



6GTandem

D6.1

Plan for dissemination and exploitation incl. communication activities

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Abstract	This deliverable presents the 6GTandem communication kit, including the project's visual identity as well as communication and dissemination materials.
Keywords	Communication kit, collaborative tools, infrastructure, website, homepage, internal communication, standardisation

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Executive Summary

This document provides detailed information about the 6GTandem project communication, dissemination, and exploitation strategy plans, with examples of outcomes implemented from the start of the project until M06.

The 6GTandem project is currently at the end of M06, the partners have clear plans defined and are executing these plans. Defined communication, dissemination and exploitation mechanisms are available and utilised by consortium partners from early stages on. Most dissemination activities so far were focused on general project awareness building and scientific research output.

6GTandem is using mostly online presence and social media for general awareness, actively searching for synergies, and engaged in cooperation with other EU/SNS projects. Leaflets for printing are available for offline support of the project at physical events. The project website, LinkedIn, Twitter, and Vimeo are among the main platforms utilised.

The established environment enables state-of-the-art, efficient and user-friendly collaboration and dissemination of information and provides the ideal administrative basis for the project work. The 6GTandem communication and dissemination plan provides an essential benefit for all project partners and all stakeholders are able to access all project relevant information and documents.

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Chapter 1 Introduction

This deliverable provides an overview of the 6GTandem communication, dissemination, and exploitation plan as well as a first report on activities, which includes communication and dissemination material created and used within the project. D6.1 also addresses standardisation and training activities and plans for the upcoming project months. As thoroughly described in our initial plan of dissemination (D), communication (C) and exploitation (E) our activities are clustered into three main phases, as illustrated in Figure 1.

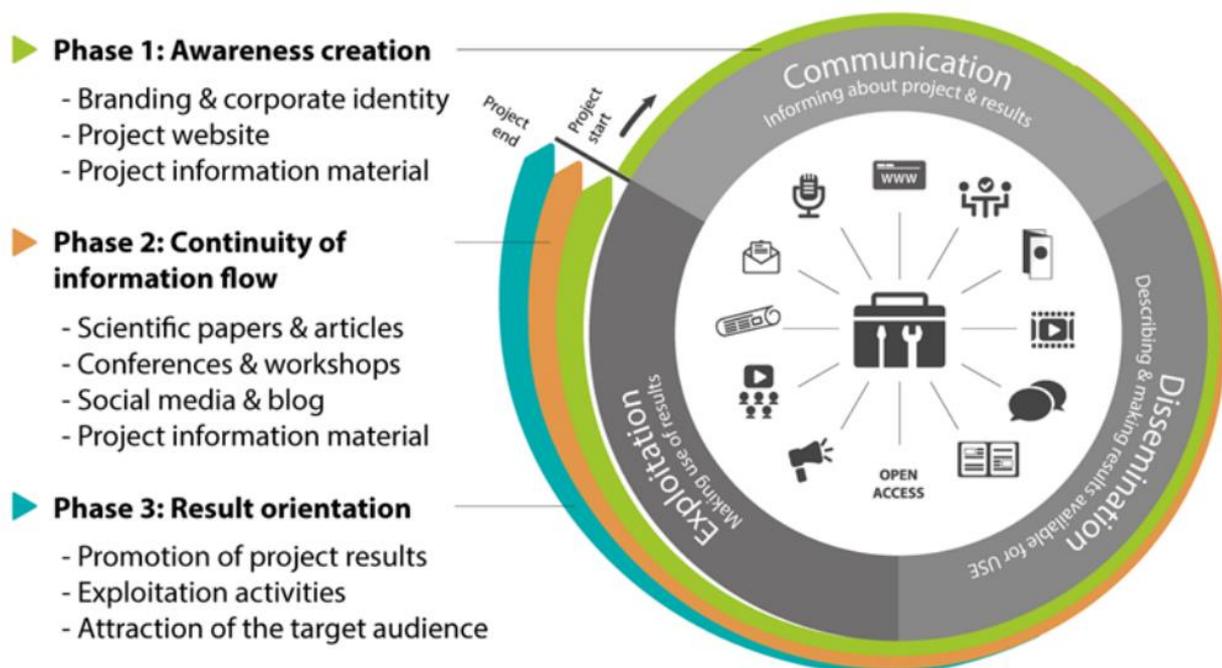


Figure 1: 6GTandem communication, dissemination, and exploitation phases

The awareness creation phase took place during the first months of the project, in which the 6GTandem consortium consolidated its branding and corporate identity. During this time, it also established project information material, as well as several communication tools, such as document templates and manuals; a shared platform through which all partners can exchange information; and a project website, on which the latest news and status of the project are made available to the public.

In the second phase, the consortium partners work on scientific papers to be submitted to conferences and journals to discuss the scientific results of the project. This will give the consortium the opportunity to make presentations at conferences and workshops as to further raise awareness among the scientific and industrial stakeholders. This will facilitate lively discussions on the project's topics at these events by providing new insights and feedback on the project's progress to project partners. This feedback will contribute to the project's success and possibly also to follow-up research activities. Furthermore, scientific publications and a selection of deliverables (those that are public) will be published on the project website to keep interested parties informed about the latest progress. Twitter, LinkedIn, and the blog associated with the project are constantly updated to reach a wider and diverse audience and increase their interest. Besides that, videos, (video) interviews, newsletters, press releases, posters, information about workshops and conferences, among others, are an integral part of this dissemination phase to enable a highly interactive

communication within and outside the consortium. Finally, we expect to publish additional press releases and newsletters as soon as significant milestones are reached or for specific project events. In the third phase, dissemination activities will feed into exploitation, which means using the results for commercial purposes or in public policymaking. There will still be some ongoing dissemination activities after the project has ended to promote the project results. For example, the project website will remain online for several more years, along with active engagement on social media, collaboration with other projects, presentations at conferences, and follow-up projects. The focus will be on exploiting these results and attracting the target audience group.

Chapter 2 Dissemination and communication plan

The following chapter states the initial dissemination plan according to the Description of Action (DoA), lists the actual dissemination activities in the form of a report, and finally states some updates on the initial plan.

