VITAL 5G

Vertical Innovations in Transport And Logistics over 5G experimentation facilities

Dissemination, Communication & Outreach

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01 Dissemination & communication Plan

- WP6 Dissemination, Communication & Standardization objectives:
  - To develop and implement the dissemination strategy and plan, communication plan and related activities.
  - To make impactful contributions towards standardization bodies and open source communities
  - To prepare and implement a capacity building program supported by relevant trainings.
  - To engage with collaboration activities with the 5G PPP, its Working Groups and other 5G PPP consortia.

01

D&C Plan: Stakeholders

Target Group	Description
End-Users	T&L industry: Sea and river port authorities, logistics, air freight, road operators, warehouse/hub logistic operators ICT Industry: Mobile Network Operators, Innovative SMEs and entrepreneurs, operating in the 5G and T&L domains (e.g., OTT providers, NetApps developers, T&L service providers) Academia: Universities and research centers
Entrepreneurial	European startup initiatives and ecosystems (e.g., EIT Digital, Climate-KIC, AIOTI, DIH), private business accelerators and investors
Knowledge Providers	Scientific community and Standards Developing Organizations (e.g., 5G PPP, ETSI, ETP-ALICE, IMO, UN Centre for Trade Facilitation and E-Business)
General Public	General public, civil society (e.g., NGOs and environmental protection movements)

