D8.1: Communication & Dissemination Strategy Plan

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Abstract	This document presents a sound and well-articulated communication strategy that has been developed to increase awareness of the 6G-XR vision, objectives, and achievements and a stakeholders engagement strategy for an open, participatory, and sustainable community. The document describes the strategic approach, sets the overall framework, and provides directions regarding all planned communication and engagement activities and will be regularly updated to match the evolving needs and opportunities.
Keywords	Dissemination, communication, events, impact creation

DISCLAIMER

6G-XR (*6G eXperimental Research infrastructure to enable next-generation XR services*) project has received funding from the **Smart Networks and Services Joint Undertaking (SNS JU)** under the European Union's **Horizon Europe research and innovation programme** under Grant Agreement No 101096838.

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Nature of the deliverable:	R	
Dissemination Level		
PU	*Public, fully open, e.g. web (Deliverables flagged as public will be automatically published in CORDIS project's page)*	✔
SEN	*Sensitive, limited under the conditions of the Grant Agreement*	
Classified R-UE/ EU-R	*EU RESTRICTED under the Commission Decision No2015/ 444*	
Classified C-UE/ EU-C	*EU CONFIDENTIAL under the Commission Decision No2015/ 444*	
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* R: Document, report (excluding the periodic and final reports)

DEM: Demonstrator, pilot, prototype, plan designs

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

DATA: Data sets, microdata, etc.

DMP: Data management plan

ETHICS: Deliverables related to ethics issues.

SECURITY: Deliverables related to security issues

OTHER: Software, technical diagram, algorithms, models, etc.

EXECUTIVE SUMMARY

This deliverable outlines 6G-XR's communication and dissemination strategy and planning. It includes information on the project's structure and outreach plan, the activities completed from M01 to M05, the planned dissemination and communication initiatives, as well as the impact measurements to accomplish the project's goals and support project partners in their communication-related tasks.

In addition to establishing a project-wide common framework, the proposed strategy offers the consortium clear guidelines on how to properly conduct communication and dissemination activities and serves as a manual for project partners. It facilitates alignment on communication goals and outlines planned dissemination activities, enabling smooth coordination and implementation.

The Communication and Dissemination Strategy and Plan are described in detail in the **first half** of the document, including the overall strategy, activities carried out so far and synergy activities with relevant initiatives. In this regard, the primary goals of the 6G-XR Communication and Dissemination Strategy and Plan are to:

- **Raise awareness and ensure large visibility of 6G-XR results,** disseminating project information and outcomes. This will help create a distinct and recognizable identity to support dissemination activities.

- **Engage and reach a wide range of targeted stakeholders**, effectively showcasing the project's results and ensuring the project's Open Calls opportunities are properly promoted and that the project's selected are showcased. This will promote broader adoption of the developed technologies and concepts, particularly within the specific vertical sectors.

- **Establish liaisons with relevant entities and associations** and establish collaborative partnerships with pertinent SNS JU initiatives, working groups, and organizations. This ensures close cooperation and alignment with related activities and stakeholders in the research and innovation domain.

The **second half** of the document is dedicated to outlining the next steps of the project communication and dissemination activities to contribute to the overall success of 6G-XR, with the explicit goal of directly supporting the expansion and consolidation of the SNS JU as a key initiative to drive the European innovation ecosystem with next-generation XR services

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ABBREVIATIONS

IP	Internet Protocol
TCP	Transmission Control Protocol
XR	Experimental Research
VR	Virtual Reality
AR	Augmented Reality
AI	Artificial Intelligence
SNS JU	Smart Network and Services Joint Undertaking
EU	European Union
WP	Work Package
SNS	Smart Network and Services
5G	5th Generation
6G	6th Generation
SMEs	Small and Medium Enterprises
6G IA	6G Industrial Association
ENISA	European Union Agency for Cybersecurity
ADRA	AI, Data and Robotics Association
BDVA	Big Data Value Association
SME	Small and Medium Enterprises
3GPP	3rd Generation Partnership Project
ETSI	European Telecommunications Standards Institute
IRTF	Internet Research Task Force
5GPPP	5G Infrastructure Public Private Partnership

1   INTRODUCTION

1.1   THE 6G-XR VISION

The vision of 6G-XR **(6G eXperimental Research)** is to strengthen European leadership in 6G technologies by enabling next-generation extended-reality (XR) services and infrastructures that will provide beyond-state-of-the-art capabilities towards the 6G era.

6G-XR Main objectives:

1.   Build a multisite Research Infrastructure (RI) that can provide validation platform for a multitude of foreseen 6G use cases by developing enablers for networking and computing, radio access technologies beyond 5G, enablers for XR services with in-build federation, trial management, abstraction tools as well as energy measurement framework.

2.   Validate multi access edge computing (MEC) scenarios and their integration into the edge-cloud continuum, support innovative use cases with vertical actors which go beyond 5G capabilities, and demonstrate project results at showcasing events.

3.   Demonstrates and validates performance of innovative 6G applications with a focus on demanding immersive applications such as holographic, digital twins and XR/VR.

6G-XR will engage in dissemination, communication, and community building within industries, infrastructure provides, SMEs, standardization bodies, researchers, as well as citizens, initiatives, policy makers, and pertinent 6G, XR and metaverse communities and projects.

1.2   DOCUMENT LAYOUT

The structure of this deliverable is as follows: **Section 2** outlines the main aspects of the dissemination and communication strategy, the key stakeholders relevant to the project and the sustainable approach to the communication activities; **Section 3** describes the tools developed and activities performed till M05; **Section 4** illustrates the synergy activities with relevant initiatives, with a special focus on the collaborations with the SNS JU and SNS OPS CSA; **Section 5** describes the planned activities and events for the upcoming months, including the promotional activities for the Open Calls; **Section 6** outlines the current status of activities at M05 against the panned KPIs; finally **Section 7** is dedicated to the conclusions and next steps.

2   6G-XR COMMUNICATION AND DISSEMINATION STRATEGY

The communication and dissemination activities are closely coordinated among all the work packages to ensure a coherent plan of action that will have a significant impact on the European 6G and XR ecosystems. The consortium pursues and ensures close coordination with the European Commission, other ongoing 6G projects, and other associations and initiatives in closely related domains, such as the 6G SNS JU, BDVA, AIOTI, GAIA-X, in order to increase the reach of the project's efforts and maximize the impact 6G-XR activities will have.

By closely combining the communication and dissemination efforts with the exploitation and sustainability activities, 6G-XR implements a comprehensive set of measures with the goal of maximizing its expected impact.

The following project objectives will be achieved through a series of focused outreach and communication initiatives:

- Create a unique and recognizable **brand identity** to support in promotional initiatives.

- Raise awareness of **6G-XR' results** and advantages to ensure the project's widespread visibility and adoption throughout the European 6G and XR communities.

- **Identify and engage with the largest possible amount of project stakeholders** to ensure that the project outcomes and Open Call opportunities are effectively presented and that the generated technologies and concepts are adopted.

- Give the 6G community visibility and resonance within the European ecosystem and beyond.

- Establish and expand the project's community, built within the consortium network, and promote **relationships with other initiatives, with a focus on 6G SNS,** and EU-funded projects on related subjects to encourage discussion, synergy, and knowledge exchange.

- Encourage significant contributions to important **scientific publications**, synergy with open-source projects, and impact to standardization bodies.

