



6GNTN

D6.1 DISSEMINATION AND COMMUNICATION STRATEGY AND PLAN

Release: 1.0

Work package	WP 6
Task	Task 6.1, inputs from T6.2
Due date	30/04/2023
Submission date	30/04/2023
Deliverable lead	Martel Innovate
Release	1.0
Authors	F. Maragno (Martel Innovate), C. Piani (Digital for Planet)
Reviewers	Alessandro Vanelli-Coralli (UNIBO)
Abstract	This deliverable defines the communication and dissemination strategy to guarantee broad visibility, promotion, and up-take of the project activities and outcomes. It describes the actions taken in the first four months of the project as well as the targeted metrics. It outlines the planned activities for the whole duration of the project, focusing on the first reporting period.
Keywords	Dissemination, Communication, Community Building

www.6g-ntn.eu

Document Revision History

Release	Date	Description of change	List of contributor(s)
0.1	15/02/2023	1st version of the template for comments	Matilde Voltolini (Digital for Planet)
0.2	2/03/2023	ToC	F. Maragno (Martel Innovate)
0.3	14/04/2023	Content editing	F. Maragno (Martel Innovate), C. Piani (Digital for Planet)
0.4	20/04/2023	Partners contribution	
0.5	25/04/2023	Merging of comments	F. Maragno (Martel Innovate), C. Piani (Digital for Planet)
1.0	30/04/2023	Final Version ready for submission	A. Vanelli-Coralli (UniBo)

Disclaimer



Co-funded by
the European Union



6G-NTN (6G Non-Terrestrial Network) project has received funding from the [Smart Networks and Services Joint Undertaking \(SNS JU\)](#) under the European Union's [Horizon Europe research and innovation programme](#) under Grant Agreement No 101096479.

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

Copyright notice

© 2023 - 2025 6G-NTN Consortium

Project co-funded by the European Commission in the Horizon Europe Programme		
Nature of the deliverable:	R	
Dissemination Level		
PU	Public, fully open, e.g. web (Deliverables flagged as public will be automatically published in CORDIS project's page)	✓
SEN	Sensitive, limited under the conditions of the Grant Agreement	
Classified R-UE/ EU-R	EU RESTRICTED under the Commission Decision No2015/ 444	
Classified C-UE/ EU-C	EU CONFIDENTIAL under the Commission Decision No2015/ 444	
Classified S-UE/ EU-S	EU SECRET under the Commission Decision No2015/ 444	

EXECUTIVE SUMMARY

This deliverable describes the communication and dissemination strategy and planning of the 6G-NTN project, as defined in Work Package 6 “Impact Creation”. It details the project's framework and outreach strategy, the activities carried out from M01 to M04, the planned dissemination and communication efforts, as well as the impact measures to meet the project's objectives and assist project partners in their day-to-day activities.

6G-NTN will engage in dissemination, communication, liaisons and community building towards industry, including network operators and infrastructure providers, SMEs, standardization bodies, researchers, as well as citizens, initiatives, policy makers and relevant 6G and NTN communities and projects as appropriate.

Chapter 2 of this document is dedicated to outlining the *Communication and Dissemination Strategy and Plan*. In this respect, the main objectives are to:

- **Ensure broad visibility** and raise awareness about 6G-NTN, spreading knowledge about the project and its results, establishing a distinctive and recognizable identity that will support the marketing efforts.
- **Reach, stimulate and engage** a critical mass of relevant stakeholders to ensure that the results of the project are effectively showcased, leading to more widespread validation, improvement and possibly further adoption of the developed technologies and concepts, especially towards targeted vertical sectors.
- **Ensure close coordination with relevant SNS JU initiatives**, working groups and bodies, while establishing liaisons with related initiatives in research and innovation domains.

Chapter 3 describes the tools (social means and activities) that will be used to implement the Communications and Dissemination Strategy and reports about the status of the activities.

Chapter 4 focuses on the *synergies and liaisons opportunities* and community building activities aimed at contributing to the overall success of 6G-NTN, with the clear ambition to directly support the growth and consolidation of the SNS JU as a crucial initiative for a successful transformation of the European industry and services.

Chapter 5 introduces the metrics for the evaluation of the dissemination and communication activities, while **Chapter 6** concludes by reporting the next steps in the dissemination and communication strategy implementation.

Notably, in addition to setting the project communication framework, this document also provides clear directions for the consortium and will be used as a guiding document for project partners, so that they can efficiently align to the communication objectives and planned dissemination activities.

TABLE OF CONTENTS

EXECUTIVE SUMMARY	3
TABLE OF CONTENTS	4
LIST OF FIGURES	5
LIST OF TABLES.....	6
ABBREVIATIONS	7
1 INTRODUCTION	8
1.1 Purpose of the document.....	8
1.2 Structure of the document.....	8
1.3 6G-NTN's mission	8
2 COMMUNICATION AND DISSEMINATION STRATEGY AND PLAN.....	10
2.1 Communication and dissemination objectives	10
2.2 Sustainable communication and dissemination approach	10
2.3 Key Stakeholders	11
3 MEANS AND ACTIVITIES	13
3.1 Brand identity	13
3.2 Internal communication tools	15
3.3 Project website.....	16
3.4 Social media channels	18
3.5 News items and newsletter	22
3.6 Press engagement.....	23
3.7 Events	24
3.8 Videos	27
3.9 Promotional materials	27
3.10 Publications.....	29
4 SYNERGIES AND LIAISONS WITH RELEVANT INITIATIVES.....	30
4.1 SNS Joint Undertaking & SNS OPS	30
4.2 Other relevant initiatives	30
5 IMPACT ASSESSMENT	32
6 CONCLUSIONS AND NEXT STEPS	34
APPENDIX A 6G-NTN BRAND GUIDELINES.....	35
APPENDIX B 6G-NTN KICK-OFF PRESS RELEASE	36
APPENDIX C 6G-NTN PROJECT SLIDE-DECK.....	37

LIST OF FIGURES

FIGURE 1: SNAPSHOT OF 6G-NTN VISION.....	13
FIGURE 2: 6G-NTN PRESENTATION TEMPLATE	14
FIGURE 3: 6G-NTN DELIVERABLE TEMPLATE	14
FIGURE 4: 6G-NTN SHAREPOINT REPOSITORY.....	15
FIGURE 5: 6G-NTN WEBSITE	16
FIGURE 6: 6G-NTN WEBSITE ANALYTICS.....	17
FIGURE 7: 6G-NTN TWITTER CHANNEL	19
FIGURE 8: 6G-NTN LINKEDIN CHANNEL	20
FIGURE 9: 6G-NTN APRIL NEWSLETTER	22
FIGURE 10: 6G-NTN REPRESENTATIVE AT ETSI RESEARCH CONFERENCE	24
FIGURE 11: 6G-NTN SLIDES PRESENTED AT THE WORLD SATELLITE CONNECTIVITY SUMMIT	24
FIGURE 12: PROMOTIONAL CARD FOR MWC CONFERENCE	25
FIGURE 13: 6G-NTN REPRESENTATIVE AT SNS LUNCHTIME WEBINAR.....	25
FIGURE 14: SNAPSHOT OF 6G-NTN INTRODUCTORY VIDEO.....	27
FIGURE 15: INTRODUCTORY FLYER (FRONT AND BACK)	28
FIGURE 16: EU EMBLEM AND 6G SNS LOGOS COMPOSITIONS.....	28

LIST OF TABLES

TABLE 1 : 6G-NTN TARGET GROUPS, KEY MESSAGES AND PLANNED OUTREACH.....	11
TABLE 2: 6G-NTN RELATED HASHTAGS, TWITTER AND LINKEDIN HANDLES	20
TABLE 3: SOCIAL MEDIA HANDLES OF 6G-NTN PARTNERS	21
TABLE 4: TARGETED EVENTS.....	26
TABLE 5: 6G-NTN TARGETED PUBLICATIONS.....	29
TABLE 6: 6G-NTN COMMUNICATION & DISSEMINATION KPIs	32

ABBREVIATIONS

3D	Three dimensional
5G	Fifth generation (of mobile networks)
6G	Sixth generation (of mobile networks)
CTR	Clickthrough rate
ESA	European Space Agency
GDPR	General Data Protection Regulation
NTN	Non-Terrestrial Network
SatCom	Satellite Communications
SNS JU	Smart Networks and Services Joint Undertaking
TCP	Transmission Control Protocol
TN	Terrestrial Network
WP	Work Package

1 INTRODUCTION

1.1 Purpose of the document

This deliverable is produced as part of [Work Package 6 \(WP6\) "Impact Creation"](#) and aims to develop a comprehensive communication and dissemination strategy for 6G-NTN for outreach and impact creation, considering the results to be disseminated, the target groups and audiences, and the impact to be achieved. Expected outcomes and impacts, evaluation measures and tools are also defined. The defined strategy provides the framework for the awareness-raising, promotional and community-building activities that will be carried out during the project.

The purpose of this document is therefore to outline a comprehensive communication and dissemination plan for achieving the following objectives:

- Identify target audiences, including a broad range of stakeholders in the European telecommunications, satellite, and 6G SNS community.
- Outline the methods, tools and promotional materials to be used in the dissemination of the project and communication activities.
- Provide an overview of the planned activities and list possible opportunities to be exploited within the project.
- Define the methodology and procedures to be used in the implementation, monitoring and evaluation of all communication and engagement activities.

This is a 'living' document that will be updated to any necessary adjustments during the implementation of the project. The dissemination planning will therefore be constantly assessed and revised during the course of the project. Important updates will be included in the regular reports.

1.2 Structure of the document

The sections of the deliverable at hand are organised in the following manner: after this introductory chapter, [Chapter 2](#) describes the fundamental aspects of the communication and dissemination strategy and plan of 6G-NTN, including the main objectives, overall approach, and description of the target audiences. [Chapter 3](#) describes the means and tools set up to support 6G-NTN dissemination as well as the communication activities carried out in the first four months of the project. [Chapter 4](#) focuses on liaison and networking activities related to SNS JU as well as to the EC and other international initiatives. [Chapter 5](#) depicts the metrics for the evaluation of the dissemination and communication activities. Finally, [Chapter 6](#) provides the conclusions to the document and outlines the next steps.

1.3 6G-NTN's mission

The 6G-NTN project envisions a Non-Terrestrial Network (NTN) component fully integrated into the future 6G infrastructure. Compared to the current 5G NTN, this will better meet the vertical industry's needs and consumer market expectations because of its greater coverage, increased resilience, and improved sustainability.

