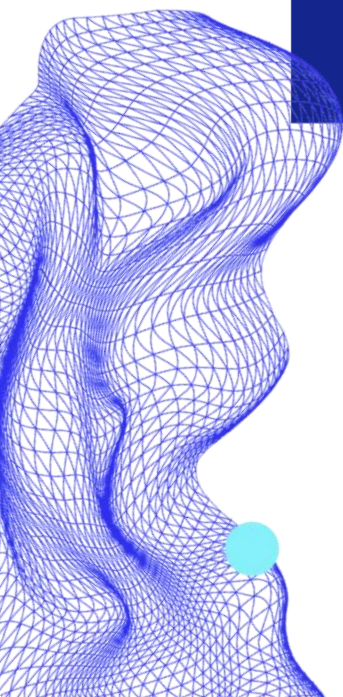


5G BECOME

5g enaBled Edge Computing fOr sMart Education

D5.3

Dissemination & Communication Plan



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List of Abbreviations

Abbreviation	Definition
NTUA	National (Metsovian) Technical University of Athens
OTE	Greek Telecommunications Organization
Fifth	Fifth Ingenium SRLs
Mx	Month X
WP	Work Package
CCAM	Cooperative, Connected, Automated Mobility
KPIs	Key performance indicators
5GSC	5G Smart Communities
DTs	Digital Twins Artificial, XR
AI/ML	Intelligence/Machine Learning
MPN	5G Mobile Private Network
XR	Extended Reality

Executive Summary

The 5G-BECOME project is a forward-looking initiative designed to enhance research and education through the deployment of private 5G networks. By establishing a robust 5G infrastructure, the project aims to support cutting-edge applications in academia, industry, and the public sector. Through strategic collaboration among key partners—NTUA, OTE, and FifthIngenium—the project seeks to create an open and scalable 5G ecosystem that facilitates knowledge exchange and fosters digital transformation at Zografou Campus of the National (Metsovian) Technical University of Athens (NTUA).

A core component of the project is its comprehensive dissemination and communication strategy, which ensures that research findings, best practices, and technological innovations reach the relevant stakeholders, including policymakers, industry leaders, researchers, students and the general public. This plan outlines the structured approach that will be employed to maximize outreach, engagement, and impact through digital platforms, academic publications, industry conferences, and public events.

The dissemination plan includes a clear dissemination procedure, detailing approval processes, reporting requirements, and EU funding acknowledgment rules to maintain consistency and compliance across all communication efforts. It also establishes a roadmap for planned dissemination milestones, including major project events, conference participation, and the publication of scientific papers. Key performance indicators (KPIs) have been defined to evaluate the effectiveness of these efforts, ensuring that the project meets its communication goals.

As a critical part of its external engagement, 5G-BECOME will include the 5G Smart Communities (5GSC) Support Platform to share knowledge efforts, participate in industry discussions, and collaborate with European policymakers and telecom providers. Through proactive involvement in scientific journals, major industry events, and conferences, the project will actively contribute to relevant and global discussions on the future of 5G deployment and adoption.

By implementing a structured and strategic approach to communication & dissemination, 5G-BECOME ensures that its contributions to the 5G ecosystem extend beyond the project's duration, fostering long-term innovation, policy development, and industry adoption. This plan serves as a blueprint for maximizing the project's visibility, impact, and long-term sustainability.

1. Introduction

1.1. Project intro

The 5G-BECOME project aims to advance education and research at the National Technical University of Athens (NTUA) by deploying a cutting-edge 5G Mobile Private Network (MPN) and edge computing infrastructure. By seamlessly integrating immersive digital technologies (such as Extended Reality, XR) and 5G, the project will transform learning experiences and enhance research capabilities—including innovative applications in the automotive sector—while cultivating an interactive, modern, and future-ready academic environment that promotes digital inclusivity and technological progress throughout Greece.

Key Project Objectives are fourfold:

- Improve student engagement and comprehension through interactive, immersive learning experiences that are tailored to NTUA's curriculum and integrated across multiple disciplines.
- Strengthen hands-on expertise in cutting-edge 5G networks and advanced technologies (advanced 5G features, Digital Twins (DTs), IoT integration, Artificial Intelligence/Machine Learning (AI/ML), XR, focusing primarily on automotive applications while ensuring broader relevance across various industry verticals.
- Leverage state-of-the-art open-source tools to drive the development of innovative Cooperative, Connected, Automated Mobility (CCAM) applications and advanced 5G features, fostering a collaborative and forward-thinking environment.
- Broaden access to digital resources to create a cohesive academic ecosystem that supports enriched learning and ground-breaking research initiatives.

1.2. Purpose of the Deliverable

The purpose of this deliverable is to define a comprehensive strategy for effectively communicating and disseminating the outcomes of the 5G-BECOME project. Given the transformative nature of 5G technologies, it is essential to ensure that the project's advancements reach a broad and diverse audience. This plan serves as a guiding plan for all dissemination and communication activities, ensuring that project results are shared with relevant stakeholders in a structured and impactful manner.

This document outlines the methodologies and tools that will be employed to raise awareness about the project, engage key stakeholders, and facilitate knowledge transfer. It highlights the channels through which information will be disseminated, from digital platforms such as the project website and social media to academic conferences, public events, and scientific publications. Furthermore, it sets measurable objectives and key performance indicators (KPIs) to evaluate the effectiveness of these activities over the project's lifespan.

By clearly defining roles, responsibilities, and communication pathways, this plan ensures that all partners contribute to a unified and coherent Communication & Dissemination strategy. In doing

so, it not only strengthens the visibility of the project but also supports the broader objective of fostering innovation, collaboration, and the widespread adoption of 5G technologies. Ultimately, this deliverable acts as a roadmap for sustaining engagement with stakeholders beyond the project's completion, ensuring that the insights gained, and best practices developed continue to have a lasting impact.

1.3. Intended Audience

The dissemination and communication activities outlined in this plan are designed to reach a diverse audience, ensuring that the knowledge generated by 5G-BECOME is effectively shared with relevant stakeholders. The intended audience for this deliverable includes policymakers, industry professionals, academic researchers (professors included), students, media and the general public.

Policymakers will benefit from insights into regulatory frameworks, best practices, and policy recommendations that can inform future telecommunications strategies. Industry professionals, including mobile network operators and technology providers, will gain access to cutting-edge research and real-world applications that can drive innovation and market adoption. Academic researchers and students will find value in the scientific publications and knowledge-sharing initiatives, and furthering research in the field of 5G connectivity implemented on their subjects and public events, helping to clarify 5G technology and highlight its potential benefits. Local medias will be informed about the actions taken in the NTUA Campus in Zografou, and finally, the general public will be engaged through awareness campaigns on social media and press.

This way the project ensures that its findings are not only widely accessible but also actionable, contributing to the broader goal of integrating 5G into diverse sectors and communities.

1.4. Relation to other WP and WP5 Deliverables & Tasks

5G-BECOME WP5 consists of three (3) tasks. **below** is a table which provides the tasks' name, description and the relevant deliverables which explains how to achieve these tasks.

