



HORIZON 2020
ICT - Information and Communication Technologies

Deliverable D4.3
Final Communication and Community Building Report

Project Acronym: **EMPOWER**
Project Full Title: **EMpowering transatlantic PlatfOrms for advanced WirEless Research**
Grant Agreement: **824994**
Project Duration: **42 months (Nov. 2018 - Apr. 2022)**
Due Date: **30 April 2022 (M42)**
Submission Date: **7 June 2022**
Dissemination Level: **Public**

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Executive Summary

This document reports on the organisation of EMPOWER Communication and Community building activities within the last 24 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 maintenance of the web-site, the organisation of the social media, the dissemination of activities and the awareness of the community about advanced wireless platforms and the collaboration between EU and US.

As mentioned in the EMPOWER D4.5, different tools have been engaged in order to facilitate the community building, including the organisation of [theNetworkingChannel](#), the EMPOWER supported Hackathon, the organisation of the EMPOWER events such as EuCNC 2022 Workshop (Grenoble, 7/6/2022), IFIP Networking 2022 Workshop (Catania, 13/6/2022), IoT Week 2022 workshops (Dublin, 23/6/2022).



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Introduction

The main vision and ambition of EMPOWER was to assist and empower dissemination and communication efforts all across the advanced wireless platforms community in Europe and the US. Moreover, EMPOWER promoted 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, as prepared at the beginning of the project, identified the main target stakeholders, the activities that could 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. The dissemination and communication work tries to maximize the impact of the project's results through different channels and target audiences, as is described in the EMPOWER deliverable D4.1. This deliverable synthesizes all the communication and dissemination activities performed during this second year of activity.

As planned and described in D4.1 and D4.2, the EMPOWER dissemination and communication activities were 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 were to increase:

- **Awareness:** Different stakeholders, initiatives, projects and partners became 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 was 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.

A comprehensive and communal strategy on communication, dissemination and exploitation of EMPOWER is required for a wide adoption of the project by the different target audiences. This document, as it is established on the EMPOWER grant agreement, collects all contributions performed by the partners through the different tasks that have been carried out during the reporting period, either on setting the corresponding channels or disseminating the project characteristics and advances.

The scope of this deliverable is to present a report for the second reporting period related to the dissemination and communication activities performed by project partners, either on a collaborative approach or on their individual active roles. Communication and dissemination objectives and strategy performed is described as a summary of the activities that were undertaken on the reporting period.



1 EMPOWER Strategic decisions

Considering the unexpected situation due to the outbreak of the COVID-19, early 2020, the consortium had to reshape a significant part of the strategy and activities initially planned in the previous versions of the EMPOWER Community engagement and event organisation report. COVID-19 restrictions, and the global pandemic uncertainties obliged EMPOWER partners to re-organize their activities and tools in order to ensure the impact of the project. The way the project had faced these issues is by initiating a very successful activity, TheNetworkingChannel (<https://networkingchannel.eu>), where experts on different networking areas (with a priority on USA/EU collaboration) present key topics on networking. EMPOWER together with the NSF PAWR Office, and in cooperation with ACM Sigcomm, acting as a catalyst between the global communities involved in future advanced networking activities, aimed to continue this dialogue and build community in this unprecedented time and beyond, organizing a series of events as an online “channel” where the global networking research and education community will be able to meet and share.



2 EMPOWER dissemination and communication tools and usage statistics

2.1 The EMPOWER web-portal

The [EMPOWER web portal](#) aimed 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.

