



# XR2LEARN

## ANNEX 1 XR2LEARN OPEN CALL #2

SEPTEMBER 2024

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XR2LEARN Consortium			
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2	F6S Network Ireland Limited	F6S	Ireland
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
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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
NFT	Non Fungible Token
ICT	Information and Communications Technology
AR	Augmented Reality
MR	Mixed 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 under the term Extended Reality (XR) - is rising to unprecedented levels. 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 will go beyond offering sound technical and business support for the creation of XR applications for education: XR2Learn will provide access to authoring tools for development of applications through its platform, deliver tools for emotion/affect detection and for automated adaptation of the learning experience to the user needs and emotions, deliver guidance relevant to educational design and use case definition, provide opportunities for piloting and user testing mediated by the large networks brought by XR2Learn partners, promote tools that enable and boost the re-use and sharing of the learning materials/ XR applications, offer business development support and additionally, support IPR management through NFTs enabling novel business model implementation. XR2Learn will support innovators (ICT-SMEs) all the way from ideation to commercialisation offering them tailored business and technical support as well as direct funding.

As a mean of enhancing the public awareness, boosting massive adoption and sustainability and ensuring engagement of 3<sup>rd</sup> 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 and
- 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 **1<sup>st</sup> Open Call** aims to **extend XR2Learn scope and deliver novel XR-based applications primarily targeting the manufacturing domain**. It will open in July 2023 and run for 3 full months. Selected projects will start in January 2024 and run for 12 months.
- The **2<sup>nd</sup> 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 #2 implementation.** The total amount of funding that will be provided at Open Call#2 is **€2,100,000**. Each accepted sub-project may receive **€30,000 to €300,000** (100% funding as lump sum). As such, it is expected that **10**

**applications** will be selected via this open call to enter the process and extend the XR2Learn scope.

Small consortia of up to three partners consisting of XR-developing industrial partners, training organizations and XR-application user/adopters are eligible for applying. The project coordinator must be an SME, while SMEs, mid-caps or research institutions, research organizations and educational or training actors including private and public entities, eligible for Horizon Europe calls will be eligible to participate as members in a single proposal, except for the consortium's beneficiaries and parties that may have conflicts of interest. More details are available at section 1.2 Open Call #2 Details.

## 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 in the **XR2Learn community**
- render the XR2Learn platform as a **unique entry point to XR for education applications**
- create a **holistic offering** including technical and business support services to attract the best-of-the-best SMEs, mid-caps and Universities, Academic and Training Organizations that are 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 participation 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. All three applications will be available to tailoring or for serving as basis for other application development by 3rd parties;

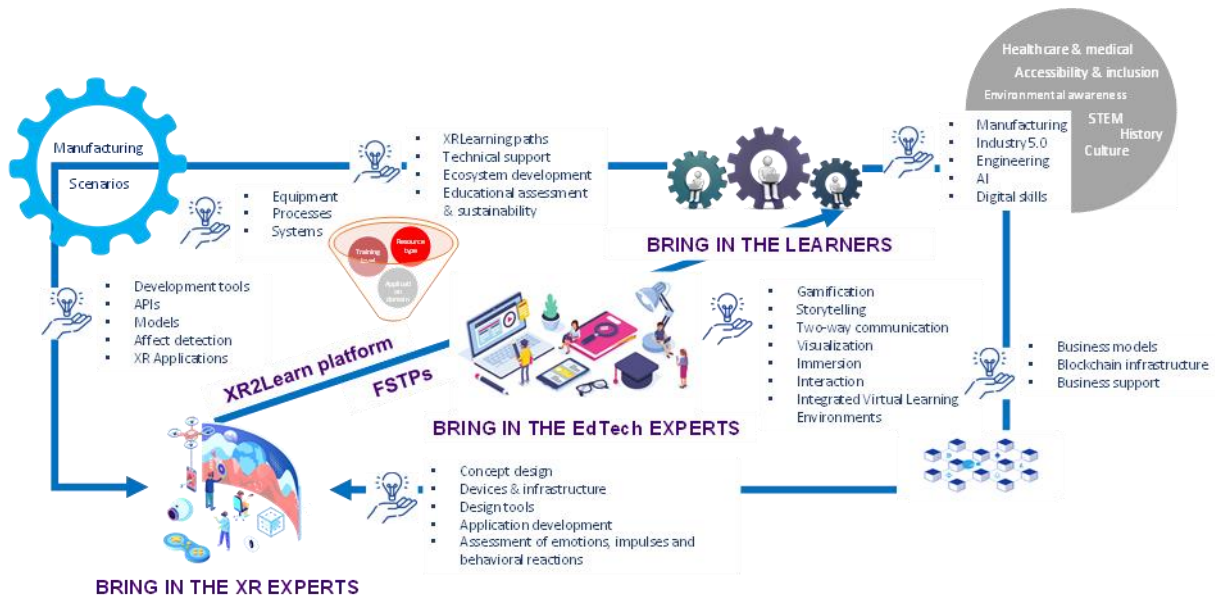
**b) Communicating the value** of XR-based innovation and cultivate a better common understanding among **application developers, instructional designers and decision makers**