2.1   COMMUNICATION AND DISSEMINATION STAGES

6G-XR's outreach and impact creation strategy and plan includes offline and online communication, digital presence, participation in and organization of events, interaction with other research and innovation projects within the domain, as well as liaisons with relevant stakeholders and related SNS JU, 6G IA, NetWorldEurope and EU research and innovation initiatives. The core structure of the envisaged plan has been broken down into three stages.
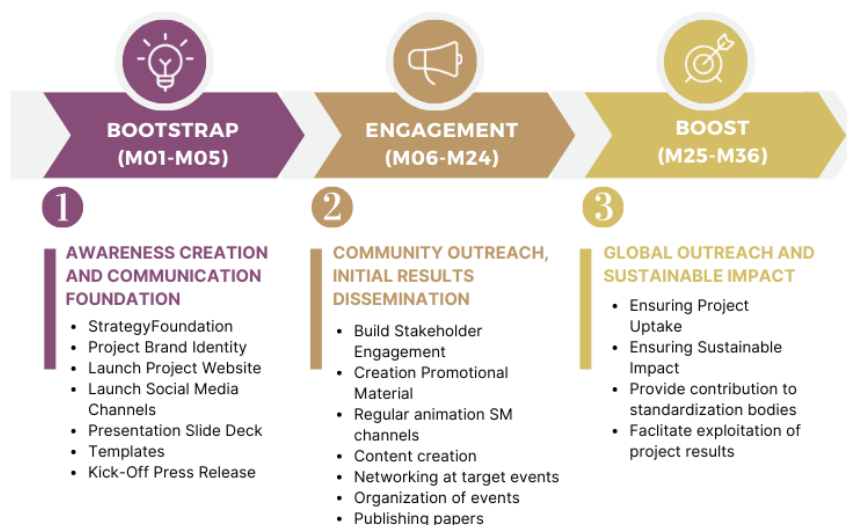
Figure 1: 6G-XR Communication and Dissemination Phases

2.2   SUSTAINABLE APPROACH

The dissemination and communication strategy for 6G-XR places a strong focus on the sustainability approach while planning events and creating communication materials. In order to do this, 6G-XR will:

- Arrange virtual meetings and workshops wherever possible in place of in-person gatherings.

- Refrain from using material resources (for example, print fewer flyers than necessary and promote online downloads, create promotional materials from recyclable materials, and avoid single-use items).

- Establish privileged relationships with vendors (printers, caterers, etc.) who employ eco-friendly materials and goods.

2.3   REACHING A BROAD AUDIENCE: 6G-XR KEY STAKEHOLDERS

6G-XR develops and employs dedicated approaches to different target groups to effectively communicate the relevant messages to each audience segment and promote cascading opportunities. After a first stakeholder assessment, an improved list has been developed and will be constantly updated throughout the project lifetime. The list of targeted stakeholders includes:

- **Research communities** in the fields of 5G, 6G, XR, AI, edge computing and holographic communication: scientists and researchers at research institutions and universities.

- **Technology providers**, industry players including those from the use-case sector: Cloud platform and digital twin providers, software and applications developing companies, SMEs and startups including those working in the development of XR systems.

- **Expertimenters community,** entities interested in traialing and validating a technology, new algorithm, new piece of HW or new SW application for non-commercial purposes. This group also includes use case replication/validation organisations.

- **SMEs and Start-Ups,** group in need of extendend capability to assess the proposed novel 6G technologies that will be key enablers for their business models, market entrance or support to bigger players.

- **Open-source communities** and standardisation bodies: Open-source communities, such as CNFC, the Linux Foundation, and Apache (Arrow, Parquet, Ranger, Atlas, Egeria). Standards Developing Organizations (SDOs), such as ETSI, 3GPP, IEEE, IRTF, etc.

- **Policy makers, public authorities** and civil society.

- **General public:** Private individuals interested in telecommunications, 5G, 6G, XR solutions.

3   LAUNCHING THE COMMUNICATION AND DISSEMINATION ACTIVITIES

This section outlines the communication and dissemination activities that have been carried out up until M05 of the project.

3.1   6G-XR BRAND IDENTITY

The visual elements of 6G-XR brand's identity, such as its logo, color scheme, and typography, are designed to convey an identity message. A strong brand identity offers distinctive and memorable elements as well as a cohesive and consistent "look and feel" across all sources (including electronic and printed visual media).

To create a powerful and distinctive brand, the visual identity and guidelines were established at the start of the project. They will be utilized by all project partners in their communication activities and incorporated into all dissemination and distribution materials created throughout the project.

The complete 6G-XR Brand Guidelines are available in **ANNEX A.**

Figure 2: 6G-XR Logo

3.1.1   6G-XR Colour Palette

A main palette of 5 colours based on the logo colour scheme. These are the colours of the logo gradient and elements. In combination with the main colours palette, three more greyscale colours can be used. For slide presentations and deliverables: the colour of standard elements has been defined and locked in the respective templates, as those documents are likely to be mainly edited outside design departments.

Palette of corporate colors

C100 M81 Y23 K7	C72 M77 Y27 K12	C38 M74 Y31 K15	C14 M67 Y61 K3	C23 M9 Y68 K0	C66 M56 Y55 K59	C48 M37 Y37 K18	C25 M19 Y20 K2
R40 G63 B122	R89 G73 B116	R136 G82 B111	R188 G109 B93	R209 G207 B116	R64 G64 B63	R132 G133 B133	R198 G197 B197
HEX #283F7A	HEX #594974	HEX #88526F	HEX #BC6D5D	HEX #D1CF74	HEX #40403F	HEX #848585	HEX #C6C5C5

Figure 3: 6G-XR Colour Palette

3.1.2   Typography

6G-XR's brand uses the open-source font "Montserrat" from Google Fonts: the Black version is for headings and the Regular and Bold ones are for body copy and headings too. The usage of other versions/weights of the font are allowed. This applies to the website and all promotional material.

For deliverables, the system font Calibri (only Regular and Bold versions) will be used instead, to avoid missing font issues, as those documents are likely to be mainly edited outside design departments. It could be used also for presentations in case the two brand fonts are missing.

3.1.3   Templates

We have developed a comprehensive PowerPoint presentation template for all partners to utilize seamlessly across a wide range of contexts, including external events, meetings, and internal sessions.

Figure 4: 6G-XR templates – PowerPoint

To facilitate the management of the **project's deliverables**, we have created a standardized Word document that will be utilized by all partners throughout the entire project duration. This document serves as a unified template for all deliverables, ensuring consistency and streamlined collaboration among all project stakeholders.
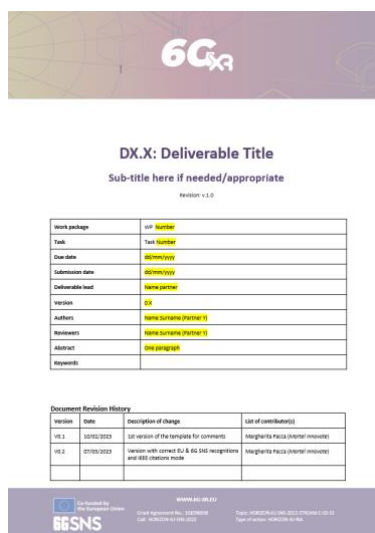

Figure 5: 6G-XR templates - Deliverable

A **Press Release template** has been created on the occasion of the first Kick-Off Press Release and will be used for all future releases.

Figure 6: 6G-XR templates - Press Release

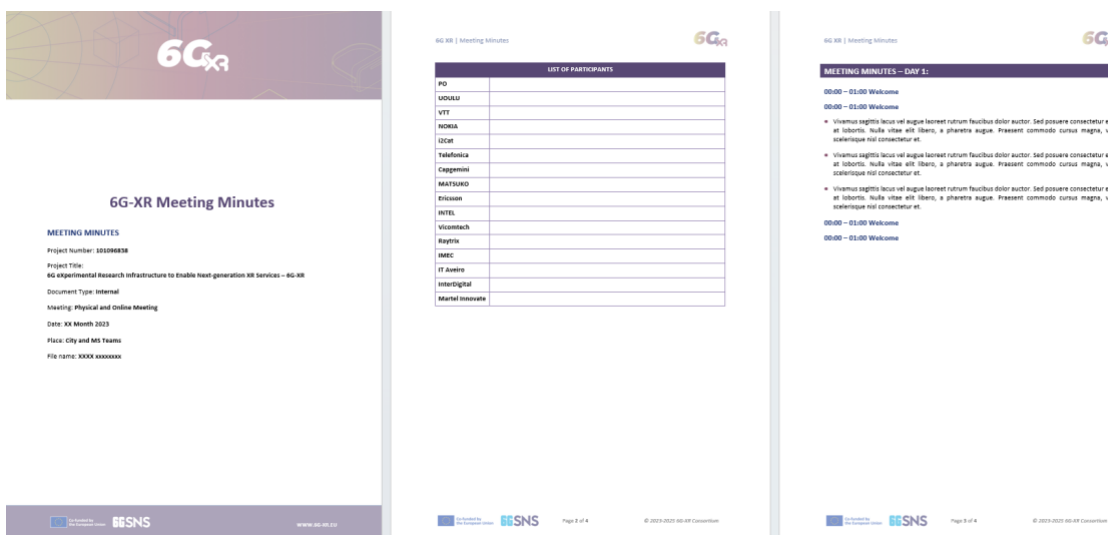To provide aligned official documentation for Meetings' minutes, a **Minutes template** has been created:

Figure 7: 6G-XR templates - Minutes

3.2   PROJECT WEBSITE

The 6G-XR website (www.6g-xr.eu) represents the entrance point that enables the project to interact with all relevant stakeholders. Through its dedicated areas the portal has been designed around, all pertinent information concerning projects, outcomes, events, milestones, developments, etc. is displayed and easily accessible. The website also provides access to the consortium's most important documents as well as the public deliverables.

