of the 5G-DRIVE's Dissemination and Communication Plan (and overall project strategy) are to:

- Generate awareness about the 5G-DRIVE project, especially in Europe and China but also world-wide, especially those at work for 5G development and deployment.
- Liaise strategically with the 5G PPP and ensure corresponding echoing and promotion at the programme level.
- Promote the planned activities between the EU and Chinese twin project, including dissemination about generated outcomes, including
  - Inform on the scenarios, use cases and architectures for the eMBB and V2X trials conducted in Europe and China.
  - Inform and promote the developments and results of the tested scenarios related to eMBB and V2X.
  - Inform on the additional 5G technologies explored and developed within the framework of the 5G-DRIVE project.
- Contribute to the definition and promotion of the business model(s) developed within the scope of the project and respective exploitation potential.
- Engage various target groups and stakeholders, when possible and appropriate, from both regions, in the project events and in relevant project activities.

### **WHO: Dissemination and communication target audience**

Eight different groups have been identified as the main target audiences of 5G-DRIVE and its potential results. These different groups have specific interests and expectations, and thus tailored

messages will to be prepared to gather their attention and engaged them appropriately. Furthermore, different tools and channels are being considered for distinct target groups as some messages may be better received then others depending on the medium chosen.

The seven 5G-DRIVE target groups are: (1) SME and large companies; (2) Government organisations and policy makers; (3) Associations and networks of organisations; (4) Automotive sector organisations; (5) Mobile telecom sector organisations and vendors; (6) Telecom operators; (7) Academia and research institutes; and (8) the 5G Infrastructure Association (5G IA) and 5G PPP community.

#### **WHAT: Information and results to be disseminated and communicated**

The project has four technical work packages (WP2-WP5) and a specific one dedicated to dissemination and communication (WP6). The activities developed within the whole project will generate different knowledge and results that can be shared to target groups through dedicated tools and channels operated by WP6. While some information and results may be most suited to specific targets, the project will still prepare all information to be accessible and understandable by all target audiences (as much as possible as relevant). The main messages to be communicated from each of the work packages mentioned include:

- **WP2 – Scenarios, use cases and architecture for trials:** knowledge/information on the scenarios, use cases and KPI for the trials; trials architecture and planning; information on the EU-China trial plan and joint architecture.
- **WP3 – eMBB development and trials:** knowledge/information on radio access technologies and spectrum; development of 5G network technologies; trial setup, implementation and evaluation; eMBB trial results.
- **WP4 – V2X development and trials:** knowledge/information on V2I technologies and MEC, and V2V technologies; V2X trial setup, implementation and evaluation; V2X trial results.
- **WP5 – 5G technology and service innovations:** knowledge/information on technologies beyond 5G and service innovations: radio access, transport network, network virtualisation and network slicing, new 5G use cases.
- **WP6 – Impact creation:** strategy for exploitation of results, innovation and business model(s); standardisation; EU-China events and information/contents for overall promotion of 5GDRIVE work and outputs.

#### **WHERE and HOW: Tools and channels for dissemination and communication**

##### Visual identity

A visual identity was defined for 5G-DRIVE taking into account the overall concept of the project (eMBB, V2X and EU-China cooperation). The main element of the visual identity is the project logo, which is present in all dissemination and communication tools and channels. The logo reminds of the automotive as being the core vertical of focus for the project, it captures the notion of wireless connectivity as offered by 5G (see central waves element) and reminds of the EU and Chinese flags.



##### Project brochure

The 5G-DRIVE brochure provides a detailed and non-technical overview of the project, targeting a wider audience. Its main contents include the project **concept** (detailing the overall aim of the project and including a graphical representation of the different project activities); a page with the technical, regulatory and business **objectives**; a page with information on the three EU **trial sites** (Surrey, Ispra and Espoo), and a page on expected results and impact. As the project evolves, refined and updated versions will be produced.

### Events

Events are both those that will be organised by the project or those partners will attend to promote and present 5G-DRIVE (e.g. international conferences, workshops). Events provide an opportunity to share research and trial results; exchange information with target groups, stakeholders and other projects; increase the visibility of the project, and generate wider impact.

### Scientific publications

Scientific publications are relevant to ensure the effective dissemination of results achieved within the project lifetime, especially in a scientific and technological context. These will mainly target researchers, both in corporate and academia, researchers and other professionals developing research related to 5G development and deployment, standardisation activities, etc. Publications will be prepared and submitted to peer-reviewed journals, workshops, conferences and demos.

### Technical leaflets

Technical leaflets will provide an overview of specific results achieved within the project and how they can be exploited by relevant target groups. These leaflets will focus on trials and related technical activities, as well as on results of the project.

### Press releases

Press releases will be published in view of making known key project achievements, organisation of specific events, or others targeting industry, policy makers, general audience and overall media - national, European and international as relevant.

### Website

The 5G-DRIVE website is the main hub for dissemination and communication, and also a repository where to find various materials generated within the project, such as publications, reports, news, promo materials, etc. The website aims to provide information about the project, its objectives and results; to keep audiences up-to-date with relevant news. It will provide the audience with access to various contents (e.g. brochure, leaflets, e-Newsletters); provide information on events attended and organised; and provide information about the consortium. It also provides info details for how to contact the project.

### e-Newsletters

e-Newsletters are a good way to summarise relevant information on what has been developed in the project and promote any relevant contents on a periodic basis. Each edition of the e-Newsletter will gather latest items, and focus on key achievements of the project, upcoming events or results from previous events; and news from outside of the project but of relevance to the 5G-DRIVE audience in the latest quarter.

### Social media

5G-DRIVE will manage two social media platforms: Twitter and YouTube. Twitter will allow the project to communicate short and effective messages and bring the audience back to the website for more information and contents. It is a particularly important platform considering it is used by the majority of relevant organisations and institutions, including the EC, which can help in disseminating the project. YouTube will be the primary channel across which to distribute video materials. Notice that we will also actively echo/rely on

### Videos

Videos will be developed as a creative and easy to access medium to better understand what the 5G-DRIVE project is and the main results that are achieved within its lifetime. As mentioned above they will be distributed via the dedicated YouTube channel and promoted via all other means at disposal of the project and of individual partners.

### Measuring impact

Quantitative and qualitative indicators have been defined for 5G-DRIVE, which will allow the consortium to measure the effectiveness and impact of the implemented dissemination and communication activities. Several Key Performance Indicators (KPI) have been associated to each of the proposed tools and channels, including target values to be reached by the end of the project and are detailed in the Description of Action. If any modification might be needed, the consortium will discuss as appropriate with the Project Officer.

### **WHEN: Timeline for dissemination and communication activities**

A timeline for the implementation of the proposed D&C activities has been defined. Several activities are continuous (e.g. update of the project website with relevant contents, activity on social media), while others will be implemented at specific moments during the project (e.g. e-Newsletters, technical leaflets).

