



Horizon Europe MSCA Project
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Intelligent and Proactive Optimization for Service-centric Wireless Networks

IPOSEE

D4.3

**Plan for dissemination and exploitation
including communication activities**



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EXECUTIVE SUMMARY

This document presents the plan for dissemination and exploitation including communication activities of IPOSEE project within Work Package 4 ("Exploitation, dissemination and public engagement"). This deliverable aims to outline all the exploitation, dissemination, and communication (EDC) efforts and the tools to be employed by the project partners to engage with all relevant stakeholders.

The deliverable outlines IPOSEE's strategy and framework for reaching out to a wider audience and describes the planned EDC activities. It also serves as a guiding reference for project partners to align with the main objectives and planned activities of EDC.

The deliverable also highlights the critical aspects of regulation and standardization that underpin the successful execution of our project. We recognize that adherence to established guidelines, industry standards, and legal frameworks is paramount in ensuring not only the project's compliance but also its long-term viability and impact.

1 INTRODUCTION

IPOSEE project aims to provide wireless networks to citizens, enterprises, and vertical industries as there are a lot of services in fields such as logistics, manufacturing, etc., while this type of networking is essential, mainly due to the society's increased demands and needs.

For this reason, this project will develop new technologies taking advantage of the increasing availability of data and advanced data science technologies, alongside AI algorithms and techniques, to achieve multidisciplinary breakthroughs.

In addition, it is essential to integrate communication and dissemination strategies for effective exploitation of the identified multidisciplinary breakthroughs. To ensure that the project's outcomes and achievements reach a wider audience, active engagement with people and stakeholders is crucial. Leveraging various communication channels, such as social media platforms, fora, websites, and other online platforms, will facilitate the dissemination of information about the project's progress and results.

By employing social media platforms like Twitter, Facebook, LinkedIn, the project can share updates, research findings, and success stories with a broader community. Online fora and discussion boards related to wireless networks, AI, and data science can serve as valuable spaces for engaging in conversations, receiving feedback, and fostering collaborations with experts and enthusiasts.

Furthermore, maintaining an informative and user-friendly project website will act as a central hub for accessing project-related materials, research publications, and important announcements. The website can also host interactive features like webinars and live streams to interact directly with the audience and address their queries.

In addition to the above, IPOSEE plans dissemination of the project activities and outcomes with outreach effects. This type of dissemination aims at rise the awareness of the general public of ongoing research and development in EU for emerging wireless communications systems.

1.1 DELIVERABLE FRAMEWORK AND REPORT STRUCTURE

- ❖ Chapter 2: In this chapter, we delve into the vital aspects of the project's dissemination and communication strategy. Exploring various channels and approaches, we aim to establish an effective framework for sharing project outcomes, engaging with stakeholders, and fostering a seamless flow of information.
- ❖ Chapter 3: In this part, we focus on the crucial topic of standardization and regulations that govern the project's implementation. By addressing potential challenges and compliance requirements, we strive to establish a robust foundation for the project's execution. Through a comprehensive analysis of standardization practices and regulatory considerations, this chapter aims to provide a clear roadmap for navigating the complexities of the project's operational landscape.
- ❖ Chapter 4: This chapter presents and formalizes the project reference identities and acknowledgements. The objective is to ensure that they will be used consistently by all IPOSEE participants in the communication and dissemination activities.

2 DISSEMINATION AND COMMUNICATION STRATEGY

In today's fast-paced and interconnected world, wireless networks have emerged as the backbone of modern communication. They have revolutionized how we interact, access information, and conduct business, making them indispensable in our daily lives. As these networks become increasingly complex and critical, the success of IPOSEE hinges not only on technical expertise, but also on the efficacy of their dissemination and communication strategy.

The importance of a well-thought-out dissemination and communication strategy cannot be overstated. It serves as the beacon that guides a wireless network project from inception to implementation and beyond. Effective dissemination ensures that vital knowledge and breakthroughs within the project reach the right stakeholders, facilitating seamless collaboration and informed decision-making. Moreover, it fosters transparency, building trust among team members, sponsors, and the wider community.

