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5G BLUEPRINT

Next generation connectivity for enhanced, safe & efficient transport & logistics

D8.1: 5G-Blueprint Dissemination and Communication plan

Revision: v.1.0

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Abstract

This deliverable describes the communication and dissemination strategy and plan of action. It describes the actions taken in the first two months of the project as well as the targeted metrics. It outlines the planned activities for the whole duration of the project, focusing on the first reporting period.

Keywords: Dissemination, Communication, Press, Outreach, Liaisons, Events.

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Disclaimer

Project co-funded by the European Commission under H2020-ICT-2018-20		
Nature of the deliverable:	R	
Dissemination Level		
PU	Public, fully open, e.g. web	√
CI	Classified, information as referred to in Commission Decision 2001/844/EC	
CO	Confidential to 5G-Blueprint project and Commission Services	

* R: Document, report (excluding the periodic and final reports)

  DEM: Demonstrator, pilot, prototype, plan designs

  DEC: Websites, patents filing, press & media actions, videos, etc.

  OTHER: Software, technical diagram, etc

EXECUTIVE SUMMARY

This deliverable describes the Dissemination Channels and Plan of the 5G-Blueprint project, as defined in Task 8.1 "5G-Blueprint Dissemination and Communication plan" of Work Package 8 "Dissemination and external collaboration". It details the outreach strategy and framework of the project, and it outlines the envisaged dissemination and communication activities, as well as the impact measures.

It is aimed to be a guiding document for the partners of the project to align on main objectives as well as aligning on planned communication and dissemination activities, but also to define a common framework for coordination with other main parties such as the European Commission (in particular the 5G-Blueprint Project Officer and other representatives) and other related H2020 projects within the overall 5G PPP context.

5G-Blueprint is embracing a large set of initiatives that aim to raise awareness and to clarify on the benefits that 5G technologies and architectures bring to support advanced Connected and Automated Mobility (CAM) services by exploring an uninterrupted cross-border tele-operated transport.

In this respect, the main objectives of the 5G-Blueprint's Dissemination Channels and Plan are to:

- Ensure broad visibility and **raise awareness** about 5G-Blueprint, spreading knowledge about the project and its results, establishing a distinctive and recognizable identity that will support the marketing efforts.

- **Reach, stimulate and engage** a critical mass of relevant stakeholders to ensure that the results of the project are effectively showcased, leading to more widespread validation, improvement and possibly further adoption of the developed technologies and concepts, especially towards targeted vertical sectors.

- **Facilitate exploitation** of the outcomes of the project and promote the development of innovative solutions based on the 5G-Blueprint technologies and architectures and exploited technologies.

- **Foster an impactful contribution** to relevant standardization bodies as appropriate and relevant to planned exploitation plans and the outcomes of the project.

- **Ensure close coordination** with relevant 5G PPP programme, working groups and bodies, while establishing liaisons with related initiatives in research and innovation domains such as 5GAA, 5G IA, etc.

5G-Blueprint will engage in dissemination, communication and community building towards industry, including network operators and infrastructure providers, SMEs, standardization bodies, researchers, as well as citizens, port authorities, and initiatives, policy makers and relevant 5G communities and projects as appropriate. Demonstrating the benefits of development of 5G services will be a core mission around which the 5G-Blueprint promotional efforts will be organized, starting from the piloting communities in the logistic, transport and maritime sector.

A comprehensive set of dedicated dissemination, communication and community building activities will contribute to the overall success of 5G-Blueprint, with the clear ambition to directly support the growth and consolidation of the 5G PPP programme as a crucial initiative for a successful transformation of the European industry and services.

Table of Contents

LIST OF FIGURES

LIST OF TABLES

ABBREVIATIONS

AECC	Automotive Edge Computing Consortium
AI	Artificial Intelligence
BDVA	Big Data Value Association
CAM	Connected and Automated Mobility
CAPEX	Capital Expenditure
CCAM	Cooperative, Connected and Automated Mobility
CAV	Connected and autonomous vehicles
CNF	Containerized Network Functions
DMI	Dutch Mobility Innovation
ECTS	European Credit Transfer System
GDPR	General Data Protection Regulation
GPU	Graphics Processing Unit
IoT	Internet of Things
IP	Internet Protocol
KPI	Key Performance Indicator
MANO	Management and Orchestration
MEC	Multi-access Edge Computing
MNO	Mobile Network Operator
MOOC	Massive Open Online Course
NGI	Next Generation Internet
NGIoT	Next Generation Internet of Things
NR	New Radio
NFVI	Network Function Virtualization Infrastructure
OPEX	Operational Expenditures
RAN	Radio Access Network
RAT	Radio Access Technology
SEO	Search Engine Optimization
TCP	Transmission Control Protocol
TMC	Technical Management Committee
ToD	Tele-Operated Driving
VIM	Virtual Infrastructure Manager
VNF	Virtual Network Function
WG	Working Group
5G AA	5G Automotive Association
5G IA	5G Industrial Association
5G PPP	5G Infrastructure Public Private Partnership

1   INTRODUCTION

1.1 Purpose of the document

The present deliverable is prepared in the context of **Work Package 8 (WP8) "Dissemination and external collaboration"** and aims to develop an overall dissemination and communication strategy for 5G-Blueprint for outreach and impact creation, taking into account the characteristics of the information that needs to be disseminated, the target audiences and groups and the impacts to achieve. The expected outcomes and impacts, assessment metrics and tools are defined. This strategy provides the framework within the different awareness-raising, and promotional and community building activities that will be carried out during the course of the project.

In this context, WP8 focuses on identifying the relevant stakeholders that have to be contacted in order to even better organize outreach to the right supporters at the right time. It also involves preparation of the promotional materials and organising dissemination activities to create an open, secured, decentralised, user-oriented and highly engaged 5G-Blueprint community.

The purpose of this deliverable is therefore to outline an inclusive dissemination and communication plan for the realisation of the above stated goals and in particular to:

- Identify target audiences, including a broad range of stakeholders of the 5G and logistics community

- Present the strategy put in place for the dissemination and communication of knowledge and results

- Depict the methods, tools and promotional materials that will be used in the dissemination of the project and communication activities

- Provide a complete overview of the planned activities, as well as list potential opportunities to be exploited in the project.

- Define the methodology and procedures to be applied when implementing, monitoring and evaluating all communication and engagement activities.

This is a 'living' document, able to accommodate any required customisation during the execution of the project. The dissemination planning therefore will thus be constantly evaluated and revised in the course of the project. Major updates will be included in the Periodic Reports.

1.2 Structure of the document

The sections of the deliverable at hand are organized in the following manner: After the introductory **Section 1, Section 2** depicts the mission of 5G-Blueprint and the fundamental aspects of the dissemination and communication plan, including the main objectives, the description of the target audiences and the strategic planning of the envisioned activities. **Section 3** presents the various types of dissemination activities and tools that will be used in order to support the dissemination of the project and communication activities. **Section 4** focuses on liaison and networking activities related to 5G PPP collaboration as well as to the EC and international initiatives, standardization for the development of synergies and potential implementation of joint dissemination activities. **Section 5** depicts the metrics for the evaluation of the dissemination and communication activities. **Section 6** concludes the document.

2   DISSEMINATION AND COMMUNICATION STRATEGY

Efficient dissemination and communication actions during the 5G-Blueprint project define and ensure short and long-term success of the project. Therefore, promotion, dissemination, stakeholder engagement and impact creation activities are central to the whole 5G-Blueprint effort and will be closely coordinated among the various WPs to create a cohesive plan of action for the effective engagement of all target stakeholders in the 5G ecosystem.

One of the primary objectives of 5G-Blueprint is to **raise awareness** on the 5G-Blueprint concepts for tele-operated transport based on 5G from technical, governance and regulatory perspectives. The consortium will therefore be targeting, among others, both key actors and initiatives in the logistic related vertical domains, and stakeholders of the 5G and emerging related technologies markets. This aims to raise awareness on the benefits that tele-operated transport based on 5G connectivity are expected to bring to logistic operations, also from technical and business perspectives.

Moreover, **5G-Blueprint will engage in dissemination, communication and community** building towards industry, including network operators and infrastructure providers, SMEs, standardization bodies, researchers, as well as citizens, public authorities and initiatives, policy makers and relevant 5G communities and projects as appropriate.

A comprehensive and well-structured set of dissemination activities will ensure a broad promotion and effective showcasing of the developed concepts, technologies, use cases and results. This will include off-line and online communications, digital presence, participation in and organization of events, contributions to standardization, interaction with the 5G PPP projects, the 5G PPP WGs particularly in the Automotive WG, the 5G IA, and liaisons with relevant national / local initiatives (especially around the pilots), as well as with other European research and innovation initiatives (such as NGI, NGIoT, FIWARE, BDVA, etc.) and global 5G organizations.

