5GMOBIX

5G for cooperative & connected automated **MOBI**lity on **X**-border corridors

Communication Strategy and Plan

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Control sheet

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ABBREVIATIONS

Abbreviation	Definition
4G	Fourth Generation of Broadband Cellular Network
5G	5th Generation Wireless System
5G-PPP	5G Infrastructure Public Private Partnership
CBC	Cross Border Corridor
CCAM	Cooperative, Connected and Automated Mobility
C-ITS	Cooperative ITS
C-V2X	Cellular V2X
DoA	Description of Action
EC	European Commission
EU	European Union
GA	General Assembly
KPI	Key Performance Indicator
TS	Trial Site
TSL	Trial Site Leader
WP	Work Package
WPL	Work Package Leader
X-border	Cross-border

EXECUTIVE SUMMARY

This document is the deliverable D7.1 – Communication strategy and plan of 5G-MOBIX, aiming at providing the readers and in particular the 5G-MOBIX consortium members with an extensive set of guidelines to plan and contribute to the project's promotion and diffusion. 5G-MOBIX's communication elements are extremely important and will support awareness of 5G on three levels: locally, globally and through a collaborative way with other participating 5G cross-border projects.

The D7.1 Communication strategy and plan is composed of the following sections:

- **Introduction** of 5G-MOBIX, purpose of this deliverable and intended audience. (Chapter 1 - Introduction).
- **Communication strategy,** including 5G-MOBIX target groups and key messages to provide consortium partners with a set of useful guidelines to plan and perform communication activities, with the final aim to ensure a correct dissemination of project results. (Chapter 2 - Communication strategy).
- **Communication channels** in both traditional and innovative forms used in order to effectively ensure 5G-MOBIX information flow, create awareness and reach out to the targeted audience by considering the specific characteristics and needs of each targeted group. (Chapter 3 - Communication Channels).
- **Communication effort per partner** to clearly break down the responsibilities and the tasks of the consortium partners involved in the Dissemination and exploitation work package. (Chapter 4 - Communication effort per partner).
- Defined **key performance indicators** (KPIs) with a target value for each communication tool, channel and activity which will be regularly monitored to ensure the foreseen flow of the communication strategy. (Chapter 5 - Key Performance Indicators).
- Chapter 6 – Conclusion summarises the main elements of the deliverable.

1. INTRODUCTION

1.1. 5G-MOBIX concept and approach

5G-MOBIX will conduct trials to test and validate 5G technology for advanced CCAM along eight trial sites, which include cross-border and urban corridors. The Project Consortium includes 47 beneficiaries and an additional nine international partners from Korea and China. This large Consortium will share responsibilities of tasks divided into eight work packages (WPs) across 10 EU countries as well as in Turkey, China and Korea.

As a Horizon 2020 project, 5G-MOBIX is bound by a set of Ethics requirements that touch on various aspects of its work plan, specifically the use of human participants in trials, personal data processing, proper use of technology and the involvement of non-EU countries (NEC) in the project.

5G-MOBIX is determined to work towards its ultimate goal of the roll out of 5G networks to support CCAM in a societally acceptable and ethical manner consistent with the H2020 programme. To this end and in accordance with the Grant Agreement, the Project will submit four deliverables addressing all the issues that may raise ethical concerns during Project activities.

1.2. Purpose of the deliverable

The communication strategy and plan will serve as a comprehensive reference for all communication activities and events over the course of the project, and will outline the strategies and measures to be employed by the 5G-MOBIX project consortium in order to achieve its objectives. It is considered of high importance to define a communication strategy from the early stages of the project. In this way the communication resources could be allocated in the most efficient way to specific activities that will maximise the project's impact to the society. The plan describes the main objectives of the communication activities, the target groups to be addressed, the key messages and the key channels and tools that will be used to convey these messages.

The communication strategy and plan is part of the Task 7.1 – Communication strategy and tools of Work Package (WP) 7. The objectives of WP7 – Dissemination and exploitation are to:

- Bring high-visibility to 5G-MOBIX activities and outcomes by ensuring a presence at relevant events and through web and social media.
- Foster exploitation of 5G-MOBIX results by involving relevant research organisations as well as business stakeholders and public authority representatives in fora and consultation workshops to ensure the widest diffusion of 5G-MOBIX outcomes.
- Support the smooth and impactful completion of the whole project and strengthen collaboration amongst European and global partners for research and industry innovation initiatives.
- Define and implement an effective dissemination and communication strategy to raise awareness, create understanding, foster involvement, and generate commitment amongst the project's target stakeholders.

- Devise an exploitation plan to ensure the development and sustainability of 5G-MOBIX results beyond the project's life.
- Facilitate the exchange of knowledge and experience between 5G industry and V2X industry researchers in the EU and beyond (China, Korea) via dedicated events and community building, to stimulate long-term EU and global cooperation and innovation initiatives.

Specifically, the objective of Task 7.1 – Communication strategy and tools is to define and implement a strategy to ensure widespread dissemination of project information, to engage with relevant stakeholders and to create understanding of the project results to facilitate their exploitation.

In 5G-MOBIX, the communication activities are related to three deliverables:

D7.1 – Communication strategy and plan> the present deliverable

D7.2 – Project communication identity and website

D7.3 – Dissemination plan

Readers are encouraged to carefully read the deliverables D7.2–Project communication identity and website and D7.3–Dissemination plan to fully grasp the guidelines for the correct and coherent communication and dissemination of 5G-MOBIX.

1.3. Intended audience

The deliverable D7.1 – Communication strategy and plan is a public deliverable and it is addressed to any interested reader. However, it specifically aims at providing the 5G-MOBIX consortium members with an extensive set of guidelines to plan and contribute the project's promotion and diffusion.

2. COMMUNICATION STRATEGY

The main objectives of 5G-MOBIX's Communication Strategy and Plan are to:

- Provide consortium partners with a set of useful guidelines to plan and perform communication and dissemination activities, with the final aim of ensuring a widespread dissemination of project results.
- Ensure the production of high quality presentations and other communication material.
- Establish a set of communication best practices, in order to perform engaging and relevant dissemination and communication activities and to monitor and record them efficiently.
- Define the target groups, key messages, tools and techniques, and channels for communication activities to ensure an effective promotion of the project and its results.