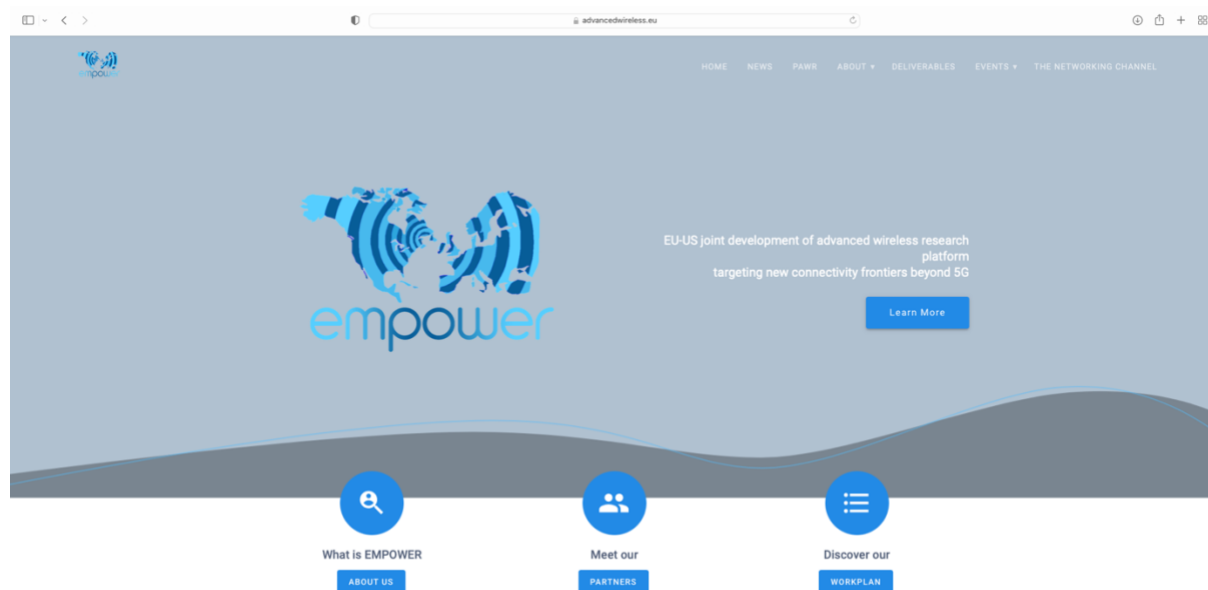


Figure 1: EMPOWER web portal

The EMPOWER web-site visits/visitors are reported as follows:

- Total Visits: 322,087
- Total Visitors: 63,308

While [theNetworkingChannel](#) visits/visitors are reported as follows:

- Total page views: 37,989
- Unique page views: 32,019

2.2 EMPOWER Twitter

A twitter account [@EuEmpower](#) (more than 453 followers and the number of followers is still increasing) has been at the beginning of the project and it is important to mention that the followers are coming from both the EU and the US.

In addition, another Twitter account organised for [theNetworkingChannel](#).