At its core, a robust communication strategy forms the bridge between technical brilliance and real-world impact. A well-structured communication plan empowers project leaders to articulate the project's objectives, progress, and achievements in a clear and compelling manner. It ensures that project outcomes are understood, celebrated, and embraced by both end-users and investors, increasing the chances of successful adoption and sustainability.

The dynamic landscape of wireless networks also demands constant adaptation and innovation. A comprehensive dissemination and communication strategy can enable project teams to stay agile by encouraging knowledge-sharing, receiving valuable feedback, and responding to challenges swiftly. It paves the way for continuous improvement, propelling IPOSEE to stay ahead in a highly competitive environment.

Moreover, a well-executed communication plan can help mitigate potential risks and address misconceptions that might arise during the project's lifecycle. By proactively engaging with stakeholders, project leaders can manage expectations and foster support, ensuring a smoother journey towards achieving project goals.

To ensure the seamless dissemination of crucial updates and progress, we have strategically chosen to leverage the far-reaching capabilities of social media, engaging e-newsletters, and an interactive IPOSEE's website. Through these powerful channels, we aim to forge strong connections with stakeholders, partners, and the broader community, IPOSEE towards unprecedented success.

2.1 PROJECT WEBSITE

The project's website (<https://iposee.net/>) will serve as the central hub for information dissemination and engagement throughout the duration of the IPOSEE project. It will be regularly updated to ensure it remains a valuable resource for stakeholders and visitors alike. Here's how communication will take part on the project's website:

1. **Project Updates:** The website will host a news or announcements section, where important events, partnerships, or breakthroughs will be showcased. By disseminating such information on the website, the project team can ensure that the most recent and accurate news reaches the public and interested parties.
2. **News and Announcements:** The website will host a news or announcements section, where important events, partnerships, or breakthroughs will be showcased. By disseminating such information on the website, the project team

can ensure that the most recent and accurate news reaches the public and interested parties.

3. **Interactive Content:** Engaging multimedia elements, such as videos, infographics, and interactive visuals, will be integrated into the website. This approach will make complex technical concepts more accessible and enhance the user experience, making it easier for visitors to comprehend the project's objectives and outcomes.
4. **Community Engagement:** The website will feature interactive features, such as comment sections, feedback forms, and discussion forums. These elements will encourage two-way communication, enabling stakeholders to share their thoughts, suggestions, and feedback with the project team. Embracing public input will foster a sense of ownership and inclusivity among stakeholders.
5. **Resource Repository:** A resource library will be established on the website, housing documents, reports, and research findings related to the project. This centralized repository will provide stakeholders, researchers, and interested parties with easy access to valuable information, encouraging collaboration and knowledge-sharing.
6. **Social Media Integration:** Links to the project's social media profiles will be prominently displayed on the website. This integration will enable visitors to stay connected and receive timely updates via their preferred social media platforms, further expanding the project's reach and engagement.

2.2 PUBLICATIONS AND DATA

The research generated by the project will be disseminated in the form of scientific publications; this is of particular relevance for the academic project partners.

The candidate scientific journals include IEEE Transactions on Communications, IEEE Transactions on Wireless Communications, and IEEE Transactions on Vehicular Technology. The candidate scientific conferences include IEEE International Conference on Communications (ICC), IEEE Global Communications Conference (GLOBECOM), and IEEE International Symposium on Personal Indoor and Mobile Radio Communications (PIMRC).

Research data generated by the project, if any, will be published under the principle of findability, accessibility, interoperability, and reusability (FAIR), using the open repository Zenodo (<https://zenodo.org/>) developed under the European OpenAIRE program and hosted by CERN.

2.3 SOCIAL MEDIA

As was mentioned above, social media is an essential tool for the IPOSEE's EDC plan. Specifically, the social media that will be involved in this objective are LinkedIn, Twitter and ResearchGate. The mutual reactions with the existing consortium social media accounts will also greatly expand the influence and improve the popularity of the IPOSEE project.

