# 5G4LIVES D6.1_COMMUNICATION AND DISSEMINATION PLAN

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5G4LIVES project has received funding from European Union's CEF Digital programme 5G for Smart Communities under grant agreement no. 101133716

5G4LIVES
DX.X. Deliverable Name

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## REVISION TABLE

| Version | Comments |
|---|---|
| 1.0 | Initial plan |
| 1.1 | Structure of the deliverable |
| 2.0 | |
| 2.1 | |
| 3.0 | |



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# 5G4LIVES ABSTRACT

In an era where technology is advancing at an unprecedented pace, the project takes centre stage as an initiative committed to harnessing innovation for the greater good. This project unfolds its transformative vision across two distinct geographic clusters, Latvia and Italy. It strategically leverages 5G connectivity alongside cutting-edge technologies such as Unmanned Aerial Vehicles (UAVs or drones) and alternative hydrogen power. With a dual mission of enhancing public safety and environmental health, the project unfolds a narrative where data-driven forecasting and real-time aerial situational awareness become the bedrock of a more secure, efficient, and sustainable future.

At its core, the project seeks to enable optimal emergency management and data-driven forecasting, a mission encompassing the entirety of public safety. Through the dynamic fusion of 5G connectivity and UAVs, this initiative aims to provide real-time aerial situational awareness and automatic vulnerability assessment for at-risk areas. The project's scope extends beyond traditional rescue operations, pushing the boundaries of innovation to safeguard both human lives and the environment.

The project in Latvia involves using drones and 5G technology for monitoring and rescue operations, especially at Vecaku Beach and Kisezers Lake in Riga. This approach aims to enhance police efficiency, particularly in challenging terrains. In Turin, the focus is on developing a 5G-enabled service for situational awareness and vulnerability assessment to counter natural disaster threats. This includes testing anti-drone hacking technology, integrating satellite data, and improving pilot-drone command for better emergency response. The project also includes research in Riga on safety protocols and procedures for urban drone operations and beyond-visual-line-of-sight (BVLOS) flight methodologies with EU-wide relevance. A significant aspect of the project is to engage in extensive communication to inform and educate local, national, and EU networks about these technological solutions.

By leveraging 5G and drones, the project promises quicker and more effective emergency response, addressing staff shortages in law enforcement and expanding their skill set. In Latvia, the use of drones and 5G connectivity will empower law enforcement to intervene more swiftly, addressing staff shortages, and expanding the skill set of police officers. In Italy, the project will mitigate the threat of natural disasters and test innovative anti-drone hacking technologies, leading to more efficient emergency responses. Additionally, developing safety protocols, and procedures for urban drone flights, and validating BVLOS flight methodologies will set new standards for public safety and security. the project emphasizes community involvement and knowledge sharing, ensuring that the benefits of these technological advancements extend beyond immediate emergency management to foster a more resilient and informed society

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## ABBREVIATIONS AND ACRONYMS

| | |
|---|---|
| EAGE | European Association of Geoscientists and Engineers |
| EASST | European Association for the Study of Science and Technology |
| EENA | European Emergency Number Association |
| EU | European Union |
| EuCNC | European Conference on Networks and Communications |
| ETC | European Transport Conference |
| ICUAS | International Conference on Unmanned Aircraft Systems |
| KPI | Key Performance Indicators |
| LMT | Latvian Mobile Telephone |
| MoT | The Municipality of Turin |
| RCC | Riga City Council |
| UAV | Unmanned aerial vehicle |
| VASES | Electronic Communications Office of Latvia |
| WIND3 | WIND TRE |
| WP | Work Package |

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# EXECUTIVE SUMMARY

Work Package 6 is dedicated to the dissemination, exploitation, and standardisation of the results of the 5G4LIVES project. The main objective of this work package is to ensure that the results of the project are communicated effectively to a wide range of stakeholders, including industry, policymakers, end-users, and the general public. This will involve the development of a comprehensive dissemination and exploitation strategy, which will be implemented throughout the project. The activities of WP6 will include the following:

- **Dissemination activities**: This will involve the development of a dissemination plan, which will include a range of activities such as conferences, workshops, seminars, webinars, press releases, social media, and other outreach activities. The aim is to ensure that the project results are disseminated effectively to a wide range of stakeholders.
- **Exploitation activities:** This will involve the development of an exploitation plan, which will identify the potential commercial and societal impact of the project results. The aim is to ensure that the project results are exploited to their full potential, including the development of new products, services, and business models.
- **Standardisation activities:** This will involve the identification of relevant standardisation bodies and the development of standardisation strategies for the project results. The aim is to ensure that the project results are aligned with relevant standards and to facilitate their adoption and implementation.
- **Collaboration with other projects and initiatives**: This will involve collaboration with other relevant projects and initiatives, both at the national and international level, to ensure that the project results are integrated into broader initiatives and contribute to the development of the 5G ecosystem.
- **Monitoring and evaluation:** This will involve the monitoring and evaluation of the dissemination, exploitation, and standardisation activities, to ensure that they are effective and that the project results are being communicated to the relevant stakeholders.

This WP, through tasks like T6.1 (Communication and Dissemination Plan) and T6.5 (Contribution to Standards), leverages the findings, technologies, and experiences from all other WPs. It focuses on spreading knowledge, ensuring effective use of results, and influencing standards.

D6.1 is a deliverable that outlines the communication and dissemination plan for the 5G4LIVES project. The plan includes a description of the target audience, key messages, communication channels, and dissemination activities. The purpose of the plan is to ensure that the project results are effectively communicated to relevant stakeholders and that they have the potential to reach a wider audience.

Due in Month 3, this sets the framework for WP6, outlining strategies for communication and dissemination activities. It's directly linked to Milestone 13, ensuring that the plans for communication and dissemination are effectively implemented.

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# INTRODUCTION

The 5G4LIVES project spans two geographical clusters: Latvia and Italy, aiming to utilize 5G connectivity and cutting-edge technologies like UAVs (drones) to improve public safety and environmental health. Its goal is to enhance emergency management and predictive analysis through real-time aerial situational awareness and automated vulnerability assessment of vulnerable zones, ultimately leading to heightened public and environmental safety, life preservation, and the ability to forecast potential hazards.

## 1.1. OBJECTIVE OF THE DOCUMENT

The primary objective of this Communication and Dissemination strategy is to engage all 5G4LIVES project partners in dissemination and communication activities. Additionally, it aims to convey the project's strategy and provide updates on carried out dissemination and communication efforts.

Within the 5G4LIVES project, Communication and Dissemination play a crucial role, serving as a foundational element in reaching diverse audiences and sharing project outcomes, thereby facilitating successful implementation. Tailored communication strategies are devised for distinct stakeholder groups, while maintaining a consistent overarching message and project's identity across all activities.

This version of the Communication and Dissemination strategy outlines the overarching strategy and planned initiatives aimed at effectively disseminating project progress and results.

Furthermore, it encompasses the social media strategy, and showcases the dissemination materials produced thus far. Targets and key performance indicators (KPIs) are utilized to evaluate the effectiveness of the Dissemination and Communication Plan in achieving its objectives.

## 1.2. STRUCTURE OF THE DOCUMENT

The communication and dissemination strategy is organized into six sections:

Section 1 serves as an introduction to the document – its purpose, structure, and target audience.

Section 2 outlines the Communication and Dissemination plan and strategy of the 5G4LIVES project. It includes the chosen communication channels. Additionally, it covers the targeted audience, content strategy and methods to maximize impact and effectively disseminate project activities. In conclusion, a description of tools employed for control and monitoring can be found.

Section 3 covers Exploitation activities of the 5G4LIVES project, highlighting methods and events that will help to import and use the findings of the project in the future.

Section 4 describes the project's aims to contribute by identifying relevant standardization bodies, developing alignment strategies with pertinent standards, and assessing the standards landscape.

Section 5 describes collaboration with other projects and synchronization with European initiatives to ensure the sustainability of the project and enhancing collaboration with other projects and initiatives.

Section 6 is the final part that covers Monitoring and Evaluation strategies for the project.

## 1.3. TARGET AUDIENCES

During the 5G4LIVES project, each partner will have a tailored communication approach based on their speciality, content type, communication methods and target audience. The execution of said communication and dissemination plan will involve all partners.

Partners from industry will engage with their respective sectors, distributors, and client networks. Project's academic and research partners main focus will be on relevant research institutes and universities. Additionally, various activities will be directed towards organizations, communities, industry, academia, research institutions, and the general public.

The target audience for communication and dissemination involves categorizing key stakeholders and identifying their needs and interests in relation to the project. The segmentation for 5G4LIVES comprises four main clusters with varying levels of interest in the topic:

- Industry – companies, businesses and individuals who are interested in the projects' topic as well as potential users for 5G enabled drone services (UAV). The goal is to share information

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about the tools and solutions. This will increase the exploitation potential of 5G4LIVES solutions and make them acknowledged by industry representatives.

