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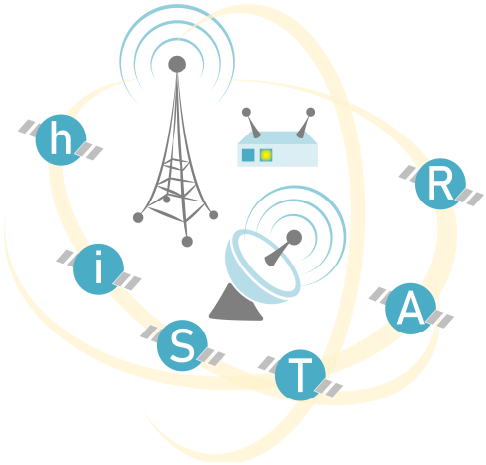
Hybrid Integrated Satellite and Terrestrial Access Network



D7.1: Website, communication channels and project dissemination materials

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EXECUTIVE SUMMARY

The hi-STAR project addresses one of the most critical challenges for the next generation wireless networks, which is integration of non-terrestrial networks with terrestrial 5G network. The general objective of the project is to develop flexible framework for integrated terrestrial 5G and Low-Earth-Orbit (LEO) satellite networks, where traffic management is performed with assistance of newly developed artificial intelligence methods.

This deliverable is a result of the work done in the context of WP7 Subtask T7.1 – Website, communication channels and project dissemination materials. Deliverable D7.1 presents description of developed project website and project dissemination and communication plan. Deliverables D7.2 and D7.3 will present Mid-term report on dissemination and communication activities (M1-M18) and Final report on dissemination and communication activities, respectively (M19-M36).

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ABBREVIATIONS

AI	**Artificial Inteligence**
F2F	**Face to Face**
IoT	**Internet of Things**
KPI	**Key Performance Indicator**
LEO	**Low-Earth-Orbit**
PCE	**Project collaborative environment**
WP	**Work Package**

SECTION 1 - INTRODUCTION

Deliverable D7.1 summarizes the initial work carried out in WP7 Subtask 7.1 – Website, communication channels and project dissemination materials. It represents the first deliverable of this Subtask presenting work done by the end of M1 of the project. Detailed Mid-term report on dissemination and communication activities will be published in M18 and Final report on dissemination and communication activities will be published in M36.

This deliverable is structured as follows: In Section 2 dissemination strategy is presented. Target groups and dissemination activities are defined. Section 3 defines dissemination materials and activities (project branding, dissemination materials, contribution and participation in events) and dissemination channels (web site, social networks accounts and other channels) are demonstrated. In Section 4 programme and project-internal dissemination activities are explained. Section 5 concludes the document.

SECTION 2 – DISSEMINATION STRATEGY

To enhance the impact and improve the exploitation potential of the action, a global dissemination strategy has been tailored from the early stages of the project. The goal of the dissemination strategy is to foster the dissemination of the hi-STAR results to the targeted communities, in order to attract different types of potential stakeholders, such as scientific and technical communities, businesses, policy making bodies, academic institutions and users (professional and general public).

Dissemination will be stimulated both at consortium level and partners' level, and will revolve around the following methodology:

- Define what will be disseminated; the dissemination "products" and when (during and after the project).
- Identify the target groups for dissemination.
- Establish the appropriate source for the dissemination activities (in terms of roles and responsibilities).
- Raise public awareness about the project achievements through the most suitable means for communicating with the respective target groups.

Besides, hi-STAR consortium will communicate specific findings during the course of the project, for example via publications in local and national journals or paper submissions to conferences and workshops.

