

XR2 LEARN

D5.3 DISSEMINATION, COMMUNICATION, EXPLOITATION PLAN (SECOND VERSION)

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LIST OF ABBREVIATIONS

DECP	Dissemination, Exploitation and Communication Plan
XR	Extended reality
EdTech	Educational Technologies
SME	Small and medium-sized enterprises
NFT	Non-fungible token
IPR	Intellectual property rights
PDCER	Plan for Dissemination and Exploitation of Results
KPI	Key performance indicator
KER	Key exploitable results
BA	Beacon application
TRL	Technology readiness level
OC	Open call
WP	Work package
HRB	Horizon Results Booster
Partners' names and acronyms	
CNIT	CONSORZIO NAZIONALE INTERUNIVERSITARIO PER LE TELECOMUNICAZIONI
F6S	F6S NETWORK IRELAND LIMITED
MAG	MAGGIOLI SPA
LS	LIGHT AND SHADOWS

SYN	SYNELIXIS SOLUTIONS SA
SUPSI	SCUOLA UNIVERSITARIA PROFESSIONALE DELLA SVIZZERA ITALIANA
UM	UNIVERSITEIT MAASTRICHT
HOU	HELLENIC OPEN UNIVERSITY
EADTU	VERENIGING VAN EUROPEAN DISTANCE TEACHING UNIVERSITIES
EITM	EIT MANUFACTURING SOUTH SRL

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EXECUTIVE SUMMARY

The D5.3 Communication, Dissemination and Exploitation Plan updates the D5.1 Communication, Dissemination and Exploitation Plan observing the progress that the XR2Learn consortium has marked with its communication strategy. It analyses the project's communication, dissemination and exploitation of the project results in the first 1 year and a half of its implementation, emphasizing its main aim to guarantee that the project's outcomes and impact are adequately conveyed and adapted to the extended key stakeholders' network already identified in WP2, which include XR developers, industry players, training organizations, policymakers, researchers, and potential end users.

This deliverable measures in detail the progress made in achieving its objective to create a strong visual identity with recognized key messages while also maintaining active communication channels and tools for successful communication and dissemination of its findings. It monitors the projected schedule for project implementation, which is organized into specialized phases to maximize use and provide a greater impact. The D5.3 Communication, Dissemination, and Exploitation Plan also contains details on the Exploitation Strategy, which is critical to ensuring that the XR2Learn outcomes are effectively communicated, distributed, and exploited while and after the project is completed.

1. INTRODUCTION

This document is the second iteration of the D5.1 Dissemination, Exploitation, Communication Plan by the Horizon project XR2Learn. As its predecessor, the **D5.3 Dissemination, Exploitation and Communication Plan** aims to achieve the following objectives set in the Grant Agreement and confirmed throughout the course of the project:

- Implement a clear Dissemination, Exploitation and Communication Plan;
- Confirm the strong visual identity and communication strategy for smooth stakeholder engagement;
- Continue the cooperation with relevant XR and education sector actors and organizations in Europe to amplify its growth opportunities and find new partners;
- Craft a deeper path for the full implementation and sustainability of the XR2Learn platform and its key results.

The main aim of this version of the Dissemination, Exploitation, and Communication Plan is to *adapt* (i) the XR2Learn's narrative and key messages; (ii) key stakeholder groups and their needs; and (iii) tools, channels, and procedures for increasing stakeholder engagement across all communication touch points. The paper includes an update of the strategy and action plan for communication and dissemination activities, channels, and target audience. It monitors the progress made so far on KPIs and target audience outreach.

This deliverable uses as a foundation the statements made in the primary D5.1, however it reflects the progress made by the project's consortium in terms of communication and exploitation and aims at improving the initially defined elements. This is a necessary step in order to craft a roadmap towards the target audience using the right key messages to reach it. Another key element addressed in the paper is the sustainability of achieved results and the proper exploitation strategy to ensure it. A strategic move into this direction was the use of Horizon Results Booster service that drew a guideline to the successful exploitation pathway of the XR2Learn's results and facilitated the consortium's efforts in setting up a comprehensive exploitation and sustainability strategy.