Table 1 - WP5 Tasks and Deliverables

Task's Title	Description	Relevant Deliverable
Task 5.1 Design and development of transversal materials for dissemination	NTUA will develop branding and communication material such as: project logo, document templates (documents, presentations), rollups and brochures.	D5.1 – Dissemination and Communication Material
Task 5.2 Awareness generation and public events	This task will include all the activities needed to organise public events to communicate and generate awareness around the project, its objectives, progress and results, while stimulate	D5.3 – Dissemination and Communication plan

	undertaking of the best practices developed.	
Task 5.3 Knowledge Sharing	This task includes all the actions to define and draft documentation and reports that can be used to replicate or implement a similar infrastructure and use-cases in the future. Specifically, we are planning to attend 5GSC Support Platform events and to organize activities (such as presentations, workshops, booth, etc.) to enhance the dissemination and knowledge sharing of 5G BECOME project	D5.1 – Dissemination and Communication Material D5.2 – Project Experience and Replication Guide D5.3 – Dissemination and Communication plan

Deliverable **D5.1 – Dissemination and Communication Material**, to be submitted in **M8**, will complement the project’s outreach efforts by delivering the development of project logo, brochure, roll-up, and templates. The brochure, including the logo, will be in a foldable format. Along with the roll-up, it will be used on all the occasions in which there will be meetings and events in presence. It will contain all the key information for the presentation of the Project and the Partnership. Later, **Deliverable D5.2 – Project Experience and Replication Guide M36**, will conclude WP5 by consolidating the project’s efforts into a practical guide for replication and implementation, ensuring its long-term relevance and applicability for future stakeholders. Together with the **current Deliverable (D5.3)**, these three deliverables will form a comprehensive and strategic framework for impactful communication, stakeholder engagement, and wide dissemination throughout and beyond the project’s lifecycle.

In each Deliverable the methodology of how to achieve the above mentioned tasks will be explained.

The aforementioned documents are directly interrelated to one another. Certain tools and activities can oscillate between communication and dissemination, depending on the target audience and content. **Table 2** below presents a clarification on the terminology as well as a clear distinction of their corresponding activities by shedding light on their differences.

Table 2 - Communication vs Dissemination

Communication	Dissemination
Covers the whole project (including results)	Covers project results only
Starts at the outset of the project	Happens only once results are available
Multiple audiences. - Beyond the project's own community, including policymakers, industry	Specialist audiences. - Groups that may use the results in their own work focusing on

professionals, academic researchers, students, the media and general public.	policymakers, industry professionals, academic researchers & students.
General and relevant audience, general information about the project and its process and results.	Relevant audience, high-level result presentation.
Legal reference Grant Agreement Annex 5	Legal reference Grant Agreement Annex 5

2. Communication & Dissemination Strategy Overview

The primary aim of the 5G-BECOME communication and dissemination strategy is to ensure that the project's developments, findings, and best practices are effectively shared with a broad audience, thereby fostering engagement, knowledge transfer, and policy influence. By employing a well-structured communication plan, the project seeks to create awareness, encourage active participation, and facilitate the adoption of 5G technologies across multiple sectors.

By targeting key stakeholders, including policymakers, industry leaders, researchers, students and the general public, the project aims to stimulate discussions, drive collaborations, and influence future technological advancements. The dissemination plan further seeks to promote the sustainability and scalability of the project outcomes, ensuring that the knowledge generated within 5G-BECOME extends beyond the project's duration and serves as a foundation for future research and implementation.

Through a combination of digital outreach, academic dissemination, industry engagement, and public awareness campaigns, the project aspires to create an inclusive and informed ecosystem that supports the widespread deployment and utilization of 5G technologies. This document outlines the steps and methodologies that will be adopted to achieve these goals, ensuring a consistent and impactful communication strategy that aligns with the broader objectives of 5G-BECOME.

2.1. Communication & Dissemination Goals & Objectives

The communication goals and objectives of 5G-BECOME are designed to ensure a strategic and impactful dissemination of knowledge, fostering engagement among stakeholders while promoting the project's key advancements. The primary goal is to create a well-connected ecosystem where the exchange of insights, innovations, and best practices contributes to the evolution of 5G technology adoption.

The key objectives include raising awareness about the project's scope and findings, ensuring that all stakeholders remain informed and engaged throughout project duration. Additionally, the strategy aims to facilitate collaboration between academia, students, industry, and policymakers, encouraging cross-sector dialogue that can lead to practical implementations of research findings. Another crucial objective is to enhance public understanding of 5G by providing clear, accessible information on its benefits and potential applications.

3. Communication Plan

Building upon the communication strategy, the 5G-BECOME communication plan defines the steps and mechanisms that will be used to ensure successful communication and dissemination. This plan is focused on the communication actions and it is structured to effectively reach the project's key stakeholders and promote engagement through well-defined messages, visually appealing materials, targeted channels, and measurable key performance indicators.

A crucial element of the communication plan is the identification of the target audience and key messages. As established earlier, the project seeks to inform and engage policymakers, industry professionals, academic researchers (professors included), students, media and the general public. Each of these groups requires a tailored approach to ensure that the information conveyed is relevant and impactful.

The project has already established a strong visual identity, including a logo, a brand manual, and templates for various communication materials. The development of additional assets, such as roll-up banners, brochures, and promotional leaflets, will further enhance visibility during public events and conferences.

To enhance outreach, the project will employ a combination of communication tools and channels, including its website, LinkedIn page, printed materials, newsletters, and participation in conferences.

To measure the effectiveness of the communication plan, key performance indicators (KPIs) will be tracked, including website traffic, social media engagement, event participation, and publication reach.

By implementing this communication plan, 5G-BECOME aim to achieve wide communication actions, engagement, collaboration, and long-term impact within the evolving 5G ecosystem.

3.1. Target Audience & Key Messages

In more detail **below** the target audience can be found along with what the project will provide to engage the specific audience. By addressing the specific needs and interests of these groups, the project aims to maximize engagement and ensure that its findings resonate with relevant stakeholders.

3.1.1. Target Audience

Table 3 - Target Audience for Communication activities

Target Audience	Project Offer
Policymakers	The project will highlight how 5G infrastructure can support public sector digital transformation while emphasizing the need for supportive policies to facilitate deployment and adoption.

Industry professionals	The project will showcase real-world use cases, best practices, and business opportunities, ensuring that mobile network operators, technology providers, and enterprises understand the benefits and feasibility of 5G-driven solutions.
Academic researchers (professors included)	Conference presentations, and participation in knowledge-sharing initiatives will serve as primary communication methods for this audience, along with social media and newsletters.
Students (Especially as the implementation takes place within the NTUA university environment)	By addressing common misconceptions, demonstrating tangible benefits, and engaging in accessible outreach activities, the project will work to build students trust and enthusiasm around 5G adoption. As future professionals and researchers in the fields of engineering, telecommunications, and digital innovation, students represent both direct beneficiaries and potential multipliers of the project's impact. The project will offer an actual academic implementation of 5G technology in class.
Media and General Public	Serving as a bridge between the project and the broader public. By engaging with journalists, and tech reporters, 5G-BECOME aims to amplify its visibility, share milestones, and translate complex innovations into accessible narratives.