2.1. Target groups

Appropriate identification of 5G-MOBIX's target audience is a substantial part of active engagement of stakeholders in the project communication and dissemination activities.

5G-MOBIX's target audience for dissemination and impact creation are those for whom the project results have potential implications and benefits. Target groups with whom we will aim to have a dialogue and to whom we will demonstrate our research output are defined in Table 1: 5G-MOBIX Target groups below.

Table 1: 5G-MOBIX Target groups

Key audience:	Further segmentation:
i. General public (for awareness and acceptance)	Including but not limited to anyone interested in innovation, mobile, ICT, automotive, transport and urban related technologies
ii. Industries (for business exploitation)	Including but not limited to: vehicle manufacturers and automotive suppliers; ICT & software suppliers; infrastructure suppliers; insurance companies; telecommunication
iii. Institutions (for implementation and follow-up/take-up aspects)	Including but not limited to: policy and decision makers at European, national or regional level; local, regional or national public authorities; standardisation bodies; national authorities for privacy; national or regional funding bodies; road operators and traffic management centres, etc.
iv. Scientific and research community (for cross-fertilization and transfer of results to follow-up	Including but not limited to: academic and research institutions; operators of test sites and living labs to integrate piloted V2X technologies for future applications, etc.

initiatives)	
v. Users (for acceptance, usability and impact assessment as well as take-up aspects)	Including but not limited to: sector or geographical organisations of industrial end users e.g., clusters, associations; user groups impacted by V2X technologies e.g., public transport operators, mobile operators; end-user associations e.g., citizen associations interested in security/privacy issues.

5G-MOBIX intends to approach these groups, differentiating the communication and dissemination tools and activities to ensure participation and exploitation of the project results. Table 2: Target groups and communication activities below shows the relevant impact of activities per target group:

Table 2: Target groups and communication activities

Main results	What & When	Target	Communication activities	Relevant impact
Key results of 5G-MOBIX as a EU-funded research project	Scientific, technological, societal achievements of the project (M01-M36)	Scientific and research community, policy makers, industrial players, general public	• Competitive and widely recognisable brand identity; • Creation of a dedicated project website and social media presence; • Project e-newsletter; • Specialised Press releases and other PR activities; • Bilateral discussions; • Communication kit; • Radio/television interviews; • Final event and demonstration.	Trial-based knowledge on 5G requirements and implications Advancing public interest; Environmental and social benefits; Increased awareness at EU level and internationally
5G-MOBIX Exploitation	How 5G-MOBIX will identify new business opportunities for 5G enabled CCAM and propose recommendations and options	Industry: vehicle manufacturers and automotive suppliers; ICT & software suppliers; infrastructure suppliers;	• Participation/presentations/demonstrations at relevant events, such as conferences or fairs; • Participation at the 5G-MOBIX Advisory Board • Bilateral discussions and dedicated presentation in respective technical committees and fora; • Social media activities and	Economic Impact; Environmental Impact; Evidence-based knowledge on ICT infrastructure architectures; Reliable data

	for its deployment (M09-M36)	insurance companies; telecommunication	campaigns; • Demo events at 5G-MOBIX trial sites (incl. cross-border); • Final event and demonstration.	processing; Requirements for interoperability, latency, throughput, etc.; Open up of new market services; Feed into standardisation processes
Scientific results	Contribution of 5G-MOBIX to the research community (M12-M36)	Researchers and scholars interested in the CCAM and 5G fields	• Final Event and demonstration; • 5G-MOBIX website.	Inform the research community, in EU and beyond, about 5G-MOBIX developments
Basic notions and expected impact	How 5G-MOBIX is using 5G core technological innovations to qualify the 5G infrastructure and trial on cross border and local urban sites (M01-M36)	Non-technical audiences and general public	• Mass media (TV, radio) and social media activities; • 5G-MOBIX website; • Big events such as MWC • Communication kit; • Final Event and demonstration;	Economic impact; Social impact; Environmental impact

2.2. Key Messages

5G-MOBIX's key messages draw from the main activities carried out in the project and are of two types:

1. Overall general message related to the project's vision and mission;
2. Technical key messages: specific from WPs.

The overall key messages will be used as key communication messages from the beginning of the project while the technical messages will be used when appropriate and in a more technical environment. In order to increase the impact in disseminating results and knowledge, messages will also be communicated to demonstrate the value and success of the combined effort in the project.

The objectives of 5G-MOBIX key messages include:

- Raising awareness of 5G-MOBIX implications for 5G deployment;
- Dissemination of project results;
- Local dissemination focused on cross border trials and urban trial sites ;
- Engaging with relevant R&D projects, associations/networks, standardisation bodies and organisations to ensure knowledge exchange, interoperability.

2.2.1. General message

5G-MOBIX aims to develop and test advanced CCAM use cases and pave the way towards a 5G technology deployment along multiple cross-border corridors and urban trial sites in Europe and beyond. The tests will be held under different conditions concerning the vehicular traffic, the network coverage, the service demand and taking into consideration the distinct legal, business and social local aspects of each corridor and trial site. 5G-MOBIX therefore aims to enable innovative, previously unfeasible, automated driving applications with high automation levels, both from a technical and a business perspective.

2.2.2. Technical key messages

The following Table 2, also included in the D7.3 Dissemination plan, provides the above defined 5G-MOBIX target groups and associates each audience with tailored key message that the project will seek to convey. Tailored key messages will be kept updated during the project runtime to accommodate the needs of the corresponding key audience.

