



Euro-5g – Supporting the European 5G Initiative

D3.3: Intermediate report on communication and public relation activities including promotion strategy update

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Abstract

D3.3 Intermediate report on communication and public relations activities, including promotion strategy update – (M12) - summarises all WP3 activities during the period and provides an updated communication and public relations plan for the second project year.

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Executive Summary

D3.3 Intermediate report on communication and public relations activities, including promotion strategy update – (M12) - summarises all WP3 activities during the period and provides an updated communication and public relations plan for the second project year.

The promotion strategy is managed and updated through the “5G PPP innovative information system”, which maintains a dynamic 5G web site highlighting the new achievements and developments within the European 5G-Initiative. The web site provides a “one-stop” shop for 5G activities. It is based upon the existing www.5gppp.eu website. The 5G web site contains sub-sections on publications, information on 5G conferences, workshops, webinars, 5G European R&D projects, international 5G activities outside Europe, regulation and spectrum news, press releases and articles.

Main publications supporting the promotion are the following:

- The European 5G Annual Journal (two issues, electronic version of the first version in July 2016, paper version in October 2016 with updates from 5G PPP projects)
- Quarterly 5G PPP newsletters published on the 5G PPP portal (<https://5g-ppp.eu>). The newsletters present the main issues in discussion, interviews with programme and project representatives, and summary of main achievements in the period as well planned activities for upcoming periods.
- Monthly newsflashes are published in order to provide brief updates on the programme to a wide public.
- Updated communication and public relations plan for the second project year

Euro-5G carried on the work already started in previous projects such as NetSoc and 5-Alive in the production of promotional material.

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Abbreviations

3GPP	Third Generation Partnership Project
5G-PPP	5G Private Public Partnership
5GRUS	Icom-Invest Russian 5G initiative
EC	European Commission
FIF / CeFIMS	Future Internet Forum/Coordination of the European Future Internet for Member States (ceFIMS CONNECT Coordination Action project was initiated in March 2014 within the European Commission Framework Programme's Objective ICT-2013.1.7 Future Internet Research and Experimentation FIRE)
ICT	Bilateral projects
INCO	International scientific cooperation
RAN	Radio Access Network
SME	Small and Medium Enterprises
ITU	International Telecommunication Union

1 Introduction

D3.3 Intermediate report on communication and public relations activities, including promotion strategy update – (M12) - summarises all WP3 activities during the period and provides an updated communication and public relations plan for the second project year. This task is led by IDATE, supported by InterInnov (responsible for the promotion material), 5G-IA, Nokia Net, Orange and Martel.

1.1 Objective of the document

This document reports on the activities related to the promotion strategy of the project covering its definition and implementation, the support for the 5G PPP spokesperson, the publications and promotion material and the reporting on the dissemination activities performed in the first year.

1.2 Structure of the document

This document is divided into five main parts:

- Section 1 details the objective of this document and its structure.
- Section 2 presents the strategy definition and implementation.
- Section 3 details support for 5G PPP spokesperson.
- Section 4 presents the main publications to support the promotion.
- Section 5 lists activities planned for promotion material.

2 Strategy Definition and Implementation

This section describes how the various publications will be promoted and disseminated, the targeted audiences, targeted events and communities, etc.

2.1 Collection of inputs / interaction with projects

The objective is to support and coordinate promotions & Public Relations activities among the 5G PPP projects, the 5G Infrastructure Association and Networld2020.

2.1.1 Maintenance of information flow

We have established direct contacts with 5G European R&D projects and a dedicated team is tracking 5G activities on a regular basis in order to quickly integrate important news. The communication flow also includes wide community, e.g. by through liaison with the Networld2020 ETP and other relevant communities and stakeholders.

2.1.2 Communications and Dissemination mail list

A 5G PPP Communications and Dissemination mail list has been established “Comms@5g-ppp.eu” in order to allow the multiple interactions about common presentation materials, brochures, flyers, webs, tweets, etc., and preparations for joint events to work efficiently between the people responsible in the projects. We estimated that this approach will be more efficient than filtering everything through the overworked project leaders.

2.2 Dissemination and awareness creation activities

2.2.1 Web site

As part of the comprehensive communication strategy, the “5G PPP innovative information system” maintains a dynamic 5G web site with a dedicated focus on achievements and developments within the European 5G-Initiative. The web site provides a “one-stop” shop for 5G activities. It is based upon the existing www.5gppp.eu website and is hosted by Eurescom.

The 5G web site contains sub-sections on publications, information on 5G conferences, workshops, webinars, 5G European R&D projects, international 5G activities outside Europe (e.g. Japan, South Korea, China, USA, 5GRUS by Russia’s Icom-Invest), regulation and spectrum news, press releases and articles.

A specific sub-section has been hosting electronic Newsletters and Newsflashes since September 2015. It is regularly updated when new content from project’s partners or from other 5G PPP projects is made available (monthly for newsflashes).

The Events section gives the opportunity to highlight conferences or workshops in which 5G PPP projects are involved or to mention conferences where 5G experts present thoughts or research results.

News on projects is also emphasised and relayed.



Figure 1: The 5G PPP portal

Periodic reports such as quarterly newsletters and monthly intra-program updates are keeping the community and the participants informed about 5G PPP progress.