3.1.2. Key messages

A set of key messages has been developed for each of the target audiences, considering their specific needs and typical characteristics, while also drawing on expected outputs from the 5G-BECOME project, to create and send out the appropriate type of messages.

The table **below** summarizes the key messages tailored to each target audience:

Table 4 - Target audience & Key Messages

Target Audience	Description	Key Messages
Policymakers	<p>The key messages will focus on the role of 5G in shaping future regulatory frameworks, enhancing digital sovereignty, and driving economic growth.</p> <p>5G's role in regulatory frameworks, digital transformation, and economic growth.</p>	<p>5G-BECOME provides actionable insights and real-world use cases that support evidence-based policy-making and foster inclusive, future-proof 5G deployment strategies across Europe.</p>
Industry Professionals	<p>The messaging will emphasize the technological advancements and practical applications enabled by 5G.</p> <p>Technological advancements, business applications, and best practices.</p>	<p>5G-BECOME bridges research and real-world implementation, offering innovative solutions and collaborative opportunities that accelerate the adoption of 5G technologies in business and industry.</p>
Academic Researchers (Professors included)	<p>The focus will be on fostering collaboration, sharing technical insights, and contributing to ongoing 5G and connectivity research.</p> <p>Knowledge-sharing, technical insights, and collaboration opportunities.</p>	<p>5G-BECOME opens new research avenues by providing a live 5G testing environment, encouraging interdisciplinary exploration and fostering knowledge exchange across academia and beyond.</p>
General public	<p>The communication will be centered around increasing awareness and understanding of 5G technology.</p>	<p>5G-BECOME brings the benefits of next-generation connectivity to society, supporting smarter education, enhanced services, and a more connected future for all.</p>

	Awareness campaigns, accessibility of 5G, and real-life applications.	
Media	Strategic press releases, media kits, and participation in interviews or news features will ensure the project's developments are communicated to a wider audience, enhancing public awareness and fostering societal interest in 5G advancements.	5G-BECOME is shaping the future of connectivity in education and research by deploying cutting-edge private 5G networks and bringing innovation closer to society—one breakthrough at a time.
Students	Through educational activities, demonstrations, and open events, the project will actively engage students, raise awareness about 5G technologies, and encourage their involvement in the exploration of new applications and research opportunities stemming from the project's outcomes.	Discover how 5G is transforming your learning environment— 5G-BECOME invites you to be part of the next generation of digital innovation, right here at NTUA.

By crafting and delivering targeted messages to each stakeholder group, the 5G-BECOME project ensures that its communication efforts are both strategic and effective, leading to a broader and more meaningful impact across the 5G ecosystem.

3.2. Visual Identity & Branding

The project's branding elements provide a recognizable and unified representation that enhances its visibility and reinforces its credibility. To ensure a professional and coherent image, 5G-BECOME has developed a set of branding guidelines that govern all communication and dissemination materials.

The project logo, brand manual, roll-up banners, printed brochures, and other visual elements are essential to reinforcing the project's identity across various dissemination channels. These

elements help create a cohesive image and ensure that all communication materials align with the project's branding strategy. While this section provides an overview of the project's visual identity, the detailed development and design of these **materials are covered in Deliverable D5.1 - Dissemination and Communication Material**.

Additionally, as the project progresses, new branding materials such as promotional leaflets, event-specific banners, and other outreach tools will be developed. These will support ongoing engagement activities and enhance the project's visibility at industry events, conferences, and stakeholder meetings.

By maintaining a well-defined visual identity and integrating it across all communication efforts, 5G-BECOME will strengthen its presence, improve engagement, and ensure consistency in all dissemination activities.

The brand manual can be found in **ANNEX 7.1-Brand Manual**.

3.3. Communication Tools & Channels

To effectively reach and engage its target audiences, the 5G-BECOME project will implement a diverse range of communication tools & channels. A combination of digital and physical communication methods will be employed to ensure that project findings are accessible, engaging, and widely distributed. More details about this section can be found at **D5.1 Dissemination and Communication material after M8**. This Deliverable will include more about the digital media (5G BECOME website, social media channel, videos, newsletters, internal communication tools) and the project's printed material (roll-up banners, flyers, posters etc.).

3.3.1. Website

The project [website](#) will serve as the primary information hub, ensuring transparency and accessibility. It will host relevant information about the project, relevant news, and deliverables while providing structured insights into the progress of 5G-BECOME. Dedicated sections will showcase upcoming events, published research, and the public events, reinforcing the project's role as a thought leader in 5G advancements. An interactive component will allow stakeholders to engage with project outcomes, including downloadable reports, the version of the shared newsletters, and project news.

3.3.2. Social Media

Social media, particularly [LinkedIn](#), will be the project's primary digital outreach platform. The LinkedIn strategy will focus on engaging industry professionals, researchers, and policymakers through various types of content. Project updates, event announcements, key research findings and more will be used to summarize complex technical concepts in an accessible manner. Posts will be published at least twice per month to ensure continuous engagement while maintaining a balanced presence. The project will encourage interaction through comments, reposts, and discussions, fostering industry connections and thought leadership. Over time, engagement metrics will be monitored to refine the strategy and optimize outreach.

3.3.3. Printed Materials

While digital channels play a central role, printed materials remain essential for in-person engagement. The project will develop a visually appealing, foldable brochure outlining objectives, key findings, and expected impacts. This will be distributed at conferences and stakeholder meetings. Roll-up banners will be used at project-related events, ensuring brand visibility and reinforcing key messaging. Additionally, a concise and informative leaflet will be designed to summarize the project's mission and major achievements, making it suitable for distribution at public events. To promote sustainability, the 5G-BECOME project will utilize a **QR code (ANNEX 7.5 - QR code)** generated through [the Linktree platform](#) to provide digital access to the project leaflet, website, and other key resources. This approach aims to minimize the use of printed materials and support environmentally friendly communication practices.

3.3.4. Internal Communication

Internal communication will ensure smooth collaboration among project partners and stakeholders. A **bi-annual newsletter** will summarize key project updates, significant milestones, and upcoming dissemination activities. This will be distributed to all project partners and external stakeholders who subscribe for updates. **Internal reports** will provide in-depth analyses of project progress, stakeholder feedback, and recommendations for future dissemination efforts. These reports will serve as an essential tool for aligning the communication strategy with project developments, ensuring that dissemination efforts remain effective and well-coordinated.

The combination of a well-maintained website, active social media engagement, high-quality printed materials, and consistent internal updates will maximize outreach and strengthen the project's impact across the diverse audience groups.

3.3.5. Communication Kit

5G-BECOME is developing a communication kit to facilitate the information flow and promotion of the project to a wider audience, particularly when attending events, conferences and workshops. It will be used by all 5G-BECOME partners to ensure consistency and effective communication of the project's concept and achievements.

The 5G-BECOME communication kit includes:

- Project Summary
- PPT presentation template
- 5G-BECOME logo (horizontal & Vertical)
- EU Emblem (horizontal)
- Brand manual
- linktree QR code in printed version
- Leaflet - *under development*;
- 5G-BECOME roll-up banner in printed version - *under development*;
- Project's video - *under development*

More information about 5G-BECOME communication kit will be provided in **D5.1 – Dissemination and Communication Material**.