In order to accomplish this objective, the 6G-NTN project will research and develop a revolutionary three-dimensional (3D) network infrastructure concept for 6G with the ambition to provide, through unification with the TN component, a ubiquitous coverage with high data

rate communication at quasi ultra-low latency while providing a disruptive concept of high accuracy and reliable location service. Eventually, 6G-NTN will define a roadmap for the development of the necessary technical, regulatory and standardisation building blocks to enable integrated NTN service provisioning and disruptive market offer in the 2030-35 timeframe. The outcome of the project will contribute to foster Europe's technological leadership in the NTN sector and empower vertical domains well beyond the current 5G capabilities.

2 COMMUNICATION AND DISSEMINATION STRATEGY AND PLAN

Efficient dissemination and communication measures during the 6G-NTN project determine and ensure the short- and long-term impact of the project. Therefore, promotion, dissemination, stakeholder engagement and impact creation activities are central to achieving impact with 6G-NTN. A comprehensive plan of activities will be closely coordinated between the different WPs to effectively engage all target groups in the telecommunications ecosystem and beyond.

6G-NTN will engage in communication, dissemination, and community building with the stakeholders identified in Table 1 – 6G-NTN Target Groups, Key Messages and Planned Outreach as well as with relevant initiatives in the European NTN, telecommunication and Satellite communication ecosystem, European research and innovation initiatives, projects and pilots at work to advances Non-Terrestrial Networks and future connectivity systems and architectures, starting from 6G SNS.

A comprehensive and well-structured set of dissemination activities will raise awareness and promote adoption of the concepts, technologies, use cases and results developed. These include offline and online communication, digital presence, participation in and organisation of events, contributions to standardisation.

2.1 Communication and dissemination objectives

6G-NTN communication and dissemination activities are overarching throughout the whole duration of the project and aim to ensure a broad promotion and effective showcasing of the developed concepts, technologies, use cases, and results.

In terms of communication and marketing, this ambition translates into the following main objectives:

- Ensure **broad visibility and raise awareness** about 6G-NTN, spreading knowledge about the project and its results, establishing a distinctive and recognisable identity that will support marketing efforts.
- **Reach, stimulate and engage a critical mass of relevant stakeholders** to ensure that (a) 6G-NTN concepts and activities are effectively and properly disseminated to the targeted audiences for maximum participation and promotion; (b) the results of the project are effectively showcased, leading to validation, improvement and possibly further adoption of the developed technologies and concepts.
- **Facilitate exploitation of the outcomes** of the project and promote the development of innovative solutions based on 6G-NTN's technologies and architectures.
- Foster impactful contribution to relevant scientific domains and standardisation bodies as appropriate and relevant to planned exploitation plans and the outcomes of the project.
- Ensure **close collaboration with the 6G SNS programme and projects**, while establishing liaisons with relevant initiatives in research and innovation domains such as 6G IA, 5G AA, 5G-ACIA, one6G, ADRA, etc., as appropriate.

2.2 Sustainable communication and dissemination approach

The 6G-NTN dissemination and communication approach considers the sustainability principles for the organisation of events and the production of communication materials. For this purpose, 6G-NTN will:

- Organise whenever possible virtual meetings and workshops instead of face-to-face events.
- Avoid using material resources where possible (avoiding printing flyers when unnecessary and promote the online download, producing promotional materials using recycled materials and avoiding single-use products, for example).
- Encourage the reduction of emissions through sustainable mobility practices (e.g., recommending bicycle use, public transport at 6G-NTN events and rewarding these actions).
- Work with suppliers (printers, caterers, etc.) that use sustainable products and materials.
- Try to measure the carbon footprint and compensation of emissions of partners' traveling to dissemination events.

2.3 Key Stakeholders

TABLE 1 : 6G-NTN TARGET GROUPS, KEY MESSAGES AND PLANNED OUTREACH

Target Stakeholder	Benefit	Outreach
Relevant R&I projects, especially within SNS JU, 6G-IA, IoT, Cloud, AI, security contexts (<i>i.e.</i> , 5GSTARDUST, HORSE, ETHER, HELENA)	<ul style="list-style-type: none"> • Research engagement • Best practice and community sharing 	Participation in SNS JU, NetWorldEurope, 6G-IA and commonly coordinated activities
Industry, including Telco operators, ICT vendors/providers, Software developers, and players across various verticals	<ul style="list-style-type: none"> • Contribution to the validation and development of innovative 6G technologies • New business models and market opportunities 	Participation and presentation in targeted events, online channels, and targeted media
SMEs, Innovators, Startups especially in the space, satellite and wireless communication domains (<i>i.e.</i> - NetWorldEurope)	<ul style="list-style-type: none"> • New opportunities for SMEs and innovators for new business models and innovative services 	Participation and presentation in targeted events, online channels, and targeted media Participation to the NetWorldEurope SME Working Group
Public authorities, NTN and SatCom initiatives / fora and policy makers (<i>i.e.</i> GOVSATCOM)	<ul style="list-style-type: none"> • Make informed strategic decisions for the good of our economies and societies 	Presentations, participation at local/national events Engagement through project website, project conference, newsletters

European and International Initiatives – (i.e. ESA, ADRA, AIOTI, BDVA, HPC, GAIA-X, FIWARE, etc.,)	<ul style="list-style-type: none"> • Foster knowledge exchange, best practice sharing • Increase awareness on the European and global challenges in the domain, and promote the research challenges 	Participation and presentation at domain experts' events Publications in international conferences and magazines
Standardisation bodies/open source initiatives (i.e., ETSI, Open SatCom)	6G-NTN partners will participate in and contribute to several standardisation and open source initiatives – see clause 2.2.6 for the list	Support technology transfer, liaising with the private sector, innovators, researchers, policy makers, share/promote standards and relevant strategies and success stories, active contributions of 6G-NTN
Civil society and community at large (social civic organisations, NGOs, the public, media)	<ul style="list-style-type: none"> • Inform on project advancements and best practices 	Press and media communications publications in dedicated press Organisation of and participation at domain-focused events

3 MEANS AND ACTIVITIES

This section outlines the communication and dissemination activities that have been carried out up until M04 of the project, as well as the planned activities for the upcoming months.

3.1 Brand identity

As a Research and Innovation Action (RIA) project funded by EC, a clear brand identity for the project needs to be established to ensure consistent visibility in our communication and dissemination activities.

The recognition and perception of a brand is highly influenced by its visual presentation. The visual identity of a project is the overall image of its communication. An effective visual brand identity is achieved through the consistent use of certain visual elements that allow for differentiation, such as certain fonts, colours and graphic elements.

The visual identity and guidelines were established at the initial stage of the project to ensure a strong and unique brand. They will be integrated in all promotional and dissemination materials produced during the project and will be used by all project partners in their communication activities.

More details about 6G-NTN's brand identity are included in [Appendix A](#) to this document with guidelines to create a unique and easily recognisable image footprint. Such guidelines define all of the basic graphic characteristics of 6G-NTN, from the logo, the colour palette to the fonts used. The 6G-NTN logo is shown in several variations, to be used depending on the background, and in different sizes to guarantee readability in different sources, e.g., reports, web, presentations. The range of colours to be used in the project are the ones adopted in the logo. Each colour is defined with precise printing characteristics (CMYK) and digital encoding (RGB and HEX).

3.1.1 Custom illustrations

A series of customised illustrations have been created to visually communicate scientific figures and charts to a non-scientific audience. These illustrations are drafted following the 6G-NTN brand identity and will be used to animate the website, presentations and promotional materials.

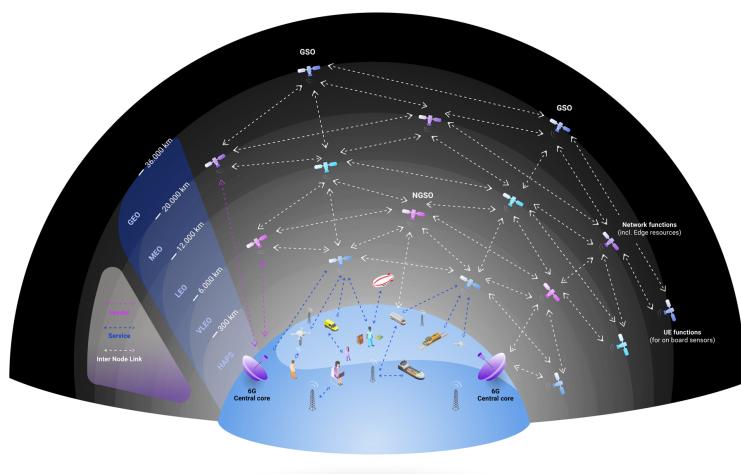


FIGURE 1: SNAPSHOT OF 6G-NTN VISION

The illustration in Figure 1 shows a graphical overview of the 6G-NTN vision. It depicts a 3D NTN-based multi-orbit satellites and TN components at different altitudes. Additional illustrations are currently under preparation for the 6G-NTN Use Cases (see Section 3.3).

3.1.2 Templates

A PowerPoint presentation template was created to be used by the partners to create their presentations for all external and internal events, meetings, etc., based on a common look and feel.

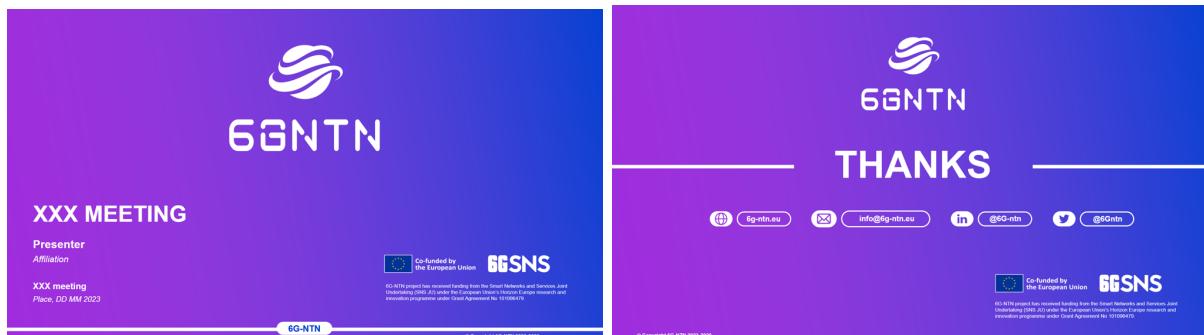


FIGURE 2: 6G-NTN PRESENTATION TEMPLATE

A Word document template was created to be used by the partners for deliverables (this document follows the defined template).