2.2.2 Further web channels

A dedicated YouTube channel where all 5G PPP projects can post their own videos has been set up (<https://www.youtube.com/channel/UCY8mTTwrDoMI35vGkiKq1Eg>). The videos are also relayed on the 5G PPP web site (<https://5g-ppp.eu/video/>).

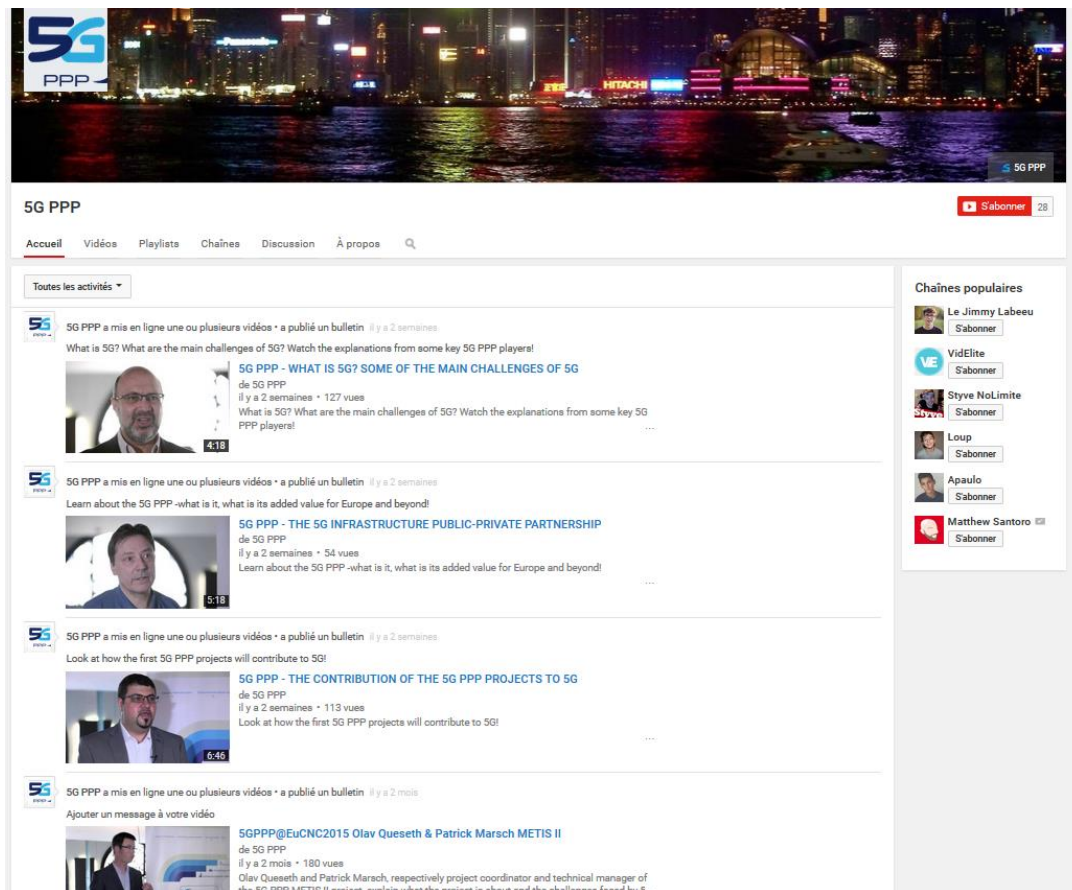


Figure 2: The 5G PPP YouTube channel

A 5G PPP Twitter account has also been created and is regularly used to relay information about relevant information concerning MoUs, conferences, events, press releases from H2020 projects, international 5G news, EC initiatives and information, standardization news, etc..

2.2.3 Targeted events and communities

The strategy for community building is based on the identification of the targeted stakeholders and communities for the 5G PPP.

Task 1.1 “5G community building and support” looks into defining how it could best support the other WPs and Tasks of Euro-5G as follows:

- General activities
 - Support the interaction among 5G PPP projects
 - Interact with other relevant projects and initiatives
 - NetWorld2020, other European projects, broader community
 - Establish and maintain dialogue and information flow with the entire related community
 - Organise and support community events (along with T2.5 “events organisation and participation”)
- First activities
 - Define what should be the primary focus to start with e.g. enlarging the community, better interaction inside the 5G PPP
 - Identify how the proposed platform and tool could help and be used for the purpose of the 5G PPP (activity started, to be continued, cf. above)

- Define priorities and first activities based on priorities defined in the other WPs (cf. below)
- Follow up on activities from 5-Alive e.g. 5G PPP brokerage event at ICT2015

Support from the community building activities to the other Euro-5G WPs (i.e. indirectly to the 5G PPP) have been drafted as follows, to be further detailed in the short term:

- Support to WP2 (governance)
 - Help in the efficient interaction between the various bodies e.g. Partnership Board and Steering Board, help build up the most efficient Working Groups (and not replicate), etc.
 - Ensure some consistency of the 5G PPP overall with respect to activities such as:
 - all calls for participants to 5G PPP boards and working groups are accessible to all 5G-PPP projects and 5GInfrastructure Association Members (T2.2)
 - All action lists of 5G PPP boards and working groups are distributed within the appropriate group and do not contravene to the objectives of the 5G-PPP (T2.2)
 - Encourage public consultations (T2.2)
 - See how the platform and tool could prove useful to support T2.4 “programme support infrastructure” (interaction within the 5G PPP)
 - Support T2.5 “events organisation and participation” to gather the relevant 5G community (beyond the 5G PPP) e.g. by identifying the relevant actors (e.g. startups and SMEs) from the FIWARE accelerators, Startup Europe, etc. *–could be via open calls in later 5G PPP calls as well*
 - Support in making the communication tools (MS4/MS2.1) consistent with the community building strategy –draft at M1 but we need to make the mailing lists, etc. more relevant
- Support to WP3 (communications)
 - Support strategy for 5G PPP promotion by identifying the relevant community/ies to be involved
 - Support the set-up of the communication hub by identifying and involving the 5G PPP projects and other relevant projects and initiatives
 - Identify communities to be targeted for the European 5G Annual Journal (and/or possibly a summary brochure for public dissemination)
 - Support the set-up of an efficient interaction between projects and Euro-5G to make sure that when projects want to publicize news, results, etc. we can collect the information and release it timely
 - Identify and involve the relevant community/ies into the blog(s) –also promote this to the 5G PPP project partners where individuals could post alternate/innovative ideas
- Support to WP4 (international cooperation)
 - Identify the relevant target groups beyond Europe for promotion and dissemination activities
 - Check what is going on with FIF / CeFIMS for interaction with the Member States
 - Identify and involve the relevant 5G initiatives and communities (and public

authorities?) within and beyond Europe? Help interact with the INCO and ICT bilateral projects (from joint calls) related to those countries?

- WP5 (working groups)
 - Help build up the most efficient Working Groups (and not replicate) (also in relation with WP2) e.g. between the 5G Vision WG and the NetWorld2020 Expert Group, the activity on 5G experimentation strategy and the white paper from the NetWorld2020 Expert Group, etc.
 - Engage SMEs into the “collective intelligence” concept if relevant (T5.5)

Additional support to high-level meetings and interactions (e.g. at C-level) will also be redefined as part of Task 1.2, as the original objective of Task 1.2 “Support for Advisory Group” is no longer valid as there is no Advisory Group in the 5G PPP structure (although it was originally planned).

Events participation and organisation

Even though events participation and organisation is managed in EURO 5G within ‘the context of work package 2, namely Task 2.5 Events, led by Martel, it is important to coordinate this activity frame with the promotion work done within WP3 and with the support of the community building activities from WP1. As a matter of fact participation to relevant events and organisation of dedicated sessions, workshops and main conferences are essential to ensure broad visibility of the project’s work and outcomes (WP3) and, as already presented above, an important way of reaching out target communities and stakeholders (WP1). In this perspective, close coordination between WP3, WP2 and WP1 has been established from the very beginning of the EURO 5G project.

This allows to maximize the impact of the project’s promotional activities overall, but also to offer to the various ongoing 5G PPP projects an entry door to coordinate on promotional efforts at a programme level. About events’ organisation and participation, specific coordination procedures have been established together with the leader of Dissemination & Communication activities of the various 5G PPP projects so as to make sure all players in the arena can benefit from a coordinated plan on which events to attend and/or organise. The same process is used for the community building activities.

3 Support for 5G PPP Spokesperson

This section describes how the 5G PPP spokesperson, which will be selected by members of the 5G Infrastructure Association, will be supported for her/his work during the project.

Since May 2016, the 5G Infrastructure Association has hired two staff members: Jean-Pierre Bienaimé as Secretary-General and Alessandro Bedeschi as Head of Office. The notice of appointment including a short summary of their professional profile is available at <https://5g-ppp.eu/5g-i-a-appointements/>

The Secretary General works in close cooperation with the Board and the Head of Office and is responsible for the overall leadership and management of the 5G Infrastructure Association. The Secretary General is also the Spokesperson of the association.

EURO-5G CSA is a key interlocutor and ally of the Spokesperson to ensure very good visibility, reputation and recognition of the 5G IA and 5G PPP. Jean-Pierre Bienaimé and EURO -5G CSA have immediately started to work together on some strategic issues and are progressively intensifying their collaboration in a structured way on several 5G PPP activities. EURO -5G and the Spokesperson will continue to cooperate in the framework of an agreed comprehensive communication strategy.

The main areas where EURO -5G CSA provides strong support to the Spokesperson, are:

- Promotion and Communication
- Public relations and media contacts
- Participation in and organisation of events

3.1 Promotion and Communication

The Spokesperson has to implement promotion and communication strategies to position the Association and 5G PPP as leading organisations for 5G development in Europe. Such strategies involve different media and a multitude of promotional and communication tools developed by Euro-5G thanks to the technical and creative know how of its project partners. These tools and publications are described in detail in this document and the aim is to continue improving their use, working together to communicate even more effectively both within the 5G PPP and externally.

EURO -5G has worked intensively on the development of promotion material to give visibility to 5G PPP, inform and catch the attention of a broad and heterogeneous public. Taking stock of the work done, the Spokesperson and Euro-5G are now joining forces to further define both a general promotion strategy supporting the entire 5G PPP and more specific actions for targeted events, projects and initiatives.

The ‘Shared Workspace System’ provided by EURO -5G is an excellent platform to exchange documents and work efficiently on collaborative projects and is widely used by the Spokesperson in his interactions with 5G PPP partners.