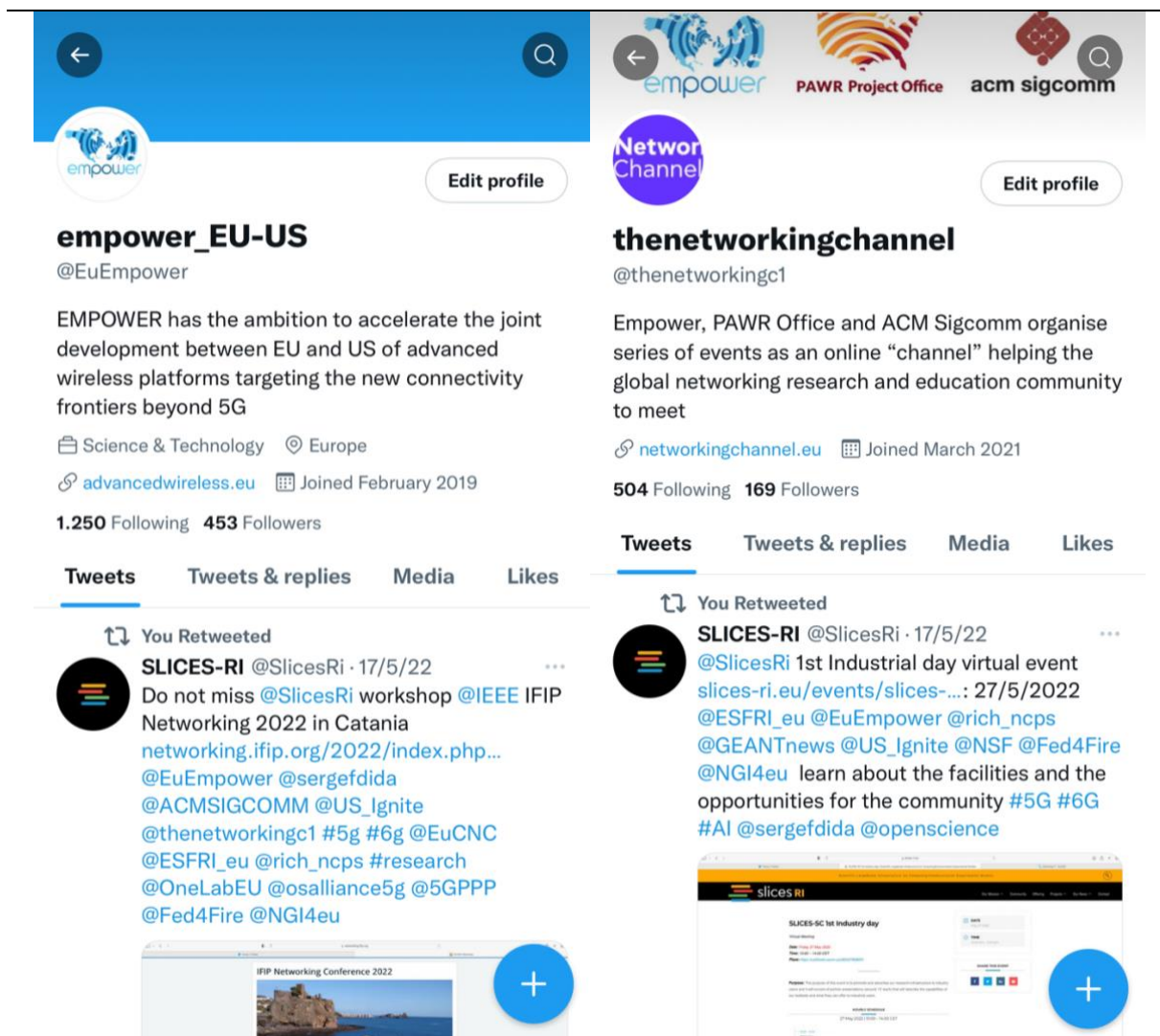


Figure 2: EMPOWER and theNetworkingChannel Twitter accounts

2.3 EMPOWER LinkedIn

An [EMPOWER LinkedIn](#) profile had been created and used (with 64 followers). In addition, another LinkedIn profile organised for [theNetworkingChannel](#) (with 121 followers).

