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Directorate-General for Communications Networks, Content and Technology

Future Networks
Future Connectivity Systems

A unified network, computational and storage resource management framework targeting end-to-end performance optimization for secure 5G multi-technology and multi-tenancy environments

Grant Agreement no. 871900

Deliverable D7.7
Updated Communication Kit

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Abstract: The deliverable contains updated information regarding the 5G-COMPLETE project, along with the project's communication kit material.

Keywords: Aim, Objectives, Partners, Contacts, Press Releases, Communication Kit, Media Resources

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1. Executive Summary

This deliverable presents the updated communication material of the 5G-COMPLETE project that have been produced within the first period of the project, along with the social media 5G-COMPLETE profiles which constitute considerable means of informing the public about the project activities and creating the critical mass of interest regarding the ongoing activities of the 5G-COMPLETE project. In addition, the 5G-COMPLETE website (www.5gcomlete.eu) is continuously being updated, comprising the main "channel" for project dissemination and communication.

2. Introduction

2.1 Purpose of this document

The aim of this deliverable is to present the updated communication kit of 5G-COMPLETE (video, brochure, press releases, social media profiles, website) to endorse the wide dissemination and communication of the 5G-COMPLETE project.

2.2 Document Structure

The present deliverable is split into two main parts:

Part 1: Updated Communication Kit

Part 2: 5G Public Private Partnership (5G-PPP) dissemination tools

2.3 Audience

This document is available to public.

3. Updated Communication Kit

The updated communication kit of the project is available in the project website on the following link https://5gcomplete.eu/communication-kit/ and includes:

- The updated 5G-Complete Factsheet (pdf file)
- A short Project Presentation (pdf file)
- A link for the Video Presentation
- Photo Gallery (kick-off meeting, presentations @conferences etc)
- Issued press releases (in English)
- Dissemination Materials (Logos, Project Brochure etc)
- Social Media buttons (facebook, twitter, LinkedIn, Youtube)

The updated Communication kit (**Figure 1**) is being updated regularly during the project to reflect its progress and to incorporate new press releases and material from 5G-COMPLETE-related events.

