E7.1 Dissemination, Communication and Standardisation Plan
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DLT for 6G: Smart Marketplace
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TSI-063000-2021-12

6G Networks Enabled through Technology Driven Solutions
[6GENABLERS]

Programa de Universalización de Infraestructuras Digitales para la Cohesión – 6G I+D

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Plan de Recuperación, Transformación y Resiliencia

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List of Acronyms

5G	Fifth Generation
6G	Sixth Generation
6G-IA	6G Smart Networks and Services Industry Association
AI	Artificial Intelligence
API	Application Programming Interface
B5G	Beyond 5G
DLT	Distributed Ledger Technology
ETSI	European Telecommunications Standards Institute
EU	European Union
GR	Group Report
GS	Group Specification
HE	Horizon Europe
ICT	Information and Communications Technology
IEEE	Institute of Electrical and Electronics Engineers
IoT	Internet of Things
KPI	Key Performance Indicator
MANO	Management and Orchestration
MEF	Metro Ethernet Forum
NaaS	Network as a Service
NFV	Network Function Virtualisation
ODA	Open Digital Architecture
OSG	Open Source Group
OSM	Open Source MANO
PDL	Permissioned Distribute Ledgers
PNFD	Physical Network Function Descriptor
PPP	Public Private Partnership
PRTR	Plan de Recuperación, Transformación y Resiliencia Recovery Plan, Transformation and Resilience
R&D	Research and Development
R&I	Research & Innovation
SDN	Software-defined Network
SDO	Standards Developing Organisation
SLA	Service Level Agreement
SME	Small and Medium-sized Enterprise
SNS JU	Smart Networks and Services Joint Undertaking
TFS	TeraFlowSDN
TM Forum	Tele Management Forum
UNICO	Universalización de Infraestructuras Digitales para la Cohesión
VNF	Virtual Network Function
XR	Extended Reality

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Executive Summary

This document corresponds to the deliverable *E7.1 Dissemination, Communication and Standardisation Plan*, envisaged in the framework of the project 6GENABLERS-DLT (TSI-063000-2021-12). The purpose of this document is to outline the Dissemination, Communication and Standardisation Plan specifically tailored for the 6GENABLERS-DLT project. Such plan aims to establish the strategy for effectively communicating project outcomes, disseminating project results, and engaging relevant stakeholders in standardisation efforts. This deliverable is closely related to the activities of the project and provides a structured approach to ensure successful dissemination, communication, and standardisation throughout the project's lifecycle. This document serves as a comprehensive guide for the project team, outlining the specific objectives, methodologies, and impact indicators that will be employed to assess the effectiveness of the project's dissemination, communication, and standardisation efforts. In this sense, clear guidelines, and best practices for engaging with stakeholders, selecting appropriate communication channels, developing compelling content, and actively monitoring relevant standardisation activities are provided. By following the devised plan, the 6GENABLERS-DLT project aims to establish a strong presence in the scientific community, industry, and standardisation organisations. The project strives to foster collaboration, drive innovation, and contribute to the development of future 6G networks and services, while also enhancing its overall visibility, reputation, and long-term impact.

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1 Introduction

This deliverable provides a detailed outline of the Dissemination, Communication and Standardisation Plan for the 6GENABLERS-DLT project. This plan plays a crucial role in guiding the project team's efforts to effectively communicate project outcomes, disseminate research results, and engage relevant stakeholders in standardisation efforts. By establishing a comprehensive strategy, this document serves as a roadmap to ensure the successful dissemination, communication, and standardisation of the project's activities and achievements throughout its lifecycle.

The Dissemination, Communication and Standardisation Plan is an integral part of the overall project framework, closely intertwined with the project's activities, research objectives, and collaboration with external stakeholders. It provides a structured approach that aligns with the project's goals and ensures that the project's outcomes reach the intended target audiences, including academia, industry, policymakers, and the wider research community.

The plan encompasses a range of strategies and activities oriented to achieve the dissemination of project results, effective communication practices, and active involvement in relevant standardisation initiatives. It aims to maximise the project's visibility, impact, and contribution to the advancement of Smart Marketplaces powered by Distributed Ledger Technologies (DLTs) as key enablers towards 6G, both within the project consortium and in the broader scientific and technological community.

Throughout the document, specific sections address various aspects of the Dissemination, Communication and Standardisation Plan, including the scope, objectives, target audiences, communication tools, collaboration with other projects, and impact assessment. Each section offers valuable insights and recommendations to ensure that the project's outcomes are effectively communicated, valuable collaborations are established, and the project's contributions to standardisation efforts are recognised and integrated into the evolving landscape of 6GENABLERS-DLT technologies.

By following this comprehensive plan, the 6GENABLERS-DLT project aims to establish a strong presence within the scientific community, industry stakeholders, and standardisation organisations. The project strives to accelerate the adoption of multi-party resource and service trading mechanisms via a DLT-anchored Smart Marketplace, contributing to the evolution of Sixth Generation (6G) networks and services. Through effective dissemination, communication, and active engagement in standardisation, the project aims to maximise its impact and facilitate the widespread adoption of innovative trading solutions in the 6G era.

1.1 Document Scope and Objectives

The scope of *E7.1 Dissemination, Communication and Standardisation Plan* is to outline the strategies, activities, and objectives related to disseminating project outcomes, engaging with stakeholders, and ensuring compliance with relevant standardisation processes. This document provides guidance and direction for the project team to effectively communicate project results, engage with target audiences, and contribute to the standardisation efforts in the field of multi-party resource and service trading via a DLT-anchored Smart Marketplace in the 6G era.

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This document aims to encompass information on planned dissemination, communication, and promotion activities, including standardisation efforts for the project. It outlines the project's strategy for dissemination and communication, and provides an action plan to guide these activities throughout the project's duration. The strategy includes specific and measurable impact indicators, such as the number of scientific publications, frequency of web posts, targeted standardisation forums, and a list of strategic events for project showcase.

Furthermore, the document adheres to the requirement that dissemination, communication, and standardisation activities are planned to generate beneficial tools for the project execution in terms of visibility, outreach, and feedback. The planned activities are detailed and encompass webpage creation and maintenance, regular activity in social media channels to promote the project, scientific dissemination through peer-reviewed publications and conference workshops/presentations, and identification of specific standardisation fora and bodies to follow and potentially contribute to. Quantifiable impact indicators are defined to measure the level of accomplishment throughout the project.

1.2 Relation to the Project's Activities

This deliverable is framed within the Work Package 7 (P7) of the 6GENABLERS-DLT project. P7 is responsible for promoting the dissemination of project results in scientific and industrial fora, engaging stakeholders and research communities. It also emphasises the alignment with relevant standardisation activities and bodies, as well as open-source communities. Additionally, P7 focuses on defining an exploitation strategy to analyse market intentions and ensuring alignment with the roadmap of Horizon Europe (HE) Smart Networks and Services Joint Undertaking (SNS JU) actions.

Therefore, this deliverable is the joint result of several tasks within P7, which are outlined below:

- A7.1: This task supports the development of targeted dissemination and communication of the DLT-anchored Smart Marketplace for 6G, with a focus on maximising visibility and outreach. It defines strategic communication priorities, identifies target audiences, crafts key messages and statements, determines strategic communication channels, and establishes a time plan for communication activities.
- A7.2: This task covers the dissemination of project outcomes related to the DLT testbed, ensuring they reach a wide academic, industrial, and business audience. It aims to synchronise with relevant discussions in standardisation bodies to gather feedback for the execution of technical tasks.
- A7.3: This task focuses on disseminating project outcomes related to Smart Contracts-enabled negotiation, targeting academic, industrial, and business audiences. Similarly, it aims to synchronise with relevant standardisation discussions to gather feedback and potential contributions.
- A7.4: This task deals with the dissemination of project outcomes related to Service Level Agreement (SLA) assurance, ensuring they reach a broad academic, industrial, and business audience. It also aims to synchronise with relevant standardisation discussions to gather feedback and potential contributions.

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Furthermore, this deliverable directly aligns with the General Objective 3 of the 6GENABLERS-DLT project. General Objective 3 aims to ensure the long-term success of the project by focusing on standardisation and dissemination in scientific, industrial, and commercial fora. It emphasises the importance of contributing to relevant open-source communities and Standards Developing Organisations (SDOs). Additionally, it encourages exploring synergies with other European Union (EU) initiatives and projects to maximise impact and collaboration opportunities.