D6.1 DISSEMINATION AND COMMUNICATION STRATEGY AND PLAN

Revision: v.1.0

Work package	WP_6
Task	Task 6.1, inputs from T6.2
Due date	30/04/2023
Submission date	06/05/2023
Deliverable lead	Martel Innovate
Version	1.0
Authors	F. Maragno (Martel Innovate)
Reviewers	Name Surname (Partner Y)
Abstract	One paragraph
Keywords	Dissemination, Communication, Community Building



FIGURE 3: 6G-NTN DELIVERABLE TEMPLATE

3.2 Internal communication tools

Several internal communication tools have been adopted, to keep partners constantly informed on processes in detail and able to keep track of tasks and deadlines easily. The aim is to have everyone up to speed and able to access required assets, without unnecessary information overload: to this purpose, the following internal communication tools were set up:

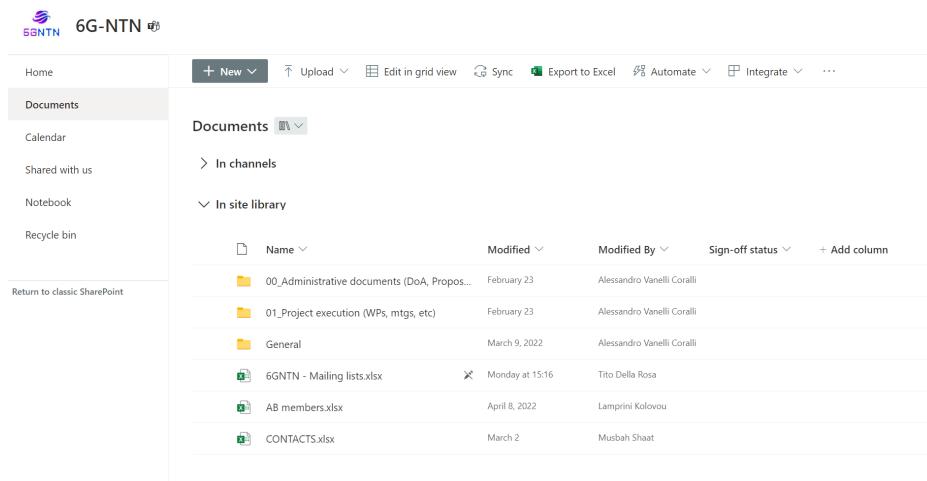
3.2.1 Mailing lists

Several mailing lists were set up to facilitate 6G-NTN's internal communication:

- 6g-ntn@live.unibo.it, all hands mailing list, serving also as general access to the internal repository
- 6g-ntn_eab@6g-ntn.eu, gathering the external advisory board members
- 6g-ntn_sb@6g-ntn.eu, gathering the project steering board members
- 6g-ntn_admin@6g-ntn.eu, gathering the administrative contact points
- 6g-ntn_wp1@6g-ntn.eu
- 6g-ntn_wp2@6g-ntn.eu
- 6g-ntn_wp3@6g-ntn.eu
- 6g-ntn_wp4@6g-ntn.eu
- 6g-ntn_wp5@6g-ntn.eu
- 6g-ntn_wp6@6g-ntn.eu

3.2.2 Project internal Repository and collaboration tool:

Microsoft Sharepoint was selected to act as the main venue to archive and internally exchange all projects' files (including reporting documents, presentations, and graphic assets).



Name	Modified	Modified By	Sign-off status
00_Administrative documents (DoA, Propos...	February 23	Alessandro Vanelli Coralli	
01_Project execution (WPs, mtgs, etc)	February 23	Alessandro Vanelli Coralli	
General	March 9, 2022	Alessandro Vanelli Coralli	
6GNTN - Mailing lists.xlsx	Monday at 15:16	Tito Della Rosa	
AB members.xlsx	April 8, 2022	Lamprini Kolou	
CONTACTS.xlsx	March 2	Musbah Shaat	

FIGURE 4: 6G-NTN SHAREPOINT REPOSITORY

The mechanisms that will be used throughout the project in order ensure the quality level of an internal communication coordination is described in WP1, Deliverable 1.2 Project Handbook.

Martel, as WP6 leader, will closely cooperate with the Project Coordinator to ensure an efficient, fluent, and controlled communication on among all the partners during the project life. This is also ensured by the ongoing bi-monthly WP6 meetings, during which all partners gather to exchange updates and best practices on their activities and align on the guidance and updates on the communication and dissemination efforts.

3.3 Project website

An initial “Coming soon” page was set up before the project’s kick-off meeting, which included the basic notions of 6G-NTN, contact email, newsletter subscription and links to social media channels to raise awareness about the start of the project and engage the visitors in the upcoming activities.

At the end of M02, February 2023, a fully functional website (www.6g-ntn.eu) with initial content was launched, building on the proposals of the consortium voiced following the kick-off meeting. Web design experts conceived its design and structure to promote the outcomes to the relevant target groups and make it accessible and responsive from different platforms.

The website 6G-NTN is intended to provide a one-stop hub for the presentation and promotion of the project’s activities and to this end, already several measures have been implemented, namely:

- Encourage partners to submit their news related to the project to the 6G-NTN website for republishing to the broader audience. This will strengthen the relevance of the website as well as increase the reach and impact of news.
- Encourage partners to repost news of direct and indirect interest from partners and the general media. This shows that 6G-NTN is involved and engaged in the larger world. If possible, this content should be posted with added commentary that demonstrates expertise and adds value to the article.
- Organize and aggregate news articles by topic and relevance to improve the ability to share e.g., via social channels, especially when dealing with calls to action such as participation to events. This allows each project to maximize the value of its communication outreach.
- Contribute to gather email addresses of interested users thanks to a subscription form in all pages. This mailing-list will help us spread the activities of the project through a periodic e-Newsletter.

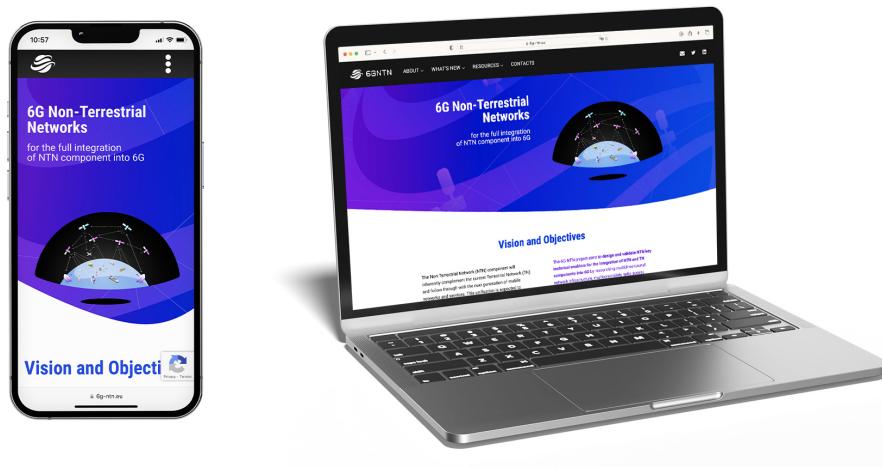


FIGURE 5: 6G-NTN WEBSITE

The project website serves as a comprehensive platform to assess the effectiveness of 6G-NTN’s communication and dissemination efforts. This is achieved by carefully analysing web analytics data. The 6G-NTN consortium utilises Matomo as their web analytics software

platform to obtain detailed reports on their communication campaigns, website visits, acquisitions, and overall website performance. Importantly, Matomo aligns with European GDPR standards and safeguards the ownership of collected data.

From the period January 9 – the date of the launch of the website – and April 23, 2023, the time of writing, the website has already counted 1.888 visits and 53% of these visitors interacted with the website content for an average duration of 5' 8", as shown in Figure 5. 52% of these visits were acquired from direct entries, 31% from search engines, and 11% from social networks.

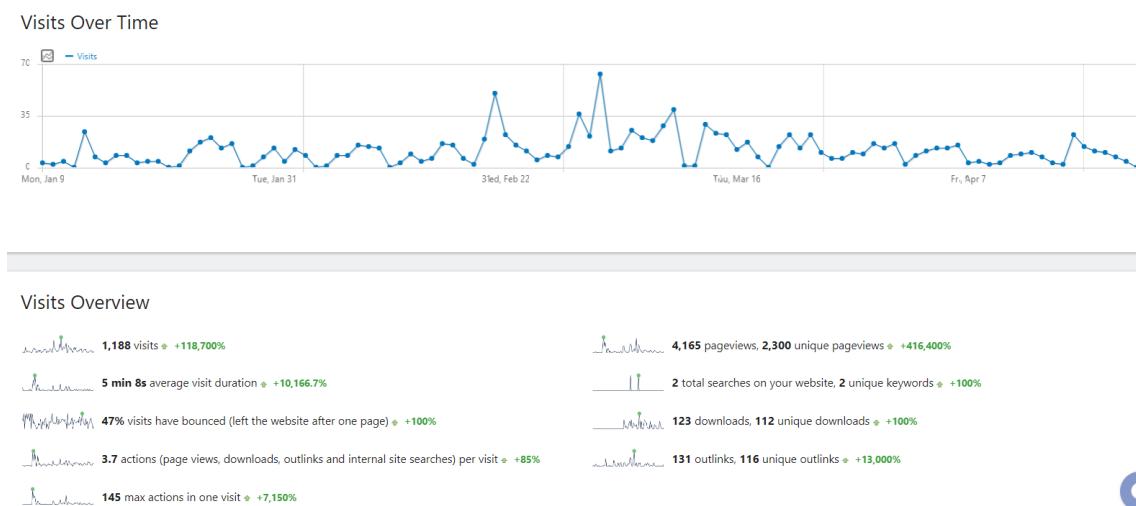


FIGURE 6: 6G-NTN WEBSITE ANALYTICS

The project website's home page has evolved into a clear and clean communication interface that is easily navigable, giving access to all relevant public information of the project. The website is structured into the following sections:

About

This section contains the information about the project. In order to present it in a user-friendly way, the website consist of the following subsections:

- **About 6G-NTN:** the project vision is presented together with an overview of the main objectives and expected impacts of the project
- **Use Cases:** introducing the use cases identified under WP2. The finalisation of the content of this page is currently ongoing in collaboration with T2.1 leader
- **Consortium:** presenting and linking the 15 project partners
- **6G SNS Funding:** providing an overview of the 6G SNS JU opportunities and related community

What's New

- **News:** articles and latest updates on the project's activities
- **Events:** calendar of events on 6G-NTN related domains
- **Press Releases:** press releases published throughout the project's lifetime as well as press clipping and articles mentioning 6G-NTN and its partners
- **Newsletter:** list of newsletters sent throughout the project's lifetime as well as link and details to subscribe

- **Videos:** linked videos from the 6G-NTN YouTube channel (see Section 3.8 for more details).