3.3.6. Press release

5G-BECOME consortium partners will use all opportunities to systematically communicate the project's news and results. Regular press releases will be produced and circulated among the consortium, while press and online media will be used to increase the visibility and potential impact of 5G-BECOME results. The first press release announcing the launch of the project and the kick-off meeting held in Athens was released and uploaded to [ISENSE Website](#) – The research group of NTUA. It will also be available at the 5G-BECOME Website when ready.

3.4. Communication Key Performance Indicators (KPIs)

To measure the effectiveness of the communication activities, 5G-BECOME will track several key performance indicators dedicated to the communication efforts throughout the project's lifespan.

Table 5 - Communication KPIs

KPI	Description	Numbers
Website Traffic	Number of visitors	Total 1000
LinkedIn Engagement	Post impressions, and follower growth.	Total 200 followers
Printed Materials	Number of brochures, roll-up banners, and leaflets produced and distributed.	Mostly use the QR code for non-printed material.
Newsletter Reach	Circulation of newsletters and stakeholder engagement levels.	Number of newsletter: 6
Event Participation	Attendance at conferences, workshops, and public events.	Number of Events: 10

Based on these KPIs, the project will continuously refine its communication strategy to ensure optimal engagement, visibility, and impact, adapting to emerging trends and stakeholder needs over the duration of 5G-BECOME.

4. Dissemination Strategy

The Dissemination strategy aims to facilitate knowledge transfer, enhance stakeholder engagement, and foster discussions around the role of 5G in various sectors. By implementing targeted dissemination actions, the project will create a lasting impact that extends beyond its completion, promoting the adoption and sustainability of its innovations.

To achieve these objectives, the dissemination strategy will integrate multiple channels, including scientific publications, public events, and 5G Projects liaison. Each dissemination effort will be designed to align with the needs and expectations of specific stakeholder groups, ensuring relevance and engagement. By actively involving industry professionals, policymakers, academia, and the general public, the project wants to establish an inclusive dialogue that bridges the gap between technological advancements and real-world applications.

This strategy will also emphasize two-way communication, encouraging feedback and collaboration between stakeholders to refine and enhance the project's outcomes.

4.1. Target Audiences & Topics of Interest

The 5G-BECOME dissemination efforts will target key audiences to ensure that its findings and innovations reach the most relevant stakeholders. Each audience has distinct interests and expectations, which will be addressed through tailored messaging and targeted dissemination activities.

The focus on experts—such as policymakers, industry professionals, academic researchers, students, the general public, and the media—is essential for maximizing the relevance and impact of the project's dissemination strategy.

This targeted approach allows the project to build meaningful engagement with decision-makers influencing policy, industries driving technological adoption, researchers advancing scientific innovation, future professionals shaping the digital landscape, and the broader public whose lives will be impacted by 5G technologies.

Table 6 - Target Audience for Dissemination activities

Target Audience	Project efforts
Academics and researchers	...will be engaged through scientific publications, conference presentations, and collaborative research initiatives. The focus will be on advancing knowledge in 5G networks, digital transformation, and the application of emerging connectivity technologies. The project will contribute to the academic discourse by sharing technical insights, experimental results, and best practices that can inform future studies and technological developments.

Polymakers	...will be targeted with evidence-based recommendations on how 5G can drive economic growth, improve digital infrastructure, and support regulatory frameworks. The project will provide reports and policy briefs that highlight the societal and economic benefits of 5G, ensuring that decision-makers have access to the necessary information for informed policy development.
Industry professionals (including mobile network operators, technology providers, and business leaders)	...will be engaged through industry conferences, webinars, and demonstration events. The focus will be on the commercial viability of 5G solutions, best practices for deployment, and opportunities for collaboration. By showcasing real-world applications and business models, 5G-BECOME will encourage industry stakeholders to explore innovative use cases and investment opportunities.
General public and Students	...will also be a key target group, as raising awareness and understanding of 5G technology is essential for its successful adoption. The project will develop accessible content, such as social media posts, videos, and interactive resources, to explain the benefits and implications of 5G in everyday life. Public events and outreach campaigns will further promote engagement, addressing common misconceptions and emphasizing the positive societal impact of enhanced connectivity.

By addressing the specific interests of these target groups, the dissemination strategy will ensure that 5G-BECOME's findings are effectively communicated and that stakeholders remain actively involved in discussions around the future of 5G technology.

4.2. Dissemination Channels & Methods

A variety of dissemination channels and methods will be used to ensure that 5G-BECOME's outcomes are widely shared and effectively communicated to stakeholders. These will include scientific journals, conferences, public events, and established 5G networks such as the 5GSC Support Platform.

4.2.1. Targeted Events, Conferences & Other

5G-BECOME partners will take part in local (national), EU and global level conferences, industry trade events and exhibitions in order to raise awareness around the project activities and expected results and disseminate the relevant advancements and outcomes. In **Table 7** an initial list of the targeted conferences is presented.

Table 7 - Future Events

Event Title	Date	Location	Audience	Link	Relevance to 5G-BECOME
EuCNC & 6G Summit	Jun 3-6, 2025; Jun 2026; Jun 2027	Europe (varies)	Researchers, Policymakers	EuCNC & 6G Summit	Disseminate technical findings; engage with the 5G/6G research community.
IEEE GLOBECOM	Dec 8-12, 2025; Dec 2026; Dec 2027	Various international	Industry, Researchers	IEEE GLOBECOM	Publish technical papers and extend research networks.
Mobile World Congress (MWC) Barcelona	Mar 2026; Mar 2027	Barcelona, Spain	Industry, Academia	MWC Barcelona	Showcase project advancements; engage with global industry leaders.
European 5G Conference	Jan 2026; Jan 2027	Brussels, Belgium	Policymakers Industry	5G Conference	Contribute to policy discussions on 5G deployment and regulation.
KubeCon + CloudNativeCon Europe	Apr 2026; Apr 2027	Europe (varies)	Cloud Industry, Telecom	KubeCon Europe	Present 5G-cloud and edge computing innovations.

Participation in these key events will ensure that 5G-BECOME's research and innovations reach relevant stakeholders, fostering discussions, collaborations, and knowledge-sharing within the broader 5G ecosystem. As the project evolves, additional events and opportunities for engagement will be identified. The dissemination team will conduct yearly reviews of relevant conferences and update the event participation plan accordingly, ensuring that new opportunities for engagement and visibility are leveraged throughout the project's lifecycle.

4.2.2. Scientific Journals

5G-BECOME will publish its activities and results in scientific peer-reviewed journals and in conference proceedings in order to broadcast its results and get feedback from the scientific and professional community. The consortium will also seek out publication channels in trade journals and magazines to bring out the project's outcomes to end users. All scientific publications stemming from the project research will be made available through green open access and will be uploaded on the website under the "Outcomes" page. Some examples of targeted journals and publications are listed in **Table 8** below.