1.3 Structure of the Document

The current document is structured in several sections that set the stage for defining the capabilities of the 6GENABLERS Marketplace in the evolving landscape of 6G networks. In particular, the document is structured as follows:

- Section 1: This section provides an overview of the document, including its objectives, the relationship to the project's activities, and the structure of the document itself.
- Section 2: This section presents the primary objectives of the Dissemination, Communication and Standardisation Plan defined for the 6GENABLERS-DLT project.
- Section 3: This section identifies the target audience, as key stakeholders for the 6GENABLERS-DLT project to effectively communicate and disseminate project outcomes.
- Section 4: This section outlines the dissemination and communication strategy, further detailing the conceived plan, the use of communication platforms, the internal communication approach, the visual identity guidelines, the publication procedure and the identified projects to collaborate with.
- Section 5: This section identifies the relevant standardisation bodies in the field of DLTs and other related domains that align with the project's research topics.
- Section 6: This section defines impact indicators to assess the effectiveness and success of the dissemination, communication, and standardisation activities, as well as the reporting mechanism to periodically evaluate and report on the project's impact.
- Section 7: The conclusion section summarises the main findings and highlights the key takeaways from the document.

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2 Dissemination, Communication and Standardisation Objectives

Communication, dissemination and standardisation activities are of utmost importance to support and maximise the 6GENABLERS-DLT project impact. Therefore, the impact creation strategy aims to raise awareness and ensure maximum visibility of project results and progress among stakeholders and key audiences. Dissemination tactics and activities will be mainly focused on publication of scientific papers at journals and conferences. Communication tactics and activities will be mainly performed in the participants' website and social media accounts. Standardisation tactics will be oriented to ensure the alignment of project's outcomes with existing standards and frameworks.

6GENABLERS-DLT project partners understand the importance of the communication and dissemination activities in order to plan an effective strategy and maximise the impact of the project's results. Because of this, they are committed to develop a plan that implies how, when and where the messages about the project and its results will be delivered to each target group, media and general public included, ensuring visibility of the EU funding.

The concrete objectives of the Dissemination, Communication and Standardisation Plan presented in this document are as follows:

- Dissemination Objectives:
    1. To make available the project's findings, insights, and outcomes in order to contribute to the advancement of knowledge in the field of DLT-anchored Smart Marketplaces for 6G.
    2. To reach, stimulate and engage a critical mass of stakeholders from the various target areas to ensure that the results of 6GENABLERS-DLT are effectively showcased, leading to validation, improvement and possibly wider adoption of the technologies and concepts developed.
    3. To maximise the visibility and impact of the project by effectively disseminating research findings, technical advancements, and innovative solutions through various channels and platforms.
    4. To engage and collaborate with relevant research, innovation and policy making initiatives, liaising with related projects and working groups within the Fifth Generation (5G) Public Private Partnership (PPP), SNS JU contexts and beyond, to amplify the project's reach and facilitate knowledge exchange.

- Communication Objectives:
    1. To raise awareness about the 6GENABLERS-DLT project among relevant stakeholders, including academia, industry, policymakers, and the general public.
    2. To engage with relevant stakeholder groups, tailoring the messaging and content to their specific needs and interests and establishing a distinctive identity to support promotional purposes.

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3. To effectively promote the project's activities and achievements through the use of various communication tools and platforms, including websites, social media, and events.
4. To facilitate information sharing, collaboration, and coordination among team members by establishing clear and consistent internal communication channels within the project consortium.

- Standardisation Objectives:
  1. To identify relevant standardisation activities and initiatives in the field of DLT-anchored Smart Marketplaces towards 6G, ensuring the project's alignment with existing standards and frameworks.
  2. To incorporate standardisation requirements and considerations into the project's research, development, and deployment processes, promoting interoperability, compatibility, and scalability of the developed solutions.
  3. To contribute to the dissemination of standardisation outputs and promote their adoption within the wider 6G community, fostering harmonisation and collaboration across different projects and initiatives.
  4. To identify opportunities and potentially participate in standardisation organisations, forums, and working groups to share project findings, insights, and recommendations, influencing the development of standards in the field.

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3 Identification of Target Audience

Before drafting the communication and dissemination plans, it is important to understand who the target (T) stakeholders and communities are, their main interests and how the project results can be valuable for them. The target audience of the project results are:

T1: Telecom Service Providers

Telco operators willing to get a new revenue flow from hiring idle systems of their networks and publishing monitoring services and management controllers. They will benefit from exploring Beyond 5G (B5G)/6G concepts and 6GENABLERS-DLT advancements regarding new cloud-native architectures, trust, secure and autonomous solutions to incorporate them to their networks and create new lines for business.

T2: Information and Communications Technology (ICT) vendors/providers and software developers

Technology players providing services and technology based on the use of Cloud technologies, Artificial Intelligence (AI), and DLTs can learn and adopt 6GENABLERS-DLT concepts. Special interest here for media Virtual Network Function (VNF) providers, based on the use case for vertical validation that we are considering in the project.

T3: Small and Medium-sized Enterprises (SMEs), Innovators, Startups

6GENABLERS-DLT technologies and validation scenarios open opportunities for SMEs and innovators to further develop applications and new business models. The project targets especially stakeholders in the media sector in need of innovative B5G communication services.

T4: Research and Academia across 5G/6G, AI, Cybersecurity

6GENABLERS-DLT aims at technological advances which are of interest of researchers and academics from universities, research centres and Research and Development (R&D) and Research & Innovation (R&I) industry departments. In this respect, they can leverage on the results generated by the project to complement and extend their research and innovation efforts (courses, student projects, seminars, etc.).

T5: Relevant R&I projects, especially within SNS JU, 6G Smart Networks and Services Industry Association (6G-IA), NetWorldEurope, Internet of Things (IoT), Cloud, AI, and Security contexts

6GENABLERS-DLT will liaise with H2020, UNICO and HE projects in the relevant fields to involve them in the research and analysis of the project's results, jointly validate best practices and lessons learned, design some common components, concepts and/or methodologies, promote the results achieved and engage their existing communities. In this way, projects work to ensure the highest possible visibility and promotion, which in itself can support the sustainability of the projects involved.

T6: Standardisation bodies and open-source initiatives

6GENABLERS-DLT will consider contribution for extension of functionalities and even integration of different project's technological developments into their ongoing work and solutions. In particular, the project will monitor open-source communities with Open

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Application Programming Interfaces (APIs) compatible with telco frameworks and solutions and allowing enrolment of new network infrastructures; as well as SDOs interested in seamlessly connecting multiple administrative network domains while actively monitoring and enforcing an inter-network SLA level.

T7: Public authorities, fora, and policy makers

Based on 6GENABLERS-DLT outcomes, they can make informed strategic decisions and plan specific activities, investments and calls for proposals for the good of society, as well as liaise with the industry and the research world.

T8: European and worldwide Initiatives

Technological platforms, research communities and industrial associations can foster knowledge exchange and gather relevant information on best practices and approaches, raise their awareness on the European and global challenges in the fields concerned, and promote research challenges, best practices, and research topics for a better design of the future.

Apart from this list, **public in general (T9)** is also a target of 6GENABLERS-DLT project. Communication includes all actions that contribute to the diffusion of results beyond the project's participants and the direct stakeholders in a way that they can be understood by non-specialists. The communication plan should address the public policy perspective of EU research and innovation funding, increasing awareness and stimulating the interest of multiple audiences (opinion leaders, institutions, final users, and citizens), who are invited to embrace and benefit from the project's advancements.

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4 Dissemination and Communication Strategy

The communication and dissemination strategy of the 6GENABLERS-DLT project is instrumental in spreading awareness, sharing knowledge, and maximising the impact of the project's outcomes. This section outlines the devised plan and the various channels and activities that will be considered to effectively communicate and disseminate project-related information and maximise the project's outreach. The strategy aims to ensure that project updates, achievements, and results are effectively exposed to key stakeholders, including researchers, industry professionals, policymakers, and the general public, while also fostering collaboration, knowledge sharing, and public awareness by employing a comprehensive approach that encompasses both internal and external actions. By implementing a robust strategy, the 6GENABLERS-DLT project endeavours to ensure that its innovative research and developments are widely recognised, contribute to the broader scientific community, and drive positive societal impact.

4.1 Dissemination and Communication Plan

To build a strong impact strategy, communication and dissemination activities need to be considered in a complementary manner. The plan should be defined with the aim of raising awareness and ensuring maximum visibility of project's motivation, results, and progress among stakeholders and key audiences. The plan follows the evolution of the project. The progress will be communicated through various channels and activities until reaching a phase where the main aim is to promote results and uptake by external communities.

In a nutshell, the first phase of the plan will be devoted to raising awareness about the project, identifying key stakeholder communities and target audiences. From a communication point of view, the focus is ensuring that people and organisations involved in activities and topics relevant for 6GENABLERS-DLT are aware of the project's existence, motivation, expected outcomes, and how those results can benefit them according to their roles. Then, for the second phase, the availability of partial results is fundamental to demonstrate the progress and engage with stakeholders targeted in Phase 1. Lastly, the third phase support business and exploitation tasks promoting the final results.