The dissemination will create interest and interactions between the Consortium and interested parties. The activities ensure that the different target groups are addressed in an appropriate manner. The results of hi-STAR should garner interest in several specific communities. In particular the external stakeholders to be targeted are:

- **Scientific Communities** that focus on for instance 5G networks, satellite communications, artificial intelligence, information theory, FPGA programming, software defined networks, and Internet of Things research.
- **Technical Communities** who are interested in the methodologies and tool prototypes developed in the area of 5G networks, satellite communications and Internet of things.
- **Business Entities** who would like to use the project results to develop products and services based on end-users needs, applications of artificial intelligence in 5G networks and on Internet of things technologies.
- **Policy Making Bodies** such as ITU and 3GPP**.**
- **General Public,** in particular those who have experience with 5G and satellite networks, IoT use and engaging in technology development projects.

Dissemination activities will be performed during the whole life-cycle of the project, together with a regular review of their effectiveness, in order to allow modifications and adoptions according to the current project life-cycle stage. The main foreseen activities are:

- Publication and promotion on the project website and social medias;
- Promotion of the project;
- Face to Face (F2F) meetings;
- Dissemination of project leaflets and other promotional material;
- Organization of presentations, workshops;
- Publication of a scientific paper in the conferences and the journals;
- Video elaborations to promote project scope;
- Newspaper articles and interviews.

These activities could be categorized as primary and secondary dissemination mechanisms described below.

Primary dissemination mechanisms

The following is a sample of the primary dissemination mechanisms which will be utilised by the hi-STAR project, that are more dynamic and can be easily distributed to wider public:

- **hi-STAR Website**: The project web portal, with the latest project results will be a key element of the communication strategy.
- **Social Networks**: Creating profiles and disseminating information and engaging in crowdsourcing through social networks such as Twitter, Facebook and LinkedIn.
- **YouTube video:** Promoting project ideas and results through YouTube video.
- **Newspaper articles, TV interviews**: Press releases will be used to disseminate hi-STAR project results to wider audience.

Secondary dissemination mechanisms

The secondary dissemination mechanisms which will be utilised by the hi-STAR project, targeting more specific audiences, are:

- **Participation at Conferences and Workshops**: These events will be important in disseminating hi-STAR results and getting inputs to the project's strategic actions from interested stakeholders.
- **Publications, Presentations, Posters**: The hi-STAR partners will identify suitable events to disseminate the projects results. This will be via presentations and posters, and will include industrial and scientific events, conferences, workshops, invited presentations.
- **hi-STAR A4 flyers:** An A4 flyers and factsheet will be used as an inexpensive way to promote hi-STAR project in conferences.

SECTION 3 – DISSEMINATION MATERIALS AND ACTIVITIES

This section presents the dissemination material that will be created and activities and planned activities that will be undertaken by hi-STAR partners from the beginning of the project.

3.1. HI-STAR LOGO

The hi-STAR Logo was created to provide the project with a clear visual identity. hi-STAR Logo is shown on the Figure 1.

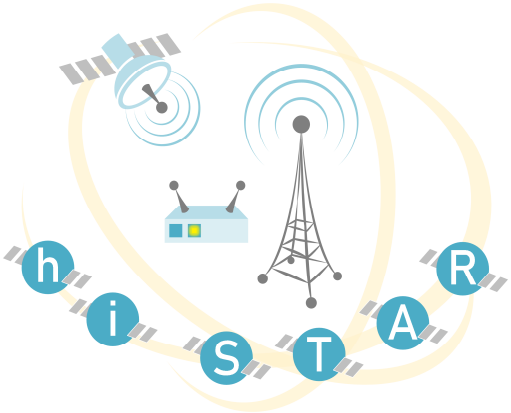

Figure 1: hi-STAR Logo

3.2. HI-STAR WEBSITE

A project website is designed, set up and will be continuously updated throughout the project duration. In order to follow and complement identity of the project defined by hi-STAR logo, the same colours are dominant also in the web site. The project web site is located in https://hi-star.etf.bg.ac.rs/ . The web site is regularly updated with the public results and deliverables of the project as well as with news, agenda, events and articles about project results. As an initial contact point for both general public and hi-STAR users and stakeholders, the project website presents an overview of the work being carried out by hi-STAR.