Figure 8: 6G-XR website - Wireframe

For the website to serve as a central location to promote and present all project's activities, all partners have been encouraged to submit their news related to the project and strengthen the relevance of the website and connect with the partners' networks and communities.
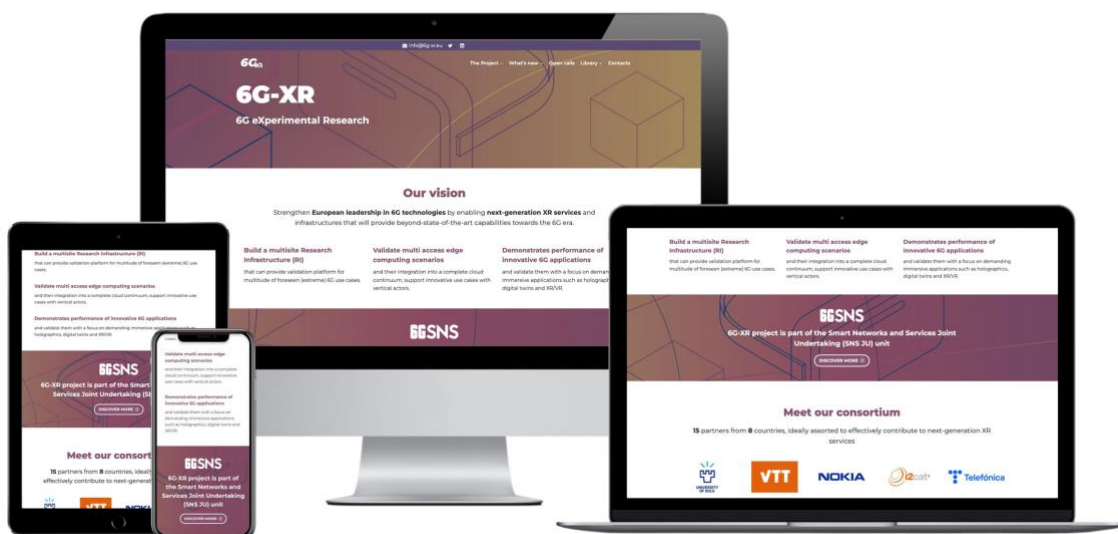

Figure 9: 6G-XR website - Responsive views

The website consists of the following sections:

- **Home Page:** The home page serves as the first interface to present the project and includes 6G-XR's Vision, Objectives, Affiliation with 6GSNS, Overview of the consortium, Links to Social Media channels, Upcoming events and input to subscribe to the Newsletter.

- **The Project:** This section gives more detailed information about the project's mission, the members of the consortium and also includes a dedicated section to give information on the SNS Joint Undertaking.

- **What's New:** The scope of this section is to give the latest updates on the project's activities, upcoming and past events and news. All the Newsletters are stored in this section.

- **Open Calls:** This section is dedicated to the cascading opportunities. As soon as the application to the Open Calls are received, this page will host all the application details and forms to apply and will act as landing page for all cascading opportunities.

- **Library:** This section hosts all the publicly available documents and files that have been produced throughout the project's lifetime. These include public deliverables, presentations carried out at events and workshops, scientific publications and all promotional material such as flyers and posters.

- **Contacts:** The contacts section contains a form that allows site visitors to contact the members of the projects via a dedicated email address (info@6g-xr.eu) for any question, feedback or input.

The website data is carefully and consistently analyzed to evaluate the performance and adjust the content strategy accordingly. The platform analytics software used is Matomo, as it allows to collect detailed reports on the communication campaigns, website visits and acquisitions. Importantly, Matomo aligns with European GDPR standards and safeguards the ownership of collected data.

From the January 31st 2023 (date launch website) in M01 to May 28th 2023, the time of writing, M05, the website has already counted 567 visitors that generated 1057 pageviews and that had an average visit duration of 1 minute and 37 seconds, as shown in Figure 10.
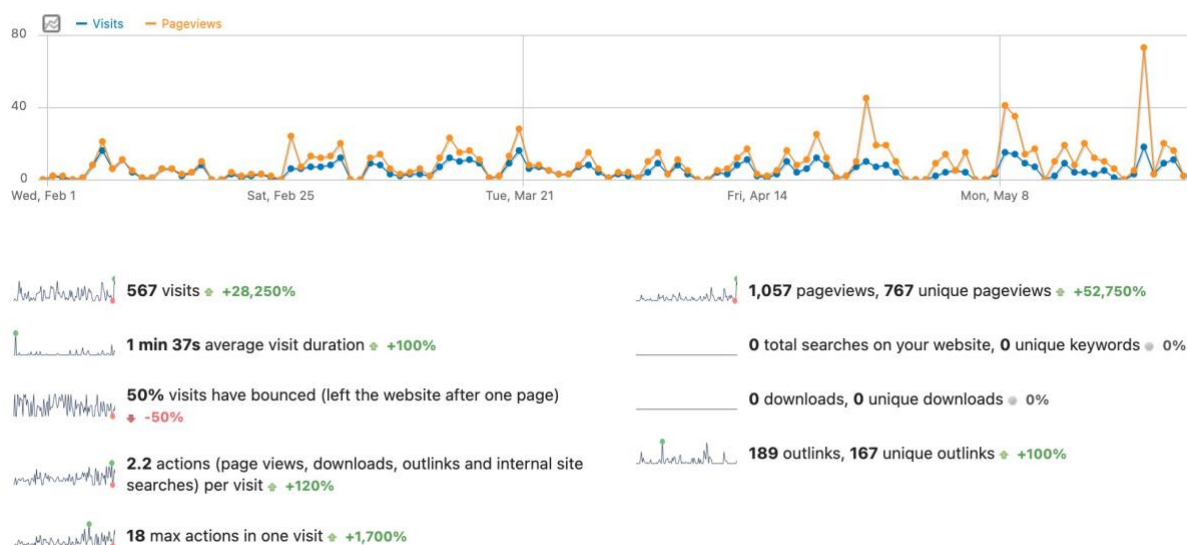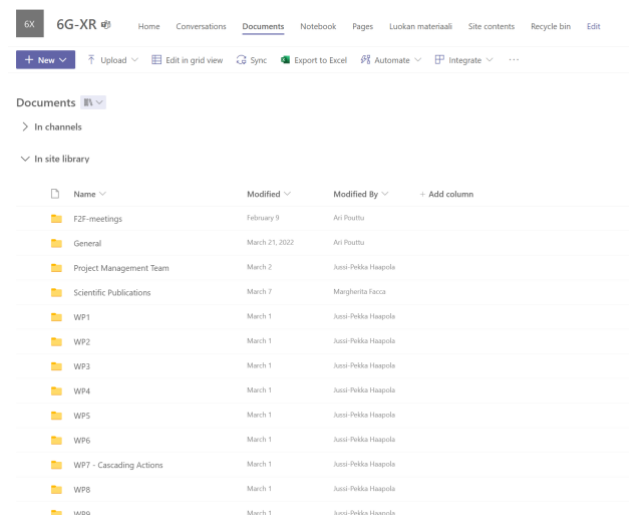

Figure 10: 6G-XR website - Analytics

3.3 INTERNAL COMMUNICATION TOOLS

In order to keep partners informed about the processes and to conveniently keep track of tasks and deadlines, two main internal communication tools have been adopted. The goal is to prevent unwanted information overload and allow the consortium to keep up to speed and to be able to access the needed resources.