The backbone of the current paper consists of several key points that aim to show the progress made by the XR2Learn's consortium since the last version of the document:

- **Target audiences and key messages:** in the course of the project these could change, and this is what the chapter analyses.
- **Communication and dissemination activities and main channels:** the section makes an overview of the effort done in terms of communication and dissemination and the evolution of the used channels.
- **Communication Action plan and KPI monitoring:** planning of specific actions and understanding of the relevant timings for communication and monitoring the implementation of KPIs to track the progress of the promotion and communication strategy.
- **Exploitation Plan Progress:** analyses the evolution in exploitation activities and implementation of exploitation strategy, defined in D5.1 Communication, Dissemination and Exploitation Plan and further elaborated in the D5.2 Exploitation and Sustainability Strategy.

2. TARGET AUDIENCES AND KEY MESSAGES

Since the release of the first version of D5.1, the consortium examined the reach of our key messages for each target audience. This allowed to identify which communication channels are more suitable for each target audience. Thus, this document aims at reporting the XR2Learn’s actions to refine its key messages for each target audience, recording the most suitable communication channels and further developing its communication strategy in the defined channels.

Thanks to the applied methodology and the intensive communication and dissemination efforts as well as the broadened XR2Learn community through the first open call, the WP2 analysis has shown a significant extension in the XR2Learn’s ecosystem that already includes:

- XR developers/innovators
- Academia
- EdTech and XR Initiatives and projects
- XR developers/innovators
- European Industry Player
- Student/Trainee
- Product developer
- Enthusiast
- SMEs
- Large Company
- NGO – Associations
- Policy Makers

Given the above extensions, the key messages and main communication channels are refined to help improve the reach of our message:

TABLE 1: KEY TARGET AUDIENCES, KEY MESSAGES AND MAIN COMMUNICATION CHANNELS

Target Audiences	Key Messages	Main communication channels
XR developers/innovators/academia	<ul style="list-style-type: none"> • Related to the development of the technology • Access funding and holistic service pack (training, resources and expertise) • Technological support granted 	PushEvents, social media, video, newsletter, exhibitions and fair trades, dedicated webinars
European Industry Players	<ul style="list-style-type: none"> • This is what we have and why it is useful for your business • See how you can benefit from XR2Learn services 	The project website, social media, F6S platform, targeted dissemination actions, newsletter, exhibitions and fair trades

VET training organizations	<ul style="list-style-type: none"> • These applications are suitable for education and training. Even if you do not have a technical background, you will be able to embed them in your training/educational activities • This is how this training can broaden the customer network you have 	Project website, social media, F6S platform, targeted dissemination actions, newsletter, exhibitions and fair trades, dedicated webinars
EdTech and XR Communities, initiatives and projects	<ul style="list-style-type: none"> • Let's share knowledge and expertise • Look at what we have achieved - would it be useful to you? 	Project website, social media, F6S platform, events, exhibitions and fair trades, dedicated webinars
Direct and indirect users	<ul style="list-style-type: none"> • This application is useful for you because... • This is how this app will ease your work/training process 	Project website, social media, F6S platform, events, exhibitions and fair trades, dedicated webinars
Regulation, public admin & policy makers	<ul style="list-style-type: none"> • Understand and quantify the impact of XR technologies and how they can influence policies and regulation • XR2Learn's achievements are important for the target communities through 	Position papers/ recommendations, exhibitions and fair trades, dedicated webinars

The project has selected a strong key sentence to summarize its aim, vision and ways to achieve them **“Extended Reality for Learning in New Dimensions”**. It also uses the short summary for unified presentation through its communication channels to address the general public. This key message was not changed on purpose, so that XR2Learn does not confuse and alienate its audience:

XR2Learn aims to establish the cross-border creation of human-centric XR applications for education. The project will deliver its one-stop-shop platform, organized as a Digital Innovation Hub, for all actors involved in the XR-based educational applications supply chain, aimed at enhancing training and distance learning scenarios in the manufacturing industry.

Besides the active communication with stakeholders throughout the stakeholders mapping process, the project also identifies key messages per work package, having in mind its main objectives and outputs:

