



# Int5Gent

## Integrating 5G enabling technologies in a holistic service to physical layer 5G system platform

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#### Updated Dissemination and Communication plan

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**Abstract:** The deliverable contains updated information regarding the INT5GENT's communication and dissemination plan

**Keywords:** dissemination tools, communication channels, target groups, media resources

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## List of Abbreviations

<b>EC</b>	<b>European Commission</b>
<b>EU</b>	European Union
<b>FiWi</b>	Fiber-Wireless
<b>PC</b>	Project Coordinator
<b>PO</b>	Project Officer
<b>PPP</b>	Public Private Partnership
<b>RAN</b>	Radio Access Network
<b>QA</b>	Quality Assurance
<b>WP</b>	Work Package

## 1. Executive Summary

This deliverable presents the updated communication and dissemination strategy of Int5Gent. By prioritizing transparency and accessibility, the project aims to engage not only the research community and the private sector but also the general public. Its comprehensive approach encompasses various communication instruments, including fact sheets, brochures, and a dedicated website, alongside a strong emphasis on online dissemination methods. The strategic use of social media has significantly amplified the project's reach, facilitating real-time interaction and knowledge sharing across diverse audiences.

Moving forward, the Int5Gent project remains dedicated to orchestrating tailored dissemination initiatives aimed at each of the identified target groups. This ongoing commitment is rooted in the project's overarching goal of maximizing its influence and expanding its reach across a wide spectrum of audiences.

## 2. Introduction

INT5GENT's communication and dissemination strategies focus on transparency, engagement, and tangible impact. Thus, the project has a comprehensive communication approach, reflecting the collective expertise of its consortium members, including prominent industry leaders, forward-thinking SMEs, and respected research institutions with a rich history of contributions to both EU and national projects. At the core of the Int5Gent project lies a strategic communication framework that prioritizes the amplification of its goals, achievements, and findings, reaching the research community and the private sector. Leveraging a diverse set of communication tools, the project has already laid a robust foundation, including the development of various informative materials, a dedicated online platform, and an adept utilization of social media to foster real-time interactions and global information sharing. As the project sets its sights on the future, it remains steadfast in its commitment to tailor dissemination efforts for specific target groups, aiming to maximize its influence and extend its impact across a broad spectrum of audiences.

### 2.1 Purpose of this document

The aim of this deliverable is to present the updated communication plan of INT5GENT .

### 2.2 Audience

This document is available to all audiences.

## 3. Initial dissemination and Communication Plan

### Communication target audience

Int5Gent's comprehensive communication strategy was tailored to effectively promote the project's objectives and the significant benefits its results would bring to a diverse array of recipients. The primary aim was to ensure the wide dissemination of key project information, thereby enhancing visibility and understanding among the project's targeted audiences. To achieve this, Int5Gent outlined specific communication objectives, including maximizing awareness, promoting project events and dissemination materials, and providing robust support for the overall dissemination goals. The communication plan integrated a multifaceted approach to engage distinct target groups, each with tailored activities and materials designed to maximize the impact of Int5Gent's outreach efforts.

For the research community, the strategy emphasized on the publication of scientific findings in prestigious journals and conferences, providing a platform for sharing insights and discoveries with fellow researchers and academics. Furthermore, the plan included organizing Int5Gent workshops, facilitating active participation in research-focused expos and conferences, and fostering collaborations with related EU and international research projects. This concerted effort aimed to foster knowledge exchange and drive the integration of Int5Gent's innovations within the broader research landscape.

To engage policy-makers effectively, Int5Gent developed tailored project summaries, factsheets, and targeted policy briefs that succinctly communicated the project's significance and potential impact on policy development. The project also prioritized dedicated workshops and briefings, providing a direct platform for engaging with policy-makers and fostering a deeper understanding of the implications of Int5Gent's research within the policy sphere. Active participation in relevant policy events and forums further solidified the project's commitment to actively contributing to policy discussions and decision-making processes.

