



D8.1 - Website and project branding

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Abstract

This deliverable presents work done by the 5GINFIRE consortium to create a supportive environment for dissemination, exploitation and standardisation activities, including project website, project branding features and logo, as well as the initial project strategy for communication and dissemination.

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Executive summary

A public website, based on the open source Wordpress content management system, has been setup and provides general information about the project, the consortium as well as placeholders for event & news announcement and publication of deliverables are provided. The website will serve also as the main portal to manage the 5GINFIRE open calls. The website has been registered on Google analytics to collect visitors statistics and is accessible at <https://5ginfire.eu/>

In addition, the 5GINFIRE project developed a set of tools to give support for dissemination and exploitation. This professional toolkit gathers the 5GINFIRE logo, templates for external communication and internal material.

Finally, this deliverable reports the initial dissemination strategy, depicting key communication materials and actions to spread the word around project's vision and results.

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EASY GLOBAL MARKET	Nicolas Giunta	Revision and additional inputs
EURESCOM	Anastasius Gavras	Document review

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1 Introduction

The 5GINFIRE consortium will implement during the project duration a coordinated set of actions to generate impact from the project's vision and results through communication activities. This deliverable depicts the preliminary work developed by partners to create a supportive environment for dissemination, exploitation and standardisation steps, including project website presentation, project branding features and the initial strategy plan for communication and dissemination.

2 5GINFIRE project website

The 5GINFIRE project website represents the main channel for dissemination and to hosts links to all project deliverables, dissemination items, and formal content of the project. The project website is a cornerstone of the project’s online presence and represents a first contact point for 5GINFIRE. This is particularly important for the 5GINFIRE open calls.

Brief information about the project, main project news and announcement of current or planned events and representation of the project goals and achievements can be found on the start page of the 5GINFIRE website. Figure 1 shows the landing page of the project website. The page contains also an updated list of relevant events and news. All pages of the website provide links to recent posts and the project Twitter account including a history of the tweets.

5GINFIRE

HOME ABOUT 5GINFIRE PUBLICATIONS CONTACT

EVOLVING FIRE INTO A 5G-ORIENTED EXPERIMENTAL PLAYGROUND FOR VERTICAL INDUSTRIES

5G network infrastructures and embodied technologies are considered as a key asset of this emerging common environment and instrumental for the digitalization of the traditional industries, so-called vertical industry application sectors. Addressing these key questions, the main 5GINFIRE goal is to build and operate an Open, and Extensible 5G NFV-based Reference (Open5G-NFV) ecosystem of Experimental facilities that not only integrates existing FIRE facilities with new vertical-specific ones but also lays down the foundations for instantiating fully software-defined architectures of vertical industries and experimenting with them. The initial instantiation of the Open5G-NFV ecosystem will be driven by the automotive vertical deployed across state-of-the-art 5G infrastructures, however, it will also be as generic as possible in order to host other verticals.

In order to offer its testbeds to a wide community of experimenters, the 5GINFIRE project will organize at least two Open Calls for experiments to be implemented and executed on the top of the 5GINFIRE experimental infrastructure. Furthermore, the 5GINFIRE Open Calls will also seek for further relevant testbeds to be integrated within the 5GINFIRE experimental framework and offered to be used by the experimenters.

5GINFIRE is a three years Research and Innovation action / project under the EU programme Horizon 2020 (Grant Agreement no. 732497) started on 1 January 2017. The EC funding is 4,999,970€ and 50% of this amount is dedicated to third parties (experimenters and 5G experimental facilities owners/operators) which will be selected through the planned 5GINFIRE Open Calls.

RECENT POSTS

- IEEE NFV-SDN 2017
- Net Futures 2017
- EUCNC 2017
- Third Global 5G Event on 24-25 May 2017, Tokyo (Japan)
- The Internet of Things Week 2017
- Upcoming 5G-PPP events
- 5GINFIRE @ EUCNC 2017

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5GINFIRE Retweeted
Festival_EU_IP @Festival_EU_IP
1 DAY LEFT for registering to @Festival_EU_IP Call for Experimenters' Webinar! #SmartCity #ICT #IoT

Figure 1: 5GINFIRE Website – Homepage

The 5GINFIRE project online presence has been established in April 2017 (project month 4) and is reachable under the following address <https://5ginfire.eu/>. The following sections guide through the website of the 5GINFIRE project.

