



D8.1. Project Website

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Dissemination Level	PU
Nature	OT

Dissemination Level:

PU	Public
PP	Restricted to other programme participants (Including the Commission Services)
RE	Restricted to a group specified by the consortium (Including the Commission Services)
CO	Confidential, only for members of the consortium (Including the Commission Services)

Nature

PR	Prototype
RE	Report
SP	Specification
TO	Tool
OT	Other

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1. Executive summary

Deliverable 8.1 (Website project, M1) is related to Work package 8 (Impact maximisation, task 8). Dissemination and outreach coordinated by FMWC. It introduces the first release of the project website.

The document provides a comprehensive overview of the development and updates of the tool throughout the project, involving all partners of 5GMED who contribute to its design and content creation. It emphasizes the significance of the website as the primary dissemination platform for the project's outcomes.

Additionally, the document introduces tools for monitoring website activities. It defines and describes the brand identity, including the selection of the logo and colors. Furthermore, it explains the purpose of using infographics to represent the entire project and its use cases.

Moreover, the document delves into the website's structure, outlining each section in detail. It also outlines the approach to reaching five specific target groups: the public sector, mobility sector, telecom sector, ICT sector, research and academia, open sources community, and the general public.

Furthermore, the document presents the content and communication strategy, highlighting the use of social media tools to promote website content, and the employment of key performance indicators (KPIs) to monitor the strategy's impact.

Lastly, the report concludes with a section dedicated to outlining future actions to solidify the efforts made in task 8.1, Dissemination and Outreach. A more detailed description of these actions will be provided in deliverable 8.2, the Impact Maximization Plan.



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LIST OF ABBREVIATIONS AND DEFINITIONS

DoA	Description of Action
EC	European Commission
H2020	Horizon 2020
GA	Grant Agreement
CA	Consortium Agreement
KPI	Key Performance Indicator
FSTP	Financial Support to Third Parties
WP	Work Package
CCAM	Connected Cooperative and Automated Mobility
FRMCS	Future Railway Mobile Communication System
CMYK	Cyan, Magenta, Yellow y Key
RGB	Red, Green, Blue
HEX	Hexadecimal colour
FMWC	Fundació Mobile World Capital
MNO	Mobile Network Operator

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2. Introduction

5GMED is an innovation action that will demonstrate the provisioning and operation of joint CCAM and FRMCS services across a multi-stakeholder 5G network infrastructure involving MNOs, road and railways infrastructure operators and neutral hosts.

Work package (WP8) coordinated by FMWC aims to maximise the impact of the project. Therefore, WP8 will focus on impact creation activities put at the service of the whole project to ensure that outcomes produced by 5GMED can lead to relevant and durable effects for its partners, and for the various ecosystems.

This deliverable D8.1 (Project Website) is part of the task 8.1 (Dissemination and outreach) also coordinated by FMWC. The task is dedicated at defining a communication and dissemination strategy, at creating communication material and at disseminating the results of the project through events' participation or conference attendance.

D8.1 is an indicative deliverable providing an overview of the first release of the project website and communication material being created, as well as the branding guidelines of the project. The deliverable consists of the following sections:

- [Section 3](#) introduces the 5GMED's brand, it presents the visual identity and logo, that have been the base for the website design and that will be used to elaborate all the communication material.
- [Section 4](#) focuses on the definition of the concept and purpose of the website.
- [Section 5](#) 5GMED website structure, its sections, several screenshots of the look and feel of the website will be presented in the third part.
- [Section 6](#) will be dedicated to explaining the website content strategy by giving some details about the elements that will be created in order to reach the KPIs.
- [Section 7](#) gathers some conclusions of the overall deliverable and defines the next steps that will be reflected in the deliverable 8.2.

3. Guideline Identity and Brand of 5GMED

The objective of this chapter is to present the guidelines established for the 5GMED branding in order to align all the future communications made by the consortium and external sources. The project's name will have to be written in capital letters when mentioned in any communication, deliverables, reports.

3.1. Brand and colours

The distinct identity and branding of 5GMED is the base for the web design. The starting point for a project brand identity is based around the title of the project: **Sustainable 5G deployment model for future mobility in the Mediterranean Cross-Border Corridor** (or shorter, 5GMED). The logo represents the Mediterranean Sea, on one side sea waves, which also represent the technological waves (Figure 1).

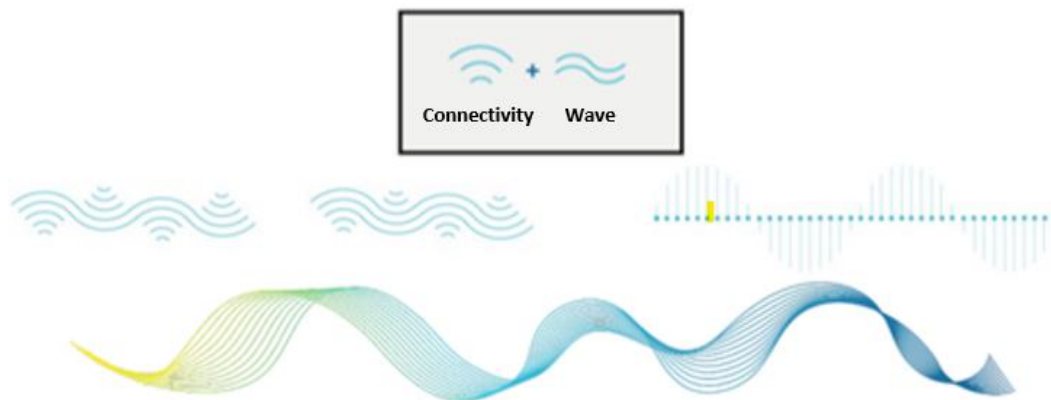


Figure 1 – 5GMED's waves

Being the recognisable element of the project visual identity, the logo follows the capital use of letters. FMWC has created a bold, versatile logo for the 5GMED (Figure 2). The decision to adopt this particular logo has been made after being presented to all partners. Each of them could give contribute to the elaboration of the design.



Figure 2 – 5GMED Logo White over coloured background

The colours in the logo represent the "sun over the Mediterranean Sea", therefore the colours in the palette range between yellow and blue. Consistent use of the logo colours will help build visibility and recognition for 5GMED.



Figure 3 – 5GMED Logo in colour

In situations where the logo must be reproduced in black and white, the one-colour logo should be used. When the logo must appear on a dark coloured background, then the one-colour reversed logo should be used.



Figure 4 – 5GMED Logo in black and white

The use of a limited colour palette will help build a strong external recognition of 5GMED. In Figure 5, there are several colour codes available for each of the 5GMED colours. They should be used as following:

- CMYK colour code should be used for printed materials such as flyers, agendas, tote bags, pencils, etc.
- RGB colour code should be used for screens only.
- HEX colour code should be used in Microsoft Office pack or for some online marketing tools such as e.g., the newsletter platform Mailchimp.

Colour palette

Core colours



Titanium Yellow

C: 0
M: 5
Y: 82
K: 4

R: 244
G: 231
B: 43

#F4E72B



Middle Green Yellow

C: 16
M: 0
Y: 51
K: 20

R: 172
G: 204
B: 100

#ACCC64



Maximum Blue

C: 74
M: 13
Y: 0
K: 15

R: 57
G: 188
B: 261

#39BCD8



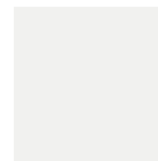
Honolulu Blue

C: 87
M: 33
Y: 0
K: 36

R: 22
G: 110
B: 163

#166EA3

Secondary colour



Cultured

C: 0
M: 0
Y: 1
K: 5

R: 241
G: 241
B: 239

#F1F1EF

Figure 5 – 5GMED's colour

All this material is shared with the partners on the project communication platform (Redbooth) for them to use it properly when it is necessary.

