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DYNASAT

Dynamic spectrum sharing and bandwidth-efficient techniques for high-throughput MIMO Satellite systems

D6.1: Impact Creation Toolkit

Revision: v.3.1

Work package	WP6
Task	Task 6.1
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Deliverable lead	Martel
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Abstract

This document presents the overall strategy and plan for communication, dissemination, and impact creation. The document describes the most relevant target audiences, targeted events and conferences, the most appropriate dissemination means, and an initial plan for activities, and actions to be taken by the Consortium in order to achieve the proposed Key Performance Indicators (KPIs) described in more detail in section 4.

Keywords: Communication, Dissemination, Stakeholders Engagement, Events, KPIs.

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Disclaimer

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PU	Public, fully open, e.g., web	√

HISTORY OF CHANGES

Following the project intermediate technical review meeting, which took place on September 2, 2022, and based on the reviewers' comments sent to the DYNASAT consortium after the review, this document, Version 3, has been amended. Changes have been made in the following sections:

- Section 1.3 Project mission

Following the project review meeting, which took place on January 27, 2022, and based on the reviewers' comments sent to the DYNASAT consortium after the review, this document has been amended. Changes have been made to the following sections:
- 1.3   Project mission

EXECUTIVE SUMMARY

This document outlines a consistent communication and dissemination plan, which is crucial to ensure the growth of engagement among all target groups, from the media industry, innovators, technology, cultural institutions, to the general public.

This document is developed by the DYNASAT Work Package – WP6 *Impact Creation and Sustainability*, which is dedicated to defining a sound and well-articulated communication and dissemination strategy that will increase awareness of DYNASAT's vision, objectives, and achievements.

The strategy sets the overall framework, provides clear directions, and will be regularly updated to align with the specific needs and opportunities. It can be viewed as a guiding document for project partners, so that they can better align on the main objectives and planned communication and dissemination activities. In this respect, the following have been or will be created:

- Visual identity and promotional kit,

- Website and social media channels (i.e., Twitter, LinkedIn, YouTube),

- Biannual newsletter,

- Marketing materials, such as brochures, leaflets, posters, roll-ups, slides, videos, give-aways, etc., produced in alignment with the planning for presentations and participation for events.

The Consortium aims to attract an increasing number of stakeholders to the DYNASAT ecosystem through regular updates about project activities, dissemination through publications and presentations at relevant conferences, workshops, and EC-driven events, and through creation of appealing and meaningful materials aligned with the outcomes of the project in each phase of implementation.

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ABBREVIATIONS

3GPP	3rd Generation Partnership Project
5G	Fifth generation (of mobile networks)
5G-IA	5G Infrastructure Association
5G PPP	5G Infrastructure Public Private Partnership
B2B	Business-to-Business
B5G	Beyond 5G
DSA	Dynamic Spectrum Allocation
EC	European Commission
ETSI	European Telecommunications Standards Institute
GDPR	General Data Protection Regulation
KPI	Key Performance Indicator
M	Month
MIMO	Multiple Input Multiple Output
NFV	Network Function Virtualization
NGSO	Non-Geostationary Satellite Orbit
NTN	Non-Terrestrial Networks
RAN	Radio Access Network
SatCom	Satellite Communications
SEO	Search Engine Optimization
SAB	Security Advisory Board
TRL	Technology Readiness Level
WP	Work Package

1 INTRODUCTION

1.1 Purpose of the document

The purpose of this Work Package is to ensure a durable impact of DYNASAT's activities and outcomes and foster a large-scale adoption of the developed concepts, technologies, and tools, which breaks down as follows:

- Ensuring broad visibility of DYNASAT by communicating and disseminating the results of the project to all relevant stakeholders.

- Defining a strategy to ensure the uptake of DYNASAT outcomes through partners' industrial and research roadmaps and joint activities.

- Engaging with satellite and 5G ecosystems and other relevant verticals by liaising with related projects and initiatives.

- Guiding the contribution of relevant DYNASAT outcomes to the standardization and regulation bodies.

- Ensuring proper data and intellectual property rights management.

1.2 Structure of the document

The sections of this deliverable are organized in the following manner:

- Section 1 introduces DYNASAT and its mission and provides insights to the environment in which the project operates.

- Section 2 presents the overall communication and dissemination strategy, including a mitigation plan for the duration of the COVID-19 crisis.

- Section 3 depicts the fundamental aspects of DYNASAT's dissemination and communication plan and describes the various types of dissemination tools and activities in more detail. It also touches on potential liaisons and collaboration with relevant projects and initiatives.

- Section 4 is dedicated to the evaluation of the dissemination and communication activities and lists project KPIs.

- Section 5 concludes the document.

1.3 Project mission

In the context of next-generation satellite networks, DYNASAT researches, develops, and demonstrates the use of innovative techniques for bandwidth-efficient transmission and efficient spectrum usages, such as Dynamic Spectrum Allocation (DSA) and sharing, multi-satellite cooperative multi-user multi-input multi-output (MIMO), beam hopping, multi-beam precoding with user clustering, and advanced interference management.

More specifically, DYNASAT assesses and demonstrates how such techniques, part of which have been already adopted in terrestrial networks, can be designed for satellite architectures to significantly improve the performance of a satellite network infrastructure, fully integrated into the 5G ecosystem, which is crucial to serve the mass-market and professional 5G user equipment, especially in unserved or underserved areas. Focusing on a satellite network infrastructure based on a mega-constellation of Non-Geostationary Satellite Orbit (NGSO), DYNASAT aims to significantly increase the Technology Readiness Level (TRL) for bandwidth efficient transmission techniques.

In pursuing the above objectives, DYNASAT will provide a substantial contribution to the European Satellite Communication (SatCom) industry competitiveness. As detailed in D2.6, DYNASAT results show a maturity increase up to TRL 4 for technologies such as MIMO, Multi-Connectivity, spectrum management in a frequency band sharing context. These technologies, once mature enough, will be used by European SatCom system manufacturers that aim at developing global 5G NTN satellite constellation systems. As it will be shown by the DYNASAT economic study, by using these technologies, the industrials will benefit from a better performance over cost ratio compared to the one obtained with the technologies available nowadays. Performance over cost ratio should be understood typically as the capacity that a constellation would deliver compared to its total cost of ownership (TCO). As a consequence, an European industrial that will use a DYNASAT developed technology in its system design will be in a position to deliver to its customer, typically a satellite system operator, a more competitive solution. Finally, it shall be noticed that this deliverable focuses on the project communication and dissemination strategies; thus, detailed discussions on the TRL and the technical achievements can be found in D2.6 and the deliverables from. WP3, WP4, and WP5.