**c) creating a novel vision of XR** that is centred around the users and is aimed at providing them a learning/ training experience that is **as “human as reality”**, as 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 to pilot novel XR-based solutions adopting the methodology suggested by XR2Learn so that they gather meaningful feedback.

XR2Learn provides tools, building blocks, and best practices to the XR2Learn community through its platform. To enable both learners and creators to evaluate the full potential of XR technologies for their specific industrial training use cases, XR2Learn offers Beacon Applications and Enablers as starting points to create and enhance their training scenarios and solutions. The implementation of these tools is publicly available in the [project's GitHub repository](#), supported by appropriate documentation.





**Figure 1: XR2Learn concept and overall value chain for delivering innovative services to stakeholders**

It is worth stressing that 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). XR2Learn will deliver its platform organised as a Digital Innovation Hub, which act as one-stop-shop, offering both technological and business services and connect that are interested in delivering XR apps in the educational sector with instructional designers, decision makers and end-users resources as well as with other auxiliary yet mandatory competencies (such as business) required to create results with a product/market fit. This is a win-win situation through which XR2Learn fosters customer-business-market oriented product development and harvests the fruits and at the same time feeds back the continuous needs for learning/training of our 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 obligations<sup>1</sup>

<sup>1</sup> More information at [https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/programme-guide\\_horizon\\_en.pdf](https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/programme-guide_horizon_en.pdf)

## 1.3 XR2LEARN Open Call#2 Details

This is the implementation of the 2<sup>nd</sup> Open Call of the XR2Learn project. The following details apply to the call:

- Each accepted sub-project may receive **between €30,000 and €300,000 funding**.
- **The total amount of funding that will be provided at this call is €2,100,000.** It is expected that **10 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.
- **An application may be submitted by a small consortium of up to 3 members in total** to pilot new or existing XR-application in real life settings. The Project Leader/Coordinator must be an SME, while the participation of a **training providing organization (private or public) is mandatory**. The inclusion in the consortium as a member of a potential user/ early adopter, especially in the application pilot 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 for the XR2Learn evaluation.
- 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 delivered MVP should have a Technology Readiness Level (TRL) at least 7 (**TRL > 7**)<sup>2</sup>, while Market Readiness Level (MRL) 4 or higher (**MLR ≥ 4**) is targeted<sup>3</sup>.

Each sub-project is organised in three (3) phases (Pilot SPECIFICATION, EXECUTION and GROWTH) associated with relevant payments directly linked to deliverables as shown in the following figure and may run for 12 months (1/4/2025 – 31/03/2026) as shown in the next table






**Figure 2: XR2LEARN Open Call#2 Phases**

<sup>2</sup> TRL 7 corresponds to “system prototype demonstration in operational environment”

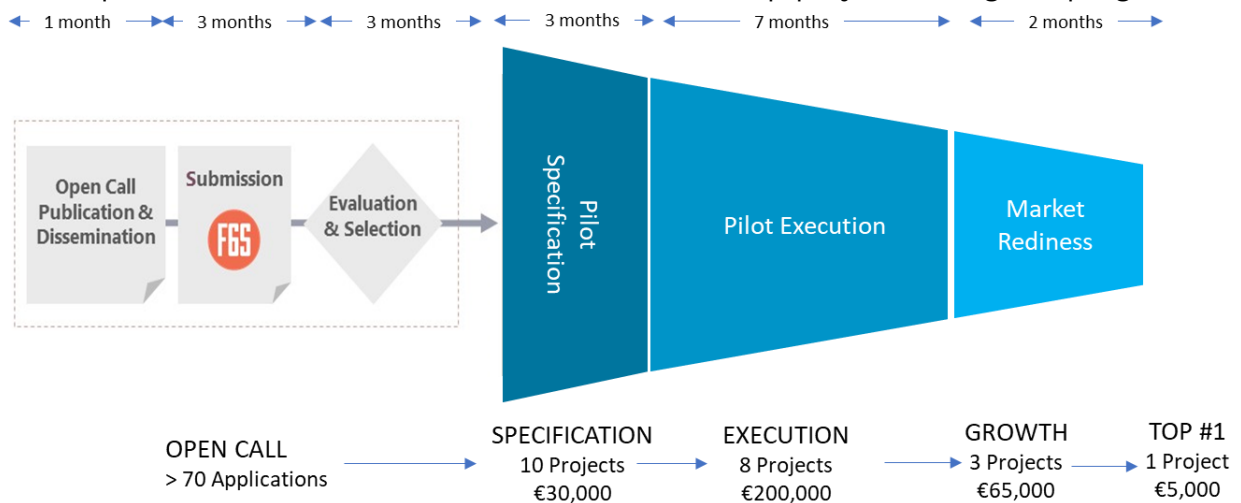
<sup>3</sup> MLR 4 indicates that the application is tested with early adopters at small scale