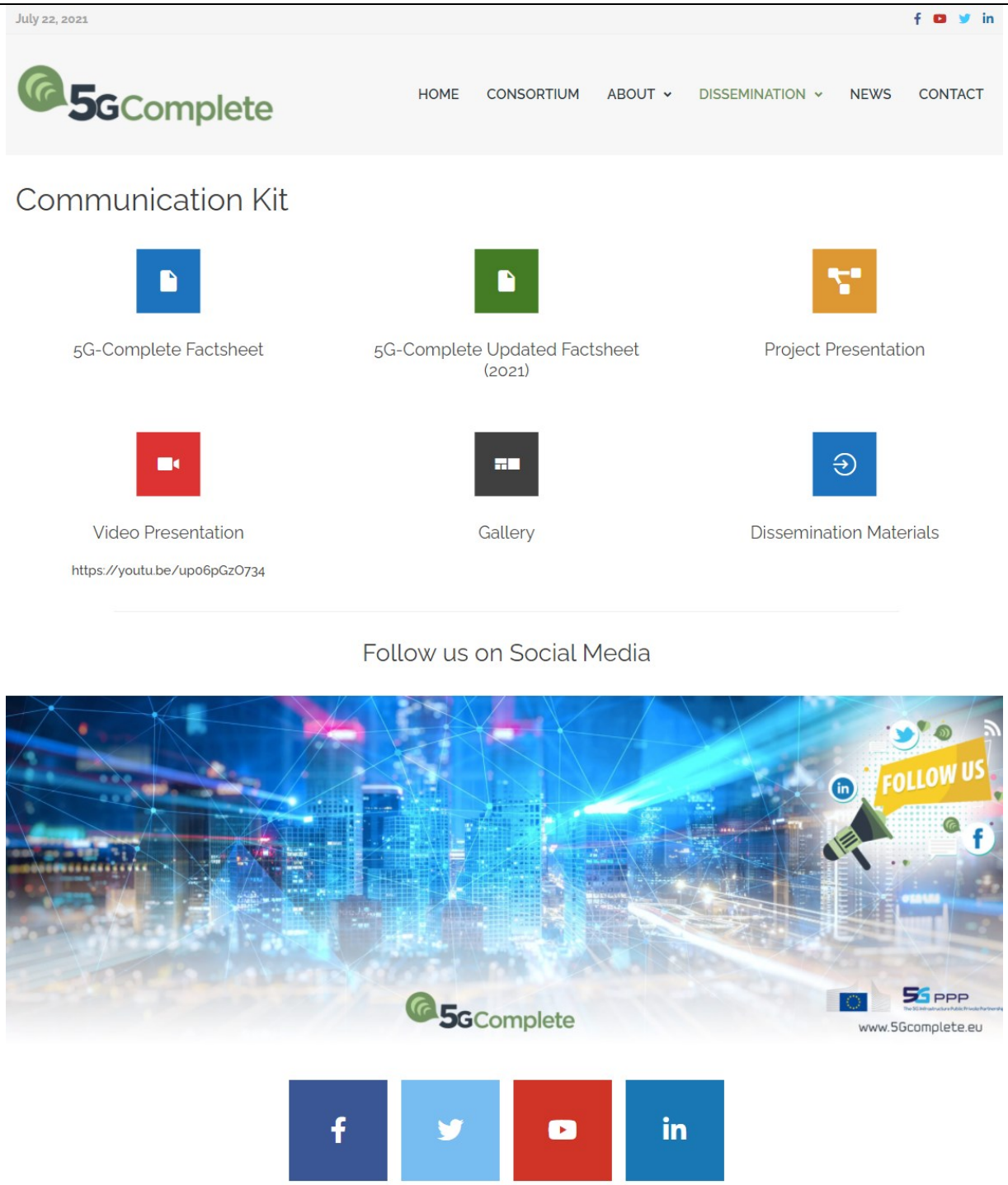

Figure 1 *Updated Communication Kit available on 5G-Complete Website*

3.1 Website

Apart from the project link at the 5G-PPP website (https://5g-ppp.eu/5g-complete/), the 5G-Complete website (http://www.5gcomplete.eu/) is available (D7.2, M2). The website is regularly updated and the current view of the front-page is depicted in Figure 2. The timeline of the official twitter account has been embedded there along with the short video presentation of the project which is also available in the official YouTube account.

Figure 2 Indicative snapshot from the updated 5G-COMPLETE website

3.2 Video Presentations

ICCS/NTUA coordinated the preparation of the 5G-COMPLETE short videos, working in close collaboration with the experts of the graphic design to ensure a professional and broadly comprehensible result. Both the voice-over text and the animations were carefully consolidated and, in some cases, different versions were considered and reviewed. Where possible, simple metaphors and examples from everyday life were used in the presentation scenario to enhance comprehension and make 5G-COMPLETE concepts accessible by a broad audience.

The final voice-over text of the 1st teaser of the 5G-COMPLETE video is presented below:

"5G technology has already began to make an entrance in our everyday lives. The current 4G technology, as we know it, can no longer keep pace with the exponential growth of the demand for mobile bandwidth.
A new solution is necessary and 5G mobile network seems to be the answer.
This new generation wireless network guarantees faster and more reliable connection to the internet, but can it really deliver all that is promised?
The 5G New Radio Standard takes advantage of higher radio frequencies to obtain a larger bandwidth, but in exchange, it requires more dense Access Points much closer to the end users, leading to higher costs. But in order to reduce densification costs, the wireless and telecom industries are leaning towards the process of better exploitation of the available baseband blocks in the Radio Access Network.
This is translated to cheaper hardware that can be reconfigured or upgraded much faster through software.
So, could this be a… complete solution?"