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## Abbreviations

<b>3GPP</b>	The Third Generation Project Partnership
<b>5G</b>	The Fifth Generation of Mobile Communications
<b>AC</b>	Academia
<b>AUTO</b>	Automotive (Sector)
<b>CP</b>	Control Plane
<b>D&amp;C</b>	Dissemination and Communication
<b>DG</b>	Directorate General
<b>DU</b>	Distribution Unit
<b>EAB</b>	External Advisory Board
<b>EC</b>	European Commission
<b>eMBB</b>	enhanced Mobile Broadband
<b>EU</b>	European Union
<b>EuCNC</b>	European Conference on Networks and Communications
<b>GA</b>	Grant Agreement
<b>GDPR</b>	General Data Protection Regulation
<b>GHz</b>	Giga-Hertz
<b>GOV</b>	Government
<b>IA</b>	Infrastructure Association
<b>ICC</b>	International Conference on Communications
<b>ICT</b>	Information and Communication Technology
<b>IEEE</b>	Institute of Electrical and Electronic Engineers
<b>IoV</b>	Internet of Vehicles
<b>IPR</b>	Intellectual Property Right
<b>KPI</b>	Key Performance Indicator
<b>LO</b>	Large Organisation
<b>MOBI</b>	Mobile (Sector)
<b>PM</b>	Policy Maker
<b>PPP</b>	Public Private Partnership
<b>RI</b>	Research Institute
<b>SME</b>	Small- and Medium-sized Enterprise
<b>SOTA</b>	State-of-the-Art
<b>TELC</b>	Telecom Operator
<b>V2I</b>	Vehicle-to-Infrastructure
<b>V2N</b>	Vehicle-to-Network
<b>V2X</b>	Vehicle-to-Everything
<b>WP</b>	Work Package

## 1. Introduction

This deliverable describes 5G-DRIVE's Dissemination and Communication Plan, as defined in Task 6.1 ("Dissemination and Communication") of Work Package 6 ("Impact Creation").

The 5G-DRIVE D&C Plan has been structured using the "5W" approach, and aims to respond to the following questions: "Why disseminate and communicate?"; "Whom to disseminate and communicate to?"; "What information to disseminate and communicate?"; "Where and how to disseminate and communicate", and; "When to disseminate and communicate?". The plan also considers how to measure the impact of the D&C activities as a way to continuously monitor and improve our work.

The management and overall implementation of D&C activities is led by SPI (leader of Task 6.1 – Dissemination and Communication). Martel (WP6 leader) and EURES (Project Coordinator) also play a strategic role in the D&C, providing guidance and taking care of a number of implementation aspects. Moreover, all partners in 5GDRIVE will be deeply involved in the D&C work, providing contents, developing scientific publications, participating in events, promoting the project's outcomes, etc.

### 1.1. Objectives of the deliverable

The main objective of this deliverable is to outline 5G-DRIVE's plan to steer dissemination and communication (D&C) activities during the project's lifetime.

This includes ensuring a good and explicit understanding of the plan's objectives, who the target groups of dissemination and communication activities are, the information and messages that will be communicated, the various tools and channels that will be used as well as how and when activities will take place.

The 5G-DRIVE Dissemination and Communication Plan has been structured using the "5W" approach, and will aim to respond to the following questions: "Why disseminate and communicate?"; "Who to disseminate and communicate to?"; "What information to disseminate and communicate?"; "Where and how to disseminate and communicate", and; "When to disseminate and communicate?". The plan also considers how to measure the impact of the D&C activities.

### 1.2. Understanding dissemination and communication

To understand the D&C framework, it is also important to distinguish the two concepts, which are different in their purpose (as also defined by the EC)<sup>2</sup>.

Communication is a strategically planned process that starts at the beginning of the project and continues throughout its lifetime, aimed at promoting the project and its results. It requires strategic and targeted measures for communicating about the project and its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.

Dissemination is the public disclosure of the project's results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.

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<sup>2</sup> <https://ec.europa.eu/research/participants/portal/desktop/en/support/faqs/faq-933.html>

### 1.3. Dissemination and Communication framework

5G-DRIVE's D&C framework is based on five main elements and follows the 5W approach, as represented in Figure 1. The approach consists of the following essential items:

1. **Why** disseminate? – this implicates the purpose and importance of D&C.
2. **Who** to disseminate to? – this implicates the target audience of D&C activities.
3. **What** to disseminate? – what are the contents, information, know-how, findings.
4. **Where** and **how** to disseminate? - which tools, channels and materials used for D&C.
5. **When** to disseminate? – this implicates a tentative schedule for D&C activities.

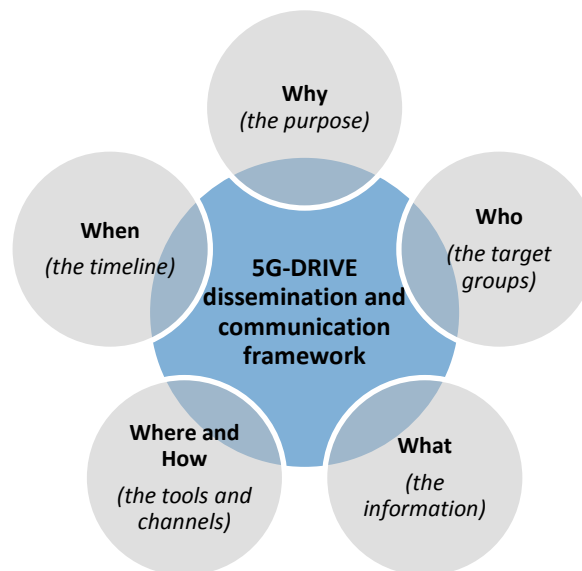


Figure 1: Five elements of the 5G-DRIVE dissemination and communication framework

### 1.4. Management of dissemination and communication activities

The management and overall implementation of dissemination and communication activities is led by SPI, as leader of Task 6.1 – Dissemination and Communication, with heavy involvement of Martel as the WP6 leader and experienced both in 5G PPP dynamics and communication and dissemination for research and innovation projects.

To ensure maximum impact, all partners have a role and the responsibility to be active in these activities, being conformant to the related provisions of the 5G-DRIVE GA. Therefore, all 5G-DRIVE partners will be informed of and take part in all activities related to dissemination and communication (information and requests will be delivered through the project's mailing list). Martel (leader of WP6) and EURES (Project coordinator) have a broader and strategic responsibility in the dissemination and communication efforts and in coordinating the overall plan (as presented in this deliverable), as well as in "liaising" with the twin project in China and their involvement (linked to WP1).

Other project partners will actively support all D&C activities as planned and requested, especially more involved in specific activities, such as promoting project events and activities, developing and publishing scientific publications, preparing technical leaflets or participating in events.

The External Advisory Board (EAB) will also be invited to support the D&C activities, particularly in: (i) being involved in project-related/organised events as speakers, and; (ii) relaying key project activities to their core network of contacts and thus supporting the project's external visibility. Additional information about the EAB's role in D&C will be described in dedicated EAB agreements.

Table 1 provides an overview of the main management structure of dissemination and

communication activities for the project.