Note: This section briefly introduced the DYNASAT mission solely to provide more context regarding the environment, in which the project and WP6 operate. The core objective of this deliverable is to present the project's communication and dissemination strategy, describing planned communication and dissemination tools and activities in more detail. Technical aspects, such as the estimated maturity of technology were provided in the second release of D2.6.

1.4 Motivation and challenges

NetWorld's recent white paper, *SatCom Resources for Smart and Sustainable Networks and Services,* [1], highlighted the strategic challenges that will need to be addressed in the coming years in order to allow a full exploitation of the satellite component in support of Europe's ambition to deploy smart and sustainable networks and services for the success of its digital economy. The inclusion of the satellite component in the 5G ecosystem, foreseen in Release 17 of the 3GPP specifications, is expected to improve the system's flexibility, adaptability, and resilience and to extend the 5G coverage to rural, underserved, and unserved areas.

It is therefore evident that SatCom are becoming an essential tool to efficaciously support the concept of wireless connectivity anywhere, anytime, and at any device. However, to completely enable the new role of the SatCom component, several challenges need to be addressed by research and innovation activities. The *SatCom Resources for Smart and Sustainable Networks and Services* and the *Strategic Research and Innovation Agenda 2021-27,* [2], provide roadmaps for such activities and identify challenges in several areas, such as spectrum usage, radio access network (RAN) for beyond 5G (B5G) and 6G, network function virtualization (NFV), optical-based satellite communications, software defined payloads, machine learning for SatCom, new constellations and system architectures, antennas technologies, and security.

DYNASAT aims to address the maximization of the spectrum usage for mobile services in the next-generation multi-constellation satellite network, i.e., NGSO constellations, in support of traffic demand over extremely extended coverage for 5G, B5G, and 6G systems. More specifically, DYNASAT's goal is to research, develop, and demonstrate techniques that will enable the provision of 5G services and applications directly to the mass market and professional user equipment, e.g., smartphones, in areas beyond cellular coverage. Multi-satellite cooperative multi-user MIMO techniques and dynamic spectrum allocation techniques will be developed and deployed throughout the project, together with an aggressive frequency reuse factor and beam hopping techniques. Their impact on satellite access will be demonstrated in terms of the added value to capacity, radio link availability, and maximization of the spectrum usage.

As the traffic demand keeps increasing, DYNASAT will timely develop innovative bandwidth-efficient transmission techniques, as well as techniques for efficient spectrum usage, which will allow scaling the infrastructure capacity enabling it to share spectrum with cellular networks. By exploiting the research results, the DYNASAT Consortium will contribute to the next 3GPP

releases (execute Rel. 18 and prepare Rel. 19) by promoting respective work items at the plenary level and then, defining the necessary features in the 5G standard at the working group level.

1.5 Stakeholders

DYNASAT's key stakeholders are the players who can significantly benefit from the project's outputs and results and become DYNASAT's potential future clients.

Key DYNASAT assets will be designed based on the needs of those stakeholders with an aim to maximise their interest in the project. In addition, all DYNASAT communication and disseminationactivities will target those stakeholders, aiming at raising their awareness about the project's results. Figure 1 presents the current list of identified stakeholders (the Consortium will be updating the list of stakeholders throughout the project), while Table 1 reports the correspondingidentified interests/needs, messages, and potential activities.
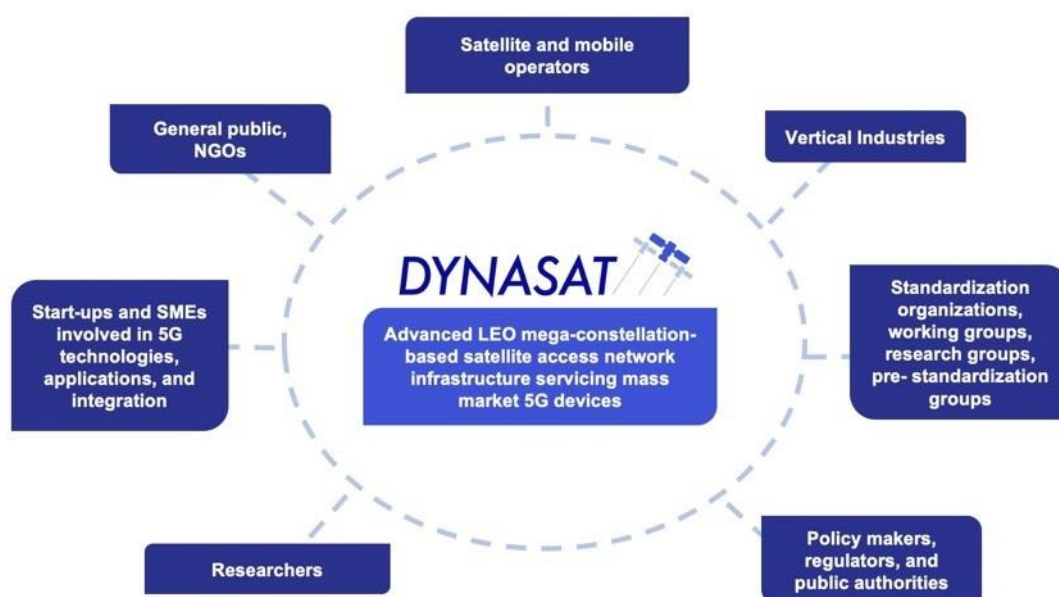
Figure 1: *DYNASAT stakeholders*

Stakeholder	Needs/interests	Message	Potential activities
Satellite and mobile operators	Advanced solutions that will offer services in currently unserved areas. Better coverage in highly dense urban areas.	Benefit from the advanced technological solutions and business models. Liaise with innovators.	• Invitation to participate in workshops • Engaging at events/workshops and exhibitions • Publications and online communication
Vertical industries	Advanced and reliable solutions to dense urban environments.	Benefit from the results delivered by DYNASAT to create innovative solutions and new business models.	• Invitation to participate in workshops • Engaging at events/workshops and exhibitions • Publications and online communication
Start-ups and	Advanced and	Benefit from	• Promoting project