2.1 About 5GINFIRE

Project Objectives, the 5GINFIRE project work plan and an overview of the project consortium are given under the “About 5GINFIRE” subpages. In the following a short insight on the subpages is given.

2.1.1 Project objectives

This subpage presents the main project goals of the 5GINFIRE project and related specific objectives of the project, presenting also the 5GINFIRE reference model architecture (Figure 2).

The 5GINFIRE is, by design, a duality project that sets its overall technical objectives as a prerequisite for achieving a longer term strategic objective that aspires to resonate beyond its lifetime and act as valuable source of constant feedback. As such, it is indeed quite ambitious but at the same time pragmatic and feasible in identifying, building, and eventually specifying, a critical mass of technological components and optimal architecture designs.

5GINFIRE Reference Model Architecture

In order to guarantee architectural and technological convergence the proposed Open, and Extensible 5G NFV-based Reference (Open5G-NFV) ecosystem of Experimental Facilities will be built in alignment with on-going standardization and open source activities, also targeted by other closely related programme activities such as FIWARE and 5G-PPP to name a few. Accordingly, the Open5G-NFV FIRE ecosystem may serve as the forerunner experimental playground wherein new components, architecture designs and APIs may be tried and proposed before they are ported to more industrially “mainstream” 5G networks that are expected to emerge in large scale.

Accordingly, the specific 5GINFIRE project objectives are defined as follows:

1. Establish the first 5G NFV-enabled experimental testbed capable of instantiating and supporting vertical industries

Figure 2: Snapshot of the project objectives page

2.1.2 Work plan

This page represents a short description of the work plan and a summary of the planned major 5GINFIRE activities (Figure 3).

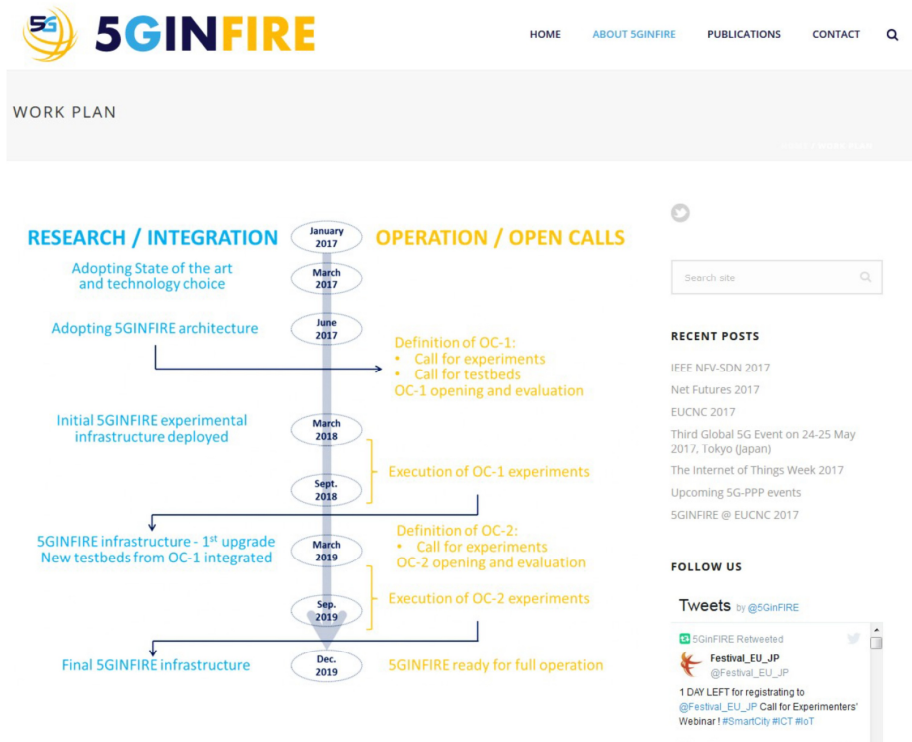


Figure 3: Snapshot of the project work plan page

2.1.3 Consortium

Details of the partners of the consortium are listed with logos, country information and links to the partners' website.