2.3.1 LinkedIn

LinkedIn, as a professional networking platform, can significantly enhance IPOSEE by fostering meaningful connections with industry experts, potential collaborators, and

stakeholders. The project team can create a dedicated company page to share updates, achievements, and job opportunities, thereby attracting top talent and building a strong team. Through engaging posts and articles, the project can establish thought leadership in the field, gaining credibility and visibility within the wireless networking community. Moreover, participating in relevant groups and forums allows for knowledge-sharing and valuable feedback, while LinkedIn's targeted advertising can reach a niche audience, attracting potential investors and partners.

2.3.2 X

X's real-time nature makes it an ideal platform for sharing quick updates and breaking news related to the IPOSEE project. By maintaining an active presence and using relevant hashtags, the project can expand its reach to a broader audience, including tech enthusiasts, industry influencers, and media outlets. Short and impactful tweets can highlight project milestones, events, and achievements, fostering engagement and interest. Moreover, Twitter's direct messaging feature enables one-on-one communication with stakeholders and potential collaborators, facilitating more personal and immediate interactions.

2.3.3 ResearchGate

ResearchGate, being an academic and research-oriented platform, can enhance IPOSEE's impact by facilitating collaboration and knowledge exchange within the scientific community. The project team can share research findings, publications, and conference presentations, gaining valuable feedback and insights from experts in the field. By engaging in discussions and answering questions, the project can strengthen its credibility and build connections with researchers, academicians, and industry professionals. ResearchGate also enables citation tracking, allowing the project team to monitor the impact and influence of their work, further boosting recognition and visibility within the research community.

2.4 COMMUNICATION ACTIVITIES

2.4.1 Workshops & Forum

Organizing interactive workshops and online fora offers a platform for experts and participants to share knowledge and exchange ideas on wireless network technologies and advancements. These events facilitate collaborative learning and problem-solving within the industry. To maximize participation, promotional efforts through social media and mailing lists play a crucial role. Creating engaging event pages on platforms like Eventbrite or Meetup encourages registrations and helps build a dedicated audience. During workshops, encouraging live-tweeting and using event-specific hashtags generates real-time discussions, increasing engagement and visibility.

The IPOSEE project plans to organize the workshop in late 2023 and beginning of 2024 with the BANYAN project. The workshop plans to invite the ESRs in the BANYAN project and the academical speakers to bring multiples presentations in this workshop. The enrich contents of the co-organized workshop can provide the opportunity of knowledge exchange and influence expansion.

2.4.2 Training school

Hosting training schools or webinars provides an opportunity to educate students and professionals about cutting-edge wireless network technologies and best practices. Promotional efforts through academic institutions, industry associations, and social media platforms help reach the target audience effectively. Utilizing video

conferencing tools for online training sessions allows for global participation, enabling knowledge transfer across geographical boundaries and fostering international collaborations.

Training schools can serve as a platform to demonstrate the project's innovations and prototypes. Hands-on experiences and live demonstrations enable participants to understand the practical implications and benefits of IPOSEE's developments.

By hosting training schools, the project gains visibility within the wireless networking community. Participants and attendees become ambassadors, spreading the word about the project's goals and contributions to their respective networks.

2.4.3 Mailing lists

Establishing a mailing list is an effective way to keep stakeholders informed about project updates, events, and opportunities. Encouraging website visitors and participants of workshops or training schools to subscribe ensures a growing and engaged audience. Sending regular newsletters with compelling and relevant content helps maintain stakeholders' interest and involvement in the IPOSEE's developments.

2.4.4 Exhibitions and demonstrations

Participating in industry exhibitions and conferences provides a platform to showcase the project's innovations to a broader audience. Interactive demonstrations at these events engage visitors and offer hands-on experiences with the project's technologies. Announcing the project's participation through social media creates anticipation and invites attendees to visit the exhibition booth, increasing the project's visibility and potential for collaboration and investment.

