5G4PHealth

D7.1 5G4PHealth Dissemination and Communication Plan

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Executive Summary

The 5G4PHealth project has successfully disseminated its findings through a multi-channel communication strategy, including a website, social media, and stakeholder engagement. The project has engaged with various stakeholders, including healthcare providers and standardisation bodies, to ensure relevance and gather feedback. Future plans include scaling up publications, intensifying social media campaigns, and leveraging video and webinars.
Note that this deliverable is not a fixed document. It will evolve during the lifespan of the project and will be further elaborated and updated.

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1 Strategic Dissemination Objectives and Target Audiences

The dissemination strategy of 5G4PHealth is designed to actively drive the uptake and real-world use of the project's innovative results in the field of public health. A targeted Dissemination and Communication Plan (DCP) outlines the specific objectives behind dissemination activities, identifies which project outcomes—such as the AI-enabled remote monitoring tools, edge-based diagnostic systems, and 5G-powered health data platforms—will be shared, defines key stakeholder groups (including healthcare providers, technology developers, policymakers, and patient advocacy groups), and selects the most effective communication channels and tools for each audience. The plan also includes a detailed timeline and measurable performance indicators. By promoting awareness of the project's concrete solutions and demonstrating their benefits in pilot regions, 5G4PHealth aims to accelerate the replication of successful use cases, support policy alignment, and foster broader adoption across European healthcare systems. The strategy is designed to remain responsive and adaptive, ensuring continuity and relevance even in the face of evolving project dynamics or external conditions.

Target Audiences: The 5G4PHealth dissemination activities are carefully tailored to distinct stakeholder groups and their needs:

- **Technology stakeholders** – e.g. 5G experts, AI developers, IT and cybersecurity professionals. These audiences are interested in the technical innovations enabling next-generation healthcare. **Key message:** *"5G4PHealth supports co-designed and innovative technologies for the health sector."* We will reach them primarily via the project website, social media, and technical fairs or conferences.
- **Healthcare end-users and economic stakeholders** – healthcare providers (clinicians, hospitals), patients, medical institutions, and health-tech companies. They seek improvements in healthcare delivery and patient outcomes. **Key message:** *"5G4PHealth links novel solutions with the wider health economy to improve patient care across multiple domains."* We will engage this group through user-friendly content on the website, social media awareness campaigns, and presence at **industry events** or healthcare fairs. The general public who may benefit from 5G4PHealth solutions are also included in this category, ensuring that citizens are informed of new personalized healthcare opportunities.
- **Civil society and NGOs** – organizations focusing on patient rights, public health advocacy, or community healthcare. Our message for them emphasizes *"5G4PHealth connects innovations to improve reach and accessibility of health services."*. Channels like the website, social media, community events and printed informational material (e.g. brochures or flyers) will be used to inform and involve civil society.
- **Scientific and policy stakeholders** – researchers, academic communities, standardization bodies, health regulators, and policymakers. They are concerned with evidence, data, and policy impact. **Key message:** *"5G4PHealth provides new data tools and solutions, sharing standardization experiences and insights to inform sound policymaking and research."*. We will disseminate to this group via scientific publications, conference presentations, direct consultations or focus group sessions, and targeted policy briefs. Project findings will be communicated in scientific forums and to relevant initiatives or working groups to influence policy and standards.

By defining these **target audiences** and tailoring messages to each, 5G4PHealth ensures relevant stakeholders are aware of the project's activities and outcomes and can support adoption. Active stakeholder engagement is paramount so that each group – from technical

experts to patients and policymakers – understands the value of 5G4PHealth and can contribute to its impact.

2 Dissemination and Communication Tools & Channels

To reach the broad audiences above, 5G4PHealth will deploy a rich mix of communication **tools and channels**. The project will maintain an **official website** as the central hub of information, complemented by social media presence and a range of both digital and traditional channels. Key tools and channels include:

- **Project Website:** A dedicated 5G4PHealth website (already accessible via the Celtic-NEXT portal) serves as the main information platform bscw.celticnext.eu. We have also another project website "5G4PHealth.eu". In the first project phase, we will design an intuitive, responsive site and apply search engine optimization to maximize visibility. The website will be continuously updated with news, public results, events, and interactive content to engage visitors. It will also link to related initiatives, acting as a gateway for collaboration. Our goal is to exceed **2,000 unique visitors** and **2,000 page views**, indicating strong traffic and interest.
- **Social Media:** 5G4PHealth has established a presence on professional and popular social networks – primarily **LinkedIn** – to disseminate updates in real time. The platforms are used to share relevant content (e.g. project launch, partner news), follow domain influencers, and use project hashtags. As results emerge, social media will be used to promote outcomes, announce events, and foster dialogue by responding to comments and messages. This multi-channel social media strategy is essential for reaching a wide audience and enabling interactive engagement with stakeholders. We target growing an online community of **>750 followers**, with an active feed of at least **1,100 posts** over the project, driving traffic to our content.
- **Project Blog:** The website will include a blog or news section for deeper storytelling. From project start, we will regularly post articles related to 5G4PHealth's vision, technological approach, and achievements. Blog posts will initiate discussions on key issues (e.g. P4 healthcare, 5G in medicine), inviting feedback from readers. Later, blogs will showcase project results and lessons learned. The aim is to publish at least **a number of blog posts** by project end. We will also contribute guest articles or news to external **EU platforms** (e.g. Celtic-NEXT newsletters, EUREKA Cluster news) to broaden reach.
- **Academic Publications:** Scientific dissemination is a cornerstone of the project's communication plan. Significant technical results will be submitted to **peer-reviewed conferences and journals**, targeting at both **conference papers** and **journal publications**. We have identified high-impact journals in both telecommunications and healthcare domains (e.g. *IEEE Communications Magazine*, *Telemedicine and e-Health*, *Health Affairs*) as potential venues. Open access will be pursued whenever possible to ensure the findings are broadly accessible. By publishing in reputable outlets, we reach the global research community and validate 5G4PHealth's innovations in the scientific arena. Outputs produced to date include:
  - Wireless Single-Camera Markerless Motion Capture System for Healthcare Applications' at IEEE HPCC 2025
  - Areej Athama, K. Wang, X. Chen, Y. Li, Semantic Communications for Healthcare Applications: Opportunities and Challenges, 11th IEEE/ACM

International Conference on Big Data Computing, Applications and Technologies (BDCAT – EIBBDESFT), 2024

- **Industry and Scientific Events:** Attendance and presentations at conferences, trade fairs, and exhibitions will be uilised to showcase our work. The consortium will represent 5G4PHealth at major events such as the **Mobile World Congress (MWC)**, **HIMSS Global Health Conference**, **European Conference on Networks and Communications (EuCNC)**, and other relevant forums in both tech and healthcare sectors. We plan to organize at several **workshops** (e.g. scientific workshops or special sessions at conferences) and participate in several **industry fairs** . Over the project, partners will collectively attend **>15 external events**, delivering **>10 presentations** of project results. These in-person engagements are vital for networking, receiving feedback, and attracting interest from potential adopters.
- **Press Releases and Media Outreach:** The project will engage with general media to amplify its public visibility. We will issue **press releases** at key milestones: for example highlighting significant interim achievements or events (such as pilot demonstrations), and communicating final results and their societal impact. Several **press releases** are planned, which will be distributed via partners' media relations channels in multiple countries and posted on the project website. Press releases and media statements will be written in accessible language, emphasizing how 5G4PHealth innovations benefit patients and healthcare efficiency. Media interviews or press conferences may be arranged around major events (e.g. an **annual symposium** or pilot showcases) to gain broader coverage.
- **Newsletters:** The consortium will publish **e-newsletters** to keep stakeholders informed of progress. Each edition will feature recent achievements, upcoming events, partner profiles, and relevant news in digital health. We plan to issue newsletters from Year 2 onward. These will be emailed to a subscriber list (including interested stakeholders, participants from events, etc.) and archived on the website. The newsletter helps maintain engagement with our audience and directs readers to more detailed content on the website or publications.
- **Collaboration Networks:** The project will leverage partners' existing networks and seek synergies with other initiatives. Each partner will disseminate project news through their **own channels** – for instance, by featuring 5G4PHealth updates on their institutional websites, social media accounts, or newsletters. Internally, partners are encouraged to present 5G4PHealth in relevant corporate or academic events they host and to reuse project results in their training or demo activities. Externally, we will coordinate with several **related projects** or clusters for mutual promotion and joint activities. For example, we may co-organize workshops or exchange speakers with projects in e-health or 5G domains. By building these **synergies**, we extend our outreach and situate 5G4PHealth within a larger community.

In summary, 5G4PHealth employs a **multi-channel dissemination strategy**, combining online platforms (website, social media, newsletters), scientific publishing, event participation, media outreach, and partner networks. This diversified approach ensures we can engage all target audiences – from general public to experts – and reinforce our messages across various touchpoints. All channels will carry consistent project branding and messaging, described next.