The following sections describe 5G-Blueprint's mission, overall communication and dissemination objectives, key stakeholders, communication phases and communication channels that will guide and streamline 5G-Blueprint communication and dissemination activities.

2.1   5G-Blueprint mission

5G-Blueprint envisions to design and validate a technical architecture, and to propose a business and governance model for uninterrupted cross-border tele-operated transport based on 5G connectivity.

5G-Blueprint as such will explore and define:

- The **economics** of 5G tools in cross border transport & logistics as well as passenger transport: bringing CAPEX (CAPital EXpenditure) and OPEX (OPerational EXpenditure) into view, both on the supply (telecom) side and on the demand (transport & logistics) side for transformation of current business practices as well as new value propositions;

- **Stakeholder roles and governance** issues and solutions pertaining to responsibilities and accountability within the value chain dependent on cross border connectivity and seamless services relating to the Dutch & Belgian regulatory framework (telecommunications, traffic and CAM (Connected and Automated Mobility) experimentation laws, contracts, value chain management);

- Tactical, technical, and operational (pre-) conditions that need to be in place to get full value of 5G tooled transport and logistics. This includes implementing use cases that increase cooperative awareness to guarantee safe and responsible tele-operated transport;

- Preparing and piloting tele-operated and tele-monitored transport on roadways and waterways to alleviate the increasing shortage of manpower and to bring transport and logistics on a higher level of efficiency through data sharing in the supply chain and benefit from Artificial Intelligence (AI) solutions.

- Exploring the possibilities of increasing the volume of freight being transported during the night where excess physical infrastructure capacity is abundant; it is expected that the lowering of personnel costs will make this feasible on a cost-effective basis;

- Tele-operation will be facilitated by a number of 5G qualities, such as ultra-low latency, reliable connectivity and high bandwidth

The outcome of the project is to provide a blueprint for operational pan-European deployment of tele-operated transport solutions in the logistics sector and beyond.

2.2 Dissemination and communication objectives

5G-Blueprint dissemination and communication activities are overarching throughout the whole duration of the project and aim to ensure a broad promotion and effective showcasing of the developed concepts, technologies, use cases and results.

In terms of communication and marketing this ambition translates into the following main objectives.

- Ensure broad visibility and raise awareness about 5G-Blueprint, spreading knowledge about the project and its results, establishing a distinctive and recognizable identity that will support marketing efforts.

- Reach, stimulate and engage a critical mass of relevant stakeholders to ensure that the results of the project are effectively showcased, leading to even wider validation, improvement and possibly further adoption of the developed technologies and concepts, especially towards target vertical sectors.

- Facilitate exploitation of the outcomes of the project and promote the development of innovative solutions based on the 5G-Blueprint technologies and architectures.

- Foster impactful contribution to relevant standardization bodies as appropriate and relevant to planned exploitation plans and the outcomes of the project.

- Ensure close coordination with relevant 5G PPP programme, working groups and bodies, while establishing liaisons with related initiatives in research and innovation domains such as 5GAA, 5G IA, etc as appropriate.

2.3 5G-Blueprint stakeholders

The innovation capacity and integration of new knowledge achieved by the proposition in 5G-Blueprint, has the potential to impact the following stakeholders.

Figure 1: 5G-Blueprint Stakeholders

As described in the Table 1 below, the dissemination and communication activities towards each target group will be devoted to emphasize 5G-Blueprint relevant benefits for each group with relevant content and engagement activities (e.g. participation to events, update on the innovation results of the 5G-Blueprint work).

Target stakeholder group	Benefits
Industry and SMEs	They contribute to developing new technology and conducting advanced research and will benefit from the Future Internet evolution in order to improve their business
Associations and networks of organisations	They are actively involved in order to reach all relevant key players that can benefit from the results of the project
Automotive sector related organisations	They are actively involved in order to reach all relevant key players that can benefit from the results of the project
Logistics operators	They benefit from the outcomes of the trials to further improve the research and innovation in their products and services
Telecom operators	They gain more experience about the possibilities of the use of 5G networks
Academia and Research institutes	They are able to leverage the activities and results developed within the project to develop additional innovative research
Policy Makers	They are the addressee of state-of-the-art reports, results and recommendations on the 5G and logistics application to foster the economic growth and the competitiveness of the EU

Port Authorities/ Road and Motorways Managers/Public Authorities	They increase their knowledge and access to information, improving overall logistics operations in terms of safety and efficiency
Students and participants to educational courses	They gain highly specialized knowledge on latest technologies and application for future research
General public	They are informed about the EC efforts in supporting European industries competitiveness for the benefit of the whole society

Table 1: Impact by groups of stakeholders

2.4 Sustainable dissemination and communication approach

The 5G-Blueprint dissemination and communication approach takes into account the sustainability principles for the organization of events and the production of communication materials. This approach is not just limited to the current pandemic situation but as a strategic methodology that 5G-Blueprint will apply for the whole duration of the project. For this purpose, 5G-Blueprint will:

- Organize whenever possible virtual meetings and workshops instead of face-to-face events

- Avoid using material resources where possible (avoiding printing flyers when unnecessary and promote the online download, producing promotional materials using recycled materials and avoiding single-use products, for example)

- Encourage the reduction of emissions through sustainable mobility practices (e.g., recommending bicycle use, public transport at 5G-Blueprint events and rewarding these actions)

- Work with suppliers (printers, caterers, etc.) that use sustainable products and materials

- Try to measure the carbon footprint and compensation of emissions of partners' traveling to dissemination events.

3 MEANS AND ACTIVITIES

3.1 Project brand identity

The brand identity of the project is made of the visible elements of a project such as: the logo, its colours, design, fonts that identify and distinguish the brand in the audience minds.

A unique, well thought identity allows all stakeholders to recognize the project consistent look and feel across all media outlets (electronic and printed visual media). It defines how those who come into contact with the brand should perceive it and influences their opinion of the brand.

The 5G-Blueprint brand identity was extensively described in a dedicated document D8.2 *5G-Blueprint Visual Identity and Promo Tool Kit*. Document and presentation templates as well as the whole promotional toolkit were explained in this deliverable. Annex 1 of deliverable 8.2 presented the 5G-Blueprint brand guidelines. These brand guidelines as well as the elements of the promotional toolkit have been presented and shared with all the partners (through the password protected online repository of the project: Dutch Mobility Innovation (DMI) and will be one of the most important elements to guarantee the consistency of the 5G-Blueprint identity. Nevertheless, Martel's professional designers remain available to support all partners in their application and customization based on the consortium need.

Figure 2: 5G-Blueprint logo

3.2 Internal Communication Coordination

A well-organized internal communication is crucial for the achievement of the strategic goals of the project and for making the processes as efficient as possible. To ensure proper capture of central results and their impact, the Consortium agreed upon the use of a shared workspace: Dutch Mobility Innovation. This is the link to the platform: https://dutchmobilityinnovations.com/spaces/1198/5g-blueprint. DMI is a Dutch online collaborative platform dealing with innovations in sustainable mobility and logistics. It connects organizations, people, documents, articles, videos and much more.
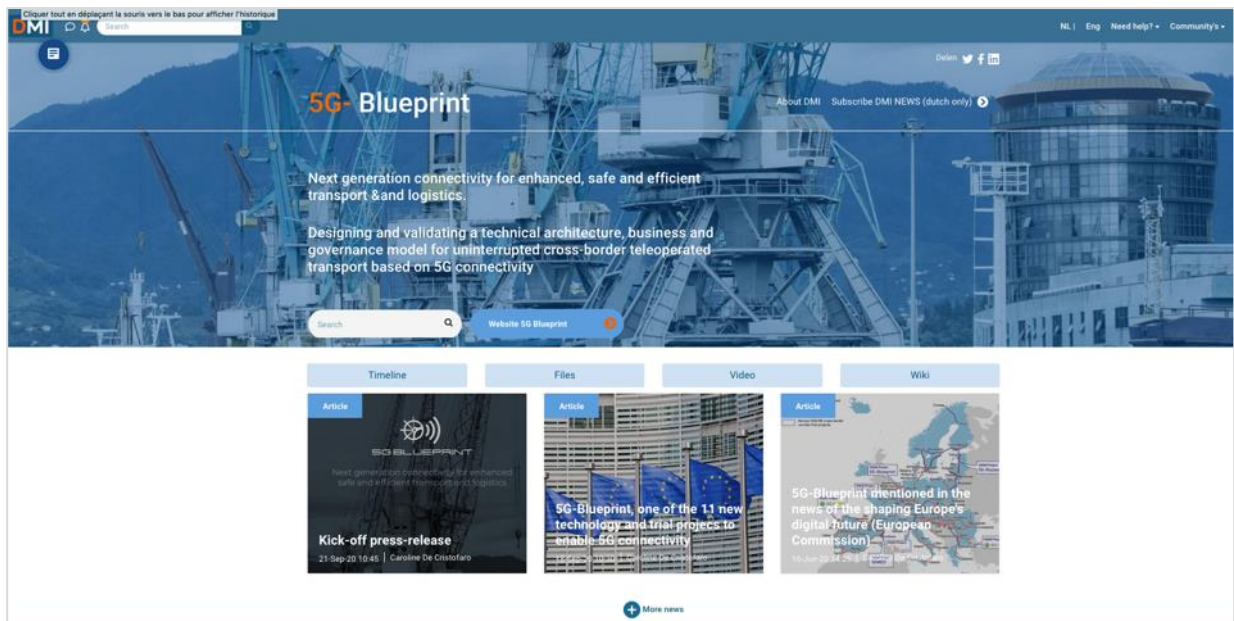
Figure 3: DMI landing Page