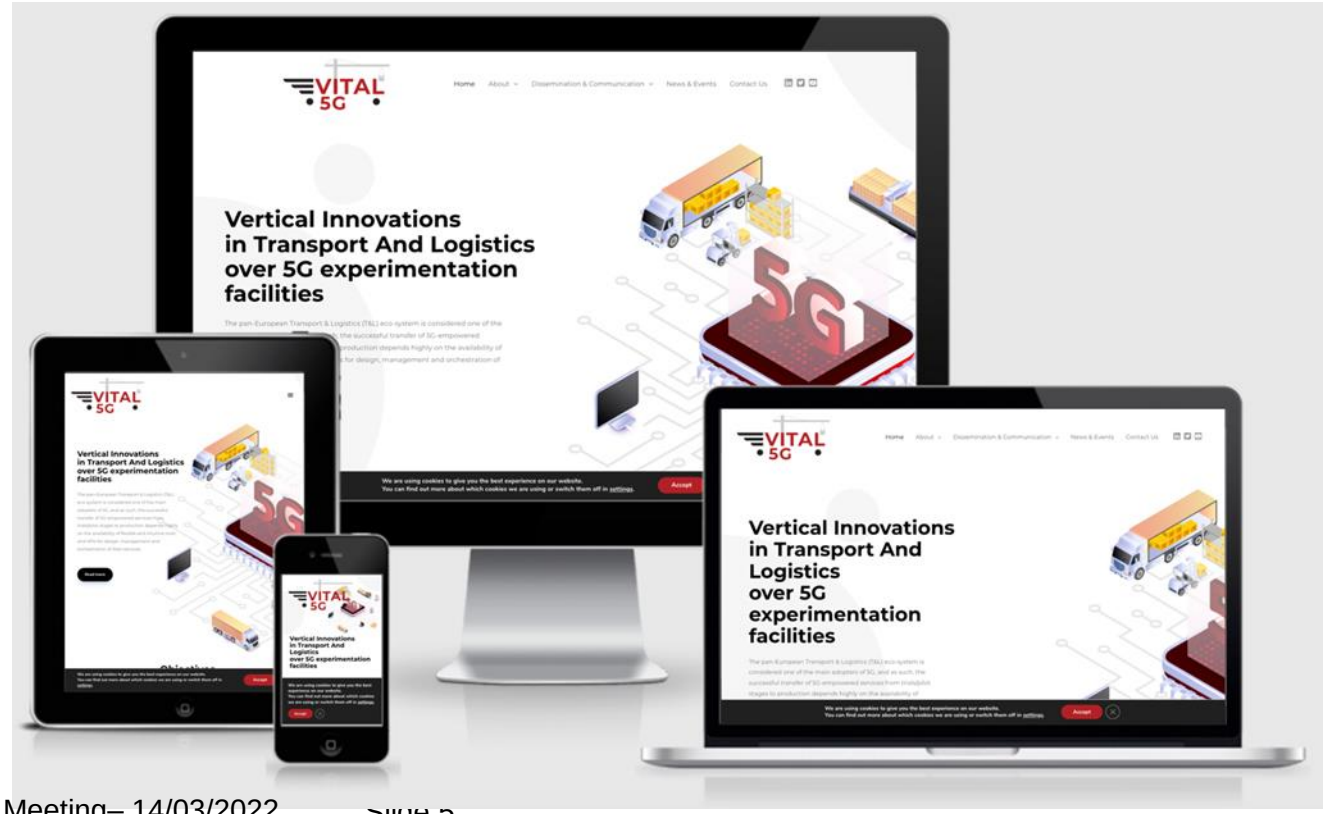
01 D&C Plan: Engagement of Stakeholders

Target Group	D&C Channels and Activities
End-Users	T&L industry: Newsletters, Press releases in specialized T&L magazines (e.g., MarineLink, Air Cargo World), Participation in T&L Expos (e.g., Hypermotion) and ALICE events (e.g., TRA-2022) ICT Industry and Academia: Publications (IEEE journals), Conferences (e.g., EUCnC, IEEE) and 5G expos (e.g., 5G Expo Global, MCW Barcelona), Newsletters, Press releases (e.g., IEEE Spectrum), Collaborating with other Horizon projects (e.g., PLANET)
Entrepreneurial	Participation in the events of the important entrepreneurial stakeholders (e.g., EIT Digital, Climate-KIC, AIOTI), and organize D&C events with business accelerators and DIH
Knowledge Providers	Participation in several 5G PPP working groups and contributions to white papers for 5G technology standards, mapping of all the T&L SDOs
General Public	Newsletters, Press releases in media and organization of public events

Performed work (M1-M14) & current status - #1

Dissemination & communication work

- Logo and webpage designed to help the external audience easily identify VITAL-5G project and to increase the visibility by providing a corporate identity from the very beginning of the project.