- Policy makers, public authorities – for example, the Ministry of Transport of Latvia, The Civil Aviation Agency of Latvia to provide findings that can assist in policy making towards digitalization, use of UAV and 5G
- General public – individuals interested in 5G, drones or similar technological advancements
- 5G4LIVES project partners, collaborators and stakeholders – this strategy helps to outline an efficient plan for communication and dissemination activities for all 5G4LIVES partners and stakeholders. Including academia. Also, dedicated training will be provided as part of WP5 for stakeholders, to ensure maximum impact and replication potential.

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# 2. COMMUNICATION & DISSEMINATION PLAN

## 2.1. COMMUNICATION STRATEGY

During this project, various communication materials, tools, and tactics will be used to show the results to the defined target audiences – industry, policy makers and public authorities, general public, and 5G4LIVES project partners, collaborators and stakeholders.

Project communication will occur in both physical and digital channels and maintain its formal and high quality throughout the project. The main goal of the communication – to illustrate the technological and scientific findings, their added value, and add suggestions, improvements to create a sustainable and long-term solution that helps to improve public safety. In addition to that, project use cases that will focus on 5G technologies and drone features to gain comprehensive results.

This communication strategy serves as guidelines for every partner involved in the project. In this part, an overview of communication strategy will be presented together with a list of required deliverables.

An overview of the 5G4LIVES communication strategy for community activation can be summarized as follows:

- Online tools
  - Social networks – 5G4LIVES do not have designated social media accounts, due to the fact that a separate project account will unlikely gain necessary traction. As such, project's communication activities that refer to social media will occur from already established accounts that belong to the project partners. The main channels of communication – LinkedIn and Facebook. Social media posts are coordinated by VEFRESH. All partners support the content by reposting content or publishing it individually in their institution's/company's accounts every two weeks.
  - Bi-annual newsletter – a summary of the recent project activities, planned activities, achievements, dissemination events, opportunities for networking etc.
  - Webinars – courses addressing technical audiences, professionals and authorities.
  - Project website (https://www.riga.lv/en/riga-digital-agency-projects) – regularly updated with news, recent events, training, progress and results. The task of the website is to summarize all the benefits and novelties in 5G and drone technologies and demonstrate them in a user friendly and visually appealing way. The 5G4LIVES project website will present the project's objectives and results.
- Events
  - 2 workshops
  - Project representation by participating in external events, conferences, fairs, etc. both locally and internationally
  - Seminar coordination in addition to participation at conferences
- Publications
  - Publications in scientific journals, outlets, including presentations in science conferences to reach the scientific community
  - Press releases
  - <4 (2 in Latvia, 2 in Italy) articles in print media about project and its results
- Communication materials
  - <6 (3 in Latvia, 3 in Italy) promotional videos to promote the project, its activities and progress.
  - Content from events occurring online and TV broadcast material
  - <6 (3 in Latvia, 3 in Italy) radio interviews
  - <6 (3 in Latvia, 3 in Italy) TV appearances
  - Printed materials – rollup, leaflets, etc.

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### 2.1.1. Communication objectives

The most important task for communication strategy is to ensure successful information circulation between all the interested parties. This will help to raise awareness about the project's goals, progress and ensure attention from prospective clients, supporters and others.

The main goals for the 5G4LIVES communication strategy are:

- Communicate project activities and findings;
- Raise awareness about the project to stakeholders and relevant industry representatives;
- Inform target audience about project's innovations;
- Ensure project's visibility and awareness to a broad audience;
- Inform about the positive impact of 5G4LIVES on general society.

### 2.1.2. Target audience

The main target groups and audience for the 5G4LIVES project communication plan include:

- Industry – companies and individuals who are interested/potential users for 5G enabled drone services. With professional background and experience in the technical field.
- Policy makers, public authorities – authorities that manage drone regulatory framework, 5G network, innovation management, etc. For example, the Ministry of Transport of Latvia, The Civil Aviation Agency of Latvia.
- General public – individuals interested in 5G, drones (UAV) or similar technological advancements.
- 5G4LIVES partners, collaborators and stakeholders – this strategy helps to outline an efficient plan for communication and dissemination activities for all 5G4LIVES partners and stakeholders. This also includes academic and research institutions (universities, educational centers) both public and private.

Listed target audiences will be reached by 5G4LIVES communication activities via various channels further analysed in Section 2.5.

### 2.1.3. Table of target audience, activities, time frame

The Table 1 below represents the 5G4LIVES respective target audiences and communication channels and activities relevant to them. Additionally, activity timelines are included.

Table 1. Target audiences, activities and time frame.

| Target audience | Activity | Time frame |
|---|---|---|
| General public | Social media communication<br>A regular communication about project activities and results will be provided via 5G4LIVES project partner social media channels. | M1-M36 |
| General public | 5G4LIVES project website<br>The website will summarize the project's concepts, results, accomplishments. | M2-M36 |
| Industry, Policy makers, public authorities, 5G4LIVES partners, collaborators and stakeholders | Newsletters, print materials, press releases<br>To raise public awareness, during 5G4LIVES project rollups, print materials, press releases will be prepared and distributed during events involving the 5G4LIVES project. | M6-M36 and event-driven |
| General public, Industry, Policy makers, public authorities, 5G4LIVES partners, collaborators and stakeholders | Videos<br>During project time, videos of project's use cases and results will be created to inform and positively impact the society. | M1-M36 and event-driven |

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| | | |
|---|---|---|
| Industry, Policy makers, public authorities, 5G4LIVES partners, collaborators and stakeholders | 5G4LIVES partners and communities<br>Project partners will be involved in both local and international level community events, gatherings and online meetings to promote project's use cases, purpose | Event-driven |
| Industry, Policy makers, public authorities, 5G4LIVES partners, collaborators and stakeholders | Events<br>Academic and research partners collaborating in this project will leverage the developed concepts to generate fresh content focusing on UAV business and market sectors, exploring their relevance within a 5G sector. | Event-driven |

During the 5G4LIVES project, each target audience will receive tailored content that aligns with their interests, understanding, and requirements. Project's communication activities will be based on the type of content and content intensity. Project's stages will impact the communication intensity (activities, accomplishments, and results) as well as communication channels.

### 2.1.4. Content differentiation, targeting, strategy

All communication activities will occur regularly throughout the project's duration and gradually intensify (in line with project use case deliveries, showcasing the novel service deployments). This range includes initial project steps to increase general awareness, all the way to the dissemination of created guidelines, discoveries, and projects' results. The goal is to attract potential partners, customers, and end-users from various industries and verticals by effectively communicating the project's definitive outcomes.

The overall aim of all 5G4LIVES communication activities is to improve project's visibility and increase awareness among the widest possible audience by delivering relevant content through appropriately chosen channels.

According to the 5G4LIVES communication strategy, specific actions will be fulfilled and followed during the project:

- All chosen communication channels for the project will be updated and used regularly
- Social media posts will be made regularly, with at least one post every two weeks
- Posting schedule can change – it could be more frequent during use case deployments, events, meetings, conferences, etc.
- Project promotion campaign lasts all project time (M1-M36). The campaign is targeted towards a wider audience to raise awareness. There will be 3 campaign phases – each year will be focused on a separate project goal. Year 1 – creating general awareness about the project, year 2 – updating about the project's progress, and year 3 – sharing results, lessons learned about the experience, and the next steps. The campaign will focus on diverse content related to the project, 5G, and drone-related topics and conclude with the project's results and next steps into the future.
- All campaign posts will use the hashtag #5G4LIVES across 5G4LIVES partner social media channels to highlight the project and make it easier for people to find posts related to the project
- Post and content strategies will vary across every communication channel to create the best fit to the appropriate audience. Audience/followers will be determined based on:
  - LinkedIn: Project-focused and technical posts targeted at business, technical and scientific audiences.
  - Facebook: Content that covers 5G and drone topics of general interest. Facebook will also cover the communication of all 5G4LIVES dissemination activities. Targeted to non-technical audience.
  - Website: Includes both technical and non-technical content that can be relevant to the broadest audience.
- The 5G4LIVES website will have regular updates with news and fresh content

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The submitted communication strategy will be under constant evaluation by using the processes and tools described in Section 6. Regular updates and revisions will be made whenever it is necessary throughout the project's lifetime.

### 2.1.5. Relationship with other project activities

Communication and dissemination activities are heavily dependent on project activities and its progress. These activities and events will be documented, aligned and continuously included in the content creation process during this project. In Table 2 below activities that should be promoted are listed.