3.2. Graphics and visualizations

A set of graphics, including fonts, colours and guidelines are being developed (M1-M6). Graphics vectors (Figure 6) have also been created to illustrate the website content.



Figure 6 – Graphic vectors as support for communication materials

Especially important are the infographics explaining the project. 5GMED Partners' feedback on the infographics provided through one-and-one calls helped to transform technical concepts into easily understandable visualizations. This kind of graphics can contribute to communicate the project to a more general audience or present the project during events or conferences.

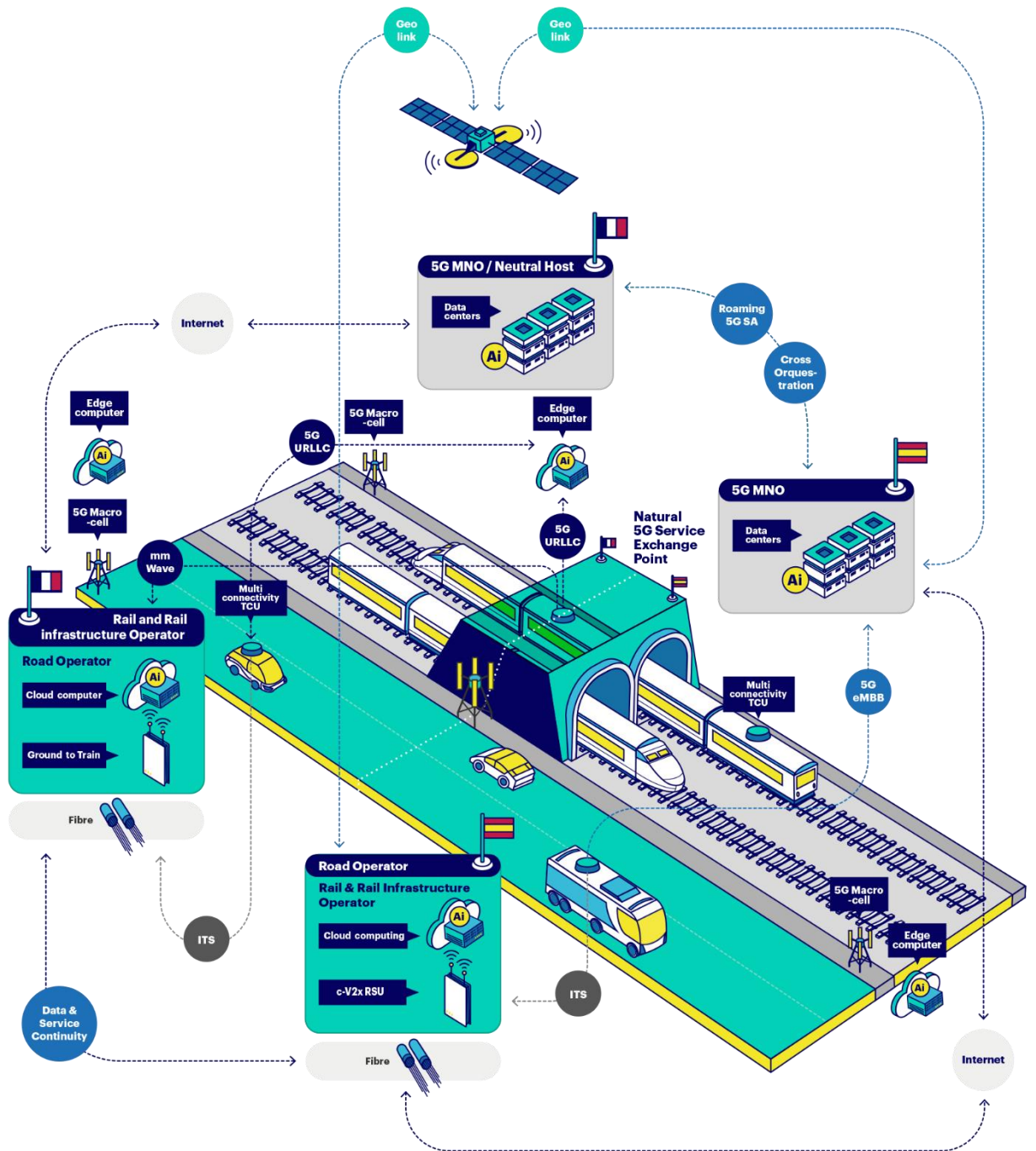
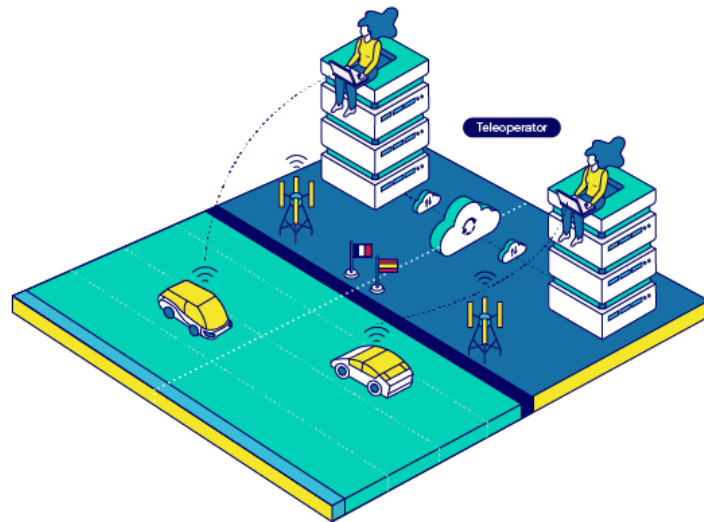


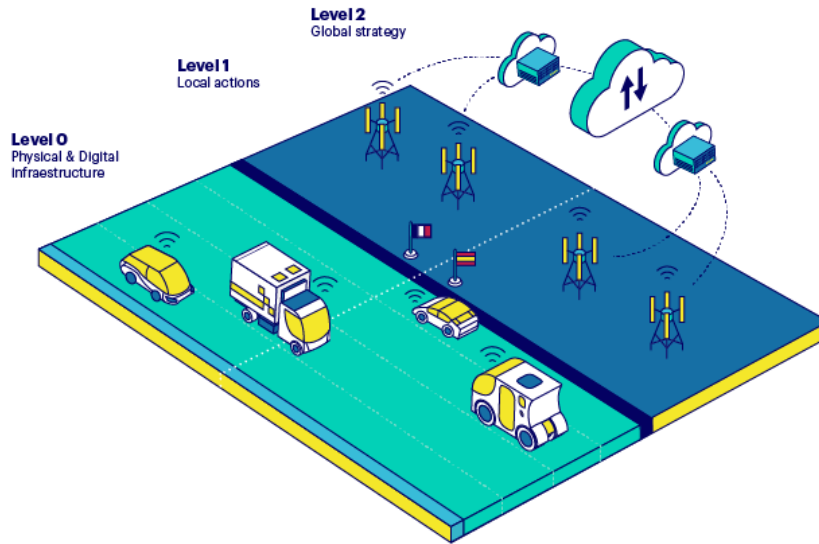
Figure 7 – General infographic draft

All visualizations created are integrated into the website. The General infographic (Figure 7) will be published in the homepage and the use cases' infographics (Figure 8) are used to illustrate the pages dedicated to present the 5GMED use cases.