Figure 3: Screenshots from the 1st teaser video

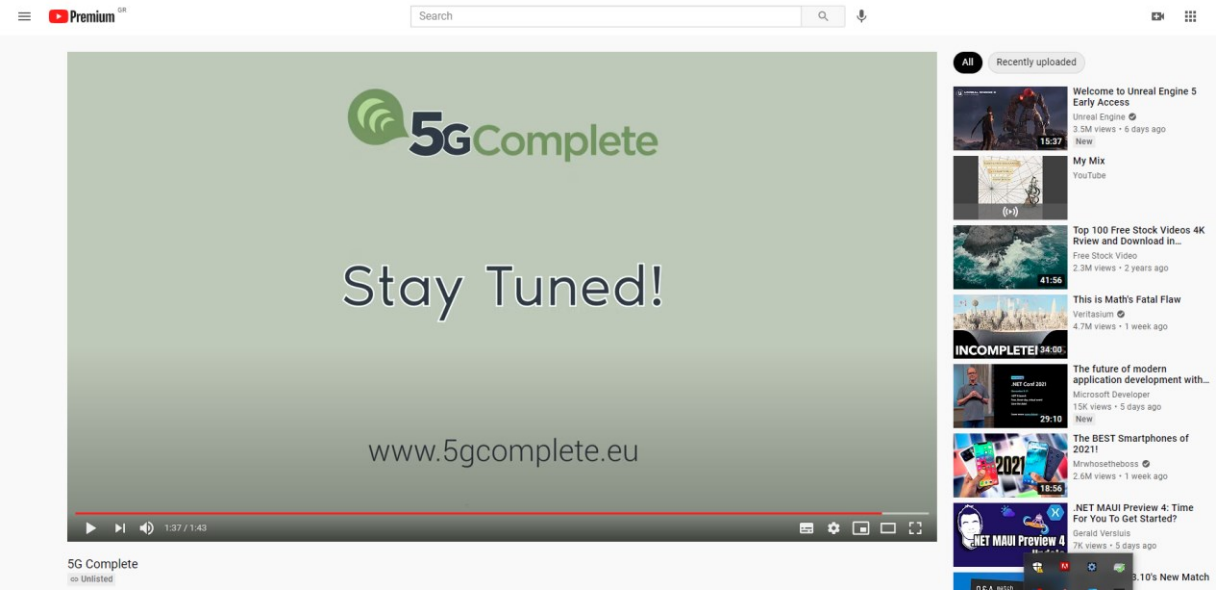

Figure 4: Screenshot of 5G-COMPLETE video, uploaded on Official YouTube Channel.

Distribution of the 5G-COMPLETE clips is carried out through popular video-sharing pages and the official project website. A dedicated YouTube account has been generated for 5G-COMPLETE project and the clip has been uploaded at:

https://www.youtube.com/channel/UCKirdKIUt7qEWeEK8V_O-1g

All the videos of the 5G-COMPLETE project will be uploaded to this channel.

3.3 Social Media

The social media profiles are also being regularly updated by the coordinator in order to reflect the current status of the project, promote the project's activities and keep the followers, friends and connections up-to-date on the project progress.

3.3.1 Twitter

The twitter public profile (Figure 5), for the 5G-Complete project, has been created and can be followed at @5Gcomplete. Several tweets related to project's news, events, progress and activities as well as re-tweets will be posted on a monthly basis. In order to stay informed about novel technologies and related news and initiatives, the profiles of several organisations, foundations and companies are followed. The project hashtag is #5GCOMPLETE, while, hashtags #5G, #h2020, #horizon2020 are usually included in tweets.

Currently 5G-COMPLETE project's account is quite popular in the 5G technological area with more than 350 followers. Several tweets of 5G-COMPLETE account have been retweeted from the official account of the 5G Public Private Partnership and other important accounts.