To engage the private sector, the communication strategy emphasized the active promotion of Int5Gent events and dissemination materials, aiming to showcase the practical applications and commercial potential of the project's technological innovations. The project also aimed to issue targeted reports and publications tailored to the business community, highlighting the commercial viability and potential market opportunities that Int5Gent's technologies could offer.

In parallel, Int5Gent recognized the importance of communicating project information to the general public in a clear and accessible manner. To achieve this, the project aimed to develop user-friendly materials, such as easy-to-understand summaries, key factsheets, and informative outreach campaigns, all designed to convey the project's objectives and expected outcomes in a non-technical fashion. By leveraging various communication channels, including social media, dedicated project websites, and engaging multimedia content, Int5Gent sought to foster broader public awareness and understanding of the project's impact on society and the future of 5G technology.

Int5Gent's communication and dissemination tools per target group can be seen in Figure 1.

Communication tools and channels	MAIN TARGET GROUPS					
	Policy makers	Infrastructure & Service providers	Research & Education Community	Private Sector	Related projects and initiatives	General public
Visual identity	✓	✓	✓	✓	✓	✓
Factsheet		✓	✓	✓	✓	
Poster		✓	✓	✓	✓	
Brochure		✓	✓	✓	✓	
Website	✓	✓	✓	✓	✓	✓
Social Networks	✓	✓	✓	✓	✓	✓
Videos	✓	✓	✓	✓	✓	✓
Newsletter	✓	✓	✓	✓	✓	
Press releases	✓	✓	✓	✓	✓	✓

Fig 1: Dissemination actions planned for each target group.

## 4. Updated dissemination and Communication Plan

### Project's dissemination statistics so far

Table 4-1 summarizes the actions that the consortium has done so far and delves deeper into the intricacies of each communication activity and explore their multifaceted roles within the project's overarching framework.

The inception of the project logo and the conceptualization of a comprehensive visual identity during the initial project month aimed to encapsulate the project's mission, vision, and values into a visually compelling emblem that would serve as the cornerstone of the project's identity. Moreover, the production and dissemination of project communication materials, including the project factsheet and the brochure, provided a comprehensive understanding of the project's key objectives, achievements, and impact. This involved a distillation of complex project information into succinct, engaging, and informative content that could effectively communicate the project's value proposition to a diverse audience. The development of the project factsheet and brochure necessitated the seamless integration of captivating visuals, persuasive messaging, and data-driven insights to highlight the project's significance, foster stakeholder engagement, and elicit a deeper understanding of the project's potential impact and contributions within the relevant industry landscape. Additionally, the creation of a single video clip for the project served as a dynamic storytelling medium that transcended traditional communication channels. The video production process involved a careful balance of creativity, technical expertise, and strategic storytelling techniques to craft a narrative that resonated with the project's target audience.

Furthermore, the production of bi-annual e-Newsletters played a pivotal role in fostering regular and meaningful engagement with the project's stakeholders, partners, and the wider community. The seamless integration of visually appealing design elements, informative content, and interactive features facilitated a cohesive and immersive experience, fostering a sense of community and involvement while strengthening the project's visibility and credibility within the industry landscape. Moreover, the creation and ongoing management of the project's website represented a digital



gateway that provided a comprehensive and immersive platform for stakeholders to access vital project information, resources, and updates. This encompassed a meticulous approach to user experience design, content development, and technical optimization, ensuring that the showcased the project's key milestones and accomplishments. The consistent updates and enhancements to the website's interface, content, and functionalities were essential in maintaining its relevance, accessibility, and user-friendliness, thereby establishing a robust digital presence that fostered meaningful connections and facilitated active participation within the project community.

In addition, the continuous update and management of the project's social networks, including LinkedIn and Twitter accounts, played a pivotal role in cultivating an interactive and engaging online presence that fostered real-time communication, community engagement, and knowledge dissemination. The consistent efforts to leverage the power of social media as a dynamic communication platform enabled the project to extend its reach, amplify its impact, and foster a vibrant and engaged online community that actively contributed to the project's mission and goals.

