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ICT - Information and Communication Technologies

Deliverable D4.2
Communication and Community Building
Report

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Executive Summary

This document reports on the organisation of EMPOWER Communication and Community building activities within the first 18 months of the project. During this period, the different activities for the communication and awareness regarding the EMPOWER activities were organised and planned. The activities include the organisation of the web-site, the organisation of the social media, the EMPOWER Newsletter, the dissemination of activities and the awareness of the community about advanced wireless platforms and the collaboration between EU and US.

Within the reporting period, the following EMPOWER communications and community building activities were organised:

- EMPOWER logo and identity;
- EMPOWER web-site
- EMPOWER Social media
- EMPOWER Newsletter
- EMPOWER dissemination activities and raise of awareness of the community regarding advanced wireless platforms and the collaboration between EU – US and PAWR.

As mentioned in EMPOWER Deliverable D4.4, different tools are engaged in order to facilitate the community building, including the organisation of workshops, the EU-US scientific cross visits, the EMPOWER research mobility, the EMPOWER Challenges/Hackathons.



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1. Introduction

EMPOWER has the ambition to accelerate the joint development between the EU and the US of advanced wireless platforms targeting the new connectivity frontiers beyond 5G. The overarching aim of EMPOWER is to reinforce the cooperation between the EU and the US towards establishing a collaborative transatlantic community on the new connectivity frontiers beyond 5G with the ambition to accelerate the joint development of the associated advanced wireless platforms.

EMPOWER acts as a catalyst for promoting EU-USA technology and test platforms in industry-driven events such as ONS, OPNFV Summit, TIP Summit, MWC as well as high profile IEEE and ACM conferences. Specifically, it will coordinate the preparation of selected demonstration targets for these events with the technical teams from its companion projects.

The main vision and ambition of EMPOWER is to assist and empower dissemination and communication efforts all across the advanced wireless platforms community in Europe and US and promote its message and vision in close coordination with relevant and related initiatives in Europe and the US.

The Dissemination and Community building Strategy and Plan identifies the main target stakeholders, the activities that will be pursued to effectively reach them and the specific communication and dissemination measures, including a description of the communication and media tools, including the EMPOWER web portal and its envisaged functionalities, which can be summarized as:

- Presenting the overall EMPOWER concept and linking to the various communication channels, including social media.
- Gathering and organising information about other relevant projects and initiatives.
- Disseminating News relevant to EMPOWER community and target stakeholders.
- Promoting EMPOWER related workshops, conferences and events.
- Supporting the consolidation and growth of the EMPOWER community and fostering collaboration through a dedicated communication platform, to be embedded within the portal.

An important aspect EMPOWER consortium will continuously follow up on is the development and maintenance of the portal.

The EMPOWER dissemination and communication activities are geared both at promoting outcomes and work of EMPOWER consortium itself, but also at supporting the advanced wireless platforms community building and the collaboration between EU-US. In doing so the main objectives are to increase:

- **Awareness:** Different stakeholders, initiatives, projects and partners become aware of the aims, actions and achievements of EMPOWER and more widely of the available resources and tools.
- **Engagement:** information about initiatives, online tools, applications, relevant events is key to attract key players and populate the efforts of the advanced wireless platforms ecosystem.
- **Action and participation:** through a better understanding of the advanced wireless platforms initiatives and related resources in a broader perspective.

2. EMPOWER Target stakeholders

As described in EMPOWER Deliverable D4.1, the main target stakeholders identified EMPOWER are listed below.