SMEs involved in 5G technologies, applications, and integration	reliable solutions to dense areas.	DYNASAT-related solutions, combined technologies, and resources to minimize the time-to-market for applications and services and increase market visibility.	outputs (newsletters, social media, news, blogs, reports) and their possible uptake business-to-business (B2B) • Engaging with innovators at relevant events/workshops
General public, NGOs	Widespread 5G seamless connection through mainstream mobile phones, also in remote areas.	Get information about the project advancements, best practices, and outcomes. Liaise with DYNASAT stakeholders. Raise awareness of the social aspects of 5G access in remote areas.	• Engaging at events • Publications and online communication • Presenting project results in various forms
Policy makers, regulators, and public authorities	A reliable 5G connection in poorly served rural areas. Support for smart cities IoT dense ecosystems development.	Make informed strategic decisions and plan targeted activities and investments having the good of our economies and societies in mind.	• Promoting the outputs of the project in various forms • Amplifying knowledge transfer (e.g., participation in working groups and policy debates) • Participation in dedicated policy events
Researchers	Advanced solutions offering services in uncovered areas and better coverage in highly dense urban areas.	Benefit from DYNASAT's results, suggested solutions, experiments, publications, and networking. Share achievements within the DYNASAT community to facilitate know-how and technology transfer and link research results to specific use cases and domains/verticals/applications.	• Invitation to participate in workshops • Engaging at relevant scientific events • Amplifying knowledge transfer (e.g., publication repository; participation in working groups)
Standardization organizations, working groups, research groups, pre-standardization groups	Advanced solutions to offer services in uncovered areas and better coverage in highly dense urban areas.	Support technology transfer, liaising with private sector, innovators, researchers, and policy makers. Share and promote standards and relevant strategies and success	• Invitation to participate in project events • Engaging at relevant events • Promoting knowledge transfer towards standardization bodies and open-source

		stories.	communities

Table 1 : *DYNASAT stakeholders*

2   OVERALL COMMUNICATION AND DISSEMINATION STRATEGY

2.1   Communication and dissemination phases

DYNASAT's communication and dissemination plan includes offline and online communications,digital presence, participation in events, interaction with the other research and innovation projects within the domain, as well as liaising with the relevant stakeholders and other EU research and innovation initiatives.

The core structure of DYNASAT's communication methodology evolves around three stages, as summarised in Figure 2:

1) Targeting (identifying target audiences, developing targeted and personalized messagingand value propositions to be delivered through dedicated channels).

2) Communicating and engaging (actively communicating through the chosen channels).

3) Delight (gathering and considering feedback, adapting communication to ensure stakeholder engagement).

Figure 2: *Dissemination and communication phases*

The targeting stage will last approximately three months, with the objective of spreading the word about the DYNASAT vision, as well as activating the project partners' networks and increasing curiosity about the project.

At the time of writing (M03), the below have already been developed:

• Project website: www.dynasat.eu,

• Press release highlighting the project launch,

• Social media channels, namely LinkedIn (32 followers) and Twitter (36 followers),

• Project presentation to be used by all partners.

A series of social media posts have been planned, including an introduction to the Consortium,and posts on DYNASAT's commitment to gender equality and Open Science, among others.

The communication and engagement stage will begin once the first services and active engagement mechanisms have been established. This will be the longest stage as it requires the most active effort to keep the stakeholders interested allowing them to familiarize themselves with the project. This stage will be characterized by intensified communications with communication peaks coinciding with the most important project milestones.

The delight stage will start when some of the significant project results are finalized. Through this stage, most attention will be given to communicating the project results, stressing their impact and benefits, and thereby paving the way for post-project sustainability, where new stakeholders can easily find success stories and positive results.

2.2 Sustainability

DYNASAT's Communication and Dissemination Plan takes into account the sustainability principles. As such, we will:

- Refrain from printing flyers whenever possible and instead promote their download.
- When producing promotional materials, we will avoid single-use products and use recycled materials as much as possible.
- Work only with suppliers (e.g., printing houses, caterers) who use sustainable products and materials.
- Aim at organizing more virtual meetings and workshops rather than face-to-face events.
- Encourage the reduction of emissions through sustainable mobility practices (e.g., recommending the use of public transport and bicycles).
- Attempt to measure the carbon footprint and compensate for the emissions resulting from traveling related to the promotion of the project.

2.3 Mitigation plan during the COVID-19 crisis

Our project operates in unprecedented times, faced with a crisis of monumental proportions. The COVID-19 pandemic has brought a lot of challenges, but also opportunities, especially for the ICT sector.

To ensure DYNASAT's success in those usual times, among others, a Communication and Dissemination Mitigation Plan has been put in place. The Consortium closely monitors the situation, trying to anticipate early on the next steps that need to be taken.

We anticipate several event cancelations and are ready to present the project virtually whenever necessary. Moreover, the production of promotional materials will be adapted to the current situation and the majority of dissemination activities will happen virtually. To make online meetings more interesting and engaging, we will be using tools, such as Slido and interactive boards. Last but not least, for the time being, all planned project partners' meetings will be held online to minimize the risks.

3 MEANS AND ACTIVITIES

3.1 Internal communication

Effective internal communication and efficient information flow are a crucial part of any project's operational process. DYNASAT recognizes the importance of horizontal and free-flowing communication and has therefore implemented tools to ensure a smooth and effective exchange of information among project partners.

3.1.1 Repository

Aiming for an efficient and productive management of the DYNASAT documentation, both internal (i.e., deliverables, internal reports, meeting minutes, slides, etc.) and external (i.e., publications, posters, logos, etc.), a shared consortium folder has been created on OneDrive SharePoint and it's managed by the Project Coordinator (UNIBO). The structure of the folder reflects the project's implementation logic. The possibility to collectively and directly work on the shared online documentation is expected to foster effective and successful collaboration among the partners.

3.1.2 Project partners' mailing list

Two internal mailing lists have been created, one including all the individuals involved in DYNASAT, and another dedicated to technical activities of the project. The mailing lists are managed by Martel.

3.2 Brand identity

Good brand identity means a unified and consistent 'look and feel' across all outlets (electronic and printed visual media). It defines how those who come in contact with the brand will perceive it and influences their opinion about it.

As part of DYNASAT's brand identity, the following assets have been developed:

- Logo and icon with different variations,
- Typography,
- Color palette,
- Templates for presentations and deliverables.

The design of the DYNASAT identity began during the proposal preparation. The logo was built horizontally with a main symbol on the right side and the acronym/name of the project on the left.

The symbol clearly illustrates DYNASAT's field of research. Three satellites with an ascendant movement slightly to the right represent the idea of evolution and advancement of the DYNASAT research and innovation. The colors are based on blue shades representing technology, science, and future.

The symbol with the three satellites of the DYNASAT logo will be used as an icon for several promotional channels and actions. So far, it has been used on Twitter channel and as the favicon of the website.

The font used for the name/acronym is clean, straight, and solid and has a futuristic touch.