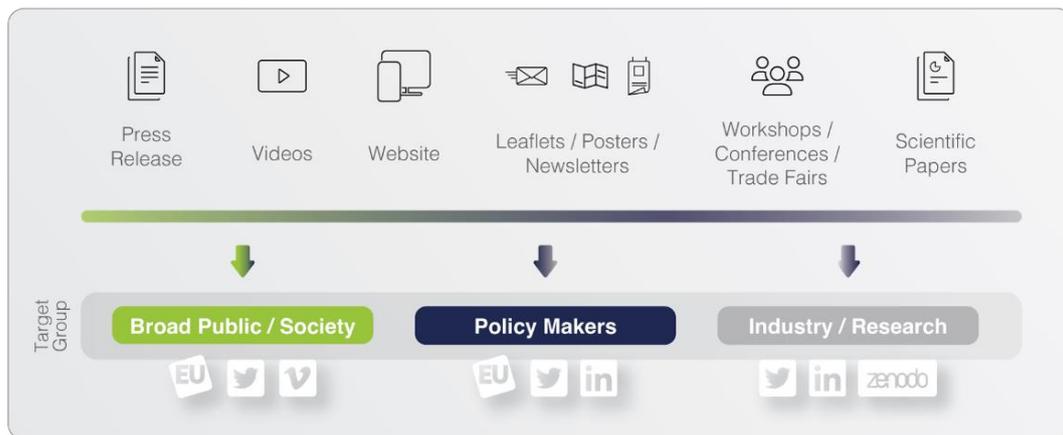


Figure 2: Dissemination and Communication strategy

2.1 Visual identity of the project

The creation of a corporate visual identity plays a significant role in the way the 6GTandem project presents itself to both internal and external stakeholders. A corporate visual identity expresses the values and ambitions of our project and its characteristics. Our corporate visual identity provides the project with visibility and "recognisability". It is of great importance that people are aware of the project and remember its name and core objectives at the right time. The following subchapters present the actions which were taken to create a visual identity of the project.

2.2 Project logo

To improve its visibility, the 6GTandem project has adopted a project logo. Technikon was responsible for the design of the project logo, including the colours, fonts, and icons. This logo will be used in all dissemination tools from internal documents and reporting templates to external communication tools such as the website, presentations, and brochures. This consistent graphical identity will support effective communication and recognizable dissemination activities.



Figure 3: 6GTandem project logo in vertical and horizontal format

2.3 Project templates

The project identity is reflected in all documents created by the consortium for internal as well as for external use. The project management team established templates for different formats as MS-Word, MS-Excel, MS-PowerPoint, and Latex. The templates for documents and presentations are accessible to all project members. The templates are important to ensure a coherent theme and a consistent visual appearance of the project. An example of a template is shown in Figure 4.

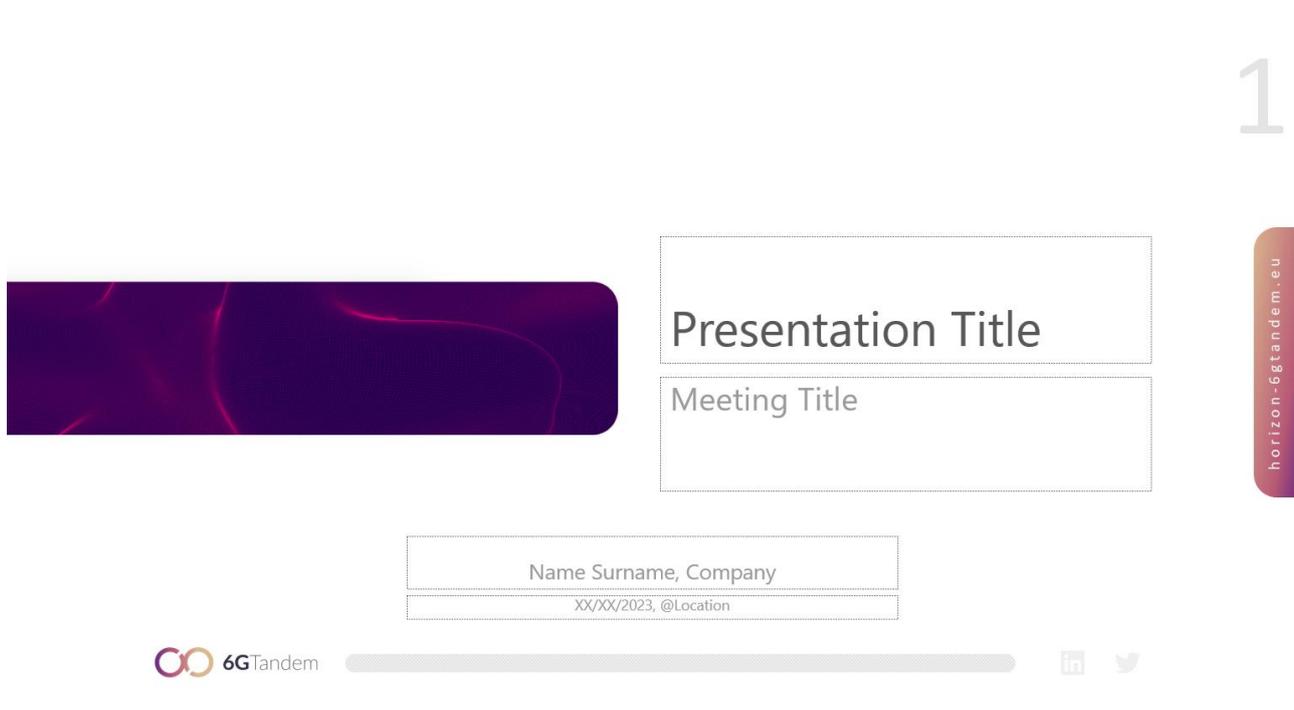


Figure 4: 6GTandem PowerPoint template

2.4 Dissemination plans

In the following table, the different dissemination activities that have been planned in the DoA can be observed. Dissemination activities are considered key enablers for the success of the 6GTandem project. The goal of dissemination is to make many stakeholders aware of the 6GTandem approach and results. The 6GTandem project has carefully developed a clear strategy for the concise and targeted dissemination, communication, and exploitation of project information and results. The consortium identified five target groups:

- Mobile/wireless industry and society (TG1)
- Microelectronics sector & community (TG2)
- European society (TG3)
- Academic community (TG4)
- Regulatory authorities, policy makers & standardisation bodies (TG5)

In the table below, the green tick marks represent activities that are completed or ongoing. These communication and dissemination activities will be discussed in more detail in Chapter 3.

