5G-TRACE

5G-based TRAnsformation of a CanCEr Hospital to support patients' treatment in a "home like" environment

D6.1 Dissemination & Communication Plan and Tools

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Executive Summary

In the 5G-TRACE project the widespread adoption of the technological innovations by relevant stakeholders is a crucial component of the project's success. The overall success of 5G-TRACE and its social impact depend on the dissemination of the developed ideas and the obtained results to a broad audience, ranging from technology focused groups to the general public. By coordinating the tasks related to the communication of the suggested solutions and dissemination of the results, this WP6 aims to raise awareness of 5G-TRACE.

Deliverable D6.1 describes an initial plan for the dissemination and communication actions to be pursued by the 5G-TRACE consortium partners. The tools and approaches used to accelerate the project's impact are also described.

The dissemination activities, both ongoing and planned, are described, details are provided on the target audience, on the devised communication strategy, on the overall dissemination targets, and finally also on the means used to achieve those set targets. Relations with other projects as well as related Working Groups are also described.

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List of Acronyms and Abbreviations

TERM	DESCRIPTION
3GPP	Third Generation Partnership Project
5G	Fifth Generation
5GSC	5G Support Community
CEF	Connecting Europe Facility
CSA	Coordination and Support Actions
DAS	Distributed Antenna System
D&C	Dissemination and Communication
EC	European Commission
ETNO	European Telecommunications Network Operators' Association
ETSI	European Telecommunications Standards Institute
EU	European Union
HADEA	European Health and Digital Executive Agency
IEEE	Institute of Electrical and Electronics Engineers
IETF	Internet Engineering Task Force
ISO	International Organisation for Standardisation
ITU	International Telecommunications Union
MPN	Mobile Private Network
NGMN	Next Generation Mobile Networks
SDO	Standards Developing Organisations
SGI	Services of General Interest
WP	Work Package

1 Introduction

The strategic objective of 5G-TRACE is to extend the 5G network (in terms of construction, configuration, and connection with the rest of the network) with two indoor DAS for Theageneio main building and its satellite Nikos Kourkoulos, providing 5G coverage towards high capacity, reduced latency, and high reliability mobile services (Figure 1), to enable and demonstrate efficient, state-of-the-art Healthcare and Energy domain SGIs and to support the deployment of 5G infrastructure as part of the European Gigabit Society EU strategy. The use case scenarios to be used for testing and validating the 5G infrastructure will be based on the functional requirements and priorities set by the Theageneio Anti-Cancer Hsopital.

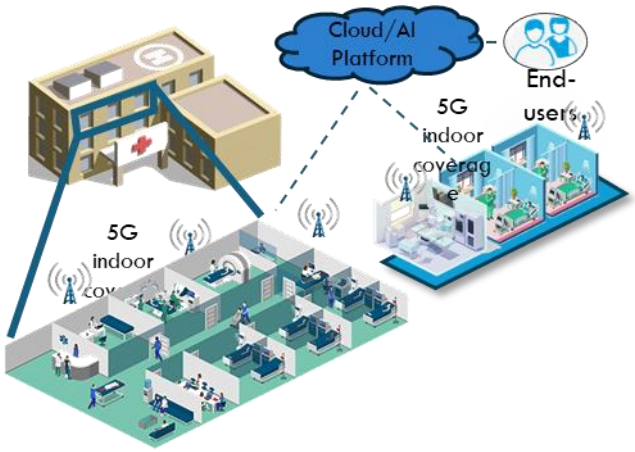


Figure 1: 5G-TRACE schematic hospital and home care facilities

Indicative examples of use case scenarios include patient vital signs' remote monitoring, the use of smart glasses for live-video remote support of the carers/ first-aid providers / ambulance crew from doctors in the medical facilities and/or wireless, handheld ultrasound devices for whole-body scanning and delivery of crystal-clear images. Furthermore, Smart and Green applications for building facilities will be validated, which are monitoring the hospital environment through AI analytics by processing data from smart sensors for parameters such as consumption and level of heating oil tanks, electricity metering & drinking water consumption monitoring and smart air quality measurement systems. The use cases of 5G-TRACE will be elaborated in Deliverable D2.1 "Requirements Analysis and Use Case Definition".

1.1 Structure of the document

The structure of the document is the following:

Section 2 elaborates on the Dissemination and Communication plan and early activities. Specifically, in this Section there is a detailed mention of the dissemination and communication target groups, the foreseen communication channels, and activities as well as the early dissemination and communication activities that took place during the first 3 months of the project i.e. from November 2024 to January 2025. Furthermore, the main stakeholders are categorized, with a particular emphasis on the role of Theageneio Hospital in disseminating information both across the cross-border region and within its broader sphere of influence at the national level. Additionally, key dissemination and collaboration actions are outlined, including design and production of printed and audiovisual (videos, podcasts) material, organization of meetings and events and execution of targeted social media campaigns to promote the project and its results to the general public as well as to specific target groups.

Section 3 discusses dissemination and communication tools, such as the project's website and social media channels. The creation of a website, Twitter, and LinkedIn account is specifically cited, and abided by general guidelines on publications along with opportunity and activity tracking guidelines.

Section 4 expands on the evaluation and impact assessment and Section 5 establishes the foundation for the project's transferability, emphasizing the goal of scaling the 5G-TRACE model for adoption at both European and global levels. It focuses on adapting the project to diverse healthcare settings while ensuring scalability and long-term sustainability

Finally, Section 6 provides an overview of the deliverable as well as concluding remarks.

1.2 Relation to other WP6 deliverables

Dissemination activities target specific audiences within the 5G community, the industrial sector, and all relevant stakeholders. Communication activities necessitate the delivery of targeted messages to a wide range of audiences, including the media and the general public. Thus, a cohesive strategy will deliver the communication of all the activities from the beginning until the end of the project.