In appendix A of this document, the detailed brand guidelines presenting the logo variations, the 'dos and don'ts', colors, and fonts can be found.
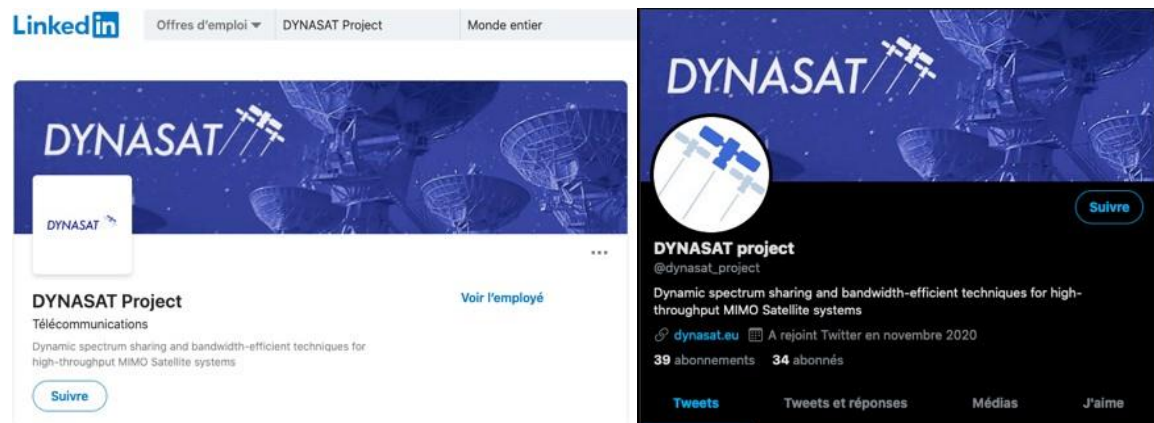
Figure 3: *DYNASAT LinkedIn and Twitter interfaces*

3.3 Project website

The website (see Figure 5), launched at the beginning of the project, has been developed to act as an information hub presenting the project's goals, activities, and achievements and it provides the following content:

- General information about the project, its vision, objectives, and anticipated impact,

- A brief introduction to all members of the Consortium,

- Press releases and other news items,

- Repository of resources, such as public deliverables, scientific publications, presentations/talks, and promotional materials,

- Publication of events organized/attended within the framework of the project,

- Contact information,

- Appropriate acknowledgment and reference to the European Union's Horizon 2020 Framework Program funding.

Updates will be applied as necessary throughout the duration of the project.

Web design experts within the project Consortium conceived the DYNASAT website design and structure to promote the project outcomes to relevant target groups.

At the time of writing (February 2021), the website has already counted 165 unique visitors, who generated 806page views and an average visit duration of more than 2 minutes, as shown in Figure 4.

Figure 4: *Overview of the website statistics (Dec. 2020 to Jan. 2021)*

It should be noted that all information and e-mails collected are protected under GDPR. Contacts

will only be made to those who have submitted their inquiries and newsletters will only be sent out to those who have explicitly requested to receive them. Any person who has subscribed will be allowed to remove their e-mail from the list upon request.

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

Furthermore, in order to provide evidence of the EU funding, both the EU logo and the following statement are included on the website and in all communication materials: "Funded by the EU's Horizon2020 programme under agreement n° 101004145".

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

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

- SEO – the traffic of visits to the website will increase progressively throughout the course of the project thanks to the implementation of strategies oriented to organic traffic, always considering the keywords identified for it.

- Link building – synergies between the project's website and the partners' websites, as well as with other relevant agents of the sector (stakeholders) will be created, encouraging the exchange of links.
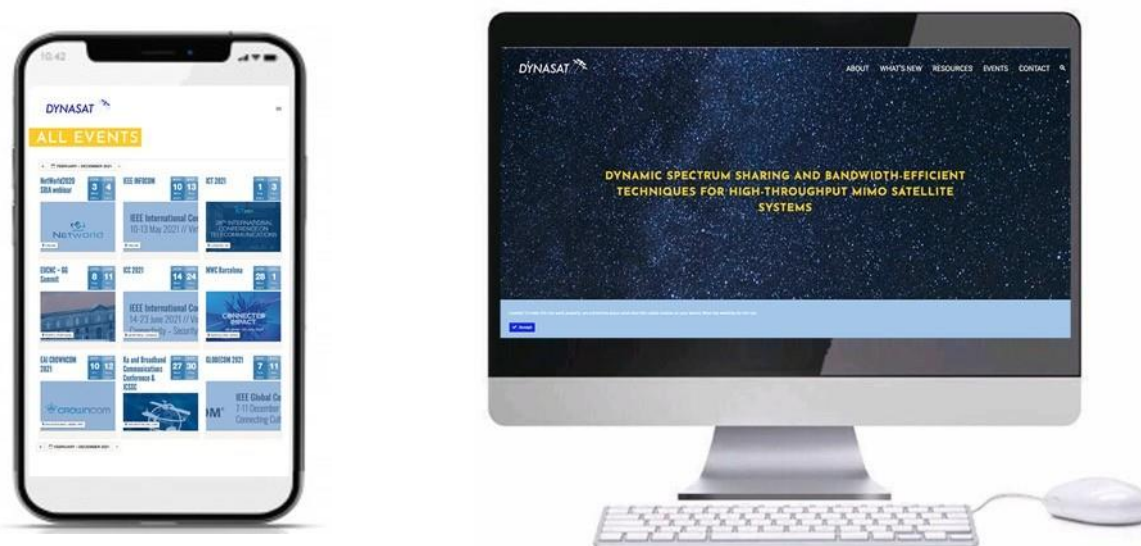
Figure 5: *Screenshots of DYNASAT website*

Last but not least, DYNASAT opted for an environmentally responsible website hosting platform, which has been designed to be as energy efficient as possible to limit the unnecessary waste of resources. The web hosting provider, GreenGeeks, puts back three times the power consumed into the grid in the form of renewable energy.

3.4 Social media channels

Various social networks, which are linked to the project's website, have been established as marketing tools to promote the activities and outputs of the project on a regular basis, while also encouraging a wider discussion on the topics related to 5G. Below is a brief overview of the social media channels created for DYNASAT.

TWITTER

Twitter is a dynamic social network that covers the news in real-time at a global level. DYNASAT has established its Twitter account @dynasat_project in November 2020, before the official start of the project. At the time of writing, it counts 36 followers. The Twitter account will be used to promote the project, as well as to share relevant news and events. DYNASAT will use Twitter to establish meaningful connections with an active and relevant audience, such as policy makers, industry representatives, and the general public. By following relevant users throughout the duration of the project, DYNASAT will not only gain access to relevant content and updates but will also acquire more followers.

