



## **A Secure and Reusable Artificial Intelligence Platform for Edge Computing in Beyond 5G Networks**

### **D6.1 Project website, dissemination channels and social media communications**



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<b>D6.1 Project website, dissemination channels and social media communications</b>	
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<b>Glossary</b>	
AI	Artificial Intelligence
DoA	Description of Action
WP	Work Package

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## Executive Summary

This is the first public deliverable from Work Package 6 (WP6) of the AI@EDGE project. AI@EDGE will develop a secure and reusable Artificial Intelligence (AI) platform for Edge computing in beyond 5G Networks. This activity involves effectively addressing newly emerging roles with stakeholders.

This document provides an overview of the project website and social media channels used in AI@EDGE, as well as a table of the main stakeholders and of the key performance indicators that will be used to track the effectiveness of the implemented dissemination strategy.

## 1. Introduction

The outputs of this deliverable are essential for the communication strategies of AI@EDGE and to support the activities of WP6: *Dissemination, standardisation and 5G roadmapping*.

A detailed dissemination plan will be prepared in WP6 within month 3. It will include the dissemination and communications actions planned to reach the target groups involved. Impact indicators will also be included to assess the impact of AI@EDGE dissemination activities. The dissemination plan will be managed as a living document and updated regularly. Regular impact assessments will guide potential corrections to the dissemination plan, and alignment to the exploitation plan will support the post-project continuation of dissemination activities.

The project website, which is the main topic of this deliverable, has been released at the end of the month 2 of the project. This is the focal platform where information about the progress and outcomes of the project are shared. Furthermore, messages about the project are shared via social media channels.

This deliverable has been created based on the detailed description of WP6 objectives and tasks in the Description of Action (DoA) of the project proposal, with the close collaboration of the WP6 leader, the project coordinator and the partners.

## 2. Target audience groups

The table below identifies the target audience of the AI@EDGE communication strategy and sets out the communication objectives to maximise the AI@EDGE project's exposure.

*Table 1: AI@EDGE target audience groups for communication*

Target Group	Description	Interest in the project
<b>A- Industry, SMEs and Entrepreneurs</b>	Stakeholders from industry, network operators, SMEs and entrepreneurs, operating in the 5G infrastructure domain.	<ul style="list-style-type: none"> <li>• Utilisation of the project's results in operations and R&amp;D activities for new service and product development;</li> <li>• Amplification of innovation in 5G infrastructure by blending AI@EDGE results with in-house artefacts.</li> </ul>
<b>B – 5G Infrastructure PPP Programme Stakeholders</b>	Participants, project partners and relevant stakeholders active in the 5G Infrastructure PPP	<ul style="list-style-type: none"> <li>• Identification of common topics;</li> <li>• Synergies and collaborations to promote results;</li> <li>• Enhancement of innovation through results combination;</li> <li>• Co-organisation of events.</li> </ul>



Target Group	Description	Interest in the project
<b>C – Technology Clusters</b>	European initiatives and clusters, research communities, associations (e.g. ETNO, Digital Business Innovation, Digital Agenda, Innovation Union, NetWorld2020, etc.) as well as in other related fields, such as cloud, big data, HPc (e.g. ETP4HPC, 5G IA, AIOTI, BDVA, CLAIRE, ECSO, EU MATHS IN, and HiPEAC)	<ul style="list-style-type: none"> <li>• Inclusion of project results to collaborative research activities (roadmap, white papers, etc.);</li> <li>• Dissemination of project results to their members and stakeholders;</li> <li>• Participation in project events for knowledge exchange.</li> </ul>
<b>D – Researchers and Academics</b>	Researchers and academics working in universities, research centres, R&D departments of industry	<ul style="list-style-type: none"> <li>• Advancing research post-project;</li> <li>• Training personnel and students;</li> <li>• Translation to real-life industry cases through the re-use of results.</li> </ul>
<b>E – Policy Makers</b>	Policy-makers at any level, such as EC Directorates and Units, Ministries and Governments, Regulatory Agencies	<ul style="list-style-type: none"> <li>• Evaluation of the project’s techno-economic and regulatory aspects;</li> <li>• Definition of future research and innovation directions based on the project’s acquired knowledge;</li> </ul>
<b>F – Standards bodies and fora</b>	Standards bodies and industry fora (3GPP, ETSI, IRTF, 5G ACIA, O-RAN, Seamless Alliance, etc..)	<ul style="list-style-type: none"> <li>• Participation to the development of roadmaps for standards development;</li> <li>• Pre-standardisation workshops;</li> <li>• Input for standardisation activities.</li> </ul>
<b>G - General Public</b>	General public and anyone interested in the project	<ul style="list-style-type: none"> <li>• Increasing the understanding of the value of European research;</li> <li>• Stimulation of innovation in unexpected groups of society.</li> </ul>

### 3. Brand identity and project’s logo

For the AI@EDGE communication strategy, a unique brand identity is of paramount importance. To establish a clear and well-defined project identity, a first version of the AI@EDGE logo was elaborated based on the one created at the proposal stage, and a process of revision and fine-tuning is ongoing.

