



5G LOGINNOV

Deliverable 5.2 Dissemination Plan

www.5g-loginnov.eu



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TABLE OF CONTENTS

Quality Control	2
Legal Disclaimer	2
EXECUTIVE SUMMARY	8
1 INTRODUCTION.....	8
1.1 Project introduction	8
1.2 Purpose of the deliverable	9
1.3 Status of the deliverable	9
1.4 Intended audience	9
1.5 Deliverable Structure and relation with other work packages/deliverables	9
2 DISSEMINATION STRATEGY	10
2.1 Objectives	10
2.2 Target groups.....	10
2.3 Dissemination channels and promotion	11
2.3.1 Scientific and Technical papers	11
2.3.2 Project Events	13
2.3.3 External events	14
2.3.4 Clustering and Networking.....	17
2.3.5 Promotion.....	19
2.3.6 Open calls and hackatons.....	19
2.4 Key Performance Indicators.....	21
3 MONITORING AND REPORTING	22
4 MANAGEMENT	23
5 CONCLUSION	23
ANNEX 1: PARTICIPATION IN EVENTS.....	25



LIST OF FIGURES

Figure 1: 5G-LOGINNOV main dissemination tools.....	21
Figure 2 : 5G-LOGINNOV booth at Virtual ITS European Congress	25
Figure 3: Project Coordinator Speaker badge.....	25

LIST OF TABLES

Table 1: List of abbreviations and acronyms.....	7
Table 2: 5G-LOGINNOV Target Groups	11
Table 3: Scientific peer-reviewed Journals.....	13
Table 4: Events and Conferences	16
Table 5: Networking bodies	17
Table 6: 5G-LOGINNOV Research, development and innovation projects	18
Table 7: Matrix Target / Tools	20
Table 8: Dissemination KPI	22



List of abbreviations and acronyms

Abbreviation	Meaning
3G	Third Generation Wireless System
3G PP	3G Infrastructure Partnership Project
5G	Fifth Generation Wireless System
5G AA	5G Automotive Association
5G MOBIX	5G for cooperative & connected automated MOBility on X-border corridors
5G-PPP	5G Infrastructure Public Private Partnership
AIRO	Italian Association of Operations Research
ALICE	Alliance for Logistics Innovation through Collaboration in Europe
AOELIX	Architecture for EurOpean Logistics Information eXchange
API	Application Programming Interface
ARCADE	Aligning Research & Innovation for Connected and Automated Driving in Europe
AUTOPILOT	AUTOMated driving Progressed by Internet Of Things
CA	Consortium Agreement
CAD	Connected and Automated Driving
CAM	Connected and Automated Mobility
CCAM	Cooperative, Connected and Automated Mobility
CENELEC	European Committee for Electrotechnical Standardization
CIRCLE	Circle SpA
CLUSTERS 2.0	Open network of hyper connected logistics clusters towards Physical Internet
CONCORDA	Connected Corridor for Driving Automation
COREALIS	Capacity with a pOsitive enviRonmEntal and societAL footprint: portS in the future era
CSCMP	Council of Supply Chain Management Professionals
D	Deliverable
DG	Directorate General
DTLF	Digital Transport and Logistic Forum
EC	European Commission
EMTEL	Special Committee on Emergency Telecommunications
EMEA	Europe, Middle East and Africa

ERTICO	European Road Transport Telematics Implementation Co-ordination Organisation.
ESPO	European Sea Ports Organisation
ETPs	European Technology Platforms
ETSI	European Telecommunications Standards Institute
EU	European Union
EuCNC	European Conference on Networks and Communications
FENIX	Future business models for the Efficient recovery of Natural and Industrial secondary resources in eXtended supply chains contexts
GA	Grant Agreement
ICT	Information and Communications Technology
ICT4CART	ICT infrastructure to enable the transition towards road transport automation
ICCS	INSTITUTE OF COMMUNICATION AND COMPUTER SYSTEMS
ICOOR	CONSORZIO INTERUNIVERSITARIO PER L'OTTIMIZZAZIONE E LA RICERCA OPERATIVA
IEEE	Institute of Electrical and Electronics Engineers
IET	Institution of Engineering and Technology
ININ	INTERNET INSTITUTE, COMMUNICATIONS SOLUTIONS AND CONSULTING LTD
IoT	Internet of Things
IT	Information Technology
ITS	Intelligent Transport Systems
ITU	International Telecommunication Union
LL	Living Labs
LK	LUKA KOPER, PORT AND LOGISTIC SYSTEM, D.D.
MS	Milestone
NEMO	Near-zero-waste recycling of low-grade sulphidic mining waste for critical-metal, mineral and construction raw-material production in a circular economy
PR	Public Relations
RDI	Research, development and innovation
R&I	Research and Innovation
SELIS	Towards a Shared European Logistics Intelligent Information Space

SIL	Salón Internacional de la logística
SITL	Semaine de l'Innovation du Transport & de la Logistique
SME	Small and Medium Enterprises
TSYS	T-SYSTEMS INTERNATIONAL GMBH
TSLO	TELEKOM SLOVENIJE DD
VICOM	FUNDACIÓN CENTRO DE TECNOLOGÍAS DE INTERACCIÓN VISUAL Y COMUNICACIONES Vicomtech
WP	Work Package

Table 1: List of abbreviations and acronyms



EXECUTIVE SUMMARY

Deliverable 5.2 will set out the overall dissemination strategy, plan and channels to reach the defined target throughout the life cycle of the project. The document will provide guidelines and tools for promoting and diffusing project actions and results, together with the approach for the consistent management of the Dissemination strategy and all the other actions involved in the WP5 dedicated to Communication, Exploitation, Standardisation and Spectrum and Clustering and Networking.