- **Related research wireless communities, stakeholders and initiatives**, with the objective to involve the best researchers and engineers who can have a leading role and a transformative effect. Addressing frameworks such as H2020 5G-PPP, ICT-17- 5G-end-to-end facilities, ICT-18/ICT-19, H2020 Beyond 5G, H2020 BigData-PPP, NSF, US PAWR, FIRE+ and other related advanced wireless platforms research communities, to whom EMPOWER provides content, tools, actions and services helping them to capitalize on their investments and efforts and achieve a greater impact. Stakeholders may include scientific researchers, platform engineers, standardization experts, regulators, and product incubators, etc.
- **Application domains communities**, including Communities for Smart Cities, eHealth, Transport, Energy, Factories of the Future, Big Data, Cloud, High-Performance Computing etc., since they are potential users.
- **Relevant initiatives** in Europe and USA aiming at mutual exchange and communication, best practices and promotion of potential collaboration opportunities on research on advance wireless platforms, such as OSA, Linux Foundation, and O-RAN.
- **Standardisation bodies**, such as International standardisation bodies in ICT, like ITU-R, ETSI, 3GPP, IEEE, as well as any other relevant standardization bodies.
- **Policy makers**, at any level like the EC, PAWR office, NSF, Ministries, Governments, Regulatory agencies for the definition of the future research and innovation directions based on EMPOWER's acquired knowledge.

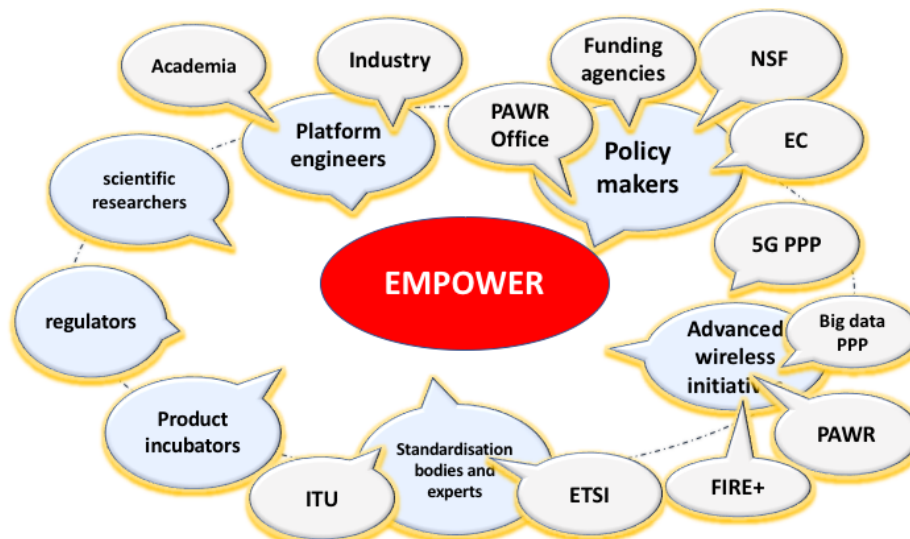


Figure 1 – EMPOWER targeted stakeholders

3. The dissemination and communication tools

Besides deploying the various communication tools and channels, including the EMPOWER Portal and the various social media networks, EMPOWER:

- 1) sets in place new community building/communication tools,
- 2) stimulates all ongoing initiatives in Europe and USA to properly echo and exploit their dedicated channels,
- 3) amplifies the reach through each partner's communication channels and contacts, and
- 4) ensures proper promotion also through existing EC media services, channels and tools, such as the Digital Single Market web pages and Twitter profiles.

4. The EMPOWER web-portal

The EMPOWER web portal aims to be the entry door to the Advanced Wireless Platforms initiative for its players, for the general public and for the broad Internet community, including all relevant stakeholders active in this domain in Europe and the US. The website also gives a direct link to the [PAWR office website](#) which gathers all similar initiatives in the USA.

1.1 Overall Technical Platform

Web design experts within EMPOWER conceived its design and structure to promote the outcomes to the relevant target groups, by following up on a number of discussions within the consortium.

The web portal has been already made publicly accessible since the beginning of the third month of EMPOWER at: <http://www.advancedwireless.eu>.



