



Evaluation and validation of connected
mobility in real open systems beyond
5GS

Project deliverable D8.3

Communication tools

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Project executive summary

ENVELOPE aims to advance and open the reference 5G advanced architecture and transform it into a vertical-oriented one. It proposes a novel open and easy-to-use 5G-advanced architecture to enable a tighter integration of the network and the service information domains by:

- exposing network capabilities to verticals,
- providing vertical information to the network; and
- enabling verticals to dynamically request and modify key network aspects,

all performed in an open, transparent, and easy-to-use, semi-automated way.

ENVELOPE will build APIs that act as an intermediate abstraction layer that translates the complicated 5GS interfaces and services into easy to consume services accessible by the vertical domain. The experimentation framework and the main innovations developed in the project are as follows MEC with service continuity support, zero-touch management, multi-connectivity and predictive QoS.

It will deliver three large scale Beyond 5G (B5G) trial sites in Italy, Netherlands and Greece supporting novel vertical services, with advanced exposure capabilities and new functionalities tailored to the services' needs. Although focused on the Connected and Automation Mobility (CAM) vertical, the developments resulting from the use cases (UC) will be reusable by any vertical. The ENVELOPE architecture will serve as an envelope that can cover, accommodate, and support any type of vertical services. The applicability of ENVELOPE will be demonstrated and validated via the project CAM UCs and via several 3rd parties that will have the opportunity to conduct funded research and test their innovative solutions over ENVELOPE.

Social Media link:



@envelope-project

For further information please visit: <https://envelope-project.eu/>

Deliverable executive summary

Deliverable 8.3 – Communication Tools outlines the diverse range of tools developed to support the communication and dissemination strategy of the ENVELOPE project. Complementary to earlier deliverables, this document presents both digital and printed materials aimed at promoting ENVELOPE's objectives and achievements.

The ENVELOPE website serves as a comprehensive hub for project information, featuring sections such as project overview, trial sites, news & events, resources, and contact details. It is designed to offer easy navigation and up-to-date content, ensuring engagement with stakeholders. Social media, particularly [LinkedIn](#), complements the website by sharing updates and engaging with the audience, supported by a robust growth strategy. A biannual newsletter, adhering to GDPR regulations, will disseminate project developments to subscribers and is supported by partners' contributions.

Video content adds dynamic engagement and visual storytelling to ENVELOPE's communication strategy. Additionally, internal communication tools such as mailing lists, Microsoft SharePoint, and Teams facilitate seamless collaboration among consortium members.

Printed materials, including roll-up banners, brochures, and posters, will contribute to an enhanced presence of ENVELOPE at events and conferences, providing detailed insights into project objectives and achievements.

In conclusion, the strategic deployment of communication tools, both digital and printed, underscores ENVELOPE's commitment to widespread dissemination and outreach. Consortium partners are encouraged to actively utilise these resources, ensuring a cohesive and impactful communication approach throughout the project's lifecycle.

List of abbreviations and acronyms

Acronym	Meaning
CAM	Connected Automated Mobility
EC	European Commission
ENVELOPE	Evaluation and validation of connected mobility in real open systems beyond 5G
GDPR	General Data Protection Regulation
KPI	Key Performance Indicators
SNS JU	Smart Network Services Joint Undertaking
WP	Work Package

1 Introduction

1.1 Document scope and structure

The purpose of Deliverable 8.3 – Communication tools - is to present the different tools developed as part of the project to support its communication and dissemination strategy. This document describes both the digital and printed materials that will be developed to promote ENVELOPE.

This document is complementary to ENVELOPE deliverable D8.1 – Brand identity and guidelines – submitted in Month 3 and D8.2 - Initial communication and dissemination strategy and plan – planned for Month 4 of the project. Deliverable 8.1 presents the corporate design developed for the project, including the logo and style guidelines for all project promotional materials and document templates. It describes the brand rationale and lays out the brand identity guidelines for the correct use of the logo, brand colours, and typography by the ENVELOPE consortium. Deliverable 8.2 sets out a preliminary communication & dissemination strategy considering the intended audience, stakeholders, dissemination channels and opportunities, appropriate communication tools, etc.

The structure of this deliverable is as follows: Section 1 gives a brief description of the ENVELOPE project and explains the purpose of this deliverable. Section 2 describes digital tools available. Section 3 presents the printed materials.

1.2 Intended audience

This is a public document. For the consortium of ENVELOPE, this document is intended to serve as a reference document explaining the structure of the website and listing the different tools supporting the communication and dissemination activities of the project. For external stakeholders and the broader public, this deliverable helps create an understanding of the different tools and promotional materials of the project and how to access them.