TABLE 2: WORK PACKAGES AND THEIR MAIN MESSAGES

WP1 Project Management and Coordination	<ul style="list-style-type: none"> • Ensure EU funding visibility • The project consortium presence is uniform • All project deliverables are aligned with the common vision
WP2 Ecosystem and support tools development	<ul style="list-style-type: none"> • Properly addressing the XR2Learn ecosystem, attracting and engaging representatives from all actors' categories that can benefit from the XR2Learn platform, its services and FSTP activities • Communication channels fit the business models and boost business development support • XR2Learn Marketplace and the blockchain-based IPR handling tools with the on-demand application creation part of the platform • The design and development of the integrated XR2Learn digital platform is properly addressed
WP3 XR Technology PUSH	<ul style="list-style-type: none"> • Development of XR2Learn Beacon applications (open-source applications designed to ignite innovative thinking as pilots demonstrating the effectiveness of the proposed XR2Learn methodologies and software enablers) • Development of XR2Learn enablers that will help third parties accelerate the application development process • Development of a complete educational framework to deliver reference guidelines for instructional design integrating XR into modern immersive learning environments • Development and delivery of Technical Wiki • Development and delivery of technical training in XR-application design and development
WP4 PULL phase	<ul style="list-style-type: none"> • Promotion and dissemination of the Open Call 1 for XR-application delivery • Promotion and dissemination of the Open Call 2 for XR-application piloting • Promotion of the calls for evaluators
WP5 Dissemination, exploitation and impact creation	<ul style="list-style-type: none"> • XR2Learn target audience identification • Visual Identity and Marketing Material Sets are properly addressed • Signature XR2Learn thematic events for the project community (e.g., info-days, workshops and training, as

	<p>well as through co-organisations of webinars, fairs and exhibitions)</p> <ul style="list-style-type: none">• PUSH events and brokerage activities• The physical presence of the XR2Learn at conferences and other industrial events• Virtual presence on social media• The 3 short promotional videos• Interviews and feature articles (success stories) featuring the platform growth, the community and the third-parties solutions/pilots published on the project website, partners' websites, distributed on EC communication channels and to selected media.• Collaboration with other relevant networks linked with the project; joint dissemination activities• The sustainability of the Xr2Learn platform beyond project completion
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3. COMMUNICATION AND DISSEMINATION ACTIVITIES AND MAIN CHANNELS

As described in D5.1, different tools and channels have been utilized for successfully raising awareness about the project and for achieving other dissemination and communication goals.

In the following sections, we provide a detailed overview of the activities undertaken to raise the visibility of the project which will continue to see substantial growth until its conclusion in M42.

Although the content of D5.3 is explicitly related to WP5, the plan needs timely cooperation and active participation from other members of the consortium.

3.1 Visual identity and communication materials

As set in D5.1, XR2Learn continues to use the agreed-upon visual identity and the developed communication material for raising awareness and establishing the visual presence of the project, as well as increasing its sphere of influence.

XR2Learn's visual identity components, including but not limited to logo, logotype info book, funding information, poster, flyer, roll-up and branded presentation and deliverable templates, were all shared with the consortium partners through the project's Google Drive. All D&C materials include information about EU funding acknowledgment and in line with that state the funding statement and display the European flag (emblem).

Apart from the communication material being available to consortium members, certain communication material files have been added to the XR2Learn website on a Resources page¹ of the website offering the following materials: Press releases, project logo (vertical/horizontal, black/white version), logotype info-book, visuals, poster, flyer and roll-up (see Figure 1). The planned outcome of this action is accelerated growth in terms of brand awareness for XR2Learn.