Examples of appropriate hashtags: #5G – #5GPPP – #satellitecommunication – #EC – #H2020
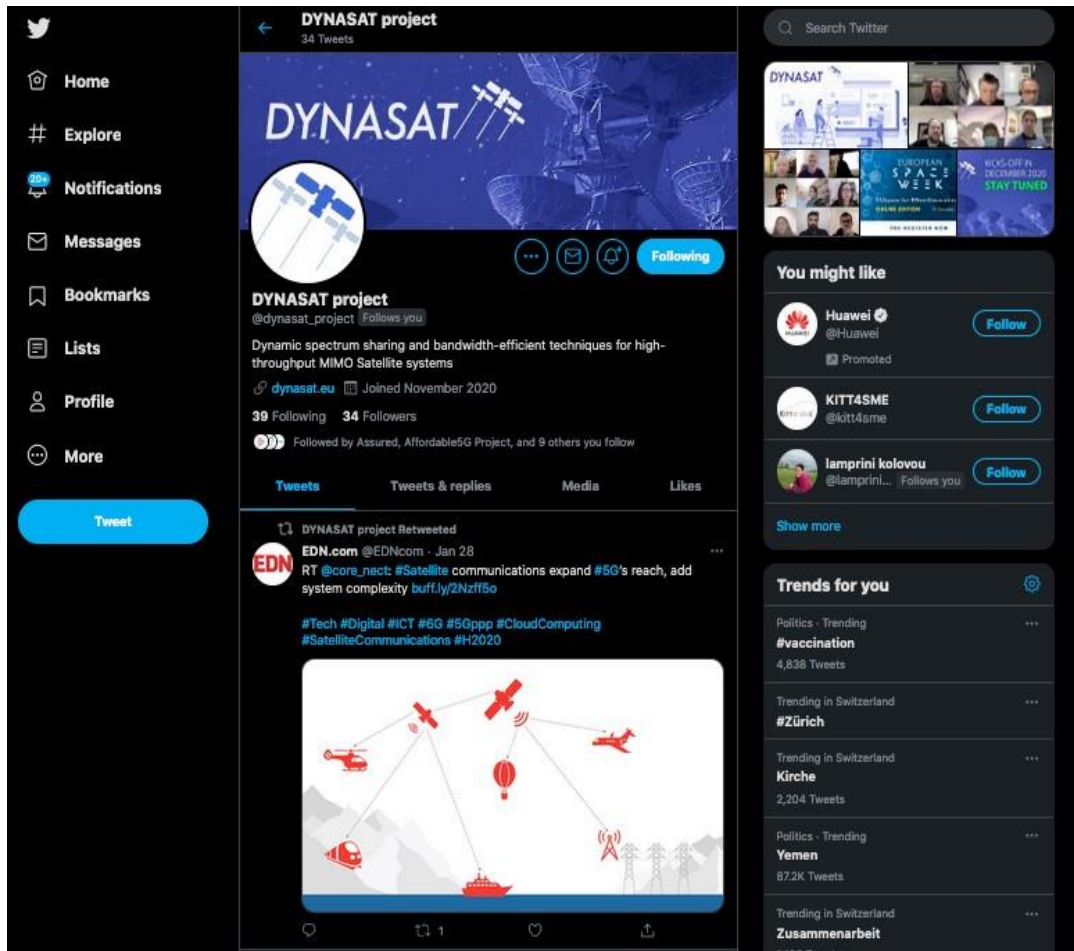
Figure 6: *Screenshots of DYNASAT Twitter account*

LINKEDIN

LinkedIn is currently the main business network in the world with more than 150 million users.

DYNASAT has established its LinkedIn profile in November 2020, before the official start of the project. At the time of writing, it has 32 followers. The profile supplements the website by helping to drive traffic to the site and offers a way to promote the project to a broader audience. Partners' LinkedIn pages will be mentioned when appropriate to create positive visibility exchanges. We also intend to promote DYNASAT across relevant LinkedIn groups to grow the project's audience.
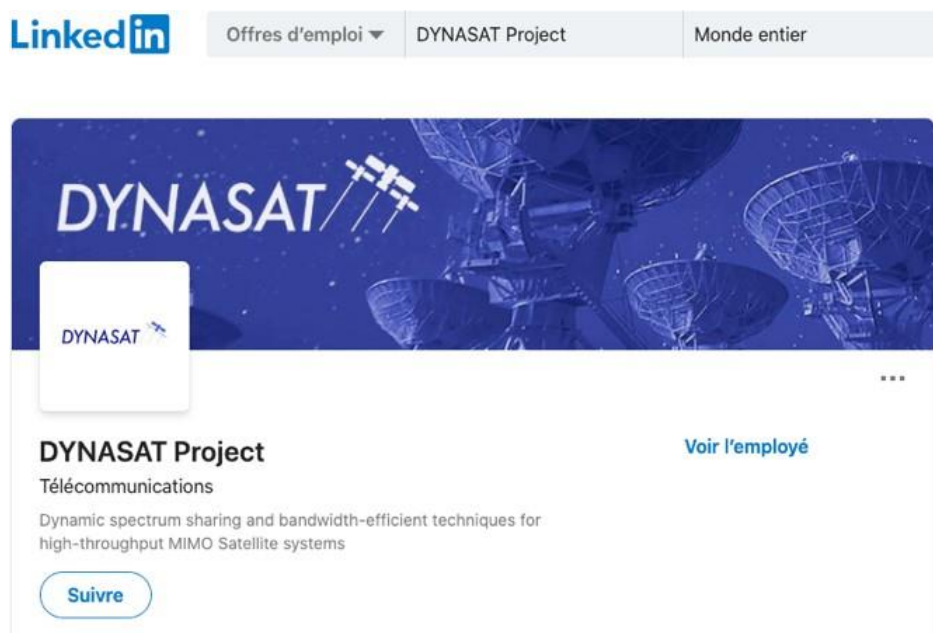
Figure 7: *Screenshots of DYNASAT LinkedIn account*

YOUTUBE

YouTube is one of the leading video-sharing platforms that allows to upload videos and create acommunity of subscribers. DYNASAT will have its YouTube channel active once the first video iscreated (anticipated for M12).

Table 2 presents DYNASAT partners' social media accounts that will be mentioned in relevant posts to maximise the social media outreach.