This deliverable is the first outcome of T6.1 “Dissemination and Communication” activities and in addition to T6.2 “CEF synergies and outreach to other programmes” will manage consortium efforts towards maximizing the final outcome and impact of the project. Both tasks will also feed information to T6.3 “Standardisation, Regulation and Business Analysis” which will contribute to 5G MPN prototyping and standardisation with regards to other relevant EU funded projects and standards and regulatory activities, as well as elaborate on the long-term sustainability of the delivered MPN.

Deliverable D6.1 is related to D6.2, D6.3 reports about Dissemination, Communication and Synergy activities, and Standardisation, Regulation and Business impact which are published in the middle and end of the project respectively (Table 1).

Table 1: Related WP6 deliverables

WP6 deliverable	Description	Lead Beneficiary	Date
D6.2 Dissemination, Communication and Synergy activities report – v1.0	The document contains a record of all the D&C activities of the project for the first 18 months, including an updated D&C plan, as well as the description of all the synergy activities the project has engaged in until M18.	WINGS	M18
D6.3 Report on Standardisation, Regulation and Business impact	The document contains a detailed report on the Standardization and Regulation activities of the 5G-TRACE relevant works and studies. It will also report on the analysis of the conditions and approaches for ensuring the long-term sustainability and availability of the 5G-TRACE network, including a plan for post-project ownership.	NOVA ICT	M36

2 Dissemination and Communication plan and early activities

The dissemination and communication of information about the project, its objectives, approaches chosen, and results aligned with the 5G-SMARTCOM-EDGE call **Error! Reference source not found.**, is an important g oal of the 5G-TRACE project. The scope is to achieve this in a professional, high-quality way, and through various communication means and channels. Dissemination and communication activities, as aforementioned, are essential components of any project because the project's work and achievements are only valuable if the relevant communities are aware of them. While early adoption of results within the project consortium is crucial, the real impact emerges from the wider community being informed and adopting the results and findings.

5G-TRACE dissemination activities will primarily focus on the distribution of knowledge generated by project deployment and experimentation. The goal is to maximize the dissemination of project results through publications and presentations at relevant events. In parallel, the communication activities focus on raising awareness about the project through various channels such as the project website and social media channels, newsletter, leaflets and flyers, and so on. Both dissemination and communication activities target a wide range of stakeholders, including academic, applications' users and industrial communities.

The project team identified and attempted to define key performance indicators to quantify dissemination and engagement activities during the proposal phase; the project team still considers these targets to be relevant and at appropriate levels.

In general, the main objectives of dissemination and communication plan are:

- To provide an understanding of the project's scope, goals and expectations
- To create an active community of stakeholders and third parties
- To deliver awareness of the project among stakeholders impacted by the results activities
- To prepare specific communication material and adapted key messages

2.1 Dissemination and Communication target groups

The 5G-TRACE project will communicate its results by utilizing a variety of channels and means. Appropriate identification of 5G-TRACE's target audience is a critical component of active participation of stakeholders in project communication and dissemination activities. The target groups of the two activities are slightly different because the general public is not associated with dissemination activities as they are addressed only to members who can produce impact and benefits to the project's measurable results. Dissemination activities are focusing on groups with technical and scientific backgrounds, institutions, universities, telecommunication industries, and relevant communities, as well as end users with familiar identities. The target groups of the D & C strategy and their interest in 5G-TRACE are described in Table 2 below.

Table 2: Dissemination and Communication Target Groups and Strategy

Target Group	Description	Interest in the project
A - Industry, SMEs and Entrepreneurs	Stakeholders from industry, network operators, SMEs and entrepreneurs, operating in the 5G telecommunications domains and/or vertical domains for applications in public safety, education, digital health, etc.	• Utilisation of project's results in operations and in their R&I activities for new service and product development.

Target Group	Description	Interest in the project
B –CEF Digital, 5GPPP/6GIA, HE & SNS JU Stakeholders	Participants, project partners and relevant stakeholders active in the CEF Digital projects, 5GSC [2], CSA as well as 5G PPP/6GIA Work Groups [3], projects funded via the H2020, and HE frameworks, projects funded via the SNS framework.	• Identification of common topics. • Synergies and collaborations for results promotion. • Enhancing innovation through results combination. • Co-organisation of events.
C - Policy Makers	Policymakers at any level (e.g. Council of Regions, EC Directorate for Communication, European Radio Spectrum Policy Group).	• Contribution to future directions based on project's acquired knowledge.
D - Standards bodies and fora	Standards bodies, industry fora, open-source organisations (e.g. 3GPP, ETSI, IETF, NGMN, IEEE, ITU-T, ISO).	• Contribution to roadmaps for standards development. • Input for standardisation activities.
E - General Public	General public and anyone interested in the project.	• Understand the value of such European infrastructures. • Stimulate growth in unexpected areas/groups of society.
F - Technology Clusters	European initiatives and clusters, technology communities, associations, (e.g., ETNO, Innovation Union[4], Digital Europe Programme [5], NetWorld Europe [6] .	• Inclusion of project's results to collaborative activities (roadmap, white papers, etc.). • Dissemination of project's results to their members. • Participation in project's events for knowledge exchange.

Project results will be regularly communicated via workshops, webinars, conferences and white papers / peer-reviewed papers, always recognizing the contribution of the EU funding and the CEF programme in general and 5GSC activities in particular. We are also planning quarterly email updates to Greece Ministry of Digital Governance / General Secretariat of Telecommunications and Post and remain available for potential calls upon their request.