A dedicated **SharePoint repository** (accessible only to project partners) has been put into place as the main instrument to store all project files and official documents (including reports, presentations, deliverable and graphic assets).

Figure 11: 6G-XR Internal SharePoint Repository

To facilitate communication among different groups and working groups, **dedicated mailing lists** have been set up:

- 6g-xr-global@lists.oulu.fi
- 6g-xr-wp1@lists.oulu.fi
- 6g-xr-wp2@lists.oulu.fi
- 6g-xr-wp3@lists.oulu.fi
- 6g-xr-wp4@lists.oulu.fi

- 6g-xr-wp5@lists.oulu.fi
- 6g-xr-wp6@lists.oulu.fi
- 6g-xr-wp7@lists.oulu.fi
- 6g-xr-wp8@lists.oulu.fi
- 6g-xr-wp9@lists.oulu.fi

3.4 PROMOTIONAL MATERIAL

Throughout the project's duration, an extensive array of promotional materials will be produced to effectively communicate progress and findings. These encompass a wide range of documents, deliverables, technical reports, posters, webinars, and presentations. This comprehensive set of outputs demonstrates the project's commitment to transparently sharing knowledge, facilitating collaboration, and disseminating valuable insights within the community. Listed below are illustrative examples of the promotional materials slated for utilization:

- The **first project flyer** has been created in January 2023 to provide introductory information about 6G-XR's vision and acts as a first point of contact with the external audience. The flyer has been utilized at the MWC 2023 and distributed to relevant partners and stakeholders. The flyer has a postcard format and includes the main project contact points as project website, social media channels and email addresses for information.
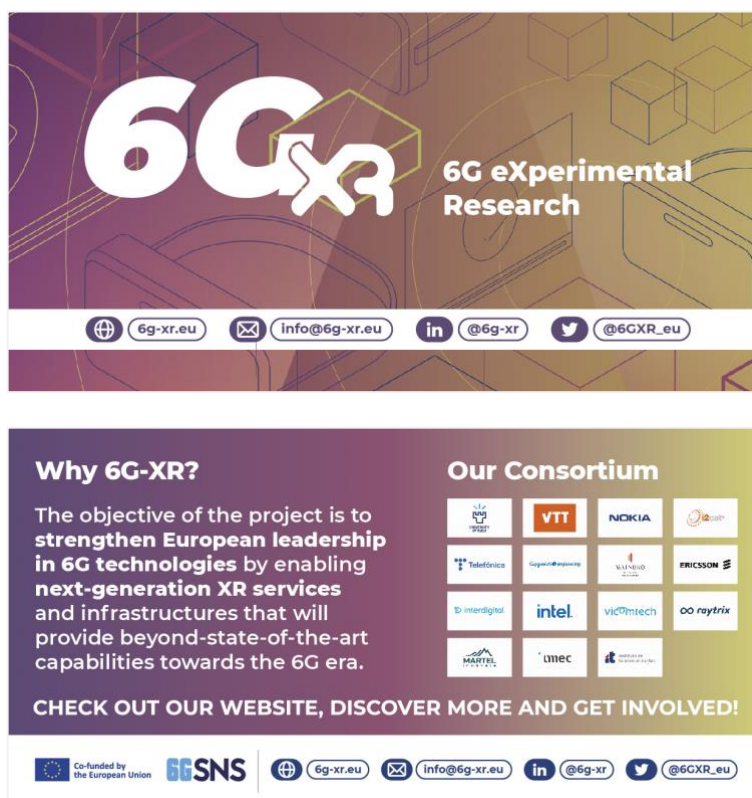
Figure 12: 6G-XR Flyer

- An official **Project Slide Deck** has been created with the aim of the consortium to clearly communicate the vision, mission, main objectives, planned activities and information about the project. All partners have access to the slide deck and are encouraged to use it for all external purposes such as events, workshops and meetings in which they wish to present the outcomes of 6G-XR. The complete Slide Deck can be found in **ANNEX B.**

- A **first project roll-up** has been created in May 2023 to provide introductory information about 6G-XR's vision and act as a first point of contact with the external audience. The roll-up will be utilized at EuCNC & 6G Summit 2023 and all pertinent future events.

- Brochure might be created, matching the look and feel of the website and overall brand identity, for future purposes.

- Dedicated material will be created to promote the Open Calls. All partners will have access to the material to utilize at events with relevant stakeholders.

All the promotional materials are prepared in English (local languages to be considered when needed) to raise awareness of the stakeholders and a variety of relevant audiences about the project with succinct textual and graphical information. The design will be easily adjustable to the requirements individual partners have, in case an additional or a more specific versions are required. The project logo, the EU flag and the SNS JU

Figure 13: 6G-XR Roll-up

acknowledgment along with the 6G-XR website and the social media links will be displayed on all promotional materials.

Figure 14: EU emblem and 6G SNS logos compositions - extended and compact versions

The EU emblem is the single most important visual brand used to acknowledge the origin and ensure the visibility of EU funding and co-funding. In the case of the SNS JU programme, as a co-funded EU partnership, the guidelines are the use of the association of the EU emblem together with the SNS logo, and all 6G-XR materials will follow the given guidelines.

3.5 SOCIAL MEDIA CHANNELS

With the aim to promote all project's activities and outcomes, a number of social networks have been created and connected to the project website. The social media channels will encourage and facilitate conversations on 6G and XR technologies as well as other related subjects while promoting the project's results and creating an engaged community. An overview of the social media platforms developed for 6G-XR can be found below.

3.5.1 Twitter

Twitter is an active social media platform that disseminates breaking news around the world in real time. The 6G-XR Twitter account, @6GXR_eu (https://twitter.com/6GXR_eu) has been established in December 2022 and currently counts **84 followers** and over **19 posts.**
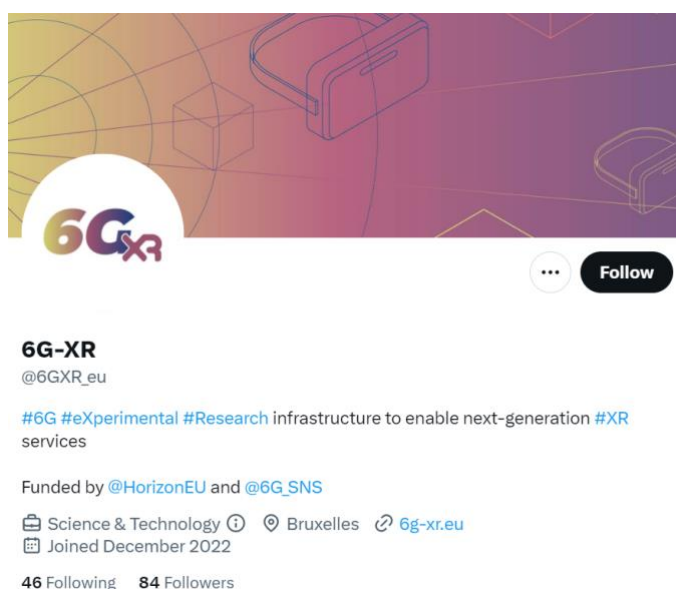

Figure 15: 6G-XR Twitter Account

The Twitter account is used for promoting and spreading the development of 6G-XR, including news, events, outcomes, open calls etc. Re-tweets are also made of pertinent content from other sources.

By following relevant users, 6G-XR receives access to more relevant news and updates and acquires more followers.