*Table 4-1. Status of communication activities.*

Communication activities	Description	Status
Logo & Graphic Identity	Creation of the project logo and visual identity (M01)	<b>DONE</b>
	Creation of the project logo and visual identity (M01). Production of templates for deliverables and standard PowerPoint presentations etc.	<b>DONE</b>
Printer Materials	Production and distribution of project communication materials: a project factsheet (M02) and a brochure	<b>DONE</b>
Videos	Creation of one video clip	<b>DONE</b>
Newsletters	Production of bi-annual e-Newsletters	<b>DONE</b>
Website	Creation & Management of the website	<b>DONE</b>
Social Media	Update and management of the social networks, incl. project LinkedIn and Twitter accounts	<b>ONGOING</b>

Assessment and Re-adaptation of communication strategy	Assessment of the project communication and dissemination activities	<b>ONGOING</b>
	Re-organization of the communication and dissemination strategy	<b>ONGOING</b>

Table 4-2 serves as a testament to the successful execution of Int5Gent’s dissemination strategy from the project's inception. The consortium managed to reach and engage with each of the identified targeted main groups. This accomplishment signifies a milestone, underscoring the consortium’s commitment to fostering widespread awareness and understanding of INT5GENT's scientific breakthroughs and practical applications. By addressing all identified main groups, Int5Gent fulfilled its initial objectives and has also significantly amplified its impact within these diverse stakeholder communities.

*Table 4-2. Communication & dissemination activities status per target group.*

Communication tools and channels	MAIN TARGET GROUPS						STATUS
	Policy makers	Infrastructure & Service providers	Research & Education Community	Private Sector	Related projects and initiatives	General public	
Factsheet		✓	✓	✓	✓		Done
Poster		✓	✓	✓	✓		Done
Brochure		✓	✓	✓	✓		Done
Website	✓	✓	✓	✓	✓	✓	Done
Social Networks	✓	✓	✓	✓	✓	✓	Done
Videos	✓	✓	✓	✓	✓	✓	Done
Press releases	✓	✓	✓	✓	✓	✓	Done (Two Until Now)
Exhibition Booth in Conference	✓	✓	✓	✓	✓		Done (Booth at EuCNC)

Nonetheless, the advent of COVID-19 has prompted a necessary shift in the dissemination approach. Emphasis has shifted towards online channels, taking advantage of various digital platforms. These online methods include the active utilization of social media, the creation and sharing of video content, and the issuance of press releases. Among these, the impact of social media on dissemination merits particular attention, and its significance is elaborated upon below.

The Int5Gent project recognizes the transformative influence of social media as a potent tool for outreach and dissemination. The project team has strategically harnessed social media platforms to engage with a diverse audience, fostering real-time interaction and information sharing. This dynamic

approach has enabled the project to reach a wider and more diverse spectrum of stakeholders, transcending geographical constraints. By maintaining an active presence on social media channels, Int5Gent has been able to disseminate project updates, key findings, and noteworthy developments promptly. This adaptability has proven to be invaluable, especially in a context where physical events and gatherings have been curtailed due to COVID-19 restrictions.

Additionally, the project's participation in the European Conference on Networks and Communications (EUCNC) marked a significant milestone in its dissemination strategy. During EUCNC, Int5Gent not only engaged in fruitful dialogues with counterparts from other projects but also showcased its own work and achievements. These interactions facilitated knowledge exchange and forged collaborative connections, enhancing the project's visibility and influence within the networks and communications community.

### Overview of all dissemination and communication actions until now

The provided table highlights various key performance indicators and achievements within the project, offering insights into the progress and status of different aspects of the communication and outreach efforts.

Starting with the project website, the initial expectation of reaching 1000 visitors underscores the project's ambition to cultivate a robust online presence and engage a diverse array of stakeholders. The current status of 704 visitors signifies a commendable level of traction, indicating a notable interest in the project's objectives and offerings within the targeted audience. Although the average duration of visits has not been explicitly provided, the continuous publication of 42 informative posts on the website demonstrates a proactive approach to disseminating relevant and valuable content to the stakeholders. The presence of 22 documents in the website repository not only amplifies the depth of available information but also serves as a testament to the project's commitment to providing comprehensive resources and insights to stakeholders. The multifaceted audience, including policy makers, infrastructure and service providers, the research and education community, the private sector, related projects, and the general public, underscores the website's pivotal role as a central information hub that caters to a diverse set of informational needs and expectations.