4.1.1 Phases of the Plan

Considering the duration of the project, the planned technical progress and the main milestones, a three-phase plan is defined:

Phase 1 - Awareness creation

Starts: at the beginning of the project

Objective: To design the dissemination and communication strategy and plan, including identification of key stakeholder communities and target audiences with whom the project can begin to establish relationships. Define the liaisons and interaction mechanisms with relevant projects and initiatives, to identify complementarities, common practices, synergies, and opportunities for collaboration in jointly organised community-building

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activities. From a communication point of view, the focus is on ensuring that people and organisations involved in activities and topics relevant for 6GENABLERS-DLT are aware of the project's existence, motivation, expected outcomes, and how those results can benefit them according to their roles. Moreover, introducing the partners involved in the project and the scenarios where the technologies developed will be validated constitutes another valuable topic to share with external audiences.

Phase 2 - Community outreach

Starts: with initial results dissemination (Milestones H2, 12/23)

Objective: To demonstrate the progress and engage with stakeholders targeted in Phase 1 to collect valuable feedback considering stakeholders' points of view. The availability of results at this point will be fundamental to actively reach out to the main targeted stakeholders and generate interest in 6GENABLERS-DLT activities, selected scenarios, defined architecture, and other key outputs. This phase will lay a solid foundation for the planned dissemination activities.

Phase 3 - Global outreach and sustainable impact

Starts: with final release of prototypes (Milestones H6, H9, H12, 07/24)

Objective: To actively engage and support the uptake and deployment of the concepts, technologies and tools offered by 6GENABLERS-DLT through dedicated promotional activities and materials, publicity of validation activities, further scientific publications, participation in selected events, organisation of planned workshops and exploitation activities with the aim to demonstrate to potential adopters the relevance of 6GENABLERS-DLT technologies and their benefits. Standardisation efforts are expected to intensify as technologies develop and prototypes mature during this phase.

4.1.2 Material

The definition and generation of the brand and visual elements of 6GENABLERS-DLT has a significant impact on the execution of various activities, as the goal is to share a consistent and coherent image of the project regardless of the activity, venue, partner participating, etc. The visual identity of the project deserves a separate section (for more details, please refer to Section 4.3).

Satisfying business requirements and encouraging engagement with 6GENABLERS-DLT will be possible through a strong content strategy based on the identification of relevant topics considering stakeholders' interest in the project. Key messages will be tailored to the specific audiences according to their concerns and potential relationship with the project. Generation of specific technical and non-technical content about the project vision, results, activities, and progress will be done internally by 6GENABLERS-DLT project, as well as jointly with other related projects and initiatives to amplify the impact achieved.

Additionally, the project also foresees the generation and use of presentation templates, brochures, and videos to enhance the dissemination efforts and effectively communicate the project's objectives, key findings, and achievements to different target audiences.

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- Presentation templates: to establish a common visual model to deliver engaging and informative presentations about the project overview, highlighting main novelties in relation to the state-of-the-art.
- Brochures: informative documents that provide a concise summary of the project, its objectives, and key research topics to be distributed during conferences, meetings, and stakeholder engagements.
- Videos: for conveying information in an appealing and accessible manner. The project may utilise videos to showcase demonstrations, explain technical concepts, or present project highlights. Videos can be shared on the project website, social media platforms, or included in presentations to captivate the audience and increase the visibility and understanding of the project's work.

By utilising these tools, the project aims to enhance its dissemination efforts by providing visual and tangible materials that effectively communicate the project's objectives, research outcomes, and potential impact to a wide range of stakeholders. This material complements the scientific publications and presentations, allowing the project to reach and engage with diverse audiences in a more dynamic and interactive manner.

4.1.3 Channels

To maximise the visibility of 6GENABLERS-DLT according to the phases described in Section 4.1.1, a broad range of communication and dissemination channels and tools have been selected to cover both online and offline scenarios and targeting identified audiences.

The digital ecosystem, composed by the website and social media accounts, acts as the point of contact with the project, as well as a primary point of information and distribution of the generated content (for more details, please refer to Section 4.2.1 and Section 4.2.2). Within the project's content strategy, the development of news is foreseen when important milestones are reached, as well as blog posts to stimulate interest in the project topics and to demonstrate the work and results achieved.

The publication of project information on partners' websites and social media accounts will be also highly encouraged to maximise outreach and raise awareness. Regarding the social media posts, in the case of social media of the participant companies and professional team accounts, all the publications should include the hashtags #6GENABLERS and #UNICO6G.

The development of scientific and research papers is foreseen to achieve relevant publications in high-ranked peer-reviewed journals and venues in the research areas of interest for 6GENABLERS-DLT. In the same way, the submission of these papers and their subsequent presentation at specialised conferences or workshops is an essential tactic specifically aimed at research and academic audiences.

As the dissemination will be mainly in the form of scientific publications the plan is to first publish the project's concept and architecture with some initial results from defined use case scenarios. Then at the last mile of the project, the complete results of the project including more challenging situations and advanced solutions will be published. An active detection of special issues from Q1 and Q2 journals will be continually performed, as they bring a shorter publication procedure.

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The 6GENABLERS-DLT project employs a diverse range of communication channels to disseminate its findings and engage with various audiences. The project's communication strategy encompasses different document types tailored to specific segments, ensuring targeted and effective dissemination. Here are the document types associated with each segment:

- Industry related: Publication of white papers, magazines, technology roadmaps, and industry-led journals and project showcase in industry events (e.g., Mobile World Congress (MWC)).

- Scientific community: Dissemination of scientific results through esteemed journals and presentation of research findings at prominent conferences. The list of high-impact journals initially targeted includes:
    - Institute of Electrical and Electronics Engineers (IEEE) Transactions of Network and Service Management (TNSM)
    - IEEE Transactions on Cognitive Communications and Networking (TCCN)
    - IEEE Network
    - IEEE Communications Magazine (COMMAG)
    - IEEE Open Journal of the Communications Society (OJ-COMS)
    - IEEE Transactions on Mobile Computing
    - IEEE/ACM Transactions on Networking (TON)

  The list of leading conferences initially targeted includes:
    - IEEE International Conference on Communications (ICC)
    - IEEE Conference on Local Computer Networks (LCN)
    - International Federation for Information Processing (IFIP) Networking
    - IEEE/IFIP Network Operations and Management Symposium (NOMS)
    - IEEE Global Communications Conference (Globecom)
    - IEEE International Mediterranean Conference on Communications and Networking (MeditCom)

- EU events: Active participation in EU events to showcase the project's results, research and innovation activities (e.g., European Conference on Networks and Communications (EuCNC) & 6G Summit). The project team may create interactive booth exhibitions and demo setups to engage attendees and demonstrate the practical applications of their work. Likewise, visually compelling posters could be developed to present the project's achievements in conferences, workshops, and other relevant events.

By employing this diverse range of communication channels and document types, the 6GENABLERS-DLT project aims to effectively reach and engage its target audiences. The dissemination efforts span industry-related publications, scientific community platforms, and EU events, ensuring broad visibility and impact for the project's research outcomes and advancements.

Either in physical or virtual format, the participation in external events (covering presentations, talks, demonstrations, workshops, tutorials, and others at international events) and the organisation of workshops is one of the main activities that will be held to present the progress and results of 6GENABLERS-DLT to external audiences. Collaboration with related projects will be explored to leverage synergies and maximise

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the reach and impact of the project and will seek to utilise the channels of related initiatives (for more details, please refer to Section 4.5).

In order to engage industrial partners and key topics, some online webinars about project concept and results may be produced with surveys to capture main attention. Then, as all the participants have presence in 5G PPP and SNS projects, results may be discussed in multi-lateral meetings to find synergies and common interests across all the consortiums.

Overall, Table 4-1 summarises the different channels and tools to be employed according to the targeted audience, following the numbering defined in Section 3.

Table 4-1. Channels and tools to be used per Stakeholders' groups

Stakeholders	Channels and Tools
T1, T2	Participation and presentation in targeted events, news, project website, social media, targeted communications, showcase events and videos, participation in market analysis, interaction within standardisation context, industrial associations events/channels.
T3	Participation and presentation at target events, news, project website, social media, targeted communications/expert panels, participation to the NetWorldEurope SME Working Group, liaisons with relevant Digital Innovation Hubs/SMEs Clusters.
T4	Publications, demos and presentation in targeted events, project website, social media, workshops.
T5	Participation in SNS JU, NetWorldEurope, 6G-IA commonly coordinated activities/working groups, targeted communications, social media, project website, participation in events, promotional material, joint workshops/sessions/ publications.
T6	Support technology transfer, liaising with the private sector, innovators, researchers, policy makers, share/promote standards and relevant strategies and success stories, active contributions of 6GENABLERS-DLT.
T7	Presentations, participation at local/national policy making events and exhibitions, project website.
T8	Participation and presentation at domain experts' events, publications in international conferences and magazines, targeted communications, webinars, online and offline presence and materials, project website, project events.
T9	Press and media communications, publications in dedicated press, organisation of and participation at domain-focused events, social media, project website.

4.1.4 Activities

The devised plan recognises the diverse expertise of the project partners and acknowledges that different dissemination activities will be employed based on their respective strengths. Academic partners and research institutes, with their deep knowledge and research capabilities, will play a crucial role in generating impactful journal publications and delivering presentations at esteemed conferences. These activities will ensure that the project's findings reach the scientific community, facilitating knowledge exchange and potential collaborations.