2 Digital Media

2.1 ENVELOPE website

The ENVELOPE website can be accessed through the following link: <https://envelope-project.eu/>. It acts as a one stop-place containing the most important information about the project, presented in a clear and accessible way to the public. The website landing page has been launched at M3 (February 2024) and has been developed by ERTICO, who will keep it continuously updated to make sure the information it contains remains correct and relevant.

Some pages of the website might not be immediately published online and will only be visible at a later stage and when the relevant content is available, such as some sections of the library page. All sections described below have been developed and are part of the structure of the website.

Homepage: It is the introductory web page that serves as the starting point for navigation. The primary landing page provides an overview of the website's content, and navigation options, allowing visitors to easily find the information they are seeking or navigate to other sections of the site. It includes elements such as introductory text, featured content, and links to other key sections of the site.



Figure 1. Homepage

About: This page serves as a central location for providing comprehensive information about the project in general, its objectives, the technological architecture and the Consortium composition. This informative webpage is also structured in content-specific subpages listed below:

- About ENVELOPE
- Objectives
- Architecture
- Consortium

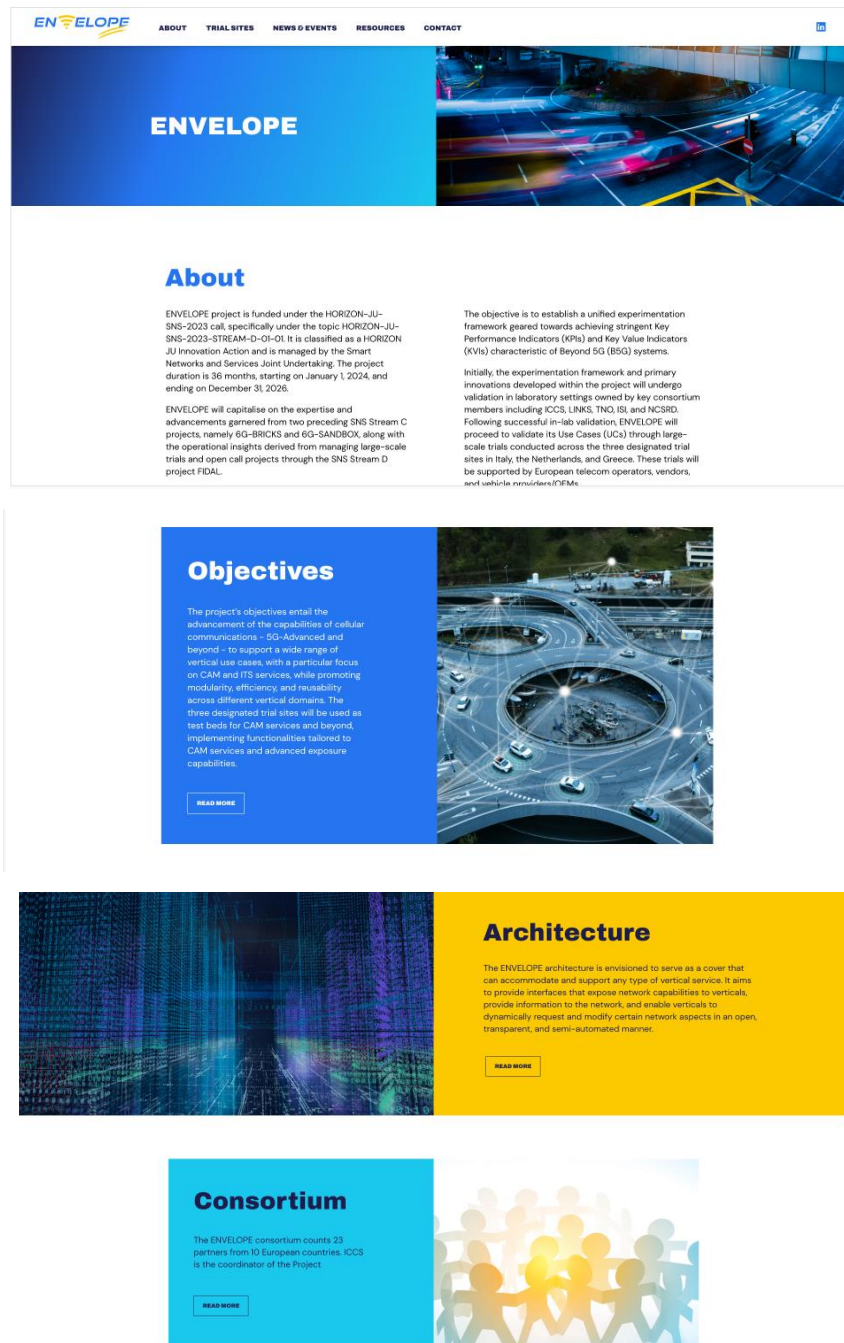


Figure 2. About page

Trial sites: This introductory page to trial sites serves as the gateway for interested stakeholders to access information about ENVELOPE's trial sites, partners involved, use cases and key assets.