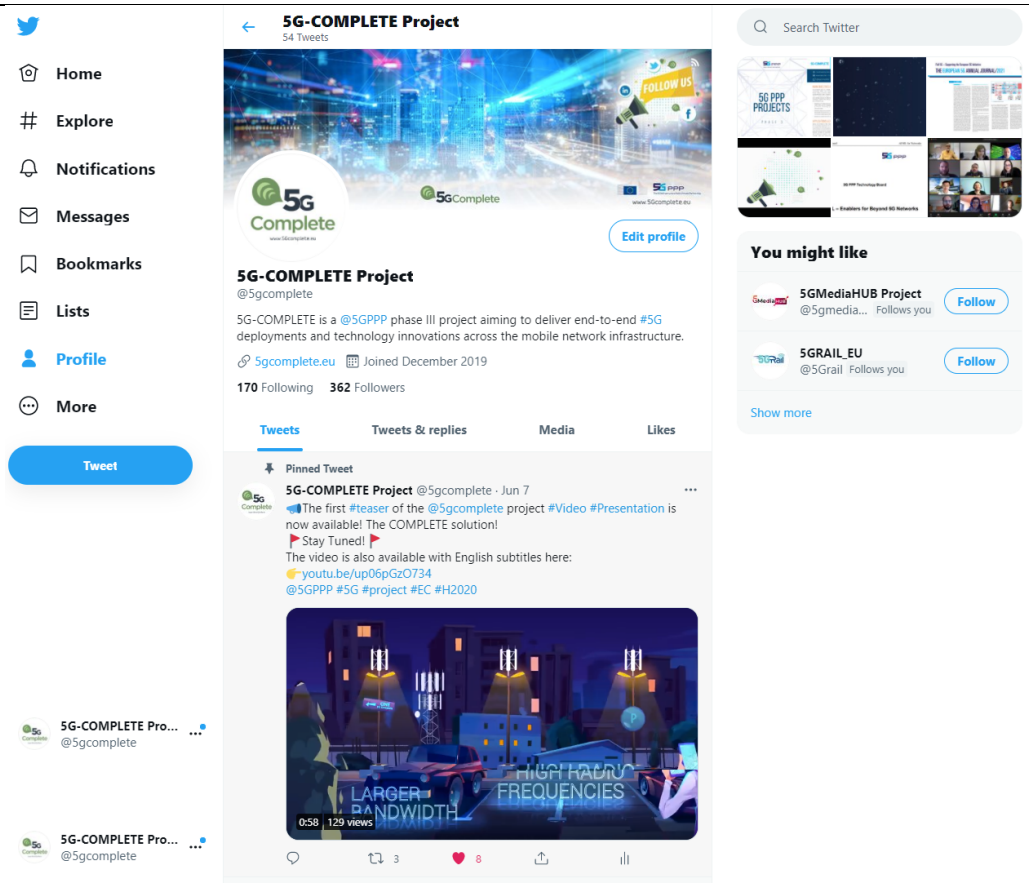

Figure 5: 5G-Complete Twitter Account

3.3.2 LinkedIn

A LinkedIn account (https://www.linkedin.com/company/5g-complete/) and corresponding group (Figure 6), namely 5G-Complete ICT Project, has been created for researchers and professionals.

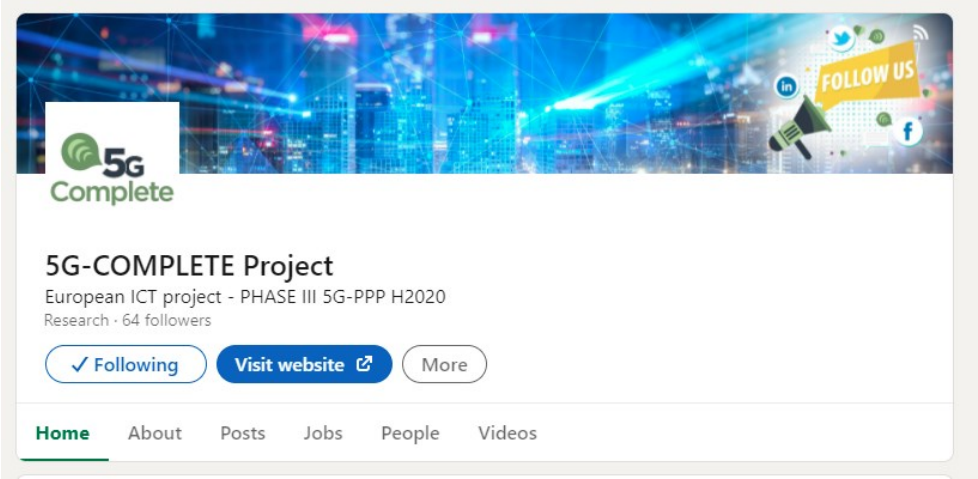

Figure 6: 5G-Complete LinkedIn account

3.3.3 Facebook

A public Facebook page (Figure 7) has been created for the project and can be reached at https://www.facebook.com/5gcomplete. The project's news, including events organisation/participation, activities and results, will be posted on a monthly basis.