2.2 Publications

Project deliverables with due dates and a link to download the documents are listed on this section. The project publications section will be extended during the lifetime of the project with further project outputs such as publications, press releases, news and so on.

2.2.1 Deliverables

The table of the 5GINFIRE deliverables lists the number of the deliverable, the deliverable name, the nature and dissemination level of the deliverable as well as a download link and the due date of the deliverable (Figure 4).

2.3 Further development of the website

The current version of the 5GINFIRE website represents a typical EU project website. However, as one of the main project goals is to open its facilities to other experimenters through the planned 5GINFIRE Open Calls, the website will evolve in the next period accordingly. Thus, prior to the planned Open Calls, a presentation of the testbeds involved in the project with all necessary details will be provided on the website with appropriate links and graphical presentation of the home page. The Open Calls will be of course promoted on the home page and further details will be provided through a dedicated web page.

DELIVERABLES

Deliverable No.	Deliverable name	Delivery Date (project month)	Dissemination Level	Nature	Download Link
D1.1	Project management handbook	6	PU	R	link
D1.2	Data Management Plan	6	PU	O	
D1.3	Intermediate management report	24	CO	R	
D2.1	5GINFIRE Experimental Infrastructure Architecture and 5G Automotive Use Case	4	PU	R	
D2.2	5GINFIRE Experimental Infrastructure Architecture and 5G Automotive Use Case (update)	18	PU	R	
D3.1	5G Experimentation portal, tools and middleware	11	PU	R	
D3.2	Update on 5G Experimentation tools and FIRE Integration	18	PU	R	
D3.3	Evolution of the 5G experimentation tooling	36	PU	R	
D4.1	Operational MANO Platform	12	PU	D	
D4.2	Intermediate Report on the MANO Platform	24	PU	R	
D4.3	Final Report on the MANO Platform	30	PU	R	
D5.1	5G Testbed Integration and CVI deployment guidelines	18	PU	R	
D5.2	Enabling 5G Automotive Vertical for Experimentation and Other EVIs	36	PU	D	

RECENT POSTS

- IEEE NFV-SDN 2017
- Net Futures 2017
- EUCNC 2017
- Third Global 5G Event on 24-25 May 2017, Tokyo (Japan)
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- 5GinFIRE Retweeted **OSM** @OpenSourceMANO ETSI OSM Group Advances NFV Interoperability With Release TWO [ow/hu07k30b4h4o via @st_lent Reading](#)

Figure 4: Snapshot of the project deliverables page

2.4 Privacy rules and analytics tools

In-line with EU regulation on users' privacy and management of cookies, a banner is shown on the website when a visitor first visits the site, in order to obtain its agreement before deploying cookies within the visitor web browser.

The website has been registered at the Google Analytics platform to allow monitoring of website traffic and visits. This monitoring will be used for reporting purposes and to evaluate community interest in relation to the project publications, news and events.

3 Project branding

The 5GINFIRE project developed a set of tools to give support for dissemination and exploitation. This professional toolkit consists of the 5GINFIRE logo, templates for external communication and internal material.

3.1 Project logo

The 5GINFIRE project designed its graphical identity, presented in Figure 5, consisting of a logo and the project short name written in the colours which corresponds to the logo design. When appropriate, the logo without the 5GINFIRE short name can be used as well.



Figure 5: 5GINFIRE logo

This creation is a combination of two main items involved in the 5GINFIRE project. The 5G stroke directly refers to the 5G-PPP, the 5G Infrastructure Public Private Partnership, initiated by the EU Commission and industry manufacturers, telecommunications operators, service providers, SMEs and researchers. The “5G” stroke is used with permission obtain by the Euro-5G support action. This logo is amalgamated into the FIRE (Future Internet Research and Experimentation) initiative logo to reflect the overall project concept. The FIRE initiative logo is used under the generic permission terms provided by the ICT-FIREWORKS support action to all FIRE initiative projects.

The definition of colors in the 5GINFIRE graphical identity / logo is presented in Figure 6.