Resources

- **Scientific Publications:** gathering of all scientific publications related to the project, including full papers and abstracts available for download when possible.
- **Promotional Materials:** material designed by 6G-NTN (flyers, brochures, infographics, videos, media toolkits etc.)
- **Public Deliverables:** list of downloadable public deliverables submitted by the 6G-NTN consortium and approved by the European Commission.
- **Presentations & Talks:** list of downloadable presentations presented by the 6GNTN partners in external events.

Contacts

This page allows visitors to directly contact the project through a dedicated form and it includes links to 6G-NTN's social media channels. Messages sent via the contact form are forwarded to info@6g-ntn.eu, which is forwarded to the concerned project partners, who will receive the message and respond to it. 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 is enabled to have its registered e-mail removed upon request.

Furthermore, and in order to provide evidence of EU funding, both the EU logo and the following sentence are included on the website and in the communication materials: “*6G-NTN project has received funding from the Smart Networks and Services Joint Undertaking (SNS JU) under the European Union’s Horizon Europe research and innovation programme under Grant Agreement No 101096479.*”

The website provides also information on data kept and how they are used in alignment with the GDPR under the Privacy Policy and Cookie Policy links (footer of the webpage). Since its inception we are working on supporting the traffic to the website through:

- **SEO (Search Engine Optimization):** the traffic of visits to the website of the project 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:** leveraging a network of links on the project website and the partners' websites as well as with other relevant initiatives. The 6G-NTN website is cross-linked in the 6G SNS website.

As one of the main dissemination channels, the 6G-NTN website is constantly updated throughout the project's lifetime to avoid becoming cluttered and outdated. To this end, the website will clearly display by topic and relevance all the most recent activities, results, and achievements through news items, videos, infographics, and relevant formats. Particular attention will be paid to the updating of SEO keywords and cross-reference in order to drive consistent traffic to the 6G-NTN website.

3.4 Social media channels

Various social media channels have been established as marketing tools in order to promote activities and outputs of the project on a regular basis, while also encouraging a wider

discussion on the topics related to NTN activities. Thus, 6G-NTN created an active presence on the most popular social media channels, such as Twitter and LinkedIn, which are linked to the website. Here below a brief description of the 6G-NTN approach to each social media channel:

3.4.1 Twitter

Twitter is a very dynamic social network that spreads news in real time on a global scale. 6G-NTN has already set up its Twitter account [@6Gntn](#) before the official launch of the project (December 2022). Over the only first four months since the inception of the project, the 6G-NTN Twitter account has gained has [113 followers](#), and over [45 posts](#) have been tweeted, reporting on the project's kick-off meeting, the first face-to-face meeting in Bologna (Italy), the first participation of the project partners in international conferences and workshops and other relevant initiatives.

The Twitter account is used for promoting and disseminating the development of 6G-NTN, including news, events, outcomes, etc. Moreover, re-tweets are made of relevant and interesting content from disparate sources. Last but not least, by following relevant users, 6G-NTN not only gains access to more relevant content and updates, but also acquires more followers.

6G-NTN uses Twitter to make meaningful connections with active and relevant audiences (EC and relevant DGs, policymakers, industry stakeholders, SMEs, and the general public). These connections can result in opportunities for the project across the stakeholder network. It also serves as a tool to inform everyone in real time on what is happening during project's workshops, attended events and other activities of the project.

Appropriate hashtags and accounts were identified to maximise the reach and coverage of the 6G-NTN Twitter channel for the project's content to be found by the target audience, to increase the number of views, likes and shares, and to increase the number of visitors to the 6G-NTN website.

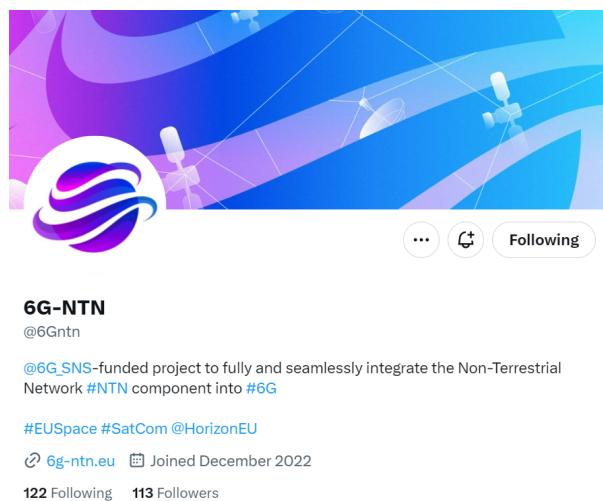


FIGURE 7: 6G-NTN TWITTER CHANNEL

3.4.2 LinkedIn

LinkedIn is currently the main business network in the world and has over 130 million users in more than 200 countries and territories. A project LinkedIn company page has been established before the project officially started (December 2022) to connect with the targeted

stakeholders present on LinkedIn. In only four months, it counts **245 followers** and reached picks of **over 4.000 views** and **22% CTR** in the first post announcing the launch of the project.

The LinkedIn profile of 6G-NTN is a complement to the website, helps drive traffic to the website and provides a way to promote the project. We will mention partners' LinkedIn pages when appropriate to create a positive exchange about visibility. We plan to engage the European research and innovation projects and initiatives in the field of NTN in the dialogue on this platform, while promoting 6G-NTN's activities in the relevant LinkedIn groups with a direct link to the 6G-NTN page, in order to further increase the social media audience and diversify the user base of the page by targeting more vertical representatives/managers.

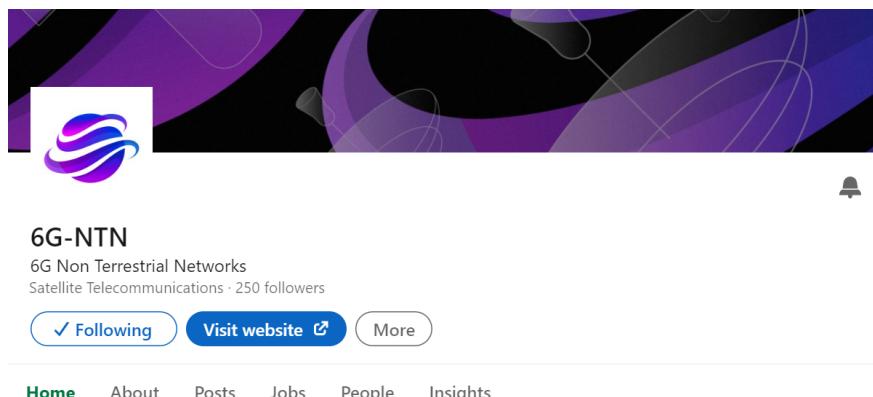


FIGURE 8: 6G-NTN LINKEDIN CHANNEL

To generate conversations and interactions and maximise the impact of the project on social media channels, we have identified a series of hashtags and handles to be associated with all the tweets and posts published.

TABLE 2: 6G-NTN RELATED HASHTAGS, TWITTER AND LINKEDIN HANDLES

Hashtags	<ul style="list-style-type: none"> • #HorizonEU • #6G • #5G • #NTN • #NonTerrestrialNetwork • #MobileNetwork • #SatCom • #DigitalDecade • #SNS • #EUREsearch • #FutureConnectivity
Twitter handles	<ul style="list-style-type: none"> • @HorizonEU • @DigitalEU • @EU_Commission • @6G_SNS • @esa • @ITU • @NetTechEU • @one6GGlobal
LinkedIn handles	<ul style="list-style-type: none"> • 6G Smart Networks and Services Industry Association

	<ul style="list-style-type: none"> • Smart Networks and Services Joint Undertaking (SNS JU) • EU Digital & Tech • EU Science, Research and Innovation
--	--

6G-NTN partners' Twitter and LinkedIn accounts will be handled in relevant posts to maximise the social media outreach.

TABLE 3: SOCIAL MEDIA HANDLES OF 6G-NTN PARTNERS

6G-NTN Partner	Twitter handle	LinkedIn handle
University of Bologna	@Unibo	Alma Mater Studiorum – Università di Bologna
Thales Alenia Space	@Thales_Alenia_S,	Thales Alenia Space
Thales	@thalesgroup	Thales
Martel Innovate	@Martel_Innovate	Martel Innovate
Greener Wave	@greenerwave	Greenerwave
Ericsson	@ericsson @EricssonFrance	Ericsson
Centre Tecnològic de Telecomunicacions de Catalunya (CTTC)	@CttcTech	Centre Tecnològic de Telecomunicacions de Catalunya (CTTC)
German Aerospace Center (DLR)	@DLR_de	German Aerospace Center (DLR)
Orange	@Orange_France	Orange
SES Techcom	@SES_Techcom	SES Satellites
Qualcomm	@Qualcomm	Qualcomm
Digital for Planet	@Digital4Planet	Digital for Planet

To maximise the outreach of 6G-NTN's activities on more targeted social media such as ResearchGate, the consortium commits to publish and repost relevant content on their private pages.

A dedicated social media campaign aimed at highlighting the consortium and the role of each partner in the project has been planned and will be delivered once the Consortium Agreement will be signed.

3.5 News items and newsletter

The News section on the website is being populated with news items related to the latest project updates and relevant events, with the aim of informing the users and target audience and utilize key words to drive traffic and engagement to the 6G-NTN website.

- [6G-NTN at the Starting Blocks](#)
- [6G-NTN Plan to Maximise Its Impact Through Standardisation](#)

The launch and first activities of the project were also echoed on partners' and third-party portals, including thematic blogs, telco professionals and specialised platforms.

A campaign to feature Partners' interviews and their contribution to the project is being planned and will be delivered once the Consortium Agreement will be signed.