Table 1: Communication, Dissemination and Exploitation plans

Type of activity / material ¹ – Timeframe	Impact / Target groups	KPI / channels / means to measure KPI
Phase 1: Awareness creation		
Announcement letter / Press release – (C), (D) – <i>Within first 2 weeks of project</i> 	All target groups informed about project start (TG1-TG5).	<u>KPI</u> : reach at least 5,000 people via press releases in public and social media, on project website and on partners' websites / website and social media statistics
Project website – (C), (D) - <i>2nd month of project</i> 	Interested stakeholders from all target groups informed about the project and its results, by publishing news about conference visits, meetings, publications, and deliverables, etc. (TG1-TG5).	<u>KPI</u> : reach at least 5,000 people per year / website statistics
Project branding - (C), (D) - <i>2nd month of project</i> 	Increased awareness of the project and its impact on Europe among all target groups (TG1-TG5).	<u>KPI</u> : The brand is used in all public documents.
Leaflet, Poster - (C), (D) - <i>2nd month of project</i> 	Information material visualizing and presenting the project, which can be distributed via various channels by all project partners (TG1-TG5).	<u>KPI</u> : distribute leaflet at relevant events or in online communication channels / website and social media statistics, number of copies distributed
Animated Video, Real Video - (C), (D) - <i>Within first 6 months of the project</i> (in progress)	European society (TG3) aware of the main objectives of the project and of its impact on Europe.	<u>KPI</u> : reach at least 1,000 hits for each video via project website and social media channels / video platform statistics, website statistics, social media statistics
Phase 2: Continuity of information flow		
Newsletter - (C), (D) – <i>Throughout the project</i>  (to be continued)	Increased awareness among industry (TG1, TG2), academic community (TG4) and policymakers (TG5) on technological and scientific progress; distribution via public and social media and project website.	<u>KPI</u> : reach at least 1,000 people with each newsletter (~2 newsletters per year) / website and social media statistics

¹ **Type of activity:** Communication (C), Dissemination (D), Exploitation (E)

Type of activity / material – Timeframe	Impact / Target groups	KPI / channels / means to measure KPI
Participation in events – (C), (D), (E) <i>- Throughout the project</i>  (to be continued)	Interest of stakeholders attracted, comparison with international research and with competitors from the market, potential for international cooperation identified (TG1, TG2, TG4, TG5). Events: e.g., EUCNC, DATE, Globecom, ICC, WCNC, SPAWC, ESSCIRC, ISSCC, IMS, EuMW, etc.	KPI: persons reached during events (depending on size of event) / feedback from participating partners
Publication of scientific papers in conferences and in high impact factor journals – (D), (E) – <i>Throughout the project</i>  (to be continued)	Project results disseminated and made accessible to industry and scientific community (TG1, TG2, TG4, TG5). Conferences: e.g., Globecom, ICC, WCNC, SPAWC, ESSCIRC, ISSCC, IMS, EuMW, etc. Journals: e.g., IEEE Transaction on wireless communications, IEEE wireless communications Magazine, IEEE JSCC, IEEE Microwave Theory and Techniques, IEEE Transactions on Terahertz Science and Technology, etc.	KPI: publish at least 12 scientific papers in conferences and at least 5 scientific papers in journals / number of publications, download statistics of repository
Social media – (C), (D) – <i>Throughout the project</i>  (to be continued)	All target groups updated on technical and scientific progress/achievements by sharing public deliverables, publications, other project-relevant content (TG1-TG5).	KPI: reach at least 500 views of each posting (~1 post per week) / social media statistics
Audio-visual media productions - (C), (D) - <i>Throughout the project</i>  (to be continued)	Interested stakeholders from all target groups informed about project activities and results relevant for European society through an interview series with project partners talking about their role in the project, the expected outcomes etc.	KPI: 2-4 interviews published on relevant platforms, project website and social media channels (at least 1,000 hits each) / platform statistics, website statistics, social media statistics
Targeted e-mails or in-person meetings – (C), (D) – <i>Throughout the project</i>  (to be continued)	Input for discussions provided and recommendations exchanged among regulatory authorities and policy makers (TG5).	KPI: Regular exchange with representatives of relevant bodies / actual number of stakeholders reached by e-mail or in person
Related projects – (C), (D), (E) – <i>Throughout the project</i>	Information and feedback about project objectives and results exchanged with research projects from the same of research	KPI: feedback received from related projects, potential for collaboration

Type of activity / material – Timeframe	Impact / Target groups	KPI / channels / means to measure KPI
	by e-mails, via conference calls, workshops, or in-person meetings.	activities / number of collaboration activities carried out
Participation in SNS-JU Steering Board, Technical Board and Working Group - (C), (D), (E) – Throughout the project  (to be continued)	Exchange of information with others EC projects with the aim of impacting the recommendations. The use-cases and KPIs SNS WG will be followed. Communicate with the Steering Board and the Technical Board collecting project results and cartographies.	<u>KPIs</u> : Participation to the SNS WG meetings about use-cases and KPIs during the project duration. Number of documents, tables, and cartographies that the Technical Board collects with input from the project.
Podcast in ‘Wireless future’ series - (C), (D) – Throughout the project	Key achievements of the project shared with industry and academic community following this Podcast series (www.youtube.com/wirelessfuture), available also on Spotify, Apple and Google podcasts) (TG1, TG2, TG4).	<u>KPI</u> : reach at least 2,500 people (typical episodes of Wireless Future have >1000 views on YouTube alone) / podcast statistics
Phase 3: Result orientation		
Summer school - (C), (D) – Towards project end	In-depth and broad dissemination of co-design concepts and new technologies towards R&D community	<u>KPI</u> : at least 50 participants / actual number of participants
Final project workshop - (C), (D), (E) – Towards project end	Overview of the project results given to industry (TG1, TG2) and academic community (TG4) and future work discussed with invited representatives from the target groups.	<u>KPI</u> : at least 50-60 participants / actual number of participants
Final press release – (C), (D) – Last month of the project	Overview of the project results and their impact on European society Presented to stakeholders from industry (TG1, TG2), the academic community (TG4) and regulatory authorities and policymakers (TG5).	<u>KPI</u> : reach at least 10,000 people via public and social media, project and partners’ websites / social media and website statistics
Final impact video - (C), (D), (E) – Towards the project end	Video about the project’s impact on Europe targeted specifically at citizens (TG3) and regulatory authorities and policymakers (TG5).	<u>KPI</u> : reach at least 10,000 hits via video platforms, project website and social media channels / video platform statistics, website and social media statistics

2.5 Dissemination and communication targets

During the proposal phase of 6GTandem, a detailed communication and dissemination plan was already set up, stating different audiences, what the objective of reaching the audience would be, and what the impact of reaching them will be.

