NANCY

An Artificial Intelligent Aided Unified Network for Secure Beyond 5G Long Term Evolution [GA: 101096456]

Deliverable 1.3

Plans for Publicity, Dissemination and Exploitation

Programme: HORIZON-JU-SNS-2022-STREAM-A-01-06

Start Date: 01 January 2023

Duration: 36 Months

Document Control Page

Deliverable Name	Plans for Publicity, Dissemination and Exploitation
Deliverable Number	D1.3
Work Package	WP1 Project, Innovation & Data Management
Associated Task	T1.5 Dissemination & Exploitation Activities
Dissemination Level	Public
Due Date	31 March 2023 (M03)
Completion Date	30 March 2023
Submission Date	31 March 2023
Deliverable Lead Partner	DRAXIS S.A.
Deliverable Author(s)	Dolianidi Christina (DRAXIS), Panagiotis Sarigiannidis (UOWM), Alexandros-Apostolos Boulogeorgos (UOWM), Thomas Lagkas (UOWM), Chrysanthi Iakovidou (UOWM), Konstantinos Kyranou (SID), Giola Genni (MINDS), Ioannis Makris (MINDS), Konstantinos Kyranou (SID), Anastasios Lytos (SID), Thomai Karamitsou (SID)
Version	V1.0

Document History

Version	Date	Change History	Author(s)	Organisation
0.1	1/3/2023	Table of contents	Christina Dolianidi	DRAXIS
0.2	5/3/2023	Executive Summary	Christina Dolianidi	DRAXIS
0.3	10/3/2023	Chapter 2, Chapter 3	Christina Dolianidi	DRAXIS
0.4	15/3/2023	Chapter 4	Christina Dolianidi	DRAXIS
0.5	20/3/2023	Initial Version	Christina Dolianidi	DRAXIS
0.6	23/3/2023	Reviewed Initial Version	Dimitrios Kavallieros	CERTH
0.7	24/3/2023	Reviewed Initial Version	Alessandro Biondi, Daniel Casini, Mauro Marinoni	SSS
0.8	27/3/2023	Review comments addressed	Christina Dolianidi	DRAXIS
0.9	29/3/2023	Minor revisions	Konstantinos Kyranou	SID
0.95	29/3/2023	Minor revisions	Giola Genni, Ioannis Makris	MINDS
1.0	30/3/2023	Final Revisions/Quality Check	Panagiotis Sarigiannidis, Alexandros-Apostolos Boulogeorgos, Thomas Lagkas, Chrysanthi Iakovidou	UOWM

Internal Review History

Name	Organisation	Date
Dimitrios Kavallieros	CERTH	23/3/2023
Alessandro Biondi	SSS	24/3/2023

Quality Manager Revision

Name	Organisation	Date
Anna Triantafyllou	UOWM	30 March 2023

Legal Notice

Table of Contents

List of Figures

List of Tables

List of Tables

List of Acronyms

Acronym	Explanation
AI	Artificial Intelligence
AHP	Analytical Hierarchy Process
BMCs	Business Model Canvases
CA	Consortium Agreement
D$X.Y$	Deliverable $X.Y$
EU	European Union
E2E	End to end
GA	Grant Agreement
ICT	Information and Communication Technology
IPRs	Intellectual Property Rights
KERs	Key Exploitable Results
KPIs	Key Performance Indicators
P2P	Point-to-Point
R&I	Research and Innovation
SMEs	Small and medium-sized enterprises
SNS JU	Smart Networks and Services Joint Undertaking
T$X.Y$	Task $X.Y$
URL	Uniform Resource Locator
WP	Work Package

Executive summary

This document serves as a guideline for the dissemination and publicity activities that will be conducted by all partners during the lifespan of NANCY, also including an initial exploitation plan for all the Key Exploitable Results (KERs) as stated in the Grant Agreement (GA).

More specifically, the deliverable includes the initial publicity and dissemination plan along with the overall strategy dedicated to promoting project's results as well as engaging relevant stakeholders. This way, a greater visibility is ensured. Via this deliverable, partners are presented with all necessary information for promoting the project and maximize its impact.

The aim of the NANCY dissemination and communication plan is to create strong awareness of the project and its results, as well as to ensure that the knowledge and information gained can be made available to multiple target audiences at national, European, and global levels. Partners are committed to using their industrial partnerships and long-standing experience in EU-funded projects, to contribute to the communication and dissemination activities, over the project duration. Considering the consortium's experience, it is expected that the project as a whole will have the critical mass to create a significant impact.

DRAXIS, as leader of Task 1.5 (T1.5 - Dissemination & Exploitation Activities), developed the strategic approach that is presented along this document. The best methods and techniques for dissemination activities have been identified based on the characteristics of various stakeholders for the project. Moreover, all partners may use all the dissemination and communication activities and tools presented in this document in order to reach the various target audiences and stakeholders. Through these activities, they will ensure stakeholder's involvement in the project and raise awareness on the project's objectives and results.

The structure of the document includes in separate sections the publicity plan, the dissemination plan, and the exploitation plan. In addition, the provisioned monitoring procedure for these activities is presented.

1. Introduction

1.1. Purpose of the deliverable

The deliverable aims to present the initial publicity, dissemination and exploitation plan developed within the frame of NANCY. Moreover, it aims to present the channels that will be used in order to successfully promote NANCY's results, as well as the envisaged exploitation plan.

1.2. Relation to other deliverables

This deliverable receives the grant agreement as input.

1.3. Structure of the deliverable

The structure of the deliverable is as follows:

- **Section 1 – Introduction:** This section provides an introduction to the deliverable.
- **Section 2 – Publicity Plan:** This section provides an overview of the publicity plan and the project channels.
- **Section 3 – Dissemination Plan:** This section presents the dissemination plan.
- **Section 4 – Exploitation Plan:** This section provides an overview of the exploitation plan.
- **Section 5 – Monitoring of Publicity, Dissemination, and Exploitation Activities:** This section explains the means and tools for monitoring the partners' activities.
- **Section 6 - Conclusion:** This section concludes the deliverable.

2. Publicity Plan

This plan aims to promote the project to a wider audience, including the media and the general public, as well as to encourage engagement with NANCY. It includes all the activities that showcase the project results and the project in general.

2.1. Objectives

The publicity plan aims to promote all the objectives, communication activities, and lessons learned of the project, providing a clear overview of how all the communication initiatives address the key stakeholder groups.

For the plan to be successful, it is crucial for all partners to actively participate and contribute by sharing the project's results/achievements with the various target audiences.