Performed work (M1-M14) & current status - #1

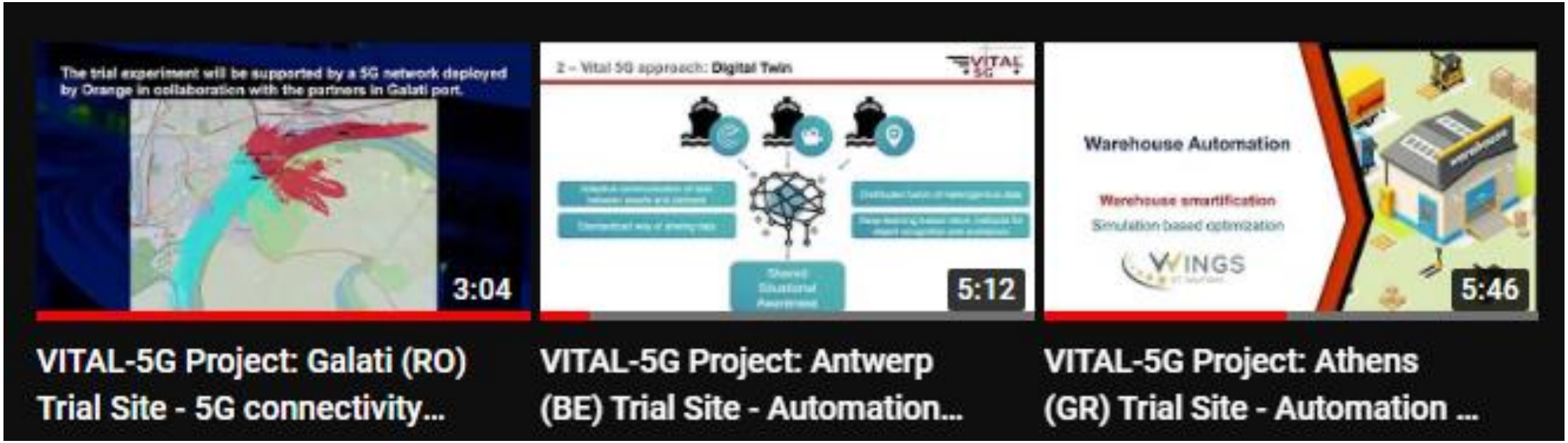
Dissemination & communication work

- Communication material

Performed work (M1-M14) & current status - #1

Dissemination & communication work

- Communication material



Performed work (M1-M14) & current status - #1

Achieved contributions & KPIs for Y1 (scientific, 5G PPP, T&L vertical, etc.)

#	Publication title	Publication venue	Involved partners	Publication date
1	Advanced 5G Architectures for Future NetApps and Verticals	IEEE International Black Sea Conference on Communications and Networking 26-29 May 2021	BEIA, ORO	May 2021
2	VITAL-5G: Innovative Network Applications (NetApps) Support over 5G Connectivity for the Transport & Logistics Vertical	IEEE 5G FOR CONNECTED AND AUTOMATED MOBILITY (CAM)	WINGS, NXW, IMEC, INLE, ORO, EBOS	May 2021
3	VITAL-5G: Automated Onboarding Testing Validation NetApps	IEEE International Symposium on Signal, Circuits and Systems	ORO	May 2021
4	Evaluation of electromagnetic field exposure in indoor spaces where there are located base stations with distributed antenna system	International Symposium on Signals, Circuits and Systems - ISSCS Iasi, 2021	ORO	May 2021
5	Evaluation of electromagnetic field exposure in the vicinity of mobile phone base stations	IEEE International Black Sea Conference on Communications and Networking 26-29 May 2021	ORO	May 2021
6	VITAL-5G: Innovative Network Applications (NetApps) Support over 5G Connectivity for the Transport & Logistics Vertical	EuCnC/6G Summit 2021	WINGS, NXW, IMEC, INLE, ORO	June 2021

Performed work (M1-M14) & current status - #1

Achieved contributions & KPIs for Y1 (scientific, 5G PPP, T&L vertical, etc.)

5G PPP WG name	VITAL-5G partner participating	Contact person (name)
Steering Board (SB)	WINGS	Kostas Trichias
	ICP	Ronan Frizzell
Technology Board (TB)	NXW	Giada Landi
	WINGS	Kostas Trichias
Test, Measurement and KPIs Validation (TMV)	WINGS	Vangelis Kosmatos
Vision and Societal Challenges WG	ICP	Patrick Durkin, Ronan Frizzell
	BEIA	Alexandru Vulpe
Software Network WG	Orange Romania	Marius Iordache
	IMEC	Johann Marquez-Barja
5G Architecture WG	Orange Romania	Marius Iordache
	OTE	Christina Lessi
5G Security WG	Orange Romania	Ioan Constantin
	BEIA	George Suciu
Trials WG	BEIA	Alexandru Vulpe
	EBOS	Andreas Kartakoullis
5G for CAM WG	WINGS	Kostas Trichias
	BEIA	George Suciu
5G-PPP SME WG	EBOS	Andreas Kartakoullis
	ICP	Patrick Durkin
	BEIA	George Suciu

Performed work (M1-M14) & current status - #1

5G Open Testbeds and Infrastructure extensions for NetApps advanced experiments

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Network Applications (NetApps) as a 5G booster for Transport & Logistics (T&L) Services: The VITAL-5G approach

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† Nextworks, Italy
‡ BEIA Consult International, Romania
§ DigiTrans, Belgium / University of Antwerp, TPR - Faculty of Business and Economics, Belgium
¶ WINGS ICT Solutions, Greece
‖ i2CAT - The Internet Research Center, Spain
** Incelligent PC, Greece

9th Transport Research Arena TRA Lisbon 2022, Portugal

VITAL-5G: A novel 5G-enabled platform for Vertical Innovations in Transport And Logistics

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Performed work (M1-M14) & current status - #1