The web site contains the following information:

- **Home** - the home page of the project contains the project overview.
- **Objectives** - contains the main project objectives.
- **Consortium** - links to the all project partners are given and companies that provided letter of support to the project.
- **Deliverables** - contains all publicly available deliverables of the project.
- **Publications** - contains all publicly available publications of the project.
- **Workshops** - contains info about conducted workshops.
- **News** - project news are presented here and related events were partners were participated and where plan to participate.
- **About us** - contains info all project participants.

Beside that, the following information about the project is provided on the Home page:

- Project info
- Contact
- Links to the social networks

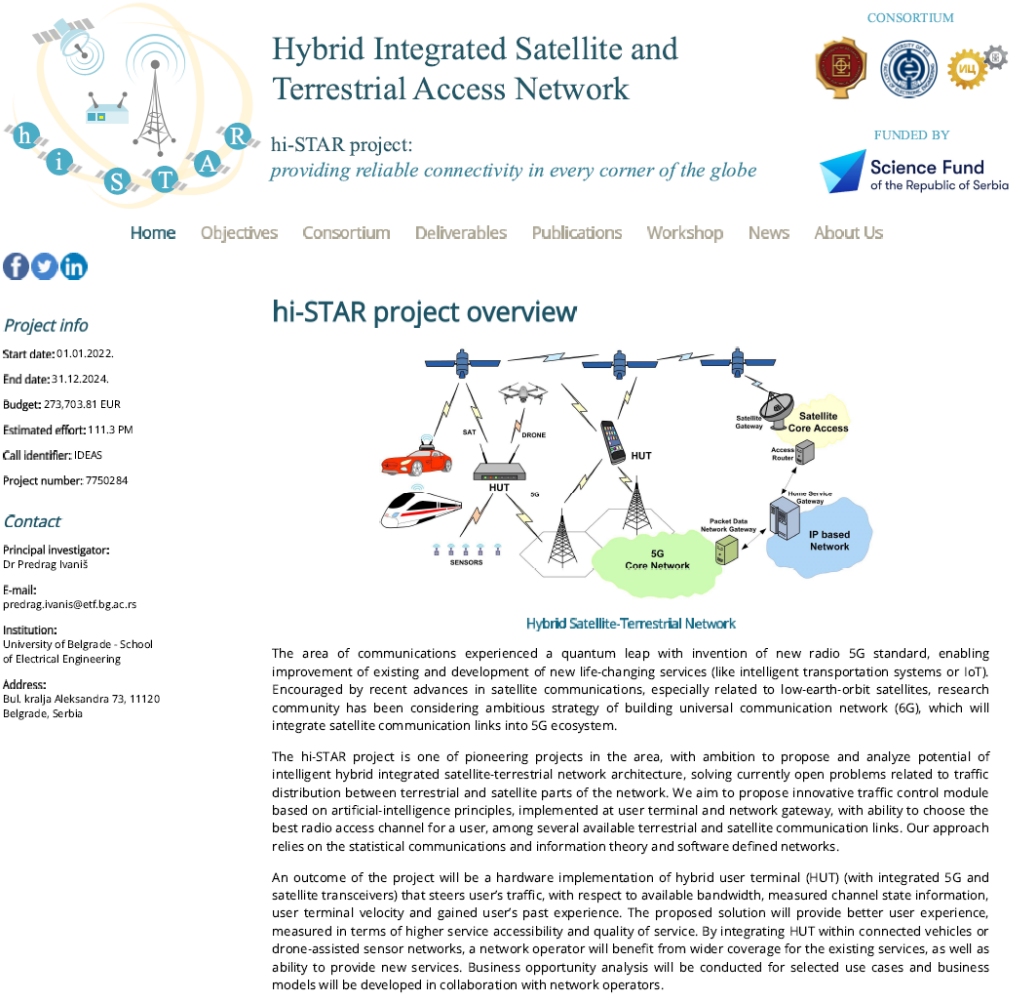

Figure 2: hi-STAR web site

3.2.1. GOOGLE ANALYTICS

In order to get a better understanding of the usage of the hi-STAR project website, it was registered with the free Google Analytics facility. This enables powerful reporting on the website access statistics, giving a very clear picture of information such as:

- How many users are visiting the site;
- What links and pages are most popular;
- What websites users are coming from;
- Where visitors are coming from geographically.