Table 2. Deliverables to be communicated.

| Deliverable | Communication channels | WP | Due/Publishing date | Responsible for information delivery to WP6 lead |
|---|---|---|---|---|
| Study on the essential minimum requirements for 5G mobile network coverage | Social media, scientific journals | 2 | M7 | VASES |
| 5G4LIVES monitoring platform completion | Social media, press release, media coverage | 3 | M18 | LMT |
| Extended 5G4LIVES monitoring platform | Social media | 3 | M23 | RCC |
| Demos elaboration | Social media | 4 | M17 | VASES |
| Summer season use case | Social media, press release | 4 | M22 | RCC |
| Winter season use case, Turin case demonstration finished | Social media, press release | 4 | M27 | RCC |
| 5G4LIVES use cases operation and execution documentation (summer, winter, verification) | Social media | 4 | M22 | RCC |
| | | 4 | M27 | RCC |
| | | 4 | M32 | RCC |
| Turin uses cases operation | Social media | 4 | M27 | MoT |
| | | 4 | M32 | MoT |
| Use cases evaluation | Social media | 4 | M27 | VASES |
| Lesson Learnt – process improvements with respect to the applicability of the 5G4LIVES solution and their components will be collected. | Social media | 4 | M34 | VASES |
| Training package (1st and final) | Social media, press release, media coverage | 5 | M13 | VEF |
| | | 5 | M28 | VEF |
| | | 5 | M22 | Wind3 |

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| | | | | |
|---|---|---|---|---|
| 5G4LIVES evaluation results (replication/scalability roadmap and toolkit, multi-dimensional impact assessment, regulation assessment) | Social media, press release, media coverage | 5 | M28 | Wind3 |
| | | 5 | M36 | Wind3 |

These communication activities and tasks, including documentation, alignment, and continual incorporation into the content creation process, ensure that the project's objectives are effectively conveyed and disseminated to relevant stakeholders.

### 2.1.6. Role of project partners

VEFRESH is responsible for coordinating all communication and dissemination activities, creating content for social media, creating dissemination materials, such as project videos, rollups, and leaflets. 5G4LIVES visual identity was also created by VEFRESH.

Riga City Council is the project coordinator, representing the project at various events and leading 5G4LIVES project activities and they will also be involved in communication and dissemination activities.

Additionally, all project partners can and should use communication resources to contribute to communication and dissemination activities.

### 2.1.7. Tools of communication

#### 2.1.7.1. Project design

For the development of the 5G4LIVES project design, simplicity was prioritized. This approach ensured that the project design is clear and effective. Each visual and graphic element's colour is thoughtfully linked with the project's core elements.

- Logo

The main idea behind logo design is to create a clear image of the project's main object - the drone. Therefore, the 5G4LIVES logo represents these 2 key elements of the project – its name and the main focus object – the drone. The two elements are combined in one to create the 5G4LIVES logo.

In total, there are 5 logo colours: dark blue, white, grey, black and light blue.

- The main logo colour is dark blue. It represents the colour of water that is one of the main target areas in 5G4LIVES.
- The white logo should be used in cases when the dark blue one does not stand out enough or in case of dark background usage.
- The grey logo represents the mountains which is another target area in this project. This logo can be used in social media posts or any other materials when it is necessary to highlight the subject of mountain areas.
- The black logo should be used in cases when project materials have to be printed out to avoid any discoloration that can come with the main dark blue logo.
- The secondary logo of 5G4LIVES comes in light blue. This represents air which is one of the target areas of the project. Additionally, in 5G4LIVES it is possible to use secondary logo in special cases. For example, pamphlets, social media, etc. (Figure 1).

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Figure 1. 5G4LIVES Project logo.

- Colours

5G4LIVES uses 5 colours in project communication: black, white, light blue, dark blue and graphite. These colours were chosen, so they would represent the main target areas of the 5G4LIVES project. Light blue tone symbolizes air, dark blue – water and graphite – mountains.


Figure 2. 5G4LIVES Project colours.

- Display of European Union Funding

It is mandatory for partners to ensure that any project results they communicate or disseminate prominently feature the European flag and include the disclaimer note provided (Figure 3).


Figure 3. EU Funding statement.

- Key visual (Figure 4)

Figure 4. 5G4LIVES Key visual.

The key visual of 5G4LIVES represents a detailed overview of the territories that will be involved in the project: the Turin Hills in Italy, Vecāķu Beach, and Ķīšezers in Latvia. It provides an overview of the drone function in real-world scenarios.

Key elements of visual:

- Mountains;
- Water areas;
- 5G signal – connectivity;
- Drone.

- Social media templates (Figure 5)

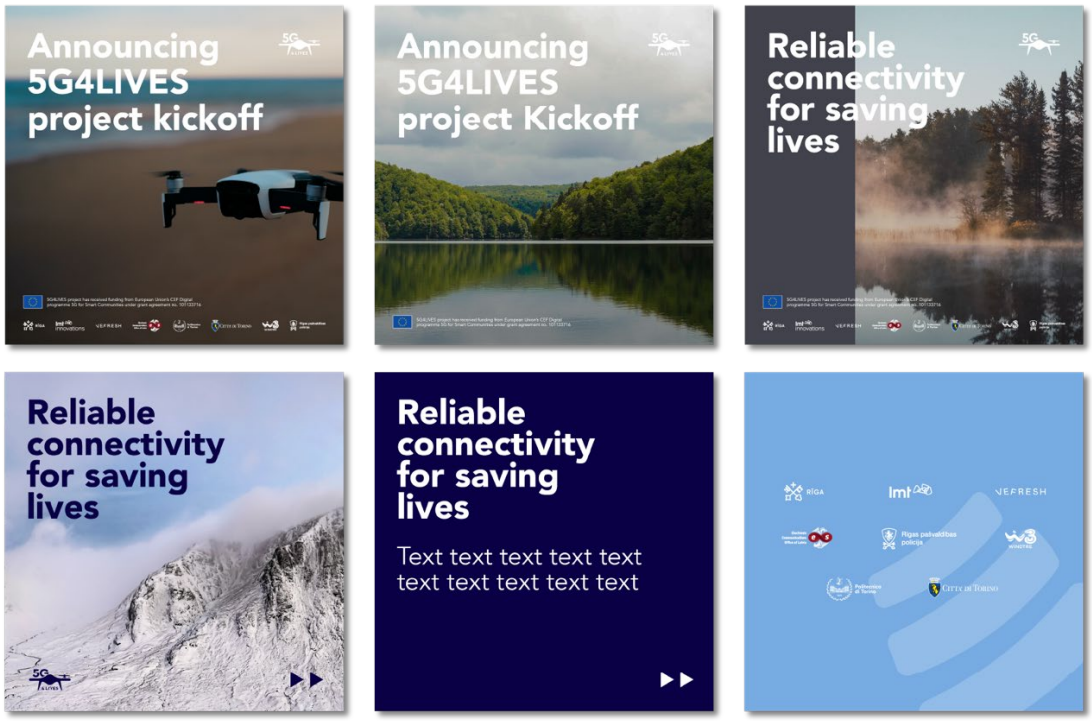


Figure 5. Social media post templates.

In social media, post templates may vary depending on the post subject. Mandatory elements are the 5G4LIVES logo and funding statement together with the EU flag.

It is possible to combine photos with graphic elements or use graphic elements exclusively as the the key element of the post. The photos should represent the main areas and subjects of the project (mountains, forests, waters, 5G drones).

Additionally, images in social media should contain 5G4LIVES project partner logos – either on the first image or if it's a carousel post – on the last image.

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- Word document and PowerPoint presentations (Figure 6, Figure 7)