2.2 Key Stakeholders

Target groups are often aligned with the stakeholders of a project. However, it is essential at this stage to differentiate more precisely the specific roles of the stakeholders. These roles, along with their interests and engagement approaches, are outlined in the following Table **3**. This analysis forms the foundation for the targeted dissemination of the project's outcomes. By addressing the specific needs of each group, the communication strategy leverages appropriate channels and activities, as outlined in the following sections, to maximize outreach and engagement in 5G-TRACE.

Table 3: Key Stakeholders: Role, Interests, and Engagement Approach

Stakeholder	Role	Interests	Engagement Approach
WINGS ICT Solutions	Project Coordinator, Healthcare, and Energy Applications	Efficient project management, development of healthcare/energy use cases	Regular coordination meetings and reporting updates
NOVA ICT Greece	Technical Manager, Owner of Infrastructure	Implementation and integration of 5G infrastructure, network design, and planning	Collaborative technical planning and implementation workshops
NOVA Telecommunications	Mobile Network Operator	Deployment of 5G indoor connectivity and ensuring system compatibility	Coordination for seamless integration and operational management
Theageneio Hospital	SGI Provider (Healthcare Facility)	Use of 5G-enabled technologies for patient monitoring and medical diagnosis	Continuous feedback on system usability and needs
Patients and Healthcare Staff	End Users	Improved patient care and operational efficiency	Participatory design and feedback sessions
AI Technology Providers	Partners providing AI solutions	Development and deployment of AI-driven healthcare and energy solutions	Joint innovation and testing initiatives
Regulatory Bodies	Approvers of 5G spectrum and permits	Compliance with regulations, ensuring public safety and data security	Regular updates on progress and regulatory compliance
Local Communities	Beneficiaries of improved healthcare services	Access to advanced medical facilities and smart green applications	Public awareness campaigns and outreach programs

To enhance the understanding of stakeholder roles and optimize the project's engagement strategy, the following Table **4** offers a comprehensive overview of the Stakeholder Engagement Plan for the 5G-TRACE project. It outlines the influence and interest levels of each key stakeholder, the frequency and preferred communication channels for interaction, and the types of information exchanged. This structured approach ensures that all engagement efforts are targeted and effective, fostering collaboration that drives the project's success.

Table 4: Stakeholder Engagement Matrix

Stakeholder	Influence Level	Interest Level	Frequency	Channel	Information Type
WINGS ICT Solutions	Very High	Leading	Weekly	Email, Zoom	Strategic planning, status updates
NOVA ICT Greece	High	Supporting	Weekly	Slack, Asana	Progress to goal, status updates
NOVA Telecommunications	High	Supporting	Monthly	Email, Zoom	Strategic planning, brainstorming
Theageneio Hospital	Very High	Leading	Weekly	Email, Zoom	Feedback sessions, progress updates
Patients and Healthcare Staff	Low	Neutral	Quarterly	Surveys, Email	Feedback on usability, awareness
Regulatory Bodies	Very High	Supporting	Monthly	Email, Zoom	Compliance updates, progress reviews
Local Communities	Low	Unaware	Quarterly	Email, Public Events	Awareness campaigns, updates

2.3 The Role of Theageneio in Information and Dissemination to Hospitals

Building on the outlined engagement strategies, Theageneio Hospital holds a pivotal role in disseminating information to other hospitals, leveraging the networks illustrated in Figure 2 below to ensure effective communication and knowledge sharing.

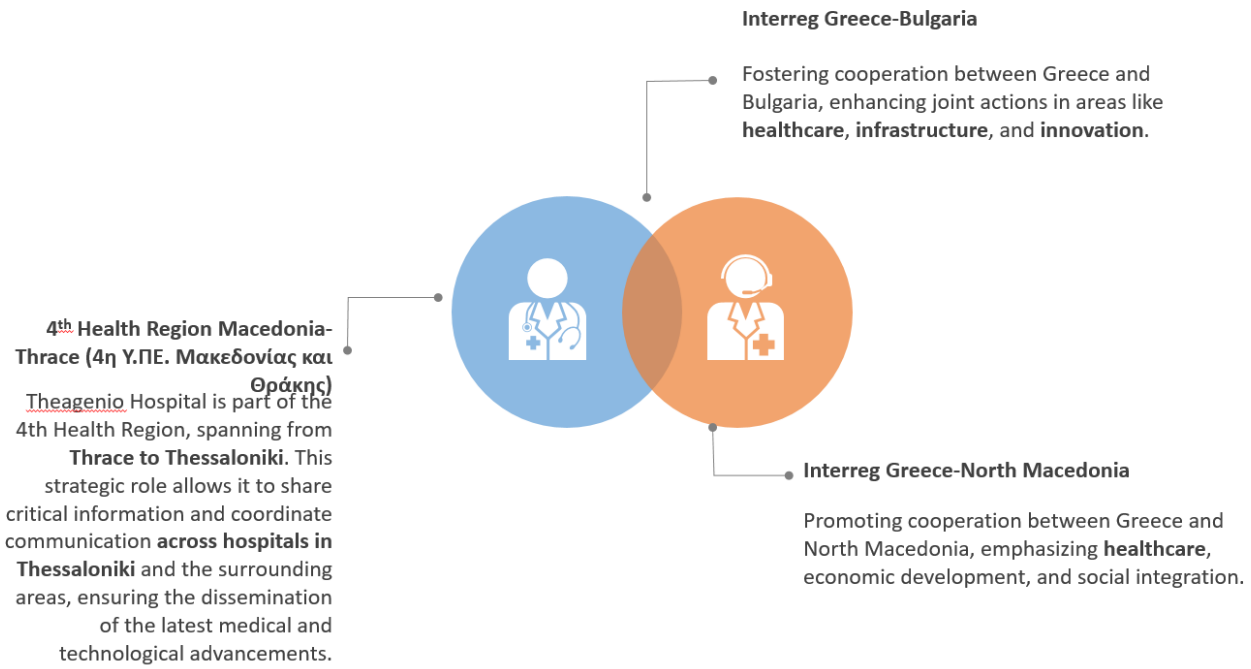


Figure 2: The Role of Theageneio in Information and Dissemination to Hospitals

2.4 Communication Channels & Activities

The 5G-TRACE communication strategy combines a mix of traditional and disruptive communication channels:

- **Online presence**: A project page has been created (https://5G-TRACE.eu/) by month M03 and maintained by **WINGS** serving to: i) promote the project's public image and serve as a main online access point for the different target groups and ii) serve as an information source, highlighting project objectives, activities, outcomes and relevant updates.
- **Press and TV/Radio Interviews**: The project will publish at least 3 press releases (~1 per year) in order to communicate the major project's achievements and the potential of 5G as a future-proof technology for novel services. The consortium will attempt to reach the general audience via TV/radio interviews. **NOVA SMASA** will be responsible for this activity.
- **Brochures/flyers**: The project will prepare 2 technical brochures providing information about the technical and scientific outcomes of the project. The brochures will also be distributed to local universities, schools, city councils, recreational areas, etc. **All partners** will be involved in this activity.
- **Social media**: The project will use several online social media sites, such as Twitter, LinkedIn and YouTube, as a two-way access between the project partners and the technical and public audience. The consortium will regularly publish announcements and initiate discussions from month M01. The content will be updated on a regular basis and the obtained feedback will help to influence the project's direction. **WINGS** will coordinate this activity.
- **Video clips**: 2 video clips will be produced, which will cover the project's general ideas, demonstrations and presentations and talks that will also include non-technical information about the project, targeting non-expert public. The videos will be available at the project's website during the entire project's lifetime, while a dedicated link will be used in order to request feedback from the audience. This activity will be coordinated by **WINGS**.
- **Newsletters**: These will be distributed to different mailing lists, to foster inter-communication with other relevant actions, projects and technical communities. The newsletters, available at the project's

website, will provide information regarding the project activities, achievements, and results, targeting cross-fertilisation. The first issue will be released at M06 and new issues every 6 months. **NOVA ICT** will coordinate this activity.

- **Public engagement**: Consortium members will follow a set of strategies to interact with the general public (e.g., non-scientists, secondary schools, etc.) and inform them about the effect of the results in their everyday life and to create awareness on the differences about facts regarding the societal benefits of the 5G technologies. This set of activities include the use of social media, online video-clips, public talks at schools and university open days, participation at events organised by the local authorities, etc.

2.5 Initial Actions in the Dissemination and Communication Strategy

In the context of promoting the benefits of 5G-Trace, specific actions are proposed to disseminate the project's results., especially by Theageneio Hospital. These proposals are outlined below as the 5G-TRACE Dissemination and Collaboration Actions to be planned and implemented at local and regional level while part of them can have a wider geographical impact;

2.5.1 Printed, Digital and Audiovisual Material

Provision of design services for printed, digital and audiovisual material for the promotion through physical and digital communication actions.

The respective services will include:

- **Design and printing of four (4) roll-up banners**
- **Design and printing of 50 posters**
- **Design and printing of 1,000 informational brochures**
- **Design and printing of 200 press kits** for distribution during the project’s communication activities, to stakeholders and journalists.
- **Production of two promotional videos** (60 seconds each) for project promotion through communication channels, the website, and the hospital's social media platforms.
- **Production of one video** (with Greek or English subtitles or voice-over) of 2.5 minutes to disseminate the project’s results via communication channels, the website, and the hospital's social media platforms, as well as broadly through the networks of the involved organizations.
- **Production of a video-podcast** lasting 5-7 minutes, dedicated to the contribution of new technologies to healthcare, linked to the project’s expected outcomes.
- **Design and implementation of four (4) promotional campaigns** for the project and the produced digital publicity material through social media, advertorials, and digital platforms, each lasting one (1) month.

2.5.2 Organization of Four (4) Working Meetings, Two (2) Thematic Workshops, and One (1) Final Results Presentation Event

Within the project's framework there will be the organization and hosting of six (6) working meetings, two (2) thematic workshops, and one (1) final event for the presentation of results in Thessaloniki.

- **Organization and hosting of four (4) meetings,** within the Hospital Units.
- **Organization and hosting of one (1) thematic workshop,** either within the Hospital Units or in a suitable nearby venue, to discuss about the project and its expected results and outcomes.
- **Organization of the final presentation event**, to promote project's outputs and results.

2.5.3 Promotion of the Project through the International Scientific Community

Theageneio Hospital intends to promote the project through the international scientific community with the participation of its staff in at least one international conference such as EAI International Conference on Wireless Mobile Communication and Healthcare, ESMO Congress, EACR Congress, Digital Health and 5G-Enabled Healthcare Innovations and/or HIMSS European Health Conference, etc.

Alternatively, a strategy for submitting research to at least one key scientific journal will be examined. Such key scientific journals are considered (indicated) Elsevier's Smart Health Journal, The Lancet Digital Health etc.