The mechanisms that will be used throughout the project in order ensure the quality level of an internal communication coordination is described in WP2, Deliverable 2.1 *Project Handbook and Quality Plan*.

The following scheme (Figure 4) shows how communication flows through different WPs in 5G-Blueprint. These flows aim to secure communication also between WP Leaders, Task Leaders, TMC towards the coordination bodies, and also towards the European Commission and the Advisory Board.

Martel, WP8 leader, in cooperation with the Project Coordinator, has a central role in the dissemination activities and ensures an efficient, fluent and controlled communication on among all the partners during the project life.
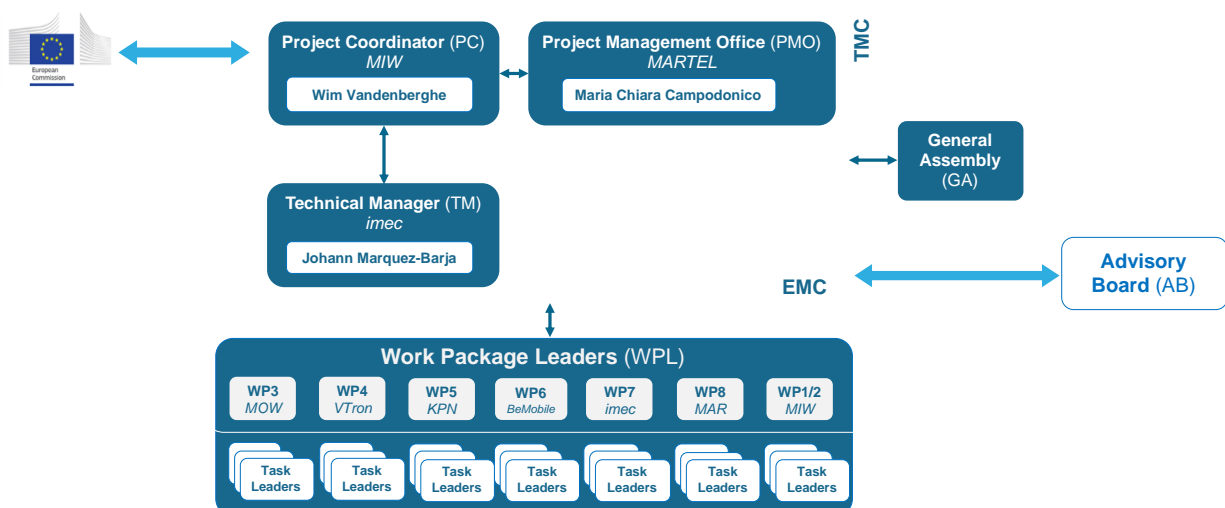

Figure 4: Coordination and Communication flow in 5G-Blueprint

3.3 Online tools and channels

3.3.1 Project website

5G-Blueprint website, published online in August 2020, before the official start of the project, enhances the visitors' experience, providing a one-stop space for presenting and promoting the activities of the project. In particular, the following actions have already been implemented:

- **Create and share an editorial calendar** with all partners to both encourage sharing and participation within the community, as well as promote a consistent schedule of producing and publishing update news articles (see Annex B).

- **Encourage partners to submit their news related to the project** to the 5G-Blueprint website for republishing to the broader audience. This will strengthen relevance of the website as well as increase the reach and impact of news.

- **Encourage partners to repost news** of direct and indirect interest from partners and the general media. This shows that 5G-Blueprint is involved and engaged in the larger world. If possible, this content should be posted with added commentary that demonstrates expertise and adds value to the article.

- **Organise and aggregate news articles by topic** and relevance to improve the ability to share e.g. via social channels, especially when dealing with calls to action such as participation to events. This allows each project to maximise the value of its communication outreach.

- **Contribute to gather email address of interested user** thanks to a subscription form in all pages. This mailing-list will help us spread the activities of the project through a periodic e-Newsletter.
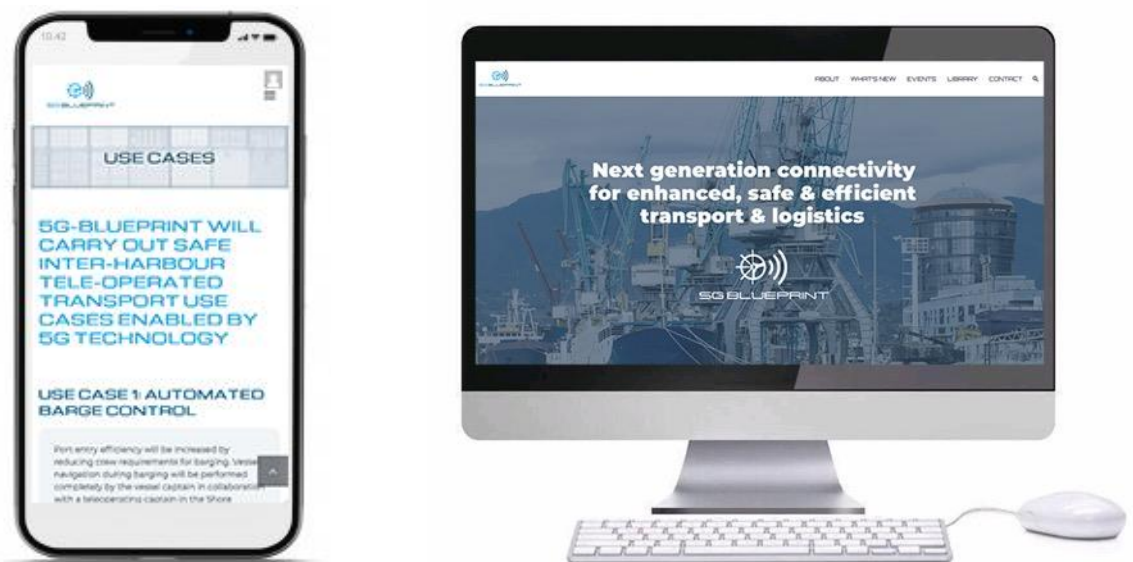
Figure 5: Screenshots of the 5G-Blueprint website

Web design experts within the project consortium conceived its design and structure to promote the outcomes to the relevant target groups.

A first release of the web portal was publicly accessible before the official start of the project (August 2020) at www.5gblueprint.eu. Further updates will be promptly applied as necessary. At the time of writing, the website has already counted 486 unique visitors, who generated 2'544 page views, as shown in Figure 6.

Figure 6: 5G-Blueprint's website analytics

As shown in Figure 5, the **project website's home page** has evolved into a clear and clean communication interface that is easily navigable, giving access to all relevant public information of the project. The website is structured into the following sections:

ABOUT

This section contains the information about the project. In order to present it in a user-friendly way, three subsections have been created.
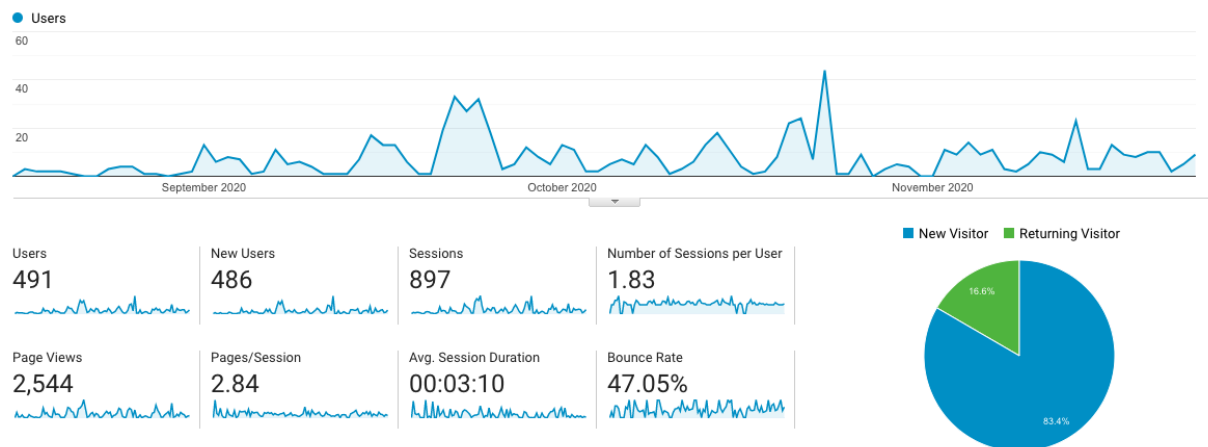
- **Main Objectives:** here is an overview of the 3 main goals of the project: technical, economic and regulatory.