Table 8 - Journal Suggestions for Publications

Journal	Focus Area	Link
IEEE Communications Magazine	Telecommunications & 5G	IEEE Communications Magazine
IEEE Transactions on Mobile Computing	Mobile Networks & 5G	IEEE Transactions on Mobile Computing
IEEE Transactions on Wireless Communications	Wireless Technology & 5G	IEEE Transactions on Wireless Communications
Elsevier Journal of Network and Computer Applications	Networking & Digital Applications	Elsevier Journal
Elsevier Computer Networks	Computer Networking & 5G	Elsevier Computer Networks
IET Communications	Telecommunications & 5G	IET Communications

The table above can be found also in the excel "Calendar of Events, Publications & journals – Only Before Activity", which is open for more additions. Find the figure in **ANNEX 0** -

Excel “Calendar of Events, publications & journals – only before action”

4.2.3. 5G Smart Communities (5GSC) Support Platform

The [5G Smart Communities \(5GSC\) Support Platform](#) is a key dissemination channel for 5G-BECOME, offering an opportunity to share knowledge, best practices, and project results with a highly relevant network of stakeholders. This platform, designed to support the deployment and uptake of 5G solutions across Europe, aligns directly with the objectives of 5G-BECOME in fostering collaboration between policymakers, industry leaders, and research institutions.

5G-BECOME already has an established profile on the 5GSC Support Platform, which enables participation in working groups, discussions, and thematic events that bring together key decision-makers from the European Commission, national governments, telecom providers, and academic institutions. Through this engagement, the project will contribute to shaping policy recommendations, influencing industry trends, and ensuring that its outcomes are leveraged for broader implementation beyond the project’s timeline.

Participation in **5GSC events and workshops** will be an essential part of the dissemination strategy, ensuring that 5G-BECOME remains actively engaged with other initiatives and remains visible within the European 5G ecosystem. The project will take part in policy discussions, technical deep dives, and networking sessions to showcase its progress, share lessons learned, and explore potential synergies with other projects. These interactions will also provide valuable insights into emerging challenges and opportunities in the 5G landscape, enabling the consortium to refine its approach and maximize its impact.

Table 9 - 5GSC future Events and Workshops

Date	Title	Description
22 May 2025 10:00 - 12:00	Working Group 1 - Scaling 5G Infrastructure Deployment and Innovation	Capacity Buildings / Working Groups <ul style="list-style-type: none"> • CEF Digital • 5G for Smart Communities • Connectivity • Funding for Digital • Edge Cloud
19 June 2025 10:00 - 12:00	Working Group 2 - 5G for Smart Cities & Urban Connectivity	Capacity Buildings / Working Groups <ul style="list-style-type: none"> • CEF Digital • 5G for Smart Communities • Connectivity • Funding for Digital • Edge Cloud
18 September 2025 10:00 - 12:00	Working Group 3 - Business and investment models for 5G pilots	Capacity Buildings / Working Groups <ul style="list-style-type: none"> • CEF Digital • 5G for Smart Communities • Connectivity

		<ul style="list-style-type: none"> • Funding for Digital • Edge Cloud
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The platform's structured engagement model will ensure continuous interaction with stakeholders, enhancing the project's visibility and fostering long-term collaborations that extend beyond its formal duration. More events will be published in the future and 5G-BECOME projects is committed to engage.

4.2.4. Collaboration with 5GMEC4EU and Other 5G Projects

As part of its broader dissemination and exploitation strategy, the 5G-BECOME project actively seeks collaboration and knowledge exchange with other EU-funded 5G initiatives. In this context, 5G-BECOME will establish synergies with the [5GMEC4EU project](#), which focuses on the integration of 5G technologies with Multi-Access Edge Computing (MEC) to enable advanced Connected Collaborative Computing (3C) services across European corridors and smart communities.

This collaboration will foster mutual visibility, knowledge sharing, and participation in joint events, including workshops, webinars, and technical panels. It will also ensure alignment on common goals such as the development of federated 5G infrastructures, the promotion of open and interoperable architectures, and the acceleration of cross-border service continuity.

By joining forces with 5GMEC4EU and similar projects, 5G-BECOME aims to amplify its dissemination impact, contribute to the European 5G ecosystem, and support the advancement of innovative applications in education, mobility, and automation through private 5G networks.

4.3. Project Events

To achieve **Task 5.2 Awareness generation and public events** – the project will organize four (4) public events. Find more information below.

Table 10 - 5G BECOME Public Events

Event	Month	Lead	Description
First Public Event	M09	NTUA	Public presentation of the 5G-BECOME project to stakeholders and media. Introduction of project objectives, concepts, and expected impacts.
Second public Event	M16	NTUA	Practical tutorials on the XR platform for educators and researchers. Early demonstration of benefits for immersive lectures and student engagement.
Third Public event	M28	NTUA	Live demonstrations of the 5G-BECOME network. Hackathons and hands-on sessions with smart education and automotive use cases.

Final project event	M36	NTUA	Full demonstration of project results and final use cases. Presentation of conclusions, lessons learned, and future outlook.
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4.4. Roadmap

The dissemination roadmap outlines the key milestones and activities planned throughout the project duration, ensuring a structured approach to engagement and outreach.

Table 11 - Dissemination Roadmap

Milestone	Date	Activity	Key Objectives
Project Launch	M01 (Feb 26, 2025) Done	Partner's first official meeting presenting the WPs.	Project break down.
First Public Event	M09 (Oct 2025)	Public presentation of the 5G-BECOME project	Present early findings and gather feedback.
Website & Social Media Updates	Ongoing	Regular content updates	Maintain engagement and visibility.
Scientific Publications	M12-M36	Journal and conference papers	Disseminate research findings to academic and industry audiences.
Second Public Event	M16 (May 2026)	Practical tutorials on the XR platform for educators and researchers.	Early demonstration of benefits for immersive lectures and student engagement.
Third Public Event	M28 (May 2027)	Live demonstrations of the 5G-BECOME network.	Hackathons and hands-on sessions with smart education and automotive use cases.
Final Event	M36 (Feb 2028)	Closing conference - Full demonstration of project results and final use cases.	Presentation of conclusions, lessons learned, and future outlook.

This roadmap ensures that dissemination efforts remain consistent, strategic, and aligned with project objectives, providing structured engagement with stakeholders at key intervals.

4.5. KPIs for Dissemination

To assess the effectiveness of dissemination activities, the following key performance indicators (KPIs) will be monitored throughout the project lifecycle:

Table 12 - Dissemination KPIs

KPI	Measurement Target
Number of scientific papers published	5 papers in high-impact journals and conferences
Organized public events for results sharing	4 public events with at least 50 attendees each
5GSC engagement	Participation in 5GSC workshops and forums – at least 3



5. Dissemination Procedures / Internal Communication

To ensure consistency, quality, and compliance with European Union requirements, the 5G-BECOME project follows a clearly defined dissemination procedure. Before any communication or scientific material is published (e.g., presentations, social media posts, brochures, articles), it must be submitted for approval to the Work Package leader (NTUA) at least **two weeks** in advance. All partners are required to record and report their dissemination activities on a regular basis to allow effective monitoring and evaluation of the project's outreach and impact.

The dissemination procedures document can be found in the **ANNEX 0** -

Dissemination Procedures and includes the following:

- 1) Participation in Events & Publications
- 2) Monitoring and Evaluation
- 3) Acknowledgement of EU Funding

All partners are encouraged to actively engage with the project's LinkedIn page by liking and sharing posts. Whenever possible, partners should also repost content on both their organization's LinkedIn pages and their personal profiles to help maximize visibility and outreach.