Table 2: 5G-MOBIX tailored key messages

Key audience:	Key message:
Industries	5G-MOBIX will assist industries in meeting the challenges associated with 5G and V2X combined deployment as well as 5G and V2X technologies explored and developed.
Institutions	Gain knowledge on connected issues and automated driving in order to set the right mobility and road safety policies, strategies and regulations. Use the developed business models and guidelines tested during the project to enhance the quality of life for end users and citizens.
Scientific and research community	5G-MOBIX will allow RTDs to meet the requirements of local companies and institutions in the cooperative, connected and automated driving field, enhancing their competitive edge

	and improving society's economic development and quality of life, via technology transfer. 5G-MOBIX will also allow academic organisations to partake in technological and scientific developments in a European framework. They can use the project activities and results to constitute their institutional research programmes and form alliances in the commercial sector to exploit their own results.
Users and general public	5G-MOBIX will improve traffic flow by providing real-time traffic data to the drivers and allow use of existing lanes and intersections more efficiently. 5G-MOBIX will lead to emissions reduction by reducing the time-to-destination for each driver and by enabling high density platooning. 5G-MOBIX will enhance safety and security by enhancing the scene horizon to be analysed.

2.3. Communication Approach

Recognising the transformative potential of 5G in the field of CCAM, and driven by the ambition to make Europe a world leader in 5G deployment for CCAM related applications, the Commission, in its 5G Action Plan (5GAP) has set ambitious connectivity targets. This starts with a coordinated launch of 5G in all EU Member States by end 2020 and a rapid ramp-up of infrastructure deployment by 2025 to ensure full urban coverage as well as uninterrupted 5G coverage along main transport paths (roads and railways). To fulfil the Commission's expectations in terms of 5G projects' results dissemination, the communication plan needs to implement different dissemination strategies.

Therefore, as already introduced, the 5G-MOBIX communication strategy approach will be executed at three different levels:

- Overall
- Local
- Collaborative

2.3.1. Overall approach

The 5G-MOBIX overall communication strategy refers to the general communication of project updates and results. The best example of the overall strategy channel is the 5G-MOBIX website, which includes all necessary information related to the project which can be relevant locally and internationally. More information on the website is described in Section 3.1 5G-MOBIX Website. Other relevant communication channels are described in Section 3 Communication Channels. This also includes the project newsletter, which will be disseminated six times a year as well as attendance at important events that gather European and international stakeholders, i.e. Mobile World Congress, Barcelona 2019, ITS European Congress, Eindhoven, etc. (described in detail in D7.3 Dissemination plan). The overall approach defines a general framework which will be considered first by the local sites, and then adjusted according to their characteristics, following the local approach.

2.3.2. Local approach

5G-MOBIX has two cross-border trials and 6 urban trials sites, out of which two are in located in Asia. Given the geographical and cultural differences of these trial sites, 5G-MOBIX's communication strategy will differ across the relevant locations. 5G-MOBIX will organise eight events in each corridor and test site to highlight and discuss the results and achievements of the trials being implemented in Europe and in South Korea and China. These events will require a local approach to communication including materials in local language, engagement with local stakeholders and media. These local strategies will be defined when the time is appropriate and prior to local events. 5G-MOBIX's partners will play a key role in establishing a local approach in the relevant locations.

2.3.3. 5G-PPP Collaborative approach

5G-MOBIX is part of the European Commission's 5G Public Private Partnership, which is a joint initiative between the European Commission and European ICT industry (ICT manufacturers, telecommunications operators, service providers, SMEs and researcher Institutions).

5G-MOBIX, 5G-CARMEN and 5GCroCo officially started in November 2018 and will run for 36 months, implementing and testing advanced cross border 5G infrastructures in Europe. Running as part of the European Commission's 5G Public Private Partnership, the trials will make it possible to test and demonstrate CCAM services such as automated lane change ("lane merge") and trucks driving in platoons partly without the need for drivers ("truck platooning"). They will also help the automotive and telecom industries to develop new business models, making use of 5G to transform online maintenance, fleet management and infotainment. These trials will be crucial to the development of 5G-enabled connected and automated mobility. The areas they cover are among ten 5G cross-border corridors already agreed between several EU countries

These three projects bring together telecom operators and vendors, road operators, car manufacturers and equipment suppliers, with the support of road authorities, telecom authorities, and regional and national governments. It is therefore essential that all three projects communicate and dissemination their results in a collaborative manner.

The European Commission has assigned responsibility of the coordination of the communication of these three cross-border projects to 5G-MOBIX. In this particular setting, 5G-MOBIX has already led the first dissemination activities, for example by ensuring a smooth and clear communication of the three projects at the EUCAD conference (2-3 April 2018 – Brussels), where one exhibition space will be shared. Another example is the EUCNC conference (18-21 June 2019 – Valencia) where 5G-MOBIX will share another space with 5G-CARMEN and 5GCroco.

3. COMMUNICATION CHANNELS

A variety of traditional and innovative channels will be used, in order to effectively ensure 5G-MOBIX information flow, create awareness and reach out to the targeted audiences by taking into account the specific characteristics and needs of each targeted group. The following indicative list of proposed communication channels shows the tools already selected to transmit project information, chosen by the consortium at proposal stage:

- Project website;
- Social media;
- Communication kit
- Press articles, online media (i.e. e-magazines) and press releases;
- Newsletters;
- Webinars;
- Face-to-face meetings, networking opportunities;
- Conferences, seminar, conferences, seminars, workshops and events.

3.1. 5G-MOBIX Website

The 5G-MOBIX website will be the main repository for the project's outputs and resources, and will offer a primary access point for interested stakeholders from the industry and the general audience.5G-MOBIX project website's domain is www.5g-mobix.com.