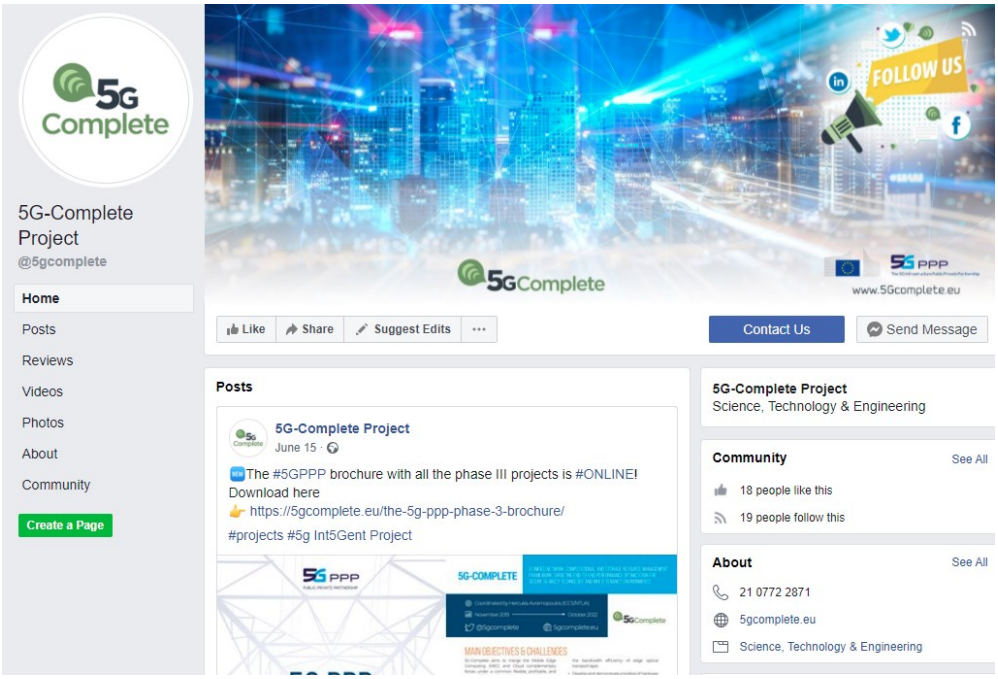

Figure 7 The Facebook page of the 5G-COMPLETE project

The project's Facebook official page is exhibiting lower public response due to the different audience than the twitter account.

3.4 5G Public Private Partnership (5G-PPP) dissemination tools

The 5G-PPP provides multiple tools and activities that support the dissemination of 5G-COMPLETE project. The project exhibits a strong engagement with these activities and takes advantage of the online tools.

In this context the 5G-COMPLETE project contributed in both the European 5G Annual Reports of 2020 and 2021.