3.2 Public relations and media contacts

Building positive and trusted relations with 5G stakeholders at European and international level and conveying clear messages and information targeted to different audiences including journalists, are pre-requisites to raise awareness on the importance of 5G PPP’s work and its achievements.

EURO -5G and the Spokesperson have cooperated in the preparation of press releases and their distribution through website, social media and an impressive mailing list of selected media contacts provided by EURO -5G. This successful experience once more demonstrated that EURO -5G’s expertise plays a key role in achieving the expected results in terms of 5G PPP’s visibility, outreach and network building.

EURO -5G and Jean-Pierre Bienaimé will jointly develop this strategic field of activity, with a special focus on media relations.

3.3 Participation in and organisation of events

5G PPP participates and is involved in the organisation of several events in Europe and worldwide including conferences, exhibitions, and workshops. These are great opportunities to present the progress made by 5G PPP's projects and working groups, demonstrate advanced solutions, exchange information and ideas on 5G development with partners and stakeholders.

Having the right supporting material at these events is essential in order to promote 5G PPP and disseminate information in an influential and highly professional way. Also in this case, the roles and work of EURO -5G and the Spokesperson are closely linked.

On 9 and 10 November 2016, the "2nd Global 5G Event" will take place in Rome. 5G PPP is hosting the event, which is jointly organised by five leading regional associations worldwide: 5G Americas, 5G Forum, 5G Mobile Forum, IMT-2020 PG and the 5G Infrastructure Association. Jean-Pierre Bienaimé and EURO -5G are working on the creation of promotion and information material that will significantly contribute to the successful organisation of this important event. Besides the conference program with international speakers and sessions on specific 5G topics, the event will host an exhibition area where 5G PPP projects as well as industry and operators are invited to present demos of the progress made in their respective area of research and on possible 5G applications. There is also the intention to present and distribute The European 5G Annual Journal (see section 4.1) at the event in Rome to further inform decision-makers and the business and research community on 5G PPP initiatives.

4 Main Publications Planned to Support the Promotion

In addition to standard methods of dissemination, such as websites and emails, we suggested to annually publish a yearbook and send quarterly newsletters and monthly newsflashes.

Quarterly, monthly publications and flashes are the main means for dissemination of technical results oriented towards specialist staff.

The idea is to produce a large pile of publications during all the project duration. About 1/3 of publications should be released each year. All partners are involved in the dissemination process and papers.

A visual layout was designed for all the papers before starting (a template was defined for the e-newsletters and also used for newsflashes after being adapted).

4.1 The European 5G Annual Journal

The European 5G Annual Journal (two issues) - is a communication tool targeted at promoting Euro5G actions and initiatives through a high-profile, reliable, and informative medium. It will be produced in collaboration with the H2020 projects to extract their exceptional achievements and to present them in the best possible way for broad public, but also presenting technical programme achievements on high-level for wide spectrum of researchers and managers.

The electronic version posted on the 5G PPP web site in July 2016 is presented hereafter:

Grant Agreement No.: 671617
Coordination and support action
Call Identifier: H2020-ICT-2014-2



Euro-5g – Supporting the European 5G Initiative

The European 5G Annual Journal



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Figure 3: First electronic edition of the European 5G Annual Journal

Hereafter follows the EURO-5G Annual Journal structure:

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Publication of the first edition of the Annual Journal took place in July 2016 for the e-edition on the 5G PPP web site and is planned for September 2016 for the printed edition.

4.2 Newsletters and newsflashes

Newsletters and newsflashes are regularly published on the 5G PPP portal (<https://5g-ppp.eu>).

They both present main issues in discussion, interviews and summary of main achievements and planned activities for upcoming periods. Monthly newsflashes are published in order to provide brief updates on the programme to a wide public.

4.2.1 Quarterly newsletters

The newsletters present the main issues in discussion, interviews with programme and project representatives, and summary of main achievements in the period as well planned activities for upcoming periods.

The quarterly newsletter consists of 8-10 pages and is designed to act as a regular and direct link between Euro5G and other 5G PPP projects. It is also targeted at the industry. Quarterly newsletters aim at delivering summary views on hottest topics in 5G and give readers inputs on steps, achievements and potential results.

Hereafter follows our preliminary proposition for the Euro5G quarterly newsletter structure. The quarterly newsletter could also be focused on transversal topics (1 topic per deliverable for example).

Item name	Suggested content
Project news	Identification of recent results Summary of past major results (between 2 issues)
Hot topics	International cooperation announcements Technological achievements Regulatory evolutions (new spectrum management schemes, work of new frequency bands, compatibility studies ...)
Past events	Summary of past events Detailed presentation the major event/piece of news/result
Future events	Presentation of future events (2 max)

Table 1: Newsletters structure

Four electronic newsletters have been released so far. The next edition is scheduled for September 2016.

The format of newsletters has been entirely revised as from the third edition. We have made it more user-friendly and glossier.