Last but not least, the 5G-TRACE Dissemination and Collaboration Actions will seek to establish collaboration with key platforms and initiatives in the smart hospital network to enhance the project's visibility and impact. These include:

- **Smart Hospital (smarthospital.health)**, a platform that connects healthcare companies, technology providers, and decision-makers in hospitals and national health ministries to foster sustainable communication and innovation in health informatics.
- **HIMSS (Healthcare Information and Management Systems Society)**, which organizes global events and maintains a strong network for professionals in healthcare IT and smart hospital development.
- **Intel's Smart Hospitals Initiative**, which works with healthcare providers to integrate AI, edge computing, and 5G technologies to improve clinical workflows and patient experiences.
- **Digital Health Networks**, such as the European Connected Health Alliance (ECHAlliance), which focuses on data interoperability and advancing technologies for hospital systems.
- **Smart Healthcare Innovation Networks**, including organizations like the World Health Organization (WHO), which run programs to foster collaboration between healthcare providers, tech companies, and academic institutions in developing smart hospital solutions.

To be noted, the communication actions included in the 2.3.3 will take place after the 18th month when they will be updated and further specified based on the visibility level of the project at that phase.

2.6 Early activities till January 2025

Even from the early stages of the project, partners have seized opportunities to engage industry with the objectives and vision of 5G-TRACE. An initial report of those activities is summarized with the following dissemination and communication actions:

- **HaDEA announcement on 53 projects selected for up to €274 million under third CEF Digital calls (October 2024)**

- **5G-TRACE Kickoff press release by Theageneio Hospital (November 2024)**

3 Dissemination and Communication Tools

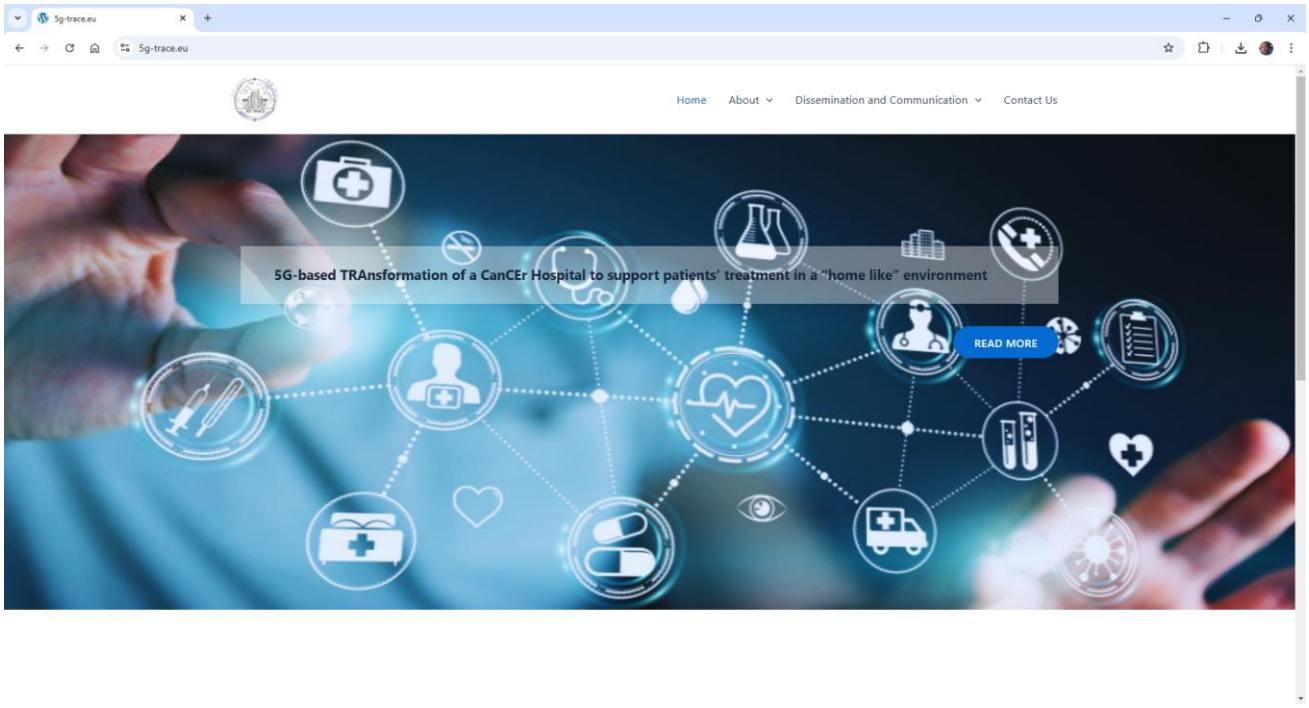
3.1 Project's website and social media channels

In order to effectively ensure 5G-TRACE's information flow, create awareness, and reach out to the multiple targeted audiences (industry, network operators, SDOs, relevant stakeholders, general public, scientific communities etc.), a variety of traditional and innovative channels will be used, considering the specific characteristics and needs of each targeted group. The following list of proposed communication channels shows the tools already chosen by the consortium to transmit project information.

3.2 Website

The project's website is an important tool for dissemination. It serves as the primary entry point for all interested target groups. As a result, is the primary repository for the project's outputs and resources, where the majority of our online activities take place, or at least where activity records are presented in a clear, organized manner. The official address for the website is https://5G-TRACE.eu/.

At the initial publication stage, the site has a main page (Figure 3) and three subsections; About (including Objectives and Consortium), Dissemination and Communication (News & Events and Public Deliverables), Contact.