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On the other hand, industrial partners will leverage their industry experience and networks to focus on standardisation efforts and engage with potential users and stakeholders. By actively monitoring relevant standardisation bodies, these partners will contribute to ensure the project's outcomes align with real-world requirements. Through targeted presentations and engagements, industrial partners will gather valuable feedback that can further enhance the project's results and drive their adoption.

The synergy between academic and industrial partners in the dissemination and communication activities will create a comprehensive approach. It will allow the project to benefit from both the academic rigor and industry relevance, ensuring a well-rounded dissemination and communication strategy. By combining academic publications, conference presentations, standardisation efforts, and targeted industry engagements, the project aims to maximise its impact and facilitate the adoption of its innovative approaches in the field of multi-party resource and service trading via a DLT-anchored Smart Marketplace in the 6G era.

Concrete activities of the plan are listed below.

Phase 1

- Design and creation of project's templates.
- Launch of the 6GENABLERS website.
- Establishment of social media channels.
- Creation of a dedicated calendar of events.
- Publication of first two blog posts.
- Identification and initial liaisons efforts with key relevant initiatives and projects.
- Preparation of a slide-based presentation with the project overview.
- Generation of the first scientific publications.
- Participation to at least one conference/event presenting the 6GENABLERS-DLT objectives and core foundation.

Phase 2

- Preparation of slide-based presentations with first project results.
- Elaboration of video to be used to raise awareness.
- Animation of social media channels.
- Publication of several news/blog items.
- Participation in selected events.
- Promotion of the project use cases with dedicated promotional campaigns.
- Participation in dedicated sessions/webinars possibly co-located with other initiatives and events.
- Generation of scientific publications.

Phase 3

- Elaboration of promotional material in various forms, like white paper.
- Promotion of the project through all communication tools.
- Generation of scientific publications.
- Identification of possibilities for potential inputs to standardisation.
- Establishment of liaisons with key relevant initiatives and projects.
- Publication of several news/blog items.

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- Elaboration of videoclips (informational pills about the project)
- Participation in webinars/workshops with other SNS and/or HE funded projects.
- Organisation of a final workshop to present the results and promote their exploitation and sustainability.

4.2 Communication Tools

This section outlines the various tools and platforms that will be leveraged to reach the target audience through digital channels. By employing a diverse array of communication tools, the project aims to maximise its outreach, enhance knowledge sharing, and foster collaboration within the relevant communities.

4.2.1 Project Website

The project website will play a crucial role in facilitating dissemination and communication activities. With a focus on providing a seamless user experience, a common website for the UNICO I+D 6G program[1] coordinated by i2CAT has been developed to cater to both desktop and mobile users, following responsive design principles. Moreover, the website adheres to the Visual Identity requirements established by the Recovery Plan, Transformation and Resilience from the Spanish Government[2] (for more details, please refer to Section 4.3).

This space, depicted in Figure 4-1, provides key information about the program and summarises the different projects framed within this initiative. Visitors can access detailed information about the program's activities and updates, both past and upcoming. Additionally, the site serves as a centralised repository for ongoing tendering calls.

Figure 4-1. Website for the UNICO I+D 6G program coordinated by i2CAT

Within the aforementioned website, a dedicated subsite has been integrated specifically for the 6GENABLERS coordinated project[3]. This subsite offers a comprehensive overview of the project, including its main objectives and a brief introduction to each one

[1] https://i2cat.net/unico/
[2] https://planderecuperacion.gob.es/identidad-visual
[3] https://i2cat.net/unico/6genablers/

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of the sub-projects, including 6GENABLERS-DLT, as illustrated in Figure 4-2. Acting as a dedicated space for dissemination and communication, the website will provide access to a wide range of materials, including technical specifications, reports, blogs, videos, and news about events and activities such as conferences and exhibitions. It will serve as the primary source of information regarding the project's activities, developments, and results and will be the primary platform for sharing projects results and updates with the general audience.

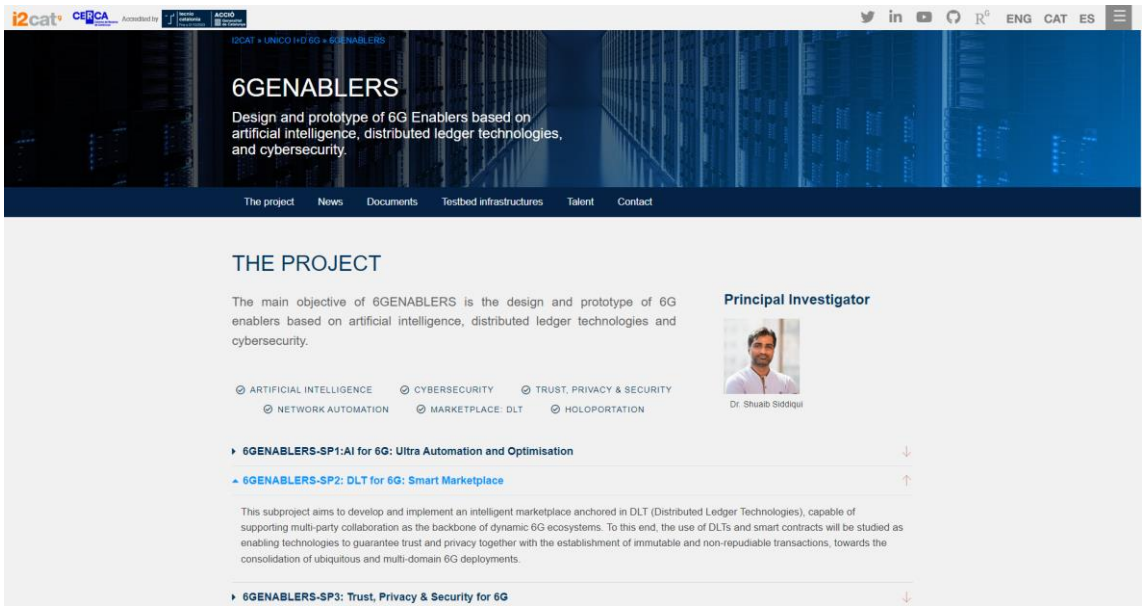

Figure 4-2. 6GENABLERS Website

To effectively disseminate the project's achievements, the 6GENABLERS subsite includes a dedicated "News" section. This section will provide regular updates on the project's progress, milestones, and notable accomplishments. It serves as a valuable resource for visitors to stay informed about the latest developments and milestones.

Furthermore, the website incorporates a "Documents" section providing access to open-access scientific publications related to the project, including journals, conferences, workshops, and other relevant sources. To enhance the user experience and provide further relevant information, the subsite will include links to other relevant sites. These links may connect users to additional project resources or external publications, such as blog posts and white papers from the project, fostering knowledge exchange and collaboration.

In order to ensure the long-term accessibility of project results, the website of the UNICO I+D 6G program, which hosts the 6GENABLERS subsite, will remain active for a minimum of two years after the conclusion of the project. This guarantees the sustained availability of valuable project information and resources.

Overall, the 6GENABLERS website will serve as a comprehensive platform for disseminating project updates, sharing research findings, and providing access to valuable resources, fostering engagement and knowledge exchange with the project's target audience. It will play a crucial role in communication and dissemination efforts, ensuring effective engagement with the general audience and facilitating knowledge dissemination within the 6GENABLERS-DLT project.

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4.2.2 Social Media

The 6GENABLERS-DLT project recognises the significance of social media platforms, which play a crucial role in facilitating communication, dissemination, and engagement with stakeholders. Therefore, the project will actively maintain a presence on social media, leveraging these platforms to disseminate news, events, and achievements. Specifically, the i2CAT Twitter[4] and LinkedIn[5] accounts will serve as key channels for sharing project updates and news, ensuring that the latest developments are communicated effectively to a wide audience. Leveraging these social media accounts, the project aims to reach a wide and diverse audience by conducting targeted campaigns centred around project news, events, and achievements.

The project acknowledges the unique audience offered by the Twitter platform, particularly when combined with the use of hashtags. Figure 4-3 provides an example of previous communication efforts carried out by i2CAT via its Twitter account, specifically showcasing communication related to open tenders of the project.

Figure 4-3. Example of notification through the i2CAT's Twitter account

[4] https://twitter.com/i2CAT
[5] https://es.linkedin.com/company/i2cat-foundation

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By leveraging Twitter, the 6GENABLERS-DLT project can generate increased engagement and attract interest across a broad spectrum of topics covered by its activities, events, and outcomes. This approach ensures maximum exposure to potential audiences and enhances the project's visibility and impact.