6G-XR uses Twitter to build meaningful relationships with active and relevant audiences (EC and related DGs, policymakers, industry stakeholders, SMEs, and the general public). Opportunities for the project may arise as a result of these linkages among the stakeholder network. It also acts as a tool for informing everyone in real time about what happens during project workshops, events attended, and other project-related activities.

For the project's content to be found by the target audience, to raise the number of views, likes, and shares, and to increase the number of visits to the 6G-XR website, appropriate hashtags and accounts have been identified to maximize the reach and coverage of the 6G-XR Twitter channel.

3.5.2 LinkedIn

With more than 130 million users across more than 200 countries and territories, LinkedIn is currently the most popular business network in the world. Before the project formally began (in December 2022), a project LinkedIn corporate page was created to connect with the intended LinkedIn stakeholders.

The 6G-XR LinkedIn profile is proposed in addition to the website with the aim of increasing traffic and serving as a vehicle for project and Open Call promotion. When appropriate, the page administrator links to partners' LinkedIn profiles to engage in relevant exchanges and increase visibility. In order to further expand the social media audience and diversify the user base of the page by focusing on more vertical representatives/managers, we intend to involve European research and innovation projects and initiatives in the dialogue on this platform while promoting 6G-XR's activities in the relevant LinkedIn groups with a direct link to the 6G-XR page.

The page currently counts **127 followers**, over **341 views** since the first post announcing the project's start.
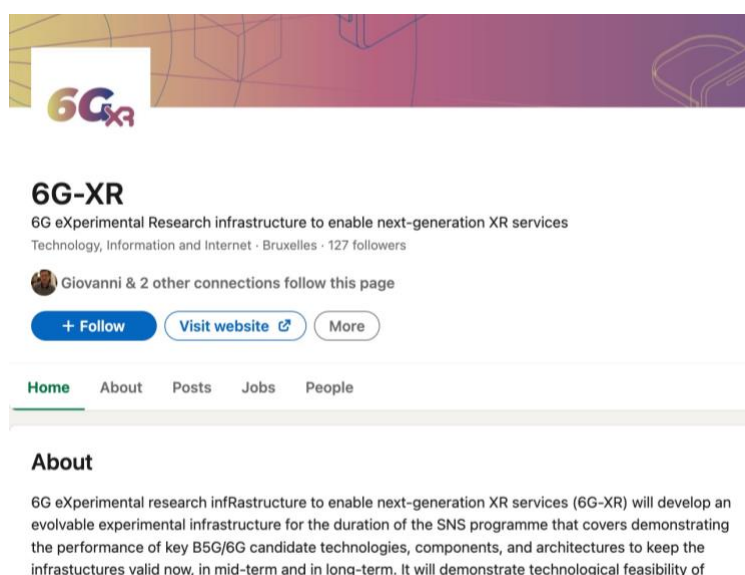

Figure 16: 6G-XR LinkedIn Page

3.5.3 YouTube

6G-XR launched a dedicated YouTube channel (https://www.youtube.com/@6G-XR) at the end of the first quarter of 2023, aiming to share engaging videos with the community. These videos will serve as an introduction to the project and its members while also serving as a platform for promoting 6G-XR through various channels, including social media. Additionally, 6G-XR plans to regularly publish videos to provide project updates, share its vision and accomplishments, highlight participating experts and stakeholders; and showcase partner interviews, event coverage, and marketing-related content. By creating and disseminating such valuable content, the project aims to raise awareness, engage stakeholders, reach out to the public, and promote the utilization of project outcomes and newly developed technologies.

The first videos has been published at the end of May 2023 and it's available on the project website and on the YouTube channel.

Figure 17: 6G-XR video - Ari Pouttu interview

3.5.4 Hashtags, Twitter and LinkedIn handles

A number of hashtags and handles have been identified to be tagged in relevant tweets and posts published in order to foster dialogues and interactions and maximize the impact of the project on the social media platforms.

Table 1: 6G-XR Related Hashtags, Twitter and LinkedIn handles

Twitter Handles	• @HorizonEU
	• @DigitalEU
	• @EU_Commission
	• @6G_SNS
	• @ITU
	• @NetTechEU

	• **@one6GGlobal**
LinkedIn Handles	• 6G Smart Networks and Services Industry Association • Smart Networks and Services Joint Undertaking (SNS JU) • EU Digital & Tech • EU Science, Research and Innovation
Hashtags	• #HorizonEU • #6G • #5G • #DigitalDecade • #SNS • #EUResearch • #FutureConnectivity • #digitaltwin • #XR • #metaverse • #holographic • #virtualization • #IoT • #multisite • #edgecomputing • #wireless

6G-XR keeps track of partners' social media profiles and tags them whenever appropriate for any partner, in order to engage with the consortium and have a significant ripple effect.

Table 2: 6G-XR Partners Social Media Accounts

6G-XR Partner	Twitter Handle	LinkedIn Handle
University of Oulu	@UniOulu, @6Gflagship	@University of Oulu, @6Gflagship
VTT	@VTTFinland	@VTT
NOKIA	@nokia	@Nokia
i2CAT	@i2CAT	@i2CAT Foundation
Telefonica	@Telefonica	@Telefónica
Capgemini Engineering	@CapgeminiEngES	@Capgemini Engineering
MATSUKO	@MatsukoCompany	@MATSUKO
Ericsson	@Ericsson_es	@Ericsson
InterDigital	@InterDigitalCom	@InterDigital, Inc.
Intel	@Intel_DE	@Intel Corporation

Vicomtech	@Vicomtech	@Vicomtech
Martel Innovate	@Martel_Innovate	@Martel Innovate
imec	@imec_int	@imec
Instituto de Telecomunicações	@itnewspt	@Instituto de Telecomunicações
Raytrix	#Raytrix	@raytrix GmbH

A dedicated Social Media campaign aimed at highlighting the consortium as well as each partner contribution will be created and the partners will be featured on the social media channels and 6G-XR Website.

3.6 NEWSLETTER & PRESS RELEASE

3.6.1 Newsletter

The consortium has scheduled for a Newsletter to be released every four months, with the first one due on M06 of the project (June 2023).

The newsletter will offer regular updates on the technologies treated within 6G-XR (5G, 6G, XR, metaverse, holographic communication, digital twins etc.) and the innovation trends, as well as news from industrial partners, project findings, and results. In an effort to inform the public on how they may get involved with the project, related efforts and Open Call opportunities and deadlines, the Newsletters will also include information about the future assignments and events. As a result, the project's typical newsletter will include highlights (important results, links, contacts, and diffusion efforts), the most pertinent news, announcements, and a calendar of the most significant future events. Emails containing relevant workshops and webinar invites, consultation requests, and other material that needs to be shared before the release of the newsletter, or that is not suitable for it, will be sent out on a regular basis to the same database.

Each newsletter's design will be in line with the 6G-XR brand identity and fully responsive to ensure that it can be read in its entirety on any device. The newsletter's underlying technology will be adaptable enough to the project's communication requirements. The website will host all of the published newsletters in a dedicated section.

The ability to distribute the newsletter by mass mailing has been provided by the creation of a mailing list based on subscriptions. The project website has a registration feature that enables interested users to sign up for the newsletter. All activities will be checked to make sure they adhere to the General Data Protection Regulation's (GDPR) guidelines.

The platform used to create and distribute the Newsletter is MailerLite, a reputable application with solid accessibility and privacy options and settings, allowing to effortlessly produce an easy-to-view and use Newsletter for all users.

3.6.2 Press Release

A first Press Release was issued on the occasion of the Project Kick-Off meeting. Press releases aim at outlining the main objectives of the project as well as the main project results. The Press Release has

been published on the 6G-XR website and has been distributed among targeted media outlets via the tool **Prowly**. The complete Press Release can be found in **ANNEX C.**

3.7 EVENTS

The consortium attended a number of events to raise awareness about the project's mission and its activities and future plans:

- **SNS Lunchtime Webinar, 15 February 2023 (Online):** Former Project Coordinator Professor Ari Pouttu, University of Oulu, introduced 6G-XR at the webinar organized by 6GSNS presenting the projects part of streams B, C & D addressing 6G Holistic System, SNS experimental Infrastructures and SNS Large scale Trials and Pilots.