3   Partner Roles, Responsibilities and Coordination

Effective dissemination requires clear roles and coordination among the **consortium partners**. The 5G4PHealth project has a dedicated work package (WP7: Communication, Dissemination and Exploitation) to manage these activities. **Metrarc (MET)** from the UK ,

which has joined the project in March 2025, replacing the departed partner Aparito (APA) and inherited the WP7 leadership from APA and thus now serves as the overall **Dissemination & Communication Manager**. MET now oversees the execution of the dissemination plan (Deliverable D7.1) and relies on all partners contribute to and align with the strategy. Specifically, Task 7.1 "Communication Planning and Management" is led by MET and coordinates the creation of this plan, the project's branding image, and the evaluation of dissemination activities via KPIs.
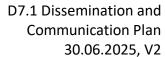
Every partner in 5G4PHealth has a role in dissemination, leveraging their strengths and networks:

- **Artech (ART)**, the project coordinator, provides oversight and links dissemination to the project's technical progress. Artech has experience in EU project communications and will support content creation and high-level outreach (e.g. helping prepare press releases or engaging stakeholders in Brussels). As coordinator, ART also chairs **consortium meetings** (bi-weekly general meetings) where dissemination status is reviewed regularly.
- **Technical/Industrial partners** (e.g. Karel (KAR), Rasyomed (RSB), Kafein Tech Solutions (KTS), Legalmatic (LDT), etc.) contribute content on technological innovation and industry impact. For instance, **KTS** leads Task 7.4 "Scientific and Technological Dissemination", coordinating conference publications and participation in industry fairs. These partners will present at trade shows, demonstrate prototypes, and author papers on the technical breakthroughs (such as 5G communication protocols or AI algorithms) arising from the project. They also interface with standardization bodies and working groups, ensuring 5G4PHealth results feed into ongoing standards or regulatory discussions (KPI: engagement with >2 standards working groups).
- **Academic and Research partners** (e.g. Brunel University (BRU), University of Essex (ESS), Seacon Europe (SEA), IDA (Spain), etc.) are mainly responsible for scientific publications and knowledge dissemination. They will lead the writing of journal and conference papers, organize scientific workshops or special sessions, and integrate 5G4PHealth outcomes into academic curricula. Several partners have extensive publication experience and will target high-impact venues as outlined in the plan (target: >8 journal papers). Academic partners also ensure **open science practices** are followed, such as publishing pre-prints or sharing data where feasible.
- **Healthcare providers and user-focused SMEs** (e.g. Metrarc, medVC, etc.) play a key role in reaching end-user communities. They will facilitate pilot demonstrations, success stories and user feedback that can be featured in dissemination materials. These partners may host **local workshops or webinars** with clinicians and patients to communicate project benefits in lay terms. They also help gather testimonials or use cases that enrich our press releases and brochures, making the impact on healthcare tangible.

WP7 issues will be raised during the general consortium meetings, to discuss dissemination action items and progress. The DCP (this plan) serves as a reference for all partners; each partner is expected to integrate its guidelines into their workflows. For example, partners will report their dissemination activities (papers submitted, events attended, etc.) to the WP7 leader, enabling tracking against the KPIs. These contributions will later feed into dissemination reports (Deliverable D7.3) that evaluate performance.

Internally, the project uses a **shared repository** for communication materials. Templates for presentations, the project logo and graphical identity files, and draft press releases are stored

centrally so that all partners can access and use them. This ensures consistency in style and messaging. The Teams space (or equivalent collaborative platform) also houses an internal calendar of conferences and deadlines, and minutes of dissemination meetings, to keep everyone aligned.

All public dissemination must adhere to a quality and approval process. Partners should **inform the CCP and coordinator before publishing any project-related content** externally (such as a blog post or article) to ensure it aligns with the project's key messages and that sensitive information is not disclosed. The WP7 leader and coordinator will promptly review and clear such content. This coordination mechanism safeguards the project's public image and prevents inconsistencies or conflicts in messaging.

In summary, while MET/WP7 now leads the dissemination efforts, **every partner is responsible for contributing** to communication in their realm. A clear chain of coordination – through the Communication Contact Point and scheduled meetings – is established to harmonize these activities. This cooperative approach leverages the consortium's diversity (13 entities across 6 countries) to maximize outreach while speaking with one coherent project voice.

4 Project Branding and Visual Identity (Including Tagline)

A strong **branding identity** is essential for all communication materials, giving 5G4PHealth a recognizable and professional appearance. The consortium will adhere to a cohesive **project branding image**, building on the style of the official project leaflet. This includes a project **logo**, colour scheme, typography, and graphical elements that reflect the project's themes (5G connectivity, healthcare, P4 medicine). The branding will be used consistently across the website, social media profiles, documents, and presentation templates to reinforce recognition.