Partner	Twitter Account	LinkedIn Account
University of Bologna	@UniboMagazine	www.linkedin.com/school/unibo/mycompany/
Martel Innovate	@martel_innovate	www.linkedin.com/company/martel-gmbh/
Thales Alenia Space	@Thales_Alenia_S	www.linkedin.com/company/thales-alenia-space
Magister Solutions Ltd.	@MagisterSolut	www.linkedin.com/company/magister-solutions-ltd-/
Fairspectrum	n/a	www.linkedin.com/company/fairspectrum/
University of Parma	@unipr	www.linkedin.com/company/university-of-parma/mycompany/

Table 2 : *Partners' social media accounts*

3.5 Newsletter

The newsletter will be developed by the Consortium twice a year and will provide updates on the 5G and satellite ecosystems, as well as on the project findings and results. The newsletters will contain information on the upcoming tasks, events, as well as any relevant news and announcements from the partners. All of the project partners will provide relevant information to ensure that the content of the newsletter is accurate and timely.

The design of the newsletter will be aligned with DYNASAT's brand identity and will be fully responsive to ensure its full readability on any device. The technology behind the newsletter will provide enough flexibility to be adapted to the communication needs of the project. Full design of the newsletter will be developed at the time of the release of its first edition, scheduled for May 2021. All issued newsletters will be uploaded on the website.

A mailing list based on subscription has been created, giving the possibility to share the newsletter via mass mailing. A registration functionality allowing interested visitors to subscribe to the newsletter is already available on the DYNASAT website. Martel Innovate will ensure that the abovementioned actions comply with the requirements of the GDPR.

Mailings with invitations to relevant workshops and webinars, consultations, and any other information that cannot wait for the newsletter publication will be sent to the same database used for the newsletter.

3.6 Press releases

Press releases will be published on a regular basis and coincide with key activities and achievements (e.g., participation a large event, implementation of key activities within the project, etc.). They will be distributed to various European media outlets, contributing to the wider dissemination of the project. All partners will be responsible for engaging with their local media outlets to ensure a wider reach of the press release. All press releases will be published and available on the project's website. The first press release informing the public about the project kick-off meeting has already been published and it is already available for download on the project website.

Figure 8: *First DYNASAT press release*

3.7 Promotional materials

DYNASAT will produce a variety of dedicated promotional materials presenting the project and its achievements, e.g., posters, roll-ups, flyers, brochures, multimedia content, videos, photo galleries, and giveaways. All materials will be produced in alignment with the planning for presentations, organization and participation in events.

At the time of writing, DYNASAT has also developed a set of slides that are available for all partners to present the project at meetings, online events, and internal audiences. The slides provide a general overview of the project, its objectives, and the Consortium. Figure 9 presents one of the slides developed for the project presentation, which has already been uploaded on the online repository, as well as on the project website.
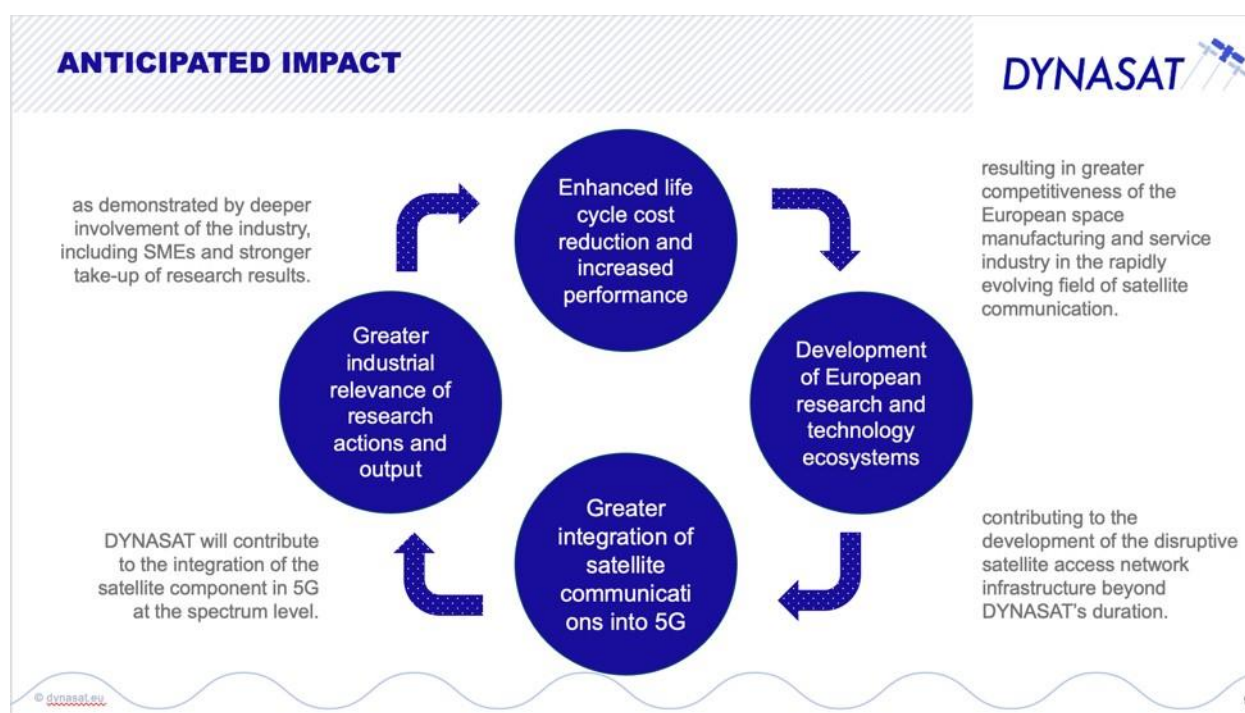
Figure 9: *Screenshot of the project presentation*

3.8 Events

Events' organization and participation is an important aspect of DYNASAT's Communication and Dissemination Plan. Although event organization will likely be hindered in 2021 due to the ongoing pandemic, DYNASAT representatives hope to attend and organize a number of events in order to increase the project´s visibility. To mitigate the risks resulting from event cancelations, a Recovery Plan has been put in place for the duration of the COVID-19 crisis.

3.8.1 Targeted conferences

Table 3 presents relevant conferences where the Consortium intends to present DYNASAT. The report, D6.3x *Impact Creation Report* due at M12 will provide more details on the attended events.