Figure 18: 6G-XR promotion of SNS Lunchtime Webinar

- **6GWorld Webinar: what will bring XR to Scale for 6G?, 15 February 2023 (Online):** Project Partner Chathura Sarathchandra, Interdigital, gave a presentation on the potentials of virtual, augmented and mixed reality to reach scale, mentioning 6G-XR, its vision and objectives.
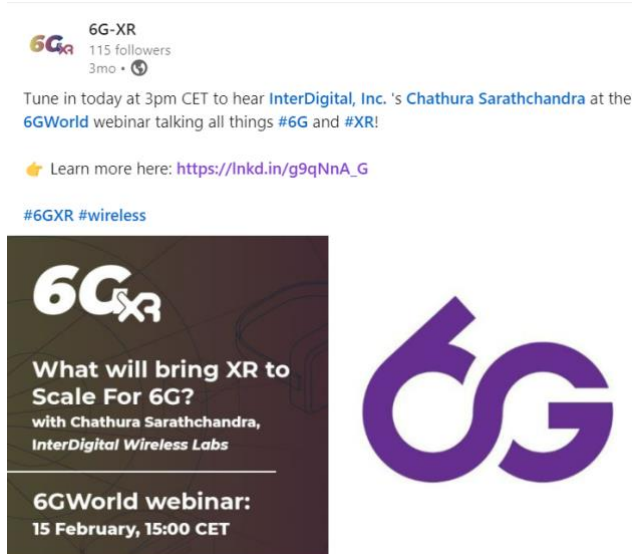
Figure 19: 6G-XR promotion for 6GWolrd Event

- **Mobile World Congress, 27 Feb-2 March 2023, Barcelona (Spain):** Former Project Coordinator Professor Ari Pouttu, University of Oulu and other partners including InterDigital, Matsuko and i2CAT, attended the conference and promoted 6G-XR among relevant stakeholders with promotional flyers. The event and the project's participation was promoted on the 6G-XR social media channels.
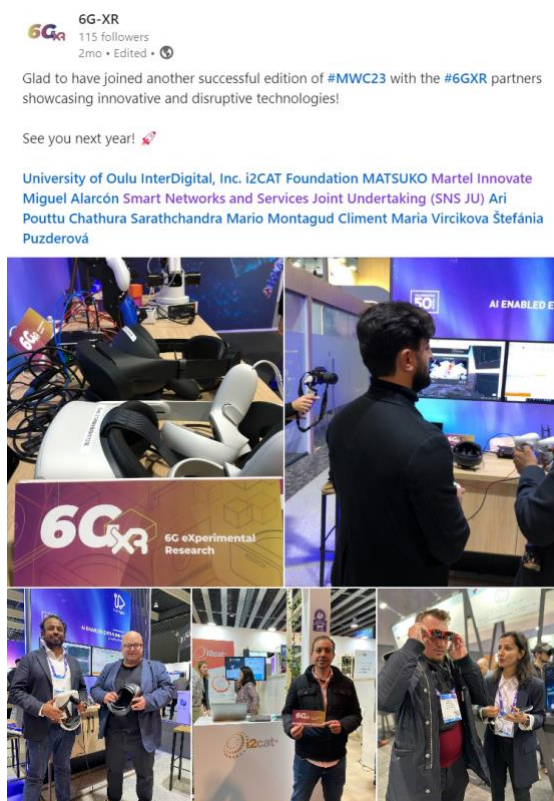

Figure 20: 6G-XR at MWC 2023

- **6G-XR Technical Workshop, 9-10 May 2023, Barcelona (Spain) :** i2CAT hosted a workshop for all technical partners focusing on technical discussions around the KPI/KVI requirements stemming

from the project's two pilot use cases as well as on the details of the reference architecture needed to support the pilot use cases' functionality and performance requirements.
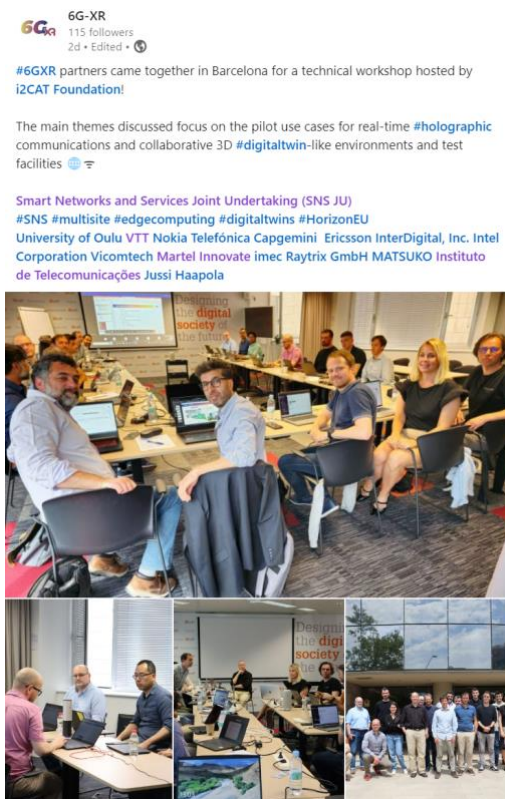

Figure 21: 6G-XR Partners at the Technical Workshop hosted by i2CAT

- **NEM Summit, 24-25 May 2023, Zagreb (Croatia):** Project Coordinator Jussi Haapola, University of Oulu, and i2CAT partner Mario Montagud Climent presented the project, the Open Call opportunities and the next-generation holographic communications in 6G smart networks.

Figure 22: 6G-XR at NEM Summit 2023

4 SYNERGIES AND LIAISONS WITH RELEVANT INITIATIVES

4.1 SNS JOINT UNDERTAKING & SNS OPS CSA

6G-XR is funded by a funding program managed by the Smart Networks and Services Joint Undertaking (SNS JU), a Public-Private Partnership that aims to facilitate and develop industrial leadership in Europe in 5G and 6G networks and services.

Through the coordination with the SNS OPS CSA supporting the collaboration and synergies of the SNS JU projects, 6G-XR already started actively collaborating with other 6G SNS projects including 6G-SANDBOX and 6G-BRICKS. These liaisons will allow 6G-XR to be aware of the ongoing activities and strengthen the mutual developments within the 6G and experimentation platforms era.

- 6G-XR is featured among the SNS projects on the **6G SNS website** and it's actively contributing to and echoing SNS JU social media efforts.

- The 6G-XR participation to the **SNS Lunchtime Webinar 1 – Introducing the SNS projects**, as part of the SNS Lunchtime Webinar series presenting the Stream B, C and D projects addressing 6G Holistic System, SNS experimental Infrastructures and SNS Large scale Trials and Pilots.

- 6G-XR contributed to the 7th edition of the **European 6G Annual Journal** by **SNS OPS** with an article outlining the project overview, objectives and key technologies involved. The release of the issue is scheduled for May 2023.

- 6G-XR takes part in the **SNS JU Communication Task Force** Meetings that take place monthly to align among all SNS Projects communication and dissemination representatives on common activities, knowledge sharing and update on the SNS initiatives.

4.2 OTHER RELEVANT INITIATIVES

To ensure broad visibility of the project's outcomes and contributions to the scientific, XR and wireless communication communities it is crucial to ensure 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 organizations.

Targeted liaisons and synergies will be used to assure 6G-XR's broad dissemination, enabling effective 6G-XR uptake and validating the project's platform thanks to partners' participation in a number of ongoing projects, SDOs (ETSI, 3GPP, IEEE, etc.) associations and initiatives (6GIA, BDVA, AIOTI, ESA etc.).

- The **6G Smart Networks and Services Industry Association (6G-IA)** is the voice of European Industry and Research for next generation networks and services. Its primary objective is to contribute to Europe's leadership on 5G, 5G evolution and SNS/6G research. The 6G-IA represents the private side in both the 5G Public Private Partnership (5G-PPP) and the Smart Networks and Services Joint Undertaking (SNS JU). In the 5G-PPP and SNS JU, the European Commission represents the public side. The 6G-IA brings together a global industry community of telecoms & digital actors, such as operators, manufacturers, research institutes, universities, verticals, SMEs and ICT associations.