The NANCY's publicity plan intends to:

- Increase public awareness and secure high visibility of the project;
- Enhance engagement of the project with stakeholders, other similar projects and the public;
- Support partners in all communication activities.

2.2. Publicity and dissemination requirements

According to "D1.1 Project and Risk Management Handbook", all dissemination and communication activities, both in physical and digital forms (e.g., social media) and any results, equipment, or infrastructure funded by this grant must:

(a) Include the EU emblem and the following text:

For dissemination and communication activities:

"This project has received funding from the European Union's Horizon Europe Framework Programme under grant agreement No 101096456.".

For results, equipment, and infrastructure:

"This [infrastructure][equipment][result] has received funding from the European Union's Horizon Europe Framework Programme under grant agreement No 101096456.".

(b) Include the 6GSNS logo (Figure 1) and the following text:

 "The project is supported by the Smart Networks and Services Joint Undertaking and its members."

Figure 1: 6GSNS Logo

Additionally, it is of great importance that each material used in the dissemination activities of the project incorporates a copy of the EU emblem and a text with the following statement as it is stated in the GA of NANCY project (article 17.3):

> *"Co-Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Commission (EU). Neither the European Union nor the granting authority can be held responsible for them."*

The emblem of the EU (Figure 2) can be found on the EU website, and more specifically in the following link: https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en

Figure 2: EU Emblem

2.3. Graphic material

The project's visual identity aspires to facilitate dissemination activities and ensure consistency in the communication of NANCY's concept, objectives, and results.

2.3.1. Colour Palette

It is evident that colours increase the recognition of a project and a brand in general. Based on CCICOLOR, the average person makes a subconscious judgment about a product within the first 90 seconds based on colour alone.[1] For this reason, the consortium of NANCY took under profound consideration the colour identity of the project. Furthermore, inclusivity is reflected in it, since research was conducted in order to identify colours that are accessible to all and thus decided upon the following 2-colour-palette:

---

[1] COLORCOM, Why Color Matters (2019), https://www.colorcom.com/research/why-color-matters

- #006EB9 (0,110,185)
- #00A1FF (0,161,255)

#006EB9	#00A1FF

Figure 3: Colour Palette

The colour palette (Figure 3) was selected to catch people's attention and radiate vividness, optimism and trustworthiness. It is meant to give brightness and sprightliness to the project. This colour palette will be used for all purposes relevant to the project, from dissemination materials to project deliverables.

2.3.2. Project logo

The project logo is depicted in Figure 4. It was designed to be distributed to all partners and be used by them throughout the lifespan of the project. The logo includes the name of the project, and it is based on the colour used in all project templates. It aims to capture the objectives of NANCY, which as mentioned above is to introduce a secure and intelligent architecture for the beyond the fifth generation (B5G) wireless network, in a concise manner.
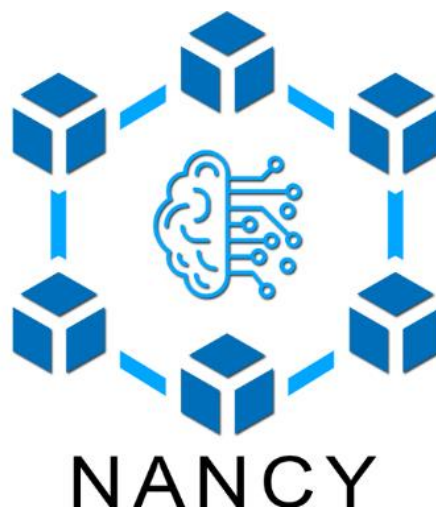
Figure 4: NANCY Logo (v.1)

The logo will play an essential role in the visual identity of the project. It will be reflected in all external publicity activities, such as materials, participation in events etc., as it is the main visual messenger of the project and facilitates the project to be instantly recognised by external stakeholders.

The logo was uploaded to the project's shared folders in order to be easily accessible by all partners. In addition, a logo without the text was designed as shown in Figure 5. Partners should determine when and where it is appropriate to use each logo, but they should always ensure that they use the right size and resolution for their activities. Moreover, the logo should not be altered in any way.

Figure 5: NANCY Logo (v.2)

2.3.3. Project templates

In order to ensure that the visual identity of the project throughout its lifespan is consistent, a set of templates was designed, which were shared among partners via Confluence.

The set of templates includes the following:

- Deliverable template
- PowerPoint presentation template
- Newsletter template
- White paper template

Deliverable template

The template that will be used for all deliverables consists of a front page, that includes the full title of the project, the title of the deliverable, the work package (WP) this 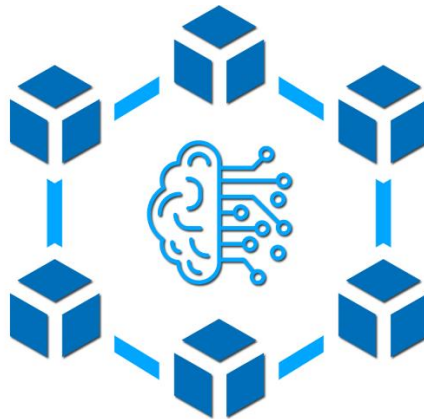deliverable belongs and the logo of NANCY. Additionally, the front page contains the GA number, the starting date, the duration of the project and a statement that the project is supported by the Smart Networks and Services Joint Undertaking and its members. At the header, the EU emblem along with the funding disclaimer statement of the project is presented.

A table of contents, figures, and tables, as well as a table describing all document acronyms, are available. Moreover, the template includes a document control page including the table with all document information that should be filled along with the table with the document history, the table with internal review history and the table regarding the quality manager revision. Lastly, a legal notice is included in the document. The first page of the deliverable template is shown in Figure 6.