Figure 2 – EMPOWER web portal

In the following paragraphs, we included some statistics¹ for the usage of the EMPOWER web-site:

	Visitors	Visits
Today:	44	1,459
Yesterday:	47	12,749
Last 7 Days:	401	15,149
Last 30 Days:	1,306	18,995
Last 365 Days:	36,794	125,267
Total:	37,692	128,536

Figure 3 – EMPOWER web-site visitors

While in the next figure the top pages and their visits are illustrated:

ID	Title	Link	Visits
1	Home Page	/	15,527
2	Calendar	/index.php/calendar/	12,638
3	Calendar	/index.php/calendar/action-oneday/exact_date-29-4-2019/	10,261
4	Calendar	/index.php/calendar/action-agenda/time_limit-1543615200/cat_ids-6/request_format-json/	6,402
5	Calendar	/index.php/calendar/action-month/exact_date-1527800400/cat_ids-5/request_format-json/	4,538
6	Calendar	/index.php/calendar/action-posterboard/exact_date-1546380000/request_format-json/	4,371
7	Calendar	/index.php/calendar/action-posterboard/page_offset-1/time_limit-1543615200/cat_ids-5/request_format-json/	3,805
8	Calendar	/index.php/calendar/action-agenda/exact_date-1558040400/cat_ids-4/request_format-json/	3,247
9	Calendar	/index.php/calendar/action-posterboard/exact_date-1560286800/request_format-json/	3,026
10	Calendar	/index.php/calendar/action-stream/exact_date-1542319200/request_format-json/	2,943

Figure 3 – EMPOWER top pages

The following diagram depicts the visits per page of EMPOWER website (left side), while on the right side it depicts the visits per event. It is important to mention that pages like the Technology Roadmap received a lot of visits, and events organised by EMPOWER, such as EMPOWER/PAWR workshop or GEFI workshop received a lot of visits.

¹ Date of the statistics : 30 April 2020.

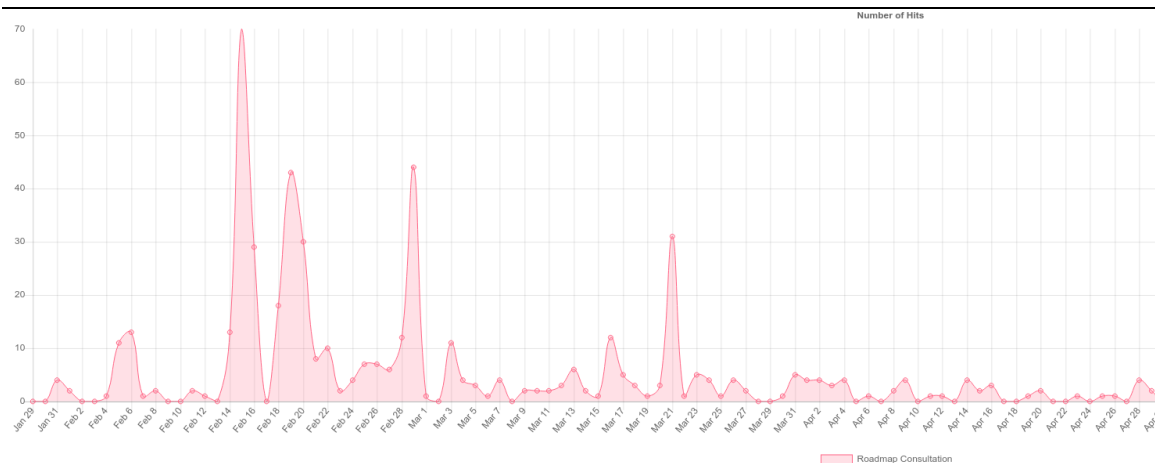


Figure 4 – The EMPOWER technology roadmap consultation hits

In the next figure, the total hits and visitors per page and event are illustrated:

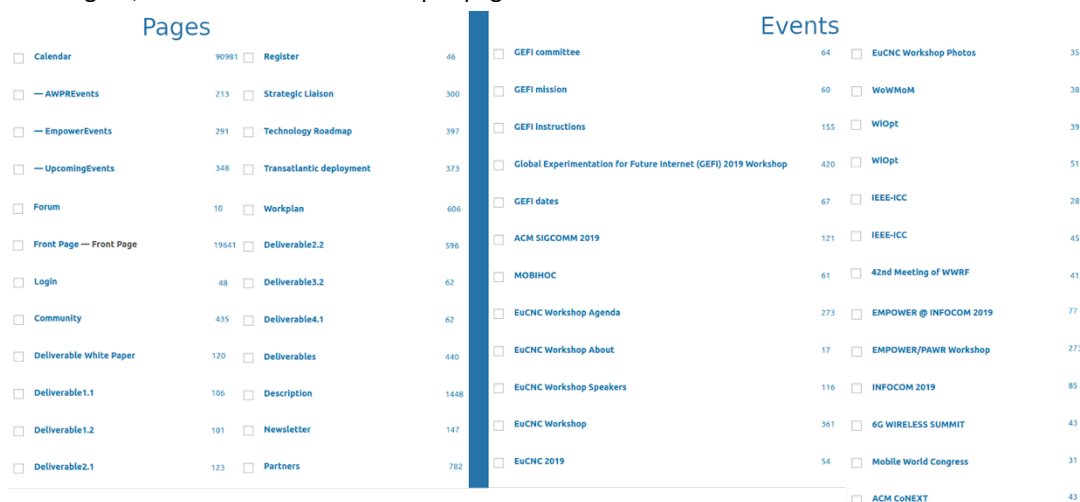


Figure 5 – Total hits and visitors per page and per event organised

In the next table we depicted the number of downloads for the specific EMPOWER documents, which shows the interest of the community in EMPOWER results. The numbers are shown the downloads till 30/4/2020.

Table 1– Number of downloads for the specific EMPOWER documents (by end of April 2020)

Name of Document	URL	Downloads
Deliverable 1.1	https://www.advancedwireless.eu/index.php/deliverable1-1/	864
Deliverable 1.2	https://www.advancedwireless.eu/index.php/deliverable1-2/	636
Deliverable 2.1	https://www.advancedwireless.eu/index.php/deliverable2-1/	190
Deliverable 2.2	https://www.advancedwireless.eu/index.php/deliverable2-2/	363
Deliverable 2.3	https://www.advancedwireless.eu/index.php/deliverable2-3/	72
Deliverable 3.1	https://www.advancedwireless.eu/index.php/deliverable3-1/	345
Deliverable 3.2	https://www.advancedwireless.eu/index.php/deliverable3-2/	204
1 st White Paper	https://www.advancedwireless.eu/index.php/deliverable-white-paper/	269

2 nd White Paper	https://www.advancedwireless.eu/index.php/2nd-empower-white-paper/	107
Deliverable 4.1	https://www.advancedwireless.eu/index.php/deliverable4-1/	229
1 st Newsletter	https://www.advancedwireless.eu/index.php/download-empower-newsletter/	477

Some important points regarding the downloads of the deliverables and documents follows:

- Deliverable D1.1 and Deliverable D1.2 that are related with the overall strategy of EMPOWER are of high interest of the community. Especially, D1.1 that is the oldest deliverable of EMPOWER.
- The series of EMPOWER White paper are of high interest of the community and are related with the consultation of EMPOWER roadmap.
- The 1st Newsletter is presented at the GEFI2019 workshop and the same time provides the results of EMPOWER at a glance, so the community is highly interested in it.
- Deliverables that have been prepared and were available prior of a main dissemination events were highly attracted the community. Examples are Deliverable 2.2 and EMPOWER White paper that was prepared prior to GEFI2019 event.