Moving on to the social media and professional networking strategy, the initial target of surpassing 150 members within the LinkedIn Group signifies a deliberate effort to foster an engaging and collaborative community among stakeholders. Although the current count of 145 members falls slightly below the set target, the active participation and exchange of insights within the group reflect a growing sense of involvement and interest in the project's initiatives. Conversely, the project's substantial success in amassing over 500 Twitter followers underscores the effectiveness of the social media strategy in amplifying the project's visibility and fostering meaningful interactions within a broader digital landscape. Although the number of tweets and retweets stands at 108, slightly below the expected figure of over 150, the consistent dissemination of impactful and relevant content across these platforms reinforces the project's position as a thought leader and a key contributor within the industry. The diverse audience, including the research and education community, the private sector, related projects, and the general public, highlights the inclusive and collaborative approach taken to engage stakeholders across various sectors and demographics, fostering a sense of collective ownership and participation in the project's journey.

Concerning the project's promotional materials, the successful creation and distribution of two informative brochures represent a milestone. These brochures, strategically utilized at various events, serve as tangible representations of the project's mission and achievements, offering stakeholders a comprehensive understanding of the project's scope and contributions. While the usage of the brochures at five events slightly falls short of the anticipated ten, the effective dissemination of 1000 copies, exceeding the initial target of 800, underscores the project's robust outreach efforts and its commitment to ensuring widespread accessibility and visibility. The deployment of a roll-up banner at three events, although slightly below the anticipated number of four, further reinforces the project's physical presence and its active engagement with stakeholders in diverse settings. Moreover, the publication of two press releases showcases the project's proactive approach to effectively communicating key milestones, breakthroughs, and developments to a wider audience, further solidifying its position as an influential and impactful entity within the industry. Additionally, the production of two informative videos, alongside the garnering of 228 video views, emphasizes the project's dynamic and visually engaging approach to storytelling and knowledge dissemination, providing stakeholders with an immersive and impactful narrative that resonates with their interests and aspirations. The project's concerted efforts to engage related projects and initiatives, along with the general public, highlight its collaborative and inclusive approach to fostering meaningful partnerships and community involvement, ultimately contributing to a more robust and interconnected industry landscape.

To offer a more detailed insight into the effectiveness of Int5Gent's dissemination activities, statistics for each action are shown in the table below:

	Expectation	Status Until Now	Targeted Audience
<b>Project Website</b>	Number of visitors: 1000	<b>704</b>	<b>Policy makers, Infrastructure &amp; Service providers, Research &amp; Education Community, Private Sector, Related projects and initiatives, General public</b>
	Average duration of visits: 2:00		
	Number of posts published (including news): > 50	<b>42</b>	
	Number of documents available in the website repository: > 20	<b>22</b>	
<b>Social media &amp; professional networking strategy</b>	Size of the LinkedIn Group > 150	<b>145</b>	<b>Research &amp; Education Community, Private Sector, Related projects and initiatives, General public</b>
	Number of Twitter followers > 100	<b>507</b>	
	Number of Tweets / reTweets > 150	<b>108</b>	
<b>Promotional material</b>	Number of brochures: 2	<b>2</b>	<b>Related projects and initiatives, General public</b>
	Number of events where the brochure is used: 10	<b>5</b>	
	Number of copies distributed (brochures):	<b>1000</b>	

	800 hardcopies + eBrochures		
	Number of events where a roll-up banner is used: 4	<b>3</b>	
	Number of press releases: 3	<b>2</b>	
	Number of videos to be produced: 2	<b>2</b>	
	Number of video views: 500	<b>228</b>	

## Liaison Activities and Participation in 5GPP

During the initial period of the Int5Gent project, the consortium actively and prominently engaged with the activities of the 5G Public Private Partnership (5G-PPP), showcasing its commitment to this collaborative endeavor. The project's involvement in 5G-PPP has been multifaceted and impactful.