Deliverable 5.2 will set out the following:

- Introduction – outlines the concept and approach of 5G-LOGINNOV, the purpose of the deliverable and the intended audience, the links of the Dissemination plan with other Work Packages and Deliverables
- Dissemination Strategy – outlines the dissemination general aims and the target groups addressed by the action, adding the description of the channels and promotion tools included in the plan with the relative KPI for the evaluation
- Management – outlines the approach for the scheduling and updating of the Dissemination Plan, together with the approach to guarantee the consistency with the Communication, Exploitation, Standardisation and Spectrum and Clustering and Networking plans
- Conclusion

1. INTRODUCTION

1.1 Project introduction

5G-LOGINNOV main aim is to design and innovative framework addressing integration and validation of CAD/CAM technologies related to the industry 4.0 and ports domains by creating new opportunities for LOGistics value chain INNOVation. 5G-LOGINNOV will focus on seven 5G-PPP Thematics and support to the emergence of a European offer for new 5G core technologies in 11 families of Use cases.

5G-LOGINNOV is supported by 5G technological blocks, including new generation of 5G terminals notably for future Connected and Automated Mobility, new types of Internet of Things 5G devices, data analytics, next generation traffic management and emerging 5G networks, for city ports to handle upcoming and future capacity, traffic, efficiency and environmental challenges. 5G-LOGINNOV will deploy and trail 11 families of Use cases beyond TRL7 including a GREEN TRUCK INITIATIVE using CAD/CAM & automatic trucks platooning based on 5G technological blocks. Thanks to the new advanced capabilities of 5G relating to wireless connectivity and Core Network agility, 5G-LOGINNOV ports will not only significantly optimize their operations but also minimize their environmental footprint to the city and the disturbance to the local population.

5G-LOGINNOV will be a catalyst for market opportunities build on 5G Core Technologies in the Logistics domains, thus being a pillar of economic development and business innovation and promoting local innovative high-tech SME and Start-Ups. 5G-LOGINNOV will open SMEs' and Start-Ups' door to these new markets using its three Living Labs as facilitators and ambassadors for innovation on ports. 5G-LOGINNOV promising innovations are key for the major deep sea European ports in view of the mega-vessel era (Hamburg, Athens), and are also relevant for medium sized ports with limited investment funds (Koper) for 5G.

1.2 Purpose of the deliverable

Deliverable 5.2 – Dissemination Plan – outlines the strategy and channels that will ensure the systematic dissemination of the project results and actions to the expert communities and to the relevant stakeholders throughout the lifetime of the project with the execution of Task 5.2 (Dissemination Events and Plan).

1.3 Status of the deliverable

The information used in the deliverable are based on the consortium and project plan situation.

1.4 Intended audience

The dissemination level of D5.2 is 'public' (PU) and available to members of the consortium, the Commission Services and those external to the project.

Specifically it aims at being an internal guideline for the project beneficiaries giving them an overview of the overall approach to the content dissemination actions and channels and it addresses also the external target in order to engage it in the dissemination of the project results.

1.5 Deliverable Structure and relation with other work packages/deliverables

The deliverable gives evidence of:

- Project dissemination purposes
- Target audiences
- Dissemination channels
- KPI for the evaluation
- Management approach

Deliverable 5.2 is related to all project Work Packages, the task 5.2 covers the whole project duration. Specifically, the Dissemination Plan has a strong links with the Work Packages below:

- WP 2 - Living Labs development and deployment
- WP 3 - Living Labs trials and evaluation
- WP 4 - Marketplace and new actors

Furthermore, the Plan is strongly linked with the following tasks and related deliverables within Work Package 5:

- Task 5.1 related to the Communication plan definition, setting some of the tools useful for the target engagement
- Task 5.3 dedicated to Exploitation: the Dissemination Plan is elaborated including the actions that can be useful for Task 5.3 in order to have the first step for the PEDR (plans for the exploitation and dissemination of results) that will be built by the integration of the Dissemination Plan with the Exploitation Plan (due at Month 18)
- Task 5.4 dedicated to Standardisation and Spectrum including the specific targets of this task in the Dissemination Actions
- Task 5.5 dedicated to Clustering and Networking including the specific targets of this task in the Dissemination Actions

2. DISSEMINATION STRATEGY

2.1 Objectives

The objective of T5.2 is to ensure that the project results are systematically disseminated to the expert communities and to the relevant stakeholders throughout the lifetime of the project.

5G-LOGINNOV's dissemination will focus on raising awareness of the project, ensuring Europe-wide and global availability of exploitable results, establishing links with relevant industry actors and standardisation bodies and guaranteeing a good scientific reputation for the project.

The dissemination strategy will be aligned with the overall communication strategy described in the D5.1 Communication Plan. Innovative communication channels, networks and clustering activities will be used to disseminate as widely as possible.