Figure 6: Deliverable template

Presentation template

For presentations, a PowerPoint template was designed to reflect the visual identity guidelines. It was shared on the Confluence space with all partners in order to be used for any internal and/or external communication. The template may be improved during the project's lifespan and in that case, will be re-distributed to partners. The first slide of the presentation is illustrated in Figure 7.
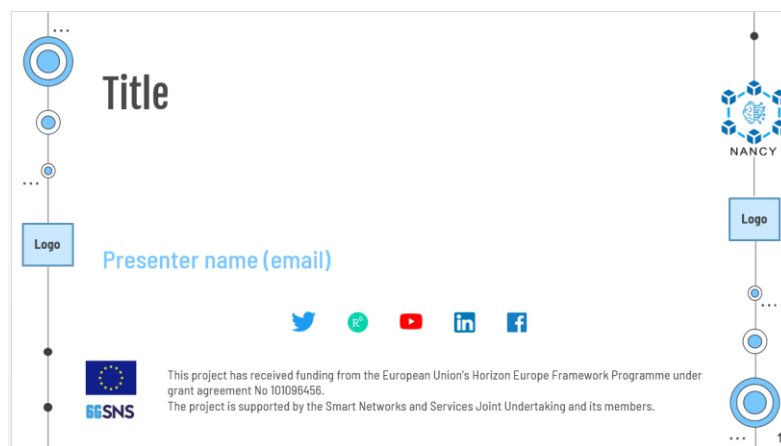
Figure 7: Presentation template

Newsletter template

A newsletter template was designed and distributed to all partners via Confluence. The scope of this template is to use a uniform version of the newsletters that will be produced during the project and ensure that the presence of the NANCY project will be coherent in all media, websites, etc. Figure 8 shows the template for the newsletters.
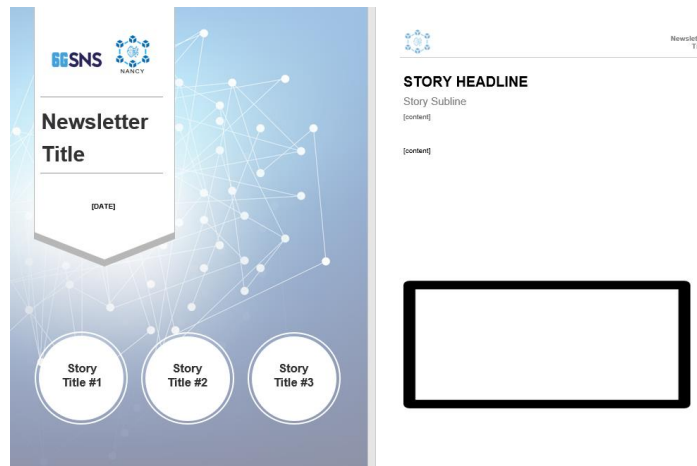
Figure 8: Newsletter template

White paper template

This template was created to predefine the structure and the design of the papers and publications that will be produced by the consortium of NANCY during the lifespan of the project. It contains a page related to the list of editors/authors, the list of figures, tables, abbreviations, and references apart from the content (executive summary, chapters, summary and recommendations). Figure 9 shows the template for the white paper.
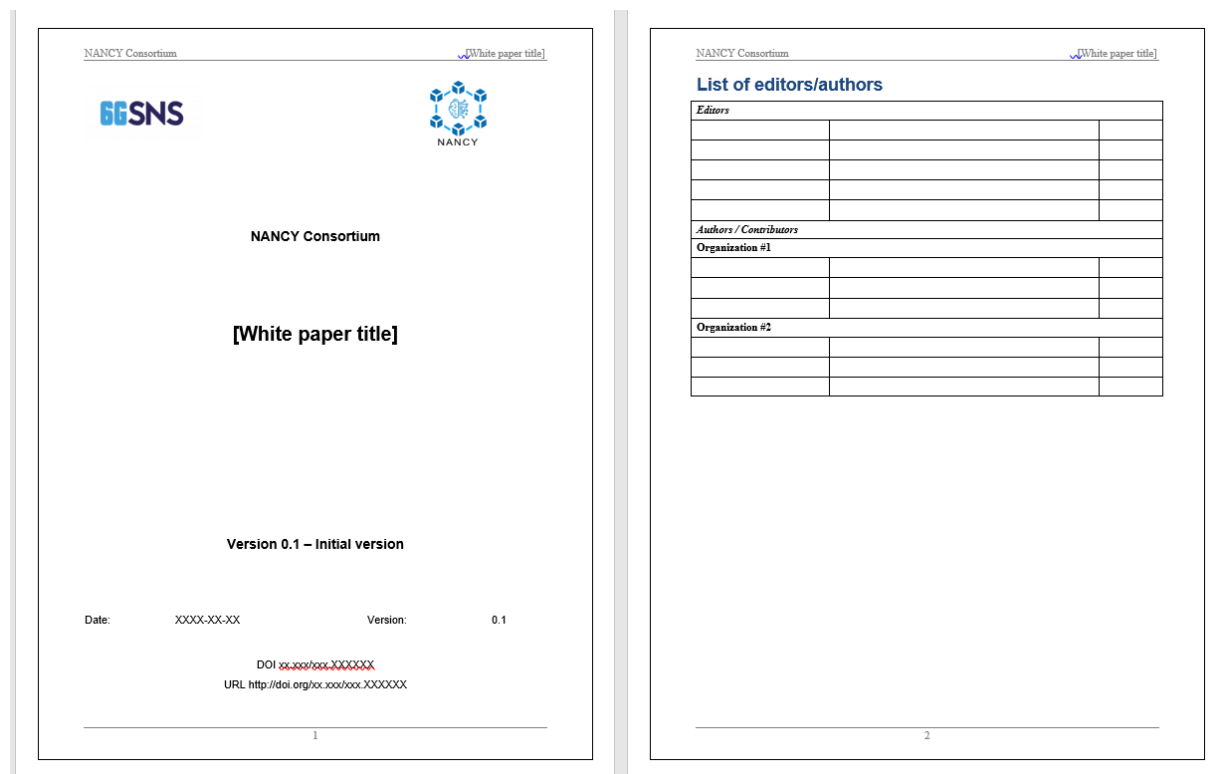
Figure 9: White paper template

2.4. Digital Material

2.4.1. NANCY Website

The website of the NANCY project constitutes one of the main publicity channels of the project. It allows stakeholders to be updated on the progress of the project, its outcomes, and its results. A section of the NANCY website is depicted in Figure 10, while the website can be reached via the following link: https://nancy-project.eu/

Figure 10: NANCY's website

The NANCY website consists of the following pages:

- Home
- About
- Results
  - Dissemination
    - Publications
    - Presentations
    - Press Releases
  - Standardisation
  - Deliverables
- Consortium
- News
- Contact

On the website, there is also a ''Project data'' link that navigates the visitor to the information of the project (name, funding authority, project coordinator etc.). In the footer of the website, all social media accounts of the project are presented in order to be easily accessible by the visitors.

The website's structure allows visitors to be informed about the project's objectives, consortium, upcoming activities, and the progress of the ongoing. Furthermore, the visitors have the chance to access all public deliverables and documents of the project, as well as other dissemination material that will be developed during the project. Moreover, the website provides relevant information like news and events, to encourage stakeholders' engagement. The content of the website will be constantly updated to promote NANCY's activities.