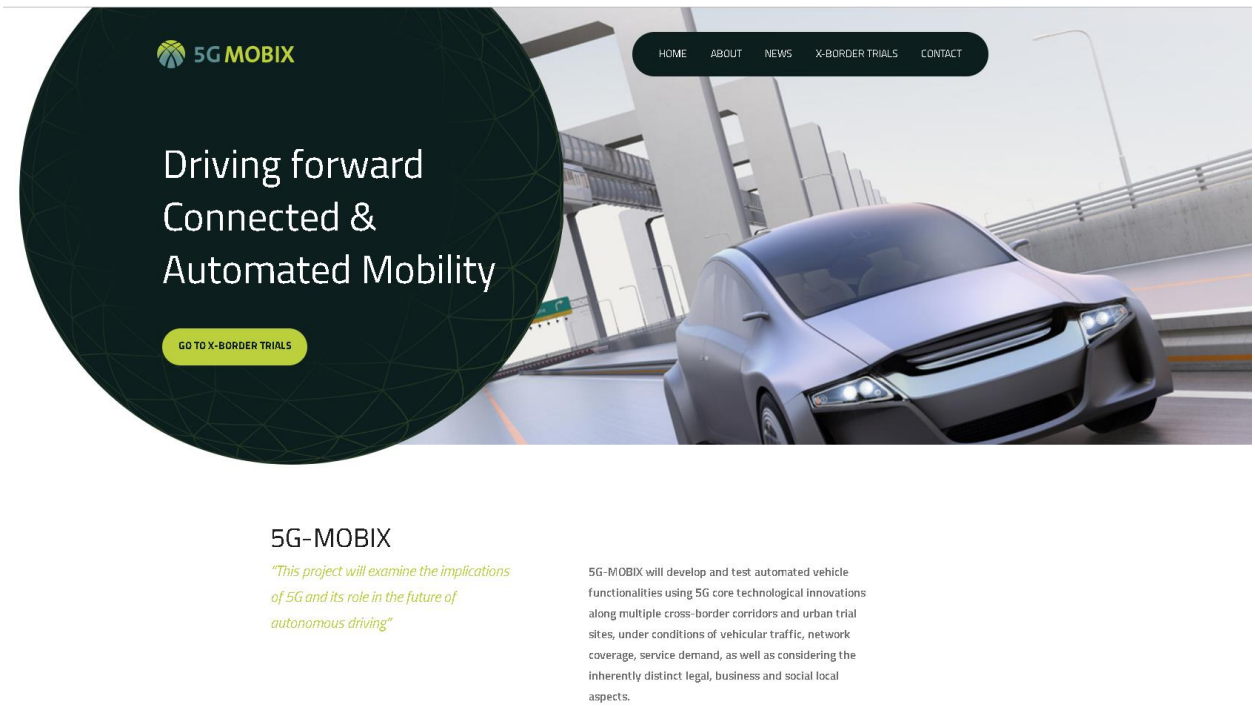

Figure 1: 5G-MOBIX website homepage

The website will comprise, in addition to partners' description and project's objectives, dedicated sub-sections with:

- detailed information about the cross-border corridors and secondary trial sites;
- an information hub with public deliverables and media;
- presentations and media clips;
- a news and event section.

The website is the main 5G-MOBIX communication channel and it is also used to promote events participation in innovative ways such as with the custom made event banners like in Figure 2 below.

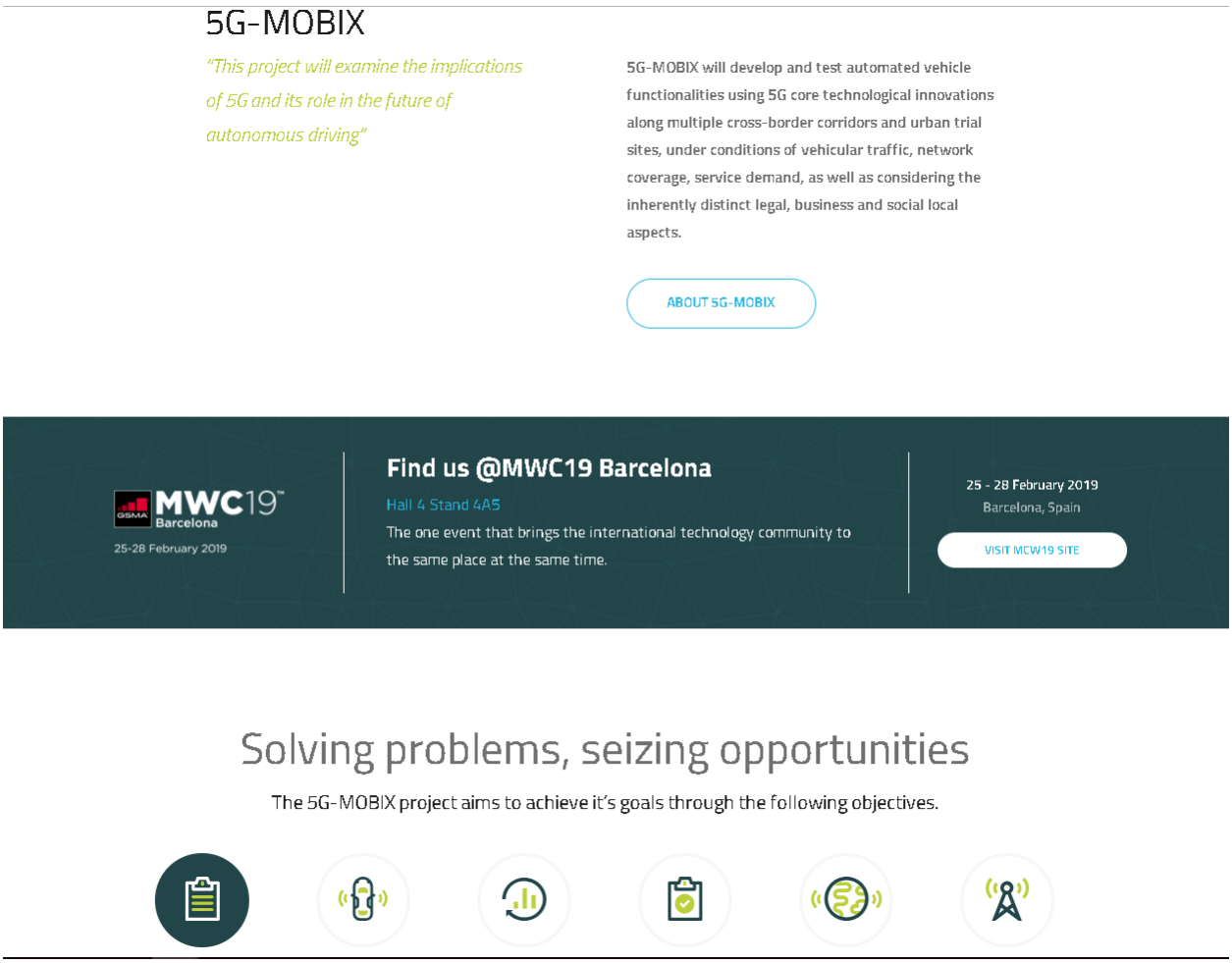

Figure 2: 5G-MOBIX at MWC stand call out banner

5G-MOBIX website will also include the possibility to subscribe to the project mailing list to receive the latest updates through a regular newsletter, which will be issued every two months.