5.1. Participation in Events and Publications

Partners planning to present 5G-BECOME at **external conferences, workshops, or industry events** must inform NTUA in advance. This ensures that participation aligns with the broader dissemination strategy and allows for coordination in messaging. Similarly, any partner submitting **scientific publications** should notify NTUA to track publications and ensure compliance with **open-access requirements** where applicable.

The tracking of publications and future events should be available for the consortium at the online excel under the name "**Calendar of Events, Publications & Journals - ONLY BEFORE**", which the partners can find online at the TEAMS files regarding the project. Find screenshots of the excel in **ANNEX 0 -**

Excel “Calendar of Events, publications & journals – only before action”.

5.2. Monitoring and Evaluation

To assess the impact of dissemination efforts, NTUA will conduct periodic evaluations based on predefined **Key Performance Indicators (KPIs)**. These evaluations will help refine dissemination strategies, identify areas for improvement, and ensure that the project achieves its communication objectives.

By following this structured dissemination procedure, 5G-BECOME ensures that all communication efforts are coherent, effective, and compliant with funding requirements. This approach will maximize the project's reach and long-term impact within the 5G ecosystem.

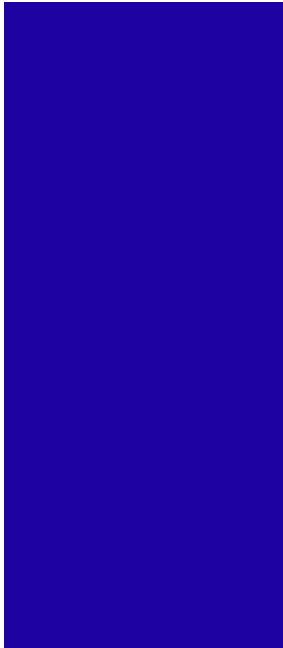
To streamline the monitoring of dissemination activities across the consortium, Work Package 5 (WP5) has developed four (4) dedicated reporting forms. This format was selected to ensure a more user-friendly and efficient process for partners. Each partner is expected to submit the completed dissemination form—available on TEAMS—along with the corresponding dissemination materials (e.g., final paper, presentation, poster, etc.) to the WP5 Leader within five (5) working days of completing the activity. More information can be found on the table **below** – the location of the forms is in a private file on TEAMS. Screenshots of the Dissemination Forms example can be found in the **ANNEX 7.4 - Dissemination Form example**.

Table 13 - Dissemination Monitoring forms

Dissemination Form's name	Description	Topics
5G-BECOME Publications Report	Partners will add their publications when published. All fields are mandatory.	<ul style="list-style-type: none"> Publication's Title Status Authors Journal/Conference Location Type of activity <ul style="list-style-type: none"> Journal Publication Conference Proceedings White Paper Thesis/Dissertation Workshop Proceedings Partners Involved <ul style="list-style-type: none"> NTUA OTE Fifth Ingenium Open Access? <ul style="list-style-type: none"> Yes/No DOI Other (You can provide here other links, report something else etc)

		<p>*Don't forget to share with WP5 3-4 photos of the event showing the logo of the project to at least one and if applicable share the ppt, paper or other material at the WP5 - Events, Publications & Other folder.</p>
5G-BECOME Conferences & Events Report	<p>Partners will report their presence at an event or conference. All fields are mandatory..</p>	<ul style="list-style-type: none"> • Date of the Event (start - end dates) • Type of event Session Presentation Workshop Presentation Paper Presentation Poster Presentation Webinar Presentation Demo Presentation Seminar Presentation Project Presentation • Event Title • Location • Presentation Title • Description of activity (aka why did you attend this event?) • Partners Involved NTUA OTE Fifth Ingenium • Is this a joined activity (collaboration with other related EU projects)? - If yes, write the projects and the fields of collaboration. - If no, write No. • Audience Academics/Scientific Community Industry professionals Policymakers Students General Public • How many people did we reach - approximately? • Other (You can provide here other links, report something

		<p>else etc)</p> <p>*Don't forget to share with WP5 3-4 photos of the event showing the logo of the project to at least one and if applicable share the ppt, paper or other material at the WP5 - Events, Publications & Other folder.</p>
5G-BECOME Exhibitions Report	<p>Partners will add the relevant information about the presence at an exhibition. All fields are mandatory.</p>	<ul style="list-style-type: none"> • Exhibition's Dates (Start - end dates) • Title of Event • Location • Description of Event • Partners Involved <ul style="list-style-type: none"> NTUA OTE Fifth Ingenium • Audiences <ul style="list-style-type: none"> Academics/Scientific Community Industry professionals Policymakers Students General public • How many people did we reach - approximately? • Other (You can provide here other links, report something else etc) <p>*Don't forget to share with WP5 3-4 photos of the event showing the logo of the project to at least one and if applicable share the ppt, paper or other material at the WP5 - Events, Publications & Other folder.</p>
Other dissemination Activities Report	<p>Partners will add any other dissemination action like an article in a non-scientific journal, in a magazine, a website etc. Fields are not mandatory.</p>	<ul style="list-style-type: none"> • Date • Type of Activity • Location/link • Description • Partners Involved <ul style="list-style-type: none"> NTUA OTE Fifth Ingenium



- Audiences
 - Academics/Scientific
 - Community
 - Industry professionals
 - Policymakers
 - Students
 - General public
- Other (You can provide here other links, report something else etc)
 - *Don't forget to share with WP5 3-4 photos of the event showing the logo of the project to at least one and if applicable share the ppt, paper or other material at the WP5 - Events, Publications & Other folder.

All public materials of the project will be uploaded to ZENODO portal to enhance the open repository and support the idea of the open access and open data movements in Europe.

5.3. Acknowledgment of EU Funding

As an EU-funded project, all dissemination materials must include appropriate acknowledgment of the European Commission's support. This means that all publications, presentations, and communication materials should feature the **EU emblem** and the following statement:



**Funded by
the European Union**

Figure 1 - EU emblem

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Health and Digital Executive Agency (HADEA). Neither the European Union nor the granting authority can be held responsible for them."

Failure to include this acknowledgment may result in non-compliance with EU funding requirements.

6. Conclusions

The 5G-BECOME Dissemination and Communication Plan serves as a guiding framework to ensure the effective outreach and engagement of key stakeholders throughout the project's lifecycle. By utilizing a combination of digital tools, academic dissemination, industry participation, and structured reporting, the project ensures that its findings and innovations are widely shared and contribute to the broader 5G ecosystem.

A well-defined dissemination procedure, alongside clearly assigned roles and responsibilities, guarantees that all project partners play an active role in enhancing the project's visibility and impact. Through continuous monitoring, evaluation, and adaptation of the dissemination strategy, 5G-BECOME will maximize its influence on policy, industry, and academia.

By fostering collaboration, knowledge-sharing, and stakeholder engagement, this plan ensures that 5G-BECOME leaves a lasting imprint beyond its duration, supporting the continued advancement of 5G applications and infrastructure across Europe and beyond.