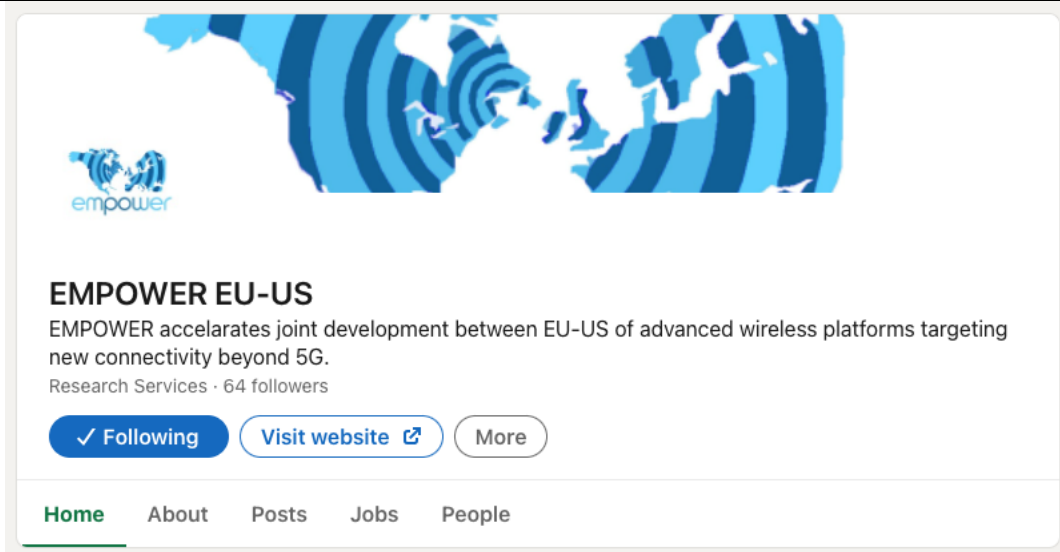


Figure 3: EMPOWER LinkedIn account

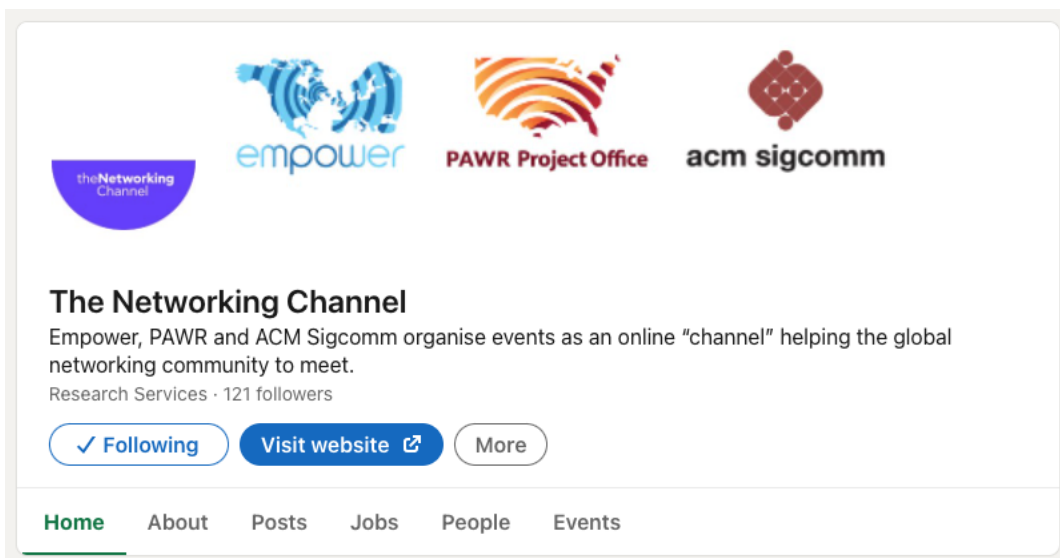


Figure 4: theNetworkingChannel LinkedIn account

2.4 TheNetworkingChannel

As a consequence of the COVID Pandemic and its effects on the physical barriers and difficulties to cooperate, EMPOWER took the initiative to launch together with the NSF PAWR Office, and in cooperation with ACM Sigcomm, [theNetworkingChannel](#), acting as a catalyst between the global communities involved in future advanced networking activities. It aims at continuing the dialogue and build community in this unprecedented time and beyond, organizing a series of events as an online “channel” where the global networking research and education community will be able to meet and share.

The networking community channel is organized as a regular event, taking place **every other Wednesday, at 8am PST (11am EST, 5pm CET, 1am JST)**, where a diversity of events is organized for the community, live and pre-recorded. Topics are broad and open ranging from research to experimentation and education. The channel consists of webinars, panels, tutorials, virtual site visits, keynotes, and any other innovative forms of community



interaction. A YouTube Channel (<https://www.youtube.com/channel/UCAtFAG5JdQrHac6ArIWJ-hw>), see (Figure 6) is available where previous streams can be downloaded and viewed asynchronously.

The activities of theNetworkingChannel are presented in details in Deliverable DD4.5 – Report on organization of events and engagement activities.