- **Consortium:** presenting and linking the 28 partners of the Ring 1 and the 9 partners of the Ring 2. The presentation of the partners is organised by sector showing the balanced, complementary and interdisciplinary team behind 5G-Blueprint.

- **Use cases:** a section dedicated to present the 4 tele-operated transport use cases enabled by 5G technology that 5G-Blueprint will carry out.

- **Enabling Functions:** a section that elaborates on the functions to guarantee safer and smoother tele-operated transport and more predictable trip times.

WHAT'S NEW

This section gathers the web pages related to the communication of the project. Four subsections have been created:

- **News:** Articles related to the activity of the project organised as a blog.

- **Press:** Repository of the different press releases related to 5G-Blueprint

- **Videos:** Collection of the videos edited by the project.

- **Newsletter:** List of Newsletter that will be fed each time a newsletter is sent.

EVENTS

This is the calendar of events related to 5G-Blueprint and the CAM in general.

LIBRARY

This is a resources section with all the dissemination materials. In order to have the information categorized. Five subsections will be included.

- **Presentations:** List of the 5G-Blueprint with information about the event and a link to the presentation file when possible.

- **Scientific publications:** under this subsection all the publications related to the project are gathered. When available, full paper and/or abstract download possibility will be set up as well.

- **Related links:** this area lists all "Liaised projects" and other "Relevant initiatives" that are part of 5G-Blueprint's ecosystem. For all such project and initiatives, links and brief descriptions are provided.

- **Promotional materials:** leaflets, brochures, logo and all the documents aimed to construct the corporative image of the project will be gathered under this subsection

CONTACT

This page allows visitors to directly contact the project through a dedicated form and it includes links to 5G-Blueprint's social media channels.

Messages sent via the contact form are forwarded to info@5G-blueprint.eu, which is forwarded to the concerned project partners, who will receive the message and respond to it.

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 is enabled to have its registered e-mail removed upon request.

As one of the main dissemination channels and dynamic tools, the website will undergo a major streamlining to avoid becoming cluttered and unusable, and it will be continuously updated throughout the lifetime of the project.

Furthermore, and in order to provide evidence of EU funding, both the EU logo and the following sentence are included in the website and in the communication materials: *"Funded by the EU's Horizon2020 programme under agreement n° 952189"*.

As part of the Phase 3 cluster of 5G PPP project, the 5G-Blueprint website is using the 5G PPP acknowledgement sticker in the footer.

The website provides also information on data kept and how they are used in alignment with the GDPR under the Privacy Policy link (footer of the webpage).

Since its inception we are working on supporting the traffic to the website through:

- **SEO** (Search Engine Optimization): the traffic of visits to the website of the project will increase progressively throughout the course of the project thanks to the implementation of strategies oriented to organic traffic, always considering the keywords identified for it.

- **Link building:** It will be able to create synergies between the website of the project and the partners' websites as well as with other relevant agents of the sector (stakeholders), encouraging the exchange of links.

3.3.2 Social media

Various social networks were established as **marketing tools** in order to promote activities and outputs of the project on a regular basis, while also encouraging a wider discussion on the topics related to 5G activities. Thus, 5G-Blueprint created an active presence on the most popular social media channels, such as Twitter and LinkedIn, which are linked to the website. Here below a brief description of 5G-Blueprint approach to each social media channel:

Twitter

Twitter is a very dynamic social network that covers the news in real-time at a global level. 5G-Blueprint has established its Twitter account **@5G_Blueprint** before the official start of the project (August 2020). At the time of writing it counts 68 followers, it has tweeted over 42 posts and has been already used to cover the own kick-off meeting of the project and relevant initiatives and projects' activities. The Twitter account will be used for promoting and disseminating the development of 5G-Blueprint, including news, events, outcomes, etc. Moreover, re-tweets are made of relevant and interesting content from disparate sources. Last but not least, by following relevant users, 5G-Blueprint not only gains access to more relevant content and updates, but also acquires more followers.

5G-Blueprint uses Twitter to establish meaningful connections with an active and relevant audience (EC, policy makers, stakeholders of the industry, local authorities and general public). These connections can produce beneficial opportunities for the project across the network of stakeholders. It serves as well to tell everybody in real time what is happening in the co-creation workshops and other activities of the project. The credentials for Twitter are the following:

- @5G_Blueprint - Twitter handle, mentions the project
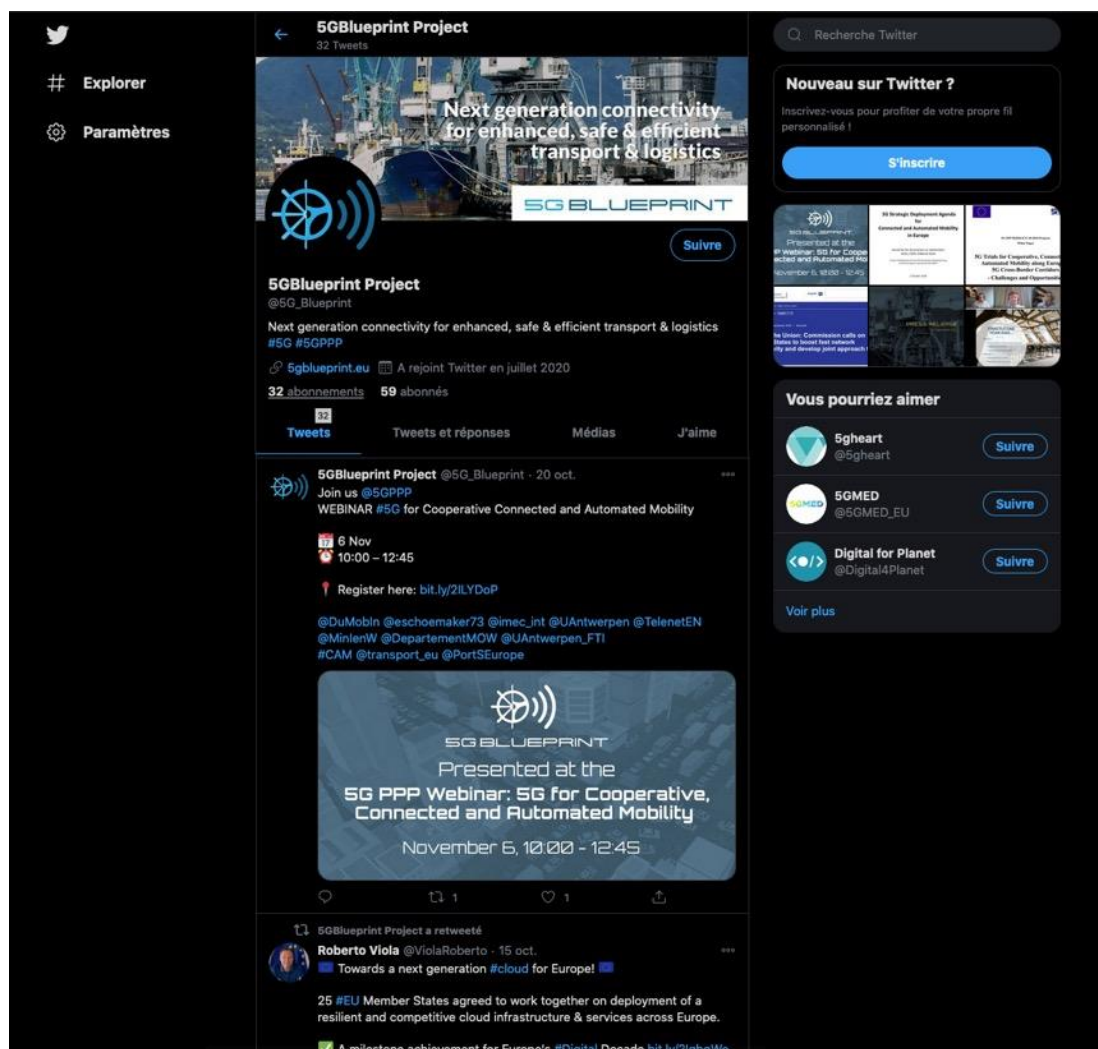
- #5GBlueprint – hashtag