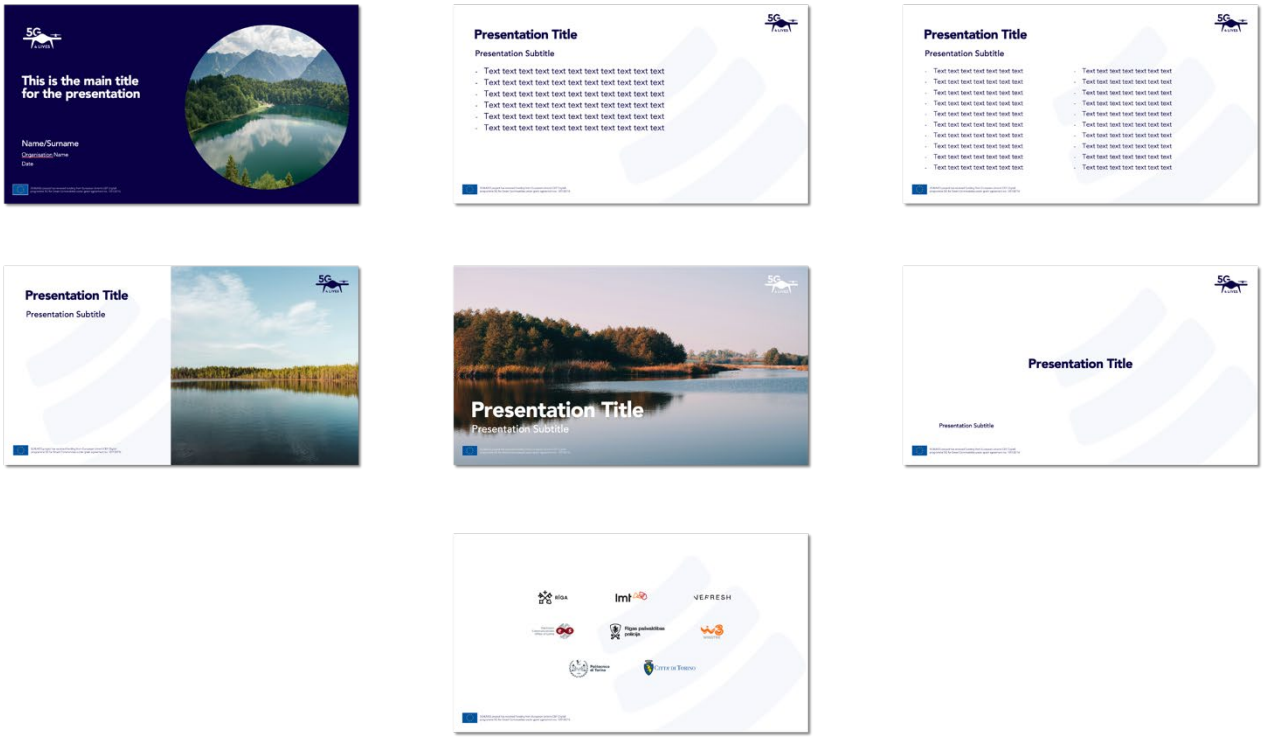


Figure 6. 5G4LIVES PowerPoint template.

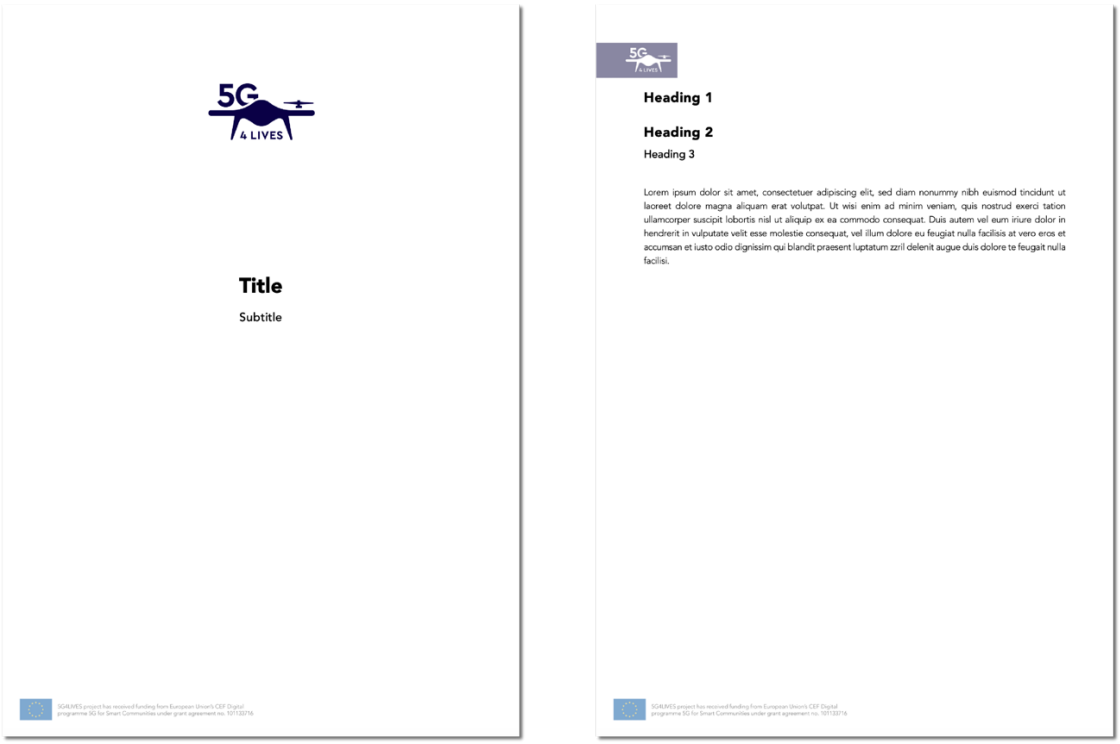


Figure 7. 5G4LIVES Document templates.

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Word template is structured to include a title page and secondary pages with three styles of headings. The first page displays the project logo without a header, while all pages have a footer with a funding statement.

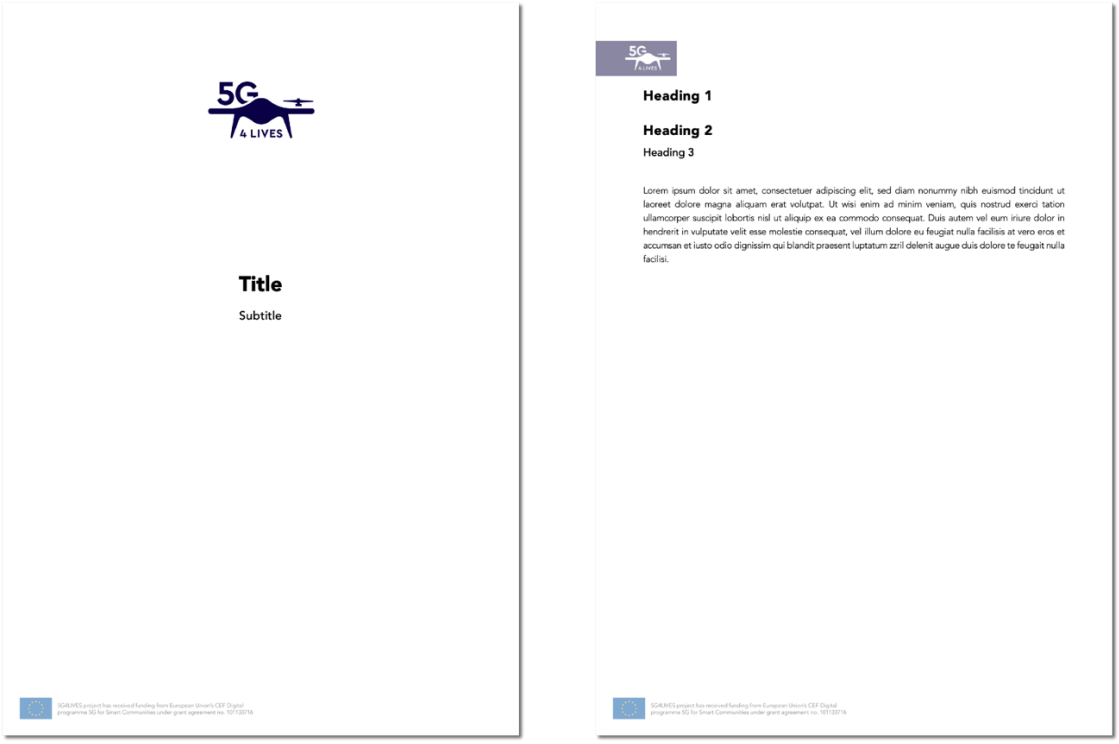


Figure 8. 5G4LIVES Deliverables template.

### 2.1.8. 5G4LIVES website

The 5G4LIVES website has been built under Riga City Council's website and can be found via this link. The initial goal for the project's entire lifespan aims to achieve 6000 sessions on the project's website. The website has been active for four months. Project partners are encouraged to promote the 5G4LIVES website link on their respective websites, newsletters, and social media platforms (Figure 8) to increase traffic.

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Figure 8. 5G4LIVES Official website.

To enhance traffic, website content will be constantly updated with fresh information provided by all consortium partners, covering topics such as novelties in drone and/or 5G technologies, discoveries, research results, technology, etc.

### 2.1.9. Social media

No designated social media accounts were created for the 5G4LIVES project. Instead, the communication about the project and its activities will occur via partner social media platforms.

5G4LIVES social media posts will focus on the project's latest news and partner dissemination activities. This set of activities will include a wide range of events, such as publications, presentations, workshops, and other engagements communicated through social media channels.

Activities that will be highlighted in social media posts:

- Updates on 5G4LIVES activities, including coverage of partner involvement and progress on project tasks and deliverables
- Scientific papers and presentations emerging from workshops, conferences, journals, and similar sources
- Showcases and demonstrations of project achievements
- Publications in both print and online sources – articles, online platforms, and newspapers
- Announcements of upcoming events to encourage stakeholder participation
- Videos and photos related to project activities
- Highlights of partner activities and accomplishments related to 5G4LIVES.
- Distribution of newsletters
- Popular articles covering topics related to 5G and drones.

All social media posts should contain tags of all 5G4LIVES project partners and supporting EU bodies. All social media posts should also include a hashtag #5G4LIVES.

The content in social media will be published at least once every two weeks.

Social media content both textual, visual, and work file (.ai) will be created by VEFRESH and distributed in the designated 5G4LIVES MS Teams space, so it is available to all the partners to either reshare

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from VEFRESH's social media channels or adjust them so it fits within partner visual branding guidelines and share it independently without changing the message.