In order to assess the effect of the dissemination and communication activities on the target audience, a number of Key Performance Indicators (KPI) has been selected, allowing to measure progress towards fixed goals for dissemination activities. These KPIs are repeatedly referenced in the document. The following table collects the selected KPI:

Table 2: Key performance indicators for dissemination and communication activities

Dissemination activity/ channel	KPI	Number
6GTandem website	<ul style="list-style-type: none"> • Number of visits • Number of new and returning visitors 	KPI: reach at least 5,000 people per year / website statistics
Newsletter	<ul style="list-style-type: none"> • Number of contacts • Number of downloads 	KPI: reach at least 1,000 people with each newsletter (~2 newsletters per year) / website and social media statistics
Social Media	<ul style="list-style-type: none"> • Number of postings • Number of follower/contacts • Engagement rate 	KPI: reach at least 500 views of each posting (~1 post per week) / social media statistics
Scientific journals and conferences	<ul style="list-style-type: none"> • Number of publications per year • Number of views per publication • Number of attendees 	KPI: publish at least 12 scientific papers in conferences and at least 5 scientific papers in journals / number of publications, download statistics of repository
Presentations, workshops, summer/winter school	<ul style="list-style-type: none"> • Number of attendees • Number of events 	KPI: at least 50 participants / actual number of participants

Chapter 3 Past and planned Dissemination and Communication activities

3.1 Past dissemination activities

The 6GTandem project has been proactive in generating a wide range of dissemination materials to effectively communicate its findings. These materials include interviews, social media posts, and participation in conferences and events. Such efforts have played a crucial role in reaching a diverse audience and facilitating knowledge exchange.

Table 3: Past dissemination activities

No	Type of activities	Main Leader	Title	Date	Place	TG ²	TG ³	TG ⁴	TG ⁵	TG ⁶	TG ⁷	Type and goal of the event / website	Countries addressed
1	Other	TEC	Project logo	10.01.2023	online	X	X	X	X	X	X	Logo will be used for 6GTandem deliverables, publications, presentations, etc.	International
2	Social Media	TEC	6GTandem Twitter account	19.01.2023	online	X	X	X	X	X	X	https://twitter.com/6gtandem_he	International
3	Social Media	TEC	6GTandem LinkedIn account	19.01.2023	online	X	X	X	X	X	X	https://www.linkedin.com/company/6gtandem-horizon-europe-project-101096302/	International

² Scientific Community

³ Industry (incl. Investors & Costumers)

⁴ Civil Society (e.g. NGOs)

⁵ General Public

⁶ Policy Makers

⁷ Media (e.g. press)

No	Type of activities	Main Leader	Title	Date	Place	TG ²	TG ³	TG ⁴	TG ⁵	TG ⁶	TG ⁷	Type and goal of the event / website	Countries addressed
4	Press release	TEC	Announcement Letter	23.01.2023	online	X	X	X	X	X	X	To inform stakeholders about the project start: https://horizon-6gtandem.eu/wp-content/uploads/2022/10/6GTandem_Announcement_Letter_ENG.pdf	International
5	Flyer	TEC	6GTandem Leaflet	02.02.2023	online	200	180	0	30	20	20	https://horizon-6gtandem.eu/wp-content/uploads/2023/02/6GTandem_Leaflet.pdf	International
6	Website	TEC	6GTandem Website	03.02.2023	online	200	200	0	50	20	20	https://horizon-6gtandem.eu/	International
7	Communication Campaign	EAB	6GTandem presentation at ETSI/EC/6G-IA Workshop	08.02.2023	Sophia Antipolis/ France	40	40	0	0	20	0	Presentation of the 6GTandem project to introduce the project's focus, main objectives, activities, and goals and provide additional useful information and insights.	International
8	Participation to a Conference	IFAG	IEEE International Solid State Circuit Conference (ISSCC) and forum Champion:	19.02.2023 – 23.02.2023	San Francisco, USA	1500	1000	0	0	0	50	Transceivers for Exascale: Towards Tbps/mm and sub-pJ/bit	International

No	Type of activities	Main Leader	Title	Date	Place	TG ²	TG ³	TG ⁴	TG ⁵	TG ⁶	TG ⁷	Type and goal of the event / website	Countries addressed
9	Press release	H+S	press release on H+S project participations , including publishing it on LinkedIn and other channels	21.2.2023	online	X	X	X	X	X	X	marketing	International
10	Participation to a Conference	LIU	Keynote at WSA/SCC	02.03.2023	Braunschweig/ Germany	75	10	0	0	0	0	Keynote at academic conference, will describe among others the 6GTandem approach	International
11	Participation to other events	EAB	General project presentation	06.03.2023	online	90	0	0	0	0	0	Presentation of 6GTandem SNS JU Phase 1 project presentations webinar	International
12	Training	KUL	Lecture on 6G	20.03.2023	Linköping	X						lecture by L. van der Perre/sabbatical context	National
13	Presentation	KUL	seminar on 6G	24.03.2023	Linköping + online	X	X					Seminar in meeting of EAB research lab	National
14	Video/Film	TEC	Liesbet Van der Perre Interview	29.03.2023	online	435	220	45	45	87	45	https://horizon-6gtandem.eu/a-warm-welcome-from-our-scientific-lead/	International
15	Video/Film	TEC	Erik G. Larsson Interview	05.04.2023	online	850	245	80	80	170	80	https://horizon-6gtandem.eu/erik-g-larsson-at-the-kick-off-meeting-in-vienna/	International