One significant contribution was Int5Gent's participation in the creation of the European 5G Annual Reports for the year 2021. These reports serve as crucial resources for the 5G community and beyond. The 6th Annual Report for 2021, which featured insights and contributions from the Int5Gent project, was released in May 2021 and is readily accessible to the public via the 5GPPP website.

Moreover, the Int5Gent consortium has established a regular presence in the Technical Board (TB) meetings, webinars, and workshops organized by 5G-PPP. This ongoing engagement ensures that Int5Gent stays at the forefront of developments and discussions in the 5G landscape. For example, in March 2021, Dr. Dimitris Klonidis of UBITECH participated in the 5G PPP Webinar titled "5G Innovations for Verticals." Furthermore, Dr. Dimitris Klonidis, who serves as the Technical Manager of the Int5Gent project, actively engaged with the 5G-PPP Technical Board Webinar, where he presented our project's objectives and contributions.

Additionally, Int5Gent project is prominently featured in the new 5G Infrastructure Public Private Partnership (PPP) phase III projects brochure, which is available online. This recognition further underscores our project's significance within the 5G-PPP community and highlights our commitment to advancing 5G technologies.

Last but certainly not least, Int5Gent is represented by COSM, with Elina Theodoropolou and Ioanna Mesogiti taking the lead, in the 5G IA Vision and Societal Challenges Working Group, specifically within the Business Validation, Models, and Ecosystems Sub-Group. This representation ensures that the project actively contributes into shaping the vision and addressing societal challenges in the 5G space, showcasing the consortiums dedication to driving positive change in the industry.

In summary, Int5Gent's robust engagement with 5G-PPP activities during its run, underscores its commitment to collaboration, knowledge sharing, and active participation in advancing 5G technologies and their broader societal impact.

## 5. Future planned dissemination and communication actions

For the remaining months of the project, Int5Gent’s consortium plans to organize further dissemination actions, taking into account their potential impact on stakeholder engagement, policy makers, and industry-wide collaboration.

Thus, relevant stakeholders and policy makers have been invited to the project’s demonstration activities in Barcelona, as it will be a pivotal step in fostering a more immersive and experiential understanding of the project's research outcomes and technological innovations. By facilitating direct interaction and firsthand exposure to the project's tangible outputs, the initiative seeks to bridge the gap between theoretical advancements and practical implications, providing stakeholders and policy makers with a holistic perspective on the project's transformative potential within the industry. This experiential engagement not only fosters a deeper appreciation for the project's technological advancements and their real-world applications but also encourages stakeholders and policy makers to become active participants and advocates for the project's continued development and implementation. By fostering a collaborative and participatory environment, the initiative aims to cultivate a shared sense of purpose and responsibility among stakeholders and policy makers, thereby fostering a more conducive and supportive ecosystem for the project's long-term sustainability and success.

Furthermore, Int5Gent will create a factsheet based on the Barcelona demo which will serve as a communication tool that transcends traditional dissemination practices, enabling the project to articulate its research objectives, methodologies, and tangible outcomes in a clear and concise manner. The factsheet, designed to encapsulate the essence of the demo's significance and achievements, aims to convey complex technical information and research findings in an accessible and engaging format that resonates with a diverse audience, including stakeholders, policy makers, industry experts, and the general public. Through the widespread distribution and strategic dissemination of this factsheet, the project aims to foster a deeper understanding and awareness of its objectives and achievements.

Moreover, this proactive and targeted dissemination approach will be followed for each subsequent demo. By consistently engaging stakeholders and policy makers through immersive experiences, documentation, and targeted dissemination efforts, the project reinforces its commitment to fostering meaningful partnerships and driving impactful change.