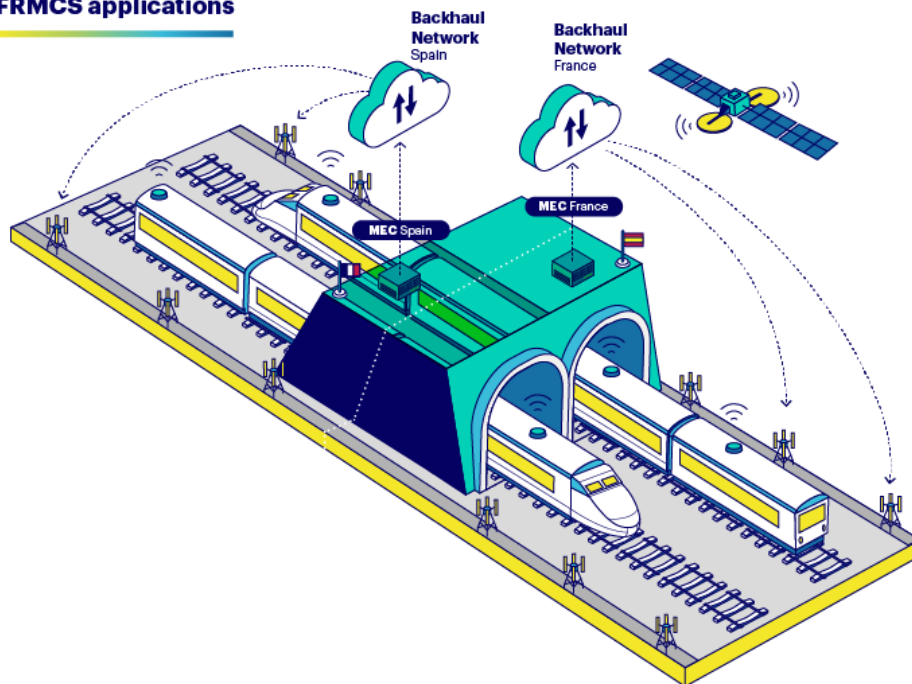
Remote Driving



Road infrastructure digitalization



FRMCS applications



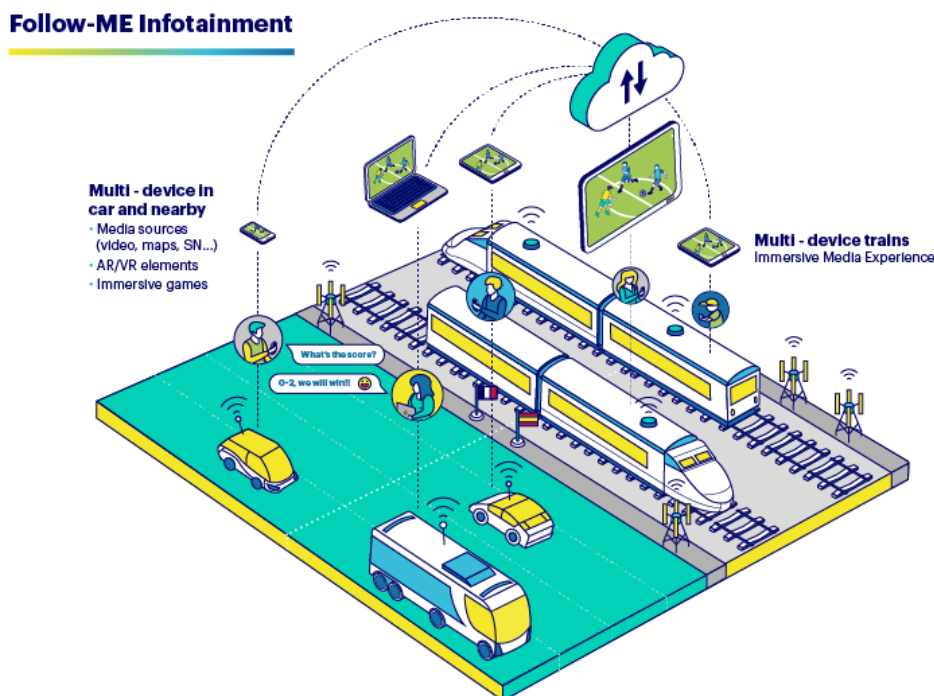


Figure 8 – The use cases' infographics

4.Objectives and KPIs of the Website

4.1. The website's objectives

The website is developed under Phase 1 of the dissemination and communication plan, Market Awareness (M1 – M6) and it will be updated during the whole duration of the project with the objective to:

- Create awareness and generate interest towards the 5GMED approach through the publication of specific contents showcasing the implementation of the project or defining some of the technologies used or developed within the project, as well as the four use cases.
- Promote participation to events, creation of workshops and support from industry associations, national authorities and regulators through the publication of chronicles, videos, interviews, and newsletters.
- Promote the partners involved in the project by publishing interviews that contribute to understand their role in the project and the impact for their company.
- Communicate early results to the target audience through blogposts or newsletter.
- Facilitate the acceptance of CCAM and FRMCS technologies through communication campaigns for society awareness.
- Monitor and evaluate activities using specific tools.

The activities foreseen are:

- Establish visual identity: logo, brand, website, social media channels.
- Promote brand, core value proposition, tailored messages for target audiences.
- Develop a dissemination and an exploitation strategy.

- Leverage affiliate marketing of consortium partners to push key messages and brand diffusion.
- Target key market and knowledge influences within industries.
- Target press releases to relevant industry reporters.
- Articles by key influencers, project events and presentations.
- Link news feed to EU sites.

4.2. The website’s KPIs

Its statistics will be regularly monitored using [Google Analytics](#). According to the Grant Agreement, the KPI to be achieved is 500 visits per month corresponding to Users in Google Analytics term.

In order to achieve it, content and promotion campaigns will be created, published in 5GMED social media and distributed to the partners. FMWC will regularly evaluate the impact of the website, Key Performance Indicators (KPIs) to identify good practices. The Key Performance Indicators are:

- Sessions - the number of times the website was visited during a given time period.
- Users - the number of users who visited the website during a given time period.
- Average session duration - the average amount of time users stayed on the website.
- Pages per visit - the average number of pages visited by website users.
- Traffic sources - the websites or social media networks that directed users to 5GMED website.
- Geographic location - the country in which users were located when they visited 5GMED website.

The website is regularly updated by the Impact Manager (FMWC) and with the contribution of all the partners throughout the project duration following the website content and communication strategy (section 5) in order to reach the established KPIs.

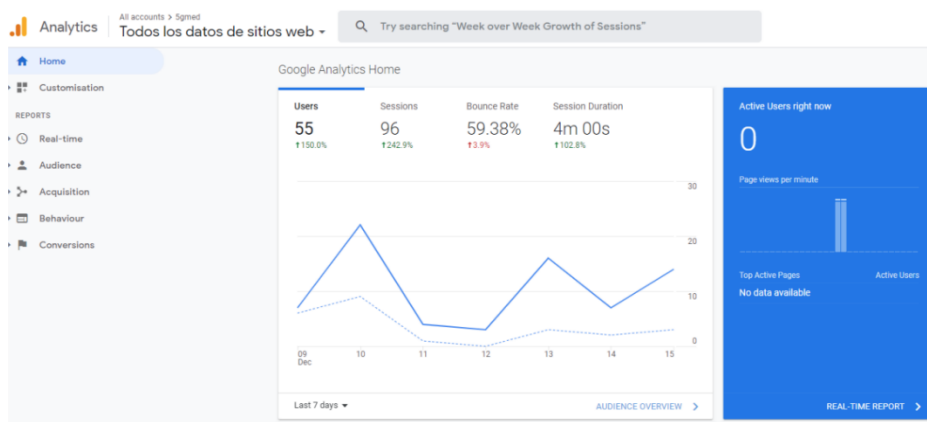


Figure 9– Screenshot of Google Analytics

5. The structure of the website

The website is designed through WordPress and its domain will be available until the end of the project. The website is hosted on the Mobile World Capital servers and uses cookies policy.

