



Hexa-X-II: WP7 - Deliverable D7.2

# Planning for dissemination, exploitation, standardisation and clustering

Hexa-X-II

[hexa-x-ii.eu](http://hexa-x-ii.eu)

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# Executive Summary



The Hexa-X-II communications plan is a comprehensive document that outlines strategies and tactics to effectively engage and inform the project's audience about its research, achievements, and key results.

The plan provide a clear framework for communication, dissemination, clustering, and exploitation efforts.

It includes information about the target audience, social media and other channels, and platforms to reach the audience, and the content and messaging to engage the audience.

The document aims to:

- Help effectively engage and inform the project's audience about its research and achievements.
- Support the project's goals and objectives and provide a clear framework for communication efforts.
- Outline the roles and responsibilities of the project team regarding communicating the project findings and results.
- Act as a guide for the project team on how to communicate its work and impact.
- Describe how to increase visibility and awareness of the project, foster engagement and participation from stakeholders, and communicate the project's impact and results to relevant audiences.
- Identify the key performance indicators related to communication, dissemination, clustering, and exploitation efforts.





# Dissemination and communication

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# Communication goals of Hexa-X-II



## Target audiences

- A. Telecom operators and Vendors
- B. Service providers over telecommunication networks
- C. General Public
- D. Research and academic community
- E. Standards bodies, Policy Makers, Governments and Regulatory Agencies
- F. 6G-IA and related European fora

Communication Objectives	Audience groups
Provide a clear view of the project goals and results, including an SNS Horizon Europe view	A-F
Increase the awareness of the project results among the stakeholders impacted by Hexa-X-II	A-F
Stimulate the exploitation of the achievements of Hexa-X-II towards 6G evolution of the market	A, B, D, F
Enforce stakeholders' community building to share and collect knowledge and increase awareness in the 6G development	A, B, D, E, and F
Create liaisons and relationships with other projects in Europe and abroad (e.g., USA, China, Republic of Korea, Japan), with special focus on 5G PPP and SNS Horizon Europe	E and F
Communicate high-level results, through clear and crisp messages and communications	A-C and F
Impact future 6G standardisation evolutions through participants involvement in the SDOs	E and F

**Table 1** outlines the communication objectives of the Hexa-X-II project and the target audience groups for each objective.

# Communication channels



- Website
  - Regular content
  - News items
- Social Media channels
  - Twitter
  - LinkedIn
  - YouTube
- Newsletters
- Media