Future communication actions	MAIN TARGET GROUPS					
	Policy makers	Infrastructure & Service providers	Research & Education Community	Private Sector	Related projects and initiatives	General public
Demo Factsheet	✓	✓	✓	✓	✓	✓
Demo Poster	✓	✓	✓	✓	✓	
Demo Brochure	✓	✓	✓	✓	✓	
Workshop	✓	✓	✓	✓	✓	

<b>Live Demos</b>	✓	✓	✓	✓	✓	✓
<b>Papers</b>			✓		✓	
<b>Press releases</b>	✓	✓	✓	✓	✓	✓
<b>Exhibition Booth in Conference</b>	✓	✓	✓	✓	✓	

In addition to the previously mentioned strategies aimed at engaging stakeholders and policymakers, the project is devising a series of initiatives to effectively communicate its findings to the research community and other relevant projects and initiatives.

Int5Gent consortium plans the publication of papers describing each project demonstration in reputable journals and conferences. By leveraging the platform of well-known journals and prestigious conferences, the project aims to elevate the visibility and credibility of its research contributions, facilitating meaningful dialogue and knowledge exchange within the academic and professional community.

Additionally, the project's participation in conferences, such as the previously attended EuCNC, through the demonstration of its work in dedicated booths serves as a platform for showcasing its research advancements, technological innovations, and best practices to a diverse audience of industry professionals, researchers, and project representatives. By actively engaging with conference attendees through interactive displays, live demonstrations, and engaging discussions, the project aims to foster knowledge exchange, and collaborative partnerships. These interactive demonstrations highlight the practical applications and real-world implications of the project's research endeavors.

Moreover, the consortium is planning the organization of workshops, designed to engage a wide array of researchers, stakeholders, and representatives from other projects. Through the seamless integration of diverse perspectives, innovative ideas, and collaborative insights, the workshops aim to stimulate the co-creation of knowledge, foster the exchange of best practices, and cultivate an ecosystem of research excellence,

Lastly, Int5Gent's consortium has also outlined a strategy to engage the private sector. It involves the creation of various tailored dissemination materials, including brochures, videos, and fact sheets, specifically designed to resonate with the interests and concerns of the private sector. Moreover, the consortium intends to leverage its existing private sector contacts to effectively distribute these materials and amplify their reach. This collaborative approach will enable Int5Gent to effectively communicate the relevance and potential benefits of our research to private sector stakeholders, fostering a better understanding of the value proposition and encouraging their active involvement in our project initiatives.

## 6. Conclusions

In conclusion, the Int5Gent project has embarked on a comprehensive and meticulously planned communication and dissemination strategy that reflects its commitment to transparency,

engagement, and impact. The project's consortium, composed of industry leaders, innovative SMEs, and esteemed research organizations, brings a wealth of experience in both EU and national projects, ensuring a strong foundation for success. The communication strategy of Int5Gent is geared towards achieving several key objectives. Foremost among them is the mission to raise awareness and foster maximum visibility for the project, ensuring that its goals, achievements, and findings are widely recognized and appreciated. Additionally, the project actively promotes its events and dissemination materials to effectively convey its activities and outcomes to a diverse audience.

Furthermore, the project recognizes the importance of reaching not only the research community and the private sector but also the general public. Int5Gent is committed to delivering project-related information in an accessible and comprehensible manner, free from technical jargon, ensuring that a broader audience can engage with its work. A range of communication instruments, including fact sheets, posters, brochures, and a dedicated website, has already been developed, demonstrating the project's proactive approach even in its early stages. The shift towards online dissemination methods in response to the challenges posed by COVID-19 underscores the project's adaptability and commitment to staying connected with stakeholders. The strategic use of social media has played a pivotal role in amplifying the project's reach and impact. By actively engaging with diverse audiences on digital platforms, Int5Gent has fostered real-time interaction and information sharing, transcending geographical boundaries. Social media has proven to be a valuable tool for disseminating project updates and findings promptly.

Moving forward, the Int5Gent project remains dedicated to orchestrating tailored dissemination initiatives aimed at each of the identified target groups. This ongoing commitment is rooted in the project's overarching goal of maximizing its influence and expanding its reach across a wide spectrum of audiences.

## 6.1 References

- [1] INT5GENT Deliverable D8.2, "Website Development and Creation of Social Accounts", October 2021.
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