¹ <https://xr2learn.eu/resources/>

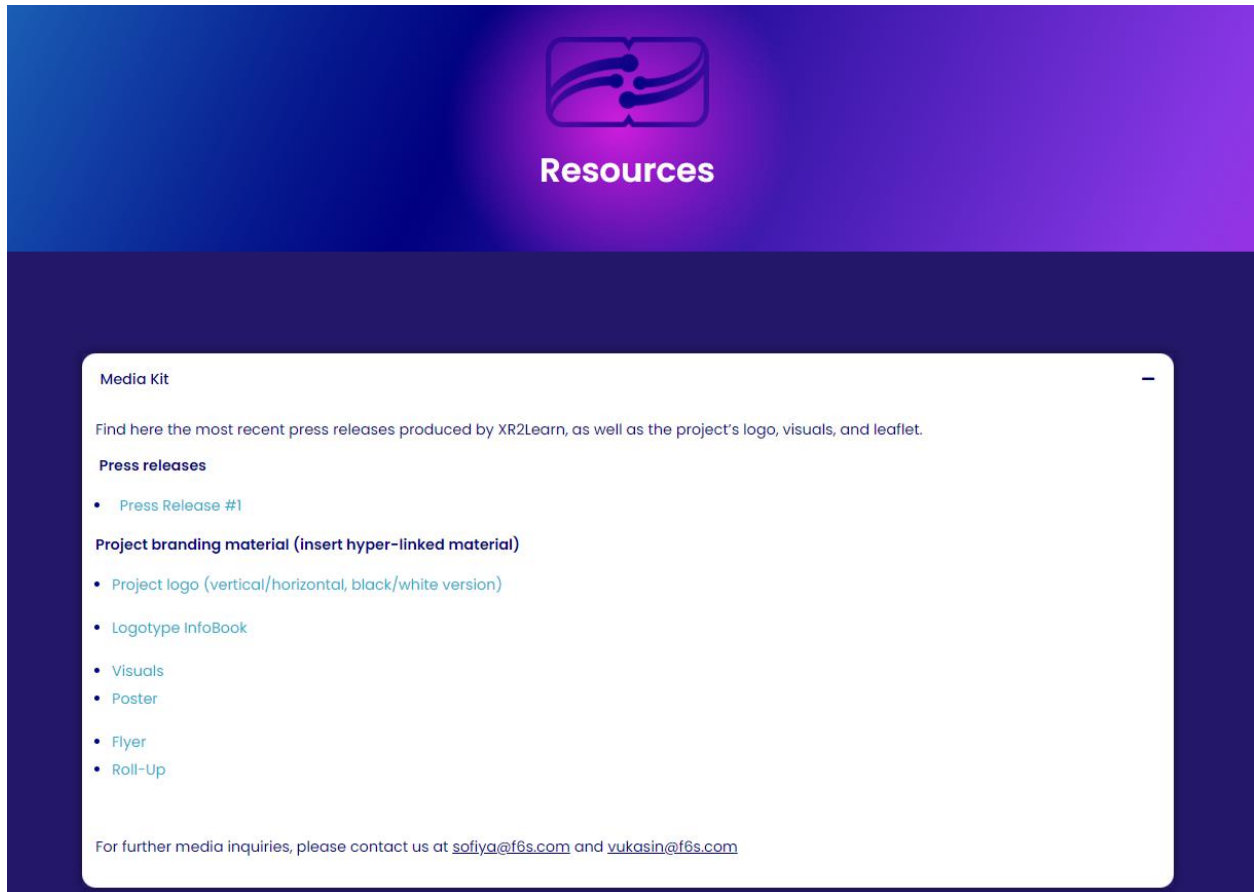


FIGURE 1: SCREENSHOT OF THE DISSEMINATION AND COMMUNICATION MATERIALS AVAILABLE FOR DOWNLOAD ON THE XR2LEARN WEBSITE

In addition to the before-mentioned measures of promoting and using XR2Learn visual identity and communication material are already being used in all internal and external communication activities and efforts. XR2Learn consortium partners have used the project roll-up, flyers & other visuals when attending various events. The best examples of this were when XR2Learn was presented at conferences and similar events, such as Immersive Tech Week, where we had a dedicated booth designed in compliance with the XR2Learn visual identity and the Laval conference, where our team used a project roll-up to further promote the project. You can see these examples in the figures below.



FIGURE 2: EXAMPLE OF THE XR2LEARN VISUAL IDENTITY BEING USED AT THE IMMERSIVE TECH WEEK



FIGURE 3: EXAMPLE OF THE XR2LEARN ROLL-UP BEING USED AT THE LAVAL VIRTUAL CONFERENCE

3.2 XR2Learn Channel Mix

XR2Learn has strategically spread its communication efforts across a diverse range of channels, which consequently makes it much more difficult to track impressions. What is more, the addressed audience similar and many people are present in more than one communication channel which hinders the proper monitoring and the identification of unique users across platforms due to GDPR regulations (the topic is described in detail in D2.3 Ecosystem activities and business support services). This approach is effectively raising project awareness and fostering meaningful connections among

target audiences, researchers, industry leaders, and other stakeholders. By leveraging its four social media profiles, website, newsletter, and additional communication methods, XR2Learn is enhancing the project's online presence and impact.

3.2.1 Social Media Presence and Communication

XR2Learn has a social media presence on four social media platforms:

- LinkedIn²
- Twitter/X³
- YouTube⁴
- F6S platform⁵

XR2Learn Social Media Metrics

XR2Learn currently boasts over **959 social media followers** across all platforms, with the number steadily increasing. This growth trajectory indicates that the project is on track to achieve its KPI of 1,200 social media followers by the end of the project. When it comes to the number of social media posts, XR2Learn has 75+ unique posts published on its social media and is on a good path to achieving its KPI of 200 social media posts by the end of the project.