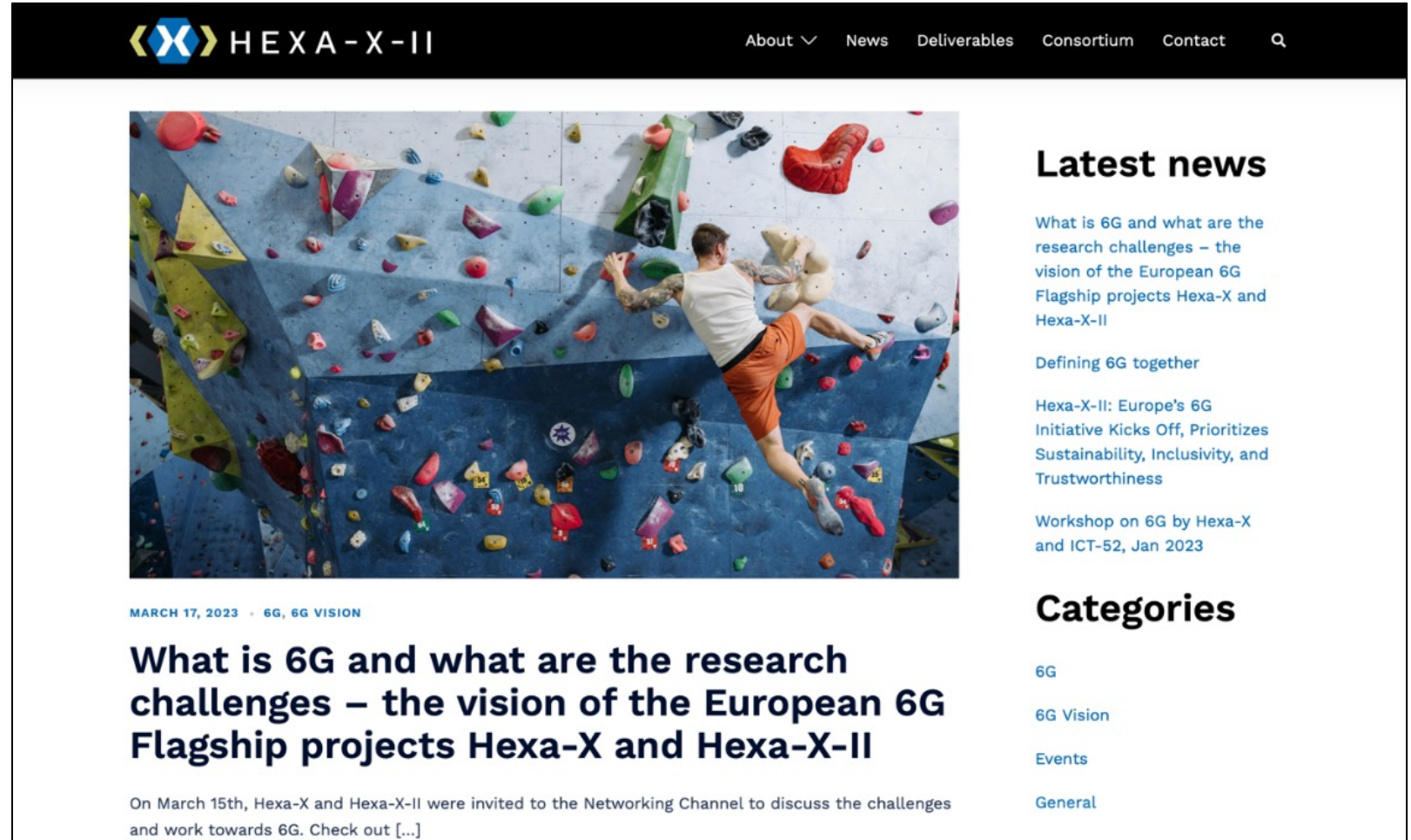


Figure 1 Screenshot of the News Archive on the Hexa-X-II website.



# Key Performance Indicators



KPI	Definition
Reach	The number of unique individuals who see the project's posts on social media.
Impressions	The total number of times the project's posts are displayed on social media.
Engagements	The number of individuals who engage with the project's social media posts.
Followers	The number of individuals who follow the project's social media accounts.
Post Link Clicks	The number of clicks on the project's social media posts that lead to the project's website.

**Table 2** outlines the Social Media key performance indicators.

KPI	Target	Verification
Newsletters	2	Proof in Dissemination Reports
Newsletter recipients	200	Email delivery
Submissions in Magazines and technical press	2	Number of published articles
Press releases with project acknowledgements	>5	Number of published press releases
Unique website visitors per month	250	Google Analytics
Website page views per month	1000	Google Analytics
Web visits	4500	Google Analytics
Pages / sessions in the website	>3	Google Analytics
Website average session time	>2 min	Google Analytics
Followers in Hexa-X-II Twitter	>100	Twitter Analytics
Tweets	>50	Twitter Impressions >4000
Followers in Hexa-X-II LinkedIn	>100	LinkedIn analytics
Posts in LinkedIn	>50	LinkedIn analytics

**Table 3** provides indicative KPIs to evaluate the project's communication strategy and targets to be achieved by the end of the project.



