



XR2LEARN

ANNEX 1 XR2LEARN OPEN CALL #1

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XR2LEARN Consortium			
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3	MAGGIOLI SPA	MAG	Italy
4	Synelixis Solutions S.A.	SYN	Greece
5	Light and Shadows	LS	France
6	Scuola Universitaria Professionale Della Svizzera Italiana	SUPSI	Switzerland
7	Universiteit Maastricht	UM	The Netherlands
8	Hellenic Open University	HOU	Greece
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The XR2LEARN project, co-funded from the European Union’s Horizon Research & Innovation programme under grant agreement No 101092851, foresees as an eligible activity the provision of financial support to third parties, as a mean to achieve its own objectives.

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Funding Scheme: Innovation Action (IA) ● Theme: HORIZON-CL4-2022-HUMAN-01-19
 Start date of the project: 01 January 2023 ● Duration: 42 months

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LIST OF ABBREVIATIONS AND ACRONYMS

Acronym	Description
CET	Central European Time
EC	European Commission
EU	European Union
IPR	Intellectual Property Rights
MRL	Market Readiness Level
MVP	Minimum Viable Product
NFT	Non-Fungible Tokens
OC	Open Calls
PIC	Participant Identification Code
SME	Small and Medium-sized enterprises
TRL	Technology Readiness Level
VAT	Value Added Tax
XR	Extended Reality

1 INTRODUCTION

The XR2LEARN (Leveraging the European XR industry technologies to empower immersive learning and training) is a project funded under the Horizon Europe framework Cluster 4-2022-HUMAN-01 (A Human-centred and Ethical Development of Digital and Industrial Technologies 2022).

Today, the interest for Virtual, Augmented or Mixed Reality (VR/AR/MR) - in general named using the term Extended Reality (XR) - is rising to unprecedented levels. The XR2LEARN project delivers a SW platform (XR2LEARN platform) around which it establishes a cross-border innovation community for XR in learning, bringing XR technology providers, application designers, education experts, application developers, end-users and decision makers in direct access to communicate, collaborate and matchmake interests enabling also bottom-up innovation creation.

XR2LEARN is a comprehensive platform that goes beyond providing technical and business support for the creation of XR applications for education. It offers access to authoring tools for application development. XR2LEARN incorporates tools for emotion/affect detection, allowing the system to adapt the learning experience based on the user's needs and emotions. It offers guidance and support for educational design, helping developers define use cases and create effective XR applications tailored to specific learning objectives. Through its partnership networks, XR2LEARN provides opportunities for piloting and user testing of XR applications. XR2LEARN promotes the use of tools that enable and enhance the reusability and sharing of learning materials and XR applications. It offers comprehensive business development support to innovators and ICT-SMEs. This support encompasses the entire journey from ideation to commercialization, helping them navigate the challenges and opportunities in the market. XR2LEARN provides direct funding opportunities to innovators and developers and facilitates IPR management through the use of non-fungible tokens (NFTs). This innovative approach enables the implementation of novel business models, ensuring proper attribution and protection of intellectual property.

As a mean of enhancing the public awareness, boosting massive adoption and sustainability and ensuring engagement of 3rd parties, XR2LEARN will organize 2 open calls and embrace new members in the XR2LEARN ecosystem. The objectives of the open calls are:

- a) to increase EU competitiveness in the XR application market focusing on support to SMEs,
- b) to accelerate XR application design and development for education/training,
- c) to motivate collaboration between XR developers and education experts,
- d) to reduce the cost of XR educational applications development and
- e) to engage educational institution and XR applications developers, stakeholders, decision makers to utilize the XR2LEARN tools and make sustainable the XR2LEARN ecosystem.

XR2LEARN will organise **two** open calls (OCs) with different goals each time:

- The **1st Open Call** aims to ***extend the XR2LEARN scope and deliver novel XR-based applications primarily targeting the manufacturing domain***. It will open in June 2023 and run for 3 full months. Selected projects will start in January 2024 and run for 12 months.
- The **2nd Open Call** aims to ***perform test, piloting, evaluate and validate user acceptance of new or already developed XR-based applications***. It will open in October 2024 and run for 3 full months. Selected projects will start in April 2025 and run for 12 months.