2.2 Target groups

The project's dissemination will target those for whom the project results have potential implications and benefits, including but not limited to:

Target Groups	Description
Port Operators	
Port Authorities	
Other Authorities	Including but not limited to city authorities, customs, coastal management organisations
Industry	Including but not limited to shippers, logistics companies, IT solution service providers; freight forwarders; local businesses in the region, start-ups and new industry players; traffic management service/solution providers
Policy makers	EU R&I officials, DG CONNECT, EU Regional Policy, EU mobility and transport, Members of the European Parliament, National Ministries of Transport, EU Commission CCAM
Standard setting bodies	ETSI, EMTel, CENELEC, 3G PP, 5G PPP
Networking bodies	Including organisations, associations, technical communities and fora (European Technology Platform, Alliance for Logistics Innovation through Collaboration in Europe, Digital Transport and Logistics Forum, Council of Supply Chain Management Professionals, 5G-Techritory, Docks the Future Network of Excellence)
Scientific and research community	Including research centres and universities
Research, Development and Innovation projects	Including but not limited to AEOLIX, CONCORDA, ICT4CART, ARCADE, FENIX,

Table 1: 5G LOGINNOV Target Groups

5G-LOGINNOV's target groups for Dissemination Plan and Communication plan are structured in order to have a common base for messages and actions to be conveyed. The target group "General Public" (including but not limited to anyone interested in innovation, transport and mobile technologies and consumers in the regions) is mainly addressed by Communication plan with the related tools (website, social media, project factsheet, brochure, video, roll-up poster and non-scientific articles), described in the Deliverable 5.1. The Dissemination is indeed structured as a set of tools more related to the industry and policy impact of the project action, focused on the message to be conveyed to a "professional" target.

2.3 Dissemination channels and promotion

The following dissemination channels will be developed with regular input from consortium members and ensuring a consistency with Communication, Exploitation, Standardisation and Spectrum and Clustering and Networking specific strategies.

2.3.1 Scientific and Technical papers

5G-LOGINNOV will publish scientific and technical papers in peer-reviewed logistics journals and conference proceedings presenting the project's research and the achievements. Scientific presentations and papers will offer an opportunity to get feedback from the scientific and technical community. The scientific publications will be available in the open access mode, sustaining the green model, whereby peer reviewed scientific articles resulting from the project will be shared on the "Library" section of the project website in open-access mode.

Project beneficiaries will aim to ensure green open access (in some cases also 'gold'), when possible and not restricted by external rules, to all peer-reviewed publications relating to the project results. Author copyright agreements will determine whether scientific publications resulting from the project will adopt the gold or the green model. However, where copyright agreements are not violated (e.g., in the case of peer reviewed journals and international conference proceedings), the consortium will favour whichever model guarantees wider dissemination of the project results.

The scientific and technical publications will be compliant with the procedures regulated by Article 29.1 (*Obligation to disseminate results*), 29.2 (*Open access to scientific publications*) and Article 29.3 (*Open access to research data*) of the Grant Agreement and paragraph 8.4.2 (*Dissemination of own Results*) of the Consortium Agreement.

Here below a first set of possible scientific peer-reviewed journals to be approached for the project dissemination. A specific "living file" for planning is set in the Project Sharepoint repository - under Documents>Activities>WP5>T5.2 Dissemination Plan and Events - to have a common updated map of the opportunities to be approached and scheduled during the periodic meetings of the Communication and Dissemination Working Group (see paragraphs 3 and 4).

For the paper presentation at conferences the detail of the events to be approached is included in the list of Events at paragraph 2.3.3

News title	Web site
Wireless Communication and Mobile Computing	https://www.hindawi.com/journals/wcmc/
IEEE Communications Magazine	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=35
IEEE Transactions on Vehicular Technology	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=25
IEEE Vehicular Technology Magazine	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=10209
IEEE Transactions on Intelligent Transportation Systems journal	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=6979
Information Processing & Management	https://www.journals.elsevier.com/information-processing-and-management
IEEE Transactions on Networks and Service Management	https://ieeexplore.ieee.org/xpl/mostRecentIssue.jsp?punumber=4275028
EURO Journal on Transportation and Logistics	https://www.springer.com/journal/13676
Transportation Science	https://pubsonline.informs.org/journal/trsc
International Journal of Intelligent Transportation Systems Research	https://www.springer.com/engineering/electronics/journal/13177
Research in Transportation Economics	https://www.journals.elsevier.com/research-in-transportation-economics
Intelligent Transport Systems Journal	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=4149681
Journal of Intelligent Transportation Systems: Technology, Planning, and Operations	https://www.tandfonline.com/loi/gits20
International Journal of Vehicular Technology	https://www.hindawi.com/journals/ijvt/
Journal of Advanced Transportation	https://www.hindawi.com/journals/jat/
Transportation Research Part C (Elsevier)	https://www.journals.elsevier.com/transportation-research-part-c-emerging-technologies
Vehicular Communications (Elsevier)	https://www.journals.elsevier.com/vehicular-communication
IEEE Transaction on Mobile Computing	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=7755
IEEE Transactions on Wireless Communications	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=7693
IET Communications	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=4105970
IEEE Transactions on Industrial Informatics	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=9424
Elsevier Journal of Network and Computer Applications	https://www.journals.elsevier.com/journal-of-network-and-computer-applications
IEEE Transactions on Big Data	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=6687317

International Journal of Logistics Research and Applications	https://www.tandfonline.com/toc/cjol20/current
Logistics	https://www.mdpi.com/journal/logistics
Journal of Logistics Management	http://www.sapub.org/journal/aimsandscope.aspx?journalid=1089
LOGISTICS RESEARCH Journal	https://www.bvl.de/en/lore
International Journal of Shipping and Transport Logistics	https://www.inderscience.com/jhome.php?jcode=ijstl

Table 3: Scientific peer-reviewed journals

Circle, as Task 5.2 Leader, will coordinate the setting of a publications/paper presentations scheduling (including the definition of authors and co-authors) and the related updatings and will monitor the activities development through the “living file”.