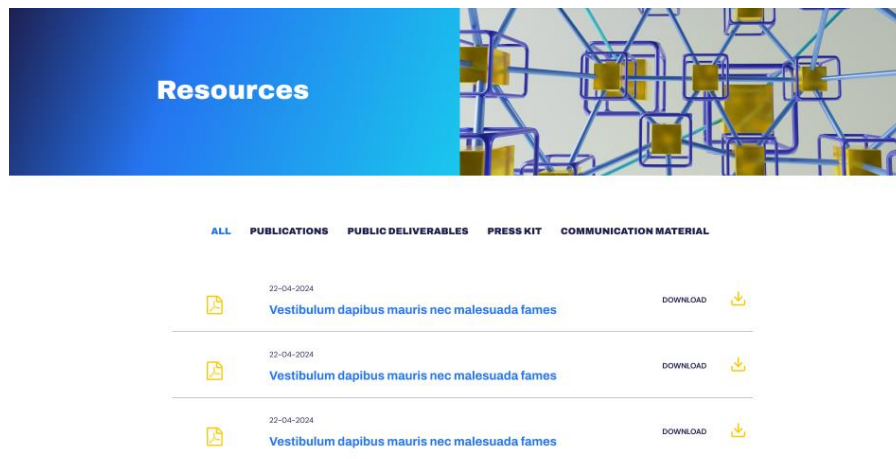


Figure 5. Resources page

Contact: The Contact page acts as a point of interaction between ENVELOPE and its interested audience, facilitating communication, engagement, and collaboration. Via this webpage, it is possible to reach out to the ENVELOPE team for inquiries, feedback or collaboration opportunities. The header section includes the direct contact information of ENVELOPE's deputy coordinator and of the dissemination manager. Then, a prominent contact form is available to visitors so they can input their name, email address, subject, and message. Finally, a call-to-action encouraging visitors to subscribe to the project newsletter is available.

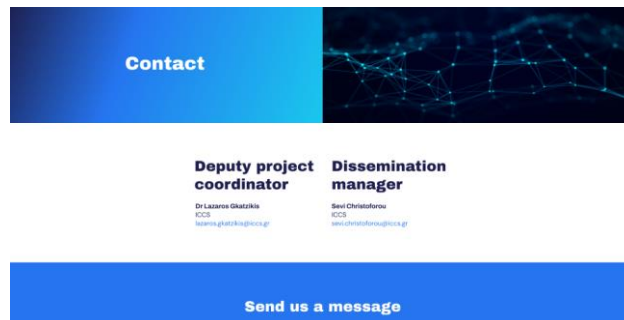


Figure 6. Contact page

KPIs have been established to monitor the total monthly website visits. These benchmarks are defined as exceeding 100 visits per month in Year 1, surpassing 150 visits per month in Year 2, and achieving more than 200 visits per month in Year 3.

2.2 Social media channel

The main social media that will be used is LinkedIn. A LinkedIn company page titled **ENVELOPE Project**, has been created for the project by ERTICO, who will manage the page supported by ICCS for the dissemination efforts. All major updates, announcements, developments, and any other relevant and interesting content will be shared on this page on a regular basis. All ENVELOPE

partners should follow the page and interact with its contents to help promote it to their own networks.

KPIs have been established to track the growth of followers on the project's LinkedIn page. These targets are outlined as reaching 100 followers in Year 1, increasing to 200 followers in Year 2, and growing to 300 followers by Year 3. As of April 10, 2024, the LinkedIn page boasts 133 followers.

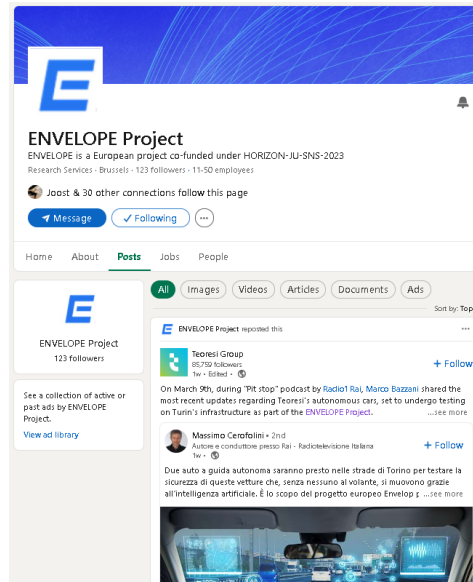


Figure 7. Screenshot of the ENVELOPE LinkedIn page

2.3 Newsletter

A newsletter will be developed and sent out twice a year to inform all interested stakeholders of the latest news and developments of the project. To comply with GDPR, the newsletter will only be sent out to a mailing list of subscribers who have actively signed up to receive it, using the subscription form available on the ENVELOPE website. The subscriber database has been set up using Mailchimp.