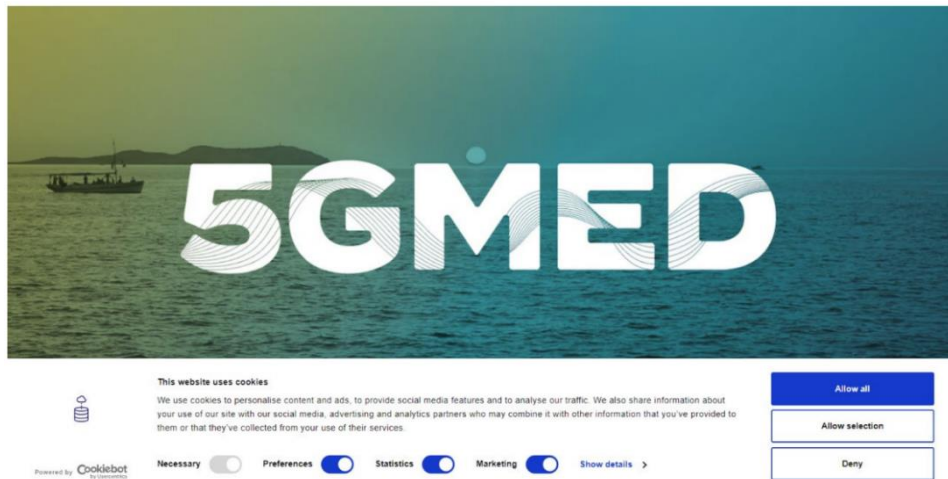


Figure 10 – Screenshot of 5GMED website with cookies policy

The 5GMED identity colours and brand are reflected on the website, which has been built to reach all targeted audience described in section 5. It contains the following navigation structure:

- **[About](#)**
 - [Challenges](#)
 - [Methodology](#)
 - [Expected impacts](#)
 - [Test sites](#)
 - [Partners](#)
 - [5GMED Lexicon](#)
 - [Use Cases](#)
 - [Use Case 1](#)
 - [Use Case 2](#)
 - [Use Case 3](#)
 - [Use Case 4](#)
- **[Results & Publications](#)**
 - [Scientific papers](#)
 - [Deliverables](#)
 - [White papers](#)
 - [Lessons learnt](#)
- **[Insights](#)**
 - [Articles](#)

- [Interviews](#)
- [Press releases](#)
- **[Communities](#)**
 - [Newsletter](#)
 - [Working groups](#)
 - [ICT-53 projects](#)
- **[Events](#)**
 - [Industry events](#)
 - [Scientific events](#)
- **[Contact](#)**
 - [In-Media](#)
 - [Dissemination material](#)

5.1. Homepage and About section

The homepage will present the primary goal of the project and a brief description of the project, illustrated by a video, as it is the first page that visitors can see when entering the domain 5GMED.eu (see Figure 11.). The project has to be shortly described, but the content has to be consistent and valuable. It should invite visitors to explore and to know more about the project. From the homepage, visitors scrolling until the end of the page can access the news, see the last social media content, and subscribe to the newsletter.

The menu available in the website's header is explained in the next section. Visitors can also access 5GMED's social media directly since the icons that are strategically situated at the bottom of the Contact.



Figure 11 – 5GMED home page

The About section contains the Challenges, the Methodology approach and the Use Cases.

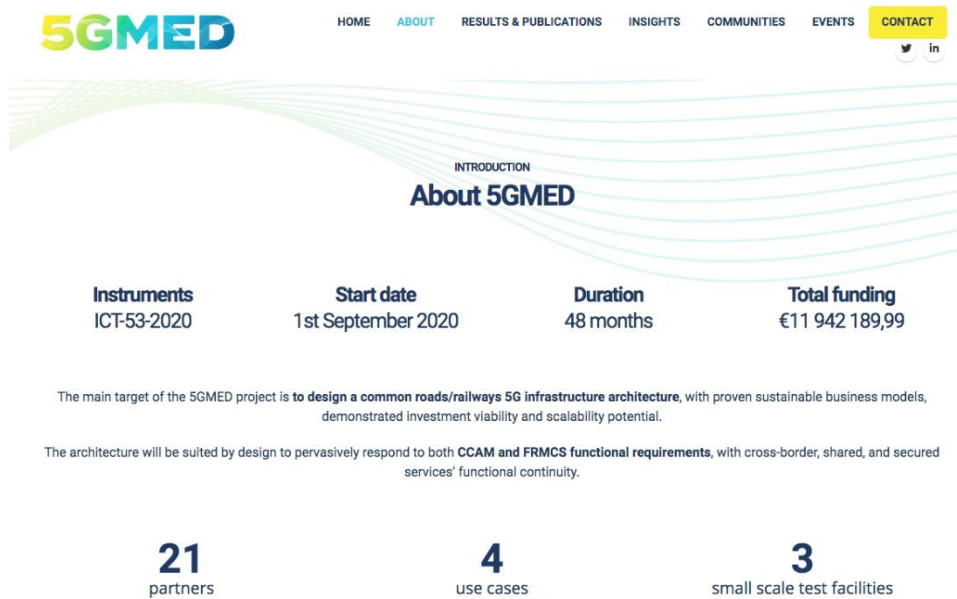


Figure 12 – 5GMED About page

In the **Challenges** page, the main challenges faced by the 5GMED project are presented, as well as their possible solutions.

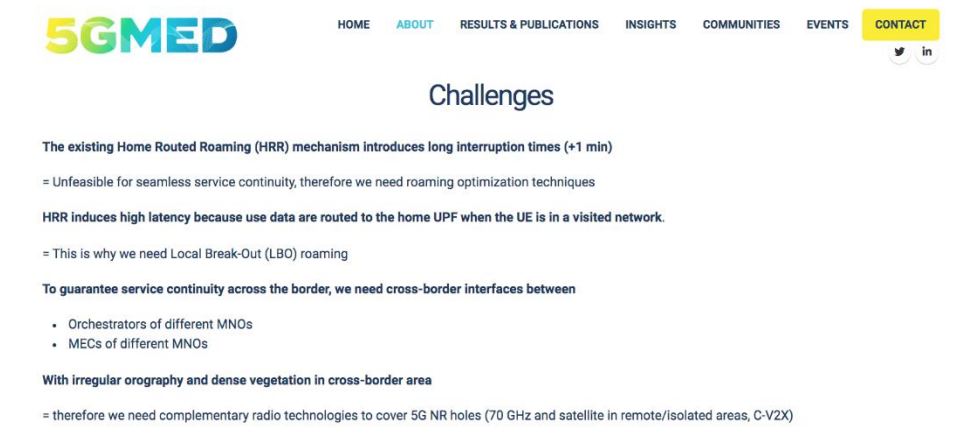
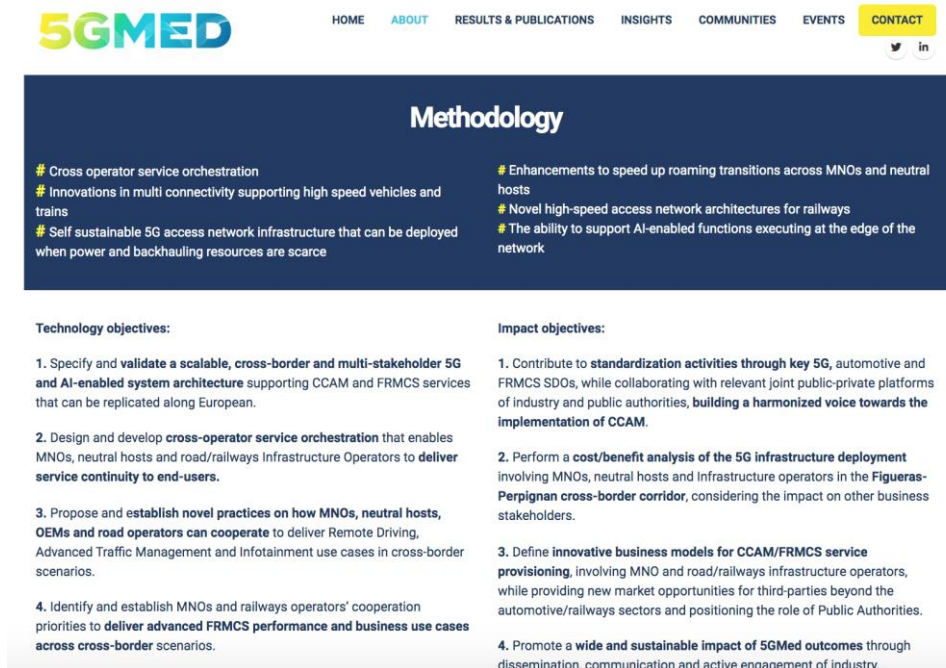