7. Annexes

Find below the ANNEXs referred in the Deliverable.

7.1. Brand Manual

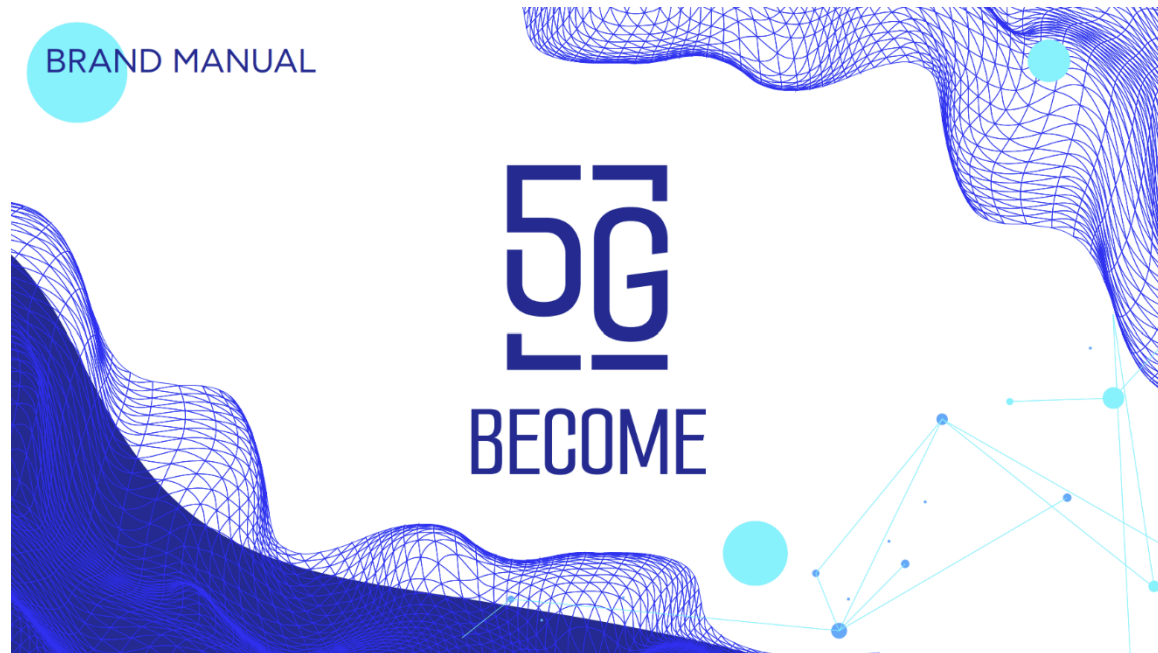


Figure 2 - Brand Manual 1st page

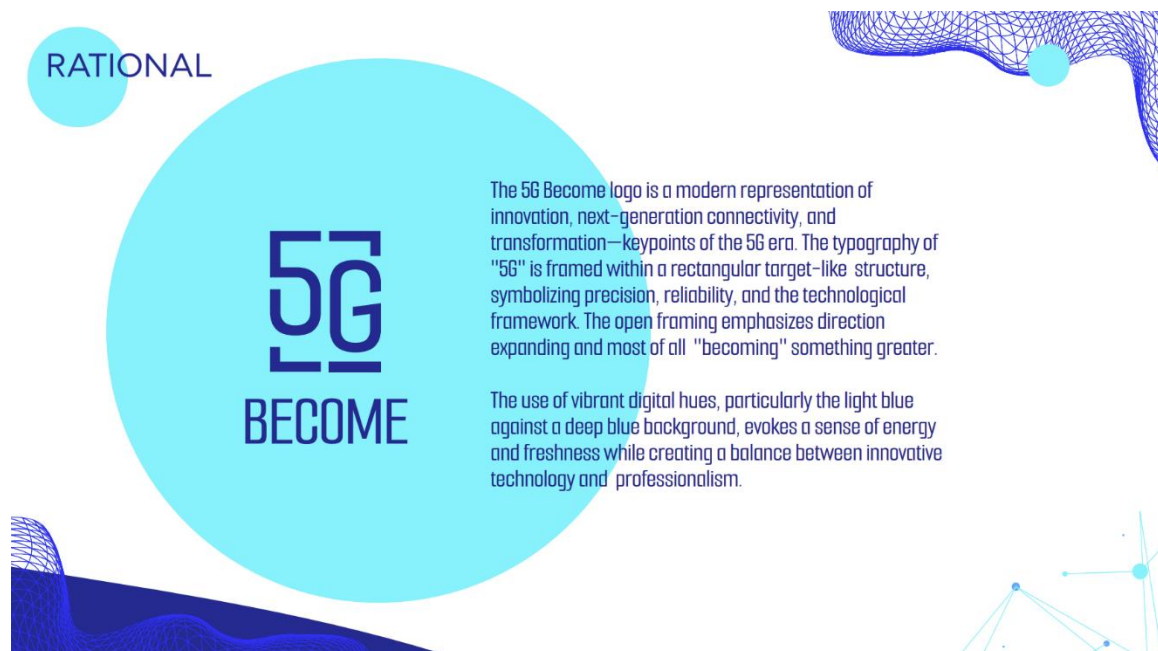


Figure 3 - Brand Manual intro



Figure 4 - Brand Manual - Logotype safe space



Figure 5 - Brand Manual - Colors



Figure 6 - Brand Manual - Typefaces



Figure 7 - Brand Manual - Typefaces

LOGO ORIENTATION

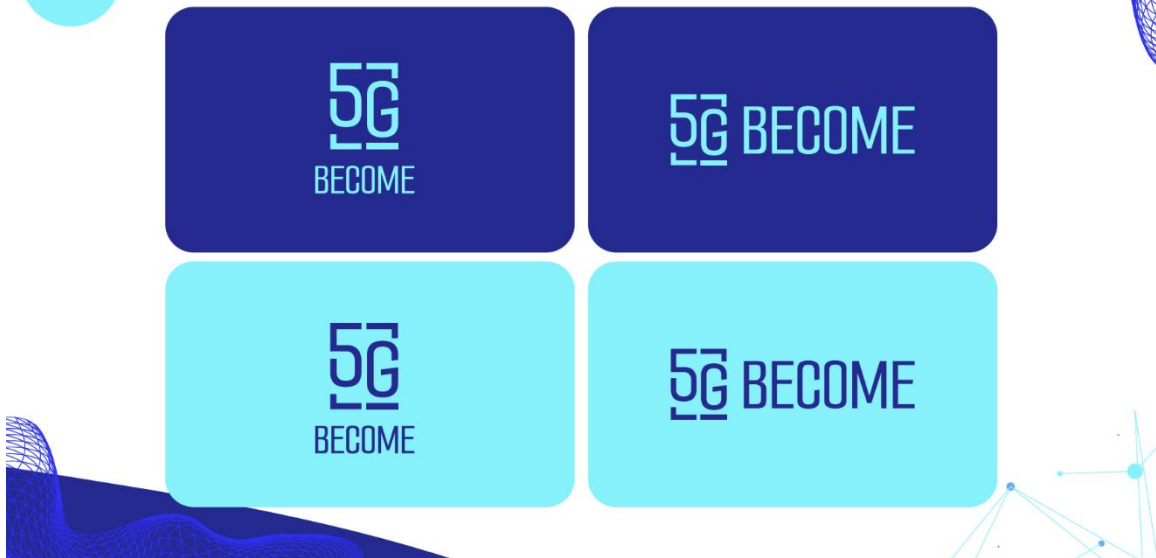


Figure 8 - Brand Manual - Logo Orientation

LOGOTYPE MISUSE



Figure 9 - Brand Manual - Logotype Misuse

KEY VISUAL - GRAPHICS



Figure 10 - Brand Manual - Key visual

KEY VISUAL - GRAPHICS



Figure 11 - Brand Manual - Key Visual 2

MOCKUP



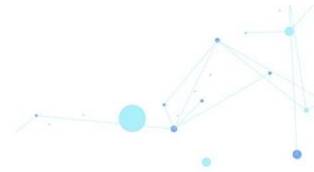
Figure 12 - Brand Manual - MockUp Example