Figure 7: 5G-Blueprint Twitter channel

Examples of appropriate hashtags:

- 5G, #5GPPP
- #connectivity

- #auotonomousvehicle
- #smartlogistics
- #CAM
- #H2020

- #SMEs
- #logistic
- #EC
- #EASME

To maximize the impact of the project on social media channels, images and gifs will be created and shared with all the partners. Tweets can be directed to specific accounts by using: @TWITTER-HANDLE in tweets. Please find here below 3 lists for partners' handles and other relevant handles - To be mentioned in the 5G-Blueprint's tweets to generate conversations and interactions. List of the European Union related Twitter accounts and hashtags:

- @EU_H2020
- @EUScienceInnov
- @EU_EASME
- @EU_Commission

- @EESC_PRESS
- @NetTechEU
- @DSMeu
- @EU_Growth

5G-Blueprint partners' Twitter accounts will be handled in relevant posts to maximise the social media outreach.

5G-Blueprint partner	Twitter account
Ministerie van Infrastructuur en Waterstaat	@MinIenW @DuMobIn
Martel Innovate	@Martel_innovate
HZ University of Applied Sciences	@Hzeeland
Sentors	n.a.
Impuls	n.a.
Locatienet	@Locatienet
Swarco	@SWARCO_AG
KPN	@KPN
VTron	@V_tron
Han University of applied science	@HANnl
SWECO	@sweconederland
Telenet	@Telenet
Interuniversitair Micro-Electronica Centrum	@imec_int @IDLabResearch @UAntwerpen_FTI @UAntwerpen @ugent @imec_smit @VUBrussel
Be-Mobile	n.a.

Beleidsdomein Mobiliteit en Openbare Werken (Vlaanderen)	@DepartementMOW @wegenenverkeer
Roomfourzero	n.a.
Havenbedrijf Antwerpen	@PortofAntwerp
NxtPort	@NxtPortNews
Eurofiber	@Eurofiber
Kloosterboer	@KloosterboerNL
MWLC	N.A.
Roboauto	@roboauto
Seafar	@SEAFAR4
Verbrugge	n.a.
Toyota Motor Europe	@toyota_europe
Groep Joosen	@TransportJoosen
North Sea Port	@northseaport
Terberg	n.a.

Table 2: 5G-Blueprint partners' Twitter accounts

List of twitter accounts of related initiatives relevant for 5G-Blueprint's:

- @5GPPP
- @3GPPLive
- @ETSI_STANDARDS
- @5GAA_official
- @TweetAECC

LinkedIn

LinkedIn is currently the main business network in the world and has more than 150 million users in more than 200 countries and territories. Stakeholders, which 5G-Blueprint's needs to connect with, are on LinkedIn, so it is appropriate to implement some actions 5G-Blueprint's LinkedIn company page (linkedin.com/company/5gblueprint-project/) has been established before the project officially started (August 2020) to provide a public image on a global scale as a reputable and trustworthy project. It counts, at the time of writing, 58 followers and 14 posts have been published.

By producing content about the project that our viewers want to see and share with others, our viewers become engaged advocates of 5G-Blueprint's and can expand our global influence. The content generated by 5G-Blueprint's project will be available in different formats such as project presentations, website blog posts, infographics and videos to suit the viewing preferences of our target audience which will be increased by posting frequently and with high quality content. The 5G-Blueprint's LinkedIn profile is a supplement to the website, helps driving traffic to the site and offers a way out to promote the project. We will mention partners' LinkedIn

pages when appropriate to create positive visibility exchanges. We plan to engage all the 5G PPP projects in the dialogue on this platform through the 5G PPP LinkedIn group which counts more than 900 members, while promoting the 5G-Blueprint's initiative across LinkedIn relevant groups, with a direct link to the 5G-Blueprint's page to further increase this social media audience and diversify the group's user base, engaging more vertical representatives/managers.
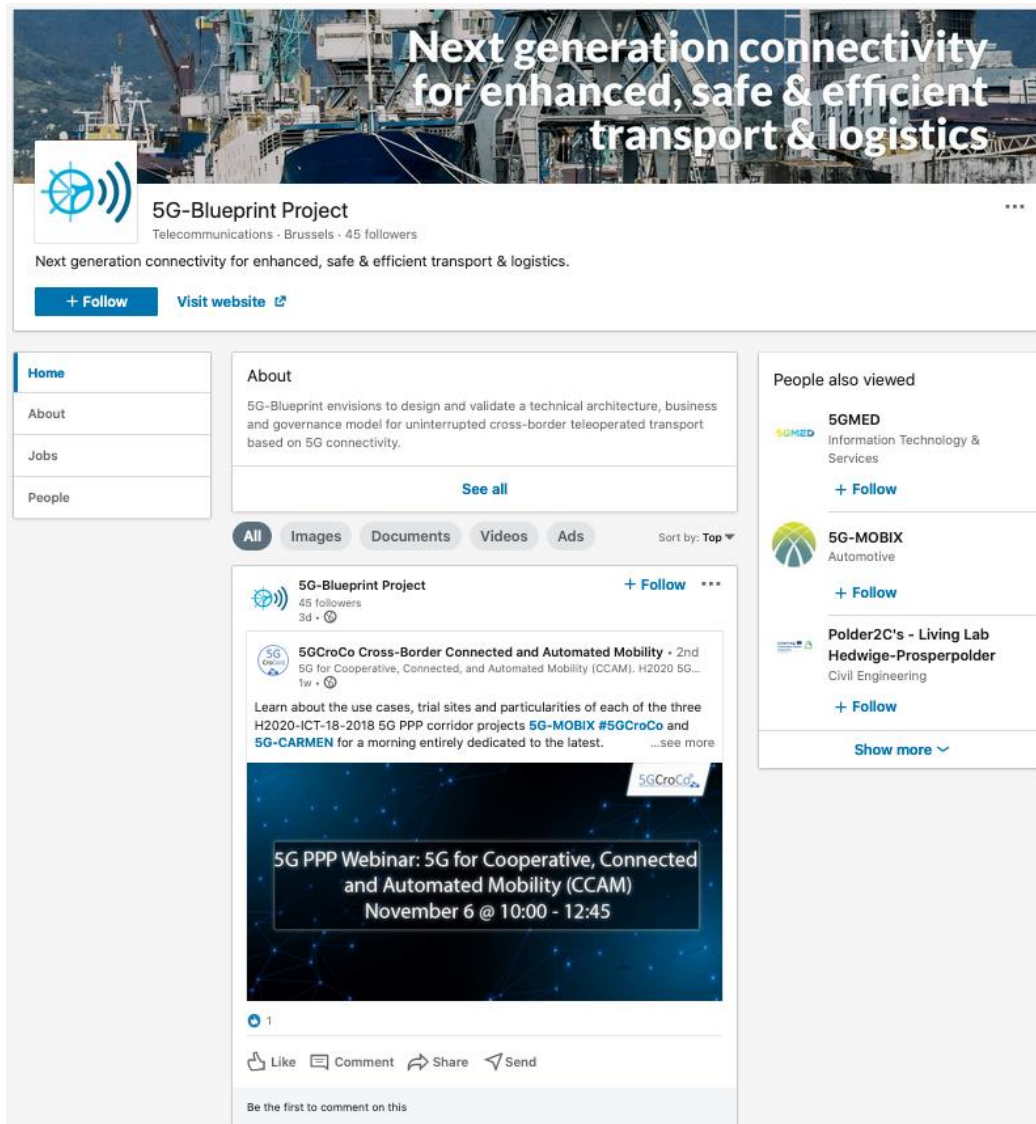
Figure 8: 5G-Blueprint's LinkedIn channel

YouTube

YouTube is one of the leading video-sharing platforms at a global level that allows to upload videos and create a community of subscribers. A YouTube channel was created at the beginning of the project lifetime to host the first video produced by 5G-Blueprint. This first video is a complete overview of the project and it's available both in English and Dutch. At the time of writing, the overview video counts with more than 300 views.