2.4.1. Social Media

Social media is a powerful tool that could play a crucial role in the publicity of the NANCY project. By leveraging the project's social media accounts, the project can increase its visibility and allow users to engage with the project in an easy and straightforward way. From the first month of the project, Twitter, Facebook, and LinkedIn accounts were created and shared with the public in an effort to raise awareness and increase interaction with contacts as well as receive useful input from stakeholders.

Additionally, to maximize the impact derived from the project, a social media strategy is developed and will be finalized within the consortium. Social media accounts will be updated regularly based on the needs of the project and on partners' judgement. The posts will be related to new publications, publication of deliverables, events which partners have organized or participated in or other news regarding the project. All partners are encouraged to share interesting content in order to be published on social media. The main goal of the content is to gain attention from key stakeholders, as well as to extend the outreach of NANCY to additional potential stakeholders. A monitoring file for social media posts will be created to ensure that all partners will be informed and engaged in this effort. Figure 11 shows an example of the social media calendar that will be shared among partners.

Figure 11: Social media calendar file

The social media accounts of the project will be following relevant initiatives in an effort to act as ambassadors of NANCY in social media and contribute to its dissemination. The links for the accounts are as follows:

- Twitter (Figure 12): https://twitter.com/NANCY_snsju
- LinkedIn (Figure 13):https://www.linkedin.com/company/nancy-snsju-project/
- Facebook (Figure 14):https://www.facebook.com/profile.php?id=100089887082972
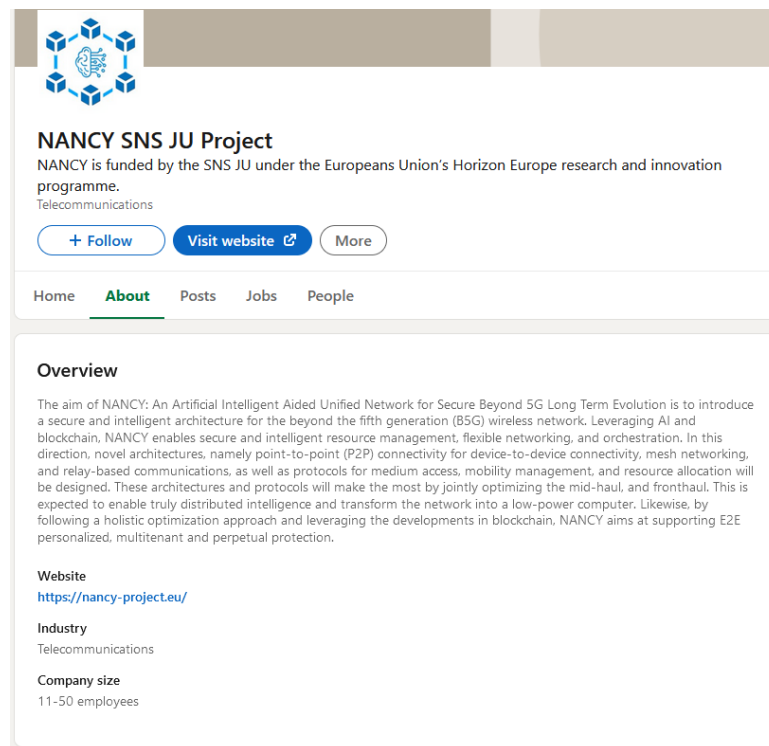
Figure 12: Twitter Account
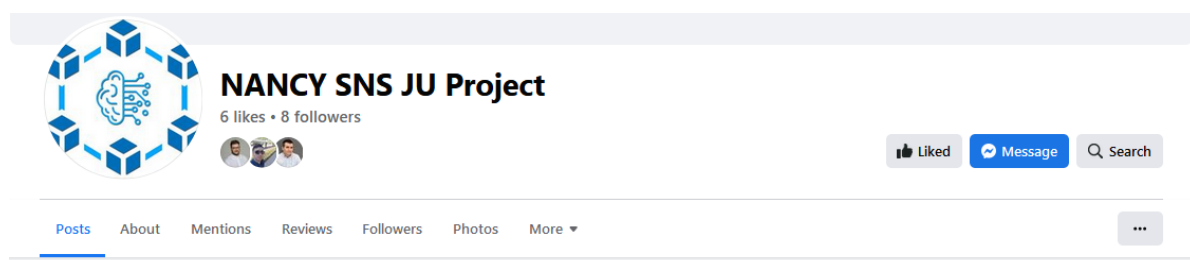

Figure 13: LinkedIn Page

Figure 14: Facebook Page

2.5. Publications

In order to disseminate the advantages of the project outcomes to the research community and thus contribute to long-term adoption, it is important to publish these ideas in prestigious conferences and journals. Based on the publication record of the project partners, the consortium estimates that the project will produce approximately fifty (50) publications. However, rather than the number of publications, the focus of the project will be on their quality, as well as their impact (e.g., the eventual number of citations that they may receive).

In this direction, the NANCY consortium will target high-quality publications at top conferences and open-access journals and will leverage greater collaboration between industry and academia around 5G multi-carrier network sharing, in combination with network slicing and mobile-edge computing services and deployments.

Through publications, the project results will be disseminated among researchers, increasing the potential impact of the project. Of note, open-access journals (or hybrid journals allowing open-access publications) will allow the wider scientific community to access the results.

2.6. Events

Partners will act to maximize the dissemination of project-related work through professional conferences, workshops, special events, and demonstrations. Scientific events are an excellent ''vehicle'' to push ideas into the academic and industrial scientific community and promote the adoption of these ideas in the long term. The NANCY partners already organised several very successful workshops. NANCY will organise at least one workshop per year.

Moreover, the project results will be presented at various events and conferences, as summarised in Table 1, while the three outdoor demonstrators will be presented to the research communities (i.e., universities, research centres, etc.) in national events. Until the end of the project, more than 10 demonstrations are envisioned.