Similarly, the 6GENABLERS-DLT project will extend its reach to the i2CAT LinkedIn account, recognising it as a preferred platform for researchers, companies, and industry professionals. LinkedIn will play a significant role in facilitating communication and sharing news, events, and outcomes related to the project. By utilising the project consortium's individual pages on LinkedIn, posts can be easily shared, amplifying the impact and reach of dissemination and communication activities. Figure 4-4 provides an example of previous communication efforts carried out by i2CAT via its LinkedIn account, specifically showcasing communication related to open tenders of the project.

Figure 4-4. Example of notification through the i2CAT's LinkedIn account

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By leveraging these platforms, the project can effectively share updates, highlight milestones, and engage with the public, industry professionals, and other relevant communities. These examples serve as valuable references, demonstrating effective utilisation of social media platforms to disseminate project information, attract stakeholders, and foster collaboration.

To ensure comprehensive coverage, the i2CAT Corporate Development department will work closely with the project's research team. This collaboration aims to keep track of the project's progress, identify significant achievements, and develop communication content that can attract media attention. Communication content will be carefully crafted to highlight the project's innovations, advancements, and their potential impact on the field. i2CAT will also integrate information about the 6GENABLERS-DLT project into external campaigns that focus on disseminating the centre’s broader research strategy in the domains of 5G and 6G.

Through a combination of social media posts and news on the website, the 6GENABLERS-DLT project aims to extend its reach beyond the project's immediate stakeholders. By effectively utilising social media platforms and engaging with the media, the project will maximise its visibility, create awareness about its objectives, and foster collaboration and knowledge exchange within the wider community.

4.2.3 Internal Communication

The internal communication plays a crucial role in facilitating effective collaboration, coordination, and knowledge sharing among the partners of the 6GENABLERS-DLT project. To achieve this, the 6GENABLERS-DLT project follows a structured approach to ensure effective communication and coordination among its participants. Next, we outline the various tools, platforms, and practices that will be employed to foster seamless communication within the project team.

Meetings will serve as a fundamental means to facilitate effective communication and collaboration among project partners, allowing team members to gather, discuss progress, exchange ideas, and address any challenges. Regular project meetings, both physical and virtual, will be scheduled to ensure that all team members are updated on the project's status, milestones, and deliverables. These meetings will provide an opportunity for open dialogue, brainstorming, and decision-making.

Specifically, the project schedule includes a management/review meeting which takes place monthly and is scheduled with more than a month in advance. The calendar of next two meetings is agreed at the end of each meeting. These management meeting include at least one representative per participant. Similarly, a technical meeting is also scheduled at least monthly, taking place one week before the management one. Technical meetings include all management and technical staff to be operative, take decisions and agree on commitments. Additional side-by-side meetings can be arranged on demand to address specific issues or to facilitate focused discussions between relevant partners.

To facilitate seamless communication and collaboration, the project will leverage dedicated platforms such as project management and collaboration systems for document sharing (i.e., Confluence), virtual meetings software (i.e., Google Meet and Zoom) and messaging tools (i.e., Gmail and Slack). These platforms will enable team

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members to share project-related documentation, track progress, assign tasks, and collaborate on shared files in a centralised and organised manner. By utilising such platforms, the project team will have real-time access to project-related information and be able to work together efficiently. In summary, the platforms employed to streamline internal communication and document sharing among the team involved in 6GENABLERS-DLT include Confluence, Google Meet, Zoom, Slack and Gmail.

Documentation will play a critical role in the internal communication by providing a comprehensive, updated and easily accessible repository of project-related information. Comprehensive documentation will include technical specifications, design documents, progress reports, user manuals, and meeting minutes. The project team will have access to these documents to ensure transparency, facilitate knowledge transfer, and ensure consistency in understanding project objectives and requirements. In order to enforce a consistent format, document templates will be used for the delivery of project documentation (for more details, please refer to Section 4.3.1).

Code sharing repository and version control systems (i.e., Bitbucket) will be utilised to enable efficient collaboration among project members who are involved in software development activities. These systems will allow team members to share code, track changes, and manage different versions of the project's software. In this context, the documentation of APIs is a fundamental resource for developers and technical teams involved in the project. Such documentation provides clear instructions on how to interact with the developed APIs, including the supported endpoints, request/response formats, authentication mechanisms, and any specific guidelines or best practices to follow. This will ensure proper coordination and integration of individual contributions, leading to a unified and functional software solution.

By implementing robust internal communication guidelines, the 6GENABLERS-DLT project aims to foster a collaborative and cohesive environment where team members can effectively communicate, share knowledge, and work towards achieving project objectives. Established mechanisms and practices underscore the project's commitment to seamless internal communication, ensuring all team members are aligned, informed, and actively engaged in the project's progress.

4.3 Visual Identity and Promotional Materials

The visual identity of the 6GENABLERS-DLT project plays a crucial role in ensuring consistency and recognition across all communication materials and platforms. This visual identity will be applied consistently across all communication materials, including the deliverables, presentations, and promotional items. The visual identity not only creates a cohesive and appealing visual experience but also contributes to the overall success of the project's communication and dissemination efforts. The following visual identity guidelines will be followed in the project:

1. All publications, communications, and websites associated with the project will prominently indicate the funding entities, namely the Spanish Ministry of Economic Affairs and Digital Transformation and the European Union – NextGenerationEU. This acknowledgment will be in line with the "framework of the Recovery Plan, Transformation and Resilience (PRTR)" as specified in article

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34.2 of the "Regulation (EU) 2021/241 of the European Parliament and of the Council".

2. The visual identity of the project will be maintained by correctly and prominently displaying the UE banner with the statement "funded by the European Union – NextGenerationEU" in all communication activities. Additionally, the logo of the PRTR will be incorporated appropriately. These elements will be included in various communication materials, including posters, electronic publications, and the project website.
3. The project is committed to promoting gender equality, inclusivity, and diversity in all communication activities. Images that discriminate against women will be avoided, and communication materials will aim to represent a diverse range of roles and perspectives. It is essential to refrain from using sexist language in all project-related communication activities.

By respecting the established visual identity guidelines, the 6GENABLERS-DLT project ensures a consistent and coherent representation across all communication channels and materials. This approach not only highlights the project's funding sources but also promotes gender equality, diversity, and inclusivity throughout its communication activities.

To effectively disseminate information about the 6GENABLERS-DLT project, various promotional materials such as leaflets, brochures, and posters will be utilised during project-organised or participated events. These materials will adhere to the project's visual identity guidelines, ensuring consistency and proper representation.

The use of leaflets, brochures, and posters at events will enhance the project's visibility and enable effective dissemination of project information. These materials will serve as tangible representations of the project, showcasing its objectives, achievements, and the support it receives from the Spanish Ministry of Economic Affairs and Digital Transformation and the European Union – NextGenerationEU.

4.3.1 Document Templates

In order to maintain a consistent and professional visual identity for the 6GENABLERS-DLT project, a comprehensive set of document templates has been created. These templates will serve as standardised formats for presentations, deliverables, and other project reports. The availability of these templates will ensure that all project members and subcontractors can create materials that adhere to the established visual identity guidelines.

The document templates have been thoughtfully designed to showcase the project's key information and results in a visually appealing and cohesive manner. They incorporate the funding logos, project’s identifier and other relevant visual elements. By utilising these standardised templates, project members can easily create high-quality documents that maintain a consistent look and feel across all project deliverables. In this way, the 6GENABLERS-DLT project can effectively communicate its progress, findings, and achievements in a visually appealing and coherent manner.

An example of the project's deliverable template can be seen in Figure 4-5. This template provides a structured layout with predefined sections for the document's objectives,

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scope, structure, and conclusions. It also includes placeholders for tables, figures, and acronyms to effectively illustrate and support the presented information.