The partners defined as Authors for publications/presentations will be in charge of all the process from the contact with the news title/conference, to the production of the article/presentation delivery, to the submission and all the related issues including the compliancy with terms and timing defined in the GA and CA. The presentations in conferences may be delivered by the partner defined as “Author” or, in alternative, by the Coordinator.

The authors of the scientific publications/paper presentations will inform the Task leader about the progress and the final availability of the publication in order to have the dissemination through the project web site.

The authors will be in charge of the production of all the information useful for the reporting.

2.3.2 Project Events

During the whole duration of the project demonstration events, press conferences and project events are planned in order to disseminate the results mainly to industry stakeholders and policy makers, at local, national and European level.

- All three Living Labs (Athens, Hamburg, Koper) will organise at least one local stakeholders workshop and demo each to engage local and national stakeholders and present them with the operation and status of the developed systems, to collect their feedbacks and secure possible future cooperation and business. These local stakeholders workshops may be one day technical workshops, organised in relation to WP2 and WP3 progresses and results: the focus is on operation and status of the developed systems, so they are supposed to be planned after WP2 completion (M22). The logistics of the workshops will be organised at a Living Lab level (with the support of partners in charge of Communication (ERTICO) and Dissemination (CIRCLE)). The design of the workshops’ contents will be managed by Living Labs with the support of WP4 concerning the contents that can be useful for “Marketplace and new actors”. The invitations sending will be in charge of all the partners (mainly focused at the Living Lab level). The partners involved will be in charge of the production of the information useful for the reporting, according to their specific role.
- The project will organise a workshop as part of T5.2 in conjunction with a major ITS event (e.g. ITS World Congress – 11-15 October 2021) to engage a wider audience and ensure a higher visibility.

The coordination will be in charge of CIRCLE, the logistics of the event will be designed by CIRCLE and ERTICO and managed by ERTICO, the contents will be designed by the technical leaders of the project. The invitations sending will involve all the project consortium.

- Towards the end of the project (in the period from March 2023 to June 2023) a final event will be hosted by one of the three Living Labs to present project results through live demonstrations, presentations and panels. The final event will focus on the impact and the way forward for the exploitation and sustainability of the project's work.

It may be a one day event that will address the targets involved at different levels during the project: Port Operators, Port Authorities and Other Authorities, Industry stakeholders, Policy makers, Networking bodies, Standard setting bodies, Research, Development and Innovation Projects, Scientific and Research Community.

The logistics of the event will be organised at the hosting Living Lab level (with the support of partners in charge of Communication (ERTICO) and Dissemination (CIRCLE)). The design of the event contents will be managed by the Technical partners of the project. The invitations will involve all the project consortium.

2.3.3 External events

The project will be presented by means of technical papers and presentations, workshops or webinars, demonstrations and booths at relevant ICT, ITS, policy-related and transport and logistics conferences, events and meetings throughout the project's lifetime.

Here below a table describing a first set of possible industry events and conferences for year 1 and 2 to which the project may take part. The list is put inside a "living file" in the Sharepoint Project repository under Documents>Activities>WP5>T5.2 Dissemination Plan and Events as mean of progressive scheduling and reporting.

Event	Place and time	Web site
Virtual ITS European Congress	Digital, 9-10 November	https://virtualitscongress.com/
3rd Annual Baltic Sea Region 5G ecosystem forum	Digital, 11-12 November 2020	https://www.5gtechritory.com/
6th ITS Hellas Virtual Conference	Digital, 14-15 December 2020	https://www.its-hellas.gr/en/6%ce%b7-%ce%b4%ce%b9%ce%b7%ce%bc%ce%b5%cf%81%ce%af%ce%b4%ce%b1-its-hellas/
2nd Sustainable Shipping Technologies Forum	Hamburg, 1-2 February 2021	https://www.lec.at/network/sustainable-shipping-technologies-forum/?lang=en
2021 Port of the Future Conference	Houston, 16-19 March 2021	https://www.portofthefutureconference.com/home
IEEE Wireless Communications and Networking Conference	29 March - 1 April 2021	https://wcnc2021.ieee-wcnc.org/
5th International Conference on ICT for Intelligent Systems	Ahmedabad, 23-24 April 2021	https://ictis.in/ictis.php
Vehicular Technology Conference: VTC2021	Helsinki, 25-28 April 2021	https://events.vtsociety.org/vtc2021-spring/
SITL Europe	Paris, 13 -15 April	https://www.sitl.eu/
Hannover Messe 2021	Hannover, 12 - 16 April	https://5g-ppp.eu/event/hannover-messe/