MOCKUP



Figure 13 - Brand Manual - MockUp example 2

7.2. Dissemination Procedures



Dissemination Procedure (Annex 5 GA)

Description and Purpose

The participation of any partner in an event, the publication or presentation of work done within the framework of **5G-BECOME** or the performance of any other dissemination activity related to the project has to be approved beforehand by the **5G-BECOME Consortium**.

The dissemination procedure is to be followed by all partners equally to:

- Produce high quality **5G-BECOME** publications and presentations;
- Avoid overlaps and possible disclosure of restricted or confidential information;
- Efficiently monitor, record and promote the dissemination activities of the project;
- Secure the brand identity of the project and the EC rules to be followed.

The WP5 leader (NTUA) are responsible for ensuring compliance with the procedures. All partners are called to contribute efficiently to the dissemination of the project.

Step by Step Procedure

Before any dissemination activity related to the **5G-BECOME** project, the initiator of the activity should:

STEP 1: Notify the WP5 Leader (Sofia Oikonomou: sofia_oikonomou@mail.ntua.gr) at least 45 working days in advance about the intention to perform a dissemination activity, sharing

- a) The details of the activity (date of event, name, audience, etc.),
- b) their specific role in it (presenter, organiser, speaker in a session, etc.) and
- c) a short description (up to 150 words) of the activity and how it is related to **5G-BECOME**
- d) **For Abstract or Draft Paper:** Please share the title, the authors, a short description and how it is related to the project

The above information must be uploaded to the excel file on WP5 Folder under the name "Calendar of Events & Publications & Journals", [here](#).

STEP 2: WP5 leader has 2 days to react and send the request to the Consortium for approval, modification or rejection;

STEP 3: Any Consortium member may raise a modification or rejection request along with comments which should be sent to the WP5 Leader within 10 days; no response is considered as an approval;

STEP 4: WP5 leader informs the initiator of the dissemination activity and the Project Coordinator about the decision.

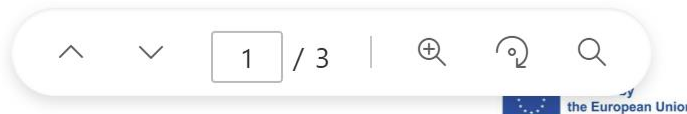


Figure 14 - Dissemination Procedure pg1



After completing the activity, register the activity on the relevant **Form (5G-BECOME - Conferences & Events Report or 5G-BECOME - Exhibitions Report)**, specifying all the details regarding the activity, as indicated in each question of the Form. If there is a publication published, then add it on **5G-BECOME - Publications Report**. More details below at "Dissemination Activities Report".

If applicable, store the relevant material (abstract, draft paper, poster, article, presentation, press release etc.) in the WP5 Dissemination & Enhancement folder on TEAMS, under the related sub-folder (Events, Publications or Other);

In case of:

a) Approval: The initiator may proceed with the submission or realization of the planned dissemination activity.

b) Conflict/objection: Any Consortium member can object to the proposed dissemination activity, for example in cases of risk of disclosure of restricted or confidential information. The objection has to include clear reasoning as well as a precise request for necessary modifications that would make the dissemination acceptable.

The issue is discussed among the Coordinator, the WP5 Leader and the partners involved.

Dissemination Activities report

Within **5 working days after** completing the dissemination activity, the partner should provide the WP5 Leader with the filled in **Dissemination Forms** (available on TEAMS) and the presented dissemination material (final paper, presentation, poster etc.). It will be also appreciated if the lead partner of every dissemination activity provides the WP5 Leader with some photos of the participation at the event. The partners are requested to complete all the fields briefly and clearly, trying to avoid the use of abbreviations.

Dissemination Form's name	Description	Location
5G-BECOME - Publications Report	Add your publications when published. Follow the questions in the form.	TEAMS
5G-BECOME - Conferences & Events Report	Add your presence at an event or conference. Follow the questions in the form.	TEAMS
5G-BECOME - Exhibitions Report	Add the relevant information about the presence at an exhibition. Follow the questions in the form.	TEAMS
Other dissemination Activities Report	Add any other dissemination action like an article in a non-scientific journal, in a magazine, a website etc.	TEAMS

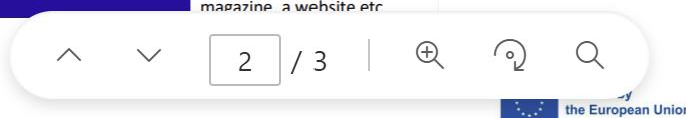


Figure 15 - Dissemination Procedure pg2



EU Acknowledgement

All recipients of EU funds have the legal obligation to explicitly acknowledge that their action has received EU funding. This requirement is to ensure visibility and transparency. For projects funded also from Connecting Europe Facility (CEF), this requirement is specified under **Article 17 of the grant agreement**.

[The obligation requires all beneficiaries](#), managing authorities and implementing partners of EU funding to acknowledge the support from the European Union on all communication materials. An important element with this regard is the European Union emblem and the funding statement (available on TEAMS [here](#)), which must be displayed prominently on all printed and digital products, websites, social media channels and other communication products:



**Funded by
the European Union**

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Health and Digital Executive Agency (HADEA). Neither the European Union nor the granting authority can be held responsible for them.”



7.3. Excel “Calendar of Events, publications & journals – only before action”

DATE	Title of Event	Audience	Activity description/key dates	Specific role it (presenter, organiser, speaker in a session, etc.)	Why attend? How it is related to the project?	Who is going to attend?	Other

Calendar of Events | Abstracts, Papers, Publications | Journals | +

Figure 17 - Excel sheet 1 "Calendar of Events"

[illegible]

Figure 18 - Excel Sheet 2 "Abstracts, papers, Publications"

Figure 19 - Excel pg 3 Journals


7.4. Dissemination Form example

5G-BECOME - Publications


Did you made a new publication that has been published? Would you be so kind to report it?
Thank you for making 5G-BECOME visible :)

Hi, sofia.oikonomou@iccs.gr. When you submit this form, the owner will see your name and email address.

* Required

1. Publication's Title * 

Enter your answer

2. Status * 

☐ Published

Figure 20 - Dissemination Form example

7.5. QR code



Figure 21 - 5G-BECOME QR