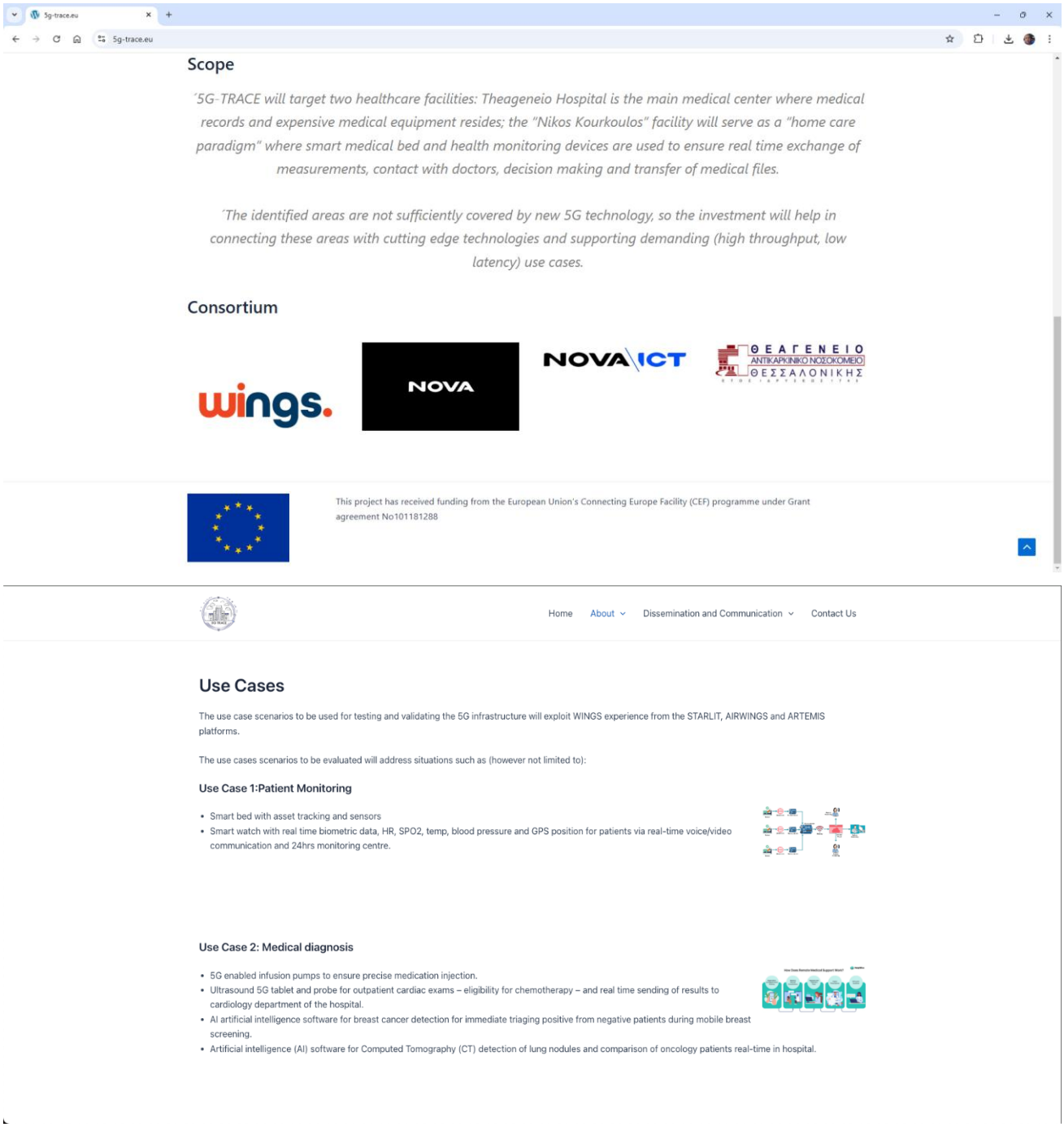


Figure 3: 5G-TRACE website

3.3 LinkedIn

The partnership is involved in the requirement of communicating the project's progress to a larger community. For this reason, in order to increase project visibility and create a space for professionals and stakeholders to share views, we have created a LinkedIn group (Figure 4) where consortium members interchange ideas and knowledge not only among themselves but also with the larger industrial and scientific community. All project partners have invited stakeholders to this group to communicate 5G-TRACE progress.