Google Analytics is expected to help the consortium determine the effectiveness of its web tools and targeted dissemination activities.

Here we are not collecting any IP addresses, nor any other data related to the web site visitors. We are extracting only information about the number of hi-STAR web site visits in the observed time interval.

3.3. HI-STAR PROJECT POSTER/ROLL-UP

The Project poster/roll-up will be created in an A1 format to present the project and its expected achievements. It will contain:

- a box describing the “project at a glance”, containing the main features of the project, such as number of months, funding, etc…;
- the logo;
- the list of partners;
- explanation of what hi-STAR is, project main objectives and and expected contributions

3.4. HI-STAR FACTSHEET, FLYERS

The Project Factsheet will contain the following information about project:

- a box describing the “project at a glance”, containing the main features of the project, such as number of months, funding, etc…;
- the logo;
- the list of partners;
- explanation of the hi-STAR challenge, project main objectives and concept;
- target users and their needs.

It will be created to be printed in an A4 format and represents a major dissemination tool, as it will be used in all the events attended by partners of the hi-STAR project.

3.5. HI-STAR VIDEOS

A film about the project motivation, objectives and expected results will be created. This video will be available on the official hi-STAR Youtube channel

3.6. TEMPLATES

Project templates have been generated for presentations (.PPT) and deliverable reports (.docx). In this way the hi-STAR visual identity including the logo will become recognizable and project visibility will be further expanded.

3.7. SOCIAL NETWORKS

Hi-STAR will actively use social networks to promote the project activities, news, and results to LSPs members and IoT professionals. The four social network profiles (Twitter, Facebook and LinkedIn) will be set-up at the very beginning of the project including public information about the hi-STAR. These profiles will be regularly updated during the project lifetime.

3.7.1 LINKEDIN

A hi-STAR LinkedIn group https://www.linkedin.com/company/82260202/ has been created. A hi-STAR group on LinkedIn allows registered users to maintain a list of contact details of people in the area of 5G/AI/Satelite communications/IoT. The contact network consists of direct connections, the connections of each of their connections and also the connections of second-degree connections.

3.7.2. TWITTER

Events and breaking news related to the hi-STAR project are published on Twitter https://twitter.com/hiSTAR2022. The online repository will contain information about the project, training events, links to upcoming events. It will be accessible to everyone, all the time. People can instantly connect to the most important feeds, follow experts, favourite celebrities, and breaking news in the areas of 5G/AI/Satelite communications/IoT.

3.7.3 FACEBOOK

Hi-STAR project has a Facebook profile https://www.facebook.com/hiSTAR2022 which aim is to promote the project ideas and enable crowdsourcing through social networks. In this way different stakeholders can be notified of certain events, or different ideas can be targeted at certain groups which are already present on the Facebook. Also, the personal Hi-STAR open group on Facebook allows adding other users as members, and exchanging messages, including automatic notifications when members update their profiles.

3.8. NEWSPAPER ARTICLES, TV INTERVIEWS

When there is significant progress in the project, a powerful means to reach out is to get interest from the press, usually via an newspaper articles and TV interviews.

3.9. DISSEMINATING KNOWLEDGE

This section contains the dissemination activities carried out during the project and will be constantly updated during its lifetime. It contains information on the organization and the

participation to events, papers and contribution to conference and journals, chapters in books etc.