XR2Learn's profiles and pages on LinkedIn and Twitter are actively used for two-way communication. The planned actions for XR2Learn's YouTube account are related to further promoting the project developments, more precisely by sharing demo videos, webinar recordings, etc. That will further propel XR2Learn's social media follower count and awareness of the project.

Since the start of the project, social media metrics for all of these accounts have been regularly tracked. Below in Figure 4 the total number of impressions for the last 365 (June 2023 – June 2024) days is visible. Figures 5 and 6 show the top posts from LinkedIn with the highest number of impressions and high CTRs (click-through rates).

² <https://www.linkedin.com/company/xr2learn/>

³ https://x.com/xr2learn_eu

⁴ <https://www.youtube.com/@XR2Learn>

⁵ <https://www.f6s.com/xr2learn/about>

Highlights

Data for 6/20/2023 - 6/18/2024

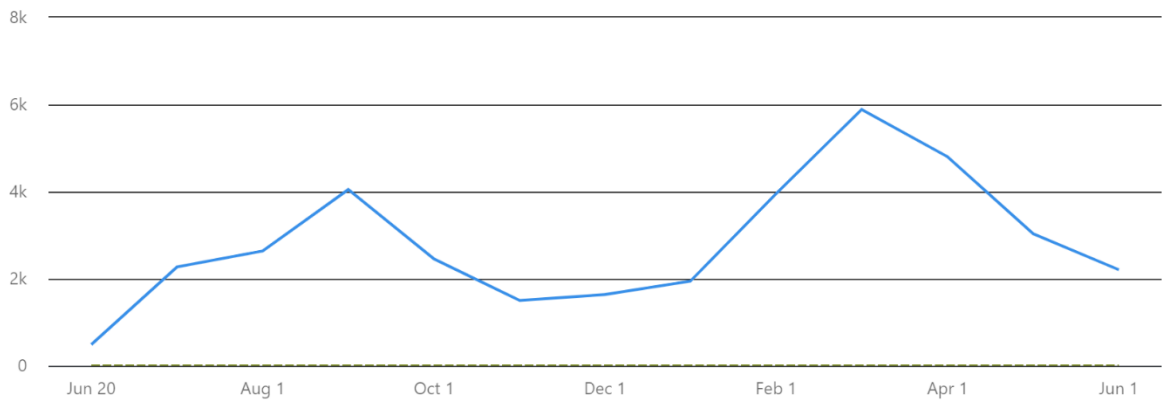
1,452
Reactions

14
Comments

156
Reposts

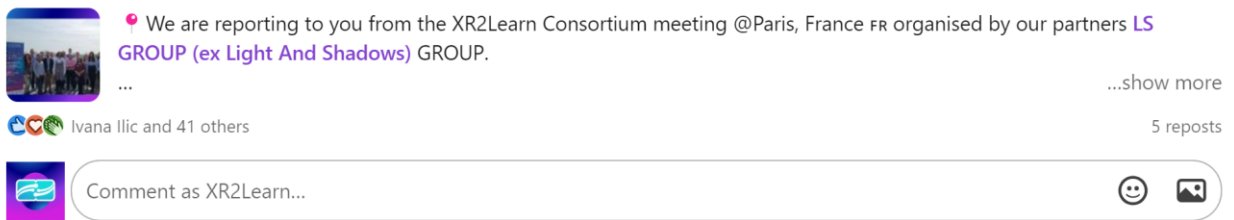
Metrics


Impressions ▾




✓ Organic	36,853
✓ Sponsored	0

FIGURE 4: LINKEDIN IMPRESSIONS FOR THE LAST 365 DAYS




 We are reporting to you from the XR2Learn Consortium meeting @Paris, France FR organised by our partners [LS GROUP \(ex Light And Shadows\) GROUP](#).

...show more

 Ivana Ilic and 41 others

5 reposts

Comment as XR2Learn...

Organic impressions: 991 Impressions

Hide results ^

Post performance ?