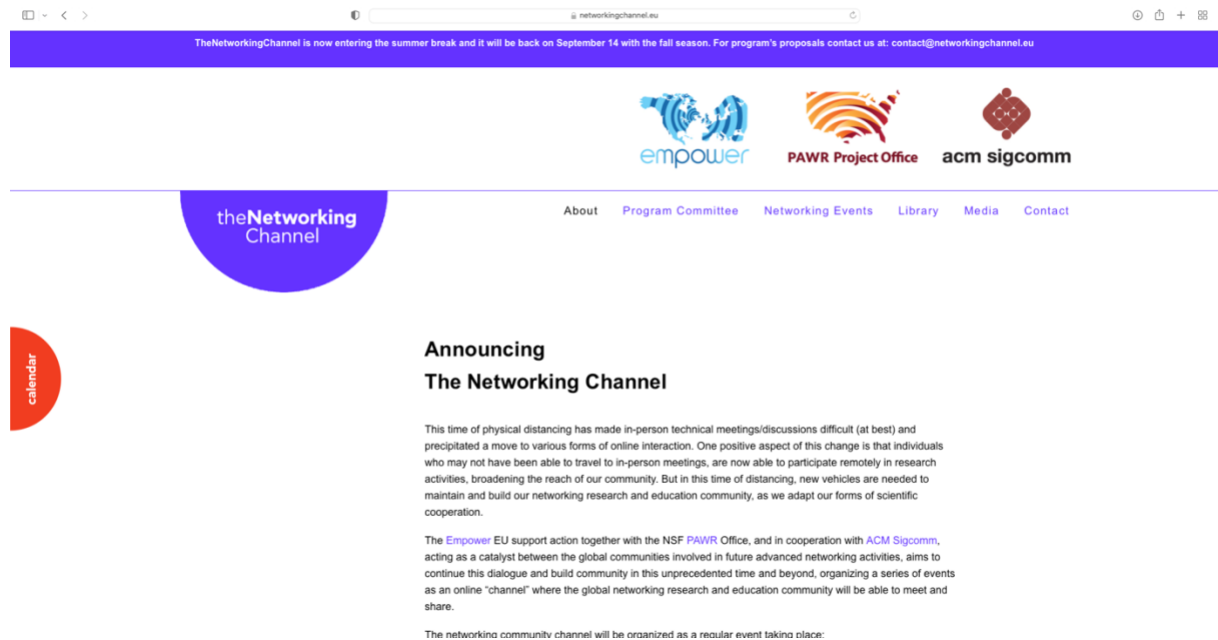


Figure 5: TheNetworkingChannel

It is important to mention that TheNetworkingChannel will continue its operation with new events planned from September 2022. It was discussed that the activity can continue under the SLICES umbrella (www.slices-ri.eu), which is a stakeholder in the R&D arena and is the digital research infrastructure of the ESFRI roadmap 2021.

3 Dissemination and communication KPIs

In the following table, we present the KPIs for dissemination and communication as listed in the EMPOWER Grant Agreement in comparison with the actual value of the KPIs achieved within the duration of the project.

Table 3-1: KPIs for dissemination and communication as listed in the EMPOWER GA vs the actual value achieved

Measure	Indicator	Target Value	Actual Value achieved
EMPOWER Brochure	Nº of brochures created (updated once a year) and distributed	>1000 by the end of Y1 >1000 by the end of Y2 >1500 by the end of Y3	EMPOWER had organised a community of approx. 6000 people, which had been regularly informed about the EMPOWER and theNetworkingChannel activities (mainly electronically to the EMPOWER and theNetworkingChannel mailing lists), due to the COVID-19 pandemic).
EMPOWER Poster	Nº of poster created (updated as appropriate)	At least 1: for physical presence in events	One poster (roll-up) created and used in physical presence events (Such as INFOCOM 2018, EuCNC 2019, EuCNC 2022) (see below). Considering that the most of the events were organized remotely, the partners did not consider relevant to print a second roll-up.
Slides-based presentations	Nº of presentations (updated as appropriate) given	At least 2 per year according to participation at events	Several presentations prepared for the events attended (see below).
Social networks	Nº of followers in Twitter, LinkedIn and YouTube	At least 15% increase per year	<ul style="list-style-type: none"> - No of EMPOWER Twitter followers: 453 - No of EMPOWER LinkedIn followers: 64 - No of theNetworkingChannel Twitter followers: 169 - No of theNetworkingChannel LinkedIn followers: 121 - No of theNetworkingChannel YouTube followers: 400
Organised events	Nº of events and average number of participants event	2 events within the overall project's duration and >50 participants per workshop	<ul style="list-style-type: none"> - EMPOWER-PAWR meeting, Paris (FR), 29 April 2019 (co-located with INFOCOM 2019) (reported in D4.4). - EMPOWER-PAWR workshop, during EuCNC 2019, Valencia (ES), 18 June 2019 (reported in D4.4). - EMPOWER booth at EuCNC 2019 conference, jointly with PAWR, and the activities of both initiatives demonstrated (reported in D4.4). - EMPOWER-PAWR workshop that took place during the GEFI 2019 conference held in Coimbra (PT) on 7-8 November 2019 (reported in D4.4). - EuCNC & 6G event, June 7-10, 2022 (reported in D4.5). - IFIP Networking 2022 conference, June 13-15, 2022 (reported in D4.5).