Transport & Logistic trade fair	Munich, 4-7 May	https://www.transportlogistic.de/en/
ESPO CONFERENCE	Oslo, 27 - 28 may 2021	https://www.espo.be/events
SIL BARCELONA Expo & Congress	Barcelona, 1-3 June 2021	https://www.silbcn.com/en/index.html
EuCNC	Porto, 8 - 11 June	https://www.eucnc.eu/
IEEE International Conference on Communications	Montreal, 14-18 June 2021	https://icc2021.ieee-icc.org/
Autonomous Ship Technology Symposium	Amsterdam, 23-24 June 2021	https://www.autonomousshipsymposium.com/en/
TOC Europe	Rotterdam, 8 - 10 June	https://www.tocevents-europe.com/en/Home.html
World Port Conference	23-25 June 2021	https://www.worldportsconference.com/
Mobile World Congress	Barcelona, 28 June - 1 July	https://www.mwcbarcelona.com/
Euro Athens 2021	Athens, 11-14 July	https://euro2021athens.com/
International Conference on Marine Technology and Science (ICMITS 2021)	Rome, 22-23 July 2021	https://waset.org/marine-technology-and-science-conference-in-july-2021-in-rome
EMEA Supply Chain & Logistics Summit & Expo	to be defined	https://www.sclsummit.com/
ICT 2021	to be defined	https://ec.europa.eu/digital-single-market/en/news/ict-2020-leading-digital-age-event-cancelled
ALICE Physical Internet Conference (IPIC 2021)	to be defined	https://www.pi.events/
Mediterranean Ports and Shipping	Slovenia, 24-26 May 2022	
Posidonia 2022	Athens, 6-10 June 2022	https://posidonia-events.com/pages/why-exhibit/
ISWCS (International Symposium on Wireless Communication)	Berlin, 6 -9 September 2021	https://iswcs2020.org/
IEEE Conference on Intelligent Transportation Systems (ITSC 2021)	Indianapolis, 19-22 September 2021	http://2021.ieee-itsc.org/
ITS World Congress	Hamburg, 11- 15 October	https://www.hamburg.com/business/its/11747546/world-congress-2021/
CSCMP's Annual Global Conference	to be defined	https://na.eventscloud.com/website/14708/home/
ITU Virtual and Digital World	to be defined	https://www.itu.int/en/pages/default.aspx
Docks the Future - Network of Excellence	to be defined	https://www.docksthefuture.eu/h2020-network/
Connecting EU Insights	to be defined	https://www.connectingeuinsights.net/
Collaborative Innovation Days - in cooperation with ALICE	to be defined	https://www.etp-logistics.eu/
European Freight and Logistics Leaders Forum	to be defined	https://www.europeanfreightleaders.eu/
Forum on Integrated and Sustainable Transportation Systems	to be defined	https://forum-ists2020.org/
AIRO Conference "Optimisation	(normally in	http://www.airoconference.it/

Table 4: Events and Conferences

The project has been already presented at the events highlighted in green in the table (for more details see Annex 1).

As general approach CIRCLE, as Dissemination leader, in collaboration with ERTICO as Communication leader, will coordinate the event scheduling and the regular updating. The event scheduling will include the definition of the partner in charge of the presence at the event; the provision of the promotional materials is up to CIRCLE and ERTICO. The invitations will be mainly in charge of the partner directly involved in the presence and of the Communication and Dissemination leaders.

Concerning events, a specific focus is for the participation to joint activities with 5G-PPP Network, which has a central role for the Standardisation and Spectrum task 5.4 and for the Clustering and Networking task 5.5. A mapping of the 5GPPP Working Groups has been carried out in order to highlight the links of the project to each Working Group for the dissemination actions: TSYS (leader of Standardisation and Spectrum task 5.4) is the main contact point and the project is going to go through its contacts and channels to disseminate in 5GPPP Network.

The participation to some 5G and Next Generation communications technologies events will be planned together with 5GPPP, as for EuCNC, mainly with a joint presence at the booth or doing joint presentations.

Furthermore, some target groups, mainly belonging to the Networking Bodies addressed by task 5.5 Clustering and Networking, are identified and included in the Dissemination Plan in order to have a consistent approach for all actions.

A first list of potential target networking bodies was carried out, together with a first draft map of the project consortium members presence in each, in order to ease the delivery of the right communication and dissemination approach: indeed communication and dissemination materials will be sent to the consortium contact point in each networking body, the contact point will be in charge of the related spreading and reporting of the results.

Associations/Bodies	Partners involved	Person in charge	Email address
DTLF	ERTICO	Eusebiu Catana	e.catana@mail.ertico.com
	ICCS	Angelos Amditis	a.amditis@iccs.gr
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ALICE	ERTICO	Eusebiu Catana	e.catana@mail.ertico.com
	ICOOR	Mauro Dell'Amico	mauro.dellamico@icoor.it
		Michela Apruzzese	michela.apruzzese@icoor.it
	ICCS	Angelos Amditis	a.amditis@iccs.gr
		John Kanellopoulos	giannis.kanellopoulos@iccs.gr
Log@Sea (CIRCLE enterprise network)	Alexio Picco	picco@circletouch.eu	