To reach a more technical, scientific, and informed audience and communicate specific details of the project, project partner LinkedIn accounts should be used. Conversely, content published in partner Facebook accounts will be directed towards a broader audience, focusing on the general population with limited technical knowledge. This will help to attract, communicate, and engage this audience by using understandable informative posts, such as dissemination activities and articles.

During workshops or other events, active coverage from VEFRESH social media channels will provide immediate insights from the event. This will help to attract and engage stakeholders and potentially increase the number of partner social media followers.

All project partners are responsible to report and share content with WP6 lead (VEFRESH) if and when they post content related to the 5G4LIVES project.

#### 2.1.9.1. SOCIAL MEDIA CONTENT TOPICS

During the project, LinkedIn and Facebook will be used as social media channels for communication. The content will be posted at least once every 2 weeks. Every post copy will contain the hashtag #5G4LIVES.

Social media content will be divided into following goals (Table 3).

TABLE 3. SOCIAL MEDIA CONTENT TOPICS.

| Awareness | Educate |
|---|---|
| The purpose and added value of the project | Topics about UAVs, 5G |
| Project partners, their role in the project | Experience stories from specialists, partners about the project and its benefits to public safety and health |
| Events where project partners or project research will be highlighted | |
| Project deliverables | |

The project's commitment is to raise awareness, educate stakeholders, and showcase project milestones and achievements, all contributing to the overarching goal of promoting public safety and health through innovative UAV and 5G technologies.

#### 2.1.9.2. SOCIAL MEDIA ADS

During the project 2 social network platforms will be used – Facebook and LinkedIn. Therefore, a specific advertising campaign for both LinkedIn and Facebook should be established.

Primarily the ad campaign goal will be Awareness, as it is the project's goal to inform wider society about its benefits to public safety. In some cases, the goal can also be Engagement.

Social media advertising should be used for every post that has been published regarding the 5G4LIVES project.

The goal is to reach at least 500,000 impressions from the target audience throughout the campaign's time (3 years).

Targeted countries – Baltic states (Latvia, Lithuania, Estonia), Italy, Nordic countries.

- 5G4LIVES project's META advertising audience description

Here are the following criteria for target audience description in META advertising platform (Table 4).

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Table 4. META advertising target audience description.

| Interests | Demographics | Behaviors |
|---|---|---|
| • 5G (telecommunications)<br>• Unmanned aerial vehicle<br>• Innovation<br>• Policy (law & government)<br>• Technology (computers & electronics)<br>• Community emergency response team (public safety)<br>• Telecommunication (industry)<br>• Smart Cities Mission (law & government) | • Government Employees<br>• Public sector<br>• Healthcare and Medical Services<br>• Urban planners<br>• Scientists<br>• Telecommunications experts<br>• City administrators | • Technology early adopters<br>• Interested in Upcoming Events<br>• Participating in urban development projects<br>• Collaborating with research institutions<br>• Advocating for regulatory changes<br>• Investing in telecommunications infrastructure<br>• Exploring smart city technologies |

The META audience description for the 5G4LIVES project encompasses a diverse group of stakeholders with interests ranging from telecommunications and UAV innovation to policy, technology, and public safety. The demographic profile includes government employees, public sector workers, healthcare professionals, urban planners, scientists, and telecommunications experts. These individuals exhibit behaviors such as early technology adoption, participation in urban development projects, collaboration with research institutions, advocacy for regulatory changes, investment in telecommunications infrastructure, and exploration of smart city technologies. Understanding and engaging this multifaceted audience will be critical for effectively communicating the project's objectives and benefits.

- 5G4LIVES project's LinkedIn advertising audience description

Here are the following criteria for target audience description in LinkedIn advertising platform (Table 5)

Table 5. LinkedIn advertising target audience description.

| Category | Selection |
|---|---|
| Member groups | • Business Entrepreneur's Ideas |
| Member skills | • Sustainability<br>• Environmental awareness<br>• Corporate sustainability<br>• Social responsibility<br>• Strategic planning<br>• Change management<br>• Localization<br>• Product innovation<br>• Innovation development<br>• Innovation management<br>• Local government<br>• Public sector<br>• Urban planning<br>• Public policy |

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| | |
|---|---|
| Job titles (current) | • Development manager<br>• Change manager |
| Member interests | • Government<br>• International development<br>• Public services<br>• Social issues |
| Company industries | • Government administration<br>• Administrative and support services<br>• Hospitals and health care<br>• Professional services<br>• Technology, Information and Media |
| Job experience | • Local Government<br>• Public sector<br>• Urban planning<br>• Public policy |

Understanding the diverse skill sets, interests, and professional backgrounds of this audience is essential for tailored communication and engagement strategies throughout the project.

- **Budget**

Overall combining both platforms, the budget for advertising campaigns during the 5G4LIVES project duration (3 years' time) would be around 9,000 Eur.

### 2.1.10. Press releases

To announce important events, news or achievements, a press release will be used. It will be shared with industry professionals from the news and media. The main goal of the press release – raise awareness and gain publicity for the project.

All published press releases should be registered in order to keep track of publication count in the 5G4LIVES project.

Press releases will be written and distributed by VEFRESH and other project partners.

Partners can adjust press release text as they see fit and distribute them individually.

### 2.1.11. Newsletters

Newsletters about the project activities, research results, etc. will be distributed via partner LinkedIn networks twice a year or via partner newsletters. In addition, every newsletter will be promoted also through social media and the project's website, so more people would have the opportunity to read it. Then project partners will be able to reshare social media posts that announce the release of each newsletter.

### 2.1.12. Printed materials

5G4LIVES has designed leaflets and roll-up posters tailored as promotional materials that offer details on the project's objectives, use cases, targets, activities, and accomplishments (Figure 9).

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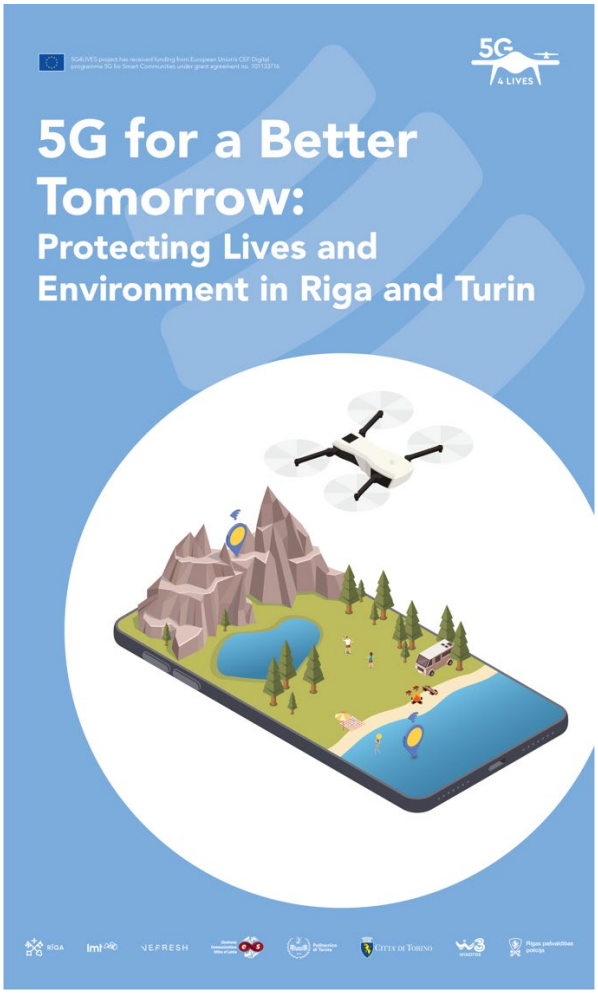


Figure 9. 5G4LIVES Roll-up.

The printed materials are strategically designed to highlight key aspects of the project, featuring compelling visuals, concise summaries, and impactful messages. By utilizing both leaflets and roll-up posters, the project aims to reach a broader audience and effectively communicate its significance, achievements, and potential impact on public safety and health.

### 2.1.13. Other means and channels

Other methods and channels can be used to promote and disseminate project activities, including:

- Attendance at conferences and events;
- Publication of peer-reviewed articles in journals;
- Presentations at workshops and conferences;
- Online articles;
- Feature articles in magazines and/or newspapers;
- Interviews and videos created by partners that show events in which partners participated.

Further details regarding dissemination methods and channels are provided in Section 2.2.

### 2.1.14. Monitoring and evaluation of communication activities

During the 5G4LIVES project, the efficiency of communication will be monitored, so the strategy can be adjusted if necessary. It is crucial that the goals outlined in the 5G4LIVES communication strategy are achieved

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consistently and effectively. To ensure this, a set of tools will be used to ensure effective monitoring and evaluation of communication channels and activities.

- Table recording every communication activity during the project

Each partner is responsible for sending every type of communication material (social media posts, media publications, newsletter campaigns, etc.) to VEFRESH, so it can be recorded in a designated project communication Excel file. This file will record activity type, time, reached target audience and number of people that have been reached.