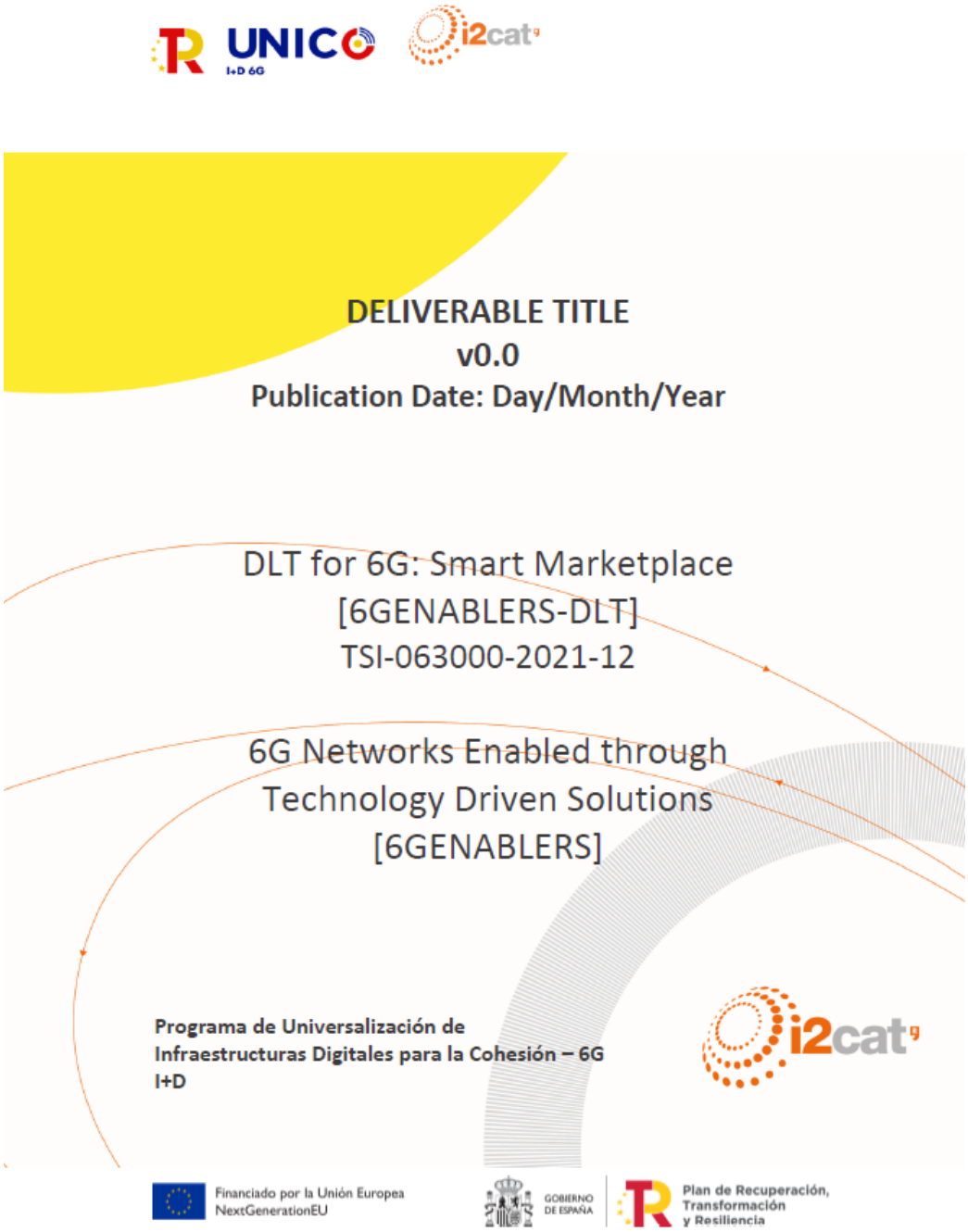

Figure 4-5. Project's deliverable template

Access to these document templates is granted to all project members and subcontractors, ensuring that everyone involved in the project can produce materials that align with the established visual identity. These templates are made available through the Confluence space of the project, as depicted in Figure 4-6.

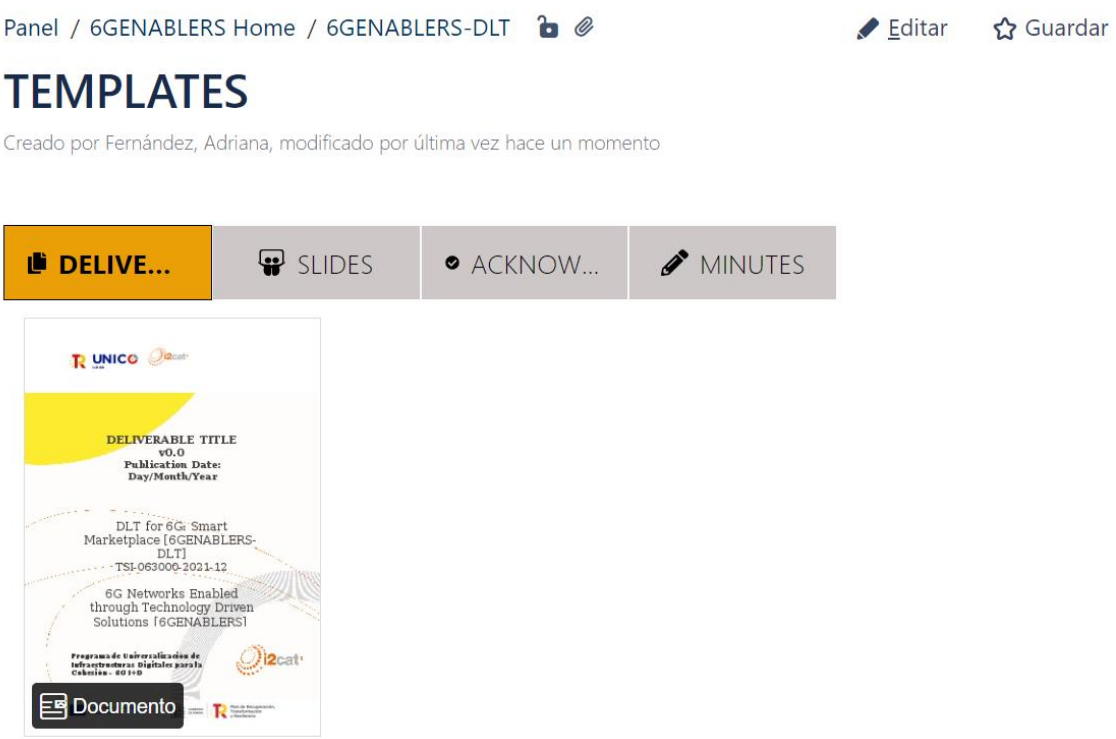

Figure 4-6. Templates available in the project's Confluence space

4.4 Publication Procedure and Acknowledgements

To guarantee the accuracy and integrity of the research outcomes, a standardised publication procedure will be followed. Its aim is to establish clear guidelines for publications, including the review process, authorship, and acknowledgements, while ensure proper recognition of funding sources, project partners, and contributors in all publications.

Within this procedure, the main author will be responsible for circulating the final draft of the publication to the co-authors for review. This step ensures that all authors have an opportunity to provide input, suggest revisions, and verify the accuracy of the content. The feedback received from the co-authors will be incorporated into the final version of the manuscript. The authors will be established according to the contribution to the paper writing and the technical/scientific work behind. Furthermore, multiple entities authorship will be fostered to maximise the impact of the publication including multiple business corners and technical perspectives.

Once the final draft has been approved by all co-authors, the manuscript will be submitted to appropriate venues for further evaluation through the peer-review process. This process involves subjecting the publication to the scrutiny of independent experts in the relevant field who assess the scientific rigor, validity, and novelty of the research. Upon acceptance of the publication, it will be made available on the project's website, ensuring open access for interested parties. By sharing the publications on the website, the project aims to disseminate the knowledge and findings to a wide audience, including researchers, industry professionals, and the general public.

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As part of the publication procedure, it is crucial to acknowledge the contributions and support received throughout the project. Therefore, all publications, conference proceedings, presentations at workshops, seminars, or public events related to the 6GENABLERS-DLT project must include the following acknowledgment text. This acknowledgment ensures proper recognition and attribution to the funding entities and stakeholders involved in the project:

"This work was supported by the Spanish Ministry of Economic Affairs and Digital Transformation and the European Union – NextGenerationEU, in the framework of the Recovery Plan, Transformation and Resilience (PRTR) (Call UNICO I+D 5G 2021, ref. number TSI-063000-2021-12 – 6GENABLERS-DLT)."

By adhering to a systematic publication procedure and acknowledging the project's funding sources, the 6GENABLERS-DLT project ensures the quality, transparency, and accountability of its research publications.

4.5 Collaborations with Other Projects

To enhance the impact and reach of the achieved results in the 6GENABLERS-DLT project, collaborations with other EU-funded projects will be established. By joining forces with these projects, the dissemination of conducted work will be strengthened, and its significance will be amplified.

As part of the initial assessment, the following two EU projects have been identified as potential candidates for collaboration. These projects share common objectives, partners and areas of interest with 6GENABLERS-DLT, making them ideal partners to collaborate with.

- 6G-XR (6G eXperimental Research)[6] is a SNS JU project (stream C), which aims to enable next-generation Extended Reality (XR) services and infrastructures that will provide beyond-state-of-the-art capabilities towards the 6G era. This project will develop computing, networking, radio and media enablers for XR services, and includes i2CAT and Vicomtech among its partners. 6G-XR's focus on enabling next-generation XR services and infrastructures aligns closely with the objectives of the 6GENABLERS-DLT project.
- 6G-OpenVerso[7] is a coordinated project framed within the UNICO I+D 6G programme, which will contribute to the vision of XR-ready networks through the realisation of advanced networking capabilities and XR services within the 6G ecosystem, and also includes i2CAT and Vicomtech among its partners. 6G-OpenVerso's focus on enabling efficient deployment and offering of highly realistic, low-latency, and scalable holo-portation (i.e., holographic tele-transportation) services over open 6G-powered ecosystems aligns with the objectives of the 6GENABLERS-DLT project.