During the following year, the consortiums plan to attend the following events to disseminate and expand the influence of the IPOSEE project. The pre-planned attended events include but are not limited to:

1. **India Mobile Congress**, 27th-29th Oct. 2023.
2. **PMRE Expo**, 28th-30th Nov. 2023.
3. **GLOBECOM**, 4th-8th Dec. 2023.
4. **Mobile World Congress 2023**, 27th Feb. 2024 – 2nd Mar. 2024.
5. **PMR Expo**, 1st -3rd Jun. 2024.

3 STANDARDIZATION AND REGULATIONS

Standardization and regulations are essential aspects that significantly impact the success and widespread adoption of the IPOSEE. By adhering to industry standards, the project can ensure interoperability and compatibility with existing wireless network infrastructures and devices. This seamless integration of IPOSEE solutions into the broader wireless ecosystem makes them more attractive to stakeholders and end-users alike.

Moreover, compliance with regulatory and standardization requirements enhances the reliability and security of the project's technologies. By following industry best practices and established standards, the project's solutions undergo rigorous testing and evaluation, reducing the likelihood of vulnerabilities and improving overall system resilience.

Conformity with international standards and regulations gives the IPOSEE project global recognition and credibility. Stakeholders, investors, and users are assured that the project's solutions meet industry benchmarks and comply with relevant legal and technical requirements, increasing the likelihood of global adoption.

Meeting regulatory requirements also allows the IPOSEE project to access various markets with ease. Complying with regional and international regulations facilitates market entry and commercialization, paving the way for collaborations with local industries and governments.

Furthermore, standardization efforts help protect the project's intellectual property. By defining clear boundaries and specifications, the project can secure patents and safeguard its innovations from infringement, preserving its competitive advantage.

Addressing ethical considerations and adhering to regulatory guidelines demonstrate the project's commitment to responsible and transparent practices. This fosters public trust, strengthens stakeholder confidence, and ensures that the project is viewed favorably by regulatory authorities and the public.

Standardization often involves collaboration with other research projects, institutions, and industry stakeholders. This collaboration fosters knowledge exchange, leverages expertise, and expands the project's impact beyond individual efforts.

In addition to technical aspects, regulations may also encompass environmental and sustainability considerations. By complying with eco-friendly guidelines and green standards, the IPOSEE project can contribute positively to the environment and align with global efforts towards sustainable development.

In conclusion, standardization and regulatory compliance are fundamental for the IPOSEE's success. They ensure that the project's innovations are compatible, reliable, and secure, leading to global recognition, adoption, and positive contributions to society and the environment.

3.1 STANDARDIZATION ACTIVITIES

Several key activities can be pursued to ensure the project's technologies align with industry best practices and are widely accepted.

4 PROJECT REFERENCE IDENTITY AND ACKNOWLEDGEMENT

For visibility and recognition, IPOSEE will consistently use its project reference identity and acknowledgement. The guidelines are provided in this chapter.

4.1 PROJECT LOGOTYPE

The project acronym, IPOSEE, is made by the following capitalized and boldfaced letters in the title: **I**ntelligent and **P**roactive **O**ptimization for **S**ervice-centric **W**irel**E**ss **N**ETworks.

The project uses the following specific font of its acronym, as the project logotype.

IPOSEE

Figure 1 Project logotype.

The project logotype shall appear in the communication material presenting the project.

4.2 ACKNOWLEDGEMENT OF EU FUNDING

In acknowledgement of the funding, the EU emblem is to be used. For online material as well as research presentations, the EU emblem along with the funding acknowledgement text shall be used. The graphical files for this will be downloaded from the download centre for visual elements of the European Commission (https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en). The figure below gives an illustration.



Figure 2 EU Emblem and Acknowledgement text.

Research publications in form of articles as well as applications for protection of results shall (unless it is impossible) include the following text:

“The project leading to this research/application has received funding from the European Union’s Horizon Europe research and innovation program under the Marie Skłodowska-Curie Grant Agreement No. 101086219”.