Name	Type	Target audience	Date and place
EuCNC 2021	Conference	EC funded projects, policy makers, researchers	8-11 June 2021 Porto, Portugal *UPDATE: hosted online due to the pandemic
IEEE ICC 2021	Conference	Researchers, academics	14-18 June 2021 Montreal, Canada *UPDATE: hostedonline due to the pandemic
IFIP NETWORKING CONFERENCE 2021	Conference	Researchers, industry representatives	21-24 June 2021 Helsinki and Espoo,Finland
MWC Barcelona 2021	Conference	Industry representatives, policy makers	28 June - 1 July 2021 Barcelona, Spain
SIGCOMM 2021	Conference	Industry representatives	23-27 August 2021hosted online
World ATM Congress2021	Conference	Industry representatives	26-28 October 2021 Madrid, Spain
CROWNCOM	Conference	Researchers, academics	10-12 September 2021 Shijiazhuang, Hebei,China
IEEE Globecom	Conference	Researchers, academics	7-11 December 2021 Madrid, Spain
26th Ka and 38th ICSSC Conference	Conference	Researchers, academics, industry representatives	27-30 September 2021 Arlington (VA), USA
Workshop on ns-3(WNS3) 2021	Conference	Researchers, academics	23 June 2021Hosted online

Table 3 : *Targeted external events*

3.8.2 Organized by DYNASAT

The first webinar is planned for M07 and to be possibly co-located with EuCNC in the form of a tutorial. A tutorial proposal focusing on bandwidth efficient techniques and Dynamic Spectrum Sharing for LEO satellites will be submitted to the EuCNC Call for Tutorials (deadline 21.02.2021). DYNASAT demo events will be organized in 2022 and 2023 at the MWC conferences. DYNASATpartners aim to develop an attractive software demonstration, which will present the combined gain of the designed, evaluated, and evolved techniques developed during the project. More details will be provided in D5.4 *Demonstration report and documentation of the demo show casefor MWC 2022* (M16) and in D5.6 *Plan specifications for the demo show case for MWC 2023* (M23).

3.9 Publications

DYNASAT is committed to bringing research results closer to the public and will adhere to the Open Access guidelines set by the H2020 work programme. In line with these guidelines, all of the scientific publications emerging from the project will be available through an Open Access repository, OpenAIRE [3], allowing for easier linking with the EU-funded projects. This will increase the accessibility to the obtained results to a wider community, which can be further enhanced by including the repository in registries of scientific repositories, such as DataCite and Databib. Depending on the venue, the publications will become available through the "gold" or "green" Open Access model.

Table 4 presents targeted publication venues.

Type	Name
Conference proceedings	CROWNCOM 2021
Conference proceedings	26th Ka and 38th ICSSC Conference
Conference proceedings	Workshop on ns-3 (WNS3) 2021
OA journal	Wiley International Journal of Satellite Communications and Networking
Archival journal	IEEE Transactions on Wireless Communications
Monthly scientific journal	IEEE Transactions on Communications
OA journal	Wiley Transactions on Emerging Telecommunications Technologies
Quarterly magazine	IEEE Communications Magazine
Archival journal	IEEE Access
Archival journal	Elsevier Computer Networks
Quarterly academic journal	IEEE Communication Surveys & Tutorials

Table 4 : *Targeted publication venues*

3.10 Partners' individual dissemination plans

All Consortium members are committed to promoting the project and will use their own channels to maximize the dissemination efforts to ensure a wide reach of DYNASAT's concept and achievements.

UNIBO is focusing mostly on scientific dissemination through publications in major conferences and journals. All publications will be made Open Access whenever allowed by the editor's policy. Additionally, UNIBO's individual dissemination plan envisions the organization of tutorials and workshops at major IEEE conferences.

As a task leader**, MARTEL** uses several of its resources, namely:

- website with 1K unique visitors per month and 2K pages views per month, newsletter, and social media – Twitter with 1,2K followers and LinkedIn with 1K followers,
- the NGI's (Martel is running the NGI Outreach Office through NGI4ALL CSA),
- the 5GPPPs (Martel is leading its Dissemination & Communication activities),

- the Orchestra Cities community (a network of citizens and public authorities),
- the networks maintained through Martel's participation in other relevant initiatives (Martel maintains 35 project websites, 41 social media channels, and a database of 2.000 Journalists).

TASF channels the project results mainly into 3GPP and plans to develop white papers promoting the project results. Moreover, TASF promotes DYNASAT through relevant associations in which it holds membership, including the European & Middle East Satellite Operator Association that gathers satellite operators, the Next Generation Mobile Networks Alliance that gathers mobile network operators, and the Satellite Standardization Special Interest Group.

MAG will target scientific publications in major conferences and journals to promote DYNASAT project results. These publications will also be promoted on the company website and respective social media. MAG also plans to present project results at various conferences and industry events. MAG's main activity is the development of DYNASAT prototypes and demonstrators in WP5 that will be used at major exhibitions (MWC 2022 and MWC 2023). The demonstrators will also be used in business development related discussion with potential customers to promote DYNASAT technologies.

FS plans to author academic conference papers and journal articles and promote them on its website, in addition to presentations in academic and commercial Dynamic Spectrum Access related conferences. Fairspectrum will also take advantage of its participation in 3GPP, ETSI and Wireless Innovation Forum to promote DYNASAT.

UNIPR's Department of Engineering and Architecture promotes DYNASAT on its website. Additionally, UNIPR plans to publish the project results in high-impact journals and conferences and similarly to UNIBO will make publications Open Access when allowed by the editor's policy. Moreover, UNIPR plans to organize seminars with industry partners, research centers, and European agencies, with which it has ongoing discussions related to satellite communications.

3.11 Liaisons and collaboration with relevant projects and initiatives

Aiming at establishing strong liaisons and ensuring a close collaboration with relevant initiatives in the 3GPP, 5G PPP, and ESA CNES research and innovation domains, the following activities have been initiated:

- Contact has been made with the 5G-IA Pre-Standardisation Working Group. Although the DYNASAT project is under the Space programme, and not ICT, it focuses on Non-Terrestrial Networks (NTN) for B5G and has dedicated standardization Tasks towards ETSI and 3GPP. Thus, a liaison with the 5G-IA Pre-Standardisation Working Group is deemed extremely effective in the context of standardisation activities.

- In order to establish liaisons with other Space-29 projects, contact has been made with the EC. This is considered extremely important for the project activities; in fact, the development of the NTN component in 3GPP is quickly progressing and we are witnessing an increasing interest worldwide in what has been for decades a niche sector. Moreover, the last ICT-52 call targeting B5G development has not funded any project related to SatCom. In this framework, the Space-29 projects are, de facto, the only means the European Research Area has to support the NTN development at European level for B5G and 6G and to maintain its competitiveness.

Both of the above initiatives are subject to the SAB's approval. Updates will be reported in future versions of this deliverable.

4   IMPACT ASSESSMENT

DYNASAT's Communication and Dissemination Plan will be closely monitored throughout the duration of the project. The evaluation will be carried out on a regular basis to ensure the success of the project. A set of KPIs has been defined to measure the impact and conduct the most accurate assessment of the dissemination activities. Table 5 presents the KPIs, their relevance to the tools/channels used, and the estimated target value. Table 6 lists project milestones within WP6, while table 7 presents the deliverables within WP6.