Table 1: Indicative list of conferences and events

Indicative list of Events	Partner
ACM Conference on Computer and Communications Security (CCS)	NEC, UMU
AIAI International Conference	OTE
EANN International Conference	OTE
Eurocrypt	TDIS
European Conference on Networks and Communications (EuCNC)	i2CAT, INTRA, OTE, CRAT, Bi2S, CERTH, SSS
IEEE European Symposium on Security and Privacy	UOMW, MINDS
IEEE International Conference on Computer Communications	UOMW, DRAXIS
IEEE Global Communications Conference	UOMW, TEI, Bi2S, INNO, CERTH, SID, SSS
IEEE International Conference on Communications	UOMW, i2CAT, INNO, CERTH, SID, MINDS,

IEEE Mediterranean Conference on Control and Automation	CRAT
IEEE Conference on Decision and Control	CRAT
IEEE Artificial Intelligence Conference	CERTH
IEEE International Conference on Network Softwarization	UOWM, MINDS
IEEE Symposium on Security and Privacy	TEI, SID, UMU
Open-Source Firmware Conference	VOS

2.7. Communication kit

A communication kit will be designed and prepared to describe the project. The communication kit will consist of project brochures, leaflets, infographics, videos, as well as posters. The material will be mostly e-documents and printing will occur only when it is needed, in order to reduce the environmental footprint of the project.

2.8. Synergies with projects

NANCY seeks to form links and synergies with projects whenever possible, in order to endorse its activities and results. The partners of the project will make an effort to establish the necessary liaison and regular interactions with the most prominent and relevant EU projects. As a first activity, a mapping exercise with all partners will be conducted in order to identify relevant projects and initiatives and what and how knowledge transfer can be realized.

This effort could be fostered since the NANCY project is supported by the Smart Networks and Services Joint Undertaking and its members. The European Smart Networks and Services Joint Undertaking (SNS JU) is a Public-Private Partnership that aims to facilitate and develop industrial leadership in Europe in 5G and 6G networks and services.

The upcoming dissemination activities, events, workshops and publications of the projects are presented in the meetings, providing the opportunity to build synergies, exchange knowledge and foster collaboration between initiatives and projects. The projects supported by SNS JU are prioritized to investigate potential synergies.

3. Dissemination Plan

Dissemination is the process of using the right channels and tools in order to promote the results of a project to each target group, such as the scientific and industrial community, the media, small and medium enterprises (SMEs), and the general public. The dissemination plan will guide partners to increase the project's visibility, attract stakeholders relevant to the topic and raise awareness regarding NANCY's results.

3.1. Dissemination objectives

The dissemination activities of a project play a key role in its visibility. This is why it is important to ensure their successful implementation. Thus, there are certain principles they should be complying with and including the following:

- Finding the right messages to attract the desired stakeholders and using the appropriate channels to disseminate the project to them.
- Correlating every available means to promote and present the results of the project.
- Including a variety of dissemination channels and tools (e.g., social media, website, brochures, (virtual) conferences and meetings).
- Ensuring that the disseminated result is comprehensible and precise.

The dissemination activities will be conducted during the implementation of project activities to maximise the impact of its results. They will support all WPs, increasing the visibility of the project, its innovation potential, and the market opportunities it has to offer. NANCY will pay special attention to the identification of the target audiences and stakeholders who will benefit the most from the project's outcomes.

Tailored dissemination activities will be designed in order to make the project results visible and accessible to the different categories of target stakeholders. The main objectives of the initial dissemination plan are to:

- Identify target audiences, messages, tools, and channels;
- Design dissemination tools to ensure the maximum visibility of the project;
- Distribute dissemination material through any appropriate means to promote NANCY to all interested stakeholders;
- Provide accessibility to NANCY's outcomes throughout the lifespan of the project; and
- Ensure the long-lasting visibility of project activities and results.

Dissemination activities will ensure NANCY's maximum impact on all interested stakeholders and target audiences. In order for these activities to be deemed successful, the messages to be disseminated will be adjusted depending on the intended target group.

3.2. Target audience

To achieve the maximum impact of all the dissemination activities, NANCY's consortium has identified its target audience in the early phases of the project. The various target audience and key stakeholders to whom the project could offer added value are presented in Table 2 and Table 3, respectively.

Table 2: NANCY Target audience

Telecom operators, infrastructure providers, vendors, telecom providers and vertical industries
An open dialogue will be established via the project's website as well as through the organisation of workshops in order for the NANCY project to better address their needs and demands and to integrate their feedback at key points of the project as well as to engage them.
Scientific community, in the fields of beyond 5G, AI, ML, Blockchain, open RAN etc.
Partners will reach this community using their contacts and cooperations with other research projects, by participating in scientific conferences and by publishing in scientific journals.
Policymakers and regulatory bodies have a key role in influencing strategic choices for beyond 5G technology evolutions
An open dialogue will be launched to highlight major aspects of the NANCY concept and receive feedback for further investigation. NANCY along with the European Commission will try to get in touch with the relevant actors.
General public
Simplified versions of project newsletters, leaflets, flyers, etc., will be available at the project's website for the general public. Encouraging the participation of the above-mentioned target groups on a systematic and regular basis is a significant component of the project's dissemination and communication plan.

Table 3: Key NANCY stakeholders

Industry/SMEs	Scientific Community	Facilitators/Enablers
•Telecom operators •Vertical industries •Telecom and infrastructure providers •Vendors •SMEs (software development) •Industrial associations	•Scientific communities of software engineering, beyond 5G, AI, ML, Blockchain, Open-RAN •Related EU-funded projects	•EU Institutions (EU Commission, EU Science foundation) •5GPPP, 6GIA •Standardisation bodies •Regional and national regulators and policy makers including telecoms and digital governance departments.

3.3. Language

The main language of the NANCY project is English since it is the most commonly used language in the world and will allow the effective dissemination of the project and its results to a wider audience. Thus, all dissemination activities will be conducted in English, but when

local dissemination of the project occurs, the native language of the respective partner will be used. Press releases are an example of this since they will be translated into the respective language of each partner.

3.4. Individual dissemination plan

Each NANCY partner will conduct individual dissemination activities in order to ensure the maximum visibility of the project in their respective countries in the EU. An initial plan for these dissemination activities is presented in Table 4.