In the next figure, the total hits and visitors are illustrated:

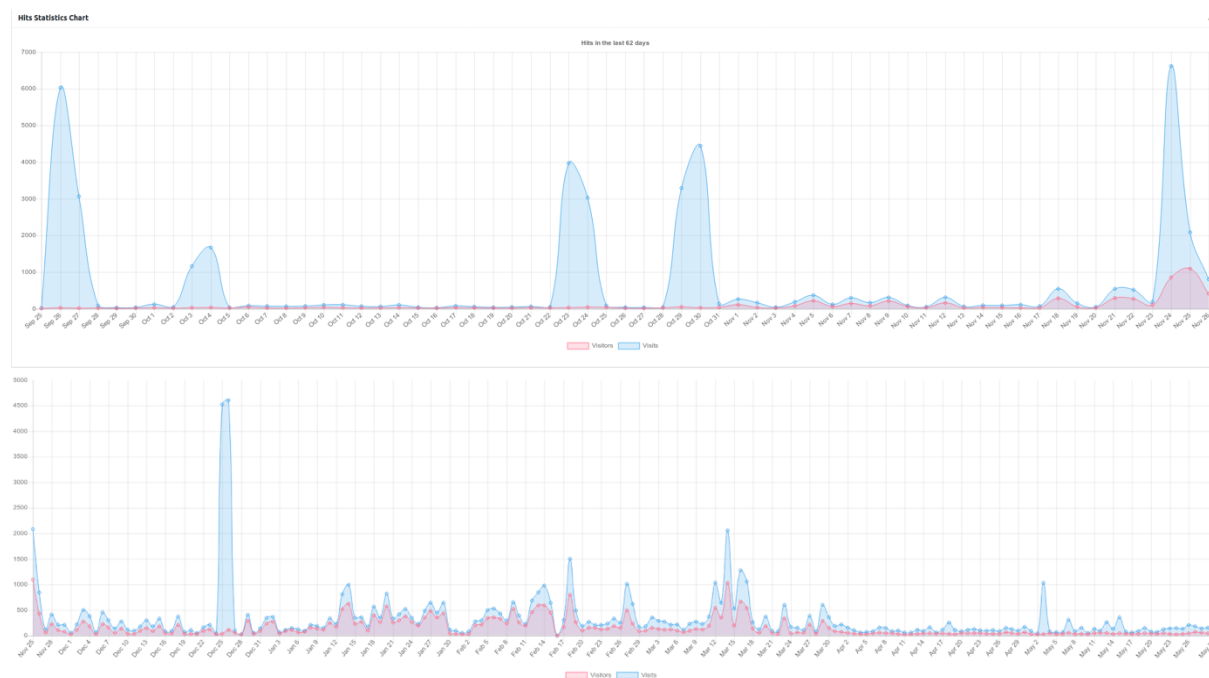


Figure 6 – Total hits and visitors

More details on the visits and hits per period are shown in the following diagrams:

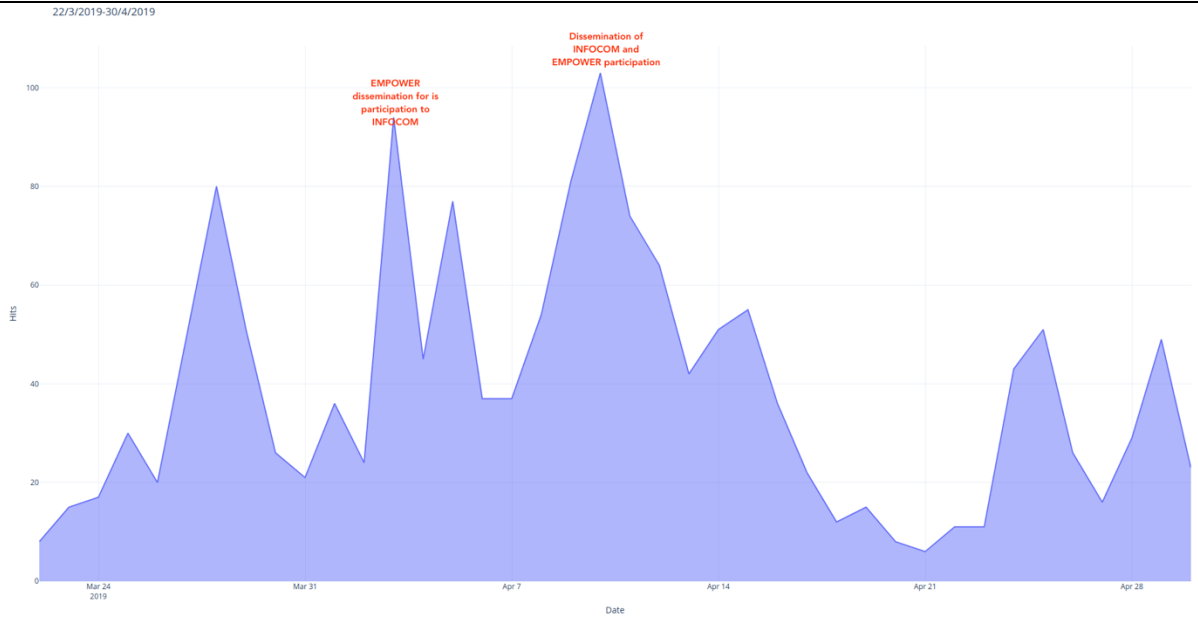


Figure 7 – Total hits and visitors per period (1st period: 22/3/2019 – 30/4/2019)

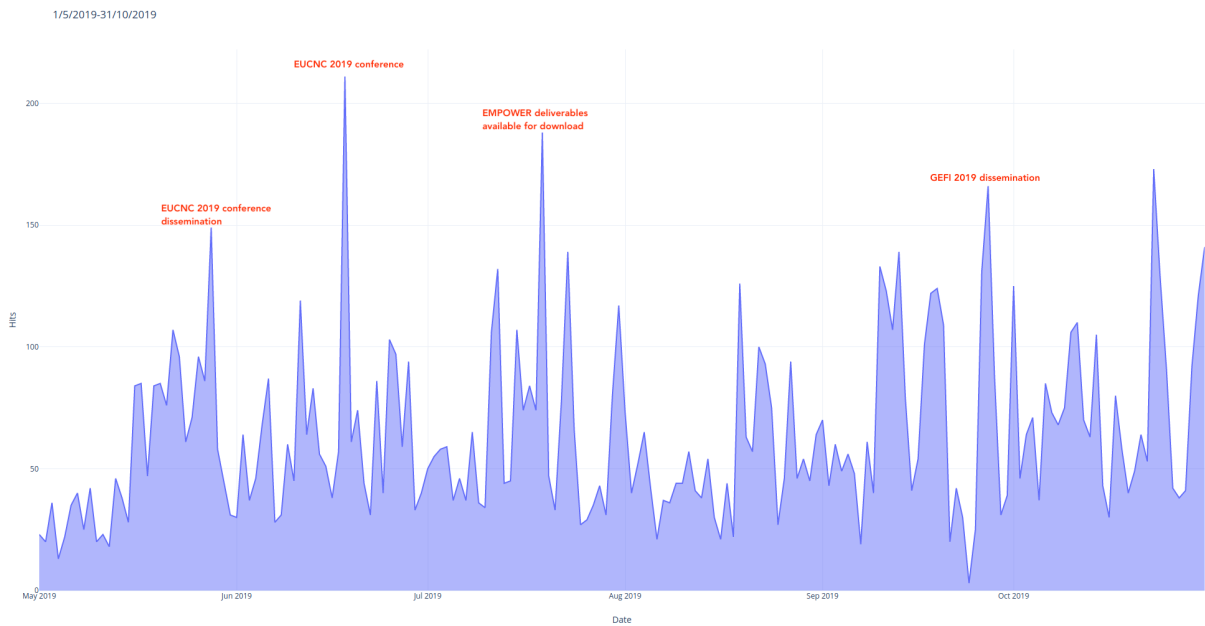


Figure 8 – Total hits and visitors per period (2nd period: 1/5/2019 – 31/10/2019)