This channel will be intimately linked to the website and will be another important promotional channel and network for the project. The link to the 5G-Blueprint YouTube channel is: https://www.youtube.com/channel/UCv7n1u2SLeRH6DRJpfdGtrA

Figure 9: 5G-Blueprint's YouTube channel

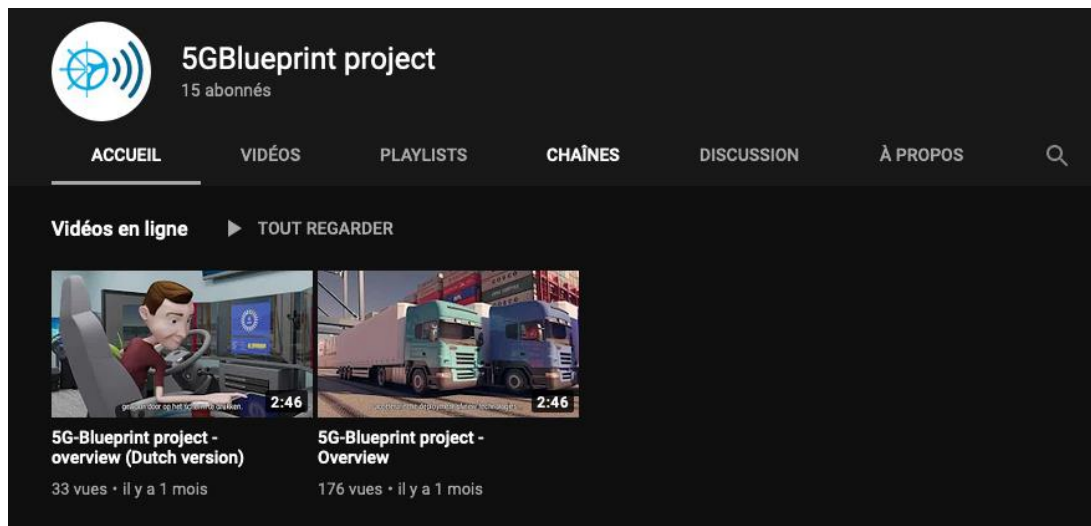### 3.3.3   Newsletter

A Newsletter will be produced by the 5G-Blueprint consortium twice a year and will provide regular updates on trends of 5G innovation practices, project findings and results, news from industrial partners, among others. The Newsletters will also contain information regarding the upcoming tasks and events in an attempt to inform the audience on how they can get in touch with the project and the connected initiatives. As such, a typical Newsletter of the project will contain highlights (major outcomes, links, contacts, and dissemination activities), the most important news, announcements and a schedule of the major upcoming events. Mailings with invitations to relevant workshops and webinars, consultations and other information which cannot wait for the Newsletter publication or that cannot appear only in the Newsletter will be sent out regularly to the same database used for the Newsletter. Project partners will provide information for the Newsletter and ensure that the content is accurate. The first issue of the Newsletter will be published in February 2021 (M06). Newsletters will be uploaded on the website and an internal calendar will be shared with all project partners for receiving their contributions and the final approval about the content and appearance. A mailing list has been created, based on online subscription, giving the possibility to share the Newsletter via mass mailing as well to inform interested users about project news, achievements and planning of events. A registration functionality allowing the interested visitors to subscribe to the Newsletter is already available on the project website. Through the *Data Management Plan* prepared by MIW (D2.2), it will be ensured that all these actions comply with the requirements of the General Data Protection Regulation (GDPR).

3.3.4   e-Publications

Significant project developments, news and announcements, white papers, but also articles introducing 5G-Blueprint will be published on third-party portals, including professional and specialized platforms, Cordis, relevant thematic blogs and collaboration platforms, partners' web portals, as well as through several freely accessible tools.

A preliminary list of the freely accessible portals includes:

- Cordis projects & results: http://cordis.europa.eu/projects/homeen.html

- ELTIS http://www.eltis.org/

- Horizon Magazine http://horizon-magazine.eu/

- Research*eu results magazine http://cordis.europa.eu/research-eu/homeen.html

- Headlines on the Commission's Research & Innovation website www.ec.europa.eu/research/infocentre/allheadlinesen.cfm

- CORDIS Wire http://cordis.europa.eu/wire/

Beyond these, other documents produced by the project will be properly presented through the 5G-Blueprint website.

5G-Blueprint partners have set a target of publishing on average 3 peer-reviewed publications per year in journals, conferences and workshops. Table 3 below presents the relevant publications which will be considered for submission. We expect this list to be further reviewed and populated in the upcoming months as the academic and research partners take a deeper dive in 5G-Blueprint results, methodologies and challenges, which may be relevant for the scientific community. All scientific publications issued by the Consortium will be made available through the website of the project, where a specific section has already been created (Green Route).

Publication Type	Submission to
Scientific peer reviewed publication	IEEE Access (ISSN: 2169-3536)
Scientific peer reviewed publication	IEEE Communications Surveys & Tutorials (ISSN 1553-877X
Scientific peer reviewed publication	IEEE Open Journal of the Communications Society (ISSN 2644-125X)
Scientific peer reviewed publication	ACM Computing Surveys (ISSN 0965-8564)
Scientific peer reviewed publication	Elsevier Transportation Research Part B: Methodological (ISSN 0191-2615)
Scientific peer reviewed publication	Elsevier Transportation Research Part C: Emerging Technologies (ISSN 0968090X)
Scientific peer reviewed publication	Elsevier Transportation Research Part D: Transport and Environment (ISSN 1361-9209)
Scientific peer reviewed publication	Elsevier Transportation Research Part E: Logistics and Transportation Review (ISSN 1366-5545)
Scientific peer reviewed publication	Elsevier Vehicular Communications (ISSN 2214-2096)
Scientific peer reviewed publication	MDPI Sensors (ISSN 1424-8220)
Scientific peer reviewed publication	MDPI Vehicles (ISSN 2624-8921)
Scientific peer reviewed publication	Journal of Business Models

Table 3: Relevant Journals and Conferences publications

3.3.5 Videos

As describe in the previous section 3.3.2 about social media channels, 5G-Blueprint has opened its YouTube channel in September 2020. It will be used to disseminate the 5G-Blueprint vision, concepts and objectives, but also to promote and ensure enhanced visibility of the experts and engaged stakeholders of the project that participate in the interviews and project events. It already hosts one video (in English and Dutch), which features the key concepts of the project through an accessible and entertaining animation presenting "Tele-operations, the next steps in logistics". The video already reached over 300 views through the active promotion on the website of the project and its social media channels. The videos include subtitles to facilitate the screening when it's not possible to activate the audio.

Figure 10: 5G-Blueprint's video screenshot

Videos can be watched via: https://www.5gblueprint.eu/video/

3.3.6 Courses

Connected and autonomous vehicles (CAVs) have the potential to dramatically change the way people live, work and travel in cities and regions. Navigation of CAVs will be fully automated in their most advanced stage, making driver engagement with driving tasks obsolete. The latter has contributed to a race to vehicle automation led by national governments as well as incumbents and new entrants, and consequently, automation has come to dominate visions of future mobility. The big challenge for the next decade is to develop and implement value propositions that are technically, commercially and socially viable. This requires a full understanding of the complexity of autonomous mobility. Different aspects such as: technology, innovation ecosystems, stakeholders, safety and security, rules and regulations need to be understood well in order to develop business cases for different value propositions. Young talent that is trained at universities will play an important role for public and private actors to understand of the potential and challenges of this new technology. After their graduation they will be able develop and shape the technology, systems and applications in various deployment areas (tourism, logistics, passenger transport, etc.). Therefore, 5G-Blueprint objective is to develop a 30 ECTS course for bachelor students that offers the opportunities to explore the technology of connected and autonomous vehicles and the requirements and opportunities of deployment.

3.3.6.1 Minor-course Automated Vehicles in Logistics

The minor Autonomous Mobility course focuses on all the relevant areas of expertise of development and deployment of connected and autonomous vehicles in order to become an expert in this field. On the one hand the course will offer guest lectures by specialists from this industry for the necessary theoretical and technological backing (Data Science / AI, Supply Chain & Logistics, Process Design and Technology, Public policy). On the other hand, the program will focus on the development and deployment of new applications and adjustment of technology and systems to requirements of a specific application domain (focusing primarily on logistics, but also allowing students to explore application in passenger transport – public transport and tourism). The lectures will be complemented with relevant project assignments. In the pilot phase the group assignments/projects are offered to students of HZ University, however after the pilot phase the minor is also open for all students in the Netherlands and the EU – within the boundaries of the existing EU-student exchange programs. Course content, methodology etc. will be described in detail in Deliverable D8.5 *Minor course Automated Vehicles in Logistics* due at M09.