Partner	Responsibility in D&C activities
SPI (Task 6.1 Leader)	<ul style="list-style-type: none"> <li>• Designing, managing and updating project website with relevant contents.</li> <li>• Designing, developing and updating (when/if necessary) the project brochure and project posters.</li> <li>• Developing layouts and integrating contents of technical leaflets.</li> <li>• Developing structure of the e-Newsletter, developing contents and collecting contributions from other partners.</li> <li>• Developing mailing list of recipients of the newsletter.</li> <li>• Developing press-releases and disseminating through media outlets.</li> <li>• Supporting organisation of project events.</li> <li>• Development of project videos.</li> <li>• Updating the D&amp;C plan as necessary to ensure all KPI are met.</li> <li>• Ensuring that all partners report on their D&amp;C activities, by using the dedicated platform that has been agreed to serve this purpose.</li> <li>• Managing social media strategy and responsible for project's YouTube channel.</li> </ul>
Martel (WP 6 Leader)	<ul style="list-style-type: none"> <li>• Validation of dissemination and communication contents and activities.</li> <li>• Main responsible for organising project events with support of all partners</li> <li>• Coordinating with involvement from the twin project in China.</li> <li>• Managing project's social media channels</li> <li>• Producing and verifying contents.</li> <li>• Coordinating 5G-DRIVE D&amp;C with overall 5G PPP initiatives.</li> </ul>
EURES (Coordinator)	<ul style="list-style-type: none"> <li>• Validation of dissemination and communication plan, contents and activities.</li> </ul>
All partners	<ul style="list-style-type: none"> <li>• Supporting all 5G-DRIVE D&amp;C activities, as needed.</li> <li>• Developing and disseminating scientific publications.</li> <li>• Preparing contents and providing inputs to the technical leaflets.</li> <li>• Providing inputs to project videos.</li> <li>• Providing inputs to project posters.</li> <li>• Supporting the organisation of and participation in 5G-DRIVE events and external events.</li> <li>• Reporting all dissemination and communication activities on the dedicated platform.</li> </ul>
External Advisory Board	<ul style="list-style-type: none"> <li>• Supporting the project's D&amp;C activities, including speaking at project events.</li> <li>• Promoting project's activities to their most relevant, high-quality networks.</li> </ul>

*Table 1: Overview of the management of dissemination and communication activities*

It should be noted that due to specific internal requirements of selected consortium partners and the international cooperation nature of the project, D&C materials that use partner logos and/or involve contents related to the twin project in China, should be approved by the respective partner and the

Chinese counterparts before being made publicly available.

## 1.5. Organisation of the deliverable

This deliverable is organised as follows:

- **Section 1 – Introduction:** this provides an overview of the deliverable, objectives and its organisation.
- **Section 2 – Why:** this provides an understanding of the importance of disseminating and communicating information and results from the project, and the impact upon the success of the project.
- **Section 3 – Who:** this lists who the main 5G-DRIVE target audiences are and how they can benefit from the project and its expected results.
- **Section 4 – What:** this provides an overview of what the main information, messages and results are from each work package and who the relevant target audiences are.
- **Section 5 – Where and how:** this describes the various tools, channels and materials that will be used for dissemination and communication activities.
- **Section 6 – When:** this outlines a tentative calendar for the implementation of the various dissemination and communication activities.
- **Section 7 – Conclusion:** it is a conclusion to the deliverable.

## 2. WHY: The importance and objectives of 5G-DRIVE dissemination and communication

The main objective of 5G-DRIVE is to “*bridge current 5G developments in Europe and China through joint trials and research activities in order to facilitate technology convergence, spectrum harmonisation and business innovation before large scale commercial deployments of 5G networks take place*”.

5G-DRIVE not only has a strong research and innovation focus, but also a clear feature of strengthening EU-China 5G cooperation, and thus D&C activities do play an important role in making research results available to the wider public, as much as possible in both regions, and more specifically to relevant target groups.

D&C within 5G-DRIVE plays a crucial role in establishing opportunities to promote, communicate and disseminate results of the project throughout its lifetime. The specific objectives of the 5G-DRIVE’s Dissemination and Communication Plan (and overall project strategy) are to:

- Generate awareness about the 5G-DRIVE project, in Europe, China and the four corners of the world, especially those that are also in an advanced state of 5G development and deployment.
- Liaise strategically with 5G PPP and ensure corresponding echoing and promotion at the programme level.
- Promote the agreed activities between the EU and Chinese twin project, including outcomes achieved.
- Inform on the scenarios, use cases and architectures for the eMBB and V2X trials conducted in Europe and China.
- Inform and promote the developments and results of the tested scenarios related to eMBB and V2X.
- Inform on the additional 5G technologies explored and developed within the framework of the 5G-DRIVE project.
- Detail the business model developed within the scope of the project and respective exploitation potential.
- Engage various target groups and stakeholders, when possible and appropriate, from both regions, in the project events and in relevant project activities.

As presented in Section 1.2, dissemination is mainly about sharing information and results that have derived from the project. These results and activities will be made available through the project’s various tools and channels (presented in Section 5), such as updates on the project website, e-Newsletters, social media, events among others, as well as those accessible for 5G PPP (*Twitter* account, website, etc.). When possible, it will also be made available to Chinese media via the twin project. Communication has already started since the beginning of the project, with the objective of creating awareness and generating maximum visibility.



### 3. WHO: Dissemination and communication target audience

5G-DRIVE has identified several target groups that it will engage during the course of the project. It is considered that these are the most relevant in terms of being able to benefit from the project's results and being able to contribute to the project's impact by supporting its international visibility.

#### 3.1. Target audience and how they can benefit from 5G-DRIVE

5G-DRIVE has identified eight groups considered to be the main target audience of the project and of its potential results, in EU and China, both at project level and at 5G PPP programme level. Table 2 presents these target groups and how they can benefit from the project.

Target Group	Benefits brought by 5G-DRIVE
SMEs and large companies [SME/LC]	<ul style="list-style-type: none"> <li>5G-DRIVE will contribute to developing new technology and conducting advanced research, due to the provision of the data shared, especially in ICT related companies. This will benefit organisations who will use 5G services to improve their business.</li> <li>5G-DRIVE will conduct trials addressing two specific scenarios: (i) eMBB on the 3.5GHz band, which is a priority band in the two regions for early introduction of very high rate services, and (ii) Internet of Vehicles (IoV) based on LTE-V2X using the 5.9GHz band for V2V and the 3.5GHz band for V2N. This will support both SMEs and large companies in the EU and China to increase their knowledge and access to information, improving overall new studies and research.</li> </ul>
Government organisations and policy makers [GOV/PM]	<ul style="list-style-type: none"> <li>The results and outcomes of the trials will benefit the economic growth and innovation index of the EU and China, fostering the development and competitiveness among the two regions.</li> <li>5G-DRIVE will bring 5G trial results and enable the EU and China first access to this information, thus enhancing bilateral cooperation.</li> <li>5G-DRIVE will address targeted policy makers in the EU and China with state-of-the-art (SOTA) reports, sharing the obtained results and providing recommendations on 5G applications, which can feed into roadmap for 5G's future development and EU-China cooperation.</li> </ul>
Associations and networks of organisations [AS/NW]	<ul style="list-style-type: none"> <li>5G-DRIVE will engage with associations and networks of organisations in order to reach all relevant "key players" and/or market "actors" that can benefit from the results of the trials.</li> </ul>
Automotive sector related organisations [AUTO]	<ul style="list-style-type: none"> <li>5G-DRIVE will actively involve the automotive sector and innovation leading organisations that can contribute and benefit from the results of these trials, benefiting from ERTICO being a project partner and 5G AA being on the EAB.</li> <li>The application of the results from this trial will benefit the quality of the automotive products, as well as the final consumer acquiring these goods.</li> </ul>
Mobile sector organisations, vendors [MOV]	<ul style="list-style-type: none"> <li>Leading mobile organisations, from both the EU and China will take advantage of the outcomes of the trials to further improve the research and innovation focus in their products and services, especially towards offering innovative 5G-oriented solutions, services and related facilities.</li> </ul>
Telecom	<ul style="list-style-type: none"> <li>Telecom operators will gain more experience about the possibility of</li> </ul>

Target Group	Benefits brought by 5G-DRIVE
operators [TELC]	<p>using 5G networks for communications and other services.</p> <ul style="list-style-type: none"> <li>Operators will evaluate the network slicing technology in the context of creation of service-driven multi-tenant solutions, orchestration and dynamic allocation of network resources in a cost-effective manner.</li> <li>In China, China Mobile as the Lead of the twin project will be the main liaison and representation point</li> </ul>
Academia and research institutes [AC/RI]	<ul style="list-style-type: none"> <li>Academia and research institutes will be able to leverage the activities and results developed within 5G-DRIVE to develop additional innovative research in the 5G field.</li> <li>5G related research projects' owners at 5G PPP, DG Connect, EC and wider national / international level</li> </ul>
5G-IA members / 5G PPP community [5G-IA/5G PPP]	<ul style="list-style-type: none"> <li>Results of 5G-DRIVE to be shared within the programme and other projects of 5G PPP.</li> <li>Results to be exploited as needed to contribute to the strategic development of 5G-IA and sustainability of the 5G PPP community.</li> </ul>

Table 2: 5G-DRIVE target groups and how the project will be of value to them

### 3.2. Approach for each target group

Although most of the dissemination and communication tools and channels are appropriate for the different targets, it is recognized that some tools are better suited to a specific audience. Table 3 summarises the main tools and channels (detailed in Section 5) that are considered as “most appropriate” for the project’s target groups.