Table 4: Individual dissemination plans

Partner	Target Audience	Dissemination plan
UOWM	Relevant actors and end-users, industrial partners, and business associates	- publication of high-quality research papers, book chapters, and technical reports in high-quality international journals - dissemination of the project in relevant events & communication channels
UBITECH	Stakeholders in the relevant business, industrial and research communities	-usage of its communication channel in industry, academia, and society -publications in international conferences and Journals -dissemination of the project in IoT and Security EU-funded project Clusters -NANCY technology knowledge transfer in form of trainings and courses to local SMEs.
TECNALIA	Cybersecurity and DLT experts, industry and academia	-networking through participation in committees, work groups and projects related to cybersecurity and blockchain -publications in international conferences and Journals -dissemination of the project in IoT and Security EU-funded project Clusters -NANCY technology knowledge transfer in form of trainings and courses to local SMEs.
NEC	Academia and industry	-presentation of the NANCY project at top-tier academic conferences and journals. -networking in scientific and industrial events like conferences, workshops, and fairs.
i2CAT	Universities and scientific community	-organisation of workshops, courses, and scholarships for university students. -publication of articles in prestigious conferences and journals
ITL	Major telecom operators in Europe and South America, public	- contribution to scientific publications -dissemination of the project on the website and communication channels

Partner	Target Audience	Dissemination plan
	administrations, enterprise customers	
INTRA	EU Organisations and Institutions, Governments, Public Sector, SMEs, large Private Organizations	-dissemination of the project in its network -participation in events
8BELLS	Universities, clients, and company network	-participation in workshops, conferences, fairs, summits, etc. -attract potential stakeholders
TDIS	Relevant stakeholders, governmental and banking sector	-publication of white papers, announcements and press releases -participation in workshops, and events.
DRAXIS	Public sector, industries, SMEs, European Commission	- participation in several clusters and initiatives -publication in international journals
OTE	Industry	- organization of special sessions, workshops and conferences
VOS	Scientific and industrial community	- scientific publications, public demonstrations to international events
IJS	Research and educational communities	- participation in events, demonstrations, workshops, and summer schools -development of a strategic "Open Education" dissemination plan
CRAT	Students of bachelor/master degree in engineering and scientific community	- dissemination of the results in top scientific journals and conferences and in courses at three universities -participation in events relevant to the project
TEI	Research and industry sector	- participation in relevant scientific publications -organisation of technical workshops
Bi2S	Industrial community	- workshops, conferences, exhibitions and own publications
INNO	Industrial and scientific community	- submission of publications in high-impact journals - exploitation of its CEO position, who is an editor in IEEE and non-IEEE journals - participation in national and regional events and exhibitions - provide information in current and potential clients, as well as potential market partnerns
CERTH	Scientific and business community	- participation in international, conferences, exhibitions, and workshops - dissemination of results in well-known scientific journals

Partner	Target Audience	Dissemination plan
		-dissemination in EU network of Research and Technology Organisations (RTOs)
SID	Scientific and business community	- presentation at scientific and technical conferences, workshops, exhibitions, and conferences
UMU	Scientific community	- publication in academic conferences and journals
SSS	University students, industrial experts and the general public	- production of new educational material - publications in prestigious journals and conferences -participation in international conferences and journals -organisation of seminars
MINDS	Industrial partners, business associates and customers	- dissemination of project results in conferences, special issues, workshops, special sessions, seminars, (information events and webinars

3.5. Consortium interactions

In order to achieve the efficient and smooth implementation of the project and ensure maximum visibility and dissemination of NANCY's results, successful communication among the partners of the consortium is essential. DRAXIS will be regularly in contact with the consortium in order to inform them about the preparation of dissemination material as well as new activities that the partners can conduct during the lifespan of the project.

Additionally, DRAXIS will be monitoring the dissemination progress of all partners by requesting every trimester a dissemination report template which was designed to get input from every partner about their contribution to the dissemination of the NANCY project and results. This way, each partner can also be up to date with the other partners' progress. The template should be filled out after any event or meeting that the partners may attend. All reports will be uploaded in the Confluence to facilitate the accessibility of all partners.

4. Exploitation plan

Exploitation is one of the key factors of the project, since it contributes to the achievement of the expected impacts of the project, over time. Exploitation is differentiated from dissemination as, according to the Intellectual Property Rights (IPR) Helpdesk[2] the latter refers to the public disclosure of the results by appropriate means, other than resulting from protecting or exploiting the project outputs.

The term 'Result' refers to any tangible or intangible outcome of the project, for example, products, data, know-how or any IPRs attached to it, among others. Results can be exploitable as such or can contribute to further research activities.

The term 'Exploitation' refers to Research and Innovation (R&I) activities, different from the ones that generated the results, with the objective of effectively using these results through exploitation pathways (scientific, economic, political, societal, etc.) aiming to transform these actions into outcomes with value and impact for the society. Exploitation outcomes could lead to new policy recommendations, help mitigate a specific problem, and have an impact on the economic, societal and innovation environment among others.

The exploitation plan aims at identifying exploitable results for the project partners and assisting them to explore potential exploitation pathways after the end of the project. In addition, the target of the exploitation plan is to transform research results and outcomes of the NANCY project into potential market products and services, which may be followed by the commercialization of selected elements.

4.1. Methodology

This section presents the overall methodology, the general approach, the tools, and methods that will be put into action for the collection of input from project partners and their respective results and to assist them to explore potential exploitation pathways after the end of the project. During the project, specific actions that aim to ensure the correct exploitation of the project's results will be undertaken. In more detail, the consortium will perform the following activities in four stages:

In more detail, the consortium will perform the following activities in four stages, as summarized in Figure 15 and Table 5.

---

[2] European Commission (2022, Feb 24). Europe-glossary. https://intellectual-property-helpdesk.ec.europa.eu/regional-helpdesks/european-ip-helpdesk/europe-glossary/glossary-f_en
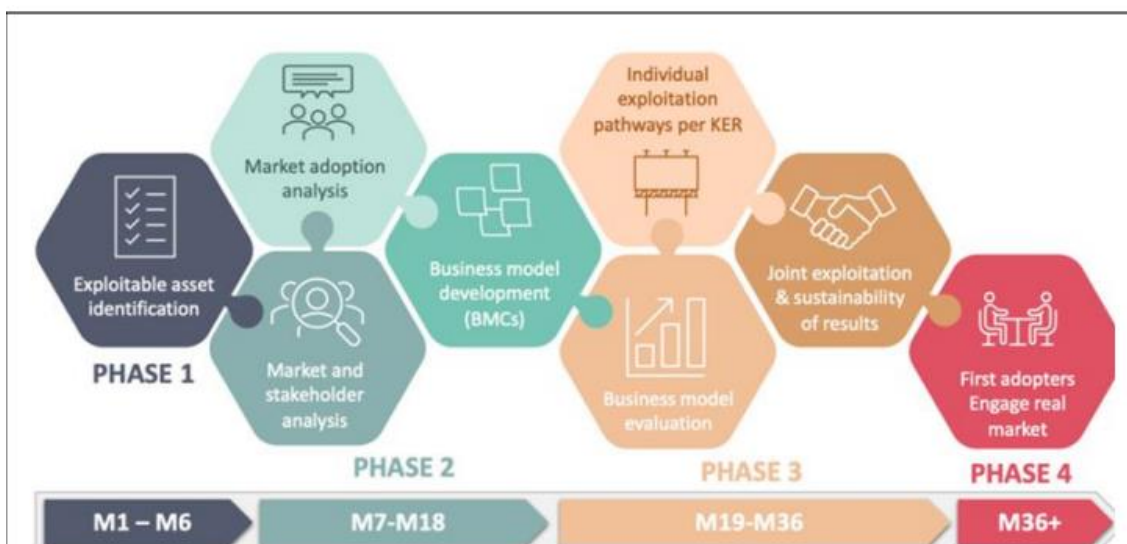
Figure 15: Exploitation Pathway