3.5.1 Newsletter

[6G-NTN April Newsletter](#)

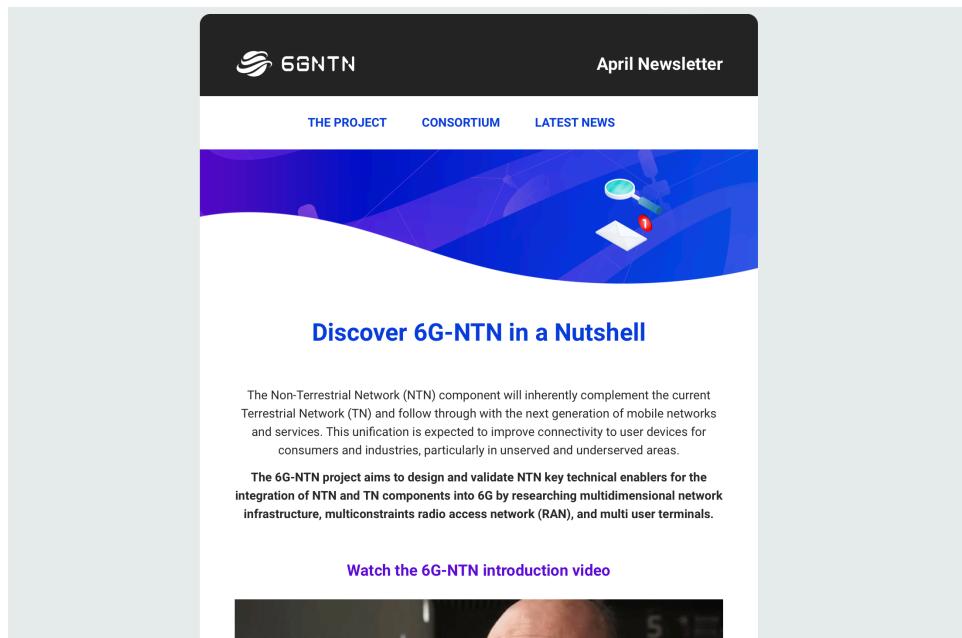


FIGURE 9: 6G-NTN APRIL NEWSLETTER

The April Newsletter is the first opportunity to communicate with the 6G-NTN stakeholders on the latest activities, events and upcoming engagements.

A Newsletter is produced by the 6G-NTN consortium every four months and will provide regular updates on trends of 6G and NTN innovation practices, project findings and results, news from industrial partners, among others. The Newsletters will also contain information regarding the upcoming tasks and events in an attempt to inform the audience on how they can get in touch with the project and the connected initiatives. As such, a typical Newsletter of the project will contain highlights (major outcomes, links, contacts, and dissemination activities), the most important news, announcements, and a schedule of the major upcoming events. Mailings with invitations to relevant workshops and webinars, consultations and other information which cannot wait for the Newsletter publication or that cannot appear only in the Newsletter will be sent out regularly to the same database used for the Newsletter. Project partners will provide information for the Newsletter and ensure that the content is accurate. The first issue of the

Newsletter has been published in April 2023 (M04). Newsletters will be uploaded on the website and an internal calendar will be shared with all project partners for receiving their contributions and the final approval about the content and appearance. A mailing list has been created, based on online subscription, giving the possibility to share the Newsletter via mass mailing as well to inform interested users about project news, achievements, and planning of events. A registration functionality allowing the interested visitors to subscribe to the Newsletter is already available on the project website. It will be ensured that all actions comply with the requirements of the General Data Protection Regulation (GDPR).

The platform used to build and spread the Newsletter is MailerLite, a trusted tool with dependable accessibility and privacy tools and settings, able to easily provide an easy to view and use Newsletter for all users.

3.6 Press engagement

A first press release for the 6G-NTN kick-off meeting was drafted in a designed press release template (see [Appendix B](#)) to ensure a consistent look and feel across all the consortium's communication with the press. The press release was approved by the partners, but a decision was taken to postpone its publication until the signature of the Consortium Agreement.

For the next months of project's activities, press releases will be edited on a regular basis to correspond with key accomplishments (e.g., organisation of a large event, implementation of key activities within the project, etc.). Using targeted media databases and specialised software such as Prowly and Meltwater, press releases will be published in national and European media. In the paragraph below, a fist target list is presented.

Specialised and general press

6G-NTN also plans to target specific publications and media outlets relevant to its area of interest, vertical domains, and stakeholders to promote the work carried out by the project and the innovators' participation to open calls. All partners will also be in charge of communicating with their local media outlets.

A preliminary list includes:

- EU-funded research and innovation (i.e. Science Business, EU Research, tech.i).
- Satellite Communications and thematic publications (i.e., SatMagazine, 6G World, SpaceWatch Global, E&T Magazine, ESA Science & Technology, etc.) according to the targeted vertical industry domains.

Furthermore, significant project developments, news and announcements, white papers, but also articles introducing 6G-NTN will be published on third-party portals, including professional and specialised platforms, Cordis, relevant thematic blogs and collaboration platforms, partners' web portals, as well as through several freely accessible tools.

A preliminary list of the freely accessible portals includes:

- Cordis projects & results: <http://cordis.europa.eu/projects/homeen.html>
- Horizon Magazine <http://horizon-magazine.eu/>
- Research-eu results magazine <http://cordis.europa.eu/research-eu/homeen.html>
- Headlines on the Commission's Research & Innovation website www.ec.europa.eu/research/infocentre/allheadlinesen.cfm
- CORDIS Wire <http://cordis.europa.eu/wire/>

Furthermore, to ensure a wider reach, all partners will be responsible for engaging with their local media outlets. The project's website will host all press releases.

3.7 Events

3.7.1 Events participation, presentations, and talks

The consortium attended xx events to raise awareness about the project's mission and objectives in the first months since its launch:

- **ETSI Research Conference, 6-8 February 2023, Sophia Antipolis (France):** Project Coordinator Alessandro Vanelli-Coralli, Professor of Telecommunications at the University of Bologna, and 6G-NTN partner, Mohamed El Jaafari, 5G radio standardisation specialist at Thales Alenia Space, presented the 6G-NTN plan for standardisation. The event was promoted on 6GNTN's communication channels. The presentation and a news item featuring the participation to the event were published on the 6GNTN website.



FIGURE 10: 6G-NTN REPRESENTATIVE AT ETSI RESEARCH CONFERENCE

- **World Satellite Connectivity Summit, 9 Februray 2023, Prague (Czech Republic):** Project Innovation Manager Sandro Scalise gave a presentation about Resilient 3D Networks mentioning also the 6G-NTN projects and it planned standardisation roadmap as shown in the slides below.

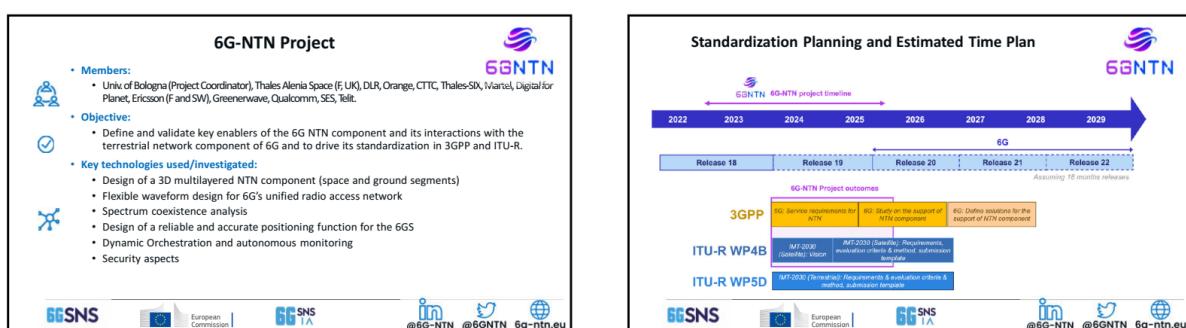


FIGURE 11: 6G-NTN SLIDES PRESENTED AT THE WORLD SATELLITE CONNECTIVITY SUMMIT

- **Mobile World Congress, 27 Feb-2 March 2023, Barcelona (Spain):** Project Coordinator Alessandro Vanelli-Coralli (UNIBO) Technical project coordinator, Nicolas Chuberre (TASF), and Communication Manager Monique Calisti (MAR) attended the conference and promoted the 6G-NTN project with relevant stakeholders with promotional flyers alongside other partners. The event was promoted on 6G-NTN communication channels.



FIGURE 12: PROMOTIONAL CARD FOR MWC CONFERENCE

- **SNS Lunchtime Webinar, 6 March 2023, Online:** Project Coordinator Alessandro Vanelli-Coralli, Professor of Telecommunications at the University of Bologna introduced 6G-NTN at the webinar organized by 6GSNS presenting streams B2 & B3 SNS projects addressing Wireless Communications and Signal Processing & Communication Infrastructure and Devices.

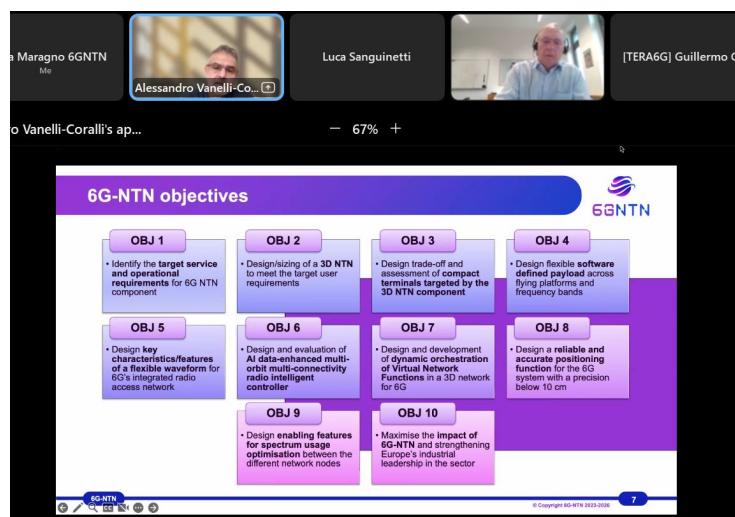


FIGURE 13: 6G-NTN REPRESENTATIVE AT SNS LUNCHTIME WEBINAR

3.7.2 Planned workshops

6G-NTN will organise 2 workshops:

- A first workshop to introduce the technical advancements. The workshop's schedule will be more clearly defined in light of the Work Packages progression and it is planned for the end of M12.
- A final showcase to present the use cases as well as the overall achievements of the 6G-NTN project (Year 3).

These workshops will address different categories of stakeholders (see Section 1.4 of this document) including telco operators, technologists and technology innovators, SMEs and vertical businesses, to interact together, make use and further uptake the developed technology. When possible, the 6G-NTN workshops will be co-located with a bigger event to attract a wider audience.

3.7.3 Planned presentations and talks

6G-NTN will be presented at a number of events with the goal of promoting and communicating all relevant information that will increase the project's visibility through all relevant means and tools. Participation in events also provides an opportunity to expand and strengthen the network of relevant parties interested in becoming a member of the 6G-NTN audience.

6G-NTN's representation at the events will take place in different ways, including paper or project presentations, poster presentations, simple participation for liaising or networking purposes, workshop organization or general support. Promotional materials such as brochures (where relevant) will be also used for dissemination purposes. The consortium has identified a number of events highly relevant to 6G-NTN that will be the target for organising workshop sessions, presenting in, or participating in (see Table 4).