This is the XR2LEARN Open Call #1 implementation. The total amount of funding that will be provided at Open Call#1 is **€2,100,000**. Each accepted sub-project may receive **€150,000 to €300,000** (100% funding as lump sum). As such, it is expected that **7 to 14 applications** will be selected via this open call to extend the XR2LEARN scope and deliver novel XR-based applications primarily targeting the **Industry 5.0 domain**. The call targets industrial partners involved in XR development as well as XR application users and adopters. The call welcomes proposals from individual SMEs or small consortia consisting of up to three partners. It is essential that the project coordinator is an SME with a specific focus on XR applications.

Eligibility to participate in XR2LEARN extends to SMEs, mid-caps, research institutions, research organizations, and educational or training actors, including both private and public entities. These participants should be eligible for Horizon Europe calls, adhering to the program's criteria and guidelines.

Multiple entities can join a single proposal as members, except for the consortium's beneficiaries and any parties that may present a conflict of interest.

1.1 Background information on XR2LEARN project

The XR2LEARN project introduces innovative use of XR technologies in education and training and aims to

- bring all involved stakeholders into the **XR2LEARN community**
- render the XR2LEARN platform as a **unique entry point to XR for education applications**
- provide a holistic offering that encompasses both technical and business support services in order to attract the best-of-the-best SMEs, mid-caps, universities, academic institutions, and training organizations capable of developing novel XR applications
- organise activities to **push technologies** and ideas to the created XR/Educational community
- organise open calls to **engage audience, pull back results** and enable all actors to experience the **benefits of participating in this community**.

With respect to the provided technology, the XR2LEARN consortium is:

a) developing **three open-source XR-based applications**, “**PUSHing**” XR technologies to the target audiences. These applications will be showcased in dedicated workshops, capitalising on technologies already available through XR2LEARN partners to ensure a fast jump start.

b) **Communicating the value** of XR-based innovation and cultivate a better common understanding among **application developers, instructional designers and decision makers**

c) **creating a novel vision of XR** that is centred around the users and is aimed at providing them with a learning/ training experience that is **as “human as reality”**, and able to include users’ emotions in the experience

d) stimulating SMEs and educational/training organizations to develop **novel solutions exploiting XR technologies** i.e. **PULLing** smart solutions and piloting novel XR-based solutions adopting the methodology suggested by XR2LEARN so that they gather meaningful feedback.



Figure 1: XR2LEARN concept and overall value chain for delivering innovative services to stakeholders

It is worth stressing that the XR2LEARN platform will be populated with additional applications and best-practices which will come back to the platform as the result of the sub-projects that will be executed by third parties (Figure 1). The XR2Learn platform will operate as a Digital Innovation Hub that acts as a one-stop-shop for users interested in technological and business services as well as connecting with other

users to exchange services and knowledge. For example, users delivering XR apps in the educational sector will be able to connect with instructional designers, decision makers and end-users with resources and competencies (e.g. business) required to create results with a product or market fit. XR2LEARN creates a win-win situation by fostering customer-business-market-oriented product development while also fulfilling the continuous needs for learning and training in knowledge societies.

1.2 Origin of the funds

Any proposer chosen to participate in XR2LEARN will be associated with the consortium through a sub-project contract. This contract will outline the specific terms and conditions of their involvement in the project. In addition, by signing the XR2LEARN Consortium Agreement, the selected proposer will gain access to the benefits and adhere to the rules set forth by XR2LEARN.

The funds allocated to the selected applicants originate from the European Project XR2LEARN, which is funded under the EC Horizon Europe Framework Programme (HORIZON). These funds are the property of the European Union until the payment of the balance, and their management rights have been transferred to the project partners within XR2LEARN through the European Commission Grant Agreement Number 101092851.

The relationship between the new partners and the EC carries a set of obligations¹

1.3 XR2LEARN Open Call#1 Details

The following details apply to the 1st Open Call of XR2LEARN project:

- Each accepted sub-project may receive **between €150,000 and €300,000 funding.**
- **The total amount of funding that will be provided at this call is €2,100,000.** As such, it is expected that **7-14 applications** will be selected via this open call to enter the process, extend XR2LEARN scope and deliver novel XR-based applications primarily targeting the manufacturing domain.
- The Open Call is seeking applicant(s) **to propose the development of novel applications along with specifications that combine XR and educational/training use cases.** With respect to the targeted sectors, a **minimum of 70%** will be dedicated to XR-application relevant to industry 5.0 technologies and relevant skills and a **maximum of 30%** will be allocated to sub-projects targeting other educational sectors (e.g. healthcare and medical, manufacturing, construction and engineering).
- **An application may be submitted by an individual SME or a small consortium of up to 3 members in total.** The Project Leader/Coordinator must be an SME, while the inclusion in the consortium as a member of a potential user/early adopter (e.g. University, Academic or Training organization) may be a plus (although not mandatory), especially in the application specification and validation processes.
- In addition to presenting the technological concept and the use of **XR-technologies**, applicants are requested to provide **initial exploitation plans and business scenarios**, as these are important elements of the XR2Learn evaluation criteria.
- Delivery of **open-source versions of tools and/or applications will also be favoured.**
- The XR2Learn subprojects of this open call may have a total duration of **12 months.** The final

¹ More information at https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/programme-guide_horizon_en.pdf

delivered MVP should have a Technology Readiness Level (TRL) at least 6 (**TRL > 6**)², while Market Readiness Level (MRL) 3 or higher (**MLR ≥ 3**) is targeted³.

- Each sub-project is organised in three (3) phases (DESIGN, DEVELOP and GROWTH) associated with relevant payments directly linked to deliverables as shown in the following figure.






Figure 2: XR2LEARN Open Call#1 Phases

Sub-projects selected via Open Call #1 will run for 12 months (1/1/2024 – 30/12/2024) following a “DESIGN- DEVELOP- GROWTH” stages’ programme as shown in the next table.

² TRL 6 corresponds to technology demonstrated in relevant environment (industrially relevant environment in the case of key enabling technologies)

³ MLR 3 indicates that stakeholders consider the application interesting

Table 1. XR2LEARN Open Call #1 stages

Stage	Overview
<p style="text-align: center;">DESIGN</p> 	<ul style="list-style-type: none"> ● <i>Duration:</i> 3-months, the consortium will work remotely and occasionally participate in integration and testing activities. ● <i>Activities:</i> The consortium will fine-tune their application concept, prepare a detailed design deliverable (potentially including a mock-up or early prototype) and tech-business presentation. ● <i>Funding:</i> 30% (lump sum) per sub-project, associated to successful completion of the DESIGN phase, assessed by external reviewers.
<p style="text-align: center;">DEVELOP</p> 	<ul style="list-style-type: none"> ● <i>Duration:</i> 7 months, the consortium will work remotely and occasionally participate in integration and testing activities. ● <i>Activities:</i> The consortium will be developing the proposed XR tools or application, provide a MVP (Minimum Viable Product) and validate it. Delivery of open-source versions of tools and/or applications (under proper license) will also be favoured. ● <i>Funding:</i> Up to 80% (lump sum) per sub-project, associated to successful completion of the DEVELOP phase, assessed by external reviewers.
<p style="text-align: center;">GROWTH</p> 	<ul style="list-style-type: none"> ● <i>Duration:</i> 2 months, the consortium will participate in several meetings and events where they can promote their project goals and outcomes. ● <i>Activities:</i> The consortium will realize activities associated with the promotion and exploitation of their project, aiming to engage new customers and/or partners and/or investors. ● <i>Funding:</i> Up to 100% (lump sum) per sub-project, associated to successful completion of the GROWTH phase, assessed by external reviewers.

This document provides a full set of information regarding the Open Call #1 for Proposals for the XR2LEARN project. Annex 2, Annex 3.1, Annex 4, Annex 5, Annex 6 and Annex 7 should also be considered for the submission of a Proposal.

1.4 General Funding Rules

The following rules apply to the project funding:

- Each accepted sub-project may receive funding between **€150,000** and **€300,000**.
- Each participating legal entity may receive funding between **€60,000** and **€200,000**.
- The total funding for all industrial partners should be at **least 60%** of the requested funding. Non industrial partners, such as Universities, academic, teaching or research organisations should request **up to 40%** of the total funding.
- All partners are funded at **100%**, through lump sum.

In total **€4,200,000** are available for the two XR2LEARN Open Calls. The total funding to be distributed at Open Call #1 is **€2,100,000**; thus, the expected number of accepted projects will be between 7 and 14. In case, some funds remain unused from the Open Call #1, they will be transferred to Open Call #2. In case again there is a leftover, a hackathon will be organised to attract the interest of entrepreneurs/ innovators in the XR-technology sector.