	SME/ LC	GOV/ PM	AS/ NW	AUTO	MOV	TELC	AC/ RI	5G-IA/5G PPP
Project website	✓	✓	✓	✓	✓	✓	✓	✓
Brochure	✓	✓	✓	✓	✓	✓	✓	✓
Technical leaflets	✓			✓	✓	✓	✓	✓
Scientific papers	✓			✓	✓	✓	✓	✓
Newsletters	✓		✓	✓	✓	✓	✓	✓
Press releases	✓	✓	✓	✓	✓	✓		✓
Social media	✓		✓	✓	✓	✓	✓	✓
Events	✓	✓	✓	✓	✓	✓	✓	✓
Videos	✓	✓	✓	✓	✓	✓	✓	✓

Table 3: Main tools and channels relevant to the target groups

## 4. WHAT: Information and results to be disseminated and communicated

Each of the project's four main technical work packages (WP2 – WP5) as well as WP6 will generate different information and results that will be of value to different dedicated target groups.

As part of the internal management process (Section 1.4), partners responsible for specific activities that generate relevant results must communicate them to all other project partners. They must also contribute to their preparation in an easy-to-understand manner and publishable in the various respective tools and materials (e.g. technical leaflets, website, etc.).

While selected outputs and results will be of more interest to one group than another, they will still be prepared to reach the widest audience possible. For example, technical results from the activities developed at the trial sites may be most relevant to researchers and operators, and thus will be prepared for technical leaflets. However, these results will also be prepared in an accessible language and placed on the website for all target audiences, to become accessible and comprehensible.

Table 4 presents a summary of the key information and results that 5G-DRIVE will develop in WP2 – WP6.

WP	Key message / content to communicate
WP2 – Scenarios, Use Cases and Architecture for Trials	Information on the scenarios, use cases and KPI for the trials.
	Trials architecture and planning.
	Information on the joint EU-China trial and joint architecture.
WP3 – eMBB Development and Trials	Information on radio access technologies and spectrum.
	Information on development of 5G network technologies.
	Information on the trial setup, implementation and evaluation.
	Information on the eMBB trial results.
WP4 – V2X Development and Trials	Information on V2I technologies and MEC, and V2V technologies.
	Information on V2X trial setup, implementation and evaluation.
	Information on the V2X trial results.
WP5 – 5G Technology and Service Innovations	Information on technologies beyond 5G and service innovations: radio access, transport network, network virtualisation and network slicing, new 5G use cases.
WP6 – Impact Creation	Project's dissemination and communication plan.
	Strategy for exploitation, innovation and business model.
	Information on project standardisation.
	Information on events and joint EU-China activities.

*Table 4: Key messages and results that will derive from the activities of each work package.*

## 5. WHERE AND HOW: Tools and channels for dissemination and communication

This section focuses on the “where” and “how”; more specifically, where and how results and information will be presented (what tools and channels will be used) and how their impact will be evaluated.

### 5.1. 5G-DRIVE visual identity

5G-DRIVE’s visual identity was initially defined during the proposal phase of the project, by Martel. It was defined taking into consideration the overall concept of the project and its target audience.

The main element of the project’s visual identity is its **logo**, which was also developed in the proposal phase. The logo can be broken down into several components, which together have the objective of bringing together the various concepts of the project.



Figure 2: 5G-DRIVE logo

The main component is the steering wheel, which aims to represent the circular flow of the project, as the various activities of the project have an influence on each other. The steering wheel also represents the vehicle-to-everything (V2X) activities that will be implemented in the project. In the middle of the logo is the wireless signal icon, which represents the enhanced Mobile Broadband (eMBB) activities of the project. Also incorporated in the logo are representations of the European and Chinese flags, which emphasize the strong collaborative component of the project. Lastly, the project acronym is embedded within the logo.

As the logo is the main element of the project’s visual identity, it will be transversal to all other tools, channels and materials.

### 5.2. Offline tools and channels

#### 5.2.1. Project brochure

The 5G-DRIVE project brochure (developed at the end of month 2), is one of the project’s main communication materials. The brochure provides a detailed and non-technical overview of the project, targeting to a wider audience.

The brochure is a six-page *publication*, consisting of a **cover page** (including the project logo and title) [Figure 3], a page with the project **concept** (detailing the overall aim of the project and including a graphical representation of the different project activities; a page with the technical, regulatory and business **objectives**; a page with information on the three EU **trial sites** (Surrey, Ispra and Espoo), and a page on expected results and impact (Figure 4). The brochure has been prepared for offline

distribution, but will be made accessible for download at the project website<sup>3</sup>.