3.3.6.2 MOOC in Automated Vehicles in Logistics

The MOOC is the online-version of the minor course programme. This implies that courses and assignments will be offered only and adjusted for learning by individuals. The target audience for the MOOC is professionals within industry and public sector and bachelor and master students that do not have the opportunity to join the minor programme. The MOOC will be an online course of 10 weeks. Admission to the MOOC is free. Participants do not get an official degree, European Credit Transfer System (ECTS) credits or other official certificate. Participation to the MOOC is offered as a self-study opportunity. Deliverable D8.6 *MOOC Automated Vehicles in Logistics*, due at M36, will report in detail methodology and content of the MOOC.

3.4 Offline tools and channels

3.4.1 Promotional materials

A **project flyer** will be created to be used for informing interested people about the objectives and activities of the project. Upon completion, the flyers will be uploaded to the 5G-Blueprint website and shared as printed versions during relevant events. Moreover, **roll-ups** will be created, matching the look and feel of the website and the overall project design concept to meet the needs of the project once physical events will resume. **Posters** of a smaller size (A0) will be produced. 5G-Blueprint will also consider producing event focused posters of smaller size, if considered necessary, where the content of the poster will be replaced to fit the needs (theme) of the event. Both the roll-up and the posters will be prepared in English (local languages to be considered if appropriate or necessary) to raise awareness of the stakeholders and a variety of relevant audiences about the project with succinct textual and graphical information. Printable versions of the posters will also be created and provided to partners to be printed and used at the events they participate in. The design will be easily adjustable to the requirements individual partners have, in case an additional or a more specific version is required. The project logo, the EU flag & acknowledgement along with the 5G-Blueprint website and the social media links will be clearly displayed on all promotional materials.

At the time of writing 5G-Blueprint has developed a set of slides which will be made available for all the partners to present the project at meetings, online events and internal audiences. The slides provide a general overview of 5G-Blueprint, it's objectives, its use cases and its enabled functions as well as the governance and the consortium. The figure here below shows one the of the slides, already uploaded on the online repository and on the website of the project.
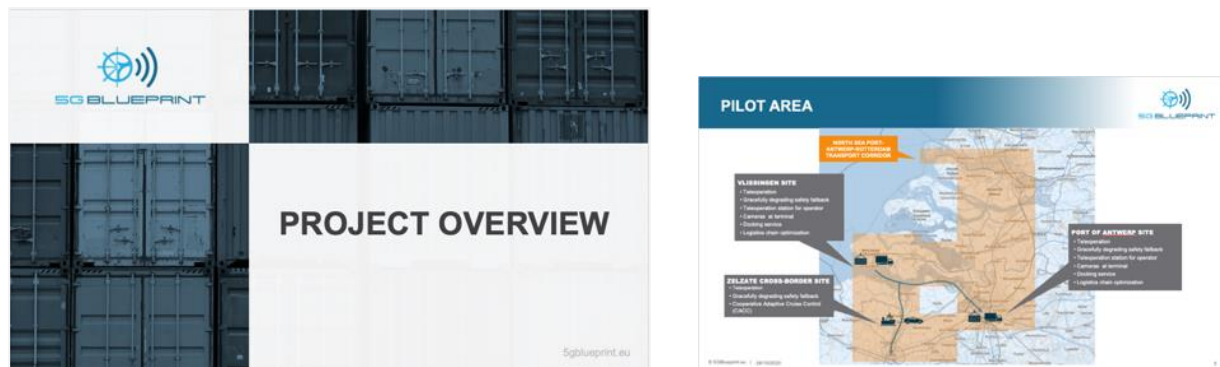
Figure 11: 5G-Blueprint slides of the project

3.4.2   Events

3.4.2.1   Events organization

5G-Blueprint will organize **3 events**:

- An inception workshop to create awareness about the scope, objectives and planned activities of the project (Year 1).

- An engagement workshop to ensure the engagement of a large number of stakeholders into adoption and deployment of the 5G-Blueprint concepts, approaches and technologies (Year 2).

- A final showcase to present the use cases, trials, demos and products demos and products tested and/or originated within the context of the 5G-Blueprint (Year 3).

The consortium envisages the opportunity to co-locate such workshops with major events like:

- EUCNC 2021 (Porto, 8-11 June 2021)

- ITS World Congress 2021 (Hamburg, 11-15 October 2021)

- 5G PPP related events: Hannover Messe (12-16 April 2021)

3.4.2.2   Events participation

Although event participation might be hindered due to the current COVID-19 emergency, 5G-Blueprint will try to be presented at a number of events aiming to promote and communicate, by all relevant means and tools, all relevant information that will increase the project´s visibility in terms of the 5G aspects. Participation in events is also an opportunity to increase and strengthen the network of relevant parties interested in becoming part of the 5G-Blueprint audience.

The 5G-Blueprint representation at the events can take place in different ways, including paper or project presentations, poster presentations, simple participation for liaising or networking purposes, workshop organization or general support. Promotional materials such as brochures, (where relevant) will be also used for dissemination purposes.

The consortium has identified a number of events highly relevant to 5G-Blueprint that will be the target for organising workshop sessions, presenting in, or participating in (see Table 4).

Title of event	Type	Date	Location
IEEE Intelligent Vehicles Symposium	Attendee	19 Oct – 13 Nov 2020	Virtual

5G PPP Webinar: 5G for Cooperative, Connected and Automated Mobility	Presentation	6 November 2020, 2020	Virtual
NIST Vehicle Teleoperation Forum	Presentation	13 November 2020	Virtual
Digital Transport Days 2020	To attend	18 November 2020	Virtual
Tu-Automotive Europe	To attend	23-26 November 2020	Virtual
InterTraffic China	To attend	24 November 2020	Virtual
5G Expo	To attend	24-25 November 2020	Virtual
IEEE Global Communications Conference (GLOBECOM)	To attend	7-11 December 2020	Virtual
IEEE Vehicular Networking Conference (VTC)	To attend	16-18 December 2020	Virtual
IEEE Consumer Communications & Networking Conference (CCNC)	To attend	9-12 January 2021	Virtual
InterTraffic Amsterdam	To attend	23 - 26 March 2021	Amsterdam, Netherlands
IEEE Vehicular Technology Conference (VTC2021)	To attend	25-28 May 2021	Helsinki, Finland
IEEE Conference on Computer Communications (INFOCOM)	To attend	10-13 May 2021	Virtual
IEEE INFOCOM CNERT: Computer and Networking Experimental Research using Testbeds	To attend	10 May 2021	Virtual
EuCNC Summit	To attend **key event**	8-11 June 2021	Porto, Portugal
IEEE International Conference on Communications	To attend	14-18 June 2021	Montreal, Canada
international Conference on Advances in Vehicular Systems, Technologies and Applications (VEHICULAR)	To attend	18-21 June 2021	Nice, France
Mobile World Congress (MWC)	To attend **key event**	28 June – 01 July 2021	Barcelona, Spain
IEEE Conference on Intelligent Transportation Systems	To attend	19-22 September 2021	Indianapolis, US
MPLS + SDN + NFV + MEC World Congress	To attend	28 September – 1 October 2021	Paris, France
ITS World Congress	To attend **Key event**	11-15 October 2021	Hamburg, Germany

National ITS-Congresses (e.g. in BE organised by ITS Belgium)	To attend	yearly events	Brussels (or virtual)
Key events with currently unknown date & location: ETSI 5G Summit European Week of Regions and Cities European Mobility Week EIP SCC events Global 5G events ICT Proposers Day Future Internet Forum 5G Action plan events EC Info days Berlin 5G week 5G PPP workshops IEEE Intelligent Vehicular Communications System Workshop	To attend	n/a	n/a

Table 4: Relevant events considered for wide dissemination

3.5 Press engagement

Regarding possibly sensitive topics, key messages have been defined for any press interaction by any of the consortium members. The following subjects are included: impact of 5G on health, cybersecurity, traffic safety, liability, and loss of jobs because of automatization. These same key messages are also proactively communicated as part of the Q&A section of the project website.

A dedicated press release template has been designed (see Annex A) to ensure a consistent look and feel across communication.

3.6 Dissemination and communication recovery plan at time of COVID-19

The current COVID-19 outbreak brings about opportunities and challenges for the community building and communication activities of 5G-Blueprint. To ensure that project outcomes will not be significantly affected by event cancellations due to COVID-19, the consortium will carefully rethink the events' planning and will discuss it in the Montly Plenary meetings. Face-to-face partners meetings and events might have to be organized as a virtual event. The 5G-Blueprint consortium closely monitors the current COVID-19 situation, trying to anticipate early on the next steps that need to be taken.