Figure 13 – 5GMED Challenges page

In the **Methodology** page, how the project will be deployed is presented, as well as the technology and impact objectives. Four sub-sections go deeper into the 5GMED methodology, as presented below.



The screenshot shows the 'Methodology' page of the 5GMED project website. The page features a dark blue header with the 5GMED logo and a navigation menu including HOME, ABOUT, RESULTS & PUBLICATIONS, INSIGHTS, COMMUNITIES, EVENTS, and CONTACT. Below the header, there are two columns of bullet points under the heading 'Methodology'. The left column lists three key points: cross-operator service orchestration, multi-connectivity innovations for high-speed vehicles and trains, and self-sustainable 5G access network infrastructure. The right column lists three key points: enhancements to roaming transitions, novel high-speed access network architectures for railways, and the ability to support AI-enabled functions at the edge of the network. Below these are two sections: 'Technology objectives' and 'Impact objectives', each containing a numbered list of four specific goals.

Methodology

- # Cross operator service orchestration
- # Innovations in multi connectivity supporting high speed vehicles and trains
- # Self sustainable 5G access network infrastructure that can be deployed when power and backhauling resources are scarce
- # Enhancements to speed up roaming transitions across MNOs and neutral hosts
- # Novel high-speed access network architectures for railways
- # The ability to support AI-enabled functions executing at the edge of the network

Technology objectives:

1. Specify and validate a **scalable, cross-border and multi-stakeholder 5G and AI-enabled system architecture** supporting CCAM and FRMCS services that can be replicated along European.
2. Design and develop **cross-operator service orchestration** that enables MNOs, neutral hosts and road/railways Infrastructure Operators to **deliver service continuity to end-users**.
3. Propose and establish **novel practices on how MNOs, neutral hosts, OEMs and road operators can cooperate** to deliver Remote Driving, Advanced Traffic Management and Infotainment use cases in cross-border scenarios.
4. Identify and establish MNOs and railways operators' cooperation priorities to **deliver advanced FRMCS performance and business use cases across cross-border scenarios**.

Impact objectives:

1. Contribute to **standardization activities through key 5G, automotive and FRMCS SDOs**, while collaborating with relevant joint public-private platforms of industry and public authorities, **building a harmonized voice towards the implementation of CCAM**.
2. Perform a **cost/benefit analysis of the 5G infrastructure deployment** involving MNOs, neutral hosts and Infrastructure operators in the **Figueras-Perpignan cross-border corridor**, considering the impact on other business stakeholders.
3. Define **innovative business models for CCAM/FRMCS service provisioning**, involving MNO and road/railways infrastructure operators, while providing new market opportunities for third-parties beyond the automotive/railways sectors and positioning the role of Public Authorities.
4. Promote a **wide and sustainable impact of 5GMed outcomes** through dissemination, communication and active engagement of industry.

Figure 14 – 5GMED Methodology page

- **Expected impacts:** 5GMED aims to deliver and impact Europe with the business seeds to leverage public and private investment in 5G deployment to make CCAM a reality in cross-border corridors in Europe. The expected impacts are described for the visitors to have a vision of project implementation consequences in a medium, long period. A total of seven impacts are listed.
- **Test sites:** A detailed description of the test sites where the pilots and use cases will be tested in Spain and France is provided, including pictures and videos of Circuit ParcMotor in Castellolí (Catalunya, Spain), Paris Circuit - Satory and the UTAC/CERAM (Paris, France), CMS's site (Madrid, Spain), and LFP's maintenance site (Spain).
- **Partners:** A list of the partners including a map and their logos. By clicking on the logo under the map, visitors will have access to information related to their implications in the project.
- **5GMED Lexicon:** A list of the 5GMED innovative technologies developed and deployed in the project and concepts needed to understand 5GMED. This page offers an easily understandable definition of each term to create awareness around the 5G technologies for the general public.

Figure 15 – 5GMED Expected impacts, Test sites, Partners and 5GMED Lexicon pages under the Methodology section

In the **Use Cases** page, the four use cases will be explained through the use of infographics. Each of them has its own page to document advancements and technology deployments. First, when clicking on the menu Use case, visitors will get short descriptions of each use case illustrated by a graphic. To access more information about the use case, one can click on the use case of interest (read more) or display the menu and choose it.

Web users can find a description on each use case page, the objective, the primary services that will be tested, and how. During the project, the picture illustrating the page will be replaced by a video showcasing the use case.



Figure 16 – 5GMED use case 1, 2, 3, 4 pages

During the duration of the project, this page will be updated with the results obtained in the demonstration of the use cases.

5.2. Results & Publications

The **Results & Publications** section presents technical information and results achieved during the project research and implementations. The information is organised in four sub-sections:

- **Scientific papers:** Several scientific papers written by 5GMED partners and presented at conferences and congresses can be read at the 5GMED website in a PDF format. This subsection addresses the scientific community interested in the project and

showcases the status of the project in terms of technical progress. Each entry also includes a link to read the paper on [Zenodo](#), where 5GMED has a profile and community created. Examples of scientific papers entries are [eHDL: Turning eBPF/XDP Programs into Hardware Designs for the NIC](#) or [Adaptive Messaging based on the Age of Information in VANETs](#).

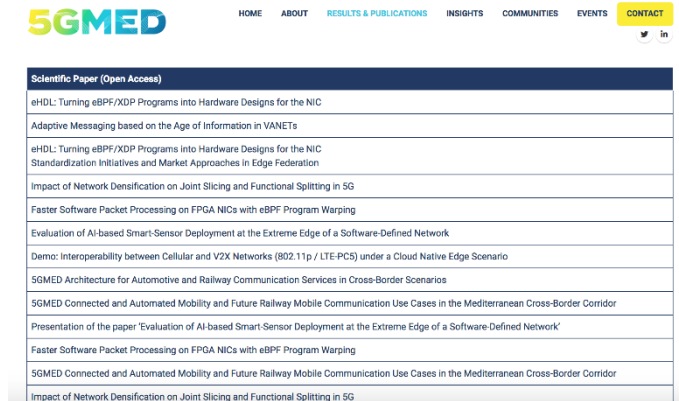


Figure 17 – 5GMED scientific papers page

- Deliverables:** 5GMED public deliverables are included here for the general public to get deeper into the project. The documents are embedded in a PDF to be read without leaving the 5GMED website. Examples are [D8.3 First impact report and plan update – M18](#) or [D5.2. Initial design for FMRCs and railways infotainment test cases](#).