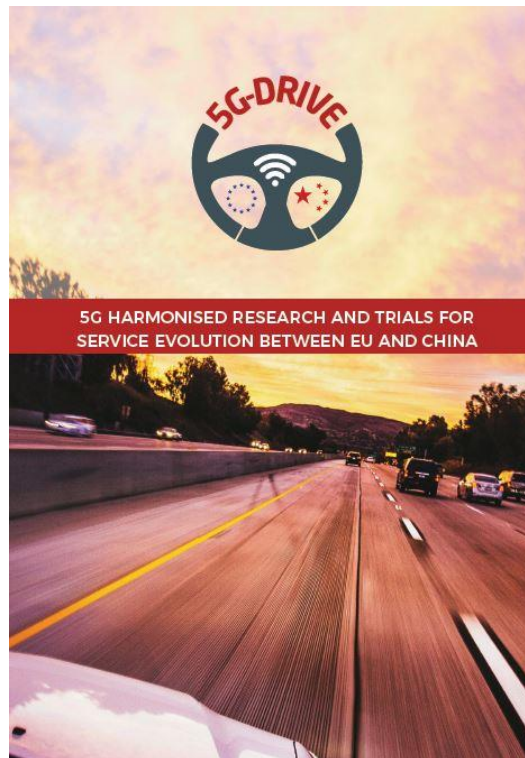


Figure 3: 5G-DRIVE brochure - cover page

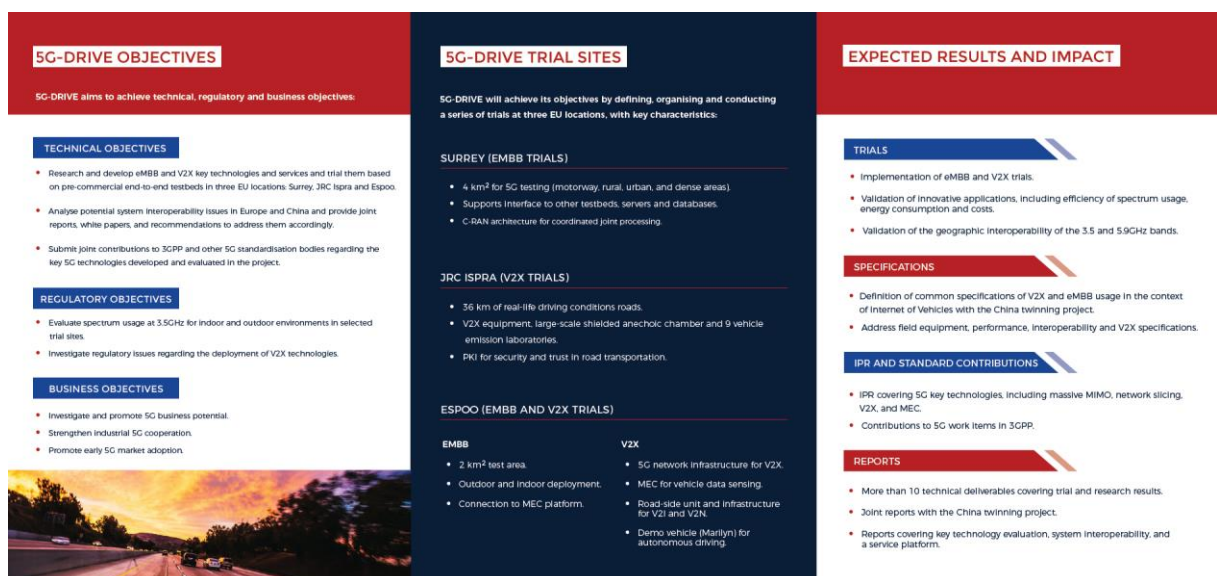


Figure 4: 5G-DRIVE brochure - interior pages

### 5.2.2. Events

Events (e.g. workshops, conferences), organised by the project or with partners' participation, are essential for creating strong impact on the 5G community and achieving effective D&C results. The organisation of or the participation in events provide the project the opportunity to: share the

<sup>3</sup> [http://5g-drive.eu/wp-content/uploads/2018/11/5g\\_drive\\_brochure\\_siteversion.pdf](http://5g-drive.eu/wp-content/uploads/2018/11/5g_drive_brochure_siteversion.pdf)

various research and trial results from the project activities; exchange information with target groups, stakeholders and other projects; increase the visibility of the project, and generate wider impact.

The events organised by 5G-DRIVE, under the lead of Martel, will mainly target the research community, operators, vendors, and all those that can take advantage of the project's results. Results from the events will be disseminated and communicated from the project's various platforms, at project and/or 5G PPP level, including the project website, social media and e-Newsletters, geographically targeting those in Europe and China.

5G-DRIVE aims to organise a minimum of five events (in Europe or China, together with the twin project) and participate in a minimum of 20 events, including both scientific and non-scientific. To increase impact, the project will preferably hold their events back-to-back with other important international events.

### Events in preparation

At the moment, 5G-DRIVE is preparing an event that will take place in May 2019. 5G-DRIVE consortium partners are involved in the organisation of the **IEEE ICC 2019<sup>4</sup> Workshop | 5G-Trials – From 5G experiments to business validation**. This event will take place in Shanghai (China) on May 20, 2019.

The IEEE ICC 2019 Workshop on 5G Trials aims at providing a snapshot of the status and progress of 5G trials, and will discuss the first results and the new insights and findings from the range of ongoing 5G trials. The workshop will cover key topics related to 5G trials, including, but not limited to:

- Evaluation of 5G spectrum;
- Evaluation of the performance of 5G NR implementations;
- System architecture, e.g. separation of DU/CU, and UP/CP;
- Verification and performance test of 5G key enabling technologies, e.g., massive MIMO, multi-connectivity, network slicing;
- 5G network planning;
- Network deployment optimization.

The workshop will be a mixed industry and academic event. The workshop will invite keynote speakers from major telecom operators and vendors. Dr. Chih-lin I from China Mobile (China twin project coordinator) has confirmed her availability to be a keynote speaker at the workshop. To further discuss the key topics in trials, the workshop will organize a panel with high-profile panellist from industry and the research community. The workshop's technical sessions will include high quality papers to report key findings of the ongoing 5G trials.

The event and Call for Papers (CfP) has already been publicised on the project's website and other platforms (e.g. WifiCFP, PaperLeap, PaperCrowd) and has a dedicated event page at the following link: <https://icc-trial.5g-drive.eu>, in line with the content shared at the IEEE ICC main page.

### Upcoming events in the radar

The consortium has identified a number of events highly relevant to 5G-DRIVE that will be the target for organising workshop sessions, presenting in or participating in:

- EuCNC 2019/2020;

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<sup>4</sup> <http://icc2019.ieee-icc.org/>



- AIAI 2019/2020;
- Global 5G events 2019 – 2021;
- 5G Summit;
- 5G events in China (in cooperation with the Chinese twin project).

In addition, stand-alone mutual visits and joint activities with the Chinese twin project will also be organised, both of dissemination and technical nature.

### Liaison with EU-funded projects and initiatives

To increase project awareness and amplify the impact of the D&C activities, 5G-DRIVE will also aim to liaise with various ongoing/ upcoming EU-funded project and initiatives.

This includes identifying cooperation opportunities with the 21 ongoing 5G-PPP Phase 2 projects<sup>5</sup> (which started in 2017 and will run until 2019/2020), and the new 5G-PPP Phase 3 projects<sup>6</sup>: three 5G infrastructure-related projects funded under the ICT-17-2018 topic<sup>7</sup> (which started in July 2018), and three 5G automotive-related projects funded under the ICT-18-2018 topic<sup>8</sup> (expected to launch in November 2018).

The liaison with several of these projects will be possible as several 5G-DRIVE partners also participate in these new and ongoing EU-funded projects. The liaison with these projects and other initiatives (including from China), will help 5G-DRIVE reach a broader number of stakeholders, but more importantly, help create impact in the 5G area at a EU-wide level.

### 5.2.3. Scientific publications

Scientific publications in the 5G-DRIVE project are a key approach to ensure the dissemination of the project, including research focus areas and results achieved during the project lifetime.

5G-DRIVE research partners, coordinated by VTT (Technical Coordinator of the project) and WP/Task leaders in WP2-WP5, will publish scientific publications in conference proceedings and journals that grant Open Access (OA) to Scientific Publications. The consortium will take the necessary steps to ensure that this process is implemented. This includes uploading publications on the project website.

Scientific publications will mainly target those involved in academia, researchers and other professionals developing research related to 5G development and deployment, standardisation activities, etc.