# Exploitation

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# Identifying Key Exploitable Results (KERs)

- A central metric for *measuring the tangible output and impact* of the project is to identify Key Exploitable Results (KER)
- A KER is an *identified main interesting result*, which has been selected and prioritized due to its high potential to be “exploited” - meaning to make use and derive benefits-downstream the value chain of a product, process or solution, or act as an important input to policy, further research or education
- The following criteria will be used:
  - Degree of innovation,
  - Exploitability, and
  - Impact.





# Hexa-X-II Exploitation Strategy

- Three phases:
  - Phase 1: Initial refinement of KERs
  - Phase 2: Analysis of initial KERs and refinements of KERs
  - Phase 3: Consolidation of KERs and exploitation roadmap
- Analysis, prioritisation and impact will address:
  - Stakeholders
  - Market reach
  - Value propositions
  - Hurdles and enablers
- Using well-known methods and analytic tools like: SWOT, value proposition canvases, lean start-up and design-thinking approaches for each selected KER
- Aiming to identify pains and gains, hurdles and enablers for the further success of KERs

# Engagement



- Collecting ideas and results from project partners:
  - Organisational impacts
  - Marketing and communication impacts
  - Key innovation areas impacts
  - Economic impacts
  - Impacts on universities/public education
  - Innovation areas
  - Ecosystem impacts
- Other SNS projects and external stakeholders
- The Hexa-X-II External Advisory Group (EAG)
- 6G-IA and SNS JU Working Groups
- Events and workshops



# Industry activities, standardisation and regulation

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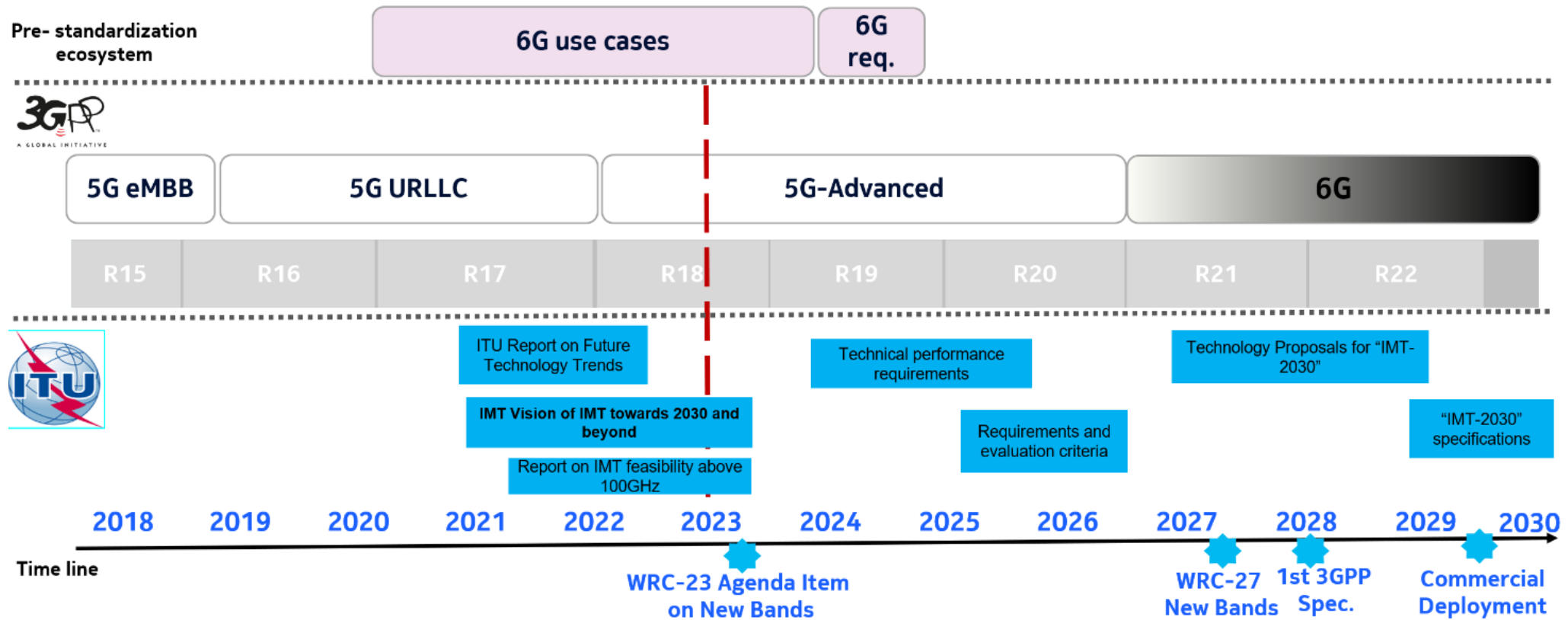