- **SNS OPS is a Coordination and Support Action** aimed at supporting the operations of the 6G Smart Networks and Services Joint Undertaking. The planned work is to facilitate the activities of the European SNS Initiative, as outlined in the SNS contractual partnership. Collaborating on common technological challenges and audiences will be key to ensure broad visibility and knowledge sharing among all projects and initiatives under the SNS OPS.

- **One6G** is a membership organization focused on evolving, testing and promoting next generation cellular and wireless technology-based communications solutions. By supporting global 6G research and standardization efforts, the goal is to accelerate its adoption and overall market penetration, while addressing societal and industry-driven needs for enhanced connected mobility. The shared network of the One 6G initiative, alongside the knowledge base will on one hand result in additional inputs for the project (both on technical and business-related manners), and will also create broader awareness amongst the key stakeholders of 6G-XR.

- **H2020 6G-BRICKS** aims at building a new 6G facility with technological enablers in the form of reusable components with open APIs, termed 'Bricks'. It is the first open 6G platform that combines cell-free, Open-Air-Interface (OAI), and beyond 5G disruptive technologies, such as, Reconfigurable Intelligent Surfaces (RIS). The platform will be used to validate and demonstrate emerging advanced use cases such as digital twinning, holographic communication and the Metaverse.

- **The CAMARA project from The Linux Fundation** is an alliance that aims to provide APIs which hide telco complexity for third parties to be able to use services exposed by the operators, while keeping control at the operator side, and fulfilling regulatory and data privacy constrains. 6G-XR partners are willing to explore and implement these APIs, as well as to contribute to existing or new ones.

- **Alliance for the IoT and Edge Computing Innovation (AIOTI)** aims to lead, promote, bridge and collaborate in IoT and Edge Computing and other converging technologies research and innovation, standardisation and ecosystem building, providing IoT and Edge Computing deployment for European businesses creating benefits for European society. They cooperate with other global regions to ensure removal of barriers to development of the IoT and Edge Computing market while preserving European values, including privacy and consumer protection.

- **Big Data Value Association (BDVA)** is an industry-driven organisation with a mission to develop an innovation ecosystem that enables the data-driven digital transformation of the economy and society in Europe. BDVA has over 230 members all over Europe and a well-balanced composition of large, small, and medium-sized industries as well as research and user organizations. It focuses on advancing in areas such as big data technologies and services, data platforms and data spaces, Industrial AI, data-driven value creation, standardisation, and skills

5 MOVING AHEAD: PLANNED COMMUNICATION & DISSEMINATION ACTIVITIES

5.1 WORKSHOPS AND CONFERENCES

The strategic organization of various events, including webinars, sessions, workshops, booths, and demos, will hold immense significance throughout the project's duration, serving as a catalyst for promoting cascade opportunities. 6G-XR is also committed to hosting an annual workshop that focuses on global experimental facilities, bringing together influential industry stakeholders and prominent groups. This collaborative effort aims to amplify the visibility of the project's developed technologies and trials, showcasing remarkable achievements and fostering widespread adoption of the project's outcomes. By diligently organizing these events, 6G-XR aspires to accelerate the deployment and utilization of its groundbreaking results.

Focus will be placed on active and engaged participation in conferences and workshops held in conjunction with key worldwide events in order to interact with pertinent data centric initiatives and other EC supported projects. 6G-XR has joined the SNS OPS communication task force and is pro-actively starting conversations about joint efforts, notably for communication and dissemination. 6G-XR is also investigating the possibility of grouping dissemination operations with other projects financed through the same call, such as 6G-BRICKS (6g-bricks.eu) and 6G-SANDBOX (6g-sandbox.eu).

6G-XR maintains an internal events overview sheet where upcoming important events are catalogued. All partners periodically maintain that list when they have or are going to attend an event/conference.

5.2 TARGETED EXTERNAL EVENTS AND PUBLICATIONS

6G-XR aims at presenting and publishing its work and novel results in carefully chosen conferences, venues, panels, as well as prestigious magazines and journals. The conferences and publications where the consortium plans to promote 6G-XR are listed in Table 3 and Table 4. The events and publications held during the project's first year are currently included on the list. This list will be constantly updated by project partners to include conferences after 2023. The D9.3 First Project Management Report and D9.4 Second Project Management Report respectively at M18 and M36 both contain more information on the events that will be attended.

Table 3: 6G-XR Target Events for 2023

Event	Date, Location	Type of Audience
EuCNC & 6G Summit	Gothenburg, Sweden. 6-9 June 2023	Academia and industry (Communication, 6G).
Data Week 2023	Lulea, Sweden 13-15 June 2023	Academia and industry (XR, AI, HPC, 6G)
Fiware Global Summit	Vienna, Austria. 12-13 June 2023	Academia and industry (Communication, Technology).
CIRED	Rome, Italy. 12-15 June 2023.	Academia and industry (Energy).

IEEEE BMSB	Bejing, China. 14-16 June 2023.	Academia and industry (Communication, Technology).
IEEE VTC	Florence, Italy. 20-23 June 2023	Academia and industry (Communication, Technology).
PowerTech	Belgrade, Serbia. 25-29 June 2023	Academia and industry (Energy).
IEEE International Conference on Fuzzy Systems	Songdo Incheon, Korea. 13-17 August 2023	Academia and industry (Artificial Intelligence).
IEEE ETFA	Sinaia, Romania. 12-15 September 2023	Academia and industry (Manufacturing).
SIGCOMM	New York City, USA- 10-14 September 2023	Academia and industry (Communication, Technology).
MobiCom	Madrid, Spain. 2-6 October 2023	Academia and industry (Communication, Technology).
IEEE Future Networks World Forum	Baltimore, USA. 13-15 November 2023	Academia and industry
IEEE Globecom	Kuala Lumpur, Malaysia. 4-8 December 2023	Academia and industry (Communication, Technology).

Table 4: 6G-XR Target Scientific Publications

Publication Type	Submission To
Scientific Peer Reviewed Publication	European 6G Annual Journal
Scientific Peer Reviewed Publication	EURASIP Journal on Wireless Communication and Networking
Scientific Peer Reviewed Publication	IEEE Communications Magazine
Scientific Peer Reviewed Publication	IEEE Transactions on Communications / Information Theory / Mobile Computing / Network / Wireless Communications / Cognitive Communications and Networking
Scientific Peer Reviewed Publication	IEEE Wireless Communications Magazine
Scientific Peer Reviewed Publication	IEEE Transactions on Fuzzy Systems / Evolutionary Computation / Neural Networks and Learning Systems / Emerging Topics in Computational Intelligence / Pattern Analysis and Machine Intelligence
Scientific Peer Reviewed Publication	Elsevier Engineering Applications of Artificial Intelligence
Scientific Peer Reviewed Publication	Elsevier Information Sciences

Scientific Peer Reviewed Publication	Elsevier Pattern Recognition
Scientific Peer Reviewed Publication	Foundations and Trends in Machine Learning
Scientific Peer Reviewed Publication	IEEE Computational Intelligence Magazine
Scientific Peer Reviewed Publication	IEEE Industrial Electronics Magazine
Scientific Peer Reviewed Publication	IEEE Transactions on Industrial Electronics
Scientific Peer Reviewed Publication	ACM Transactions on Networking (TON)
Scientific Peer Reviewed Publication	Springer: Virtual Reality
Scientific Peer Reviewed Publication	ACM: Presence: Teleoperators and Virtual Environments

Together with the EU emblem, the 6G-XR project's partners, as part of the SNS JU, should add the 6G SNS logo and the following disclaimer:

"6G-XR project has received funding from the Smart Networks and Services Joint Undertaking (SNS JU) under the European Union's Horizon Europe research and innovation programme under Grant Agreement No 101096838. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them."