European Commission CCAM	ERTICO	Eusebiu Catana	e.catana@mail.ertico.com
3GPP	T-Mobile Austria	Mr. Karl-Heinz Reckmann	k.reckmann@telekom.de
5G-AA	T-Systems	Johannes Springer	Johannes.Springer@t-system.com
ITU	Deutsche Telekom AG	Mr. Karl-Heinz Reckmann	k.reckmann@telekom.de
ETSI	ERTICO	Peter Schmitting	p.schmitting@mail.ertico.com
	ICCS	Konstantinos Katsaros	konstantinos.katsaros@iccs.gr
5G-Techritory	ICCS	Angelos Amditis	a.amditis@iccs.gr
		John Kanellopoulos	giannis.kanellopoulos@iccs.gr
ESPO	CIRCLE	Alexio Picco	picco@circletouch.eu
Docks the Future Network of Excellence	CIRCLE	Valeria Burlando	burlando@circletouch.eu

Table 5: Networking bodies

Finally, in relation to Networking and Clustering events the project will look at organising an event with the ALICE platform (in the framework of the Collaborative Innovation Days), focused on 5G-based innovative services in logistics (specifically dedicated to SMEs and Start-ups). This co-joint event should be the main physical event of WP4 in which Living Labs coordinators, established actors and stakeholders and innovative startups can meet and discuss about new businesses and services with potential positive impact on the logistics sector. Indeed, the aim is to create and foster the collaboration between established and new actors in the logistics chain, in order to facilitate the discussion and the collaborative development of innovative products and services.

This joint initiative with ALICE (that should be ideally organised from M20 (April 2022) to M22 (June 2022)) should have 2 main focuses :

- A Focus on T4.1 (marketable products), T3.6 (evaluation on transferibility) and T5.3 (exploitation) topics
- A Focus on T4.3 topics (business models validation with stakeholders)

More specifically the content addressed should be the results of the state-of-the-art analysis, to assess the current market scenario in the logistics sector and the results of the stakeholder assessment (T4.1), with focus on:

- Stakeholders involved in the project
- Survey's results, highlighting the current level of adoption of the technologies by the different stakeholders, and how these technologies are actually affecting their internal processes
- Engagement of new actors (startups) to develop innovative products, services, and business models with positive impact on the future logistics processes
- Presentation of new, collaborative business models and services (T4.3), with the aim to gather feedback from industrial and logistics stakeholders and from Living Labs leaders

2.3.4 Clustering and Networking

In addition to the actions mentioned above, some specific initiatives will be adopted to engage and disseminate to the targets specifically linked to Clustering and Networking actions (task 5.5).

- Collaboration with "sister projects"

A set of “sister projects” – funded in the same call or treating the same 5G-LOGINNOV’s topics – was carried out in order to define which projects can be approached and map the contact points available among the project consortium.

Project	Link
DRAGON - D-band radio 5G network technology	https://cordis.europa.eu/project/id/955699
COREnect- European Core Technologies for future connectivity systems and components	https://cordis.europa.eu/project/id/956830
FUDGE-5G - FULLy DisinteGrated private nEtworks for 5G verticals	https://cordis.europa.eu/project/id/957242
Affordable5G - High-tech and affordable 5G network roll-out to every corner	https://cordis.europa.eu/project/id/957317
Int5Gent - Integrating 5G enabling technologies in a holistic service to physical layer 5G system platform	https://cordis.europa.eu/project/id/957403
5GMETA - Monetizing car & mobility data for new Entrants, Technologies and Actors	https://cordis.europa.eu/project/id/957360
ICT4CART	https://www.ict4cart.eu/
ARCADE	https://connectedautomateddriving.eu/
FENIX	https://fenix-network.eu/
5G MOBIX	https://www.5g-mobix.com/
COREALIS	https://www.corealis.eu/
SHOW (SHared automation Operating models for Worldwide adoption)	www.show-project.eu
SolutionsPlus	www.solutionsplus.eu
SYNCHROLOG	www.synchrolog.net

Table 6: 5G-LOGINNOV Research, development and innovation projects

The actions to approach those set of projects may be:

- Contact with the projects’ coordinators (by the contact inside the 5G-LOGINNOV consortium and the Dissemination leader)
- Publication of a web page on 5G-LOGINNOV web site to highlight the collaboration and suggestion of the same presence on “sister projects” web sites (ERTICO and CIRCLE)
- Organisation of periodical conference calls for the sharing of dissemination and exploitation plans and the production of the joint contributions required by Grant Agreement (ERTICO and CIRCLE for communication and dissemination + relevant consortium technical members)
- Realisation of actions on social media dedicated to cross-visibility (i.e. posts to make publicity of the joint actions and results) (ERTICO)
- Organisation and participation in joint webinars and workshops (ERTICO and CIRCLE for the organisation, relevant consortium technical members for contents)
- At least one joint position paper containing business-driven feedback and recommendations for 5G-PPP initiative and EU bodies will be produced by T5.5 as part of networking and clustering activities with sister ICT-42 call projects (Standardisation and Spectrum Leader TSYS)

- Webinars addressing different topics and categories of stakeholders will be organised every year to provide a comprehensive view on particular results of the project. The main targets to be addressed are:

- Industry stakeholders and associations – technical view
- Policy makers, Standardisation bodies, Institutions – policy view
- Start ups – market opportunities

The webinars may be organised using Connecting EU (CIRCLE) platform (i.e in the 2021 edition of Connecting EU Insights) and ERTICO platform, or joining wider industry events with a session dedicated to the project.

The content design and presentations are in charge of the technical consortium members, the promotion is coordinated by the Communication and Dissemination leaders with the support of all the partners.