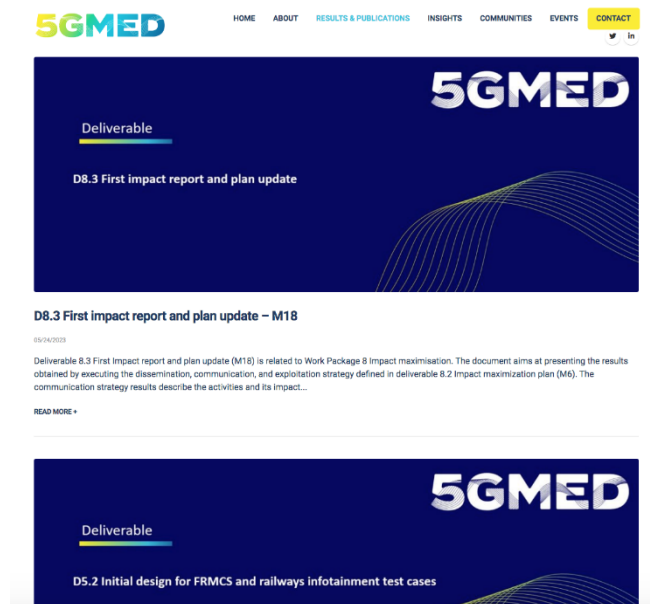


Figure 18 – 5GMED deliverables page

- White papers:** 5GMED will participate in the elaboration of the white papers or contribute to the redaction. The follow white paper is an example of 5GMED participation: [5GMED cross-border corridors in Europe: challenges for public authorities, policymakers, and regulators](#) was published, together with the video of the workshop, in its own page.

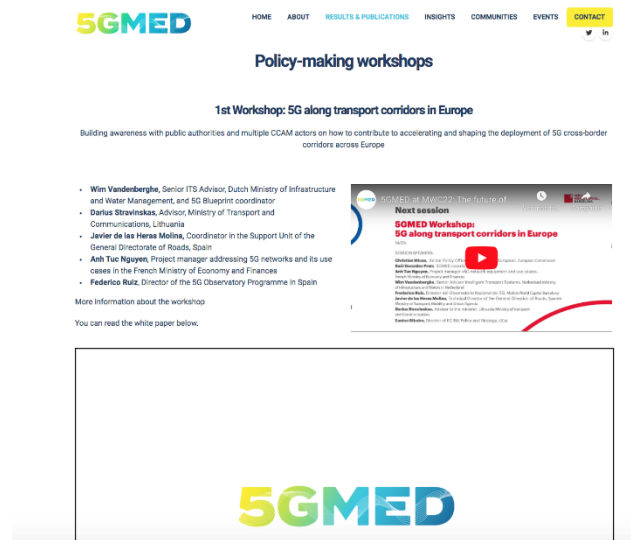


Figure 19 – 5GMED whitepapers page

- **Lessons learnt:** A list of the lessons learnt during the 5GMED project implementation is given.

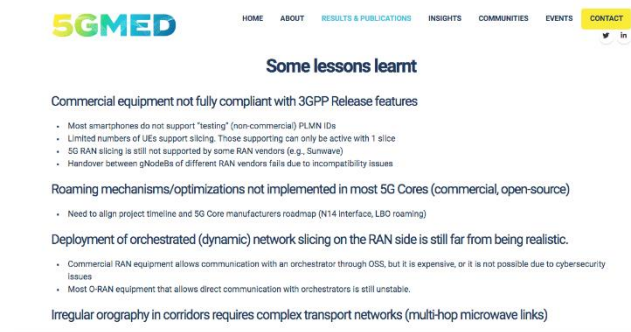
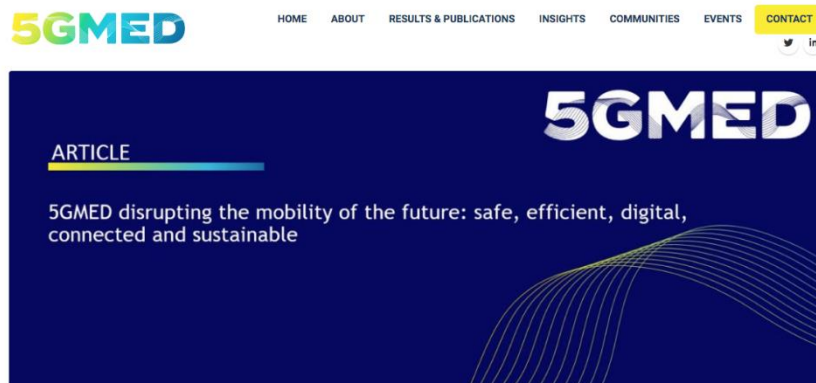


Figure 20 – 5GMED lessons learnt page

5.3. Insights

The **Insights** section will gather all publications divided into three subsections. By clicking on the menu Insights, visitors can display all articles available and access specific ones by selecting the subcategory in the up part of the page: Articles, Interviews or Press Releases. Those subsections are also available in the menu when displaying the section. Most of the insights include embedded videos and pictures, to make them more attractive and complete for the readers.

The first subsection **Articles** gathers publications that summarise brochures or articles from ICT, mobility, telecom sectors related to 5GMED and chronicles of events where 5GMED partners assist. Examples are: [i2CAT presented 5GMED in a workshop at ITS European Congress 2023 in Lisbon](#), [5GMED partners met at Hispasat facilities to prepare the Large-Scale Trials](#), [5GMED proves connectivity beyond limits in mobility cross-border scenarios with 5G](#), [Towards the necessary digital transformation of mobility](#), [5GMED disrupting the mobility of the future: safe, efficient, digital, connected and sustainable](#), etc.



07 **5GMED disrupting the mobility of the future: safe, efficient, digital, connected and sustainable**

5GMED is at the forefront of shaping the future of mobility. The recent panel discussion on Europe and Spain's connected mobility challenges during the Mobile World Congress 2023 highlighted the essential concepts that will shape the future of mobility and identified the key European actors contributing to it.



Figure 21 – Example of one of the 5GMED articles

The next subsection called **Interviews** is a way for the consortium members to be promoted and to have a space to explain their implications inside the project. Those interviews will be linked to the partners' page in the section About. Interviews not only include text, but also video interviews. Examples are: [José López, 5GMED Coordinator: "5GMED is using 5G and other technologies to provide seamless services in cross-border"](#), [Laura Sanz, CCAM Strategy Lead at i2CAT: "5GMED is an example of connectivity with 5G in real projects"](#) or [Axbryd, 5GMED's flexible and dynamic network infrastructure data management plan provider](#).

INTERVIEW

José López, 5GMED Coordinator: "5GMED is using 5G and other technologies to provide seamless services in cross-border"

20 **José López, 5GMED Coordinator: "5GMED is using 5G and other technologies to provide seamless services in cross-border"**

The 5GMED project hosted a round table at Mobile World Congress 2023 to discuss about the challenges of connected mobility in Spain and in Europe, and to speak about how 5GMED is contributing with technologies and solutions to face these challenges.

The discussion was joined by José López Luque, 5GMED Coordinator from Cellnex; María Paula Caycedo, Head of Innovation Hub South at EIT Urban Mobility; and Laura Sanz, CCAM Strategy Lead at I2CAT. It was moderated by Marjorie Grassler, European Projects Communication Executive at Mobile World Capital Barcelona Foundation and introduced with a keynote by Federico Ruiz, National 5G Observatory Responsable at the same Foundation.

"The 5GMED project is trying different technologies, especially 5G, to provide seamless services between different countries in the cross-border, to optimize the interruption time between these borders, for different services, such as remote driving or connectivity in trains".

José López Luque

Watch his full interview below!

Panel at #MWC23
Europe and Spain facing the challenge of connected mobility

5GMED

Figure 22 – Example of one of the 5GMED interviews

And last in this Insights section, visitors can find **Press Releases**, that include both press releases from the 5GMED project, but also from the ecosystem: [5GMED: The future of mobility in the Mediterranean cross-border corridor](#), [Cooperative, connected and automated mobility based on 5G connectivity in cross-border scenarios arrives in Europe](#) or [5G-MOBIX: Breaking boundaries with 5G across the Spain-Portugal border](#).