No	Type of activities	Main Leader	Title	Date	Place	TG ²	TG ³	TG ⁴	TG ⁵	TG ⁶	TG ⁷	Type and goal of the event / website	Countries addressed
16	Video/Film	TEC	Herbert Zirath Interview	20.04.2023	online	800	200	100	100	200	100	https://horizon-6gtandem.eu/talk-with-herbert-zirath-about-6gtandem/	International
17	Video/Film	TEC	Parisa Aghdam Interview	04.04.2023	online	300	150	30	30	40	20	https://horizon-6gtandem.eu/a-warm-welcome-from-our-technical-lead/	International
18	Press release	TEC	Newsletter 1	22.05.2023	online	300	150	30	30	40	20	https://horizon-6gtandem.eu/6gtandem-1st-newsletter-released/	International
19	Video/Film	TEC	Buon Kiong Lau Interview	22.05.2023	online	900	220	50	45	60	30	https://horizon-6gtandem.eu/talk-with-buon-kiong-lau/	International
20	Other	TEC	Article about 6GTandem in the European 6G Annual Journal	02.06.2023	online	x	x	x	x	x	x	Short article presenting the 6GTandem project in the European 6G Annual Journal prepared by SNS IPS Couv SNS-Journal 2023-web-p1.pdf (europa.eu)	International
21	Panel	KUL	Sustainability challenges and opportunities for 6G	08.06.2023	Göteborg, Sweden	x	x	x		x		Panel at EUCNC 2023/6G summit	International
22	Participation to a Conference	KUL	Paper at EUCNC	06.-09.06.2023	Göteborg, Sweden	x	x	x	x	x	x	European Communication and Networking Conference	International

3.2 Planned dissemination activities

The table below provides an overview on concrete planned conferences, events and meetings during the next few months.

Table 4: Planned dissemination activities

No	Type of activities	Main Leader	Title	Date	Place	TG ⁸	TG ⁹	TG ¹⁰	TG ¹¹	TG ¹²	TG ¹³	Type and goal of the event / website	Countries addressed
1	Magazine paper	KUL, CHA, ULUND	Paper submitted to IEEE Microwave magazin	Submitted in March	x	x							International
2	Journal Paper	KU Leuven	Paper submitted to IEEE Transwireless	Submitted in April									International
3	Participation to a Workshop	EAB, (IFAT, H&S)	(tentative)Novel MMIC-Fiber coupler	To be submitted									International
4	Conf or magazine paper	KUL, ULUND	(tentative) Dense deployments for sub-THz	September		x	x						International
5	Participation to a Workshop	LIU	IEEE CTW-2023	2-5 July	Hualien, Taiwan							https://ctw2023.ieee-ctw.org/	International

⁸ Scientific Community

⁹ Industry (incl. Investors & Costumers)

¹⁰ Civil Society (e.g. NGOs)

¹¹ General Public

¹² Policy Makers

¹³ Media (e.g. press)

No	Type of activities	Main Leader	Title	Date	Place	TG ⁸	TG ⁹	TG ¹⁰	TG ¹¹	TG ¹²	TG ¹³	Type and goal of the event / website	Countries addressed
6	Video/ Film	TEC	Daan Delabie Interview	Planned for July	online								International
7	Video/ Film	TEC	Maria Jozwicka Interview	Planned for July	online								International

Chapter 4 Scientific Publications

This deliverable provides an overview of the ongoing project and the initial publication that has been generated this far. The focus is to present the current state of the project and the scientific publications. Since the project is in an early stage, there is currently only one publication.

The initial publication from A. Marinsek, X. Cai, L. De Strycker, F. Tufvesson, L. Van der Perre KU Leuven and ULund co-authored, titled "Impact of array configuration on head-mounted display performance at mmWave bands," serves as the first contribution of the project. It explores the effects of array configuration on the performance of head-mounted displays in the mmWave frequency bands. Moving forward, the project has several planned publications that will delve into various areas of the 6GTandem project and antenna systems. These publications aim to provide deeper insights, present novel methodologies, and contribute to the existing body of knowledge in the field.

In addition, two papers were submitted from KU Leuven to IEEE and are currently under evaluation. The Microwave Magazine paper was submitted in March, while the second Trans Wireless paper, was submitted in April. Both papers are currently under evaluation.

ULUND is planning to submit a paper to the 2024 European Conference on Antennas and Propagation (deadline mid-Oct 2023) on the design of sub-THz circularly polarized array for distributed deployment. The conference will be held in Glasgow during 17-22 March 2024.

The project team is actively engaged in further research, data collection, and analysis to support the upcoming publications. In conclusion, this deliverable serves as a starting point for the project, providing the first publication. The project team is enthusiastic about further research and looks forward to sharing valuable insights and outcomes through the upcoming publications.

Chapter 5 Dissemination and communication kit

This chapter describes the 6GTandem overall communication kit, which includes the project website as the major communication tool, as well as all communication and dissemination materials used within the project. In general, we grant open access to all communication and dissemination materials. If, in a certain case, other licence requirements must be taken into consideration, this will be marked accordingly.



All the project material will be marked with the following sentence: *'6GTandem 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 101096302. 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.'*

5.1 Project website

For a better visibility of 6GTandem, the project website was launched in the first month of the project. As already recalled, the project website constitutes the main communication tool, and will be used to disseminate most of the project information and dissemination materials. The website has been designed to provide a user-friendly and informative environment. It is based on the WordPress Content Management System, which has been configured as to allow the site to be accessed by the main public.

The 6GTandem project website is available on the following link: <https://horizon-6gtandem.eu>

The design of the website is based on the templates and colours of the 6GTandem logo to establish a strong project identity in all communication activities.