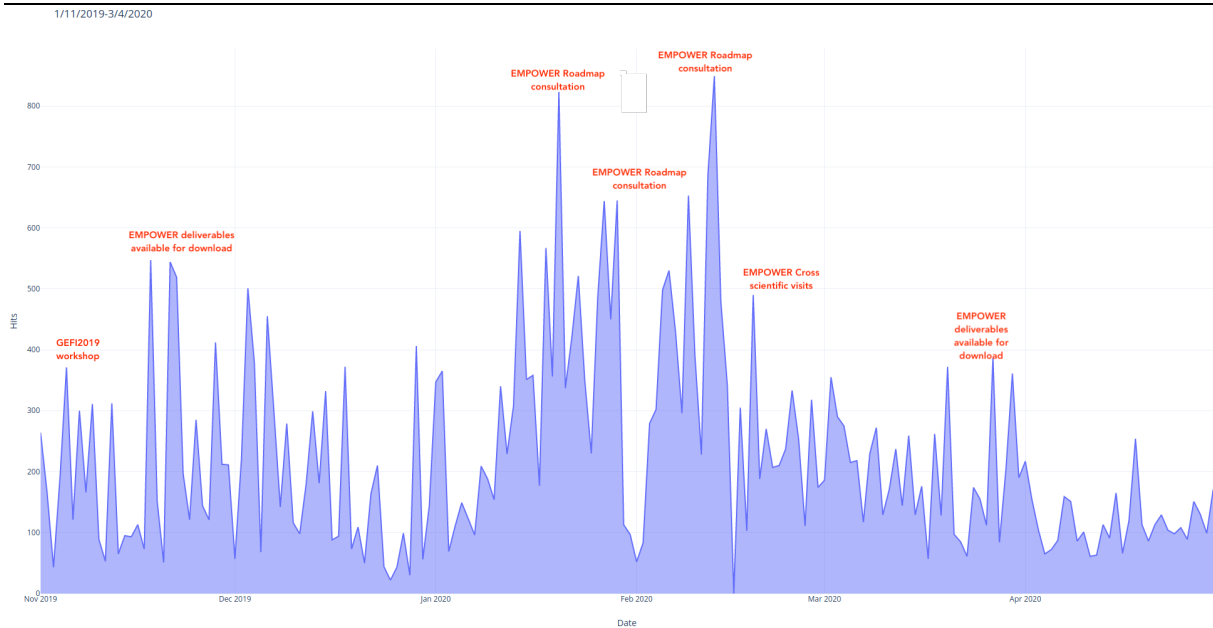


Figure 9 – Total hits and visitors per period (3rd period: 1/11/2019 – 30/4/2020)

Some important points can be noticed in the above diagrams.

- The picks of the visits have been noticed at the period of different dedicated EMPOWER events, during or after the days of the event (i.e. June 18th, when the EMPOWER workshop organised within the EUCNC conference).
- End of October 2019, when the final agenda of GEFI workshop published, or middle of November just after the GEFI workshop.
- The website received more visits when new deliverables uploaded. It should be noted that the visits are also linked with dedicated tweets and announcements of the availability of the documentation, or the EMPOWER events and activities.

In order to reach these communities, the consortium created a set of communication tools which includes:

- Project website www.advancedwireless.eu.
- A LinkedIn profile and a twitter account @EuEmpower (more than 250 followers and the number is increasing). It is important to mention that the followers are coming from EU and US.
- Promotional material
 - Production of a roll-up/poster
 - Printing of the agenda/leaflet especially designed for the EMPOWER-PAWR joint meeting (April 2019).