**Table 1. Details of the XR2Learn Open Call #2 Phases**

Phase	Overview
<p style="text-align: center;"><b>SPECIFICATION</b></p> 	<ul style="list-style-type: none"> <li>● <i>Duration:</i> 3 months, the consortium will work remotely and occasionally participate in integration and testing activities</li> <li>● <i>Activities:</i> The consortium will build/fine-tune their application concept, perform additional development/customization to utilize the XR2Learn technology, prepare a detailed pilot specification deliverable and a tech-business presentation</li> <li>● <i>Funding:</i> ten (10) projects will be selected to get €30.000 (lump sum) each, associated to successful completion of the Pilot Specification, assessed by external reviewers.</li> </ul>
<p style="text-align: center;"><b>EXECUTION</b></p> 	<ul style="list-style-type: none"> <li>● <i>Duration:</i> 7 months, the consortium will work remotely and participate in pilot execution activities</li> <li>● <i>Activities:</i> The consortium will be performing pilot execution with real end users and validate the developed application. Delivery of open-source versions of tools and/or applications (under proper license) will also be favoured.</li> <li>● <i>Funding:</i> eight (8) projects will be selected to get €200.000 (lump sum) each, associated to successful completion of the Pilot Execution phase, assessed by external reviewers.</li> </ul>
<p style="text-align: center;"><b>GROWTH</b></p> 	<ul style="list-style-type: none"> <li>● <i>Duration:</i> 2 months, the consortium will participate in several meetings and events where they can promote their projects goals and outcomes</li> <li>● <i>Activities:</i> The consortium will realize activities associated with replication analysis, promotion and exploitation of their project, aiming to engage new customers and/or partners and/or investors.</li> <li>● <i>Funding:</i> three (3) projects will be selected to get €65.000 (lump sum) each, associated to successful completion of the GROWTH/Market Readiness phase, assessed by external reviewers. Additional €5.000 will be provided as a prize to the best performing project.</li> </ul>



As shown in Figure 3, the Open Call #2 selection will follow a **funnel approach**, which will help the XR2Learn consortium to focus on the top projects along the programme.



**Figure 3: XR2Learn Overall process**

The selected 10 SMEs from the Open Call #2 are first challenged to provide Application Customization/ Adaptation, Pilot Specification and a sound business plan that are presented at the end of the **SPECIFICATION phase**. These are filtered and the top eight (8) move on to the Pilot **EXECUTION phase**. They will be performing pilot execution with real end users, validate the developed application and provide a business plan, which are used to evaluate/select the top three (5) sub-projects towards the **GROWTH phase**. In the end the **Top #1** sub-project will be selected to receive an additional prize of €5,000. This structured approach allows the best and most promising applications to achieve growth and market uptake.

The full set of information regarding the Open Call #2 for Proposals for the XR2Learn project can be found in Annex 2: Guide for Applicants. Annex 1, 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 **€30,000** 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 **each phase at least 60%** of the funding. Universities, academic, teaching or research organisations will get **up to 40%** of the total funding at each phase.
- All partners are funded at **100%**, through lump sum.

In total **€4,200,000** are available for the two Open Calls. The total funding to be distributed at Open Call #2 is **€2,100,000** and the expected number of accepted projects will be 10. **In case there is a leftover, a hackathon will be organised to attract the interest of entrepreneurs/ innovators in the XR-technology sector.**

The selected SMEs will be funded as follows<sup>4</sup>:

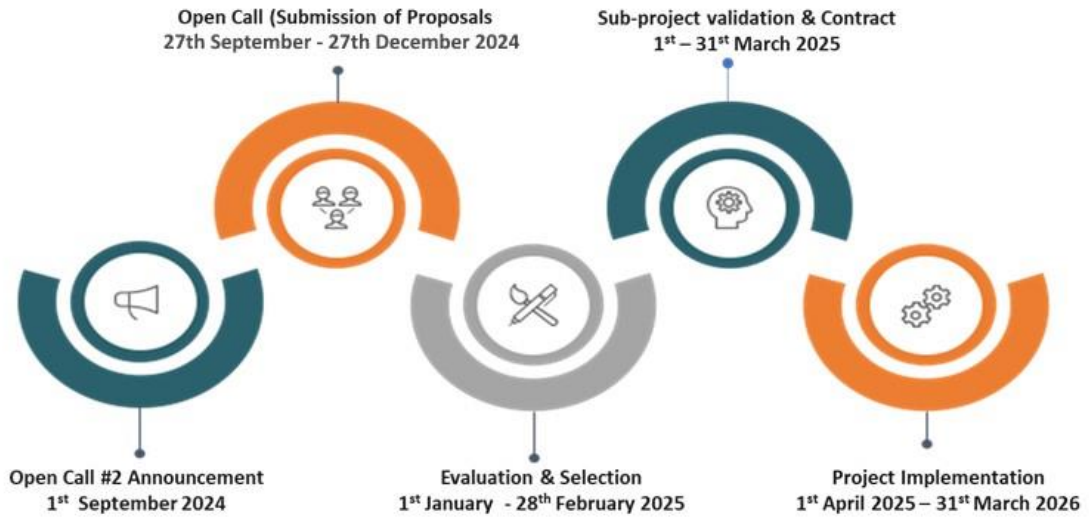
**Table 2 XR2Learn funding schema**

Number of consortia	Funding (in EUROS)	When (in Month)	Condition / Event
10	30.000	3	After successfully completing the SPECIFICATION phase.
8	100.000	6	After successful evaluation of the 1 <sup>st</sup> phase of the Pilot (mid Pilot EXECUTION phase)
8	100.000	10	After successful evaluation of the 2 <sup>nd</sup> phase of the Pilot results and the business plan (Pilot EXECUTION phase)
3	65.000	12	After success demonstration of the product (at TRL 7 or higher) and the dissemination (Market Readiness/GROWTH phase)
1	5.000	12	One project will be selected as Top#1 to get additional a voucher of €5.000 as prize

## 1.5 Timeline – Open Call #2

Submission to the Open Call #2 will be enabled on **Friday 27<sup>th</sup> of September 2024** and will end on **Friday 27<sup>th</sup> of December 2024 at 17:00CET time (Brussels time)**. Selected projects are expected to start on **1<sup>st</sup> of April 2025**. Below are presented the dates for the different phases. The opening and closing dates of each phase can be subject to change in case of any modifications in the project's schedule.

<sup>4</sup> It should be noticed that the delivery of the funding to the applicants heavily depends on the availability of the relevant funding provided by the EC to the XR2Learn project coordinator, and delays should be expected.



**Figure 4: XR2Learn Open Call #2 timeline**

## 2 OPEN CALL OVERVIEW

Table 3 provides a summary of the XR2LEARN Open Call #2.

**Table 3: Details of the XR2LEARN Open Call #2**

Open Call item Information	Open Call item Information
Call title:	XR2LEARN – Open Call #2
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 <sup>st</sup> September 2024
Call deadline:	27 <sup>th</sup> December 2024
Expected duration of participation:	12 months (1 <sup>st</sup> April 2025 – 30 <sup>th</sup> March 2026)
Total EU funding available (Open Call #2):	€ 2,100,000
Submission & evaluation process:	<p>The objective of the XR2LEARN – Open Call #2 is to perform test, piloting, evaluate and validate the user acceptance of new or already developed XR-based applications in real life settings. The projects should be validated within the XR2LEARN ecosystem, 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 a small consortium of up to 3 members in total. The Project Leader/ Coordinator must be an SME. The participation of a training provider organization (private or public) is mandatory. 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 €30,000 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 <b>least 60%</b> of the total funding.</p> <p>Submissions are available via <a href="https://www.f6s.com/xr2learn-open-call-2/apply">https://www.f6s.com/xr2learn-open-call-2/apply</a></p>
Further information:	Details available at <a href="https://xr2learn.eu/open-call-2/">https://xr2learn.eu/open-call-2/</a>

### 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-2/>

Apply via: <https://www.f6s.com/xr2learn-open-call-2/apply>

F6S support team: [support@f6s.com](mailto:support@f6s.com)

Online Q&A: <https://www.f6s.com/xr2learn-open-call-2/discuss>

Other support<sup>5</sup>: [opencalls@xr2learn.eu](mailto:opencalls@xr2learn.eu)

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<sup>5</sup> For non-binding information



## 4 REFERENCES

- [1] European Commission , “Recommendation 2003/361/EC,” 2003. [Online]. Available: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2003:124:0036:0041:en:PDF>.
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