2.3.5 Promotion

Dedicated content will be spread through the www.onthemosway.eu portal: “On the MoS Way” is the digital multichannel platform dedicated to the door-to-door maritime and logistic chain. The platform is set up to facilitate the exchange of information, knowledge and experiences in the field of freight, logistics and maritime co-modal transport.

Through the OnTheMosway platform, the consortium has the capability to interact and communicate project information with a large platform of stakeholders. This platform has more than 4,000 stakeholders already available, with 27,000 sessions in the first 9 month of 2020 and 37,478 page views (Source: Google Analytics).

The project web site is mainly a Dissemination tool focusing on the project presentation to the different target groups and on the information about 5G-LOGINNOV results. On the other hand, onthemosway.eu will be used as the specific promotion tool for the project: all the contents published on the web site will be highlighted with a news in the web portal, included in the On the MoS Way Newsletter sent to the stakeholder platform and spread through social media (Facebook, Twitter and LinkedIn) exploiting the cross links with the official project social media channels.

Furthermore Docks the Future web site, coming from DocksTheFuture Project for which CIRCLE was the leading partner, will be another promotional tool: Docks the Future indeed defined the vision for the ports of the future, covering specific issues such as emission reduction, energy transition, electrification, port-city interface and the use of renewable energy management that are topics in line with 5G- LOGINNOV targets. CIRCLE is also managing the Docks the Future Network of Excellence, gathering the most innovative ports willing to team up and take actions to support the maritime community achieving the UN 2030 Sustainable Development Goals.

The web site www.docksthefuture.eu and the Network of Excellence events and initiatives (digital events and workshops) are great tools to keep in touch with the port cluster.

2.3.6 Open calls and hackatons

The project will organise an Open Call for the selection of five innovative Start-Ups aiming at developing 5G-based solutions in the framework of activities carried out at the three Living Labs; the selected applicants being incorporated in project consortium.

Furthermore, 5G-LOGINNOV Network of Start-Ups will support disseminating knowledge, recommendations and lessons learned for ensuring potential innovative Start-Ups do not miss innovation and market opportunities.

The Open Call will be disseminated through project web site, ERTICO ITS platform, On the MoS Way and Docks the Future platform and at Living Lab level exploiting their own network: all the participants

Start Ups (not only the winners) will be included in the ERTICO Start Up Network and engaged about innovation and opportunities linked to 5G LOGINNOV developments.

Indeed, ERTICO has a network of start-ups called “ERTICO Start Ups Initiative” to support this specific action. However cooperation from other ERTICO partners, such as TechTour which organises about 25 events yearly in order to support start ups in growing their business, will be evaluated.

Another specific action will be addressed to the local start-ups and researchers: the three Living Labs (Hamburg, Koper, Athens) will collaborate with local technology incubators and research institutes to organize local hackathons dedicated to young researchers for the proposal of new 5G-based services. In order to have the greatest possible impact in terms of participants and to maximise the market opportunities impacts, the hackatons may be organised in combination with wider project events / participation by the project to events and conferences (i.e. in concomitance with LL Workshops, in concomitance with ITS world Congress etc.).

The topics of the hackatons are strictly linked to the ones developed for the Open Call and the technical project developments.

From an organisational point of view the logistics of the hackatons will be organised at a Living Lab level, the design of the hackatons contents will be managed among Task 4.2 and technical coordinators of the Living Labs (features and aims); the communication tools will be provided by WP5 (CIRCLE and ERTICO), the wide stakeholder engagement will be done mainly by CIRCLE and ERTICO; the local stakeholder involvement will be done by Living Labs.

In the following Table 7, Target Groups/Tools matrix, the detail of the tools addressed to each target Group.

Target Groups/ Tools	Scientific and technical papers	LL workshops	Final event	Participation to industry events	Position papers	Webinars and workshops	On the MoS way and Docks the Future	Start Ups network and Hackatons
Port Operators		X	X	X		X	X	X
Port Authorities		X	X	X		X	X	
Other Authorities		X	X	X		X	X	
Industry		X	X	X		X	X	X
Policy makers			X		X		X	
Standard setting bodies	X		X		X			
Networking bodies	X	X	X	X	X	X	X	
Scientific and research community	X		X		X	X		X
Research, Development and Innovation projects	X		X	X	X	X	X	

Table 7: Matrix Target / Tools

2.4 Key Performance Indicators

In order to ensure that the dissemination tools put in place are attaining the overall goals of the 5G-LOGINNOV dissemination, it is essential to define Key Performance Indicators (KPIs) and monitor them during the project lifetime.

In the figure below the main tools planned for the Project Dissemination monitored by KPI



Figure1: 5G-LOGINNOV main dissemination tools

Several KPIs and their corresponding measurement value are defined for each one of the abovementioned dissemination tools, as shown in Table 8.