The website will be enriched and evolve throughout the implementation of the project, according to its outcomes, findings and results, to make sure to provide users with accurate and up-to-date information.

Detailed information on the website structure and visuals are available in D7.2 – Project communication identity and website while some screenshots are available in Annex 1 – 5G-MOBIX Website.

3.2. 5G-MOBIX Social media

Social media will be used to raise the visibility of 5G-MOBIX project news and events and engage with a wider audience. Consortium partners will employ Facebook, Twitter, LinkedIn and YouTube, to inform the audience about 5G-MOBIX's results, successes, events, webinars, workshops, etc.

3.2.1. Twitter

The key social media channel, Twitter will be used as a channel to promote "live" news, especially related to project events and results. The consortium will promote 5G-MOBIX on LinkedIn and Twitter by using the hashtag "#5GMOBIX". The partners are encouraged to promote 5G-MOBIX among their network and through each partner's social media, encouraging contacts to join and invite further participants, in order to maximise the diffusion and coverage of information.

5G-MOBIX related content will be promoted mainly through following Twitter accounts:

1. ERTICO Innovation (@ERTICO);
2. 5G-PPP @5GPPP;
3. Project partners' Twitter accounts.

Figure 3: Example tweet by ERTICO using #5GMOBIX

Figure 4: Example tweet by LIST using #5GMOBIX

3.2.2. LinkedIn

As suggested by the EC, 5G-MOBIX will take the lead in coordinating the communication activities with the other 5G cross border projects 5G-CARMEN and 5GCroCo. 5G-MOBIX will therefore establish a LinkedIn group by M6 on behalf of the three projects with focus on promoting and raising awareness of 5G

activities of the three cross border corridors projects. The group will be administrated by 5G-MOBIX Communication Manager with the help and input of the 5G-CARMEN and 5GCroCo communication team.

The three projects' partners will be encouraged to populate the LinkedIn group with news and to initiate discussions on the topic. The group administrators will promote the news about the projects' latest activities.

All social media accounts comply with the guidelines provided in the EC Social media guide for EU funded R&I projects 2018[1].

3.3. 5G-MOBIX Communication kit

5G-MOBIX will develop a communication kit to facilitate the information flow and promotion of the project to a wider audience, in particular when attending events, conferences and workshops. This communication kit will become a channel used by all 5G-MOBIX partners.

5G-MOBIX communication kit includes:

- a flyer produced in M1 and updated in M3;
- a business card produced in M3 for MWC19;
- a periodic newsletter to be published every 2 months starting from M6, including the most relevant information, outcomes and results together with attended and upcoming events;
- 5G-MOBIX roll-up produced in M6;
- EU 5G Cross border corridor projects (5G-MOBIX, 5G-CARMEN and 5GCroCo) roll up produced in M5;
- An animation to promote the project in M10;
- One professional video in M16.

Deliverable D7.2 – Project communication identity and website (M04) describes in detail the project communication identity (logo, flyers, posters, leaflets, templates) and website.

3.4. Press articles, online media, press releases

5G-MOBIX consortium partners will use all opportunities to systematically communicate project's news and results:

- Regular press releases will be produced and circulated among the consortium in relation to ground-breaking news and results from 5G-MOBIX. The Meltwater platform and ERTICO's established list of journalists will be used for the publishing of press releases. News, events and results will also be promoted through the official 5G-MOBIX website and ERTICO Twitter, but also via consortium members' corporate and private accounts, to ensure maximum impact.
- Efforts will also be deployed in publishing technical papers as conference proceedings and submitting research articles to peer-reviewed scientific and technology journals, particularly targeting the open

[1] http://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf

access resources. The 5G-MOBIX dissemination strategy and procedures are described in detail in D7.3 Dissemination plan.

- The consortium will also take advantage of EC publication, such as the Horizon Magazine, Futuris Magazine etc. as well as the 5G-PPP's The European 5G Annual Journal.

3.5. Meetings, conferences and events

The participation to meetings, conferences and events is one of the most effective strategies to promote the project directly to targeted audiences. As Task 7.1 leader, ERTICO will make sure that 5G-MOBIX is represented with a high quality stand equipped with relevant communication materials (brochures, technical leaflets etc.) carefully selected and adapted for the specific event. To achieve this ERTICO will work closely with ICCS, leader of T7.2 Dissemination activities and events

The detailed dissemination strategy and procedure is described in the D7.3 – Dissemination plan. The latter includes key dissemination channels of 5G-MOBIX results (list of relevant conferences, demonstration, technical workshops, webinars. journals, scientific publications and liaison activities and other dissemination activities), partners' role and efforts, roadmap and preliminary action plan and dissemination procedures and KPIs.

4. COMMUNICATION EFFORT PER PARTNER

4.1. Dissemination and Exploitation Work package

ERTICO, WP Leader for WP7 "Dissemination and Exploitation", is also the task leader of Task 7.1: Communication strategy and tools. The objective of Task 7.1 is to define and implement a strategy to ensure widespread dissemination of project information, to engage with stakeholders and to create understanding of the project results to facilitate their exploitation.

ICCS is the leader of Task 7.2: Dissemination activities and events, with the objective to ensure that the 5G-MOBIX results are systematically disseminated to the expert communities and to stakeholders throughout the lifetime of the project and increase the reach and impact of 5G-MOBIX in EU, China, Korea and beyond.

ERTICO will be in continuous contact with all project partners, equally supporting on tasks under its responsibility and engaged on other tasks under WP7. Efficient and constant internal communication coordination will ensure the deadlines and objectives are met, in close cooperation with the dissemination task leader, ICCS.