The initial AI@EDGE logo is depicted in Figure 1.



Figure 1: Initial AI@EDGE Logo.

Templates for deliverables and presentations have been created for the project, and all partners are encouraged to use them in order to keep a consistent identity of the project.

When the new version of the logo will be available, all templates, the website, and social media will be updated following its style. It will also appear on videos, deliverables, presentations and all the promotional materials.

#### 4. Project website

The AI@EDGE project website can be found at <http://aiatedge.eu>

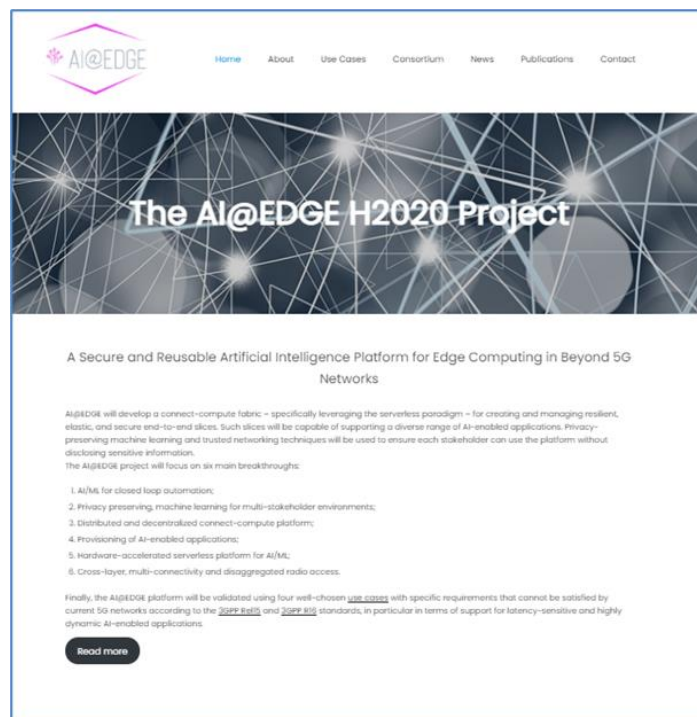


Figure 2: AI@EDGE website home page

The European Commission’s logo is depicted in the lower-right part of the page along with the official acknowledgement of the project.

The website is the main place for finding information about the project, and it is designed to be the primary communication tool between the partners, research community, and society. There will be a continuous upload of files relevant to the project, such as dissemination material, white papers, deliverables, etc., and it will also be continuously updated with news and events relevant to the project.

#### 4.1. Structure

The project website is structured in a clear way to feature the most relevant content from the project. The website adopts responsive design principles aimed at providing an optimal viewing experience. The website was designed to be readily displayed through computers, smartphones and tablets, as shown below.