Targeted to: All followers

991 Impressions	162 Engagements	16.35% Engagement rate
115 Clicks	11.6% Click-through rate	42 Reactions
0 Comments	5 Reposts	

Show all results →

FIGURE 5: EXAMPLE OF XR2LEARN LINKEDIN POSTS WITH HIGH NUMBER OF IMPRESSIONS AND HIGH ENGAGEMENT RATE

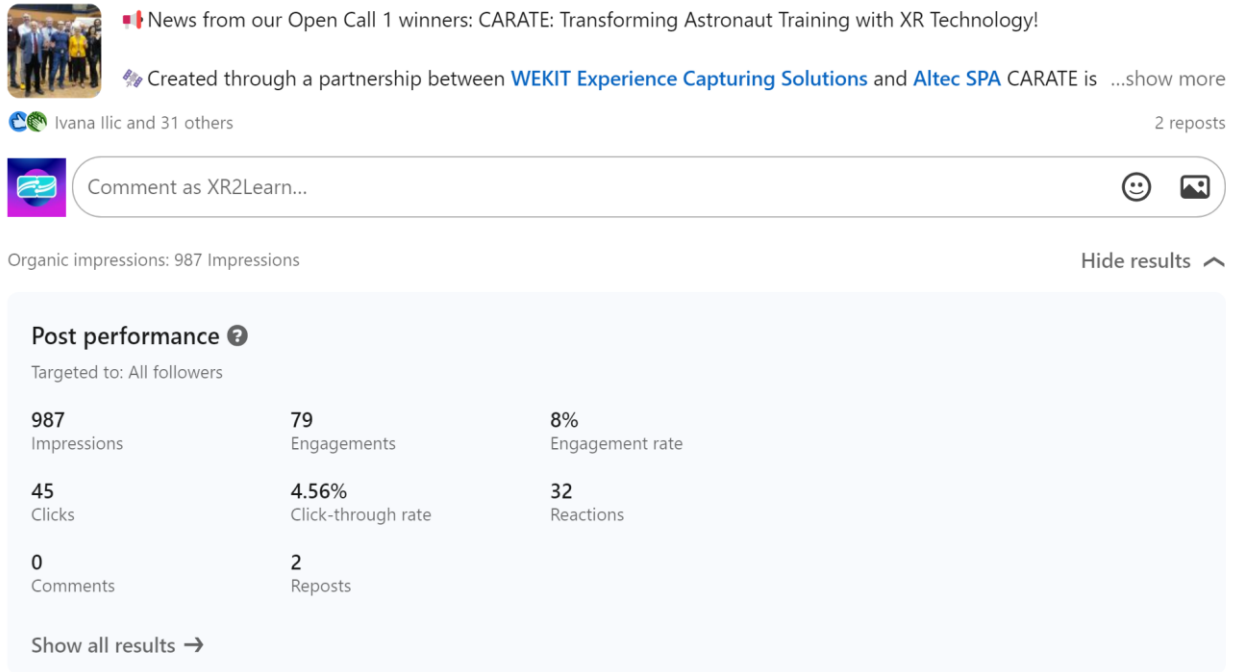


FIGURE 6: EXAMPLE OF XR2LEARN LINKEDIN POSTS WITH HIGH NUMBER OF IMPRESSIONS AND HIGH ENGAGEMENT RATE

XR2Learn Social Media Campaigns

In the scope of the project, three social media campaigns have been launched so far fitting the current state of the project development. These campaigns have been published on both Twitter and LinkedIn pages, as well as on the XR2Learn website. Appropriate visuals were also created for the campaigns, providing the campaign with attractive and engaging content.

The first social media campaign that was launched was the Open Call 1 promotional campaign. The main idea behind this campaign is to spread awareness about the launch of the XR2Learn Open Call 1 and its funding opportunities. One example of the social media post designed for this campaign can be seen in Figure 7 below.