TABLE 4: TARGETED EVENTS

Event	Date & Location	Type of audience	Planned Activities
CCW	23-25 May 2023, Helsinki, Finland	Scientific community, industry leaders, policy makers	Attendance, networking, synergies
EuCNC & 6G Summit	6-9 June 2023, Gothenburg, Sweden	Scientific community, industry leaders, policy makers	Joint workshop with other R&I SatCom Projects; Joint booth with other R&I SatCom Projects, presentation at the Architecture workshop organized by Hexa-X-II
ESA Space2Connect	7-9 June 2023, Matera, Italy	Scientific community, industry leaders, policy makers	Participation for liaising and networking purposes. Synergies between 6G-NTN and ESA ARTES funded project will be explored.
FIWARE Global Summit	12-13 June 2023, Vienna, Austria	Open source and scientific community, industry leaders, policy makers	Attendance, networking, synergies
3GPP RAN#100 and SA#100	12-16 June 2023, Taipei, Taiwan	Scientific community, industry leaders, policy makers	Release-19 Work Item definition
European Space Forum	5-6 July 2023, Brussels, Belgium	Scientific community, industry leaders, policy makers	Attendance, networking, synergies

Connected Britain	20-21 September 2023, London, UK	Scientific community, industry leaders, policy makers	Attendance, networking, synergies
European Wireless	2-4 October 2023, Rome, Italy	Scientific community, industry leaders, policy makers	Attendance, networking, synergies
IEEE Future Networks World Forum	13-15 November 2023, Baltimore, USA	Scientific community, industry leaders, policy makers	Attendance, networking, synergies
ICC 2024: IEEE International Conference on Communications	Rome, Italy	Scientific community, industry leaders, policy makers	Attendance, networking, synergies

3.8 Videos

6G-NTN envisages producing and releasing about four videos to present the project and its achievements. Videos will promote specific aspects of 6G-NTN, as well as partners' activities.

An [introductory video](#) featuring 6G-NTN's Project Coordinator, Alessandro Vanelli-Coralli, Technical Project Coordinator, Nicolas Chuberre, and Communication Manager, Monique Calisti was recorded during Mobile World Congress 2023 in Barcelona. The video describes in a nutshell the key objectives and technical ambitions of the project targeting a wide audience. Once internally approved, the video will be published on the 6G-NTN [YouTube channel](#) and promoted via the project website, social media and the whole 6G SNS community.

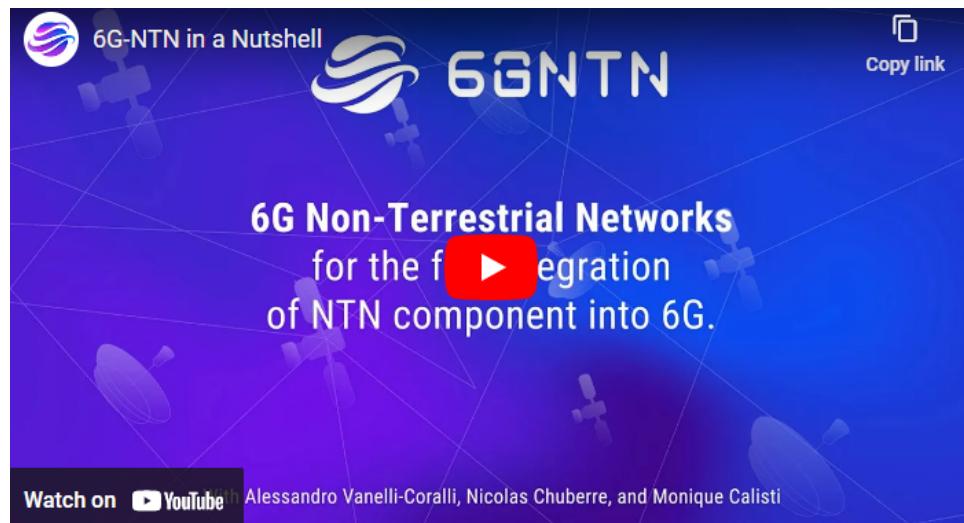


FIGURE 14: SNAPSHOT OF 6G-NTN INTRODUCTORY VIDEO

3.9 Promotional materials

3.9.1 Flyers, roll-ups, and posters

A first project flyer was created in January 2023 to provide an introduction of the project's scope and objectives in order to distribute them during the ETSI Research Conference and Mobile World Congress 2023 in the upcoming months. The flyer is in a postcard format and includes the project website, social media and contact details to have further information.



FIGURE 15: INTRODUCTORY FLYER (FRONT AND BACK)

Roll-ups will be created, matching the look and feel of the website and the overall project design concept to meet the needs of the project. A dedicated Roll-Up is being created for the joint NTN booth at EuCNC 2023 organized by 6G-NTN alongside other 6G SNS R&I projects.

6G-NTN will also consider producing event focused posters of smaller size if considered necessary, where the content of the poster will be replaced to fit the needs (theme) of the event. Printable versions of the posters will also be created and provided to partners to be printed and used at the events they participate in.

All the promotional materials are prepared in English (local languages to be considered if appropriate or necessary) to raise awareness of the stakeholders and a variety of relevant audiences about the project with succinct textual and graphical information. The design will be easily adjustable to the requirements individual partners have, in case an additional or a more specific version is required. The project logo, the EU flag & SNS JU acknowledgment along with the 6G-NTN website and the social media links will be displayed on all promotional materials.

The EU emblem is the single most important visual brand used to acknowledge the origin and ensure the visibility of EU funding and co-funding. In the case of the SNS JU programme, as a co-funded EU partnership, the guidelines are the use of the association of the EU emblem together with the SNS logo, and all 6G-NTN materials will follow the dedicated guidelines:

Extended composition



Compact composition



FIGURE 16: EU EMBLEM AND 6G SNS LOGOS COMPOSITIONS

3.9.2 Project slide deck

A dedicated project slide deck has been created to outline and promote the project's vision, objectives, use-cases, activities, and consortium. The Slide Deck has been used at presentations and it's available on the shared drive for all partners to use at their events presenting 6G-NTN. The presentation is available in [Appendix C](#).

3.10 Publications

6G-NTN partners have set a target of publishing on average 5 peer-reviewed publications per year in journals, conferences, and workshops. Table 5 presents the relevant publications which will be considered for submission. We expect this list to be further reviewed and populated in the upcoming months as the academic and research partners take a deeper dive in 6G-NTN results, methodologies, and challenges, which may be relevant for the scientific community. All scientific publications issued by the consortium will be made available through the website of the project, where a specific section has already been created.

TABLE 5: 6G-NTN TARGETED PUBLICATIONS

Publication Type	Submission To
Scientific peer reviewed publication	IEEE Journals and magazines
Scientific peer reviewed publication	Wiley International Journal of Satellite Communications and Networking ^{*1}
Scientific peer reviewed publication	European 6G Annual Journal
Scientific peer reviewed publication	IEEE Global Communications Conference
Scientific peer reviewed publication	IEEE International Communications Conference
Scientific peer reviewed publication	Advanced Satellite Multimedia Systems Conference (ASMS) ^{2**}

All of the 6G-NTN project publications, together with the EU emblem, should add the following disclaimer:

“Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.”

¹ Several key personnel of 6G-NTN project currently serve the Editorial Board of the Wiley International Journal of Satellite Communications and Networking, such as Nicolas Chuberre (TASF), Konstantinos Liolis (SES), Sandro Scalise (DLR) and Alessandro Vanelli-Coralli (UNIBO). The possibility to organize and promote a Special Issue related to the 6G-NTN project activities will be pursued.

² Dr. Sandro Scalise and Prof. Alessandro Vanelli-Coralli have been acted as general chairpersons of the Conference since 2010. Tutorial and Specia Sessions on 6G NTN will be organized at the next edition of the conference

4 SYNERGIES AND LIAISONS WITH RELEVANT INITIATIVES

The 6G-NTN project will provide important learnings and elaborations as well as insights and recommendations focusing on designing and validating NTN key technical enablers for the integration of NTN and TN components into 6G. Therefore, securing proper engagement in dissemination, communication, and community building towards industry, including network operators and infrastructure providers, SMEs, standardisation bodies, researchers, as well as citizens, public authorities and initiatives, policy makers and relevant communities is very important to cover different perspectives.

Thanks to the participation of partners in several ongoing projects, associations and initiatives, targeted liaisons and synergies will be leveraged to ensure 6G-NTN's broad outreach, fostering effective 6G-NTN uptake and validation of the project's platform.

4.1 SNS Joint Undertaking & SNS OPS

6G-NTN is a Smart Networks and Services Joint Undertaking (SNS JU) project (stream B), a Public-Private Partnership that aims to facilitate and develop industrial leadership in Europe in 5G and 6G networks and services.

Through the coordination with the SNS OPS CSA supporting the collaboration and synergies of the SNS JU projects, 6G-NTN already started actively collaborating with other 6G SNS projects including [5GSTARDUST](#), [ETHER](#), [EAGER](#), HELENA and more. Several 6G-NTN partners have been or are actively involved in 6G SNS Phase 1 and have long track record in establishing fruitful liaisons with other projects. This liaison will allow 6G-NTN to be aware of the ongoing activities and strengthen the mutual developments within the 6G and NTN era.

The collaboration with the 6G SNS JU is already bringing concrete results in the form of:

- 6G-NTN is already featured among the SNS projects on the [6G SNS website](#) and it's actively contributing to and echoing SNS JU social media efforts.
- The 6G-NTN participation to the **SNS Lunchtime Webinar 4 – Introducing the SNS projects**, as part of the SNS Lunchtime Webinar series presenting the Stream B2 & B3 projects addressing: Wireless Communications and Signal Processing & Communication Infrastructure and Devices.
- ***“Aligning European NTN Convergence and Integration” Workshop at EuCNC 6G Summit*** (6-9 June 2023) alongside SNS JU Projects (5G STARDUST, ETHER, 6G SANDBOX).
- ***“Extending European Non-Terrestrial Networks – a conjoint effort” Booth at EuCNC 6G Summit*** (6-9 June 2023) alongside SNS JU Projects (5G STARDUST, ETHER and other ESA studies and National funded initiatives from Germany, Luxembourg, and Italy).
- **SNS JU Coordinators and Technical Manager Task Force** meetings take place monthly to align among all SNS Projects activities.
- **SNS JU Communication Task Force** meetings take place monthly to align among all SNS Projects communication and dissemination representatives on common activities, knowledge sharing and update on the SNS initiatives.