Measure	Indicator	Target Value	Actual Value achieved
			- the full day event organized during the IoT Week, Dublin, June 23 2022 (reported in D4.5).
Visibility at external events	Nº of events attended	At least 6 attended external events during the overall project's duration	- 11 events / presentations during attended during the first reporting period (M1-M18) (reported in D4.4). - 21 events attended during the second reporting period (M19-M42) (reported in D4.5).

All KPIs set in the Grand Agreement had been met as depicted in the table above.

In addition, through the Networking Channel, a series the videos of the events uploaded in the [YouTube Channel](#) and had thousands of views as depicted in the figure below.

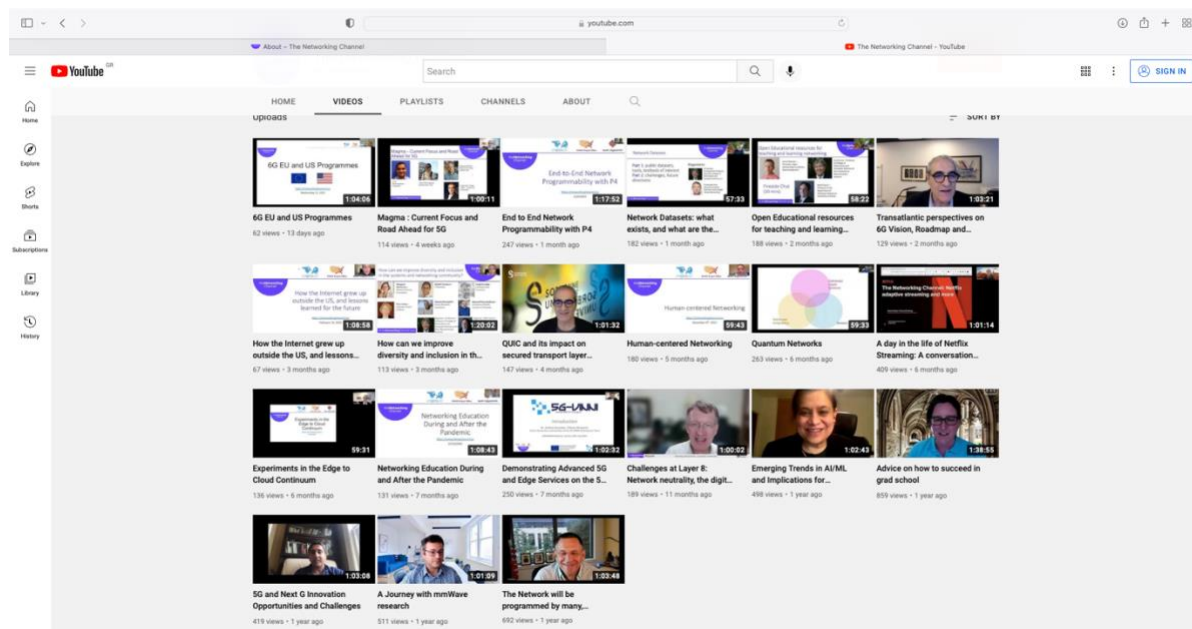


Figure 6: The YouTube Channel and the list of videos



4 Conclusions and next steps

This document describes the dissemination and community building strategy and reports the activities during the second reporting period 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.