- MS Teams

5G4LIVES project partners will use the Microsoft Teams platform as a collaborative tool to exchange project-related information files, prioritize tasks, and maintain cohesion and organization to ensure project's efficiency. The MS Teams workspace will be structured into folders, each corresponding to specific work packages or general project information. Using MS Teams is crucial in order to effectively organize project materials and activities and provide input for communication channels.

- Social media and Website reports

VEFRESH will collect and summarize social media post reports monthly to evaluate content effectiveness and adjust it if necessary. Partners have the option to hand in their social media reports to VEFRESH or add VEFRESH to their Business Manager in Reporting role in order to acquire information effectively.

For the 5G4LIVES website, Riga City council will submit a report quarterly to evaluate results and adjust the content if necessary.

## 2.2. DISSEMINATION STRATEGY

### 2.2.1. Purpose and objectives

Dissemination activities assure strong project visibility among the target audiences and the wider public. The main goals for 5G4LIVES dissemination activities are:

- Share the project results within the scientific community;
- Promote the project and raise awareness to relevant industries;
- Enhance project visibility among key stakeholders;
- Facilitate cross-communication with other projects and communities;
- Share project findings with the general public and society at large.

### 2.2.2. Target audience

The target audience for 5G4LIVES dissemination activities includes stakeholders in the drone and mobile network industry sectors:

Drone industry – manufacturers for both drones and their components, drone operators, National civil aviation agencies, researchers involved in drone technology, as well as users of drone services.

Mobile network industry – telecom operators and researchers in mobile technologies.

Additionally, the targeted audience extends to academia, research institutions, and the broader scientific community.

### 2.2.3. Content and Strategy

All 5G4LIVES project partners will engage in dissemination activities, however, the type of activities will depend on each partner's expertise and audience. Industrial partners will engage with relevant industry sectors, distributors, regulatory bodies, and client networks. Academic and research partners will focus on sharing project results to universities and research institutions.

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These activities will help introduce target audiences with 5G4LIVES results and show how to implement them especially in industries, verticals, and SMEs. The content of activities is adjustable; however, the primary emphasis remains – 5G4LIVES activities, achievements, and results of use case trials.

5G4LIVES dissemination strategy has one main goal – to raise awareness of the project and its results among the widest possible audience in the scientific and research community. To achieve this objective, 5G4LIVES will implement two types of dissemination:

1. In the initial phase, a general promotion of the project's communication activities will occur. These activities will target a broader audience (via project communication channels).
2. Later more specific dissemination activities will present the progress and outcomes of 5G4LIVES to scientific communities, academia, and industries (via dissemination means and demonstrations). These dissemination activities will highlight the progress of the project, making sure that results become the focal point of the dissemination plan.

### 2.2.4. Tools of dissemination

Publications – 5G4LIVES project partners intend to submit several research papers to scientific conferences and journals to disseminate project results within the scientific community.

Workshops – It is expected that the 5G4LIVES project partners demonstrate collaborative participation and co-organization of workshops at 5G and/or drone-related events and conferences alongside other projects. These workshops aim to disseminate the conclusive results of the use cases, estimated KPIs, and final suggestions regarding the use of 5G for drone connectivity.

Conferences – Project partners will engage in multiple conferences to maximize project's dissemination and influence.

Participation in demonstration events – One of the main objectives of 5G4LIVES is to showcase its use cases and trial results to a broader audience, including industry experts, researchers and academics, as well as individuals interested in technology. The plan is to engage with drone manufacturers, operators, 5G technology providers, service providers from various sectors, and other relevant stakeholders to highlight project's main goal and demonstrate its potential by executing diverse use cases and assessing project's KPIs.

5G4LIVES project partners plan to attend recognized drone events and exhibitions within the mobile and drone industry sector.

Other dissemination means and channels – Project partners will actively share information about the project via their institutions and/or company's social media accounts. Dissemination activities to mention – publications, presentations, and showcasing events. Additionally, to disseminate information about pre-trials and Use Case trial activities, including their respective outcomes, social media will be used. Each post has to contain hashtag #5G4LIVES.

### 2.2.5. Targets of dissemination

These are the following targets for 5G4LIVES project dissemination:

- Publications – the primary goal is to have publications related to the 5G4LIVES project accepted in scientific journals and magazines, as well as vertical-oriented publications.
- Workshops – 5G4LIVES project workshops will host sessions with external stakeholders, particularly members of the project's Advisory Board, as well as companies, research centres, and relevant industrial or research entities. The objective is to foster an understanding of the opportunities, limitations, and recommendations associated with utilizing 5G for drone connectivity. These workshops will help to acquire insights into the specific drone-related requirements for configuring and optimizing 5G networks to ensure optimal service levels for drone connectivity.
- Conferences – Partners have to secure at least three speaking slots at conferences that cover the subject of 5G, UAVs, telecommunications, etc. The aim for these conferences aligns with workshops

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– to disseminate knowledge regarding the value of 5G-connected drones and the current constraints, while also emphasizing recommendations for achieving high-quality drone connectivity through 5G.

### 2.2.6. Monitoring and Evaluation of dissemination

MS Teams – Microsoft Teams platform is used as a collaborative tool to exchange information regarding the project's tasks, work packages, and ensure cohesive organization of activities.

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# 3. EXPLOITATION ACTIVITIES

The goal of this exploitation strategy is to supply the various 5G4LIVES project target groups with high-quality information about the project, ensuring maximum impact during its lifespan and sustainable benefits after the project is completed. Effective communication is key to enhancing public awareness regarding project deliverables and outcomes, providing participants with precise and dependable information.

A crucial factor contributing to project success is identifying the target groups that include all relevant stakeholders. Hence, it is important to thoroughly inform potential categorized target groups about the project's objectives, progress, results, products, and conclusions. Consequently, meticulous measures have been undertaken to determine the recipients of this information and the optimal communication methods to maximize awareness and impact.

The Exploitation Strategy has been crafted by identifying the exploitable outcomes, potential target audiences, activities, tools, and channels through which project results will be disseminated. This encompasses strategies for fostering enduring collaborations throughout the project lifecycle and ensuring the sustained utilization of 5G4LIVES after the project is concluded. The strategy includes activities aimed at mainstreaming, facilitating the successful transfer of project results to relevant stakeholders and decision-makers, as well as application of project's results to other end-users.

To enhance the influence of the 5G4LIVES project, dissemination and exploitation efforts will be directed toward all stakeholder groups, including academia, industry, the public sector, as well as the general public. These activities will be guided by a well-structured and carefully planned dissemination and exploitation plan.

Communication with potential stakeholders to introduce them to the project's tools and solutions will be conducted as part of the planned dissemination activities. This approach aims to maximize the potential utilization of 5G4LIVES solutions and ensure their recognition by stakeholders.

The objective is to amplify the visibility and impact of the project and facilitate the exploitation of its outcomes. Throughout the project duration, results will be shared with specific target audiences to update them on the progress of their work, leveraging the knowledge generated by 5G4LIVES to contribute to advancements in technology, science, industry, and policy.

## 3.1. TARGET AUDIENCE

The target audience for 5G4LIVES exploitation activities are defined as follows:

- Stakeholders – ensure information distribution, raising awareness and acceptance of the solutions. Dedicated training will be provided as part of WP5 for stakeholders, to ensure maximum impact and replication potential
- Public sector – communication with policymakers about project's findings that can assist in policy making towards digitalization, use of UAV and 5G
- Academia, industry and the general public – sharing information about the tools and solutions in order to increase the exploitation potential of 5G4LIVES solutions and make them acknowledged.

## 3.2. DELIVERABLES

To successfully provide the project's deliverables, it is important for project partners to identify licensing opportunities and business models.

The aim with deliverables is to maximize the impact of the project's outputs and outcomes, generating value for all stakeholders, including consortium partners, industry, end-users, policymakers, and society as a whole. Therefore, following deliverables will be provided:

- Replication toolkit – exploitation beyond the consortium. To promote 5G4LIVES project outcomes and encourage their replication in other EU regions, a web-based toolkit will be developed upon the conclusion of the project. This toolkit will include interactive methods that allow to present all project insights, knowledge, exploitable results, as well as best and worst practices in a cohesive and

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engaging way, with a commitment to transparency. It will be launched on the project's website and disseminated through planned communication, dissemination, and exploitation activities. Additionally, a call to action will be included to encourage further collaboration, research and development initiatives, and partnerships to sustain project activities. The project will also establish a baseline scenario to enhance the targeting of follow-up funding opportunities, leveraging the experience gained throughout the project. For instance, baseline data from the project could be used to pursue more ambitious endeavours, expanding upon the tangible technical outcomes of the project. Moreover, other projects where partners from 5G4LIVES are involved demonstrate substantial interest and activity in the region regarding 5G and UAV development projects.