- The first one is dated September 2015. It provides an overview on signed partnerships between the 5G PPP and similar 5G programs outside Europe, at country or regional levels with the South Korean Ministry of Science, 5G Americas, 5GMF in Japan, IMT-2020 (5G) Promotion Group in China.
- The second edition of the 5G PPP newsletter dated December 2015 provided a summary of the major past events including multi-lateral Memorandums of Understandings for bi-annual “Global 5G Events”, workshops organised and white papers issued. A specific session focused on the five verticals covered by the 5G PPP, i.e. Health, Automotive, Factory of the Future, Energy and Media/Entertainment.
- The third edition of the newsletter was released in February 2016 just before the MWC in Barcelona. It focused on past and upcoming major events including ICT 2015 in Lisbon and MWC 2016 in Barcelona where 5G PPP projects were very active and showed first results and innovations and produced demos.
- The fourth newsletter dated May 2016 was published before the First 5G Global Event organised by IMT-2020 (5G) Promotion Group in Beijing (May 31-June 1st 2016). It gave the opportunity to provide additional detailed information on the event. Major workshops or joint initiatives between 5G PPP projects were also highlighted.

4.2.2 Monthly newsflashes

The monthly update consists of 3-4 pages. It focuses on updating information for the reader. It explores timelines, news of transversal topics (such as spectrum issues, radio interface & RAN design, core network, virtualisation, energy efficiency, latency, flexibility, backhaul/fronthaul developments, security issues...), the progress made in projects synthetically. Newsflashes also cover the news related to:

- International agreements and cooperation
- Standardisation news
- Regulation news
- Conferences
- Demos
- Press releases announcing relevant progress
- ...

Monthly newsflashes are published from month 10.

Two monthly newsflashes have been made publicly available so far.

- The new user-friendly format designed for newsletters was slightly revised to be adapted to newsflashes to ensure a common visual identity. The first edition dated May 2016 focused essentially on the METIS-II white paper “5G RAN Architecture and Functional Design”.
- The second issue dated June 2016 focused on the upcoming EUCNC 2016 conference in Athens where 5G PPP projects showed first achievements and innovations. Joint initiatives developed greatly.

4.3 Social media channels

All kind of announcements from the programme will be made to the public through the social media channels mentioned below:

- The 5G PPP portal: www.5gppp.eu
- The dedicated YouTube channel where all 5G PPP projects can post their own videos (<https://www.youtube.com/channel/UCY8mTTwrDoMI35vGkiKq1Eg>)
- Twitter: <https://twitter.com/5gppp>

4.3.1 Events

Almost 50 events have been announced on the 5G PPP web site over the June 2015-June 2016 period. Many of them provide details on 5GPPP projects thoughts, early achievements and innovations. Major events (EuCNC 2015/2016, ICT 2015, IEEE ICC 2016, MWC 2016) gave the opportunity to 5G PPP projects to promote their work and show demos, detail papers and share their views among the community. Key topics were covering cooperation agreements and Memorandum of Understandings signed with other countries or regions, vertical industries, spectrum, standardisation, 5G architecture, joint 5G PPP initiatives, Global 5G events, trials. The Launch of phase 2 was also promoted.

The full list is as follows on a monthly basis (as at end June 2016):

June 2016

- 5G PPP projects actively contribute to EuCNC 2016
- 5G PPP project METIS-II @EuCNC 2016
- Joint FANTASTIC-5G, mmMAGIC, Flex5Gware Workshop @EuCNC 2016

- Next Generation fronthaul/backhaul integrated transport networks session for 5G-Crosshaul@EuCNC 2016
- Network Management, QoS and Security Workshop session for Cognet@EuCNC 2016
- FANTASTIC-5G: Ultra-Reliable and Mission Critical Communication @EuCNC 2016
- Announcements for Summer schools in 2016 (5G-NORMA, SONATA)
- 4th 5G PPP Phase 2 Information Day, Athens

May 2016

- 3rd 5G PPP Phase 2 Information day and Stakeholders event
- 5G NORMA, 3rd international workshop on 5G architecture @IEEE ICC 2016, Malaysia
- Workshop jointly organised by multiple 5G PPP projects at the IEEE ICC 2016
- 5G PPP @4th CLEEN workshop (30 May-1 June 2016): How cloudy and green will mobile networks and services be? The First Global 5G Event: “Building 5G Technology Ecosystem”

April 2016

- 5G-PPP @ “5G: expected impact” conference organised by Telenor
- 1st 5G Architecture Workshop
- NetWorld2020 annual event
- 5G PPP projects present at NetFutures 2016: Driving Growth in the #DigitalSingleMarket
- 5G PPP projects @ETSI workshop on 5G: “5G, From Myth to Reality”, April 21st, 2016

March 2016

- 2nd 5G-PPP Phase 2 Stakeholders and Information day
- 5G-Ensure and B-COM @ETSI standardisation workshop

February 2016

- 5G PPP special sessions @ MWC 2016
- 5G PPP “5G empowering verticals” @ MWC 2016 in Barcelona

January 2016

- 5G PPP Phase 2 stakeholders’ meeting took place on January 21st, 2016
- ETSI Workshop on Future Network Technologies, Jan. 27-28 2016, Sophia Antipolis

December 2015

- FIRE Forum 2015: European Experimental Infrastructure Driving Innovation
- IEEE Globecom 2015

November 2015

- 2nd EAI International Conference on 5G for Ubiquitous Connectivity 5G PPP projects present at the Tweether Workshop on November 20th, 2015
- DigiWorld Summit 2015
- CHARISMA and 5G-XHaul at the COMBO workshop on CTTE 2015

October 2015

- FANTASTIC-5G TALK and PANEL “5G Multi-Service Air Interface (<6 GHz)” in NGMN INNOVATION SESSION, on Oct.13/14
- 5G-NORMA talk and panel “5G NORMA: A NOvel Radio Multiservice adaptive network