5.3 OPEN CALL PROMOTION

The first open call will be launched during the first year of the project (scheduled for September 2023) while the next two rounds will be launched in year 2 and 3. An integrated promotional campaign will be launched through the following channels and actions before and during the application period in order to reach the broadest and most appropriate audience possible:

- Press Release and dedicated messaging:

  - Dissemination through mailing groups for 6G IA, and other pertinent initiatives;

  - Publication via forums and portals like Funding Box, BDVA, etc. ;

  - Publication of the open call on all relevant websites for EU and multimedia communications projects.

- **Website:** Dedicated page on the 6G-XR website to promote the Open Call opportunities, clearly outline the application process, deadlines and all information, and have an easily accessible space to submit applications.

- **Social Media:** Disseminate the Open Call applications through the 6G-XR channels as well as the partners' channels. A dedicated paid promotional campaign will be produced if needed.

- **Events:** Produce promotional material to be distributed for both online and offline events. Additionally, when relevant, specific presentations will be given at conferences to promote the open calls among stakeholders.

After the first submission and review period, the open call winners will be made public on the project website. The success of the communication effort will also be evaluated, and the results will be used to plan the promotion for the second and third open call.

6   IMPACT ASSESSMENT

Over the course of the project, the 6G-XR Communication and Dissemination Plan will be regularly monitored and updated to ensure the success of the project. To gauge the effects and make the most precise evaluation of the communication and distribution operations, a set of KPIs has been created. Table 5 contains the key performance indicators (KPIs), their applicability to the tools and channels employed, and the expected goal value and the current status at M05.

Measure	Indicators	Target	Source and Methodology	Status at M05
Project Website	#unique visitors to the website (average per year)	> 2000	News, Publications, Videos, Newsletters, Deliverables	**567**
Social Networks	#followers (Twitter, LinkedIn)	> 500 (Twitter) > 150 (LinkedIn)	Keeping profiles on such networks active via regular moderation	**84** **127**
Press Releases / publication in press	#press releases issued to specialized and general media channels at key project milestones	> 5 (by the end of the project)	A press/media kit will be developed containing detailed press releases, videos, publishable images, flyers	**1**
Publications	#peer-reviewed publications in journals, conferences, workshops	≥ 8 per year on average	Articles and papers presented and published in high-quality venues	**1**
e-Newsletter	#newsletters (published every 6 months)	6	Recording of subscribers to the electronic newsletter	**1 due on M06**
Videos	#videos published on the YouTube channel and average number of views	4 videos (by the end of the project) 150 views per video	Introduction, informative and educational videos to support awareness creation and stakeholders' engagement	**1**
Workshop organizations	#workshops, Average #participants per workshop	3 20-40 per event	Attendance proof, presented material, photos, animation of social media channels, events' reports depending on scope and co-location	**1**
Participation to events and presentations	#external events partners attended to promote the project, including scientific conferences, demos and or presentations	At least 10 events	Attendance proof, presented material, photos, animation of social media channels, events' reports	**3**

7   CONCLUSIONS AND NEXT STEPS

To ensure 6G-XR's widespread visibility, promotion, and uptake of its outcomes, the **Deliverable 8.1 Communication and Dissemination Strategy Plan** has been written to offer guidelines and a uniform structure for all planned project activities. D8.1 summarizes the planned promotional activities for the upcoming months, describes the many actions carried out between M01 and M05, and gives the initial communication, distribution, and community development strategy. By creating this plan early on in the project, 6G-XR will be able to maximize the effectiveness of its communication, distribution, stakeholder engagement and open call promotion efforts, and maintain the ideas, accomplishments, and information acquired throughout.

The Communication and Dissemination Strategy Plan aims to ensure that:

● All outreach initiatives adhere to the presented guidelines and are carried out on time;

● The messages are consistent and of a high quality;

● All consortium members participate in project activities.

In conclusion, the comprehensive document functions as a valuable handbook for project partners, outlining various communication channels, dissemination activities, and associated key performance indicators. This consolidated information enables a coordinated approach among all stakeholders in planning and executing communication and dissemination initiatives; and serving as a guiding resource that ensures consistency and effectiveness in the project's outreach efforts.

It also highlights the role of the SNS JU and European Commission, two crucial partners in the execution of this programme.

A monitoring and evaluation framework has been developed to assess the effectiveness of the suggested strategy and the progress that has been made. D9.3 and D9.4 will include information on the strategy's development, KPIs that were met, events that were attended and planned, and the success of 6G-XR's online presence at M29 and M36, respectively.

ANNEX A – 6G-XR BRAND IDENTITY

WHAT IS A BRAND IDENTITY?

A brand identity allows you to recognize a consistent look and feel across all 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.
This document lists and explains the visual identity elements of the project 6G-XR. These are rules and values to help you create and compose visual designs using its identity. Examples of 6G-XR's brand identity across different outlets (LinkedIn and Twitter accounts...).

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LOGO

Main, extended and icon versions of the 6G-XR logo with some basic recommendations.

Icon version (for favicon, social media outlets)

Main version

Safe area

Minimum size

35 mm

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LOGO VARIATIONS

The main logo is also provided in the variations depicted here below, to allow readability over dark backgrounds or for black and white printing purposes.

Greyscale version

Negative version

Black&White version

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DOS AND DONT'S

Basic instructions on how to use the main logo - and its variations - over different types of backgrounds.

Dos

Negative version on high-contrasted background.

Main version on background assuring high-contrast.

Don'ts

Not enough contrasted background.

Not enough contrasted background.

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CORPORATE COLORS

A main palette of 5 colors based on the logo color scheme. These are the colors of the logo gradient and elements. In combination with the main colors palette, three more greyscale colors can be used.

For slide presentations and deliverables: the color of standard elements has been defined and locked in the respective templates, as those documents are likely to be mainly edited outside design departments.

To change colors (icons or additional text), editors will find the corporate color palette in the templates.

Palette of corporate colors

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FONT TYPES

6G-XR's brand uses the open source fonts from Google Fonts: Montserrat (Black version) for headings and Montserrat (Regular and Bold versions) for body copy and headings too. The usage of other versions/weights of the font are allowed. This applies to the website and all promotional material.

For deliverables and presentations, the system font Calibri (Regular and Bold versions) should be used instead, to avoid missing font issues, as those documents are likely to be mainly edited outside design departments. The italic version can always be used.

Headings (website and all promotional materials)

Montserrat black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body copy and headings (for deliverables and presentations)

Calibri regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Calibri bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Body copy - sometimes headings too (website and all promotional materials)

Montserrat regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Montserrat bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

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EU RECOGNITION | PUBLICATIONS

All the EC funded projects under Horizon Europe don't need anymore to clearly show the acknowledgement to the EC fund in all Dissemination & Communication materials.
The following disclaimer MUST be used with the EU flag in scientific publications / press releases / blogs / deliverables (where there are author, where opinions/editorial/comments/conclusions are stated...). Project's acronym and Grant Agreement number could be add only as shown here below.
The "co-funded" version of EU recognition MUST be used as the SNS JU is a public-private partnership and all the projects funded under the SNS JU ecosystem aren't 100% EU funded.

Horizontal version (with EU flag + Co-funded by European Union + SNS logo)

6G-XR project has received funding from the Smart Networks and Services Joint Undertaking (SNS JU) under the European Union's Horizon Europe research and innovation programme under Grant Agreement No 101096838. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

Vertical version (with EU flag + Co-funded by European Union + SNS logo)

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EU RECOGNITION | MATERIALS

For merchandising or any other promo materials (bookmarks / roll-up / flyers / posters) that usually report only vision / phases / objectives, the disclaimer is not necessary, but then MUST be used the EU emblem / recognition, as shown here below (horizontal version or vertical one - positive or negative as needed).
The "co-funded" version of EU recognition MUST be used as the SNS JU is a public-private partnership and all the projects funded under the SNS JU ecosystem aren't 100% EU funded.

If needed, the general disclaimer could be used (to be used in the website too)

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ANNEX B – 6G-XR SLIDE DECK

ANNEX C – 6G-XR KICK-OFF PRESS RELEASE