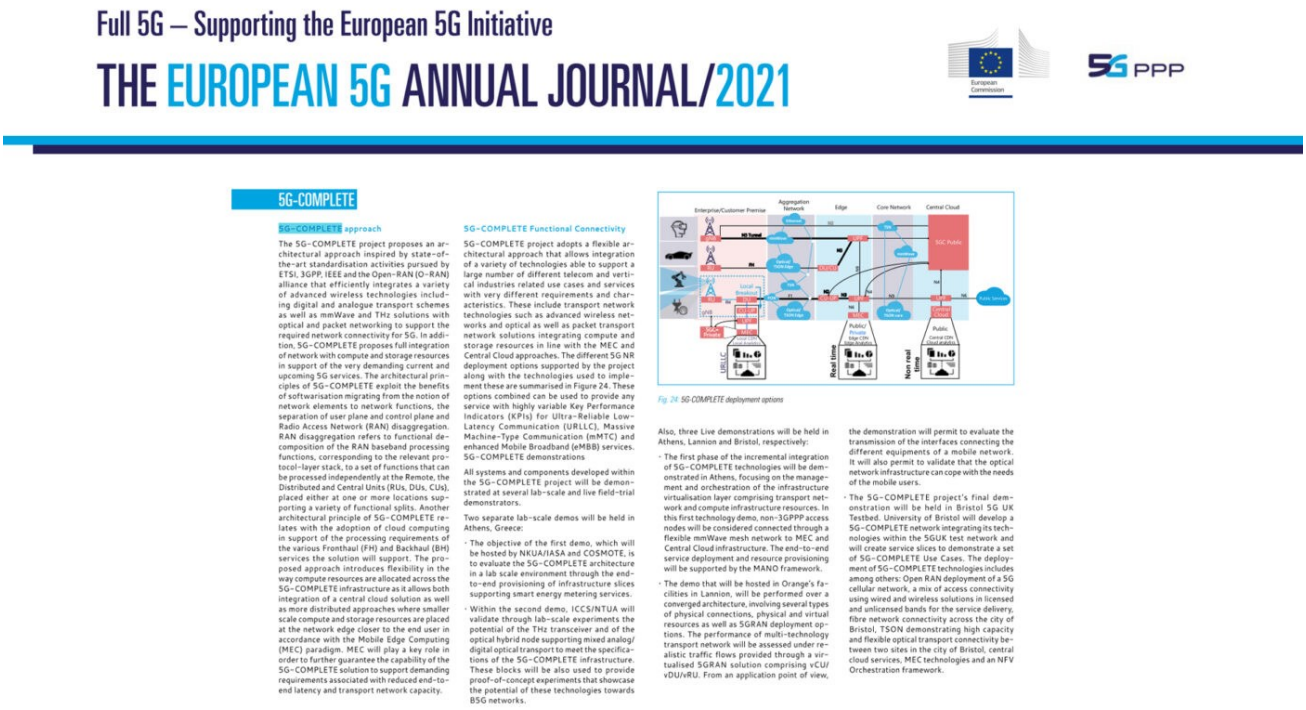

Figure 8: The 5G-COMPLETE in the 6th annual report (2021)

The 6th Annual Report (2021) released on May 2021 and it is publicly available online (5GPPP website and 5G-COMPLETE website). The updated 5G-COMPLETE architecture is reported there as it is depicted in Figure 8.

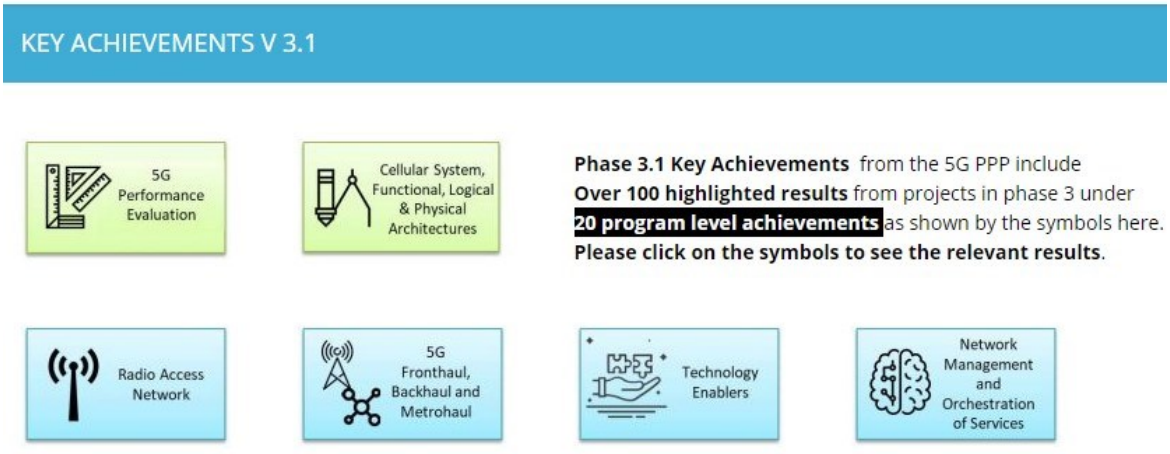

Figure 9: Phase 3.1 5G-PPP Key Achievements including 5G-COMPLETE project

The Technical Board also released the Phase 3.1 5G-PPP Key Achievements where the 5G-COMPLETE project's key achievements are described in detail (Figure 9).

The project is represented also in the 5GPPP Architecture Group by Prof. Anna Tzanakaki (IASA) and Dr. Gutierrez Teran Jesus (IHP). By actively participating in the architecture group's activities, the 5G-COMPLETE consortium contributed to:

- The "AI and ML – Enablers for Beyond 5G Networks" 5G- PPP White Paper which was released in May 2021 and it is available online.
- The upcoming 5G Architecture WG White Paper "5G-Core and Transport Network" (2021) which is currently under preparation and will be released within this year.

Figure 10: The new 5G Infrastructure Public Private Partnership (PPP) phase III projects brochure

Recently 5GPPP released the new 5G Infrastructure Public Private Partnership (PPP) phase III projects brochure which is available online and includes also the 5G-COMPLETE project.