- Roadmap and 5G4LIVES evaluation – exploitation within the consortium. During the post-project phase, a roadmap for 5G4LIVES, focusing on the results of its use cases, will be crafted as a framework to guide the further dissemination of project outcomes. Its goal is to formulate a comprehensive vision and strategy for an interregional value chain that will be pursued following the project's conclusion. Drawing upon insights gained from performance monitoring, economic and environmental data collection, as well as lessons learned, workshops involving stakeholders will be convened to delineate short, medium, and long-term objectives for cultivating the ecosystem and to outline actionable steps to attain these objectives. These steps will be translated into projects and aligned with available national, interregional, and EU-level funding opportunities, which will be pursued to progress towards realizing the vision outlined in the roadmap.

As a result, it is anticipated that the findings of 5G4LIVES, encompassing both the knowledge and data, along with the implemented 5G solutions, will remain applicable well beyond the project's duration and extend over several years. For instance, this includes metrics such as visitor density at beaches (e.g., frequency of visits, entry times), patterns in drowning behaviour enabling AI to promptly detect signs of distress, allocation of human resources based on beach visitor intensity, and assessment of risks associated with ice conditions, considering the proximity of individuals to open water.

To facilitate this continuity, 5G4LIVES will compile metadata concerning the performance of technologies implemented in WP5, which will serve as a foundation for developing a monitoring platform. This platform has the potential for future expansion, such as incorporating a notification system or enhancing monitoring capabilities, thereby introducing an emergency management system for public venues.

## 3.3. TOOLS, CHANNELS AND MONITORING

During the 5G4LIVES project the main tools and channels will be chosen to achieve effective exploitation. The online and presence exploitation tools will be the core choice for this project, as it can reach the majority of target audiences defined previously. The main focus will be on publications, events and networking.

- Publications – The partners have to generate articles in multiple languages corresponding to each partner, suitable for publication in regional outlets and scientific journals.
- Events – The consortium partners will also ensure the continued dissemination of the project's outcomes by advocating for the project's toolkit and roadmap at subsequent events held beyond the project's duration. These events should be relevant to the themes of 5G and UAV technology.
- Networking – In every project partner country, a network from all relevant stakeholder groups will be established. These networks will facilitate the following objectives for 5G4LIVES: 1) Advocating the project's results among members sharing common interests in target groups and project sectors. 2) Alerting network members to dissemination conferences and events arranged by the network.

Each partner is responsible for sending every type of communication materials (publications, participation in events, etc.) to VEFRESH, so it can be recorded in a designated project communication Excel file. This file will record activity type, time, reached target audience and number of people that have been reached.

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# 4. CONTRIBUTION TO STANDARDS

Under Task T6.5, led by the The Municipality of Turin (MoT), all project partners will collaborate to identify pertinent standardization bodies and develop strategies to ensure alignment with relevant standards. This includes focusing on establishing requirements and standards for the operation of drones, particularly in integrating 5G technology into search and rescue operations. In assessing the standards landscape, areas for improvement and existing shortcomings will be identified, resulting in a comprehensive list of identified standards, regulations, and laws. Lessons learned from these activities will inform the development of upcoming standards and regulations. Active participation in standardization bodies and forums will allow to share insights and experiences from the project, while also offering feedback and recommendations for enhancing existing standards or formulating new ones. By actively contributing to standard development, the goal is to ensure interoperability and compatibility of our solutions with present and future systems, ultimately facilitating broader deployment and enhancing search and rescue operations on both national and international scales. Activities under this task are closely intertwined with tasks under WP2, WP3, and WP5, ensuring synergy across the project's work packages. The T.6.5. is dedicated to ensuring the alignment of our activities with existing standards and regulations, as well as shaping future regulatory landscapes, using the outcomes from these tasks coherently:

- Task T2.3 End Users' Requirements, Interactions with EU Policies, and Regulatory Framework focuses on identifying end-user requirements in compliance with relevant EU policies and regulatory frameworks, ensuring alignment with national and international standards. This involves a co-design process with stakeholders and legal experts to define requirements, conduct literature reviews, and identify regulatory gaps, challenges, and opportunities. The outcomes will be gathered in a report (D2.1).
- Task 2.7 Assessment of Technical, Societal, Regulatory Barriers involves assessing the regulatory framework at various levels and identifying potential barriers or challenges to the implementation and deployment of the 5G4LIVES concept. Consultations with regulatory authorities will be conducted to understand applicable regulations and requirements, ensuring compliance with data privacy, safety, and security regulations.
- Task T5.5 Regulatory Assessment of 5G4LIVES Technologies and Concept follows the analysis and assessment of WP2, aiming to identify how the current regulatory framework allows for or limits the implementation of various demonstrations and to formulate recommendations for adaptation. This task will assess how demonstrations performed under 5G4LIVES fit within the regulatory framework and what can be learned from them to improve the framework and work towards the achievement of the EU's added value facilitated by 5G solutions. Recommendations will be formulated based on demonstration outcomes, enriching the Regulation assessment for the deployment of 5G4LIVES concept. Conclusions and recommendations will be provided in deliverables D5.2 and D5.3, supporting the assessment of the final outcome of 5G4LIVES.

Through these tasks, the goal is to ensure that 5G4LIVES project activities are conducted within the bounds of regulatory frameworks, fostering innovation while ensuring safety, security, and compliance. All the results regarding the T6.5. will be documented in D6.4 and D6.5.

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# 5. COLLABORATION WITH OTHER PROJECTS AND INITIATIVES

Task T6.6, "Liaison with other projects and synchronization with European initiatives," is dedicated to ensuring the sustainability of the project and enhancing collaboration with other projects and initiatives. This involves collaboration with other relevant projects and initiatives, both at the national and international level, to ensure that the project results are integrated into broader initiatives and contribute to the development of the 5G ecosystem. Collaboration with local authorities and stakeholders is also crucial to ensuring the sustainability and continued operation of the solution beyond the project's duration.

To ensure project sustainability, the consortium will encourage the uptake of project outcomes and support replication among other EU regions seeking to develop their smart rescue services. Stakeholders will be empowered by sharing the results and data related to the planned demonstrations as openly and widely as possible, along with offering further collaboration options. The 5G4LIVES project partners will engage with relevant stakeholders and communities through regular workshops, focus groups, and surveys to ensure effective and meaningful engagement throughout the project's lifecycle, fostering collaboration, expertise sharing, and relationship development.

These task activities are closely aligned with activities in other project tasks, such as Task 6.5, which involves actively participating in relevant standardization bodies and forums to share knowledge and experience gained from the project, as well as providing feedback and recommendations for the improvement of existing standards or the development of new ones.

The 5G4LIVES project contributes to the goals for the digital transformation of Europe by 2030, as outlined in the COMMUNICATION FROM THE COMMISSION on 9.3.2021, "Digital Compass: the European way for the Digital Decade." This policy program provides a comprehensive framework of measures, targets, and objectives for furthering the digital development of the EU.

The 5G4LIVES project consortium has identified potential synergies with several other CEF Digital topics, including cybersecurity, such as:

- 5G Networks – Utilizing 5G networks to enhance emergency response capabilities is a primary objective of the project, aligning with the goals of the 5G Networks topic.
- Cybersecurity – Given the project's use of drones and other connected devices, ensuring their cybersecurity is paramount. Leveraging the cybersecurity measures developed under the Cybersecurity topic could significantly benefit the project.
- eHealth – Synergies with the eHealth topic could be realized by utilizing 5G networks and drones to improve emergency medical response capabilities. For instance, the project could facilitate the quick location and transportation of medical supplies to emergency sites.
- European Blockchain Services Infrastructure (EBSI) – Utilizing blockchain technology through EBSI could enhance the project's security and privacy measures. This technology could ensure the secure transmission of sensitive data between drones, emergency responders, and other stakeholders.

These identified synergies have the potential to significantly amplify the overall impact of the 5G4LIVES project and contribute to the broader objectives of the CEF Digital program. Therefore, these synergies will be thoroughly explored throughout the project duration to enhance project results.

As part of project activities toward liaisons with other projects and synchronization with target stakeholders, two workshops are planned to convene project partners and stakeholders in a more interactive and collaborative setting. These workshops aim to delve into specific project topics in greater detail, brainstorm solutions to challenges, and gather feedback from participants. They may encompass presentations, group discussions, and interactive exercises to foster collaboration and knowledge sharing. The topics and themes of the workshops will be tailored to the goals and objectives of the project and the specific needs of the participants. The workshops will be conducted either online or in person, depending on the project's location and the preferences of the participants. Additionally, they will serve as an opportunity to cultivate relationships and network with other stakeholders, promoting collaboration and knowledge exchange beyond the project duration. The output generated from these workshops can further inform project plans, strategies, and reports, ensuring alignment with stakeholders' insights and perspectives.