Activity	Description
Scientific papers in peer-reviewed magazines and journals	IEEE Network, IEEE Communication Magazine, IEEE Wireless Communications, Springer Computer Networks, IEEE Transactions on Network, IEEE Transactions on Wireless Communications; IEEE Transactions on Communications, IEEE Journal on Selected Areas in Communications (JSAC), IEEE Communications Letters, IEEE Transactions on Network and Service Management, IEEE Access, IEEE Transactions on Cognitive Communications and Networks, IEEE Communications Surveys & Tutorials, Springer MONET, Optics Express, J Lightwave Technology, Photonics Technology Letters, J Optical Communications and Networking.
Workshops	Future Internet Assembly (FIA), ICT Event, FIRE+ weeks, ACM HotNETs, ACM HotSDN,

<sup>5</sup> 5G-PPP Phase 2 projects: <https://5g-ppp.eu/5g-ppp-phase-2-projects/>

<sup>6</sup> 5G-PPP Phase 3 projects: <https://5g-ppp.eu/5g-ppp-phase-3-projects/>

<sup>7</sup> <http://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/ict-17-2018.html>

<sup>8</sup> <http://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/ict-18-2018.html>

Activity	Description
	ACM MobiArch, CROWD-NET, Artificial Intelligence Applications and Innovations (AIAI)
Conferences	European Conference on Networks and Communications (EuCNC), IEEE INFOCOM, ACM SIGCOMM, ACM Sigmetrics, IEEE ICC, IEEE GLOBECOM, IEEE IM/NOMS, IEEE CNSM, USENIX NSDI, ACM CoNEXT, IEEE WCNC, IEEE PIMRC, ACM MOBICOM, IEEE 5G World Forum, IEEE IoT World Forum, Global IoT Summit, IoTWeek, Global 5G Summit, IEEE ICC 2019, Optical Fiber Communications (OFC) Conference, European Conference on Optical Communications (ECOC), Artificial Intelligence Applications and Innovations (AIAI)
Demos	Demonstration in large showing events, conferences and exhibitions, e.g. (Mobile World Conference, 5G World, etc.)

Table 5: Potential venues for submission and presentation of scientific publications.

#### 5.2.4. Technical leaflets

Technical leaflets will be prepared with the objective of showcasing specific results achieved within the project and how they can be exploited by relevant target groups.

Technical leaflets will focus on the methodology used in trials and other activities, as well as the results from the project. These materials will come from the project's technical partners, especially WP / Task leaders in WP2-WP5. Technical leaflets will be prepared for printing and distributed at relevant events and will also be uploaded to the project website.

#### 5.2.5. Press releases

Press releases will be developed on a regular basis (every six months) and coincide with key project achievements (e.g. organisation of a large event, implementation of key activities within the project trials, etc.).

Press releases will be published in national and European media, thus contributing to the wider dissemination of the project. Press releases from Chinese media will also be linked from 5G-DRIVE website to illustrate the cooperation with the Chinese twin projects. All partners will be responsible for engaging with their local media outlets to ensure a wider reach of the press release. All press releases will also be hosted on the project's website.

### 5.3. Online tools and channels

The following online tools and channels will be implemented by 5G-DRIVE: website, newsletters, social media and videos.

#### 5.3.1. 5G-DRIVE website

The 5G-DRIVE website (<https://5g-drive.eu/>) was launched at the beginning of month 3 of the project. In addition to being itself a key means of communicating the project, the website will act as the project's main hub of dissemination and communication activities, as it will host main results and materials developed within the course of the project.

The website is structured into seven main areas: (1) Home; (2) About 5G-DRIVE; (3) Resources and Results; (4) News; (5) Events; (6) Consortium, and; (7) Contact Us.

- **Home:** The home area is the main page of the website, and aggregates key information about the project. It consists of a slider at the top, which highlights relevant information, events, news items or others. Below the slider is a short summary of the project ("About"),



followed by recent news, overview of the trial sites, events and the partners.

- **About 5G-DRIVE:** This page contains detailed information about the project, including the main pillars of the project, the project concept, project objectives, the project work plan and a fact sheet. Within this page, visitors can access more information and characteristics about the three trial sites, and also access additional information about the twin project in China.

This page also provides a link to the project's presence on the **5G PPP website** (<https://5GPPP.eu/5g-drive/>), which provides an overview of the project objectives and partners. 5G-DRIVE's presence on the 5G PPP website will be a relevant means to increase the project visibility among other 5G-focused projects.

- **Resources and Results:** This page aggregates all dissemination and communication materials developed in the project. This includes deliverables, promotional materials (e.g. brochures), publications (e.g. scientific and/or technical publications developed by consortium members), videos, useful links (related to 5G, eMBB, V2X, or others relevant), and newsletters and press-releases.
- **News:** This page contains all the latest activities and achievements developed in the project. It will list all news pieces prepared in the project, inform on future and past events, milestones achieved, publications developed by consortium partners, release of newsletters and other materials, etc. It will also provide access to relevant news about the 5G-DRIVE project in Chinese media.
- **Events:** This page will include information on past events as well as forthcoming events, organised by the project or where project partners will have a relevant participation (e.g. keynote speech).
- **Consortium:** This page provides a listing of all 17 partners, including a brief description and link to their respective institutional website.
- **Contact Us:** This page allows visitors to directly contact the project through a dedicated form.

Regarding the "Contact Us" page, it should be noted that all information and e-mails collected are protected under GDPR. Contacts will only be made to those who have submitted their inquiries and newsletters will only be sent out to those who have explicitly requested to receive them. Any person who has subscribed will be allowed to remove their e-mail upon request. The "Contact Us" page provides information on how 5G-DRIVE is compliant with GDPR.

To be able to measure the impact and visibility of the website, analytics tools have been set up to monitor the number of visits, average visit time to the website and country of origin.

Figure 5, Figure 6 and Figure 7 represent three screenshots taken from the 5G-DRIVE website.