Detailed roles and responsibilities under WP7, as well as the allocated effort per partner, are described in Table 3 below:

Table 3: WP7 Partner effort

Partner number and short name	WP7 effort
1 - ERTICO	21.00
2 - AALTO	4.00
3 – AEVAC	9.00
4 - AKKA	3.00
6 – ASELSAN	4.00
7 - A-TO-BE	8.00
8 - CATAPULT	3.00
9 - CCG	7.00
11 - CTAG	2.00
12 - DAIMLER AG	2.00
14 – DGT	1.00

16 – FORD	12.00
17 – Fraunhofer	2.00
18 - GT-ARC	2.00
19 - HELMOND	5.00
20 – ICCS	16.00
23 - INTRA	4.00
25 - IT	5.00
26 - KPN	3.00
28 - NOKIASP	8.00
30 - SENSIBLE4	5.00
31 - SIEMENS	10.00
35 - TUB	2.00
37 – TURKCELL	2.00
38 - UL	13.00
39 - UMU	3.00
40 - VALEO	1.00
42 - VICOM	15.00
43 - VIGO	1.00
44 - VTT	4.00
45 - WINGS	2.00
46 - NOKIAPT	8.00
Total	**187.00**

5. KEY PERFORMANCE INDICATORS

Communication and dissemination activities must have the right impact on target stakeholders and advance the goals of the project. To make sure that the communication and dissemination strategy is implemented in an effective manner throughout the life of the project, there must be a good monitoring and evaluating mechanism in place. Although the true impact of the project's communication activities may be broader, quantitative indicators present some measurable values to help evaluate the degree to which the targets of the communication plan are met. 5G-MOBIX has defined a set of KPIs and indicated a target value for each communication tool, channel and activity. The KPIs will be regularly monitored and corrective actions will be taken if needed. Table 4 below describes the planned 5G-MOBIX Communication activities to be performed in the different project phases and KPIs expected from each of them. The dissemination KPIs are described in D7.3 – Dissemination plan.

Table 4: KPIs for Communication tools/channels

Tools/channels	Key performance indicator	Target value		
		Year 1	**Year 2**	**Year 3**
Communication tools/channels	Website: Unique visitors Session duration	≥150 ≥2 min	≥200 ≥2 min	≥400 ≥2 min
	Twitter: #5GMOBIX hashtag tweets	≥100	≥200	≥300
	LinkedIn: 5G Cross Border project group	≥100	≥150	≥200
	Video: Number produced	>= 1	≥1	≥1/update
	Press releases / Articles per year	≥15	≥20	≥20
	Newsletter every two months (number of readers)	≥100	≥200	≥300
	Project brochure: Number produced	1	Update	Update
	Trial site specific leaflets (Number created and printed)	3 /200	3/200	3/200
	Webinars: Number of participants	30	40	50

6. CONCLUSION

This deliverable presents the 5G-MOBIX Communication strategy and plan, to be used as a guide for the consortium members to ensure a correct and effective use of the project's communication tools and techniques and therefore maximise the project's identity and impact.

This deliverable describes 5G-MOBIX's approach to communication and defines its key concepts, targeted audiences, main content and engagement plan together with the foreseen online and offline communication activities.

D7.1 Communication Strategy and Plan is a forerunner to D7.2 Project communication identity and website (M4) which analyses the 5G-MOBIX website's structure and other communication tools (logo, leaflet, presentations, etc.) as well as provides a detailed overview of the brand identity and branding guidelines of 5G-MOBIX.

Deliverable D7.3 – Dissemination plan (M5) is a successor deliverable which provides initial dissemination targets and KPIs as well as an initial list of events to carry out dissemination activities.