The official Celtic-NEXT project leaflet provides an initial visual identity. For instance, it uses the project's full title – *"Enhanced 5G-Powered Platform for Predictive Preventive Personalized and Participatory Healthcare"* – alongside the acronym celticnext.eu. This phrase encapsulates the **"P4" healthcare concept** (Predictive, Preventive, Personalized, Participatory) and is effectively the project's descriptive tagline. All branding will emphasize this P4 concept and the enabling role of 5G and AI. The project logo will likely incorporate symbols of connectivity (5G wireless motifs) and health (such as a stylized cross, heart, or patient icon), illustrating the fusion of technology and healthcare. We will ensure the logo works in various formats (color and monochrome, high-resolution for print and web) and is included in every official output.

If no short tagline exists yet beyond the formal title, we will develop a concise **tagline** to capture the project's essence in a memorable way. For example, a possible tagline could be: **"Connecting Personalized Health with 5G and AI."** This phrase is not official yet, but it distills the project's mission – connecting healthcare (patients and providers) through advanced technology. Another option reflecting the P4 concept could be: **"5G & AI for Predictive, Preventive, Personalized, Participatory Healthcare."** The consortium will agree on a tagline that complements the project name and can accompany the logo on materials. The tagline should be **brief and impactful**, suited for media and presentations to quickly convey what 5G4PHealth stands for.

Furthermore, as an EU (EUREKA Celtic) cluster project, we will co-brand with the Celtic-NEXT programme where appropriate. This means including the Celtic-NEXT logo and

acknowledgement in accordance with funding requirements. The project leaflet already shows basic co-branding, and we will follow suit in all external materials.

By creating a unified branding image, 5G4PHealth's communications will appear as part of a **coherent family**, strengthening the project's identity. Over time, stakeholders will associate our logo and tagline with the project's values and outputs. Branding consistency also conveys professionalism and helps build trust – an important factor when engaging audiences like clinicians and policymakers.

5 Communication Guidelines (Internal & External, Media Handling, Ethics)

This section outlines the guidelines governing how communication is conducted both within the consortium and externally to media and stakeholders. Adhering to these guidelines ensures that all communications are **consistent, professional, and ethically responsible**.

Internal Communication Guidelines: Effective internal communication underpins successful dissemination. The consortium has established clear protocols:

- **Information Sharing:** All partners should share any newsworthy developments or results with the Communication Contact Point (CCP) in a timely manner. For example, if a partner achieves a breakthrough in a use-case pilot or plans to speak at an event, they should inform the CCP so it can be amplified through project channels.
- **Internal Updates:** Regular internal newsletters or updates will circulate (separate from the public newsletter) to keep partners informed of dissemination activities and upcoming tasks (e.g. "Partner X will present at Y conference next month", "Deadline for newsletter contributions"). This ensures everyone is aware of opportunities to contribute or repurpose content.
- **Collaboration Tools:** The project's internal **shared folder** (or equivalent platform) is the central repository for communication materials. Partners must use the latest templates from this repository for any presentation or document to be shared externally. Drafts of press releases, articles, or sensitive communications will be collaboratively edited in this secure space.
- **Decision-Making:** Any strategic communication decisions (such as messaging on potentially sensitive issues) will be discussed in the WP7 team or Steering Committee as needed. The project's management structure includes a Steering Committee to support decision-making at technical and scientific levels, which can advise on communication matters that intersect with technical or ethical issues.
- **Issue Resolution:** If conflicts or uncertainties arise (for example, disagreement on whether certain data can be published), the issue is escalated to the project coordinator and ethics manager (where relevant) for resolution, following the project management and risk mitigation process.

External Communication Guidelines: When communicating with external audiences – whether through the website, publications, or media interactions – the following rules apply:

- **Consistent Messaging:** All external communications should align with the core messages and objectives outlined in this plan. Partners should refrain from making statements outside the agreed scope or that contradict project findings. The **key messages per audience** (as described in the Target Audiences section) serve as a reference to ensure consistency.

- **Acknowledgment and Disclaimer:** Publications, presentations, and press releases will **acknowledge the project funding and partners**. They will cite 5G4PHealth as a Celtic-NEXT project (ID C2023/1-19) and acknowledge any supporting funding agencies per the consortium agreement. We will also include disclaimers when needed (e.g. "The content reflects only the authors' view…" for compliance with funding requirements).
- **Quality Control:** No public-facing material should be released without review. At minimum, one other partner (ideally the WP7 leader or coordinator) should proofread and approve content for accuracy and clarity. Technical details should be vetted by the respective Work Package leaders to avoid misrepresentation. Particularly, scientific papers undergo internal peer review by project experts before external submission.
- **Use of Visuals:** Any images or videos used in communications must respect privacy and copyright. For instance, if patient images are used (e.g. in a demo video or website), we will obtain informed consent and ensure no sensitive personal data is revealed. We will use graphics from our own development or open-license stock images to avoid infringement. All project graphics will carry the project branding and required logos (EU, Celtic as applicable).