Architecture for the 5G era based on Network Slicing” in NGMN Forum, Innovation Session, Montreal (CA) on Oct.13/14

- ICT 2015 Innovate, Connect, Transform
- ICT2015 5GPPP Booth XHAUL demo
- ICT2015 5G PPP Booth METIS-II demo
- ICT2015 5G PPP Booth 5G NORMA demo
- Towards a 5G Connected World: A Security Insight, ICT2015 Networking session, Lisbon, 20/10/2015, Room 12, 16:50-17:35
- EC-TW workshop on the 5G Targeted opening

September 2015

- 2015 IEEE 82nd Vehicular Technology Conference: VTC2015-Fall
- International Workshop on Computer-Aided Modeling Analysis and Design of Communication Links and Networks (CAMAD)
- EU project METIS-II hosts workshop on 5G system with 5G PPP projects

August 2015

- IEEE PIMRC 2015
- TRUST 2015 – 8th International Conference on Trust & Trustworthy Computing
- WISTP 2015

July 2015

- 19th ITU Global Standards Collaboration (GSC) meeting

Month	Number of events released	Comments
April-June 2016	18	Of which a number focusing EuCNC 2016 and the first Global 5G event
January-March 2016	6	Of which a number focusing MWC 2016
October-December 2015	14	Of which a number focusing ICT 2015
July-September 2015	7	

Table 2: Number of Events published per quarter (July 2015-June 2016)

4.3.2 News / 5G PPP press releases

In addition to events, the 5G PPP web site carefully relayed any piece of news disclosed by projects. A snapshot of the last piece of news released is shown below:



5G-ENSURE publishes its 5G PPP security enabler open specifications V1

5G-ENSURE publishes its open specifications of 5G Security enablers for the first software release (i.e. v1.0) of the 5G-ENSURE Project planned for September 2016.

The open specifications for the enablers are presented according to the different security areas investigated by 5G-ENSURE, that is:

- Authentication, authorisation and accounting (AAA).
- Privacy.
- Trust.
- Security Monitoring.
- Network management & virtualisation isolation.

This document (click [here](#) to download) paves the way towards the development and demonstration of the first set of 5G-ENSURE security enablers as per v1.0 of its Technical Roadmap (D3.1). It is also a valuable input to both works on the 5G Security architecture and 5G Security test bed, since it provides the details regarding security enablers necessary in order to understand their mapping to 5G security architectural components, as well as integration, testing, demonstration, and assessment on the 5G security testbed.

About 5G-ENSURE

The 5G-ENSURE project brings to the 5G PPP a consortium of telco and network operators, IT providers and cyber security experts addressing priorities for security and resilience in 5G networks. The project has received funding of just over €7.5m out of a total €3.5bn for the 5G PPP initiative. It will:

-Deliver strategic impact across technology, business enablement & standardisation

-Develop a set of non-intrusive security enablers (AAA, Privacy, Trust, Monitoring, Network Management and Virtualization Isolation) for the core of the 5G Reference Architecture-Define a 5G Security Architecture needed to expand the mobile ecosystem giving operators a platform for entirely new business opportunities

-Initiate a 5G Security test bed vision and initial set-up in which the security enablers will be made available and demonstrated

5G-ENSURE will define a shared and agreed 5G Security Roadmap with various 5G stakeholders. The outcome will be a trustworthy 5G system offering reliable security services to customers with a "zero perceived" downtime for service provision.

<http://www.5gensure.eu>
@5GEnsure

Figure 4: 5G-Ensure piece of news on its 5G PPP security enabler open specifications V1 planned for September 2016

Major announcements are also disseminated on the news/press releases sub-section. The First Global 5G event was also highlighted there twice. A press release announced the event and another one covered this unique event and provided details on what happened and what was discussed. Statements from 5G organisation leaders were also mentioned.

4.4 Distribution channel

The European 5G Annual Journal will be published on the 5G PPP portal (<https://5g-ppp.eu>). It will also be sent by email to the European Commission, 5G PPP members and to a list of identified stakeholders. A printed version will also be available at the end of summer 2016 with updates on projects' innovations and achievements.

Announcements regarding the publications of the annual or quarterly newsletters will obviously be made through the social media channels.

5 Promotion Material

In the production of promotional material, Euro-5G carried on the work already started in the NetSoc project (<http://networld2020.eu/netsoc/>) and in the 5-Alive project (<https://5g-ppp.eu/5-alive/>)

At the very beginning of the project, it was decided to revise and refine the objectives described in the DoA in order to be aligned with the work already carried out in the previous CSA projects, as explained in the table below.