By collaborating with these projects, we aim to leverage their expertise, resources, and networks to maximise the impact of our research outcomes. Through joint dissemination activities, such as joint publications, workshops, conferences, and knowledge sharing initiatives, we can broaden the scope of our audience and engage with a wider

[6] https://www.6g-xr.eu/
[7] https://i2cat.net/unico/6g-openverso

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community of researchers, industry stakeholders, and policymakers. Furthermore, the inclusion of i2CAT and Vicomtech as partners in the projects strengthens the potential for collaboration and knowledge exchange. The shared partnership provides a solid foundation for joint activities, such as workshops, conferences, and publications, to disseminate the outcomes of the projects and foster mutual learning.

The collaboration with 6G-XR and 6GOpenVerso will provide valuable opportunities to exchange ideas, share best practices, and foster synergies that can accelerate the adoption and utilisation of 6GENABLERS-DLT's findings. Through these collaborations, we can collectively contribute to advancing the field of DLT-anchored Smart Marketplaces and its applications in the context of multi-party real-time XR Holographic Communications in 6G networks.

By aligning the efforts of 6GENABLERS-DLT with 6G-XR and 6G-OpenVerso, we can accelerate the realisation of advanced networking capabilities and XR services within the 6G ecosystem. The collaboration enables a holistic approach towards future network infrastructures that not only leverage the power of DLT-anchored Smart Marketplaces but also cater to the emerging demands of immersive and interactive XR experiences.

Additionally, ATOS is member of the European Telecommunications Standards Institute (ETSI) Open Source Group (OSG) TeraFlowSDN (TFS)[8], which is developing an open-source cloud-native Software-defined Network (SDN) controller enabling smart connectivity services for future networks beyond 5G. ATOS could facilitate the participation of 6GENABLERS-DLT in events organised by TFS (Hackfests, Ecosystem days, webinars) to provide expertise in areas such as Network Function Virtualisation (NFV), security, interoperability and quality of service and resource management in 6G environments. 6GENABLERS-DLT active participation in these events would encourage the exchange of ideas, collaboration with other industry players and the identification of possible areas of cooperation in future projects.

By actively engaging with other EU-funded projects and initiatives, we not only enhance the visibility and impact of our own project but also contribute to the overall advancement of research and innovation in the field. Through fruitful collaborations, we can create a strong ecosystem of knowledge exchange, collaboration, and innovation that benefits the entire 6G community.

[8] https://tfs.etsi.org/

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5 Standardisation Strategy

This section outlines the project's approach for aligning with relevant standardisation bodies and monitoring mechanisms to follow existing standards and potentially contribute to their development. The standardisation strategy emphasises the project's commitment to promoting best practices, facilitating collaboration, and fostering a harmonised environment for the deployment of solutions. By establishing a robust strategy, the 6GENABLERS-DLT project aims to enhance the long-term sustainability, scalability, and market acceptance of its innovations, while also facilitating knowledge exchange and synergy with other projects and initiatives in the field.

5.1 Relevant Standardisation Bodies

The overall objective of the 6GENABLERS-DLT project in the realm of standardisation is to actively contribute to the adoption and potential development of industry standards that align with its innovative solutions. By engaging with global players in the industry and addressing their needs, the project aims to foster market acceptance and ensure the widespread utilisation of its results. In pursuit of this objective, the project is closely examining the following set of standards, reports, and specifications:

ETSI Permissioned Distributed Ledgers (PDL)

- ETSI Group Report (GR) PDL 004: Smart Contracts System Architecture and Functional Specification.
- ETSI GR PDL 006: Inter-Ledger interoperability.
- ETSI GR PDL 008: Research and Innovation Landscape.
- ETSI Group Specification (GS) PDL 011: Specification of Requirements for Smart Contracts' Architecture and Security.
- ETSI GS PDL 012: Reference Architecture.
- ETSI GS PDL 013: Supporting Distributed Data Management.

ETSI NFV

- ETSI GR NFV-EVE 010: Licensing Management; Report on License Management for NFV.
- ETSI GS NFV-SOL 004: Protocols and Data Models; VNF Package and Physical Network Function Descriptor (PNFD) Archive Specification.
- ETSI GS NFV-SOL 007: Protocols and Data Models; Network Service Descriptor File Structure Specification.
- ETSI GS NFV-SEC 021: Security; VNF Package Security Specification.
- ETSI GR NFV-SEC 005: Network Functions Virtualisation (NFV); Trust; Report on Certificate Management.

Tele Management Forum (TM Forum)

- TMF IG1143 License Management
- TMF IF1167 Open Digital Architecture (ODA) Functional Architecture
- TMF 633 Service Catalog Management
- TMF 634 Resource Catalog Management
- TMF 638 Service Inventory Management

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- TMF 639 Resource Inventory
- TMF 641 Service Ordering
- TMF 909 API Suite Specification for Network as a Service (NaaS)

Metro Ethernet Forum (MEF)

- MEF White Paper Standardized VNF License Management Framework White Paper

By aligning with relevant standardisation initiatives and actively contributing to their development, the 6GENABLERS-DLT project seeks to ensure that its solutions adhere to industry best practices, facilitate interoperability, and meet regulatory requirements. This commitment to standardisation will enhance the project's credibility, promote wider adoption, and enable seamless integration with existing infrastructures and systems. Through continuous monitoring of the evolving standardisation landscape, the project remains adaptable and responsive to emerging trends and requirements, further reinforcing its position as a leader in the field of multi-party resource and service trading via a DLT-anchored Smart Marketplace in the 6G era.

5.2 Monitoring Mechanism

To ensure the alignment of the project outcomes with relevant standards, the 6GENABLERS-DLT project will continually monitor the updates of identified working groups throughout its lifecycle. This mechanism serves as checkpoints to assess the adherence of the project's solutions to established standards and enable necessary adjustments, if required. As part of the monitoring mechanism, the following actions are in place:

- ✓ The project conducts regular mapping exercises to identify and analyse relevant standards applicable to its domain. This involves monitoring the activities of standardisation organisations to stay updated on the latest developments. By mapping the project's outcomes against existing standards, any gaps or deviations can be identified and addressed in a timely manner.
- ✓ The project conducts periodic compliance assessments to evaluate the alignment of its outcomes with relevant standards. This involves reviewing the technical specifications, design documents, and implementation details to ensure they meet the requirements set forth by applicable standards. Any deviations or non-compliance are identified, and corrective measures are implemented to align the project's outcomes accordingly.
- ✓ The project actively seeks feedback and input from relevant stakeholders, including standardisation bodies, industry experts, and potential users. This feedback serves as valuable input to refine and enhance the project's solutions, ensuring they align with the expectations and requirements of the industry and standardisation bodies.
- ✓ The project will review the standards and the potential inputs and consideration each time a new version of deliverables is released. The deliverables will include a section related to the standards use and the alignment to standards. Thus, the project establishes a concrete calendar to evaluate standards liaison and synergies.

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This monitoring allows the project to stay informed about the evolving standards landscape, process input on emerging standards, and ensure that its outcomes align with the industry's expectations. To put these actions in practice, 6GENABLERS-DLT partners are members of ETSI and TM Forum, which allows to benefit from the collective experience and interests of the community. In essence, for the relevant standards documents under monitoring for 6GENABLERS-DLT, project's members are subscribed to the above-mentioned documents so that an alert is sent by email if there are updates in the status of the documents. If this would be the case, the project team will take this latest information into account for further evolution of its related assets.

By implementing these monitoring mechanisms, the 6GENABLERS-DLT project proactively ensures that its outcomes align with relevant standards. This alignment not only enhances the credibility and interoperability of the project's solutions but also facilitates their wider adoption and integration into existing ecosystems. The project remains committed to staying up to date with the evolving standards landscape, thereby promoting the long-term success and impact of its outcomes.

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6 Impact Indicators and Reporting

This section outlines the key impact indicators that will be monitored throughout the project's lifecycle, along with the reporting mechanisms and tools that will be utilised to gather relevant data. By systematically collecting and analysing data, the project can gain valuable insights into the effectiveness of its activities and the extent to which it is meeting its goals. The establishment of clear indicators and the implementation of a robust reporting framework allows the project to track its achievements, evaluate its outcomes, and provide evidence of its impact.

6.1 Impact Indicators

To assess the performance and effectiveness of the dissemination and communication activities of the 6GENABLERS-DLT project, a set of impact indicators has been established. These Key Performance Indicators (KPIs) will provide valuable insights into the reach, engagement, and influence of the project's dissemination and communication efforts to ensure the project's objectives are effectively communicated to target audiences maximising its impact. Table 6-1 lists the KPIs defined to measure the impact generation of 6GENABLERS-DLT.