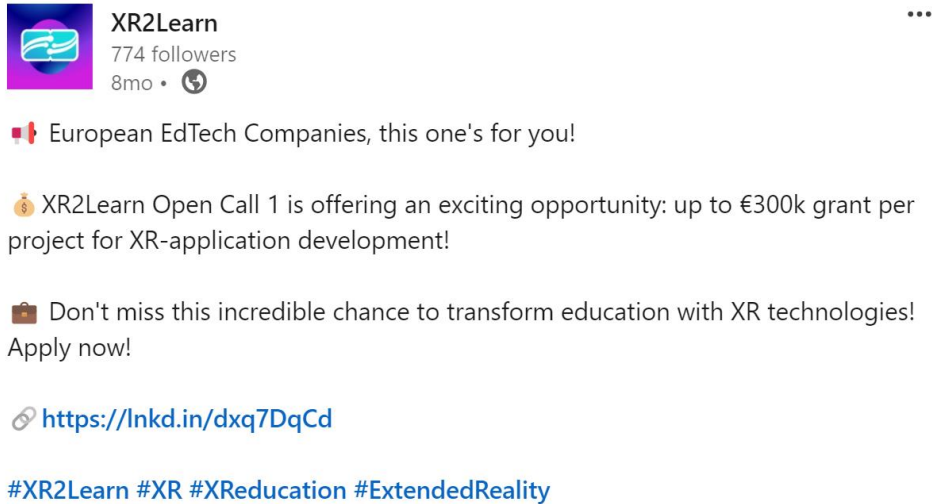


FIGURE 7: EXAMPLE OF A SOCIAL MEDIA POST DESIGNED FOR THE OPEN CALL 1 PROMOTIONAL CAMPAIGN

The second campaign started shortly after the end of the first one and it was dedicated to the promotion of the Open Call for Experts/evaluators and expression of interest aimed at selecting proficient evaluators for the 1st XR2Learn Open Call. One example of the social media post designed for this campaign can be seen in Figure 8 below.

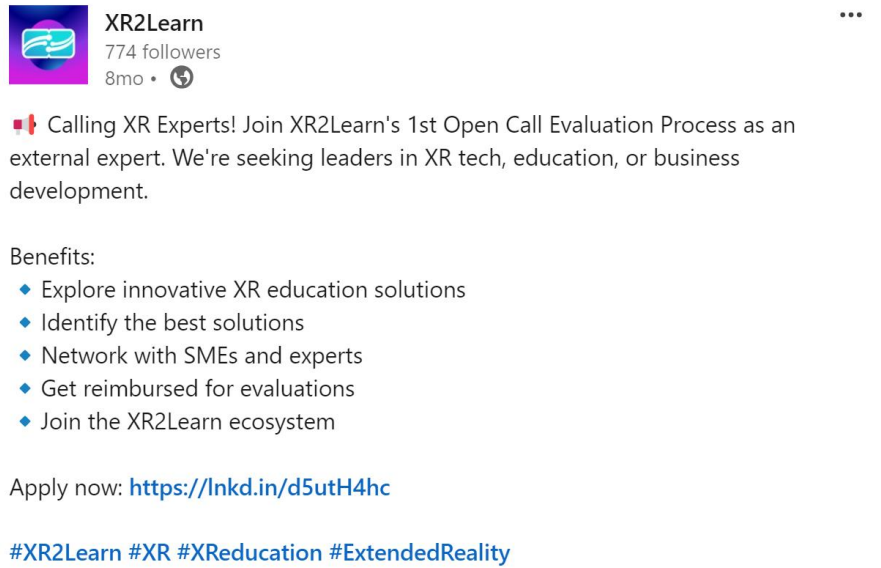


FIGURE 8: EXAMPLE OF A SOCIAL MEDIA POST DESIGNED FOR THE OPEN CALL FOR EXPERTS PROMOTIONAL CAMPAIGN

Once the Open Call 1 winners were selected, a third social media campaign started with the goal to promote the seven winners. Each of the teams was featured in a separate social media post and website article describing their solution and team members. One example of the social media post designed for this campaign can be seen in Figure 9 below.



FIGURE 9: EXAMPLE OF A SOCIAL MEDIA POST DESIGNED FOR THE PROMOTION OF THE OPEN CALL 1 WINNERS

These campaigns included the following things:

OC1 promo campaign:

- Detailed information about the OC1 on the project’s website, including OC documentation kit, timeline, and winners;
- LinkedIn campaign with 20 posts about the OC1;
- Twitter/X campaign with 14 posts about the OC1;
- 7 website articles promoting the OC1 winners.

OC1 evaluators promo campaign:

- Detailed information about the call for experts/evaluators on the project’s website;
- LinkedIn campaign with 3 posts;
- Twitter/X campaign with 3 posts;
- Promoting the campaign in relevant LinkedIn groups.

OC1 winners’ promo campaign:

- 7 website articles dedicated to OC1 winners promotion
- LinkedIn campaign with 10 OC1 winners promotion campaign;
- Twitter/X campaign with 10 OC1 winners promotion campaign;

More information about the activities conducted in the scope of promotion of the XR2Learn Open Call 1 can be found in section 4 of this deliverable.

Well-thought-out campaigns will continue to be implemented during the XR2Learn lifetime to ensure a steady climb toward the achievement of relevant KPIs. Each of the future campaigns will be carefully designed to follow the current state of the project and its development. The following months will see a notable social media campaign focused on the OC1 winners' short video campaign (to be launched in summer 2024).

Social Media Planning

All the XR2Learn social media posts are carefully planned. For this purpose, a Google Sheet File was created which is being used for planning and monitoring posts. The file contains the date of each post, social media copies and accompanying visuals and if the posts have been scheduled in advance.