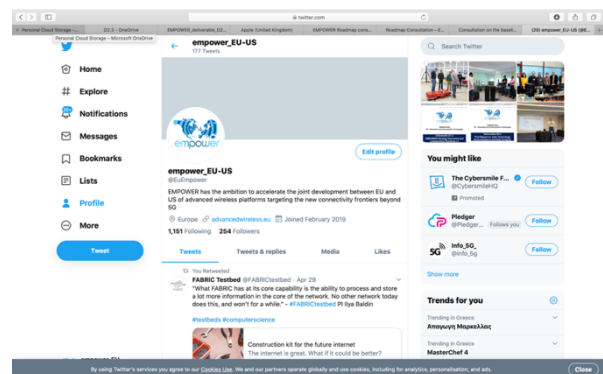


Figure 10 – EMPOWER twitter account

The first EMPOWER newsletter was prepared and distributed to the different stakeholders electronically. The newsletter has been downloaded more than 60 times. It should be noted that the newsletter has not been send by e-mail, but announced through the social media to the community. The second one published after the finalisation of the Technology roadmap consultation and the US-EU cross scientific visits.



Figure 11 – EMPOWER newsletter

5. Community building tools

One of the most important activities connected to the Community Building is related to the organization of hackathons, workshops, events and mobility of researchers. Community building communication activities are held in parallel with the general communication activities of EMPOWER; they are complementary since their target and goals is a bit different. These tools include:

- Workshops and events
- Mobility of researchers
- Challenges / Hackathons
- EU-US Cross scientific visits

The above activities are reported in detail in EMPOWER deliverable D4.4.

6. Conclusions and next steps

This document describes the dissemination and community building strategy and plans and reports the activities since the commencement of the project. It includes also inputs about what have been the most effective communication tools and channels in terms of community reach, and report on activities pursued to grow the EMPOWER community and engagement of stakeholders.

The Dissemination and Community building Strategy and Plan identifies the main target stakeholders, the activities that will be pursued to effectively reach them and the specific communication and dissemination measures, including a description of the communication and media tools, including the EMPOWER web portal.

The dissemination and community building strategy and plans follows an iterative approach, to release WP4 deliverables and meet the planned milestones, while ensuring broad impact of EMPOWER. A summary is reported hereby.

Table 1 – List of planned dissemination and community building deliverables

Deliverable	Description	Due date	Status
D4.1 Communication and Community Building Strategy and Plan	This report defined the communication and community building strategy and described the activities EMPOWER partners pursued so as to guarantee broad visibility, promotion and up-take. Input from all the three WP4 tasks were injected into this document. This also included a record of activities related to dissemination and exploitation that have been undertaken, and those still planned.	M4 (February 2019)	Delivered as planned
D4.2 Communication and Community Building Report	This document updates the communication and community building strategy plan as appropriate and report on activities which took place till M18. It also includes input about what have been the most effective communication tools and channels in terms of community reach, and reports on activities pursued to grow the community and engagement of stakeholders. This also includes a record of activities related to dissemination and exploitation that have been undertaken, and those still planned.	M18 (April 2020)	The current deliverable
D4.3 Final Communication and Community Building Report	This document will be the final report on all various dissemination and communication activities pursued within EMPOWER. It will provide a critical assessment of the most successful actions and means, trying to qualitatively and quantitatively measure the impact generated within the community and beyond. This will also include a record of activities related to dissemination and exploitation that have been undertaken.	M36 (October 2021)	Planned
D4.4. Report on the organisation of events and engagement activities	This report presents the organisation of the different events, such as workshops, hackathons, researchers mobility for the first 18 months of the project.	M18 (April 2010)	Delivered as planned
D4.5 Report on the organisation of events and engagement activities	This report present the organisation of the different events, such as workshops, hackathons, researchers mobility for second 18 months of the project.	M36 (October 2021)	Planned