The newsletter will feature the latest project news, upcoming events, milestones and achievements. It will be promoted on the ENVELOPE website and via LinkedIn. In the figure 8 below a preliminary structure of the newsletter is displayed. All partners are invited to contribute to the content of the newsletter. The consortium partners will also circulate the newsletter through their own channels to increase its outreach.

Interested stakeholders will be able to subscribe to the newsletter via the project website.

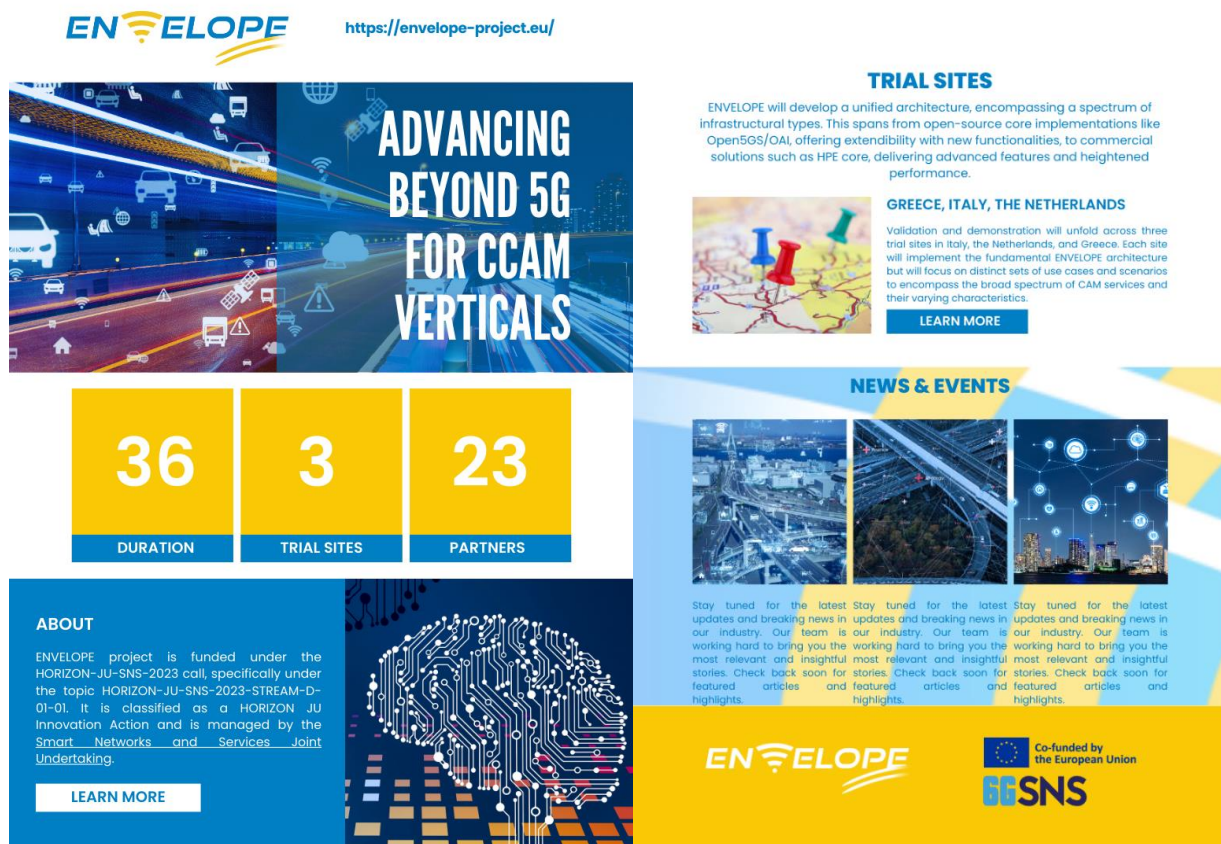


Figure 8. Preliminary newsletter structure

2.4 Videos

The ENVELOPE project team will create at least 1 video in Year 1, at least 2 videos in Year 2, and at least 3 videos in Year 3, as set out in the KPIs in Deliverable D8.2.