Activity	Target
Project Website	Online by: month 1; Unique visitors at M12: 1000; M36: 2000
Social media	LinkedIn >200 followers; Twitter > 200 followers; Re-Tweets >200 Banners >30
Press Releases	Press releases >6 2 Press releases per year
Newsletters	Newsletters: >6 2 Newsletters per year
Video Clips	Number of online video clips: >3; Number of video views: > 1000
Factsheets/ Brochures	Technical factsheets: 6; Non-technical factsheets: 3; Hardcopies: > 1000
Flyers/ Posters & roll-ups	Project flyers: >3; Posters & roll-up banners: >3

Activity	Target
Industrial exhibitions	Participation in industrial exhibitions, trade fairs: >10
Scientific publications	Journals/magazines >10; Conferences >30; Conference demonstrations: >6
Workshop Organization & Participation	Workshop (co)organization: 6 Workshop participation: 12
5G PPP programme	Number of WGs to contribute: 7 Interactions with initiatives: > 4
Training	Online training tutorials: 3 Number of PhD schools: 2; Webinars: 10
Online Repository	Number of publicly available deliverables: > 19

Performed work (M1-M14) & current status - #1

Activity	Time Frame/Achieved
Project Website	M14: **1014**
Social media	M14: Twitter: **195 followers,** Re-tweets: **171,** LinkedIn: **115 followers**
Newsletters	**#1 issued August 2021, #2 to be issued March 2022**
Video Clips	**3 UC clips published 2021**
Factsheets/ Brochures	**-European 5G Annual Journal 2021: issued** **-Non-Technical Factsheet #1: issued** **-3x UC 2-pagers: published on web+social**
Flyers/ Posters & roll-ups	**Project Flyer + Poster #1 2021**
Scientific Publications Phase 2 (+M12)	**2021: 6 conference publications (EuCnC, 2x IEEE 5G for CAM, IEEE International Black Sea Conference, 2x IEEE ISSCS)** **2022: 2x EUCnC and 1 TRA 2022 conference publications**
5G-PPP	**Participation in 10 Working Groups**
Training	**2 webinar participations (5G-PPP Innovations for Verticals, BlackSeaCom)** **3 Project Workshops and 2 EUCnC Workshops in 2022**

T6.3 Capacity building program

- One of the key aspects of VITAL-5G: involvement of third party experimenters
- The scope of this task is to organize workshops and dissemination events for the third-party experimenters
  - to organize events
  - to create target groups for third party experimenters
- Main activities:
  - To define available assets
  - To prepare advertising material and roadmap of availability
  - To make a list of potentially interested companies (SMEs, research institutes, etc.)
  - To organize workshops for the identified interested parties

T6.3 Capacity building program

- Early view of assets
  - NetApps, 5G testbed, end equipment, blueprints, descriptors, and results

Facility equipment	NetApps	Data	5G testbed	Results	Selling points
	On-board data collection and interfacing for vessels (VS8)	real-time vessel data: speed, location, heading			VS8 output as input for new NetApps to predict vessel trajectories, or recommend alternative paths
	Remote vessel monitoring (VS5)	historical vessel data: speed, location, heading			VS5 to provide examples for creating monitoring dashboards for remotely monitored cars, vessels, drones
	Remote digital twin (VA5)	sensor data from vessels			VA5 to enable creating path prediction and environment visualization
		camera feeds from vessels			VA5 to enable creating real-time maps of environment for other use cases (e.g., autonomous driving, navigation in warehouses)
					VS7 to enable calculating optimal speed of remote or autonomous equipment

- Advertising material: website, tutorials, demos
- Events: webinars, hackathons, workshops
- Engagement to start in the second half of 2022
- Participation of 3rd party experimenters planned for 2023

02 Achieved targets / milestones

- Key outcomes / achievements:
  - D6.1 Project website and social media presence,
  - D6.2 Dissemination and Communication activities v1.0
  - MS1 Communication tools & Website ready
- Update the D&C KPIs and organize a series of workshops, industrial events, 3rd party engagement events (e.g., Hackathon)

Thank you for you attention!

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