Media Handling: The consortium will take a proactive yet cautious approach to interactions with the press and media:

- **Media Contact Point:** The Communication Contact Point (or a designated Press Officer if assigned) will serve as the primary **media contact**. Press inquiries (interview requests, questions) will be directed through this contact to ensure a coordinated response.
- **Spokespersons:** We will identify key spokespersons for the project – typically the Project Coordinator for high-level overviews and a technical lead or WP7 leader for specific topics. These individuals will be prepped with **talking points** reflecting the project's messages and achievements. No partner should speak "on behalf of the project" to media without coordination; instead, they should route requests to the CCP who can arrange an appropriate spokesperson.
- **Press Releases:** As noted, press releases will be centrally prepared and reviewed. When a press release is issued, all partners will be notified and encouraged to forward it to their local media contacts (translated if necessary for local language press). This decentralizes distribution while keeping content uniform.
- **Interviews and Articles:** If consortium members author articles for magazines or give interviews, they should use the opportunity to highlight 5G4PHealth's objectives and partners, not just individual achievements. They should also notify the CCP about the engagement. We will maintain an internal log of media coverage and interviews to track outreach.
- **Crisis Communication:** Although unlikely, if any negative issue arises (e.g. criticism in media or a project setback that draws attention), the consortium will handle it with transparency and care. A brief agreed statement will be prepared by the coordinator and WP7 leader to address the issue. We will communicate honestly while highlighting how the project is addressing challenges, thus maintaining trust.

Ethical Communication: Given the healthcare context, ethics are central to both project implementation and how we communicate about it. The following principles will be upheld:

- **Respect for Privacy:** We will never disclose personal health data or any confidential patient information in dissemination. Results will be aggregated and anonymized. For

example, when sharing pilot outcomes, we describe trends and examples without identifying individuals. This is in line with GDPR and data privacy regulations. The Legal and Ethics team (Task 1.4 led by LDT) oversees compliance to ensure all communications uphold data protection standards.

- **Informed Consent for Outreach:** Any participant (patient, clinician) who is quoted or photographed in our materials will have given consent. We will also have Ethics Approval for any use-case where patients are involved, and this extends to communication – e.g. we only publish a patient story if the ethical clearance and consent are in place.
- **Accuracy and Honesty:** We commit to accurately represent the project's findings without hype or misrepresentation. Medical innovations can be sensitive, so we avoid overpromising. All reported results will be backed by data from the project. We will also clarify the project's pilot nature; for instance, if a system is still a prototype not yet generally available, communications should note that.
- **Inclusiveness and Cultural Sensitivity:** Our communications will be inclusive, avoiding any discriminatory or biased language. We operate in multiple countries and are aware of cultural differences – materials may be translated and tailored for local contexts by partners, but will still carry consistent core messages. Also, gender-aware language will be used (reflecting the project's attention to gender aspects in healthcare, as per ethical guidelines).
- **Ethical Approval of Content:** The Ethics Manager in the project (from the partner leading ethics compliance) will review dissemination content if it involves ethically sensitive information. For example, if we publish a finding about patient behavior or a mental health use-case, we ensure the description is done sensitively and in a way that does not stigmatize or harm. The project's ethical framework emphasizes responsible AI use, respect for persons, and fairness – our communications will echo these values.

Lastly, all partners will be briefed on these communication and ethics guidelines at the project outset (e.g. during the kick-off meeting and in a short "communications handbook"). By following these internal and external communication protocols, 5G4PHealth will maintain a high standard of professionalism and ethical integrity in all dissemination efforts. This not only protects the project's reputation but also builds credibility and trust with our audiences – essential for the uptake of our healthcare innovations.

6 Conclusion

This Dissemination and Communication Plan provides a comprehensive framework for raising awareness about 5G4PHealth throughout its lifetime. By setting clear objectives, engaging the right audiences with tailored messages, utilizing a multi-channel toolkit, coordinating partner efforts, monitoring KPIs, establishing a strong brand identity, scheduling activities strategically, and enforcing communication ethics, the project is well-positioned to achieve significant visibility and impact. All consortium members are committed to executing this plan and will update it as needed to respond to new opportunities and insights, ensuring that 5G4PHealth's vision and results are effectively communicated to the world.