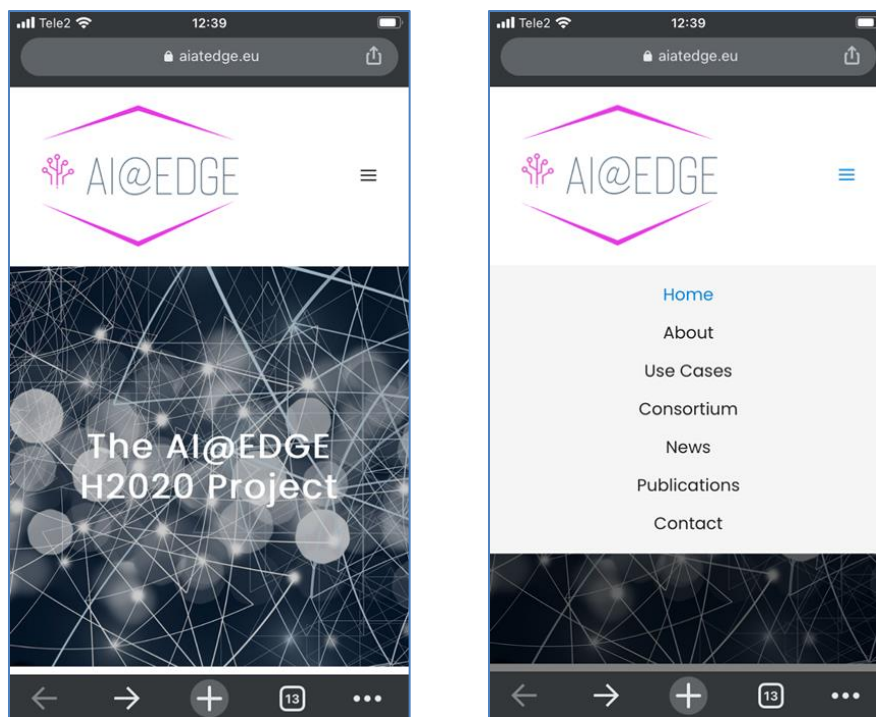


Figure 3: AI@EDGE website on smartphone, homepage and menu

The AI@EDGE website will be updated continuously following the progress of the project.

#### 4.2. Content

The top bar navigation features the following menus: *About*, *Use Cases*, *Consortium*, *News*, *Publications* and *Contact*. The submenus provide further detailed information and are all interlinked on the site.

More in detail, the content of the basic sections of the website is:

1. ABOUT: including an abstract of the project, the overall objectives of AI@EDGE, and the approach to achieve these;
2. USE CASES: presenting the four use cases envisioned;

3. CONSORTIUM: presenting the participants of the project;
4. NEWS: This section is built as a blog to publish news related to the AI@EDGE project activities and results or project-related topics. Most news entries are spread through our Twitter/LinkedIn channels to increase their visibility and promotion. In the News section, AI@EDGE will also publish the events related to the project;
5. PUBLICATIONS: listing all the publicly accessible deliverables produced by AI@EDGE as well as presenting the scientific and industrial publications realised in the project;
6. CONTACT: visitors can use the contact form to send a message to the project coordinator;

All social media channels are accessible from the widget at the bottom of the homepage.

## 5. Online communication

Several social media channels have been set up at the start of the project and are used to communicate about the project, increase our reach, and make use of our existing partner networks.

### 5.1. Social media channels

AI@EDGE will utilise social media platforms to leverage the project outreach.

The social media activity has been concentrated on Twitter and LinkedIn as the most appropriate networks for AI@EDGE. These social media are powerful tools to disseminate the most relevant information about the project and to ensure specific audiences are reached.

In order to boost the dissemination and communication activities, the Twitter account [@AiatEdgeH2020](#) was set up at the beginning of the project (M2), at the same time as a LinkedIn profile was created and is reachable at <https://www.linkedin.com/company/aiatedge>.

These social media accounts will be frequently used to disseminate information about the project, reach communities of interest, and interact with potential stakeholders.

During the first steps of the project, the activity on both social networks is quite low as expected, but we plan to incrementally increase it by actively tweeting, re-tweeting, and posting to build and grow a community around the project.

Activity on the social media platforms will be interlinked, so that project news will be contemporary published on Twitter, on LinkedIn and the project website, if the material is appropriate.

We foresee an increased activity once the first outputs of the project will be available and promoted.

Participation in the EuCNC 2021 Conference and other upcoming events is expected to raise awareness and increase visibility also of the social media channels.

## 5.2. Twitter

Twitter is one of the most popular social networking and microblogging services, with more than 330 million users as of 2020 and 500 million tweets sent per day. It is also widely used in the scientific community to disseminate results of innovation activities and communicate with stakeholders. 5G-PPP projects are usually active on Twitter and have created a strong network that allows them to share results and highlight their joint effort in the creation of the ubiquitous next-generation communication infrastructures of the coming decade. The AI@EDGE Twitter account (@AlatEdgeH2020) is reachable at <https://twitter.com/AlatEdgeH2020>.