LinkedIn official account is https://www.linkedin.com/company/5g-trace/

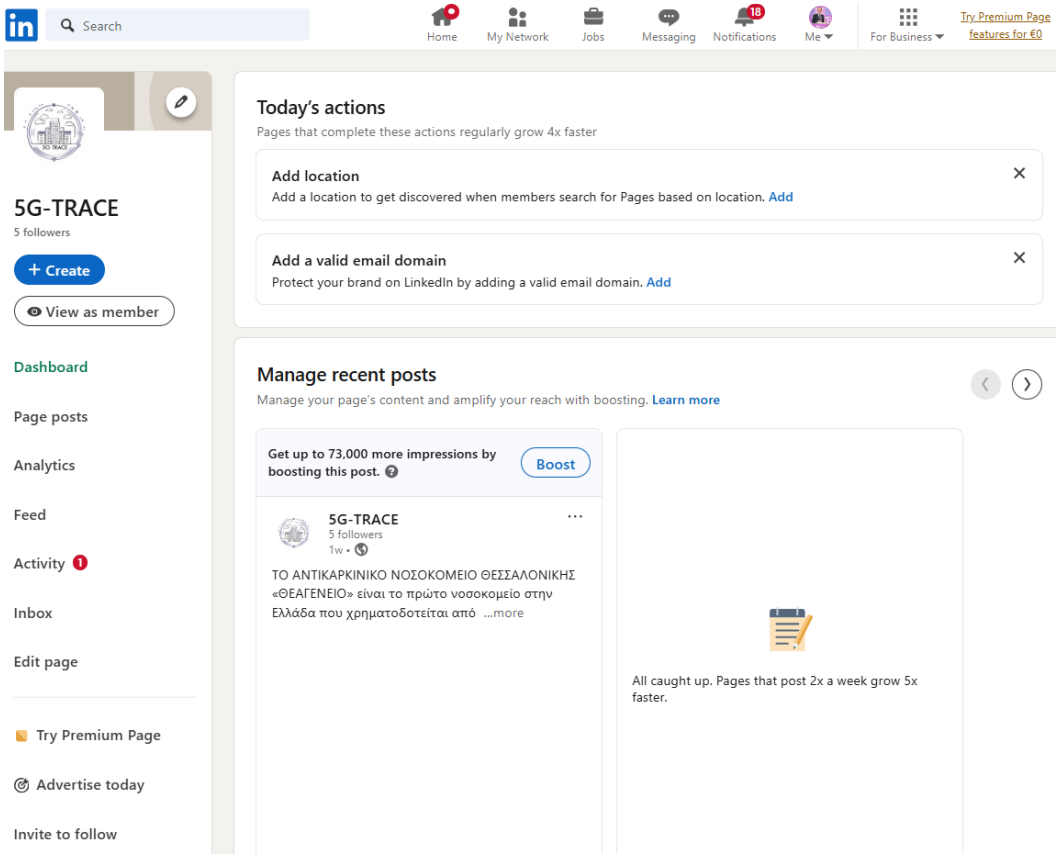


Figure 4: 5G-TRACE LinkedIn account

3.4 Publications and acknowledgement

Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the Granting Authority.

- If partners post on Twitter, they shall tag the Granting Authority and the CEF programme by using @EU_HaDEA and the dedicated hashtag #CEFDigital. (Note: HaDEA can also be found on LinkedIn (https://www.linkedin.com/company/european-health-and-digital-executive-agency-hadea/mycompany/)
- Every communication activity foreseen for 5G-TRACE should be communicated to HaDEA in a timely manner to ease coordination and possible exchanges/participation.

Besides these guidelines, prior notice of any planned publication shall be given internally to the Consortium before publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Coordinator and to the Party or Parties proposing the dissemination. If no objection is made, publication is permitted. Detailed aspects are mentioned in the Grant Agreement ARTICLE 17 — COMMUNICATION, DISSEMINATION AND VISIBILITY.

To ensure high quality of scientific publications it is suggested to follow IEEE instructions such as the "IEEE Authorship Series How to Write for Technical Periodicals & Conferences". Collaborative papers with authors and work from more than one partner are encouraged. All papers or publications related to the project must include the following Acknowledgement:

This work was supported by the European Union's Connecting Europe Facility (CEF) programme under Grant agreement No 101181288. The contents of this publication are the sole responsibility of the authors and do not in any way reflect the views of the EU.

3.5 Opportunity and Activity Tracking

5G-TRACE employs a spreadsheet-based tracking tool to record dissemination and general engagement activities, as well as to monitor the entire life cycle from initiation to submission, review, and publication. It is a quick way to ensure that all dissemination and communication activities are documented. All partners are responsible for reporting the activities in which they are involved.

This "tracker" keeps records of all different types of community facing activities from identifying "Dissemination Opportunities", to issued "Press Releases", target "Events", given public and restricted "Presentations and Tutorials", "Publications" from first submission to final publication (including DOIs linking to the documents), interactions with organisations and groups.

The tracker collects all details related to the activities and dissemination events, it is updated continuously when specific activities are confirmed or, where necessary, completed.

WINGS, as Dissemination & Communication leader, will be responsible for ensuring that this information is collected. Frequent e-mails will be sent to partners to remind them to report their activities in the previous period.

4 Evaluation and impact assessment

In order to measure the impact of the project and extract an accurate evaluation of dissemination and communication activities, a series of quantitative and qualitative indicators must be taken into account. Measuring these indicators on a regular basis is critical for determining whether additional measures are required to ensure target values are met.

4.1 Quantitative impact assessment

Performance indicators and respective target values have been defined for the various dissemination and communication means as integral part of dissemination and communication plan. Table 5 presents the 5G-TRACE's communication and visibility quantitative targets and the respective tools. They are measured and evaluated throughout the whole life cycle of the project.

Table 5: Communication outcome, metrics and targets

Communication and dissemination means	Success indicators (description)	Target values
Project website	Search engine optimization metrics	Online by: **month 3** Unique visitors from M12: **500** From M36: **1000**
Social media	Number of users/followers	LinkedIn group followers: **>100** Twitter followers: **> 100** Re-Tweets:**>100**
Press Releases	Number of press releases	Press releases: **>5**
Newsletters	Number of newsletters	Newsletters: **>6**
Video Clips	Number of video clips and views	Number of online video clips: **2** Number of video views: > **500**
Factsheets / Brochures	Number of factsheets and hardcopies	Technical factsheets: **2** Non-technical factsheets: **3** Hardcopies **> 500**
Flyers/posters & roll-ups	Number of fliers and banners	Project flyers: **>2** Posters & roll-up banners: **>2**

4.2 Qualitative impact assessment

Qualitative indicators are used to complement quantitative ones. They provide information about the quality of the D&C activities that have been implemented. Throughout the project, qualitative assessments will be conducted for multiple dissemination and communication activities with specific goals. To be more specific:

- Project webpage: to determine whether the contents being uploaded to the website are relevant and what else can be added; to determine whether visitors are interested in coming back to the website.
- Events: to comprehend the event's organization quality, the relevance of the contents presented, and overall user satisfaction with the event.
- Newsletters: to understand whether the contents are relevant and accessible and if there is interest to receive future versions/editions of the e-newsletter.

For the qualitative feedback immediate verbal feedback will be sought.

4.3 Monitoring framework

A solid methodology could be developed to assess the impact of the project's outputs, or lack thereof. The following items are included:

- Google Analytics from social media analysis proving statistics on users, industries the user belongs to, geographical breakdown of users visiting the platforms, and so on.
- Interaction with users visiting the website via the “Contact us” form or the social media platforms on specific topics of interest or even queries.
- Reactions (satisfied, unsatisfied, etc.) on published material or event participations.