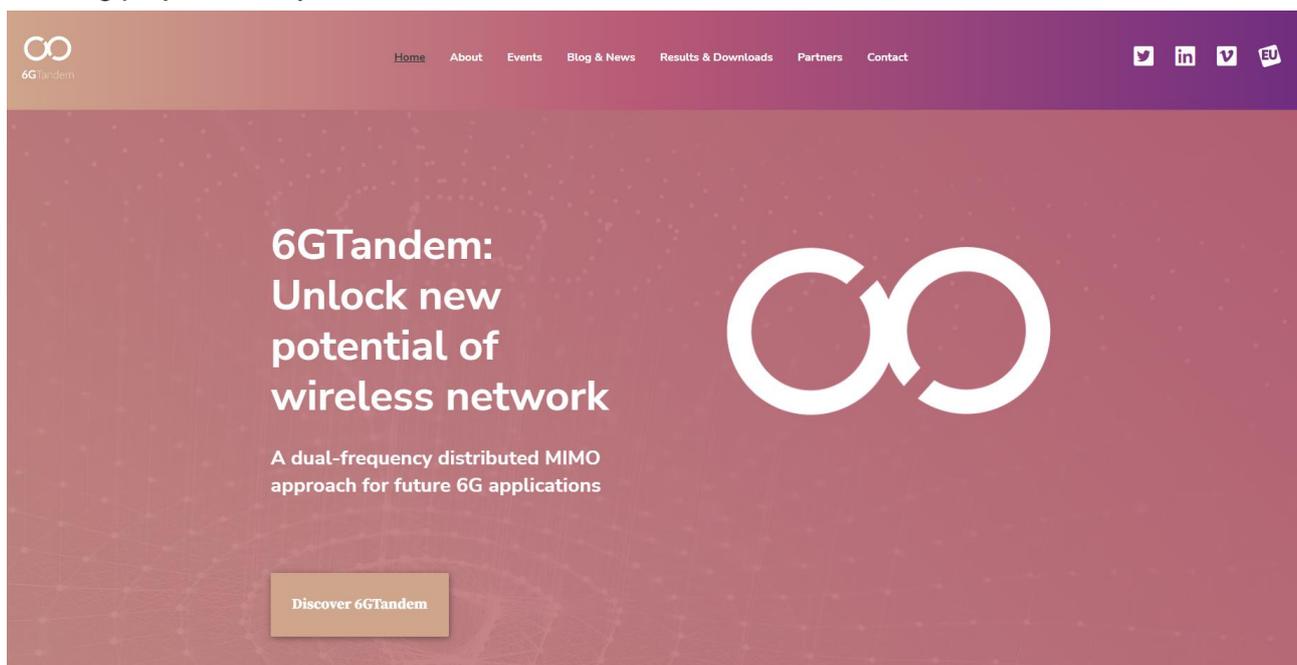


Figure 5: The main page of the 6GTandem project website

- **Home**

In the first category, the visitor receives information about the project consortium and the contact persons. Furthermore, the most recent blog entries and upcoming events related to the project are shown.

- **About**

In this area, visitors can find an overview of the 6GTandem project. This includes the project's vision, mission, and key facts. It also provides an overview of the project's motivation, objectives, and work packages.

- **Events**

This category shows past and upcoming events related to the 6GTandem project where project partners are involved.

- **Blog & News**

The consortium members can post relevant information on this blog, which includes a reflection on past events and activities partners participated, call for papers, interviews with partners on events, as well as discussing recent publications. Currently there are twelve blog entries available.

- **Results & Downloads**

Here, visitors can see and download project publications, papers, presentations, and public technical deliverables. For convenience, the section is structured in scientific publications, public deliverables, and dissemination & communication.

- **Partners**

This page presents an overview of the 6GTandem project partners and their roles in the project.

- **Contact**

Using this page, website visitors can send an email directly to the coordinator of the 6GTandem project, e.g., general feedback or questions regarding the project or website.

Each page of the 6GTandem website includes at the bottom the web site menu, the disclaimer, the legal notice, the privacy policy, and the feedback form. The website can be viewed with a standard desktop web browser as well as on a smartphone and will be kept alive throughout the project period and a few years afterwards.

The website backend is updated by TEC on a regular basis, in particular as soon as major updates are made available by the developers of the WordPress CMS. For collecting statistics, TEC uses AWStats (<https://www.awstats.org/>) a free real-time web log analyzer distributed with GNU GPL. Some of the available metrics are:

- The number of unique visitors;
- The number of total visits;
- Top 10 downloads;
- The geographical distribution of the visitors' locations;
- The ratio between new and returning visitors.

5.2 Announcement Letter

On 23rd January 2023, the official 6GTandem announcement letter was published on the coordinator's website. This letter recalls the aims and objectives of the project and gives an overview

about the participating partners. The announcement letter can be found also on the project website: [6GTandem_Announcement_Letter_ENG.pdf \(horizon-6gtandem.eu\)](https://horizon-6gtandem.eu/6GTandem_Announcement_Letter_ENG.pdf)

5.3 Leaflet

The 6GTandem leaflet was made available to the consortium in M02 (see Figure 6). TEC was responsible for the content and design of it in cooperation with the technical lead EAB and the scientific lead KU Leuven. It is an informative and graphically appealing A5 leaflet, highlighting the 6GTandem vision, main goals, key technological aspects as well as background information. It can be used for distribution at conferences or certain other dissemination events to provide further visibility to the 6GTandem project. An electronic version of the leaflet is available on the project website: [6GTandem_Leaflet-web.pdf \(horizon-6gtandem.eu\)](https://horizon-6gtandem.eu/6GTandem_Leaflet-web.pdf)

In particular, the project leaflet covers the following aspects of the project:

- Project details, such as duration, funding, and Grant Agreement number;
- Project vision, mission, and motivation;
- The consortium members and their country of origin;
- The contact persons for the project.



Figure 6: 6GTandem project leaflet

5.4 Videos

The 6GTandem consortium will publish videos and interviews throughout the project. Video material with durations of up to 2 minutes and animated 2D/3D content will be produced by Technikon and published on Vimeo. There will be at least one promotional video and one video on the impacts. A short introductory video is already available on the project website: <https://horizon-6gtandem.eu>. An explainer video is currently in preparation.



Figure 7: Introduction Video to 6GTandem

Technikon’s media department will produce and record interviews at the project meetings or remotely and host them on the Vimeo platform. They will be then shared via <https://euvation.eu>, Technikon’s platform for research innovation.

The links to the videos and interviews will also be published on the different social media channels. These videos will then also be shared on the website and on the 6GTandem Social Media accounts. There are already 6GTandem interviews with members of the consortium discussing the project’s challenges and opportunities.