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The 5G4LIVES project also intends to actively engage with stakeholders and disseminate its findings by participating in relevant conferences and events. These may include prominent gatherings such as the European Conference on Networks and Communications (EuCNC), International Conference on Unmanned Aircraft Systems (ICUAS), European Emergency Number Association (EENA) Conference, Smart City Expo World Congress, European Association of Geoscientists and Engineers (EAGE) Conference, European Transport Conference (ETC), and European Association for the Study of Science and Technology (EASST) Conference.

These are only a few of the relevant events that have been identified, and the project will continue to explore additional opportunities for participation in conferences and events related to its topics of interest.

For the reports, a summarized table will be created to showcase the project partners' participation in various events, forums, and conferences. This table will outline the details of each participation, highlighting the events attended, forums engaged in, and any significant contributions made, ensuring comprehensive documentation of the project's outreach efforts.

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# 6. MONITORING AND EVALUATION

All project activities undergo monitoring and evaluation as part of ongoing quality control and management. The primary aim of this process, particularly concerning communication and dissemination activities, is to evaluate the project's impact on targeted stakeholders to gauge effectiveness and future sustainability.

Performance monitoring goal – to ensure alignment with the objectives outlined in the communication and dissemination plan. This involves continuous monitoring of parameters, comparing their progress throughout the project's lifespan and post-completion.

Moreover, as communication and dissemination strategies typically aim to sustain the impact of project results beyond the project's lifespan, it's crucial to continually adapt the strategy plan to address emerging issues and concerns. These become clearer as project results are delivered.

## 6.1. PERFORMANCE MEASURE INDICATORS

Performance measures and indicators are essential tools for project learning, communication, strategic adaptation, and enhancement. Firstly, developing measures and indicators at the outset of the planning process enhances the likelihood of establishing baseline data, which facilitates progress measurement towards predefined goals. Secondly, setting data-driven goals provides clarity on the extent of progress made and enables a clear definition of goal achievement.

When monitoring communication and dissemination activities and their outcomes, it is necessary to adopt a specific, measurable, achievable, realistic, and time-bound (SMART) approach to performance measurement. Below, performance indicators are outlined, assessing the project's influence during its lifespan and post-project period resulting from communication and dissemination activities.

These indicators and achieved results are represented in the 5G4LIVES project's communication and dissemination Excel file. Each partner is responsible for sending every type of communication materials (social media posts, media publications, newsletter campaigns, etc.) to VEFRESH, so it can be recorded in a designated project communication Excel file. This file will record activity type, time, reached target audience and number of people that have been reached.

The indicators that will be taken into account:

- Communication/dissemination activity with short description and web link;
- Date of the activity;
- Channel;
- Type of target audience reached;
- Number of people reached (if measurements are possible).

In this table all types of communication and dissemination activities should be recorded. Each partner is responsible for relying on this information to WP6 lead – VEFRESH, so the activities can be recorded accordingly.

The numeric goals for this project's communication and dissemination are as follows:

TABLE 6. COMMUNICATION CHANNELS AND KEY PERFORMANCE INDICATORS.

| Channel | KPI |
|---|---|
| Papers in journals/magazines | 1 |
| Participation to conferences | 3 |
| Participation to fairs | 3 |
| Presentations in relevant sectoral events | 6 |

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| | |
|---|---|
| Newsletters | 6 |
| Webinars | 2 |
| Stakeholder Workshops | 2 |
| Participants to Stakeholder Workshops | 50 |
| Media publications (press releases, articles, etc.) | 4 |
| TV, radio appearances | >3 |
| Website | 6000 sessions |
| Social media posts | At least >30 posts combined from all partners social media channels |
| People reached with social media content | 500,000 |
| Project Video | 6 |

Key Performance Indicators (KPI) are defined to measure and evaluate progress towards predefined goals, as well as to assess their impact on the intended audiences. The initial methods for verifying the success of communication and dissemination activities are outlined previously.

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# CONCLUSIONS

## Conclusion

5G Lives project communication and dissemination strategy forefronts an initiative harnessing innovation for the public good in Latvia and Italy. The strategy identifies, communicates and uses a range of communication channels and approaches to disseminate the project goals, tasks and achievements in the following ways.

The project strategically employs 5G connectivity alongside Unmanned Aerial Vehicles (UAVs or drones) technology and green energy sources (hydrogen power) as an alternative fuel. Our project's twofold goal is to enhance public safety and environmental health in cities of Riga and Turin to provide highly accurate data-driven forecasting as well as real-time aerial situational awareness. Both approaches pave the way towards a more secure, efficient, and sustainable future for our citizens.

The project works to improve current aerial monitoring services by empowering optimal emergency management and data-driven forecasting, an overarching goal for public safety. Deploying a dynamic fusion of 5G connectivity and UAVs, the project seeks to provide real-time aerial situational awareness and automatic vulnerability assessment for municipal and state level emergency service providers at high risk areas. The project's reach proffers beyond conventional rescue operations, pushing the limits of innovation to safeguard both human lives and the environment.

In Riga, the project activities involve deploying drones and 5G technology for monitoring and rescue operations at two waterfront areas (Vecaku Beach and Kisezers Lake). The goal is to enhance response times for police efficiency, particularly in challenging terrains.

In Turin, the focus is on developing a 5G-enabled service for situational awareness and vulnerability assessment to counter natural disaster threats.

Project activities include testing anti-drone hacking technology, integrating satellite data, and improving pilot-drone command for better emergency response. The project also includes cutting edge research in Riga on safety protocols and procedures for urban airway planning for drone operations and beyond-visual-line-of-sight (BVLOS) flight methodologies with EU-wide relevance.

For purposes of communication and dissemination, the project sets out the strategic approach to engage in extensive communication to inform and educate local, national, and EU networks about technological solutions planned and deployed in the Riga and Turin.

By leveraging 5G and drone technology, the project sets out for quicker and more effective emergency response, addressing staff shortages in law enforcement and expanding their digital skill set.

In Italy, the project will mitigate the threat of natural disasters and test innovative anti-drone hacking technologies, leading to more efficient emergency responses.

Additionally, developing safety protocols, and procedures for urban drone flights, and validating BVLOS flight methodologies will set new standards for public safety and security. the project emphasises community involvement and knowledge sharing, ensuring that the benefits of these technological advancements extend beyond immediate emergency management to foster a more resilient and informed society

Work Package 6 is dedicated to the dissemination, exploitation, and standardisation of the results of the goals of 5G4LIVES project.

Work Package 6 effectively communicates project activities and findings to stakeholders, from industry, policy making, end product-users as well as the general public.

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This involves the development of a comprehensive dissemination and exploitation strategy, which will be implemented throughout the project. The activities of WP6 includes the following:

- Development of a dissemination plan, with a range of activities such as thematic conferences, workshops, seminars, webinars, press releases, social media, newsletters and other outreach activities will be deployed to reach project audience.
- Development of an exploitation plan, which identifies the potential commercial and societal impact of the project results. The project results will be exploited including the development of new products, services, and business models for technology.
- Mapping and Identification of relevant standardisation bodies and the development of standardisation strategies to efficiently deploy project results.
- Collaboration with relevant projects and initiatives, both at the national and international level, to ensure that the project results are integrated into broader initiatives and contribute to the development of the regional and EU level 5G ecosystem.
- Monitoring and evaluation of the dissemination, exploitation, and standardisation activities, to ensure that they are effective and that the project results are being communicated to project's stakeholders.
- Each partner will have a tailored communication approach based on their profile, content type, communication methods and target audience -industry partners, service providers, policy makers and stakeholders, including aviation experts and the general public.
- VEFRESH is responsible for coordinating all communication and dissemination activities, creating content for social media, creating dissemination materials, such as project videos, rollups, and leaflets. 5G4LIVES visual identity was also created by VEFRESH.
- Riga City Council is the project coordinator, representing the project at various events and leading 5G4LIVES project activities and they will also be involved in communication and dissemination activities
- No designated social media accounts were created for the 5G4LIVES project to maximize the organic reach and via established partner social media platforms.
- The main social media communication channels are linkedin, facebook and the dedicated project website.
- Both social media platforms will have dedicated ad campaigns building awareness, and Engagement, specifically for project stakeholders and partners.
- All communication activities will occur regularly throughout the project's duration and gradually intensify, in line with project use case deliveries, showcasing the novel service deployments).
- Communication and dissemination activities depend on project activities, especially planning, deploying and testing of drone technologies and their progress. Activities and events will be documented, aligned and continuously included in the content creation.
- For the development of the 5G4LIVES project design, simplicity was prioritised. This approach ensured that the project design is clear, concise and effective.
- Project's logo design presents a clear and combined image of the main object - the icon of a drone and its name.
- The 5G4LIVES website has been built under Riga City Council's website and can be found via this link. The initial goal for the project's entire lifespan aims to achieve 6000 sessions on the project's website.

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- 5G4LIVES social media posts will focus on the project's latest news and partner dissemination activities.
- Project will monitor, record and adjust C&D activities based on their effectiveness and efficiency throughout the duration of the project.

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