Once these metrics have been analyzed, any gaps in the project's impact and exposure can be identified, and precautionary measures can be designed. Among these actions could be:

- A specific event, such as a workshop or a webinar, can be organized, and specific target groups who have not shown sufficient interest in the project outcome can be invited to attend, raising awareness of the project and maximizing the impact.
- Collaboration with other related 5GSMARTCOM-EDGE-WORKS projects ensure reachability and cross-fertilization of project outcomes. Sharing communication channels and events between projects increases the impact and reachability of the project to communities that are already aware of the projects' efforts to meet needs and provide benefits and solutions to the industries' shortcomings.

The monitoring remains till the end of the project as an ongoing procedure to orchestrate and accelerate all communication and dissemination activities.

5 Transferability Plan Overview

The dissemination and communication strategies presented in this deliverable, including initiatives such as the Round Table Conference and targeted stakeholder engagement, lay the groundwork for the project's broader impact. These efforts are not only aimed at raising awareness but also at creating a strong foundation for the scalability and transferability of the 5G-TRACE model.

The transferability of the project is deeply integrated into its dissemination and communication processes. This plan outlines the scope and objectives of ensuring that the 5G-TRACE model can be scaled for European and global adoption. The focus lies on adapting the project to diverse healthcare settings while maintaining its scalability, sustainability, and alignment with local requirements.

Table 6: Transferable Plan Overview

Scope	Objectives	Key Transferable Components
Scaling the 5G-TRACE smart hospital framework for broader adoption in other healthcare systems across Europe and globally.	○ **Adapt and replicate** the 5G-enabled patient-centric model to support hospital and home care integration. ○ **Address interoperability challenges** while ensuring efficient infrastructure deployment and user-friendly applications. ○ **Leverage project outcomes** to standardize workflows and promote sustainable smart hospital ecosystems.	1. **5G-Enabled Infrastructure**: The secure, high-speed network backbone that ensures real-time patient monitoring and diagnostics across various healthcare environments. 2. **IoT Devices & Sensors**: Essential for collecting and transmitting data, improving patient care and hospital management. 3. **AI-Driven Platforms**: Tools for predictive analytics, personalized care, and decision support to enhance clinical outcomes. 4. **Engagement Framework**: A well-defined model of stakeholder collaboration that includes healthcare professionals, regulatory bodies, and technology providers. 5. **Regulatory and Policy Frameworks**: Addressing the data privacy, telehealth, and interoperability requirements necessary for seamless adoption across different regions.

The strategy for scaling 5G-TRACE involves starting with pilot projects in diverse regions to test the model's adaptability, followed by localized customization to meet specific healthcare system needs, infrastructure, and cultural contexts. This will include close collaboration with local healthcare providers to ensure smooth integration. Additionally, capacity building will be key, providing training for healthcare professionals on 5G-enabled tools and creating knowledge-sharing platforms for continuous learning. The project's success will depend on expanding partnerships with global organizations like WHO and HIMSS, and local governments, aiming for improved access to care, patient empowerment, cost efficiency, and scalable global impact. These efforts will position 5G-TRACE as a leading model for smart hospital solutions worldwide.

Table 7: Scale, Collaboration, Sustainability and Future Vision

Strategy for Scaling 5G-TRACE	Collaboration and Impact Goals	Sustainability	Future Vision
Pilot Projects: Initiating small-scale models in diverse regions to test the adaptability and impact of the 5G-TRACE framework. **Localized Customization**: Adapting the 5G-TRACE model to meet the specific needs of different healthcare systems, including infrastructure, workflows, and cultural considerations. This involves working closely with local healthcare providers to ensure the model aligns with their specific environment. **Capacity Building**: Providing ongoing training for healthcare professionals on 5G-enabled technologies and remote care systems, and establishing knowledge-sharing platforms for continuous learning across regions.	**Partnership Expansion:** Collaborating with global organizations (such as WHO and HIMSS) and local governments to ensure broad adoption and alignment with international health strategies. **Expected Outcomes:** ○ Improved Access to Care: Increased availability of advanced oncology care in remote or underserved areas. ○ Patient Empowerment: Enabling patients to take a more active role in their care, benefiting from both smart hospital technologies and home-based monitoring. ○ Cost Efficiency: Reducing operational costs by transitioning to remote care and utilizing 5G-enabled technologies to streamline hospital workflows. ○ Scalable Global Impact: Creating a flexible model that can be easily adapted to different healthcare systems worldwide.	**Leveraging economies** of scale for 5G infrastructure to ensure continued expansion and cost-efficiency in new regions. **Transitioning to public-private partnerships** to secure ongoing funding and investment for scaling the project across borders.	**Positioning 5G-TRACE as a leading European smart hospital initiative** to influence future EU health policies and standards for 5G integration in healthcare. **Promoting the cross-border interoperability of 5G-enabled healthcare systems**, allowing for seamless collaboration between countries and regions, ensuring patient data and care continuity across borders.

6 Conclusions

This deliverable presents the plan that the 5G-TRACE project consortium has made up for impacting the academia and the industry ecosystems with dissemination actions. The provided plan spans the activities throughout the project duration. The plan will be constantly kept updated, according to relevant changes and new opportunities that might arise in the ecosystem, as well as within the project consortium, with the final aim of delivering the best possible impact of the project results.

A timeframe for dissemination and communication actions and impact is provided and a list of planned target dissemination and ecosystem engagements activities is elaborated. In future WP6 deliverables, updated reports on the plan will be provided.

7 References

[1]. CEF-DIG-2023-5GSMARTCOM-EDGE-WORKS
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[5]. Digital Europe Programme
[6]. NetWorld Europe