Table 5: Exploitation actions

Months	Action
M1-M6	Identify the KERs/assets coming out of the project. These can be architectures, models, tools, services, platforms, and guidelines.
M7-M12	Conduct a market analysis through desk research with the aim of identifying the target stakeholders and the current status of competitive solutions.
M10-M14	Identify the factors that will affect the market adoption and evolution of NANCY solutions. A hierarchy of the (sub-)factors will be initially defined through discussions between the partners. A questionnaire will be distributed to experts containing pairwise comparisons of factors and subfactors. The Analytical Hierarchy Process (AHP) methodology will be used to prioritise the (sub-)factors.
M14-M18	Develop proper business models for the commercialization of exploitable assets. In this activity, Business Model Canvases (BMCs) will be created showing the value proposition, cost structure, revenue streams, customer segments etc. Value networks will also be developed illustrating the relationships between the involved stakeholders, services flows and revenue streams.
M19-M20	Evaluate the developed business models via online surveys and workshops with impact accelerators.
M19-M36	• Develop a sustainable business plan for each KER with a special focus on target markets, key sub-value chains, and KER owners' interests in their line of business. • Investigate the possibility of joint exploitation for some of the NANCY outcomes and possibly some integrated NANCY Tools. Among other plans, the consortium will examine the exploitation using the form of a new entity (e.g., a start-up) offering project's solutions as well as consulting services to companies from the ICT sector. Towards this direction, a sustainable business plan will be developed.
M36+	Use KERs after the project ends (in other projects, internally, or through commercialization).

The consortium will also rely on services and initiatives of the European Commission (e.g., Innovation Radar, Common Exploitation Booster, European Investment Project Portal, Enterprise Europe Network), to get external input on exploitation possibilities, exploitation planning, and creating value out of NANCY results.

4.2. Key exploitable result identification

The first step focuses on the elaboration, identification, and mapping of the exploitable results, identified in the GA of the project. An indicative set of generic questions were used to guide the thinking of what constitutes a Key Exploitable Result (KER):

- What exploitable results are the project participants hoping to generate?
- What forms, if relevant, can the exploitation of these results take (industrial use, patenting, technology transfer, publication, etc.)?
- What conditions will need to be fulfilled to enable exploitation of the results (cost of implementation and ease of obtaining)?
- What each participant is hoping to gain from the project? Are the expectations of all participants compatible and coherent?

Some examples of types of KERs include:

- New technology;
- New technical/scientific/societal knowledge and data (in the form of software, new process, scientific result, evidence of successful pilot, new design, educational resource, evidence-based recommendation for action);
- New collaboration platform/mechanism.

An overview of the preliminary KER and the partners involved are summarized in Table 6.

Table 6: Key exploitable results

No.	Key Exploitable Result	Partners Involved
1	NANCY architecture and approach	UOWM, UBITECH, TECNALIA, i2CAT, ITL, INTRA, 8BELLS, TDIS, DRAXIS, OTE, VOS, IJS, CRAT, Bi2S, INNO, CERTH, SID, UMU, SSS
2	Novel trustworthy grant/cell-free cooperative access mechanisms	8BELLS, VOS, IJS, INNO, SID, UMU
3	A novel security and privacy toolbox	UOWM, MINDS, UBITECH, TECNALIA, NEC, ITL, TDIS, DRAXIS, CRAT, TEI, INNO, SID, UMU, SSS
4	Realistic blockchain and attacks models	UOWM, MINDS, UBITECH, NEC, INTRA, 8BELLS, TDIS, OTE, IJS, CRAT, TEI, Bi2S, INNO, CERTH, SID, UMU, SSS
5	A novel quantum key distribution mechanism	UOWM, MINDS, UBITECH, NEC, ITL, TDIS, INNO

6	AI-based B-RAN orchestration with slicer instantiator	i2CAT, ITL, INTRA, 8BELLS, IJS, CRAT, Bi2S, INNO, CERTH, SID, UMU, SSS
7	A novel AI virtualiser for underutilized computational & communication resource exploitation	i2CAT, INTRA, 8BELLS, VOS, IJS, TEI, INNO, CERTH, SID, UMU, SSS
8	Novel self-evolving AI model repository	i2CAT, ITL, INTRA, 8BELLS, IJS, CRAT, Bi2S, INNO, CERTH, SID, UMU, SSS
9	Semantic & goal-oriented communication schemes for beyond Shannon performance	UOWM, MINDS, 8BELLS, INNO, SID, UMU
10	An explainable AI framework	MINDS, UBITECH, TECNALIA, NEC, INNO, SID, UMU
11	Next-generation SDN-enabled MEC for autonomous anomaly detection, self-healing, and self-recovery	MINDS, TECNALIA, NEC, i2CAT, DRAXIS, CRAT, INNO, SID, UMU, SSS
12	A computational offloading mechanism with novel resource-aware/provision scaling mechanisms and novel battery as well as computational-capabilities aware offloading policies	i2CAT, 8BELLS, OTE, VOS, IJS, CRAT, Bi2S, INNO, SID, UMU, SSS
13	User-centric caching mechanisms	8BELLS, VOS, IJS, Bi2S, INNO, SID, UMU, SSS

4.3. Intellectual property considerations

This section focuses on the issues related to the Intellectual Property (IP) of the NANCY project and some of the most usual, yet suitable to the project, means of IPRs. Considering Intellectual Property is very important when it comes to the exploitation of results, as various conflicts may arise if they are not properly considered.

The term IP refers to the creations of the mind, such as inventions, literary and artistic works, designs and symbols, names and images used in commerce (European Commission, 2022). Regarding the ownership of the generated results, based on the NANCY GA – Section 8.1 "Ownership of results", they are owned by the beneficiary that generated them. All consortium members also verified this principle as part of the project's Consortium Agreement (CA). Given the collaborative nature of NANCY, some results are jointly developed by several partners, as described in the CA. In such cases, the so-called "joint ownership" might arise. As stated in the GA–Section 8.2 '' Joint ownership''., two or more beneficiaries own results jointly if they have jointly generated them or it is not possible to establish the respective contribution of each beneficiary. In this case, it is strongly recommended that the involved parties establish a joint ownership agreement, to properly establish their participation and value in this joint effort and agree on issues related to the exploitation and dissemination of the joint results.