Objectives described in the DoA	Revised/refined objectives
Layout and printing of flyers, posters, other materials as needed but at least two sets of the material – by M6 and M18 (tentative planning to be aligned with overall programme activity plan); The first set of material will primarily look at explaining the objectives of the projects in a consistent manner, trying to show the potential achievements for 5G from the 5G-PPP as a whole; and the second set will focus on results and achievements in a similar manner. In addition, we are also planning to release 4 specific flyers focusing on specific aspects e.g. vision and roadmaps, standardization, SMEs, innovation... to be decided during the course of the project. Those flyers will be released whenever it is deemed relevant.	Existing material released by the 5-Alive project includes the “5G vision” brochure as well as a description of the 5G PPP Call 1 projects. In this sense we consider that the “first set of material will primarily look at explaining the objectives of the projects in a consistent manner, trying to show the potential achievements for 5G from the 5G-PPP as a whole” is already released. Euro-5G will therefore focus on specific requests concerning promotional material to be made available for specific events e.g. on verticals, in addition to the original plan for “4 specific flyers focusing on specific aspects e.g. vision and roadmaps, standardization, SMEs, innovation... to be decided during the course of the project.”
With the same idea in mind, two 5G videos will be realised, one at the beginning to present the various projects and advertise the objectives that they have, at the level of each project and also at programme level; and one at the end to present intermediate results. There will likely be a mix of interviews and animations. In addition, a dedicated 5G PPP YouTube channel will be put in place and will collect the videos and animations produced by all 5G PPP projects, and arranged in a consistent manner, also in relation with the 5G PPP web site (Task 3.1).	5-Alive has released 5G videos that comply with the objective to “present the various projects and advertise the objectives that they have, at the level of each project and also at programme level”. A dedicated 5G PPP YouTube channel is available, as well as a specific video page on the 5G PPP web site. Therefore Euro-5G proposes to focus its effort on a new animated video on 5G and 5G PPP, that could be released by M12; and, as planned, on collecting videos from the projects and producing another video with intermediate results from the project (e.g. between M12 and M18 depending on the actual outcomes from the projects).
Templates (PPT, Word, e-newsletters) will be used by the Euro-5g project and will be provided to all 5G-PPP projects to ensure a consistent layout for 5G PPP. They will be based on the templates already available for 5G-PPP (as produced by the former NetSoc project). The templates and maybe the 5G-PPP logo may be revised or tuned during the course of the project to stay up to date with the latest high-level communication standards we are aiming at for the 5G-PPP.	Templates already released will be refined and provided to all 5G-PPP projects to ensure a consistent layout for 5G PPP.

Table 3: Refined objectives

During the first year, EURO-5G produced a series of printed material and videos and refined the PPP logos and templates, in order to ensure a consistent layout for the program as a whole.

5.1 Printed Material

As explained in the above table, Euro-5G focused its effort on specific requests for specific requests concerning promotional material to be made available for specific events.

The promotion material in printed form² was prepared for two main occasions, the “5G Serving vertical industries workshop” (completing some preliminary work already performed within the 5-Alive project), held on November 9th, 2015 in Brussels and the Mobile World Congress 2016 (MWC 2016) in Barcelona, 22-25 February 2016. Of course, the prepared material was used for promotional activities at other occasions as well e.g. during the 5G Phase II Info Days.

² The printed material created by Euro-5G is available on the website at <https://5g-ppp.eu/layer-brochure/>

5.1.1 Promotional material for the “5G Serving vertical industries workshop”

Euro-5G, completing some preliminary work already started in the 5-Alive project, prepared a post-card for announcing the workshop “5G Serving vertical industries”.



Figure 5: Announcement of the workshop “5G: serving Vertical industries”

5.1.2 Promotional material for the MWC 2016 Event

In the scope of preparation of promotional material for the MWC 2016 event, the following has been designed:

- A 16 page brochure “5G empowering vertical industries”, distributed and presented at the EC stand and at the 5G-PPP Media & Analyst Event at Mobile World Congress 2016;
- 4 page- A4 flyer with the “5G empowering vertical industries ”Executive Summary, distributed at the EC stand and at the 5G-PPP Media & Analyst Event at Mobile World Congress 2016
- Icon for the EC application used at the EC stand
- A “press kit” prepared by the project in cooperation with professional journalists working in the ICT area. This “press kit” was composed of: the 5G empowering vertical industries brochure, the press release and the agenda of the 5G-PPP Media & Analyst Event (<https://5g-ppp.eu/5g-ppp-mwc-2016/>)

The Euro-5G project produced a 16-page brochure entitled “5G empowering vertical industries”. In addition to the brochure, a 4 page – A4 flyer with the Executive summary has been designed.



Figure 6: "5G empowering vertical industries", A4-Flyer and brochure and executive summary

The EC App was also designed by Euro-5G.

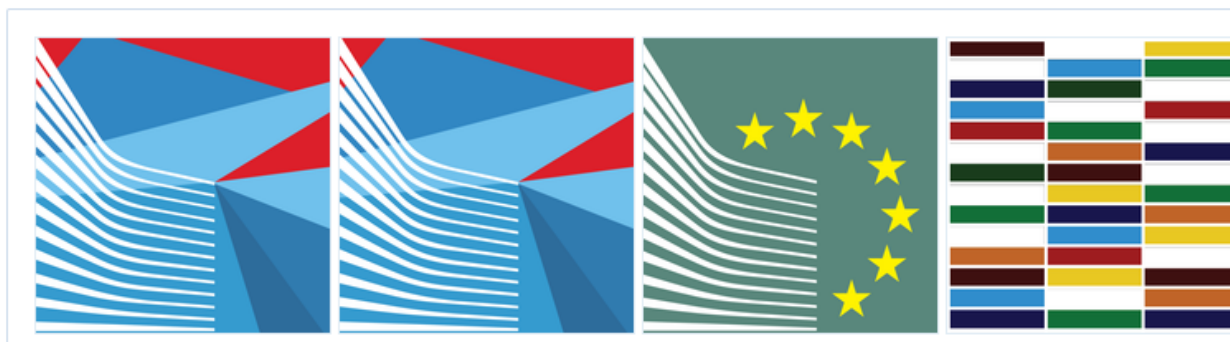


Figure 7: Final version of the EC App (squa red)

5.1.3 Promotional material for the 5G stand at ITS Glasgow

Euro-5G designed the visuals that came on the two walls of the 5G stand during the ITS Glasgow event, which took place from 6 to 9 June 2016. Four illustrations previously designed for the “5G empowering vertical industries” brochure were modified in order to be placed on the walls.