Tools / Channels	KPI	Target Value			Notes
		Year 1	Year 2	Year 3	
Events	Project events: participants	≥40	≥70	≥100	This KPI includes the overall audience for any project presentation: Living Lab Workshops, ITS Event joint workshop, Final event and any event in which a 5G-LOGINNOV project presentations /demonstrations are delivered. It includes also the effective participants to the webinars
	Conferences: presentations and papers	≥ 2	≥12	≥11	The presentation will be delivered by the technical partner in charge of the paper / presentation production or by the Coordinator. The KPI number from GA related to Year 1 is partially switched to Year 2 and Year 3, in order to have the availability of significant data and contents to be disseminated

	Trade shows: exhibition stand	≥1	≥2	≥3	
	Living Lab Stakeholders events	≥1 per LL			
Publications	Scientific publications (including papers): number	≥2	≥7	≥9	The KPI number from GA related to Year 1 is partially switched to Year 2 and Year 3, in order to have the availability of significant data and contents to be disseminated
Additional Information channels	Technical Webinars (number organised / registered audience)	1/30	2/40	2/50	In the GA was stated that these KPI should be the result of number organised / participants. According to the development of the Dissemination Plan the KPI will change in number organised / registered audience, in order to differentiate it from the KPI in row 1 – Project events participants – maintaining a significant index of potential interest for the project.
Hackatons			3		Hackatons realisation is supposed to be linked to a wider project event in order to have the maximum impact in terms of participants and market opportunities, so they could be realised in year 2 or moved also to year 3.

Table 8: Dissemination KPI

The defined measurable and quantifiable key performance indicators will be the cornerstone of the internal evaluation of the implementation of the dissemination strategy of the project. The project dissemination team will keep a close eye on how the measurements of impact of each of these KPIs evolves throughout the project and will implement corrective measures, if need be, to correct the course and guarantee that the pre-defined objectives have been fulfilled.

3. MONITORING AND REPORTING

A monitoring and reporting file has been developed by the Dissemination manager and is available on the project SharePoint under Documents>Activities>WP5>T5.2 Dissemination Plan and Events in order to record along the year the most relevant data according to each dissemination and communication channel (i.e. registrants, participants, number of downloads etc.).

In order to gather the contributions from each partner in respect to the relevant information for the reporting issues an Individual Dissemination Template and an Individual Report Template have been circulated: using those tools each partner is more engaged in the dissemination activities and able to provide relevant data and feedbacks in a standard format.

Feedbacks from each dissemination individual action will be used to fill the general reporting file and to update deliverables 5.1 and 5.2 as appropriate.

4. MANAGEMENT

The dissemination activities described in the plan will be developed with regular input from consortium members and ensuring a consistency among Communication, Dissemination, Exploitation, Standardisation and Spectrum and Clustering and Networking specific strategies.

To aid this approach a Communication and Dissemination Working Group is created to discuss, in form of monthly conference calls, specific issues such as, reporting and scheduling of participation in industry events, presentations in conferences, papers submission and organisation of project events.

WP leaders were invited to provide details of members who could attend the meetings and provide inputs. Members of the Working Group do not necessarily need to be the official project contact but, if possible, someone with experience in communication and dissemination activities of European projects, and someone aware of the technical progress of the project: the aim here is to deliver the right message as soon as it is available.

The Working Group will consist of representatives from:

- ERTICO (Task 5.1 - Communication channels and plan)
- CIRCLE (Task 5.2 Dissemination events and plan and Task 5.5 Clustering and networking)
- ICOOR (Task 5.3 Exploitation)
- TSYS (Task 5.4 Standardisation and Spectrum)
- Living Labs members
 - Athens (ICCS)
 - Koper (ININ, Luka Koper, TSLO, Vicomtech)
 - Hamburg (TSYS, already in WP5)

The monthly calls are open to all the partners of the Consortium who wish to take part in it.

Furthermore, Communication and Dissemination leaders at ERTICO and CIRCLE will organise one-to-one meetings with partners should the need arise for support or specific input into project communication/dissemination activities.

5. CONCLUSION

5G-LOGINNOV is a very innovative project with the aim of exploiting the 5G technology opportunities in the port and logistic field, engaging industry stakeholders environment and scientific and technical community and boosting also the market opportunities for new players of the supply chain.

The Plan for the Dissemination takes these dimensions into account and lays out the guidelines and overview of the dissemination strategies, consistent with the communication and the exploitation, that will be put in place throughout the project's lifetime to share the project's results and achievements in an efficient manner.

This document constitutes an initial but matured step to operationalise the dissemination strategy but it consists of a "living" document: it is built through a set of «living files» dedicated to Industry events, Scientific and Technical Publications, Associations membership, National Initiatives monitoring, monitoring of research, development and innovation projects regularly updated by the partners.

The deliverable has presented the following information:

- Dissemination Strategy, laying out the objectives of the plan;

- Dissemination targets, activities, channels and promotion tools;
- Dissemination Key Performance Indicators to assess the project's dissemination impact.

The Plan for the Dissemination will be revised periodically in order to have an updated version for the periodic project review.

The updated version of the Plan will include the changes that the dissemination teams deems necessary considering the implementation of the pre-established strategy during the first year of the project, whilst providing with an overview of what has been done and the initial results of the strategy. Furthermore, changes might be produced considering the everchanging needs or expectations of the project, its partners and target groups.



ANNEX 1: PARTICIPATION IN EVENTS

5G LOGINNOV has already be presented in two industry events:

- Virtual ITS European Congress (9-10 November 2020) with a virtual booth shared with FENIX and COREALIS, that are in the panel of the 5G-LOGINNOV “sister projects”. At 5G-LOGINNOV booth the project presentation and a project factsheet were available for the download.



Figure 2 : 5G LOGINNOV booth at Virtual ITS European Congress

- 3rd Annual Baltic Sea Region 5G ecosystem forum virtual event (11-12 November 2020) with a project presentation by the Coordinator



Figure 3: Project Coordinator Speaker badge