1.5 Timeline – Open Call #1

Submission to the Open Call #1 will be enabled on Thursday, June 29th, 2023, and will end on **Friday, September 29th, 2023, at 17:00CET time (Brussels time)**. Selected projects are expected to start on January 1st, 2024. Below are presented the dates for the different phases. The opening and closing dates for each phase can be subject to change in case of any modifications in the project's schedule.

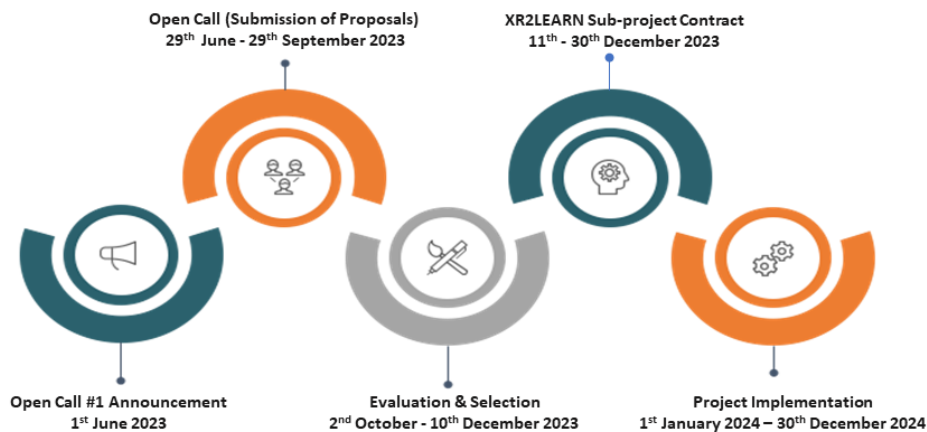


Figure 3: XR2LEARN Open Call #1 timeline

2 OPEN CALL OVERVIEW

Table 2 provides a summary of the XR2LEARN Open Call #1.

Table 2: Details of the XR2LEARN Open Call #1

Open Call item Information	Open Call item Information
Call title:	XR2LEARN – Open Call #1
Full name of the EU funded project:	Leveraging the European XR industry technologies to empower immersive learning and training
Project acronym:	XR2LEARN
Grant agreement number:	HORIZON – 101092851
Call publication date:	1 st June 2023
Call deadline:	29 th September 2023
Expected duration of participation:	12 months (1 st January 2024 – 30 th December 2024)
Total EU funding available (Open Call #1):	€ 2,100,000
Submission & evaluation process:	<p>The objective of the XR2LEARN – Open Call #1 is to extend the XR2LEARN ecosystem with innovative XR tools and applications targeting training/educational scenarios. With respect to the targeted sectors, a minimum of 70% will be dedicated to XR-application relevant to industry 5.0 technologies and relevant skills and a maximum of 30% will be allocated to sub-projects targeting other educational sectors (e.g. healthcare and medical, manufacturing, construction and engineering).</p> <p>An application may be submitted by an individual SME or a small consortium of up to 3 members in total. In case of a consortium, the Project Leader/ Coordinator must be an SME, while the inclusion in the consortium as a member of a potential user/ early adopter (e.g. University, Academic or Training organization) may be a plus (although not mandatory).</p> <p>The total amount of funding per successful sub-project will be in the range of €150,000 to €300,000. Each industrial entity may receive between €60,000 and €200,000, while the total funding for all industrial partners should be at least 60% of the total funding.</p> <p>Submissions are available via https://www.f6s.com/xr2learn-open-call-1/apply</p>
Further information:	Details available at https://xr2learn.eu/open-call-1/

3 CONTACTS

The XR2LEARN consortium will provide information to the applicants only via the XR2LEARN F6S blog, so that the information (question and answer), will be visible to all participants.

No binding information will be provided via any other means (e.g. telephone or email).

More info at: <https://xr2learn.eu/open-call-1/>

Apply via: <https://www.f6s.com/xr2learn-open-call-1/apply>

F6S support team: support@f6s.com

Online Q&A: <https://www.f6s.com/xr2learn/>

Other support⁴: opencalls@xr2learn.eu

⁴ For non-binding information

4 REFERENCES

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