# 6G standardization timeline estimates for 3GPP and ITU-R/IMT



- **Standardization planning and estimated time plan:**

- Starting with use cases, requirement and KVIs/KPIs in interaction with other SNS projects



# The main planned standardization activities



## 3GPP - R20/R21 releases onwards

- **SA1:** Use cases, corresponding requirements and key performance/value indicators
- **SA2:** Modular architecture, use of AI/ML, RAN-CN interface, etc.
- **SA3:** Security and privacy threats, and their impact on system resilience
- **SA5:** Flexible network configuration, sustainable and trustworthy AI/ML-based control
- **RAN (1,2,3,4):** Radio Interface architecture and protocols, the specification of the Radio Resource Control protocol and the Radio Resource Management procedures, Intelligent radio air interface design, flexible spectrum access solutions, Non-Terrestrial Networks (NTN) solutions , Joint communication and sensing , RedCap devices

## ITU-R/T

- EMF, environment, climate action, sustainable digitalisation and circular economy.
- Flexible spectrum use and access, Spectrum management
- 6G vision and requirements
- Terrestrial services

## ETSI

- **ZSM:** Security and privacy threats, Programmability, zero-touch automation, AI-based network management and orchestration, trustworthy management and integration fabric, interdomain network and service management
- **MEC:** Security and privacy threats, Edge computing, extreme edge computing
- **THz:** Channel modelling, sub-THz radio
- **NFV:** Cloud evolution e.g., dynamic discovery and monitoring different extreme edge nodes, Resource allocation
- **ISG SAI:** Understanding of the risks associated to widespread use and support to AI by networks, including the realisation of relevant proofs of concept
- **OSM:** Management and orchestration

# The main planned standardization activities



## NGMN

- Use cases, corresponding requirements and key performance/value indicators

## O-RAN nGRG

- Use case and requirements, architecture aspects

## IRTF

- AI-based orchestration

## GSMA

- Use cases, corresponding requirements and key performance/value indicators

## IETF

- Deterministic network (data plane) and orchestration (control plane)
- Mobility management
- Application of attestation techniques, quantum-safe technologies, and automated certificate and key management procedures to improve security and privacy in next-generation networks.

