



CEF-DIG-2022-5GSMARTCOM-WORKS - 5G for Smart Communities – Works  
5G for a Better Tomorrow: Protecting Lives and the Environment in Riga and Turin  
Grant Agreement No 101133716

---

## **5G4LIVES D6.2 5G4LIVES PUBLIC PLACES AND SOCIAL MEDIA**

ID: 5G4LIVES\_D6.2\_Final





## 5G4LIVES

### D6.2. 5G4LIVES public places and social media

Project Title:	5G for a Better Tomorrow: Protecting Lives and the Environment in Riga and Turin
Project Acronym:	5G4LIVES
Contract Number:	101133716
Project Coordinator:	RIGAS PILSETAS PASVALDIBA
WP Leader:	WP6   VEFRESH

Document ID N°:	6.2.	Version:	FINAL
Deliverable:	5G4LIVES public places and social media	Date:	30/05/2024
		Status:	Approved

Document classification	PU Public
-------------------------	-----------

Approval Status	
Prepared by:	Kristine Kalvane
Approved by: (WP Leader)	Viesturs Celmins
Approved by: (Coordinator)	RIGAS PILSETAS PASVALDIBA

## CONTRIBUTING PARTNERS

Name	Company / Organization	Role / Title
Kristine Kalvane	VEFRESH	Author
Viesturs Celmins	VEFRESH	WP coordinator
Laila Zemite	Rigas pilsetas pasvaldiba	Project manager
Aija Vule	Rigas pilsetas pasvaldiba	Project manager

## REVISION TABLE

Version	Date	Comments
1.0	13/03/2024	Initial version
1.1	20/05/2024	Draft
2.0	30/05/2024	Final version

### Disclaimer

The work described in this document has been conducted within the 5G4LIVES project.

The information in this document is provided as is and no guarantee or warranty is given that the information is fit for any particular purpose. The user thereof uses the information at its sole risk and liability.





## 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





## TABLE OF CONTENTS

Contributing partners.....	2
Revision table.....	2
5G4LIVES abstract.....	3
Abbreviations and acronyms.....	4
Executive summary .....	5
Communication strategy .....	6
Target audiences .....	7
Content Dissemination and Publication.....	7
KPIs .....	8
Image 1. 5G4LIVES public places and social media spreadsheet .....	8
Table 1. Communication channels and key performance indicators .....	9
Conclusions .....	10

## 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





## EXECUTIVE SUMMARY

D6.2 5G4LIVES public places and social media is a deliverable that outlines the strategy and implementation of the project's public outreach and communication efforts on various social media platforms and public places.

Scheduled for Month 5, this deliverable demonstrates the project's presence in public spaces and on social media, a key aspect of communication and dissemination. It supports the achievement of Milestone 13 by showcasing the project's visibility.

The summary of all activities regarding the project's public outreach and communication efforts can be found in a unified Excel sheet where all activities will be listed throughout the 5G4LIVES project duration.

The D6.2 deliverable is closely connected to the 5G4LIVES COMMUNICATION AND DISSEMINATION PLAN (Deliverable D6.1) where cases of project visibility have already been mentioned.





## COMMUNICATION STRATEGY

During the 5G4LIVES project, various communication materials, tools, and tactics will be used to show the results to the defined target audiences – industry, policymakers and public authorities, the 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 – is to illustrate the technological and scientific findings, their added value, and add suggestions, and 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 the 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 since a separate project account will unlikely gain necessary traction. As such, the 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 of 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.





## TARGET AUDIENCES

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 about the tools and solutions. This will increase the exploitation potential of 5G4LIVES project solutions and make them more likely to be recognized and acknowledged by industry representatives.
- **Policy makers, public authorities** – for example, the Ministry of Transport of Latvia, The Civil Aviation Agency of Latvia as well as relevant institutions in Italy 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 events will be provided as part of WP5 for stakeholders, to ensure maximum impact and replication potential.
- **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.

## CONTENT DISSEMINATION AND PUBLICATION

All 5G4LIVES project partners will engage in dissemination activities, however, the type of activities will depend on each partner's expertise and audience. Overall, 5G4LIVES dissemination activities have one main goal – to raise awareness of the project and its results among the widest possible audience.