Table 6-1. Impact indicators

Type	KPI	Target
Website	Blog and News entries	2 blog posts/phase
Twitter	Tweets mentioning #6GENABLERS #UNICO6G	1 tweet/month
	Retweets	2 retweets/month
	Likes	6 likes/month
LinkedIn	Posts mentioning #6GENABLERS #UNICO6G	1 post/month
	Posts Impressions	15 impressions/month
	Posts Reactions	15 reactions/month
Marketing Material	Slide Presentations	1 slide deck for the project overview
	Brochures	1 (covering the i2CAT UNICO program)
	Videos	1
	Publications in partners' newsletters	2
Scientific Dissemination	Scientific Publications (conferences)	Acknowledgment in 3 conference papers
	Articles in specialised magazines/journals	Acknowledgment in 3 journal articles
	Whitepapers	Collaboration in 1 Whitepaper
Standardisation/pre-standardisation	Number of standards monitored	20
Events	Workshops organised	1

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	Attendees to the project workshops	20
	Demo events/videos	3 demo videos
	Events and presentations where the project will be disseminated	2
Collaboration	Liaisons and joint activities with other projects, communities, initiatives, etc. (e.g., website links, workshops, newsletters, social media, joint publications, etc.)	3

6.2 Reporting

To ensure effective tracking and planning of dissemination and communication activities, the 6GENABLERS-DLT project has implemented a comprehensive event and publication tracking methodology. This methodology enables project members to monitor and report on various aspects related to dissemination and communication efforts. The following key elements are incorporated into the tracking process:

1. Monthly Reporting: Project participants are required to provide monthly reports in the management/review meeting (for more details, please refer to Section 4.2.3) detailing the anticipated dissemination opportunities, planned attendance at events, and publications associated with the project. These reports serve as an updated overview of the ongoing and upcoming activities.
2. Event Information: The reporting includes essential details about events, such as the location, participants, contributions made by the project team, and any other relevant information. This allows the project to track its presence and contributions in different events accurately.
3. Audience Analysis: Project partners are requested to provide information on the number and type of audience reached during events or dissemination activities. This helps in assessing the outreach and impact of the project's communication efforts and enables targeted engagement with specific stakeholder groups.
4. Future Outcomes and Impact: The reports also capture the projected outcomes and potential impact resulting from the conducted activities. This includes identifying potential publications, establishing new contacts, and other relevant future outcomes. By tracking these aspects, the project can evaluate the effectiveness and long-term impact of its dissemination and communication initiatives.
5. Integration into Project Reports: The internal reports on dissemination and communication activities are consolidated and incorporated into the project's report (*E7.3 Dissemination, Communication and Standardisation Report*). This ensures that the documentation reflects the comprehensive overview of the project's progress, achievements, and impact in terms of dissemination and communication.

By implementing this event and publication tracking methodology, the 6GENABLERS-DLT project gains valuable insights into its dissemination and communication efforts. The reports enable project members to assess the effectiveness of their activities, identify potential areas for improvement, and strategize future actions. Furthermore, the

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integration of these reports into the project's annual documentation provides a comprehensive record of the project's dissemination and communication achievements over time. This tracking methodology enhances the project's ability to measure its impact, facilitate collaboration, and ensure the successful delivery of its dissemination and communication objectives.

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7 Conclusions

The Dissemination, Communication and Standardisation Plan presented in this document outlines a comprehensive strategy to effectively disseminate project outcomes, communicate key messages, engage stakeholders, and ensure alignment with relevant standardisation activities. By aligning the dissemination and communication efforts with the objectives of the 6GENABLERS-DLT project, we aim to maximise the impact of our research and ensure its relevance in scientific, industrial, and commercial fora.

Throughout this document, we have emphasised the importance of a coordinated approach, leveraging the expertise of project partners in their respective domains. Academic partners and research institutes will mostly contribute through scientific publications and conference presentations, fostering knowledge exchange within the scientific community. Industrial partners, on the other hand, will focus on presentation in industrial fora, industry related publications and engagements with potential users and stakeholders, providing industry-targeted exposure and gathering valuable feedback.

The plan also recognises the significance of feedback loops and the iterative nature of dissemination and communication activities. By actively seeking feedback from stakeholders, we can continuously improve our outcomes, align them with market needs, and enhance the project's exploitation potential. This ongoing dialogue will allow us to refine our approaches, address challenges, and seize opportunities for further collaboration and impact.

Furthermore, the plan underscores the importance of measurable performance indicators. By defining specific indicators such as the number of scientific publications, frequency of web posts, targeted standardisation forums, and strategic events for project showcase, we can assess the effectiveness of our dissemination and communication efforts. These indicators will help us monitor our progress, identify areas for improvement, and demonstrate the value and impact of the 6GENABLERS-DLT project.

As we move forward, it is crucial to execute the planned activities with diligence, ensuring the timely execution of dissemination, communication, and standardisation tasks. Close collaboration among project partners, along with effective coordination and monitoring, will be key to achieving our objectives and maximising the project's impact.

In conclusion, the Dissemination, Communication and Standardisation Plan presented in this document provides a roadmap for effectively disseminating project outcomes, engaging stakeholders, contributing to standardisation efforts, and ensuring the long-term success of the 6GENABLERS-DLT project. By following this plan and leveraging the expertise and collaboration of our partners, we are confident in our ability to create significant impact, foster innovation, and drive the adoption of our DLT-anchored Smart Marketplace in the 6G era.

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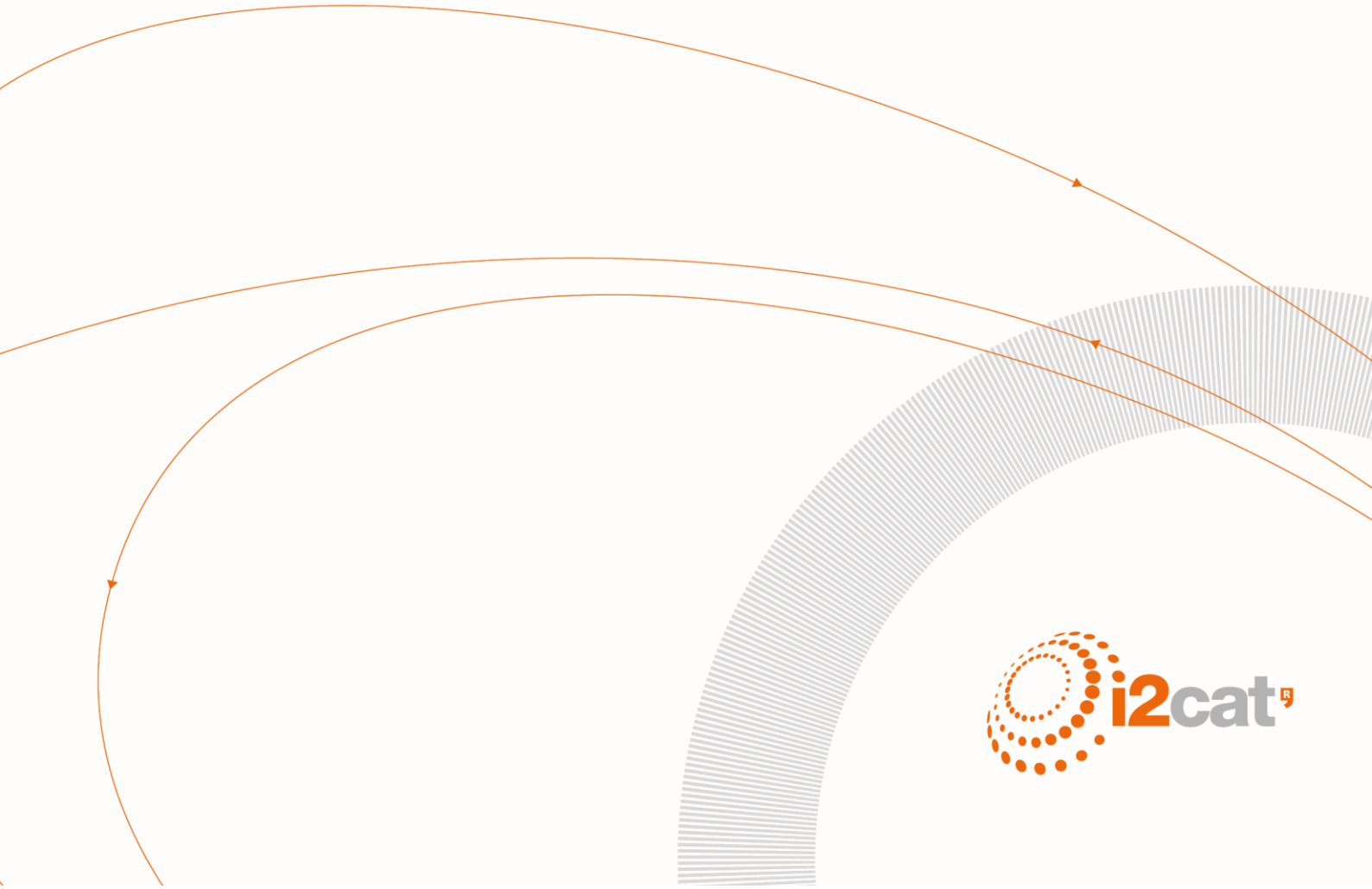

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