Figure 8: Wall 1

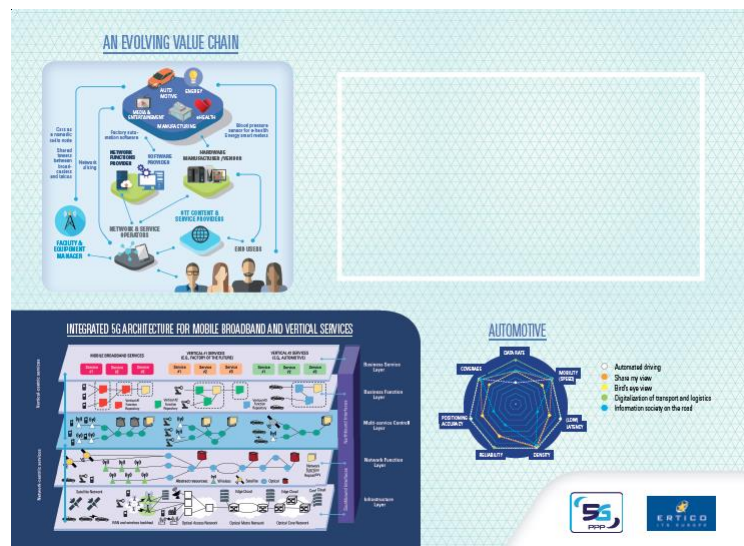


Figure 9: Wall 2

5.2 Videos

As mention in the table “Refined objectives”, during the EuCNC 2015 conference that was held in Paris on 30 June - 2 July 2015, the 5-Alive project had interviewed 16 persons from the EC, the 5G IA, and from the 5G PPP Phase 1 projects, to present and advertise the various projects, their vision of 5G, their objectives and the importance of the 5G PPP as a whole.

As results, a set of interviews were published in the 5G PPP YouTube channel: <https://www.youtube.com/channel/UCY8mTTwrDoMl35vGkiKq1Eg> and are also relayed on a dedicated page on the 5G PPP web site at <https://5g-ppp.eu/video/>.

Starting from these interviews released by the previous CSA project, Euro-5G edited and released the latest video from the “EuCNC series” – 5G PPP and 5G Overview – available at: <https://www.youtube.com/watch?v=iDiPzFXesSQ>. This video provides the audience with a more comprehensible and less technical overview of the 5G PPP and of the advantages that 5G will bring.

With the same idea in mind, Euro-5G scheduled a set of interviews to be filmed during the EuCNC 2016 event in Athens (27-30/06/2016). The idea behind those new interviews in Athens will be to focus on the projects’ intermediate achievements and then what they plan to do in the

remaining part of the project. In addition to the single interviews, a general video with the best extracts of each interview will also be released.

Euro-5G is also planning to release a new animated video on 5G and 5G PPP during the second year of the project.

More details about these activities will be reported in the next deliverable, due at month 24.

5.3 5G PPP and 5G IA Logos and templates

The 5G PPP and 5G IA logos were slightly modified in order to create a coherent “family” brand identity and ensure a consistent layout for the 5G PPP as a whole.

Since the 5G PPP established a well-known brand globally, it was decided to create a set of similarly designed logos, which are very similar to the previous ones.

Both logos were released in two versions: the 5G PPP and IA main logos and the 5G PPP and IA main logos with disclaimer.

5.3.1 5G PPP Logos

The new 5G PPP Logos have been designed in May 2016. In parallel, the “5G PPP Brand guides” have been published on the 5G PPP website (<https://5g-ppp.eu/5g-ppp-brand-guide-logos/>).



Figure 10: New 5G PPP logos released in May 2016

In order to define the terms and condition related to the usage of the 5G PPP Logos, these guidelines explain the following:

- Permissions for usage of the 5G PPP Logos: this paragraph explains who is allowed to use the logos and what are the procedures to be followed by third parties
- Graphical placement of the 5G PPP logos: this paragraph explains how to graphically place the logos in a document
- Palette of colours and font of the logos: the palette of colours and font allowed are reported

5.3.2 5G Infrastructure Association logos

The 5G Infrastructure Association logos were also designed in March 2016.



Figure 11: 5G IA logos designed in March 2016

The use of the 5G IA logo is strictly reserved for use by the Association members only when they represent the Association. Third parties are not allowed to use it. A “Brand guide” is available for the 5G Association members only and it explains the permission usage of the 5G IA logos, how the logos should be graphically placed and the palette of colours and font allowed.

5.3.3 Templates

The following templates have been revised to insert the new logos.

a) Newsletter



Figure 12: New 5G PPP newsletter's header

b) ppt templates



Figure 13: New 5G PPP ppt template



Figure 14: New 5G IA ppt template