- In talk with Liesbet Van der Perre (Scientific Lead, KU Leuven)
<https://horizon-6gtandem.eu/a-warm-welcome-from-our-scientific-lead/>
- In talk with Parisa Aghdam (Technical Lead, EAB)
<https://horizon-6gtandem.eu/a-warm-welcome-from-our-technical-lead/>
- In talk with Erik G. Larsson (Professor, LIU)
<https://horizon-6gtandem.eu/erik-g-larsson-at-the-kick-off-meeting-in-vienna/>
- In talk with Herbert Zirath (Professor, CHA)
<https://horizon-6gtandem.eu/talk-with-herbert-zirath-about-6gtandem>
- In talk with Buon Kiong (Professor, Lund University)
<https://horizon-6gtandem.eu/talk-with-buon-kiong-lau/>

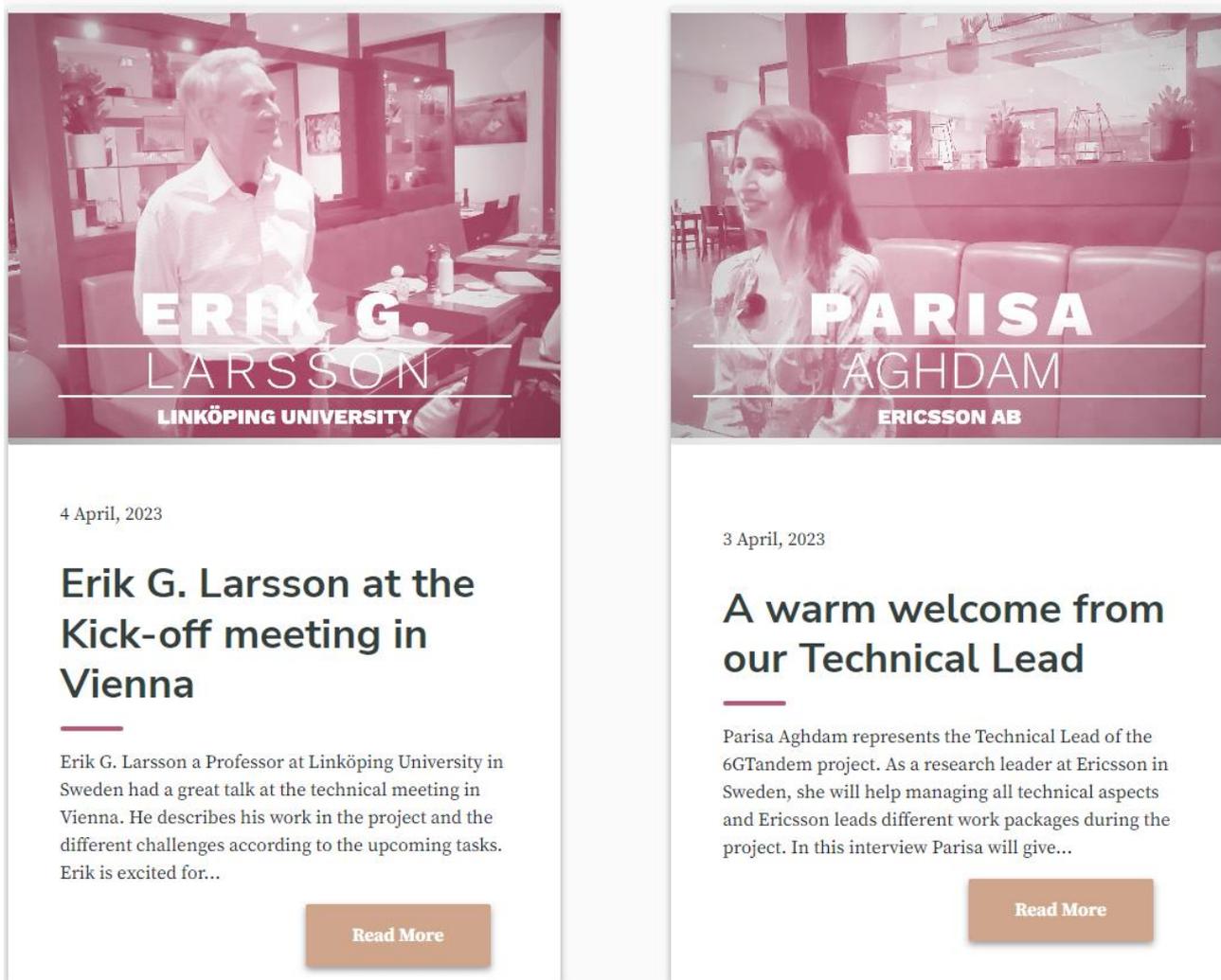


Figure 8: 6GTandem video example

5.5 Social media

The use of social media helps spreading project information to a large audience. Therefore, social media will be actively used during the entire project to disseminate the project's ideas and results. In particular, the project will use Twitter and LinkedIn to this end. There is one post per week on Twitter and LinkedIn. Figure 9 gives an overview of Impressions and Engagement rate.

- Twitter is an online social networking service and micro blogging service that enables its users to send and read text-based messages of up to 140 characters, known as "tweets". The 6GTandem project is available on: [6GTandem-HE \(@6gtandem_he\) / Twitter](https://twitter.com/6gtandem_he)
- LinkedIn is a social networking site for people in professional occupations or simply a social network for business. The 6GTandem project is available on: <https://www.linkedin.com/company/6gtandem-horizon-europe-project-101096302/>
- Direct links to the 6GTandem Twitter Account and the LinkedIn page can be found on the 6GTandem website.