4 COLLABORATION AND LIAISON WITH OTHER RELEVANT INITIATIVES

4.1 Liaison with 5G PPP

5G-Blueprint already started actively collaborating with other 5G PPP and non-5G PPP projects. Several 5G-Blueprint partners have been or are actively involved in 5G PPP Phase 1, Phase 2, and Phase 3 projects, and have long track record in establishing fruitful liaisons with other projects. As a matter of fact, 5G-Blueprint builds up on previous work that the consortium has performed as part of the aforementioned projects. This liaison will allow to 5G-Blueprint to be aware of the ongoing and recently finished activities and strengthen the mutual developments within the 5G era.

The collaboration with the 5G PPP initiative is already bringing concrete results in the form of:

- 5G-Blueprint is already featured among the 5G PPP projects on the 5G PPP portal and it's actively contributing to and echoing 5G PPP social media efforts.

- Editorial contribution to the upcoming Phase 3 5G PPP projects' brochure, which will be published between the end of 2020 and beginning of 2021 and widely distributed through the 5G PPP dissemination channels (5G PPP newsletter, 5G PPP portal, 5G PPP LinkedIn Group and 5G PPP working groups mailing lists). Moreover, the 5G PPP initiative plans to attend major events in the spring summer 2021 (e.g. Mobile World Congress and EuCNC) where the printed copies of this brochure will be widely distributed.

- The 5G-Blueprint participation to the "5G PPP Webinar: 5G for Cooperative, Connected and Automated Mobility" webinar on 6th November 2020, where the selected ICT-53 projects (including 5G-Blueprint) will be presented. The webinar reached an audience of more than 200 participants, which interacted with the projects with relevant questions.

- An initial meeting with 5G CO CRO was organised on October 21 to present the project and discuss on how to capitalise from their intermediate results.

- A meeting with 5G-MOBIX is already planned to share common view and the benefit from their results in two cross-border trials and 6 local trials with 5G.

4.2 Other relevant initiatives

5G-Blueprint project will provide important learnings and elaborations as well as insights and recommendations focusing on the deployment of 5G CAM solutions and enabling functions, not only from a technical viewpoint, but also in terms of business models and governance. Therefore, securing proper engagement in dissemination, communication and community building towards industry, including network operators and infrastructure providers, SMEs, standardization bodies, researchers, as well as citizens, public authorities and initiatives, policy makers and relevant 5G communities such as 5G IA, 5GAA and AECC, etc is very important to cover different perspectives.

In the 5G PPP, representing the private side, 5G IA is committed to the advancement of 5G in Europe for the development, deployment and evolution of 5G and to building global consensus on 5G. As mentioned in section 4.1, the participation to 5G PPP and 5G IA activities has been planned and listed, allowing 5G-Blueprint to be aware of the ongoing and recently finished activities and strengthen the mutual developments within the 5G era. 5G IA is also involved actively promoting all parts of the 5G lifecycle and ecosystems where they provide the business

dimension on top of the technical work from European Research to facilitate faster uptake of the results (https://5g-ia.eu/).

5GAA is a membership organization bringing together a large amount of stakeholders from both the automotive and the telecom sector (see https://5gaa.org/membership/our-members/ for the full members list). Exchanging knowledge with the 5GAA will on one hand result in additional inputs for the project (both on technical and business-related manners), and can also create broader awareness amongst the key stakeholders of the 5G-Blueprint corresponding views on the later deployment of tele-operation (i.e. long-range communication) in transport and logistics. At the time of writing, 5GAA has published a use case selection, the Tele-operated Driving (ToD). Formally this exchange of knowledge will be organized through the exchange of public deliverables.

In the future, connected car services will require a much larger data transfer capacity than today and transmitting and computing such big data in real-time will consume a lot of computing resources. In order to overcome this challenge, the work carried out by the AECC (Automotive Edge Computing Consortium) aims to accommodate and orchestrate vehicle data by leveraging distributed network and distributed computing technologies, and establishing a suitable network and system architecture for collecting and analysing vehicle data in distributed manner, so-called edge computing. 5G-Blueprint project will align with AECC work on data offloading to the network, to improve 5G response time as large amount of real time data will be requested for tele-operation.

5   IMPACT ASSESSMENT

5G-Blueprint project defined a comprehensive set of Dissemination and Communication KPIs (see Table 5) to monitor the results achieved across online and offline communication efforts.

Measure	Indicators	Target (M36)	Status at M03
Project website	Total visits	2.500 (per year)	491
Social Media	Twitter followers	> 250 (by the end of the project)	68
	LinkedIn followers	>100 (by the end of the project)	58
e-Newsletters	Number of newsletters developed	2 (per year)	n.a.
	Number of contacts receiving the newsletter	200 (per edition)	n.a.
Events (Participation)	Number of scientific events participated in	10+	n.a.
	Number of non-scientific events participated in	10+	1
Events (Organisation)	Number of events organised	3	n.a.
	Number of participants	100+	n.a.
Videos	Number of videos developed	3	1
Brochures/leaflets	Number of brochures printed and distributed	500	n.a.
Scientific publications	Number published	20+	n.a.
MOOC	No of MOOC organised	1	n.a.

Table 5: 5G-Blueprint Dissemination and Communication KPIs

No.	Milestone Name	Lead	Due	Status
MS18	5G-Blueprint website ready	MAR	M1	Achieved
MS19	Inception Workshop completed	MAR	M12	Planned
MS20	Engagement Workshops completed	MAR	M24	Planned
MS21	Final showcase completed	MAR	M36	Planned

Table 6: 5G-Blueprint communication Milestones

No.	Deliverable Name	Lead	Type	Diss level	Due	Status
D8.1	Dissemination, and communication and plan	MAR	R	PU	M3	Current document
D8.2	5G-Blueprint visual identity and promo toolkit	MAR	OTH	PU	M2	Submitted
D8.3	Intermediate Dissemination, Standardisation, Exploitation and Joint Activities Report	MAR	R	PU	M18	Planned
D8.4	Final Dissemination, Standardisation, Exploitation and Joint Activities Report	MAR	R	PU	M36	Planned
D8.5	Minor-course Automated Vehicles in Logistics	HZ	R	PU	M09	Planned
D8.6	Automated Vehicles in Logistics	HZ	R	PU	M36	Planned

Table 7: 5G-Blueprint dissemination deliverables

6 CONCLUSIONS

This deliverable presents the 5G-Blueprint Dissemination Strategy providing a consistent framework and guidelines for all planned or envisaged activities to effectively disseminate and sustain the concepts, achievements and knowledge results developed within the project.

Dissemination, communication and engagement activities are essential to the achievement of the 5G-Blueprint mission and objectives, and are expected to also impact (national) 5G policy making, as well as defining research and innovations priorities and investments. Dissemination and communication therefore will be part of a coordinated and cooperative effort throughout the lifetime of the project and be carefully integrated within all its work packages.

The present plan illustrates in clear terms the rationale behind the strategy and clarifies all dimensions and tools envisaged to communicate the core messages of the project in a very effective and comprehensive way.

Various activities will be realized throughout the lifetime of the project in order to help 5G-Blueprint achieve its purposes. Promotion of the project online and via participation in events (possibly online), organization of webinars, writing of news, producing high-quality promotional material as well as collaboration with other projects and relevant initiatives are essential planned activities.

The current report constitutes a handbook for all project partners in order to guarantee a harmonized approach when setting-up and performing dissemination activities, as it lists all stakeholders, communication channels, dissemination activities and corresponding key performance indicators. It also addresses the European Commission that will be an essential partner in the realisation of this plan.

In order to measure the achieved progress and impacts of the proposed strategy and plan, a (dissemination) monitoring and evaluation framework has been defined and a number of indicators have been recognized and detailed.

Considering some activities may be impacted even further by the COVID-19 crisis, close coordination with the EC will be pursued so as any corrective measure might agilely be put in place.

APPENDIX A

APPENDIX B

5G-Blueprint BOOSTED MULTIMEDIA EDITORIAL PLAN						
Topic	Format	Media	Timeline	Partner Author	Remarks	Status
Promotional video	video	Website/social media	september 2020	MIW		done
KOM press release	200 words article	Website/social media	september 2020	MAR/MIW/imec		done
5G-BLUEPRINT, one of the 11 new EU technology and trial projects to enable 5G connetivity	200 words article	Website/social media	october 2020	MAR		done
Tele-operated transport of chemicals in the chemical plant	200 words article	Website/social media	november 2020	ROBOAUTO		done
Interview to PC presenting an overview of the project	200 words article	Website/social media	november 2020	MIW		ongoing
Results from the first survey on WP3	200 words article	Website/social media	december 2020	MOW		planned
Interview to TC on the technical aspects of the project	200 words article	Website/social media	december 2020	IMEC		planned
5G-Blueprint in a nutshell	Video	Website/social media / other online	January 2021	Martel		planned