4.2 Other relevant initiatives

6G-NTN will provide important learnings and elaborations as well as insights and recommendations focusing on the full integration of NTN component into 6G. Therefore, securing proper engagement in dissemination, communication, and community building

towards industry, including network operators and infrastructure providers, SMEs, standardization bodies, researchers, as well as citizens, public authorities and initiatives, policy makers and relevant 6G, NTN and SatCom communities such as 6G IA, ETSI, 3GPP, ESA and more is very important to cover different perspectives.

The [6G Smart Networks and Services Industry Association \(6G-IA\)](#) is the voice of European Industry and Research for next generation networks and services. Its primary objective is to contribute to Europe's leadership on 5G, 5G evolution and SNS/6G research. The 6G-IA represents the private side in both the 5G Public Private Partnership (5G-PPP) and the Smart Networks and Services Joint Undertaking (SNS JU). In the 5G-PPP and SNS JU, the European Commission represents the public side.

As mentioned in section 4.1, the participation to 6G SNS JU and 6G-IA activities has been planned and listed, allowing 6G-NTN to be aware of the ongoing activities and strengthen the mutual developments within the 6G and NTN era. The 6G-IA brings together a global industry community of telecoms & digital actors, such as operators, manufacturers, research institutes, universities, verticals, SMEs and ICT associations.

[SNS OPS](#) is a Coordination and Support Action aimed at supporting the operations of the 6G Smart Networks and Services Joint Undertaking. The planned work is to facilitate the activities of the European SNS Initiative, as outlined in the SNS contractual partnership. Collaborating on common technological challenges and audiences will be key to ensure broad visibility and knowledge sharing among all projects and initiatives under the SNS OPS.

[One6G](#) is a membership organization focused on evolving, testing, and promoting next generation cellular and wireless technology-based communications solutions. By supporting global 6G research and standardization efforts, the goal is to accelerate its adoption and overall market penetration, while addressing societal and industry-driven needs for enhanced connected mobility. The shared network of the One 6G initiative, alongside the knowledge base will on one hand result in additional inputs for the project (both on technical and business-related manners), and will also create broader awareness amongst the key stakeholders of the 6G-NTN corresponding views on the later deployment of tele-communication and Non-terrestrial Networks.

5 IMPACT ASSESSMENT

6G-NTN defines a comprehensive set of Dissemination and Communication KPIs (see Table 6) to monitor the results achieved across online and offline communication efforts:

TABLE 6: 6G-NTN COMMUNICATION & DISSEMINATION KPI'S

Measure	Indicators	Target (M36)	Source and Methodology	Status (M04)
Project Website	N. of unique visitors to the website (average per year)	≥ 3000	News, Publications, Videos, Newsletters, Deliverables	1.888
Social Networks	followers Twitter,	≥ 500	Keeping profiles on such networks active via regular posting and monitoring	113
	Followers LinkedIn	≥ 150		250
Promo Materials	# Project presentation	≥ 6	Capturing the proper content and providing infographics /diagrams to effectively explain and present 6G-NTN work	1
	# Flyers	≥ 3		1
	# Posters / Roll-up / banners	≥ 3		-
Publications	# peer-reviewed publications	≥ 15	Articles and papers presented and published in high-quality venues. White papers presenting the core concepts, main achievements as well as policy recommendations	1 submitted
	# white papers	≥ 3		-
Press releases	# press releases	≥ 5	Press releases published	1 PR ³
Newsletters	# newsletters (published every 4 months)	9	Recording of subscribers to the electronic	1
Videos	# videos published	≥ 6	Introduction, informative, events' and interviews' videos to support awareness creation and stakeholders' engagement	1
	Overall viewers	≥ 3000		-
Workshops	# workshops	≥ 5	Attendance proof, presented material, photos, animation of social media channels, events' reports depending on scope and colocation	1 planned
	# webinars	≥ 3		1
	# tutorials	≥ 3		-
	# demo events	≥ 3		1 (submitted)

³ Following the request of the project industrial partners, the press released will be published after the signature of the Consortium Agreement

Participation to external events and presentations	# external events partners attended to promote the project, including scientific conferences, and number of demos and or presentations	≥ 3/year	Attendance proof, presented material, photos, animation of social media channels, events' reports	2
---	--	----------	---	---

6 CONCLUSIONS AND NEXT STEPS

Deliverable 6.1, *Dissemination and Communication Strategy and Plan*, has been developed to provide guidelines and a consistent framework for all planned project activities to ensure 6G-NTN's broad visibility, adequate promotion, and uptake of its results. The document at hand presents the initial communication and dissemination strategy, describes various activities conducted between M1 and M4, and outlines the planned promotional activities for the coming months. Developing this strategy at the early stages of the project will allow 6G-NTN to maximize the impact of communication, dissemination, and stakeholder engagement activities and sustain the concepts, achievements, and knowledge developed throughout the project.

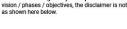
The goal of this plan is to guarantee that:

- all outreach activities follow the guidelines and are executed within the planned schedule;
- the messages are consistent and of a high standard;
- all consortium members contribute to promoting the project.

The document constitutes a handbook for all project partners to guarantee a harmonized approach when setting-up and performing communication and dissemination activities, as it lists all stakeholders, communication channels, dissemination activities, and corresponding key performance indicators. It also addresses the European Commission and SNS JU that will be essential partners in the realization of this plan.

A monitoring and evaluation framework has been defined to measure the achieved progress and impact of the proposed strategy. Project deliverables 6.2 and 6.4 will provide details on the progress of the strategy, achieved KPIs, attended and organized events, and the effectiveness of 6G-NTN's online presence at M18 and M36, respectively.

APPENDIX A 6G-NTN BRAND GUIDELINES

 <p style="text-align: center;">Brand Guidelines</p> <p style="text-align: center;">Version 1.0 March 2023</p>		<p>What is a Brand Identity?</p> <p>A brand identity shows you to recognize a company's look and feel across all media (electronic and printed visual assets). It is important to maintain a consistent contact with the brand should people's attitude and influences their opinion of the brand.</p> <p>This document sets out and explains the visual identity elements of the project 6G-NTN. These are rules and values to help you create and compose visual designs using its identity.</p> <p>Examples of 6G-NTN's brand identity across different outlets (LinkedIn and Twitter):</p> <div style="display: flex; justify-content: space-around; align-items: flex-end;"> <div style="text-align: center;">  <p>6G-NTN 6G-NTN Networked Networks</p> </div> <div style="text-align: center;">  <p>6G-NTN 6G-NTN Networked Networks</p> </div> </div>
<p>Logo</p> <p>Main version of the 6G-NTN logo with some basic recommendations.</p> <div style="display: flex; justify-content: space-around; align-items: flex-end;"> <div style="text-align: center;"> <p>Main version - Horizontal</p>  </div> <div style="text-align: center;"> <p>Main version - Compact</p>  </div> <div style="text-align: center;"> <p>Icon version (for social media & apps)</p>  </div> </div> <p>Safe area</p> <div style="display: flex; justify-content: space-around; align-items: flex-end;"> <div style="text-align: center;"> <p>Minimum size</p>  <p>35 mm</p> </div> <div style="text-align: center;">  </div> </div>	<p>Logo Variations</p> <p>The main logo is also provided in the variations depicted here below, to allow reusability over dark backgrounds (for black & white printing purposes).</p> <div style="display: flex; justify-content: space-around; align-items: flex-end;"> <div style="text-align: center;"> <p>Greyscale version</p>  </div> <div style="text-align: center;"> <p>Negative version</p>  </div> <div style="text-align: center;"> <p>Black&White version</p>  </div> </div>	
<p>Dos and Don'ts</p> <p>Basic instructions on how to use the main logo - and its variations - over different types of backgrounds.</p> <div style="display: flex; justify-content: space-around; align-items: flex-end;"> <div style="text-align: center;"> <p>Dos</p>  <p>Negative version on high contrasted background.</p> </div> <div style="text-align: center;"> <p>Don'ts</p>  <p>Not enough contrasted background.</p> </div> </div> <div style="display: flex; justify-content: space-around; align-items: flex-end;"> <div style="text-align: center;">  <p>Main version on background having high contrast.</p> </div> <div style="text-align: center;">  <p>Not enough contrasted background.</p> </div> </div>	<p>Corporate Colours</p> <p>A main palette of 6 colours based on the logo colour scheme. These are the colours of the logo gradient and elements. In combination with the main colours palette.</p> <p>The following disclaimer M23 must be used when the corporate elements have been defined and locked in the respective templates, as those documents are likely to be mainly edited outside design departments.</p> <p>To change colours (icons or additional text), editors will find the corporate color palette in the templates.</p> <div style="display: flex; justify-content: space-around; align-items: flex-end;"> <div style="text-align: center;"> <p>Dos</p>  </div> <div style="text-align: center;"> <p>C7B M79 Y0 K0 R171 G138 B213 A 4% M 40% C 5%</p> <p>C51 M74 Y9 K0 R201 G131 B242 A 4% M 40% C 5%</p> <p>C87 M64 Y5 V0 K0 R172 G64 B272 A 4% M 40% C 5%</p> <p>C60 M6 V4 K0 R164 G209 B255 A 4% M 40% C 5%</p> <p>C60 M79 Y0 K0 R168 G133 B221 A 4% M 40% C 5%</p> <p>C75 M93 Y0 K0 R162 G148 B224 A 4% M 40% C 5%</p> </div> </div>	
<p>Font Types</p> <p>6G-NTN team uses the open source fonts from Google Fonts: Roboto Condensed (bold version) for headings, and Roboto (normal version) for body text, subheads, and subtitles. The usage of other versions of the fonts are allowed. This applies to the website, presentations and all promotional material.</p> <p>Headings (websites, presentations, and all promotional materials)</p> <p>Roboto Condensed Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890</p> <p>Alternative body copy and headings: (for newsletters and presentations)</p> <p>Arial regular abcdefghijklmnopqrstuvwxyz1234567890</p> <p>Arial bold ABCDEFGHIJKLMNOPQRSTUVWXYZ</p>	<p>Body copy + subtitles (websites, presentations, and all promotional materials)</p> <p>Roboto ABCDEFGHIJKLMNOPQRSTUVWXYZ</p> <p>Roboto Condensed abcdefghijklmnopqrstuvwxyz1234567890</p> <p>Arial ABCDEFGHIJKLMNOPQRSTUVWXYZ</p> <p>Arial bold ABCDEFGHIJKLMNOPQRSTUVWXYZ</p>	<p>EU Recognition</p> <p>For Publications All the EC funded projects under Horizon Europe shall need anyone to clearly show the acknowledgement that they are funded by the European Union. The following disclaimer M23 be used with the EU flag in scientific publications / press releases / large / deliverables (when the funding author, where appropriate, comments/conclusions are stated). Important note: The current disclaimer M23 can be edit only as shown here below. This disclaimer should be used in the website footer too.</p> <div style="display: flex; justify-content: space-around; align-items: flex-end;"> <div style="text-align: center;">  </div> <div style="text-align: center;"> 6GSNS </div> </div> <p>For Promo Materials For merchandise or any other promo materials (bookmarks / roll up / flyers / posters) that usually report only one funding source, this disclaimer is not mandatory, but then M23 be used the EU websites / recognitions, as shown here below.</p> <div style="display: flex; justify-content: space-around; align-items: flex-end;"> <div style="text-align: center;">  </div> <div style="text-align: center;"> 6GSNS </div> </div>
 <p style="text-align: center;">Contacts</p> <p style="text-align: center;">For any questions regarding the 6G-NTN graphic assets and the uses you would like to make of them, do not hesitate to contact us via the 6G-NTN Project Office at 6gntn@6g-ntn.eu. All 6G-NTN graphic assets, including the brand guidelines and the font, can be downloaded on the 6G-NTN website.</p> <p style="text-align: center;">Co-funded by the European Union 6GSNS</p>		