5GMED

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DEMO DAYS

5GMED proves connectivity beyond limits in mobility cross-border scenarios with 5G

5GMED proves connectivity beyond limits in mobility cross-border scenarios with 5G

09/01/2023

In February 2023, small scale pilots' demonstrations of the 5GMED project were held in the Circuit of Castellón (Spain) and the LFP facilities (Spain-France) to showcase the project's progress to the European Commission delegation. The impact of 5G extends far beyond our smartphones: it has already served to mobility to disrupt...

READ MORE

PRESS RELEASE

5G-MOBIX: Breaking boundaries with 5G across the Spain-Portugal border

Figure 23 – 5GMED Press Releases subsection

5.4. Communities

The **Community** section's objective is to share the different initiatives involving other entities or projects and allow the 5GMED community to follow the project's progress. By clicking on the main section, visitors can have a look at the communities in which the project 5GMED is associated.

There are three subsections: Newsletters, Working Groups and ICT-53 Projects. The first subsection, **Newsletter**, allows the interested stakeholders to get the most recent information about the project through newsletters. Examples of the latest newsletters are: [11th Newsletter – May 2023: Remote driving cars and intelligent trains crossing the Spanish-French border](#) or [10th Newsletter – April 2023: Connectivity beyond limits in mobility cross-border scenarios with 5G](#). An important remark is that since 2023 the newsletters are monthly and published through LinkedIn too to reach a wider audience.

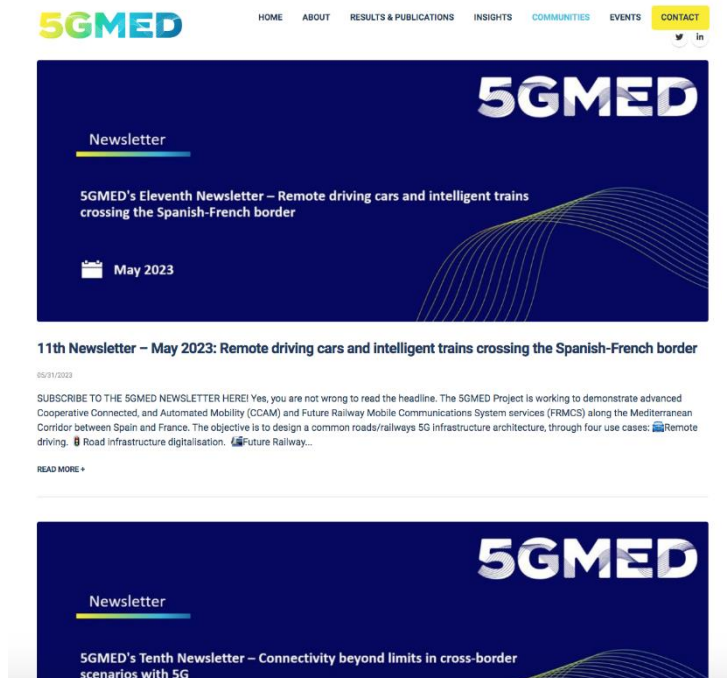


Figure 24 – 5GMED examples of newsletters

The **Working Groups** subsection will publish the work done through the 5GMED participation in the 5GPPP working groups. For example: [From 5G to 6G Vision: A Connected and Automated Mobility perspective](#), [Trials and Pilots for connected and automated mobility brochure](#), etc. These articles include a PDF to allow 5GMED website to read the document on our pages.

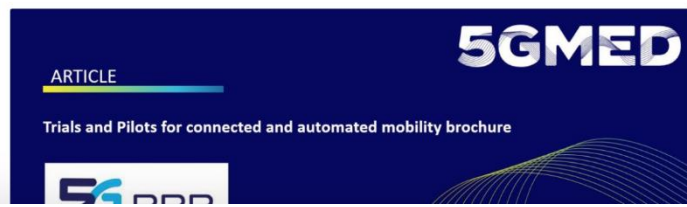
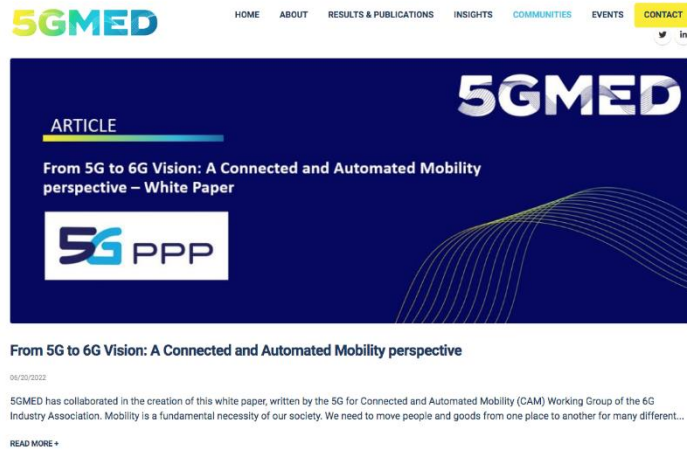


Figure 25 – 5GMED examples of working groups entries

The subsection **ICT-53 Projects** will display the activities realised with the projects of the same deployment plans. Examples are: [5GMED, 5G-Blueprint, and 5G-Routes, together at the EuCNC22 and 6G Summit](#) or [ICT-53-2020: 5G / Connected & Automated Mobility \(CAM\)](#).



Figure 26 – 5GMED examples of ICT-53 Project entries

5.5. Events

In the **Events** section, web users will access a carousel of events making the information available on which events will be attended by 5GMED project, including the dates, location and

5GMED specific activities at the event. There is a carousel with the upcoming and the past events. The section is also divided into **Industry Events** and **Scientific Events**.

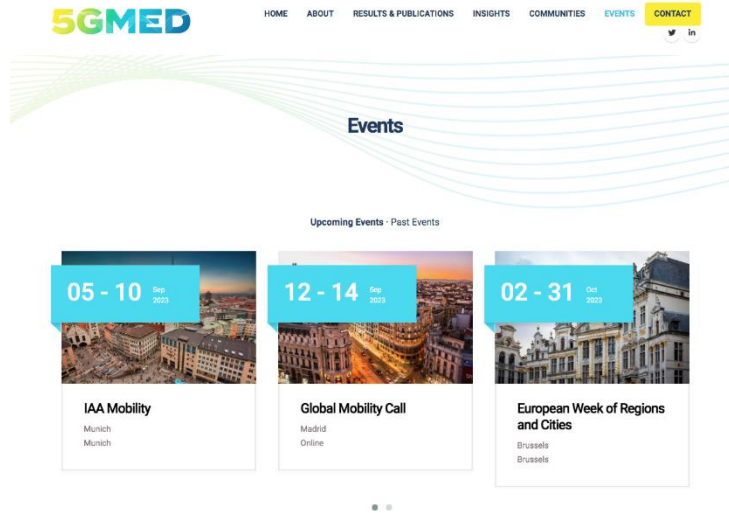


Figure 27 – 5GMED events carousel

5.6. Contact

Finally, the **Contact** section is an important one since it is the place where visitors can establish a direct contact with the project members. It makes available a form that visitors can fulfil if they have questions. The **In Media** subsection will comprise all the clippings in which 5GMED project is mentioned. The logo, the one-pager and the videos will be available in the subsection **Dissemination Material**.