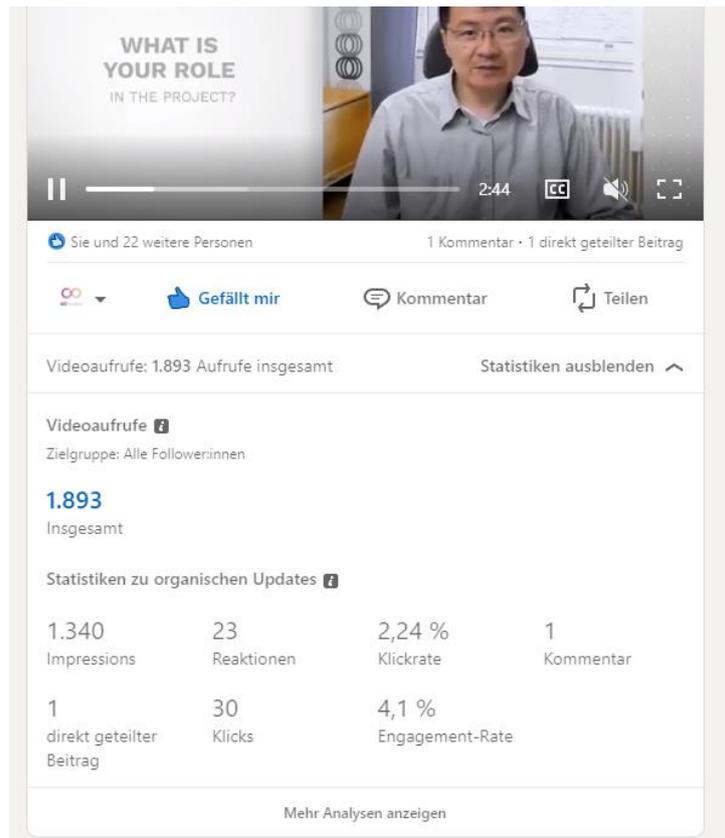


Figure 9:LinkedIn Statistics example

5.6 Newsletter

The 6GTandem Consortium will publish a periodic newsletter twice a year, informing about the main outcome and results of the project. In fact, newsletters are an efficient communication channel to provide news on the project progress, and to discuss ongoing topics relevant to 6GTandem for internal and external project partners, stakeholders, and other interested bodies. In addition, publications and participation in conferences will be promoted in the newsletters. The newsletters can be found in section Blog & News of the 6GTandem website and are posted via the 6GTandem Twitter and LinkedIn accounts to raise further public awareness. The first issue was published in May 2023 and is available here: <https://horizon-6gtandem.eu/6gtandem-1st-newsletter-released/>

5.7 Collaborative tools

A set of collaborative tools are provided by the coordinator to facilitate the cooperation within the project and to assist in the coordination work among consortium partners. These tools are:

- A mailing list system for information exchange
- MS Teams (for shared documents and collaborative editing for technical and smaller deliverables and remote telephone conferences)

Chapter 6 Exploitation plans

The early stage of the 6GTandem project naturally starts with the focus on individual goals and objectives of underlying work packages. Although the most active exploitation phase of the project results is towards the end of the project, we are closely monitoring project outcomes for early exploitation opportunities.

The end of project exploitations will be based on the actual deliverables and addressed objectives of 6GTandem project beyond 2026. Our early exploitation approach is based on scientific research and publications as well as prior experience of the consortium to shorten the feedback loop and get inputs from experts during the course of the 6GTandem project.

6.1 Individual exploitation plans

Research-oriented partners - **ULUND**, **LIU**, **CHA**, and **KU Leuven** - share a primary focus and interest in leveraging the outcomes of the 6G Tandem project. Their common objective is to disseminate the results through various avenues. This includes publishing scientific findings in high-impact journals and presenting them at renowned conferences. Additionally, the universities intend to integrate the research outcomes into their educational programs, benefiting master's and PhD students. They also emphasize the importance of technology transfer and cooperation with industry partners, aiming to establish bilateral agreements and facilitate knowledge exchange. Moreover, the universities seek to expand their partnerships, collaborating with both smaller and larger companies in the telecommunications industry. By exploiting the project's results, **ULUND**, **LIU**, **CHA**, and **KU Leuven** aim to advance scientific knowledge, enhance educational material, and contribute to the growth of the telecommunications industry.

Industry partners - **EAB**, **IFAT**, **H+S**, and **IFAG** - share a common focus in leveraging the outcomes of the 6G Tandem project to drive advancements in their respective fields. **EAB** aims to influence the supply chain and develop cutting-edge products aligned with 6G communication systems, creating a competitive advantage, and expanding their intellectual property portfolio. **IFAT** seeks to strengthen their position in embedded chip packaging, RF hardware design, and energy-efficient solutions for sub-THz frequencies, aiming for new patents and market opportunities. **H+S** aims to provide innovative antenna and RF-cable solutions, exploring the integration of advanced mmWave MMICs with automated waveguide manufacturing lines for new applications. **IFAG** strives to broaden the applications of their high-performance SiGe BICMOS technology, targeting new markets and expediting commercialization. Together, these industry partners drive technological advancements and open doors for market growth in the context of 6G systems development. 6GTandem will enhance **TEC**'s research in information, coding theory, and spatial security. It will benefit the industrial services in requirements and security engineering, exploring infrastructure, communication, and energy efficiency. **TEC** aims to gain reputation and boost future acquisitions.

The 6GTandem project contributes to the creation of a new way of working and collaborating on dual-frequency distributed MIMO networks. It's an innovative way where education and research can be applied on real industry challenges without asking for permission. Industry in rewards is gaining independent expertise from subject matter experts without a need to hire such experts.

Chapter 7 Summary and Conclusion

The project dissemination activities and plans are at an excellent level in relation to the project maturity. The technologies are in place and communication channels has been established. As the project progresses and individual research related work packages generate deliverables, there will more specific content for the target audience.

One area discussed in the report is the dissemination and communication plan. Extensive discussions were held at the partner level to develop a well-defined plan that ensures the wide distribution of project findings. The report also provides a detailed examination of the current status of dissemination and communication tools utilized within the project. This includes an analysis of websites, social media channels, newsletters, and conferences used to disseminate information. Lastly, the report presents an overview of the project's exploitation plans. It outlines strategies for leveraging project outcomes and intellectual property to maximize their commercial potential.

Since the 6GTandem project covers a very wide area, we expect that communication and dissemination of individual work packages must be tailored for the target audience, mostly by selection of conferences and scientific journals. For early project phases, until M18 at least, the dissemination focus will be on general project awareness and target audience building via continued research and scientific papers publication, and presence at conferences and specialized workshops, emphasized by social media and online presence.

Chapter 8 List of Abbreviations

Abbreviation	Translation
AB	Advisory Board
BICOMS	Bipolar Complementary Metal-Oxide Semiconductor
CHA	Chalmers university
DoA	Description of Action
EAB	Ericsson AB
H&S	Huber & Suhner
IFAG	Infineon Germany
IFAT	Infineon Austria
KPI	Key Performance Indicators
KUL	KU Leuven
LIU	Linköping university
MMICs	Monolithic microwave integrated circuits
mmWave	Millimetre Wave
PR	Periodic Report
SNS JU	Smart Networks and Services Joint Undertaking
TEC	Technikon
TG	Target Group
ULUND	Lund university