ANNEXES

Annex 1 – 5G-MOBIX Website

Figure 5: 5G-MOBIX homepage

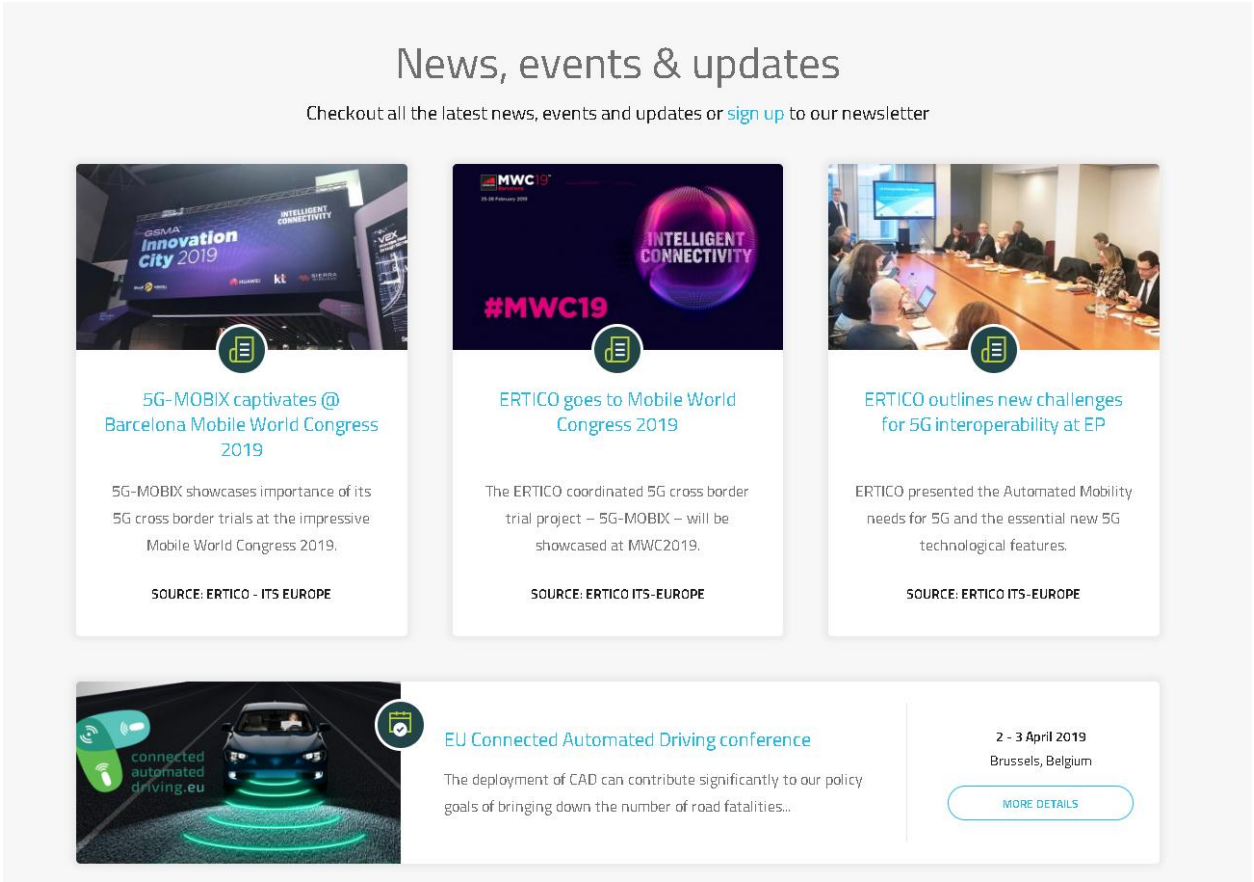

Figure 6: 5G-MOBIX News and events

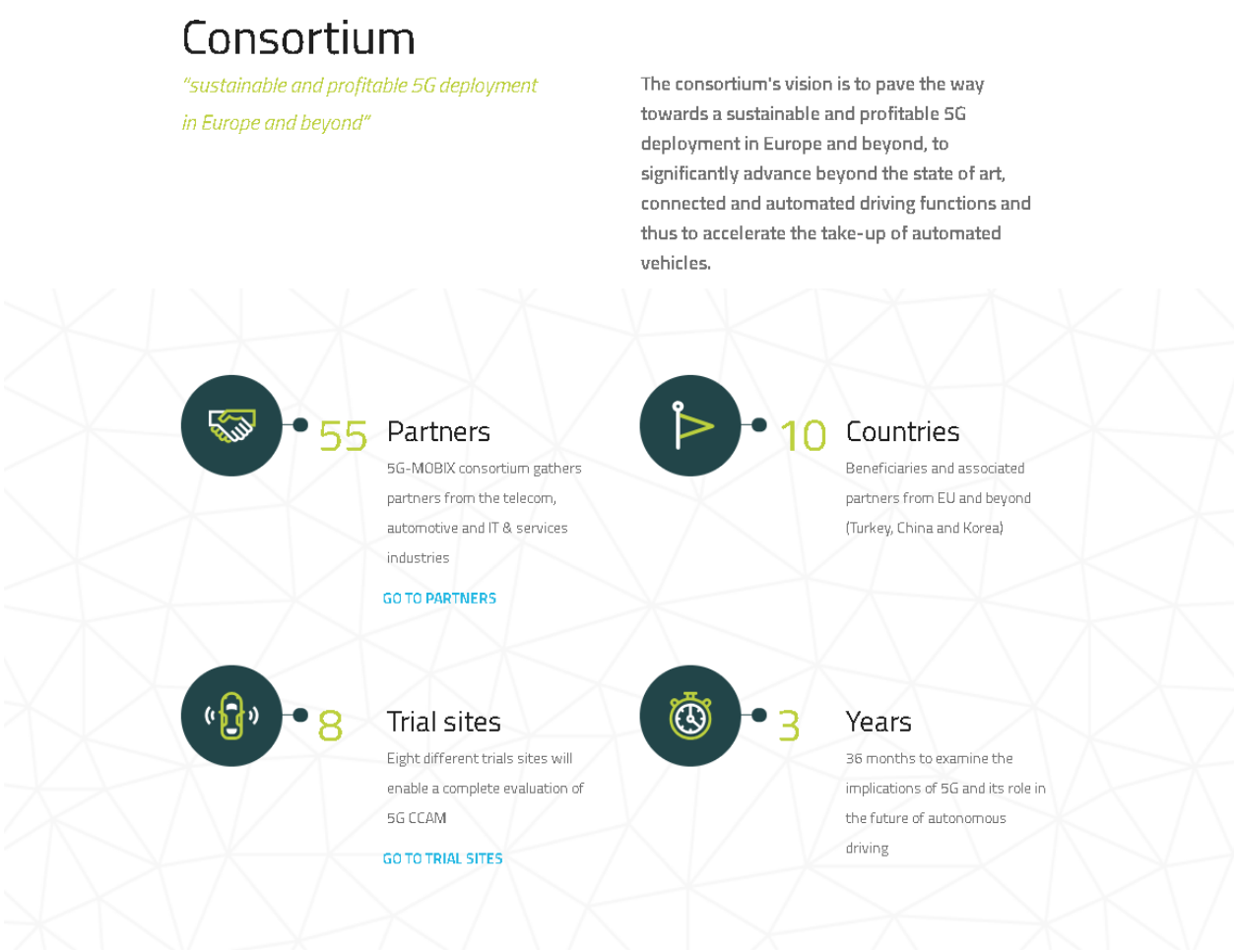

Figure 7: 5G-MOBIX Consortium section

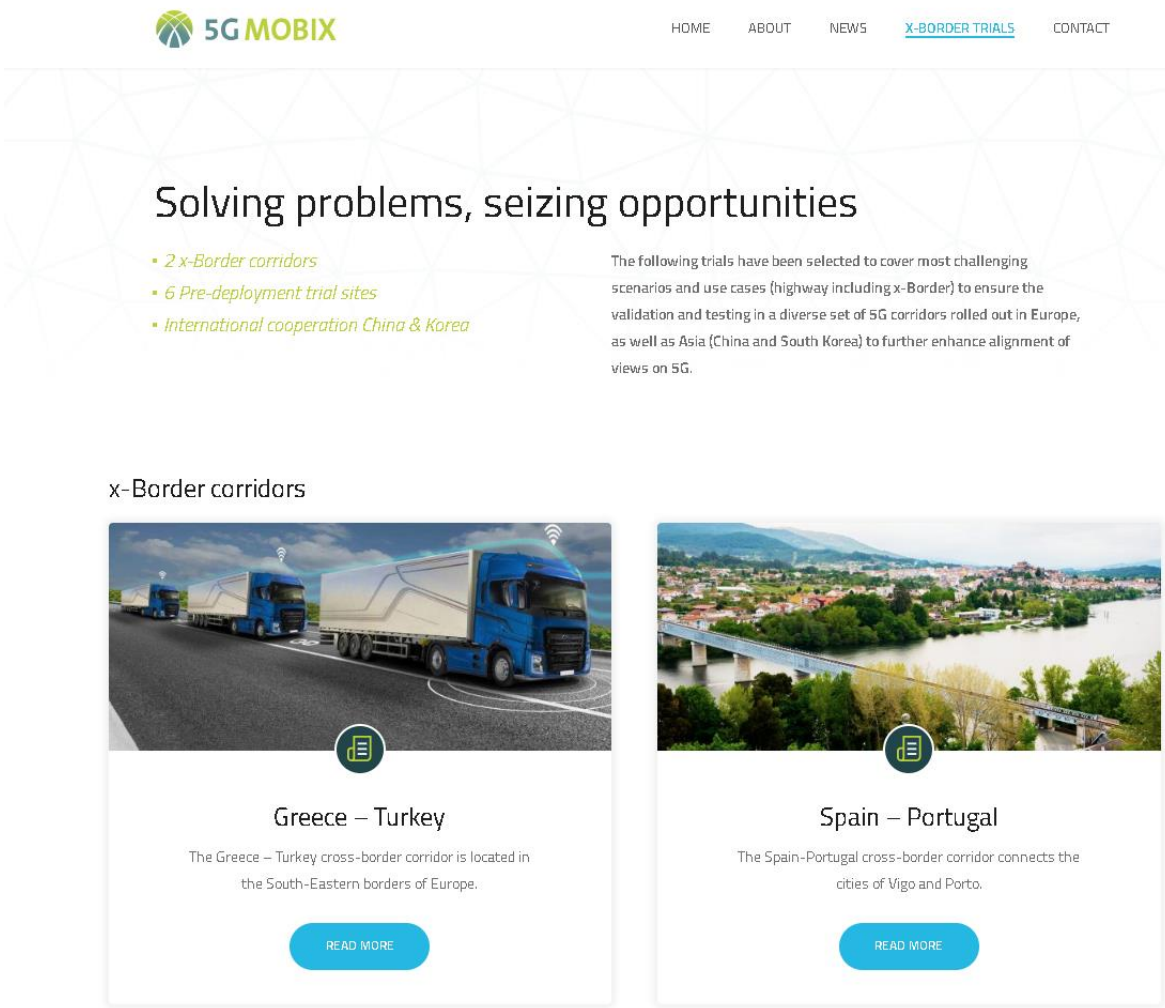

Figure 8: 5G-MOBIX Trial page

Annex 2 – Press articles

WORKING TOGETHER ON 5G: THREE CROSS BORDER AND CORRIDOR PROJECTS LAUNCHED AT ICT2018

Dec 5, 2018 | Featured

"We are happy to present our role in this collaboration between three 5G trial projects today at an event that effectively showcases the steps taken towards digital transformation in Europe and across the industry. ERTICO is proud to coordinate 5G-MOBIX and examine the implications of 5G through trials not only in Europe, but also in China and Korea."– said Jacob Bangsgaard, CEO of ERTICO – ITS Europe, in occasion of the ICT2018 conference in Vienna, organised by the European Commission.

The objectives of the three projects were highlighted during the "On the 5G road to Smart Mobility" session at the ICT2018 conference, which also highlighted the Commission and Member States' efforts to support the introduction of a 5G connectivity roadmap for connected and automated vehicles through the development of a coherent digital framework of legislation and policies for their deployment whilst at the same time addressing societal and environmental concerns.

The three projects were officially started in November 2018 and will run for different durations, implementing and testing advanced cross border 5G infrastructures in Europe. Running as part of the European Commission's 5G Public Private Partnership, the trials will make it possible to test and demonstrate connected and automated mobility services such as automated change of lanes ("lane merge") and trucks driving in platoons partly without the need for drivers ("truck platooning"). They will also help the automotive and telecom industries to develop new business models, making use of 5G to transform online maintenance, fleet management and infotainment. These trials will be crucial to the development of 5G-enabled connected and automated mobility. The areas they cover are among ten 5G cross-border corridors already agreed between several EU countries