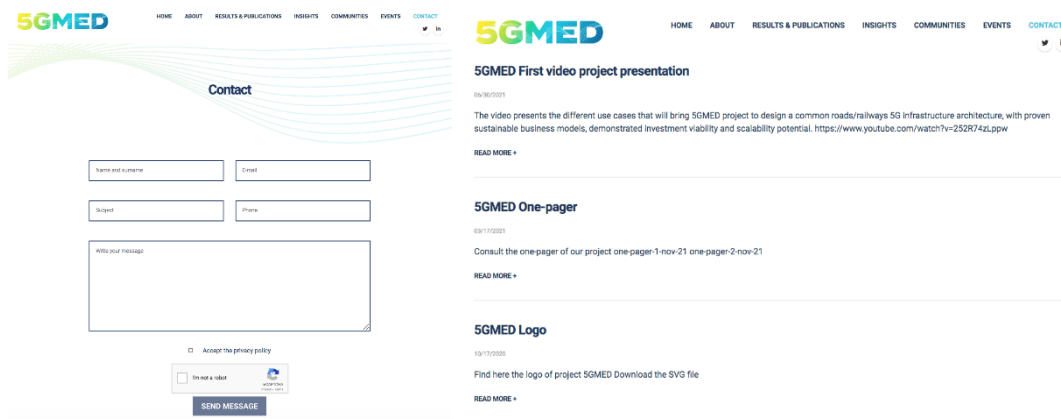


Figure 28 – 5GMED website contact form and Dissemination Material subsection

6. Content and communication strategy of the website

Based on the activities described in [Section 4](#), a website’s content strategy has been established together with the 5GMED consortium.

In order to achieve it, promotion campaigns are created, published in 5GMED social media and distributed to the partners.

6.1. Targeted Audience

The target stakeholders of 5GMED are divided into five concrete target groups that are addressed through the content of the website and other communication channels. For each target group, the interest in 5GMED has been defined to establish the creation of specific activities (Table 1).

Target group	Interest in 5GMED	Website
A) Public sector Government bodies, regulators, national authorities (road, mobility, traffic, telecom...), policymakers	Contribute on regulatory and policy discussions and orientations for the 5G deployment strategy engaging activities with the public sector and provide guidelines to understand the technical, the business and the regulation aspects that 5GMED aims to build.	<ul style="list-style-type: none"> • Workshops (eg. "Conectados Observatorio 5G") • Working group • Blogpost
B) Mobility sector Road (automotive manufacturers, integrators, suppliers, OEMs, road operator's infrastructure providers); Train (train operators, railway operators, train manufacturers)	Exploit the 5G and AI enabled solutions in the 5GMED use cases	<ul style="list-style-type: none"> • Creation of infographics to visualise the use cases • Video • Social media posts • Events' participation
C) Telecom sector MNOs, neutral hosts, telecom vendors, telecom infrastructure providers, 5G service providers, telecom operators, satellite operators.	Exploit the 5G and AI enabled solutions in 5GMED use cases	<ul style="list-style-type: none"> • Creation of infographics to visualise the use cases • Video • Social media posts • Events' participation (e.g. MWC) • Blogposts

D) ICT sector Technology players belonging to Industry, Mid-Caps and SMEs, as well as software professionals providing services and technology based on 5G and AI, among other key digital enabling technologies: IoT, Cloud, Blockchain, Cybersecurity, Media	Uptake the CCAM market through innovative services using emerging technologies	<ul style="list-style-type: none"> • Blogposts • Social media posts • Events' participation (e.g. 5G Techritory)
E) Research, academia, and open sources community	Reinforce research activities and open-source communities in mobility and connectivity, in particular V2X, AI and 5G and leveraging on the pilot and innovation activities to drive the preparation of the next generation in academic activities	<ul style="list-style-type: none"> • Publication in academic journal • Participation Scientific conferences • Dissemination of the deliverable results
F) General public	How mobility and EU growth could be shaped through the application of CCAM technologies enabled by 5G; increase knowledge, trust and acceptance in CCAM technologies	<ul style="list-style-type: none"> • Blogposts • Video • Social media posts • Specific blog section

Table 1 – Tool and channel to target stakeholders

6.2. Content calendar

The activation and dynamization of the website are closely linked to the project activities and aligned with the messages and content generated by the project's use cases, milestones, events et.al. Each content defined for the website follows a calendar and is elaborated to reach the target audience (table 2). All 5GMED partners are involved in creating content, although some technical content requests the intervention of specific partners, such as scientific papers.

Content	Type of content	Contributors	Target audience	Date	Publication frequency
Press release	General information	All.	A, B, C, D, E, F	M1	2 per year
Methodology	General information	All.	A, B, C, D, E, F	M3	N/A
Partners	General information on partners	All.	A, B, C, D, E, F	M3	Monthly
Article	Reports summary	FMWC + experts	A, B, C, D	M3-M36	4 per month
Deliverable	Technical content on project progress	All.	A, B, C, D,	M3-M36	According to submission dates

Events' chronicle	Description of the 5GMED participation in events	FMWC or partners involved in the events	B, C, D, E	M3-M36	According to events calendar
Interview	General and technical information on partners' involvement	All.	A, B, C, D, E, F	M3-M36	Monthly
Scientific papers	Technical content	Scientific partners	E	M3-M36	According to partners research dates
Newsletter	General content on project progress	All.	A, B, C, D	M3-M36	Monthly
5GMED Lexicon	Technical content	All.	F	M3-M36	Monthly
Policy making workshop	Policy content	FMWC, I2CAT	A	M18	N/A
ICT-53 projects	Cross information on projects technologies and progress	FMWC and All.	A, B, C, D	M2	Monthly

Table 2 – Table of 5GMED content, contributors, target audience, date, frequency and KPI

6.3. Website promotion in social media channels

In order to promote the website and its content, social media of 5GMED will be used:

- **Twitter @5GMED_EU:** Twitter is a very dynamic social network that covers the news in real-time at a global level. It is very dynamic, fast and direct, and its "microblogging" format will help to increase 5GMED network. It will also help to disseminate activities related to the project.
- **LinkedIn @5GMED:** LinkedIn is the social network for business to find synergies and connect with other companies or projects.
- **YouTube 5GMED:** YouTube is one of the leading video-sharing platforms allows to upload videos. It will only be used to host the videos, in any case to create a community.

Four objectives are followed:

1. Increasing brand awareness
2. Growing 5GMED brand's audience
3. Boosting stakeholders' engagement
4. Driving traffic to 5GMED site

Therefore, each content will be promoted through campaign and toolkits will be created for the partners to share it on their company social media. The messages spread in this social

media accounts will be news, milestones and activities about the project that are relevant, interactive, and engaging. Social media will be key to generate awareness about 5GMED as a European project in the ecosystem. The details of the social media accounts strategy will be explained in deliverable 8.2 impact maximisation plan.

7. Conclusions

Deliverable D8.1. Project Website provides an overview of the initial release of the project website. The website has been meticulously designed in alignment with the identity and brand guidelines of the 5GMED project. A comprehensive plan has been developed in collaboration with the consortium members to address the objectives of the website.

The document outlines various activities and content that are being created to achieve multiple goals, including raising awareness, encouraging event participation, promoting project partners, communicating project results and progress, as well as facilitating the acceptance of CCAM and FRMCS technologies.

The structure of the website and the planned activities play a crucial role in establishing the foundation of the communication plan. Working closely with the partners, it is essential to implement a content calendar that ensures consistent and effective communication. Additionally, careful planning of scientific articles is necessary to ensure successful dissemination of project-related information.

The next steps of the website will have to be related with the milestone of creating the 5GMED impact dissemination plan in which the detail dissemination plan will be explained.

All these actions, and more will be detailed in the deliverable 8.2 Impact maximisation plan (M6) and will have to respond to the objective of work package 8 which is maximising the visibility and gathering feedback on the project outcomes, paving the way for the exploitation and adoption of the project.