At the beginning of the second year of the project, short videos will be created to promote the project and raise awareness of ENVELOPE, considering the intended audience. In addition, one professional video will also be produced. The videos will be published on the ENVELOPE website and will be shared on the projects and the partners' social media channels. A YouTube channel for the project may be created if needed to publish them.

2.5 Internal communication tools

Different internal communication tools are also at the disposal of the consortium to facilitate the collaboration.

- **Mailing lists:** Traditional email communication remains a fundamental tool for exchanging messages, sharing documents, and coordinating tasks within project teams. Several mailing lists have been set up by the coordinating organisation, in accordance with the work packages of each partner in the project.
- **Microsoft SharePoint:** A web-based platform for document management and collaboration, providing features such as document libraries, version control, and team sites is available to the entire project consortium.

- Microsoft Teams channel: An ENVELOPE collaboration hub that combines chat, video meetings, file storage, and application integration within Office 365 has been set up to facilitate the instant exchange of information and files.

3 Printed media

3.1 Roll-up banner

A roll-up banner will be developed to provide key information on ENVELOPE, such as the project's objectives, and links to its website and social media profile, presented in a visual and attractive way. The roll-up banner will be used to promote the project to the wider audience at various events and exhibitions, whether organised by the consortium or external events. Figure 9 showcases a preliminary version of it.

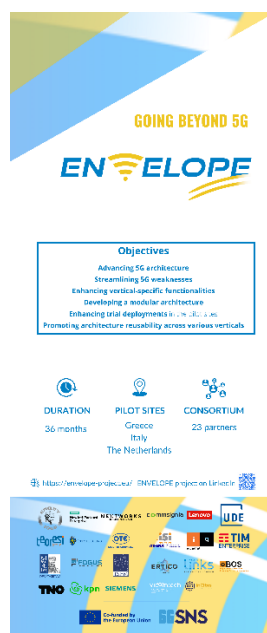


Figure 9. Preliminary roll-up banner

3.2 Brochure

A flagship brochure will be developed in the first year of the project. The document presents the project in greater detail and includes the objectives of ENVELOPE, information on the use cases and the pilot sites, and the consortium partners. In addition to it, technical leaflets may also be developed to provide more information on technical aspects of the project, such as the use cases. The brochure will be updated as necessary and needed during the lifetime of the project, in Year 2 and Year 3. The brochure will be distributed at various external events and conferences and at ENVELOPE meetings. A digital version of it will also be publicly available to download on the project's website.



Figure 10. Preliminary ENVELOPE brochure

3.3 Poster

A poster presenting key information on ENVELOPE will be developed in Year 1. Other posters may also be produced if needed to highlight specific results and achievements or any other aspect of the project. They may be translated into different languages for participation in local events aimed at national audiences.

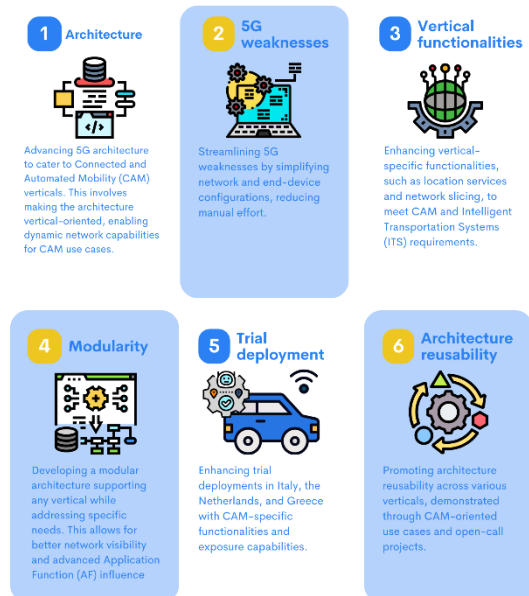


Figure 11. Preliminary ENVELOPE poster

4 Conclusion

This deliverable listed and explained the main communication tools that will be developed throughout the ENVELOPE project's lifetime. These tools will be key for all dissemination or outreach activities of the project.

Various types of materials will be used to promote the ENVELOPE project, including a website, social media channel ([LinkedIn](#)), a biannual newsletter, and videos. In addition to digital media, printed media will also be developed, such as a roll-up banner, brochure, and posters, to ensure maximum impact of the project's communication and dissemination activities.

All consortium partners will have access to these communication materials and tools and will be encouraged to make use of them in all their dissemination activities. Partners will contribute to the website and social media channel of ENVELOPE by regularly sharing news articles and any achievement of the project, ensuring a strong online presence for the project.