5. Monitoring of Publicity, Dissemination, and Exploitation Activities

To evaluate the impact of the project, KPIs were established for each publicity, dissemination and exploitation activity. The major KPIs are reflected in Table 7.
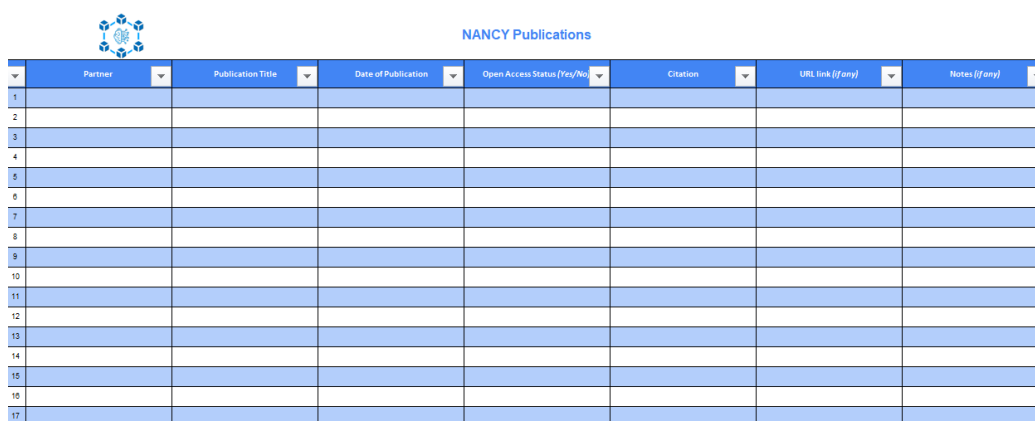
Table 7: Publicity, dissemination, and exploitation KPIs

Publicity
- Website with monthly updates, blogs, and podcasts   - Social/digital media accounts *≥100 followers, ≥10 posts, ≥50 likes/share and ≥2 comments/share*, 24 YouTube videos   - Community engagement: 3+ workshops   - Media outreach: 6 Press releases, 5+ media produced by partners *(coverage in industry magazines, promo on TV/radio)*   - Promotional material: Annually updated leaflets, posters, and infographics: 18+ Newsletter issues

Dissemination
Dissemination towards the scientific community and the Information and Communication Technology (ICT) industry: Scientific publications, participation in conferences and events. Liaison with stakeholders, projects, the 6G-IA members and other initiatives: 50+ research publications   30+ presentations in prestigious conferences and workshops   10 demonstrations in main events and conferences   6+ keynote speeches   3 white papers one for each pillar   - Initialise 3 special issues and special sessions for presentations and publishing papers

Exploitation
Partners will integrate results within their existing services/products for the creation and offering of new ones.   - Submit 10 patent applications.   - A phased structured exploitation methodology.   - Questionnaire-based survey to identify factors that can affect NANCY adoption (25+ participants).

- Participation in trade fairs/exhibitions (2+).

- Business models (at least 1 per solution)

- A business plan to investigate the establishment and o sustainability of joint entity(ies) for maturing and commercialising the NANCY Tools (at least 1 business plan).

The consortium has decided on a plan to disseminate NANCY's activities, outcomes, and exploitable results. Thus, the establishment of a steady collaboration among the Communication Manager (SID), the Dissemination Manager (DRAXIS) and the Exploitation and Innovation Manager (OTE) is required to smoothly monitor and excel the consortium's efforts.
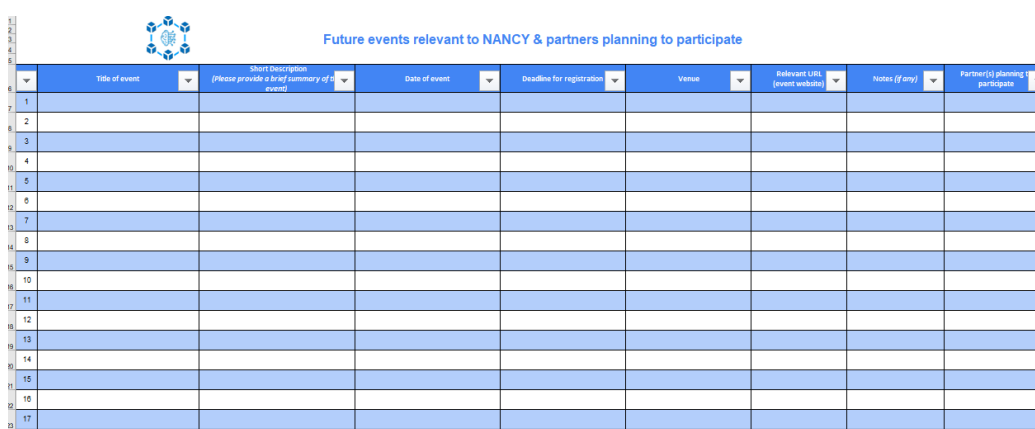
Specific templates have been prepared to facilitate the efficient monitoring of publicity (Figure 16), event participation (Figure 17), dissemination and exploitation activities (Figure 18 and Figure 19). Of note, the templates may be revised and updated during the project's lifetime in order to reflect the project and consortium needs.

Figure 16: Publications monitoring file

Figure 17: Events monitoring file

Figure 18: Individual Dissemination Plan

Figure 19: Dissemination and communication report

These files are available on the Confluence space and can be edited online. This facilitates the monitoring of the activities and simultaneously partners are enabled to be informed regarding publications and events that might be interested and motivated to be involved. The dissemination and communication report will be filled by all partners every three months – starting from month 6.

6. Conclusion

This deliverable presented the initial publicity, dissemination and exploitation plan developed in the context of the NANCY project. It introduces the project's target audience and stakeholders. Additionally, it presents the channels that will be used in order to successfully promote NANCY's results. The dissemination and communication activities are extensively described. Furthermore, the deliverable reflects the exploitation plan that is envisaged to be conducted during the lifespan of the project. All plans will be monitored closely in order to ensure their successful implementation.

The current plan is considered a starting point and will be evolving during the lifespan of NANCY in reflection of the developments of the different use cases and WPs. Thus, all actions will undergo necessary modifications based on the needs of the project in order to ensure maximum visibility to the targeted stakeholders and more broadly to the European community.