APPENDIX B

6G-NTN KICK-OFF PRESS RELEASE



PRESS RELEASE

13.01.2023

6G NTN Project kicks off: researchers and innovators come together to strengthen Europe's leadership in wireless communications

The increasing digitisation and technological progress are transforming the way industry develops and delivers new products and services, as well as the way we live, work and learn. To ensure this transformation benefits everyone, while preserving our planet's resources, close coordination among researchers and industrial players is needed to unleash the full potential of future 6G wireless communications and service infrastructure.

To face this mission, the 6G-NTN project brings together high-level researchers and innovators from leading academic institutions and industry in the field of satellite communication. The goal is to research and develop innovative technical, business, regulatory, and standardization requirements for the full and seamless integration of the Non-Terrestrial Network (NTN) component in future 6G terrestrial telecommunications networks. This will be key to extend the coverage, resilience, and sustainability of next-generation mobile networks, and better meet the needs and expectations of both vertical and consumer market segments, while unlocking new value chains and delivering a broad societal impact. By achieving its objectives, 6G-NTN will contribute significantly to strengthening Europe's industrial leadership in wireless communications and services infrastructure.

6G-NTN is among the first selected projects to be funded under Horizon Europe's European Smart Networks and Services Joint Undertaking (SNS JU), a public-private partnership that aims to enable the evolution of 5G ecosystems and promote 6G research in Europe.

An outstanding team in 5G/6G research and innovation

The 6G-NTN project is powered by fifteen partners with complementary expertise in the 5G/6G research an innovation scene to effectively contribute to the integration of NTN into future 6G networks. Under the lead of the [University of Bologna](#), the partners include nine major European industrial players, namely [Thales Alenia Space](#) (France and UK), [Thales DIS AIS](#), [Thales SIX GTS](#),

6G-NTN | Press release



Ericsson (France and Sweden), **Orange**, **SES Techcom** and **Qualcomm Communications**, two dynamic SMEs, namely **Greenerwave** and **MarTEL Innovate**, two top European research organisations, the **Center Tecnologic de Telecomunicacions de Catalunya (CTTC)** and, the **German Space Agency (DLR)** and a non-profit association that focuses on green technology and sustainable digital development, **Digital for Planet**.

The work officially started at the Kick-Off meeting held in Bologna on January 12-13, 2023. All partners are looking forward to cooperating and bringing forward the 6G NTN ambition and increasing European industrial leadership in the field.

PRESS CONTACT & SOCIAL MEDIA

- E-mail | info@6g-ntn.eu
- Twitter | <https://twitter.com/6Gntn>
- LinkedIn | <https://www.linkedin.com/company/6g-ntn/>



UNIVERSITÀ DI BOLOGNA
Dipartimento di Ingegneria dell'Informazione



MARTEL
INNOVATE



DIGITAL
FOR
PLANET



Greener
wave.



THALES
Alenia Space



Qualcomm



CTTC



orange



ERICSSON



Deutsche
Zentrale
für Luft und Raumfahrt



SES* TECHCOM



6G-NTN project has received funding from the Smart Networks and Services Joint Undertaking (SNS JU) under the European Union's Horizon Europe research and innovation programme under Grant Agreement No 10106476.



Co-funded by
the European Union

6GSNS

APPENDIX C 6G-NTN PROJECT SLIDE-DECK

XXX MEETING

Presenter
Affiliation

XXX meeting
Place, DD MM 2023

6G-NTN project has received funding from the Smart Networks and Services Joint Undertaking under the European Union's Horizon Europe research and innovation programme under Grant Agreement No 101064045.

Outline

- 3 6G-NTN at glance
- 4 Facts and figures
- 5 6G-NTN Vision
- 6 6G-NTN Addressed markets
- 7 6G-NTN User service KPIs
- 8 6G-NTN KVs
- 9 6G-NTN objectives
- 10 6G-NTN expected impact
- 12 Work Plan
- 15 Project timeline
- 17 Consortium
- 18 Closure with social media, website, acks to EC

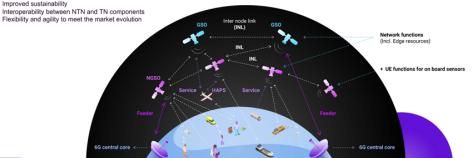
6G-NTN at glance

The goal of 6G-NTN is to become the flagship R&I project for developing the 6G NTN component and driving its standardization phase in 3GPP as part of Rel-20.

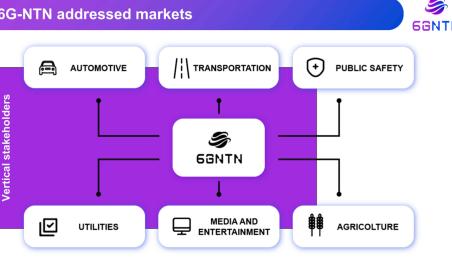
6G NTN vision

An NTN component fully integrated into the future 6G infrastructure and better meet the needs of vertical markets and end-users.

- Disruptive performance with respect to the 5G-NTN
- Global coverage
- Interoperability
- Improved sustainability
- Interoperability between NTN and TN components
- Flexibility and agility to meet the market evolution



6G-NTN addressed markets



6G-NTN User service KPIs

6G-NTN target services			eMBB performance		QoS ULL/RC performance		Location
Connectivity	Terminal Type	Band	Outdoor Open sky conditions	Indoor (light)	Outdoor/Open sky conditions	Outdoor/Open sky conditions	
smart phones	3GPP UE Class 3	sub-6	up to 20 Mbps (DL) and 2 Mbps (UL) SMS @99.9% emergency purposes	N/A	up to 1 Mbps		Horizontal and vertical beamforming error: < 10 cm
cars and drones	USAT <15 cm equivalent aperture	sub-6	up to 80 Mbps @99.9% radio link availability	SMS @99.9% radio link availability	up to 4 Mbps @ 99.9% radio link availability		Reliability (confidence level: 99.99%)
mobile platforms	VSAT <15 cm equivalent aperture	sub-6	up to 80 Mbps @99.9% radio link availability	N/A	up to 4 Mbps @ 99.9% radio link availability	RFDelay < 1 ms	
		mmWave	up to 16 Gbps @ 99% radio link availability		up to 100 Mbps @ 99% radio link availability	latency: < 1 s	

6G-NTN KVs

- Inclusiveness through a global coverage providing 6G services in areas where deployment of terrestrial solutions is not economically viable
- Resilience through massive redundancy in terms of connectivity between multi-layer network nodes at various altitudes
- Efficiency through optimised spectrum usage based on efficient spectrum coexistence and spectrum sharing techniques
- Sustainability through Artificial Intelligence driven radio resource management, mobility and traffic routing
- Interoperability through a standardised flexible waveform for 6G integrated radio access network

6G-NTN objectives

- OBJ 1 • Identify the target service and operational requirements for 6G NTN components
- OBJ 2 • Designing of a 3D NTN to meet the target user requirements
- OBJ 3 • Design trade-off and assessment of compact terminals targeted by the 3D NTN components
- OBJ 4 • Design flexible software defined payload across 5G and 6G frequency bands
- OBJ 5 • Design key characteristics/features of the 6G waveform for 6G's integrated radio access network
- OBJ 6 • Design and evaluation of AI data-enhanced multi-channel radio intelligent controller
- OBJ 7 • Design and development of dynamic orchestration of 6G NTN Functions in a 3D network for GS
- OBJ 8 • Design a reliable and accurate positioning function for 6G system with a precision below 10 cm
- OBJ 9 • Design enabling features for spectrum usage optimization between the different network nodes
- OBJ 10 • Maximize the impact of 6G-NTN and strengthening Europe's industrial leadership in the sector

6G-NTN expected impact [1/2]

Expected outcome	Planned contribution	Scientific	Economical/Technological	Societal
Fixed backhaul and long-haul networks with performance levels comparable to 5G xHrs in terms of data-rate, capacity, latency, and flexibility	Usage of higher bandwidth (up to 200 Mbps with QoS) and up to 1 Gbps with VSAT	Usage of OV band on the service link of satellite network	Connectivity to public safety's vehicle-mounted or nomadic mobile nodes	Reduce the digital divide and provide ubiquitous connectivity service

6G-NTN expected impact [2/2]

Expected outcome	Planned contribution	Scientific	Economical/Technological	Societal
Maximization of coverage and access to BSs able to provide: - high data rates - latency reduction - improved location accuracy	Definition of a NTN component for 6G able to provide: - high data rates - latency reduction - improved location accuracy	Assessment of the feasibility of deploying and operating: - HAPS complementing satellite at MEO or GEO orbits	Analysis of the following criteria impacting the economic viability of the relevant business model: - Number of satellites and ground stations - satellite life duration - payload design to cost - terminal price point	The support of: - economically viable uRLLC - ultra-reliable mMTC services Via NTN - solutions to address new use cases of: - the vertical industries - consumer market
Development of 3D network capable to address flying devices, primarily designed for 2D usage	High resilience from the 3D network	The high resilience is achieved through massive connectivity between the different layers of the 3D network via: - RF inter-node links - Optical based inter-node links	The 3D network service for the flying devices: any mobile platforms	Support of the increasing communication requirements of the digital economy

Co-funded by
the European Union