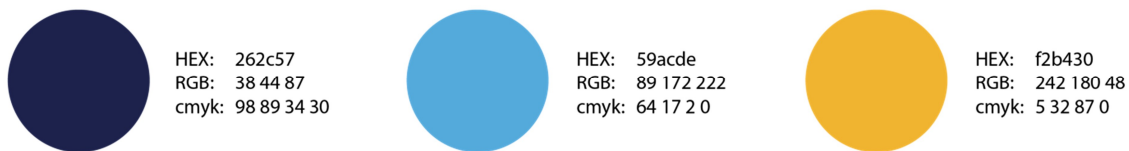


Figure 6: 5GINFIRE colors scheme

3.2 Templates

A set of templates has been designed for deliverable release and project presentation. We focused on slightly reminding the project graphics design and fostering the direct use of project quality reference.

Each document contains key information to follow up versioning and authoring to directly identify the proper document. This will ease the use of documents within the consortium, giving accuracy and relevancy in data management.

4 Initial communication and dissemination strategy

4.1 Targeted stakeholder groups

In order to achieve the project goals, it will be necessary to approach the right stakeholders to gather inputs from their side which are relevant for implementation and further development of the 5GINFIRE concept during the project life time. The two main stakeholders targeted by the 5GINFIRE project are:

- Testbed providers who will join the project as third parties through the project open calls, including testbeds which might offer their facilities through the 5GINFIRE framework outside the mechanism of the open calls, and
- Experimenters, from industry, including SMEs, as well as academia and research institutions, who will use the 5GINFIRE testbeds and infrastructure through the open calls or any other kind of cooperation with the 5GINFIRE project.

Furthermore, the 5GinFIRE project will also disseminate project outcomes to others associations, projects, and experts communities that could benefit from project outcomes as well as give relevant feedback to the project. In particular, the following audiences are targeted:

- Other related projects, relevant to the topics addressed in 5GinFIRE,
- European R&D organisations and their relevant researchers working in the project topic or those who might be interested to work in the topic,
- EU and national policy makers and other interested actors, and
- Relevant fora and standardization bodies.

The project has taken actions to engage directly in the 5G-PPP work group on trials and experimentation, since this group is of high relevance and importance for reaching out to target stakeholders.

A detailed elaboration of the targeted stakeholders groups will be provided in the 5GINFIRE deliverables D8.2.

4.2 Communication channels and material

Besides the project website, an important 5GINFIRE communication channel has been established by using the project Twitter account, to spread relevant information to the targeted stakeholders groups.

The 5GINFIRE will participate at relevant conferences and events as well as provide scientific and other types of publications. Furthermore, project press releases will be published at least on annual base.

Based on the graphical project identity, presented in Sec. 3, templates for the project deliverables, other project documents, presentations, flyers, and posters have been created. The first set of the promotion material, based on the prepared templates, will be prepared for the EUCNC 2017 conference.

5GINFIRE has already successfully initiated its presence at relevant stakeholder conferences, such as at EUCNC 2017 through a special session on “Emerging trends for 5G experimental environments”

4.3 Promotion of open calls

For 5GINFIRE, it will be very important to widely promote the planned open calls, in order to attract as many organizations as possible interested to use the 5GINFIRE testbeds for experimentation. The open call will be promoted on the 5GINFIRE website, on the Twitter account, by distribution of the focused flyers printed and online, by presentation on the open calls at appropriate occasions (events, workshops, conferences, etc.), and by organisation of webinars for interested stakeholders.

4.4 Organization of project workshop

5GINFIRE will organize every six months workshops focusing on the following topics

- First 5GINFIRE workshop at EUCNC 2017 conference will focus on the project objectives, approach, and further details related to the project work plan
- Second workshop will focus on promotion of the first 5GINFIRE Open Call in autumn 2017 (the open call promotion will be also organized at other relevant occasions),
- The third workshop planned for spring 2017 will focus on results from the first open call; accepted experiments and testbeds joining the project
- The fourth 5GINFIRE workshop will be organized in autumn 2016, to present results achieved by the experiments as well as to promote the second 5GINFIRE open call
- 5GINFIRE will organize two workshops during 2019 to present experiment results from the second open call as well as to present the overall project results and achievements towards a sustainable solution for the 5GINFIRE testbeds for the period after the project life time

4.5 Timing and 5GINFIRE strategy

A progressive strategy (Figure 7) will be implemented during the 5GINFIRE project following three main phases intending to: firstly, create project awareness, then, present the first project outcomes and initiate community interactions, and finally, strengthen trust building and results adoption. A more accurate outline of the dissemination plan (D8.2) will be released in June 2017 (M6) as planned in the work plan, taking into account specific needs and constraints from targeted future users, consortium partners, etc.