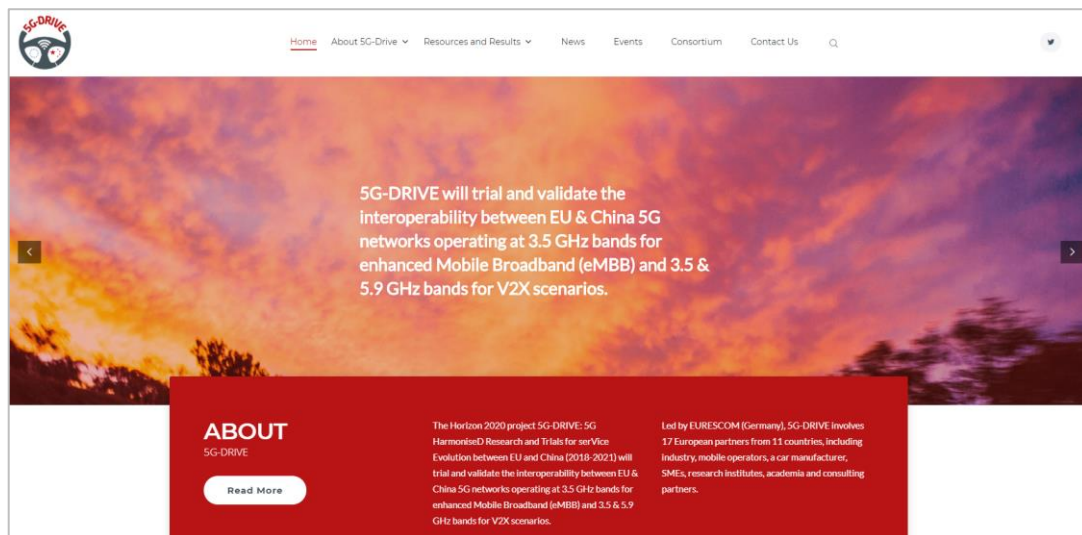


Figure 5: Screenshot of the 5G-DRIVE website: information slider on Homepage

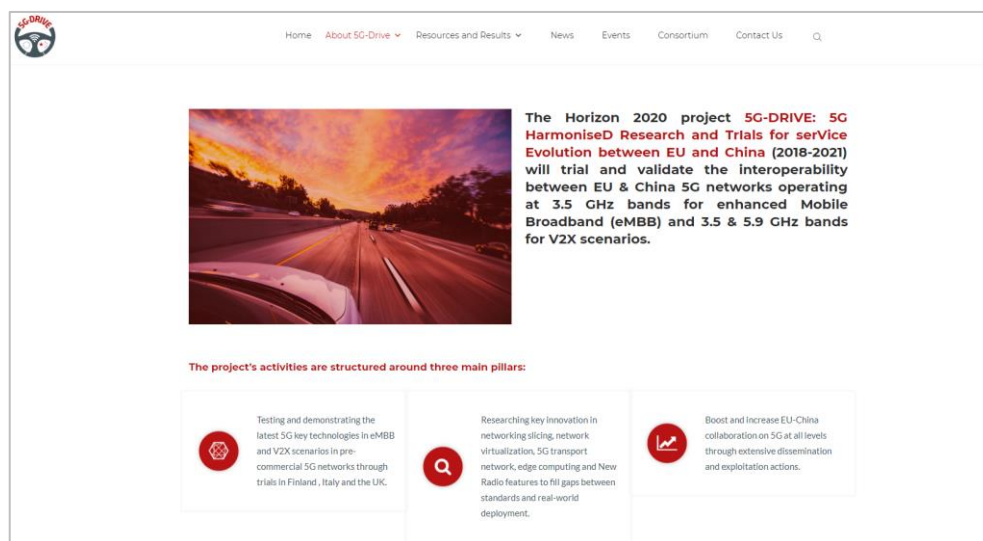


Figure 6: Screenshot of the 5G-DRIVE website: About 5G-DRIVE page



Figure 7: Screenshot of the 5G-DRIVE website: News page

### 5.3.2. e-Newsletters

Electronic newsletters (e-Newsletters) will be developed periodically during the project (a minimum

five will be developed, but additional newsletters can be prepared if there are sufficient relevant material). It is considered that e-Newsletters are an excellent way to systematize some of the most relevant past and upcoming activities related to the project. e-Newsletters will be sent to all those that have requested this information through the project website. A dedicated mailing list will be established and managed for this purpose. All newsletters will be placed on the project website for consultation.

The 5G-DRIVE e-Newsletter will follow the project's visual identity and remain consistent in structure and format in all its editions. The e-Newsletter will have a banner with an image, project logo and title. It will also include the partner logos and EU emblem and disclaimer.

With regard to content, it is expected that each edition of the 5G-DRIVE e-Newsletter will have approximately 10-15 news items. Each edition will include a section with a brief statement from the Project Coordinator, focusing on the activities developed in recent months and those that will follow.

They will also include several news pieces from the project (e.g. status of ongoing or completed activities, results from meetings, information on relevant publications); events organised by 5G-DRIVE or with project participation; and other relevant news outside of the project but related to the project concept (e.g. updates on 5G development and deployment, eMBB and V2X activities, etc.), especially those of EU-China cooperation nature.

The first newsletter is expected to be released in the Spring of 2019 (March-April), and will focus on the status of the project and main activities developed so far.

### 5.3.3. Social media

Social media platforms are an increasingly relevant channel to consider for dissemination and communication activities, especially for ICT-related topics. 5G-DRIVE will be present on social media with the objective of increasing its online communication through short and clear messages, and helping redirect audiences to the project website.

The consortium has analysed the major social media platforms available and decided to use *Twitter*. It is considered that *Twitter* can have the most impact in terms of dissemination and communication for a number of reasons:

1. Messages on *Twitter* (*tweets*) are limited in the number of characters. Thus, 5G-DRIVE related messages must be short, direct and clear, providing all the required information in a small-sized message. Attached to the message can be a link, which can redirect to the project website and where additional information can be found.
2. *Twitter* facilitates “networking”: *Twitter* allows its users to follow other users and to repeat (retweet) other users' messages. As this process can trigger the attention of the other user, the possibility of interaction can take place. Concretizing, if 5G-DRIVE retweets a message from another project, this can trigger interactions between the two users that can be useful to increase the project's audience.
3. *Twitter* is used by many relevant people and organisations working in the areas addressed of by 5G-DRIVE. Thus, this facilitates the interaction with these users, which could be more difficult through other means (e.g. website, newsletters, or similar). In fact, the EC is a very intense user of *Twitter*, and thus it is important to use this platform as a means of interacting with the EC and to leverage other contacts in the process.

5G-DRIVE's *Twitter* account (<https://twitter.com/5GDRIVE/>) has already been running since the beginning of the project. As of November 27, 2018, the 5G-DRIVE has made 60 tweets, follows 62 accounts, and is followed 95 accounts (which already shows a significant interest in the project).



Figure 8: Screenshot of the 5G-DRIVE Twitter page

### 5.3.4. Videos

5G-DRIVE will develop videos with the objective of providing its target groups with a vivid understanding of the project concept and its objectives, as well as the main results achieved.

Three videos will be developed in the project. The first video, planned to be done in M7, in principle in an animated format, will provide the audience with a full understanding of the project concept, the objectives, the trial sites and what will be done at each location and an overview of what the project aims to achieve. The second and third video will mainly focus on highlighting the results of the trial activities developed at the three trial locations and focussing on eMBB and V2X. Joint trial results will also be highlighted where possible in the videos.

## 5.4. 5G-DRIVE connection with 5G PPP

The 5G Infrastructure Public Private Partnership<sup>9</sup> (5G PPP) is a joint initiative between the European Commission and European ICT industry (ICT manufacturers, telecommunications operators, service providers, SMEs and researcher Institutions). The 5G PPP aggregates several 5G-focused projects with the objective of establishing a leading position for European in several important areas, including smart cities, e-health, intelligent transport and others.

Although 5G-DRIVE is formally not a complementary project in the 5G PPP (i.e. the 5G-DRIVE GA does not contain clause 41.4), 5G-DRIVE is strongly linked to the 5G PPP and will thus be able to leverage the extensive network and support that it offers to create its own impact.

5G-DRIVE has a dedicated project profile on the 5G PPP website (<https://5G PPP.eu/5g-drive/>) – which is also indicated on the 5G-DRIVE website. 5G-DRIVE will also participate in 5G PPP organised/supported events (e.g. the 6<sup>th</sup> Global 5G Event Brazil 2018, represented by EURES), and will engage in future events and continuous interactions via social media, particularly *Twitter*.

<sup>9</sup> <https://5G PPP.eu/>

This important connection to 5G PPP will enable that the project reaches a larger public, specifically those developing activities or interested in the 5G area.

## 5.5. How to measure impact

In order to measure the impact of the project and carry out an accurate evaluation of the dissemination and communication activities, both quantitative and qualitative indicators must be considered.

Measuring these indicators on a regular basis is important to understand if the progress is being made or if additional measures must be implemented to ensure target values are met.

### 5.5.1. Quantitative impact assessment (KPI)

Key Performance Indicators (KPI) and respective target values have been defined for the various tools and channels proposed as part of the dissemination and communication plan. Table 6 presents the quantitative indicators defined for 5G-DRIVE and the respective tools and channels used for dissemination and communication.