## BEREC

- Environmental sustainability





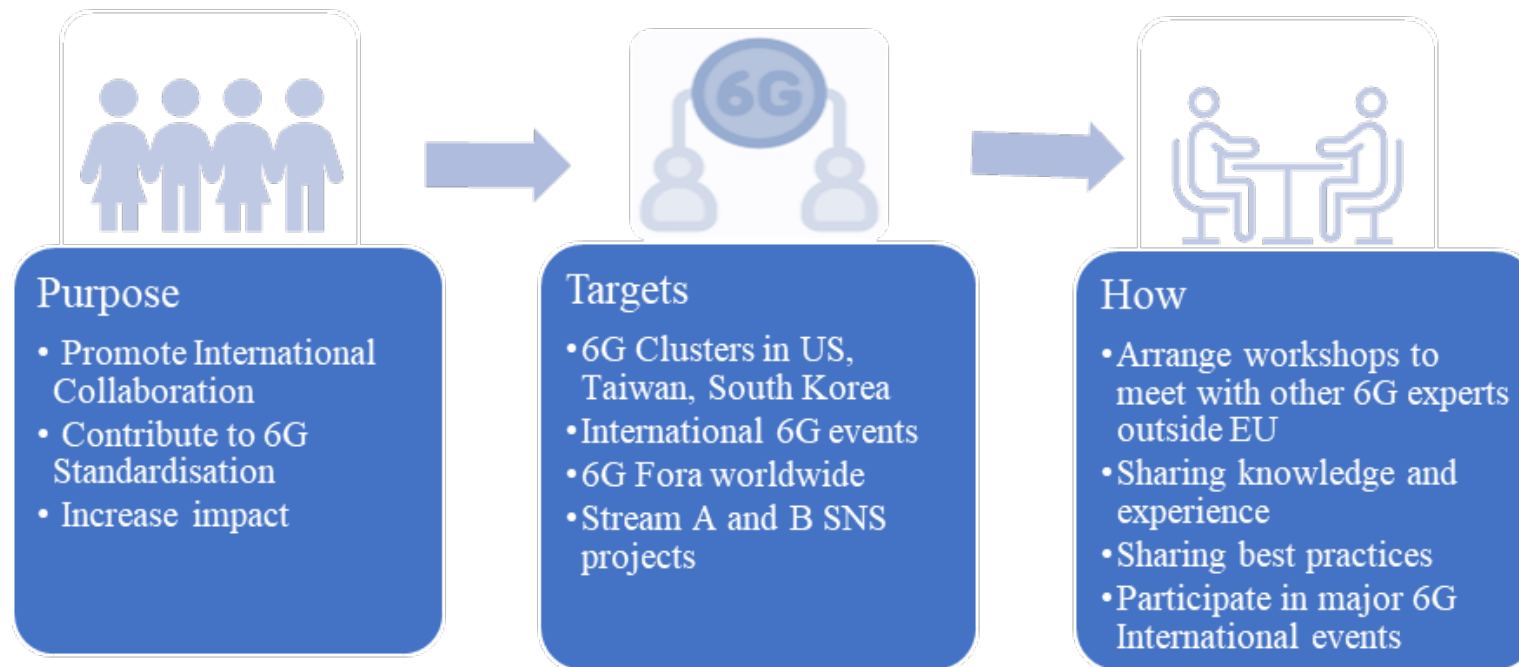
# Clustering plan and activities for international cooperation

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# Clustering plan and activities for international cooperation



- Participate and collaborate in major international 5G/6G events,
- Contribute to workshops with counterparts outside EU, on the international scene,
- Engage digitally with international experts.





- Foster cooperation with other global areas and foster cooperation with associations such as:
  - Global 6G Fora
  - Other international initiatives on 6G services
  - 6G clusters in the USA, Japan, Korea, India, and other global areas interested in the 6G evolution
- Searching and reaching out in the international community, and coordinating contacts, events, and workshops. Other WPs in Hexa-X-II and different project beneficiaries will carry out specific initiatives in technical areas, which are events participation and arranging workshops.
- All activities are closely coordinated with Task 7.1 regarding Dissemination & Communication.



# Participation to International events



- Get involved in new 6G initiatives worldwide.
- Identify events, prioritize, and decide whether to be involved, and actually participate (events such as: EUCNC, Globecom, Techritory, etc.)
- Procedure for event planning and participation:

What	Who (and where)
Search for and identify event:	Task 7.4 and the whole project personnel
Register event in excel sheet	All beneficiaries
Assess and categorize events	Task 7.4
Promote internally in Hexa-X-II	
Prioritize, participate	To be discussed in regular WP7 meetings according to the purpose of international clustering  Consensus for decision criteria will be built over time
Report participation and recommend events for future participation in shared excel	Event participants
Update overview of contacts	Event participants



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**6G**SNS

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