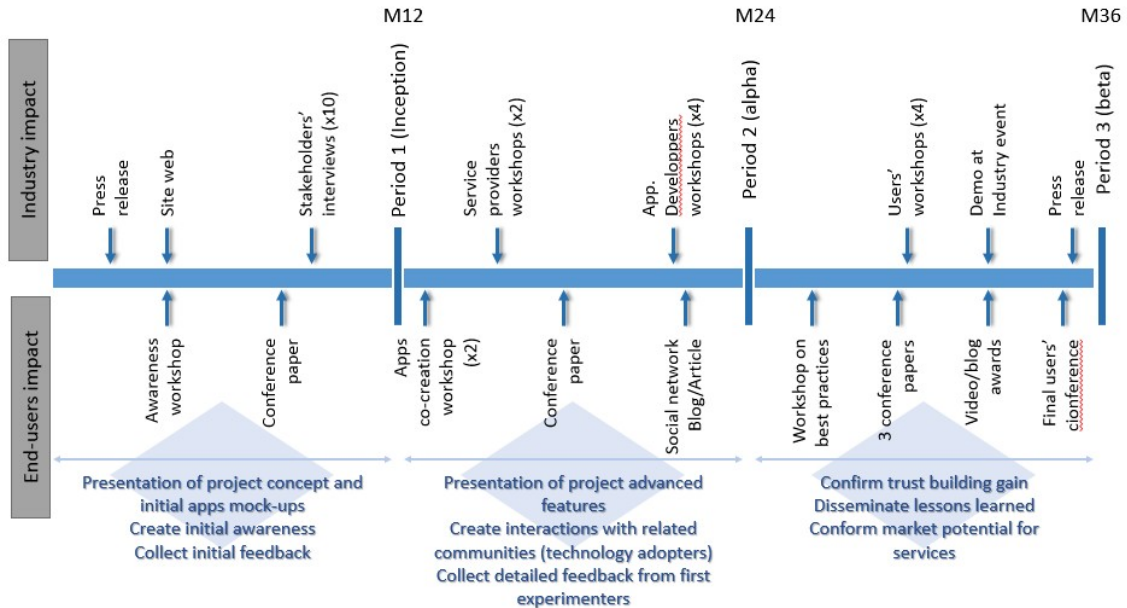


Figure 7: 5GINFIRE initial dissemination strategy

5 Conclusions

The 5GINFIRE project designed and published its website representing the main channel for the project dissemination activities hosting all the project deliverables, dissemination items, and formal content of the project. The project website represents also a first contact point for 5GINFIRE and its testbeds.

As one of the main project goals is to open its facilities to other experimenters through the planned 5GINFIRE Open Calls, the website will evolve in the next period accordingly. Thus, prior to the planned Open Calls, a presentation of the testbeds involved in the project with all necessary details will be provided on the website with appropriate links and graphical presentation of the home page.

Furthermore, the 5GINFIRE project designed its graphical identity consisting of a logo and the project short name written in the colours which corresponds to the logo design. Based on the defined graphical identity, various templates have been created; deliverable and document templates, presentations, flyer, poster, etc.

Finally, an initial communication and dissemination strategy of the 5GINFIRE project has been laid down in the document, which includes:

- Identification of main targeted stakeholders group, other projects, and initiatives,
- Communications channels, including corresponding promotion material to be used,
- Overall strategy for promoting the 5GINFIRE Open Calls, and
- Organization of project workshops

A more accurate outline of the dissemination plan (D8.2) will be released in June 2017 (M6), taking into account specific needs and constraints from targeted future users, consortium partners, etc.