Measure	Indicators	Target M28	Source and methodology	Status (18.02.21)
Flyers Posters / roll-ups	N. of flyers N. of posters/roll-ups (by the end of the project)	>3 >4	Distribution at dedicated events. Electronic distribution via the project website.	
Project Website	N. of unique visitors to the website (average per year)	>1500	News, Publications, Videos, Newsletters, Deliverables	Launched
Social Networks	N. of followers on Twitter N. of followers on LinkedIn (average of new followers yearly)	>300 >100	Keeping DYNASAT profiles active through regular posting, following and re-posting relevant content.	N. of followers on Twitter: 36 N. of followers on LinkedIn: 32
Press Releases	N. of press releases issued to specialized and general media channels during key project milestones	>3	A press/media kit will be developed containing detailed press releases, videos, publishable images, flyers	1 published
Newsletter	N. of newsletters (by the end of the project)	5	Recording subscribers to the electronic newsletter	
Videos	N. of videos published on the DYNASAT website and social media, and an average number of views	2 videos per year, 80 views per video	Introduction and informative videos and interviews to support awareness creation, stakeholders' engagement, and 3rd party projects' promotion	
Scientific Publications	Number of publications submitted by the end of the project	10+	Publications linked to DYNASAT website	
Participation to events	Number of external events partners	At least 4	Attendance proof, presented	

and presentations	attended to promote the project, including scientific conferences, and numberof demos and/or presentations	events per year (including online events)	material,photos, animation of social media channels, and events' reports	
Webinars (4 by the projectend)	Average number of participants	30+	Attendance proof, video-streaming, presented material,photos, animation of social media channels, and events' reports	
Two Demos at major event (e.g., MWC)	Average number of participants / attendees /visitors	80+	Attendance proof, video-streaming, presented material,photos, animation of social media channels, and events' reports	

Table 5 : *Dissemination and communication KPIs*

MILESTONE	DESCRIPTION	DUE DATE	DELIVERY DATE
MS02	DYNASAT website launched with initial content	M03	27.01.2021
	Standardization and Regulatory Plan Definition		05.03.2021 (provisional)

Table 6 : *DYNASAT WP6 milestones*

DELIVERABLE	DELIVERABLE NAME	LEAD	DUE DATE	DELIVERY DATE
D6.1	Impact Creation Toolkit	MAR	M03	26.02.2021
D6.2	Standardization and Regulatory Action Plan	TASF	M03	05.03.2021 (provisional)
D6.3 D6.4	Impact Creation Report	MAR	M12 M28	Planned
D6.5 D6.6	Standardization and Regulatory Report	TASF	M12 M28	Planned
D6.7 D6.8	Market Analysis, Exploitation and Sustainability	MAR	M12 M28	Planned

Table 7 : *DYNASAT WP6 deliverables*

5   CONCLUSIONS

This deliverable presented DYNASAT's plan for communication, dissemination, and impact creation, providing clear and consistent guidelines for all project partners. Envisioning and outlining the overall outreach plan at the early stages of the project ensures that we maximize the impact of communication, dissemination, and engagement activities and sustain the concepts, achievements, and knowledge developed throughout the project.

The goal of this plan is to guarantee that:

- All outreach activities follow the guidelines and are executed within the planned schedule,

- The messages are coherent and of high standard,

- The impact of the ongoing pandemic on DYNASAT is limited,

- All partners contribute to promoting the project.

The first Periodic Report, due at M12, will provide more details on the progress of the Communication and Dissemination Plan, achieved KPIs, attended and organized events, and the overall effectiveness of project's online presence.

6   REFERENCES

1. SatCom Resources for Smart and Sustainable Networks and Services
2. Strategic Research and Innovation Agenda 2021-27
3. https://www.openaire.eu

6   REFERENCES

APPENDIX A

WHAT IS A BRAND IDENTITY?

A brand identity allows you to recognize a consistent look and feel across all outlets (electronic and printed visual media). It defines how those who come into contact with the brand should perceive it and influences their opinion of the brand. This document lists and explains the visual identity elements of the DYNASAT project. These are rules and values to help you create and compose visual designs using its identity.

Examples of DYNASAT's brand identity across different outlets (Twitter and LinkedIn accounts, website).
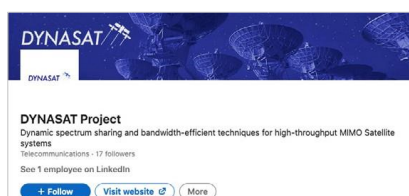
© 2021-2023 DYNASAT

LOGO

Main version of the DYNASAT logo with some basic recommendations.

Main version

Clear zone

Icon version *(for social media outlets)*

Minimum size

20 mm

LOGO VARIATIONS

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

Grey shades version

Negative version

Black&white version

DYNASAT

DOS AND DONT'S

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

Dos

Negative version on high contrasted background colour

Main version on image background assuring high contrast

Don'ts

Not enough contrasted background

Not enough contrasted background

© 2021-2023 DYNASAT

4

CORPORATE COLOURS

A main palette of 3 colors based on the logo colour scheme plus a complementary warm one. And two more complementary greyscale colours.

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

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

Palette of corporate colors

C100 M92 Y12 K2	C33 M18 Y2 K0	C0 M28 Y100 K0	C63 M57 Y51 K53	C0 M0 Y0 K43
R10 G13 B156	R180 G197 B228	R252 G190 B0	R63 G63 B66	R161 G163 B166
HEX #0029C9	HEX #00ACE0	HEX #FCBE00	HEX #3F3F42	HEX #A1A3A6

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5

DYNASAT

FONT TYPES

DYNASAT's brand uses the open source fonts Josefin Sans for headings and Montserrat for the body copy.

This applies to the website and all promotional material.

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

Headings *(to be used on the website and all promotional material)*

Josefin Sans Semibold

6BCDEFGHIJKLMcOPQ□STUV ¸ ½YZ abcdefghijĥlmnopqrstuvw…;z 1234567890

Body copy *(to be used on the website and all promotional material)*

Montserrat regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Montserrat bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Alternative Body copy and headings *(to be used for presentations and deliverables)*

Arial regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Arial bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

EC ACKNOWLEDGEMENT

All the EC funded projects should clearly show the acknowledgement to the EC fund in all Dissemination & Communication materials (e.g. flyers, posters, brochures, video, webiste, etc). Below you'll find a couple of examples of the elements to show in different positions.

Funded by the EU's Horizon2020 programme under agreement n° 101004145

Funded by the EU's Horizon2020 programme under agreement n° 101004145

Funded by the EU's Horizon2020 programme under agreement n° 101004145