Figure 9: 5G-MOBIX at ICT2018 press article

ERTICO ANNOUNCES THE START OF 5G-MOBIX

Nov 28, 2018 | ERTICO Activities

ERTICO – ITS Europe is delighted to announce the start of the eagerly awaited 5G-MOBIX project, officially launched in Brussels on 27th November 2018.

The new 5G-MOBIX project is an integral EU's 5G Action Plan for Europe (5GAP) that brings together a united commitment and bold initiatives to ensure that the EU can use 5G connectivity as a strategic advantage to lead digital transformation and in particular in the area of Connected and Automated Mobility (CAM).

Allowing mobile telecommunication speeds 1000 times faster than 4G, coupled with decreased latency and increased reliability as well as consuming much less energy, the possibilities offered by 5G telecommunication are enormous and ensure that it will become a key part of society's network infrastructure in the years to come. The deployment of 5G connectivity infrastructures along major transport paths is essential for the development of connected and automated driving/mobility solutions in Europe. The progressive uptake of these solutions has not only the capacity to bring down the number of road facilities, reduce road congestion and harmful emissions, but also societal implications like ensuring an inclusive mobility for impaired and ageing as well as improving the connection of the isolated regions.

Coordinated by ERTICO – ITS Europe, 5G-MOBIX brings together 46 partners from across Europe and is one of several projects supported by the EC that will run CCAM trials in cross-border and urban corridors across EU countries using technological innovations to evaluate the benefits of 5G. 5G-MOBIX will also define deployment scenarios, identify and respond to standardisation and spectrum gaps as well as understand the critical scenarios that require the advanced connectivity provided by 5G, and the features to enable advanced CCAM use cases. The matching between advanced CCAM use cases and the expected benefit of 5G will

Figure 10: 5G-MOBIX launch press article