Figure 4: AI@EDGE Twitter Account (@AlatEdgeH2020)

## 5.3. LinkedIn

LinkedIn is a business and employment-oriented platform with more than 250 million active users, spread in 200 countries. Being an online social network that is tailored for professionals, it is well-suited to disseminate research results like those expected from the AI@EDGE project. AI@EDGE profile is reachable at <https://www.linkedin.com/company/aiatedge>

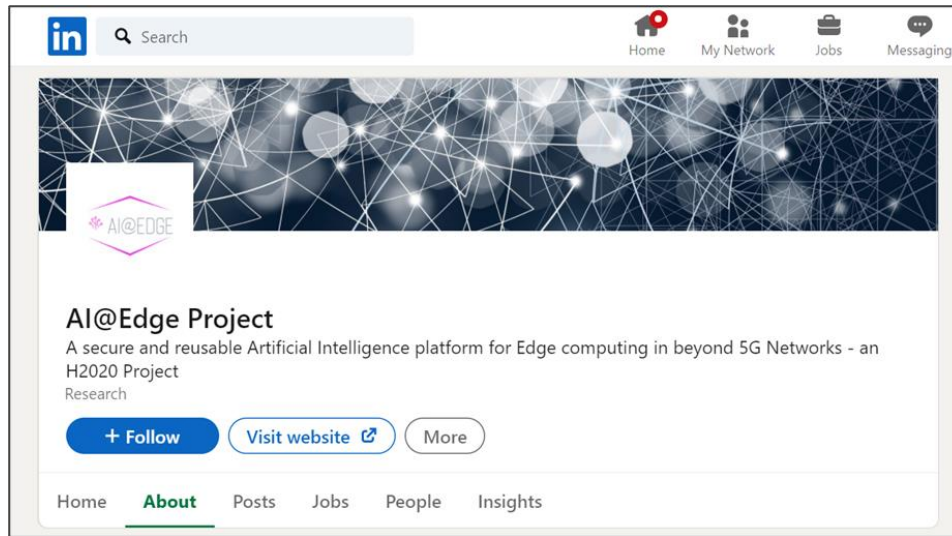


Figure 5: AI@EDGE LinkedIn profile

## 5.4. YouTube

A YouTube playlist has been created within the official YouTube channel of Fondazione Bruno Kessler, the AI@EDGE project coordinator:

<https://youtube.com/playlist?list=PLY3KsH4gpiNqmwk7S0T9xygzXH7IhM9WC>

This decision has been taken in order to capitalise on the subscribers of followers already available in the FBK channel, thus maximising the outreach potential of AI@EDGE videos.

YouTube will be further used to allow the distribution of the demos, training and e-learning videos produced throughout the project. The announcement of new videos on the channel will be posted on the AI@EDGE website and divulgated through social media channels.

## 5.5. Newsletter

AI@EDGE will create a bi-annual e-newsletter, describing the project framework's evolution and announcing interesting news and initiatives. The first edition will be distributed by the end of month 6.

The newsletter will be circulated in the relevant communities:

- Innovators and researchers in the area of 5G, including those that participate in the 5G-PPP working groups;
- Other companies which would benefit from AI@EDGE methods and tools;
- Scientific communities and other research projects; and
- Public groups or individuals.

The newsletter will be posted on the AI@EDGE website, divulgated through social media and delivered through the community's mailing list. A mailing list will be created for distributing the newsletter among interested people who will be invited to subscribe to through direct contact, website or social media.

## 6. Impact assessment

Leveraging the AI@EDGE website and dissemination channels, we expect to communicate relevant outcomes to each target group and attract their interest, generating engagement able to influence the project's overall impact.

A series of Key Performance Indicators (KPI) have been introduced (Table 2). They will be used to assess the communication and dissemination channels' effectiveness and efficiency and will be supported by monitoring tools, such as social media analytics.

*Table 2: AI@EDGE key performance indicators*

Key Performance	Indicators Targets
No. of events organised by AI@EDGE (webinars, workshops, etc.)	3
Press releases	3
No. of participants to webinars and workshop	300
No. of attendees in dissemination campaign, webinars, peer networking events	> 1.000
Size of the community (incl. Twitter followers, mailing list subscribers, website visitors)	> 1.000
Unique Website visits	> 1.000
Scientific/technical publications	> 30
Conference presentations	> 20
Number of standard contributions	> 3
Newsletters	6
Views on YouTube	> 300

## 7. Conclusion

AI@EDGE will provide a secure and reusable Artificial Intelligence platform for Edge computing in beyond 5G Networks. Using effective tools to disseminate the project results and reach all relevant stakeholders will be of paramount importance to achieve such a challenging goal.

This deliverable describes the outcome of the first activities carried out to establish a solid web footprint for the AI@EDGE project: the creation of the project website and the activation of AI@EDGE profiles on the social networks that are more relevant for the communication of project results.

It also illustrates the main project target audience groups, KPIs and tools to monitor the effectiveness of the dissemination activities that will be carried out to create awareness about the project, provide the largest impact to project results, and ensure the adoption of its outcomes even beyond the project's lifetime.