3.9.1. PUBLICATIONS (BOOK CHAPTERS, JOURNALS, SCIENCE CONFERENCES)

Table 1 : Book chapters, Journals, Science conferences

Event	Contribution	Participants	Date

3.9.2. CONFERENCES & WORKSHOPS

Table 2 : Conferences & Workshops

Dates	Event name	Contribution	Partners involved

3.10. WP7 KPIS

A set of key performance indicators (KPI) has been established and presented in the table below, including measurable objectives. The project outcomes will be regularly analysed by the Principal Investigator and WP7 leader from the KPIs perspective to monitor the success of the project. When the results are not positive, a backup solution will be taken into consideration and implemented. Table 3 shows the KPIs and measureable objectives of the WP7:

Table 3 : hi-STAR WP7 KPIs table

Dimension	KPIs	Target	Current status
Subactivity 7.1. (will be monitored quaterly)	Yearly growth rate of visitors on the website Average duration of website visits	>100% 2 min	
	Number of likes of hi-STAR Facebook page per year Number of posts on hi-STAR Facebook page per year	30 15	
	Number of connections on LinkedIn per year Number of posts on LinkedIn page per year	30 15	

	Number of followers on Twitter per year Number of Tweets mentioning hi-STAR per year	20 15	
Subactivity 7.2. (will be monitored bi-yearly)	Number of published papers at JCR indexed journals/book chapters	15	
	Number of conference papers	18	
	Number of technical solutions	9	
	Total number of citations	200	
	Average Increase of h-index per team member in percentage	30	
	Number of novel PhD courses	2	
	Number of PhD dissertations	3	
	Number of proposals for new EU projects	1	
	Number of new partnerships	1	
	Number of new spin-offs in Serbia	1	
Subactivity 7.3. (Will be measured in Y3)	Number of participants on the workshops	50	

SECTION 4 – INTERNAL DISSEMINATION ACTIVITIES

4.1. FACE-TO-FACE MEETINGS

Face-to-face meetings and conferences are an integral part of the communication strategy. Face-to-face meetings will be decided on a case-to-case basis. We strive to hold them back to back with other meetings and events.

4.2. REGULAR ONLINE MEETINGS

Additional net meetings will be organized if and when useful, as a suitable way to reduce travel costs and to exchange information about the progress within single tasks.

Microsoft Teams, Zoom, or similar, will be used for e-meetings. The currently used e-meeting tools (and links for joining meetings) are sent to partners well in advance to meetings.

Plan for meetings: once a month on the second Thursday of each month. The meeting schedule is decided by the Principal Investigator, based on a Doodle poll filled in by partners.

4.3. PROJECT FILE REPOSITORY

Google Drive for Deliverables and other confidential documents is used as project file repository. Public deliverables are also available on hi-STAR web portal.

4.4. MAILING LISTS

To avoid unnecessary mailing messages, senders carefully select the recipients to the narrowest audience possible.

The distribution list hi-STAR@etf.bg.ac.rs is reaching out to all partners. Mailing lists are defined in the spread sheet on mail lists and committees which can be found in google drive.

4.5. HI-STAR PROJECT HANDBOOK

Internal confidential document “hi-STAR Project Handbook” was created. The overall purpose of this document including its supplements is to support the accomplishment of project objectives and targets. The targeted readers are all project participants.

The document provides key information about project objectives, plans, working procedures and project organisation. It also describes best practice in project management.

The content of this document is structured as follows:

- Definition, scope and basic facts about project
- Commitment and objectives
- Work-plan
- Financials
- Working procedures
- Organisation
- Project collaborative environment (PCE) and tools
- Naming & coding standards
- References

CONCLUSIONS

This document D7.1 describes hi-STAR project communication and dissemination activities, dissemination objectives, communication assets and dissemination material, target groups and strategy. Dissemination elements, dissemination channels and activities are demonstrated.

These materials will be continuously reviewed and updated throughout the project lifetime to support the emerging and evolving needs of the project. The goal will be to target the dissemination of hi-STAR project results for maximum impact in as efficient a way as possible.