Tools/Channels	Key Performance Indicator (description)	Target value (end of project)
<b>Project website<sup>10</sup></b>	Total visits	5000
	Total unique visitors	2500
	Percentage of visitors outside Europe	35%
<b>Press Releases / Articles</b>	Number developed	5 (2 / year)
	Number of media contacts	100
<b>Newsletters</b>	Number of newsletters developed	5 (2 / year)
	Number of contacts receiving the newsletter <sup>11</sup>	250
<b>Events (Participation)</b>	Number of scientific events participated in	10 +
	Number of non-scientific events participated in	10 +
<b>Events (Organisation)</b>	Number of events organised	5 (in EU/China)
	Number of participants	40 (organised in the EU); 100 (organised in China)
<b>Videos</b>	Number of videos developed	3
<b>Brochure</b>	Number of brochures printed and distributed <sup>12</sup>	500
	Number of brochure visualisations/downloads	2000
<b>Technical leaflets</b>	Number of leaflets printed and distributed <sup>13</sup>	200
	Number of leaflets visualisations/downloads	1000
<b>Scientific publications</b>	Number developed	>20
<b>Social Media</b>	Twitter: Number of followers	> 180
	YouTube: Number of visualisations	500

Table 6: Quantitative impact assessment indicators

<sup>10</sup> Data collected through Google Analytics

<sup>11</sup> Based on subscriptions to the mailing list through the website.

<sup>12</sup> 5G-DRIVE will try to minimize the number of printed versions and push for electronic distribution.

<sup>13</sup> 5G-DRIVE will try to minimize the number of printed versions and push for electronic distribution.



### 5.5.2. Qualitative impact assessment (KPI)

Qualitative indicators will be used to complement the quantitative indicators defined in Table 6. The qualitative indicators provide information on the quality of the dissemination and communication activities that have been implemented.

Qualitative assessments will be recurrent during the course of the project, and will be done for multiple dissemination and communication activities and with specific objectives, specifically:

- **Project website:** to understand if the contents being uploaded on the website are relevant and what else can be included; to understand if visitors are interested in visiting the website again.
- **e-Newsletters:** to understand if the contents are relevant and accessible; to understand if there is interest in continuing to receive future editions of the newsletter.
- **Events:** to understand the quality of the event organisation, relevance of the contents presented and overall satisfaction with the event.

To collect this qualitative feedback, two main instruments will be used: questionnaires and immediate verbal feedback. Questionnaires will be placed on the website and sent to those subscribing to the newsletters to understand their perspective on the contents of these tools; questionnaires will also be circulated at project events to assess participant's satisfaction with the event. Questionnaires will be specifically tailored to the nature of each event.

Regarding events, an initial internal document has already been prepared that will be used by consortium partners to measure the value and impact of the events for the project. This document is presented in Annex 1.

The document consists of two main components: (i) an event background and preparation page, where the consortium should indicate the objectives of the event and how it will be relevant to the project, and; (ii) an impact assessment page, where a qualitative assessment is made supported on a number of quantitative values (using a Likert scale<sup>14</sup>).

### 5.5.3. Monitoring and reporting

An efficient monitoring and reporting process is essential to guarantee that all dissemination and communication activities are registered. It is the responsibility of all partners to report the activities they are involved in (e.g. participation in an event, publication of a news piece, etc.).

For this purpose, a specific process has been established within the consortium that requires partners regularly indicate all dissemination and communication activities they have carried out. The process involves updating a dedicated spreadsheet on 5G-DRIVE's *OnlyOffice* platform. Partners are required to indicate their "Partner name", the "type of dissemination/ communication activity", a short "Description of activity/ tool used (...)", "Dates", "Location", "Relevance and Impact", as well as the type and number of audiences reached, and evidence of the activity (e.g. picture, link, news piece, etc.).

As leader of D&C, SPI will be responsible for ensuring that this information is collected. Monthly e-mails will be sent to partners to remind them to report their D&C activities in the previous month. The spreadsheet has been prepared to collect the exact information that is required for the mandatory project reporting procedures.

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<sup>14</sup> [https://en.wikipedia.org/wiki/Likert\\_scale](https://en.wikipedia.org/wiki/Likert_scale)

## 6. WHEN: Timeline for dissemination and communication activities

Table 7 provides a tentative timeline for the implementation of the project's various dissemination and communication activities.

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
Project website																														
Brochure																														
Technical leaflets																														
Scientific papers																														
Newsletters																														
Press releases																														
Social media																														
Events																														
Videos																														

### LEGEND

	Initial development of materials / tools
	Update/circulation of tool/materials
	Participation in and organisation/implementation of events

Table 7: Tentative timeline for the 5G-DRIVE dissemination and communication activities

It should be noted that this is a tentative timeline for the implementation of the various activities. While the implementation of some (e.g. website, brochure, scientific papers, social media) are easily predictable; others, including technical leaflets and videos may deviate in a few weeks, depending on the availability of project results that justify the release of the content.

However, the consortium will make an effort to meet the proposed timeline with the main objective of ensuring the various target values for the KPI as defined in Section 5.5.1.

Furthermore, and regarding events, event organisation and participation cannot be fully defined at this time, as it depends on finding the best opportunity to organise an event (e.g. back-to-back with another important initiative).

## 7. Final considerations

The D&C strategic and operational plan presented in this document aims to provide a thorough overview of the 5G-DRIVE audience, of what information will be generated to share with them, and through what means this information will be conveyed. It is important to ensure that a consortium-wide, well planned and impactful effort is in place and enforced from the very beginning of the project in order to guarantee that all identified target groups are well aware of the project, the activities that will be developed during the course of the project, the expected results and how different target groups can benefit from the project's results.

Through the proposed activities, tools and channels, both of *offline* and *online* nature, 5G-DRIVE expects to reach the broadest audience possible in both EU and China, at both project level and 5G PPP programme level, aiming to overcome linguistic barriers by providing a Chinese version of many materials and web pages.

The dissemination and communication activities developed within the project will be a relevant stepping stone to ensure it has the greatest impact possible, contributing to not only achieving its own objectives in the project but also contributing to the effective achievements of strategic goals of the 5G PPP and EU-China collaboration.

In this respect the direct involvement of Martel as key player on the 5G PPP programme wide communication and dissemination activities will be a key asset exploited so as to amplify the outreach of 5G-DRIVE work and successes.



## Annex 1 – 5G-DRIVE event preparation and impact measurement



5G-DRIVE  
Event preparation document and impact analysis

### EVENT BACKGROUND AND PREPARATION

CONTEXT	
Type of event:	
Name of event:	
Date(s):	
Location:	

OBJECTIVES	
Main objectives of the event:	

METHODOLOGY	
Topics/ questions to be discussed	

EXPECTED CONTRIBUTIONS TO THE PROJECT	
Deliverable:	
Other outputs:	

EXPECTED VALUE FOR PARTICIPANTS	
Description:	

PARTICIPATION	
Target audience	
Justification	

INITIAL METRICS	
No. of expected participants:	XXX participants
Level of knowledge on the topic being discussed:	> 3.5 (Scale of 1-5; 1 = Limited knowledge; 5 = Significant knowledge)
Relevance of information presented:	> 3.5 (Scale of 1-5; 1 = Not relevant; 5 = Very relevant)
Quality of event organisation:	> 3.5 (Scale of 1-5; 1 = Not well organised; 5 = Very well organised)
Interest in getting involved in the project:	75% approval

**IMPACT ASSESSMENT**

QUANTITATIVE METRICS	
Number of actual participants:	
Number of people registered:	
Survey response rate <sup>1</sup> :	

QUALITATIVE METRICS <sup>2</sup>	
Level of knowledge and experience in the topic discussed:	
Relevance of information presented:	
Quality of event organisation:	
Interest in getting involved in the project:	
Countries represented:	
Stakeholder types:	

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<sup>1</sup> Requires developing a questionnaire to be circulated at the event.

<sup>2</sup> Other metrics can be developed according to each specific event.