The tools for content dissemination and publication are:

**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, fairs 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 throughout the project to maximize the project's dissemination and influence.

**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 is to achieve 6000 sessions on the project's website. The website has been active for four months, starting February 2024. To enhance traffic, website content will be constantly updated with the most recent information provided by all consortium partners, covering topics such as novelties in drone and/or 5G technologies, discoveries, research results, technology, etc. Project partners are encouraged to promote the 5G4LIVES website link on their respective websites, newsletters, and social media platforms to increase traffic.

**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 the hashtag #5G4LIVES.

## KPIs

Performance measures and indicators are essential tools for project activity progress monitoring, 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](#) ([https://docs.google.com/spreadsheets/d/1vFNt\\_xu4XLou8P6JlPI3AiDygmFr5sVvzjUt6z3pM3k/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1vFNt_xu4XLou8P6JlPI3AiDygmFr5sVvzjUt6z3pM3k/edit?usp=sharing)) 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 during the project's duration (M1-M36).

IMAGE 1. 5G4LIVES PUBLIC PLACES AND SOCIAL MEDIA SPREADSHEET

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Project number	Progress	Publication type	Date of publication	Author	Title of publication	Publication channel	Target audience	Link	Open access	Reference to project's funding	Description/comments	Link to 5G4LIVES deliverable folder
2	Project No. : SSMARTCOM program, contract No. .101133716 (CEF DIGITAL 2022)	Published	Publication in project's website	26.01.2024.	Riga State City	Riga kopā ar Turīnu testēs dronu tehnoloģijas pašvaldības policijas operatīvajā darbā	5G4LIVES website	General public	<a href="https://www.riga.lv/lv/jaunums/riga-kopa-ar-turinu-testes-dronu-tehnologijas-pasvaldibas-policijas-operativajai-darba">https://www.riga.lv/lv/jaunums/riga-kopa-ar-turinu-testes-dronu-tehnologijas-pasvaldibas-policijas-operativajai-darba</a>	Yes	No		
3	Project No. : SSMARTCOM program, contract No. .101133716 (CEF DIGITAL 2022)	Published	Publication in project's website	01.02.2024.	Riga State City	Riga Municipal Police will start introducing automated drone flights	5G4LIVES website	General public	<a href="https://www.riga.lv/en/article/riga-municipal-police-will-start-introducing-automated-drone-flights">https://www.riga.lv/en/article/riga-municipal-police-will-start-introducing-automated-drone-flights</a>	Yes	Yes		
4	Project No. : SSMARTCOM program, contract No. .101133716 (CEF DIGITAL 2022)	Published	Publication in other websites	31.01.2024.	Riga State City municipal City Development Department	Rīgas pašvaldības policija savā darbā sāks ieviest automatizētus dronu lidojumus	Other website	Policy makers, public authorities	<a href="https://www.rdp.ad.lv/rigas-pasvaldibas-policija-sava-darba-saks-ieviest-automatizetus-dronu-lidjumus/">https://www.rdp.ad.lv/rigas-pasvaldibas-policija-sava-darba-saks-ieviest-automatizetus-dronu-lidjumus/</a>	Yes	Yes		

The indicators that will be taken into account:

- Communication/dissemination activity with a 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 and referring 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 1. 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
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 in the project's duration period, as well as to assess their impact on the intended and identified target audiences. The initial methods for verifying the success of communication and dissemination activities are outlined previously in 5G LIVES communication plan.



## CONCLUSIONS

The deliverable D6.2 "Public Places and Social Media" for the 5G4LIVES project outlines a comprehensive strategy and implementation plan for the project's public outreach and communication efforts. It highlights the project's engagement in public spaces and on various social media platforms, underscoring the importance of visibility in communication and dissemination activities.

D6.2 plays a crucial role in achieving Milestone 13 by providing evidence of the project's public presence. It ensures that all public outreach and communication activities are documented in a unified Excel sheet, which will be maintained throughout the project's duration.

"Public Places and Social Media" serves as a key component in demonstrating the project's commitment to effective communication and public engagement, thereby supporting its overall objectives and milestones.