When it comes to the visuals accompanying the social media posts, an internal Google Drive folder was developed for storing all the designed visuals. Most of the visuals are in 1920 x 1080 format as this format applies to all social media channels where XR2Learn is present. Social media posts that didn't have the accompanying visuals included a thumbnail preview of links that were promoted in these social media posts. OC1 winners were provided access to this material so that the project visual identity is maintained.

Maximising impact and visibility through partner engagement

To maximize the visibility and impact of the project's events and outcomes, partners are encouraged to reshare and repost XR2Learn social media content, particularly when their institution or organization is mentioned. This practice was also implemented to the OC1 winners. It amplifies traction for both XR2Learn and the partner's website and social media channels. Additionally, partners should generate content relevant to the project's activities and share it through their channels, focusing on event promotion, press outreach, and publications.

XR2Learn partners' channels and networks

The XR2Learn consortium consists of 10 partners from 6 European countries, operating in a variety of industries. With the implementation of OC1, the XR2Learn coverage was significantly extended by adding 7 new companies to its network and 5 new countries of reach (Cyprus, Turkey, Germany, Bulgaria, Hungary). All partners actively contribute to the project's communication and dissemination efforts, utilizing their organizational website, social media channels and newsletters, making use of their well-established networks. All of their communication activities are visible on the following channels:

TABLE 3: XR2LEARN PARTNERS' COMMUNICATION CHANNELS

Partner	Communication Channels
CNIT	LinkedIn: CNIT - Consorzio Nazionale Interuniversitario per le Telecomunicazioni Twitter: @CNIT_TLC

EADTU	LinkedIn: EADTU Twitter: @EADTU YouTube: @eadtu
HOU	LinkedIn: Hellenic Open University Twitter: @eapuni YouTube: @user-fh9ke9lt9f
EITM CLC South	LinkedIn: EIT Manufacturing Twitter: @EITManufactur YouTube: @eitmanufacturing
SYN	LinkedIn: Synelaxis Solutions SA Twitter: @Synelaxis
LS	LinkedIn: LS GROUP (ex Light And Shadows) Twitter: @lsgroup3d YouTube: @lsgrouplexlightandshadows3716
UM	LinkedIn: Maastricht University Twitter: @MaastrichtU YouTube: @maastrichtuniversity
SUPSI	LinkedIn: University of Applied Sciences and Arts of Southern Switzerland Twitter: @supsi_ch YouTube: @supsi_university
MAG	LinkedIn: Gruppo Maggioli Twitter: @Gruppo_Maggioli
F6S	LinkedIn: F6S Innovation Twitter: @F6S_Gov Project page: XR2Learn page

3.2.2 XR2Learn website

The XR2Learn website is available at www.xr2learn.eu. The website is designed in a way to introduce the project, as well as to provide all relevant, up-to-date information to the main target audience and the general public. It is connected to other communication tools such as the F6S platform and social networks by serving as their main support system and information repository. The website is regularly updated with contributions from all partners.

The following elements within the project website are crucial for communication and are regularly updated by F6S with the support of the whole consortium:

About section with subpages for the “About us” featuring project objectives and introduction of the consortium partners, followed by the “Contact Us” subpage.

Business Support section showcasing XR2Learn support in the form of BlockChain enabled Marketplace, NFT-based IPR Management Tool and Learning Graph Tool for instructional designers/tutors

Technical Support section which will store information and access to:

- XR2Learn Catalogue featuring button links for the subpages, one showcasing 6 XR software enablers and the other presenting 3 Beacon Apps developed by consortium partners, as well as additional information about the rest of the XR material that can be expected at XR2Learn platform (XR applications and other content such as complete educational scenarios).
- XR2Learn Technical Wiki containing XR user guides, case studies, articles, tutorials & guides to external resources
- XR2Learn Educational Framework for delivering specific guidelines on how to integrate XR-based activities in the educational process

Open Calls section as a space for the guidelines for individual applicants or a consortium of SMEs/mid-caps and training actors wishing to deliver human-centric XR applications in education. The section is currently introducing Open Call 1 for application development in the manufacturing domain and will further add Open Call 2 for application piloting in real-life settings.

News and Media section as a designated base for the following subpages: a) Latest News b) Newsletter c) Video and d) Resources for curating project reports (public deliverables), publications in scientific journals and Media Kit materials (press releases and branding materials).

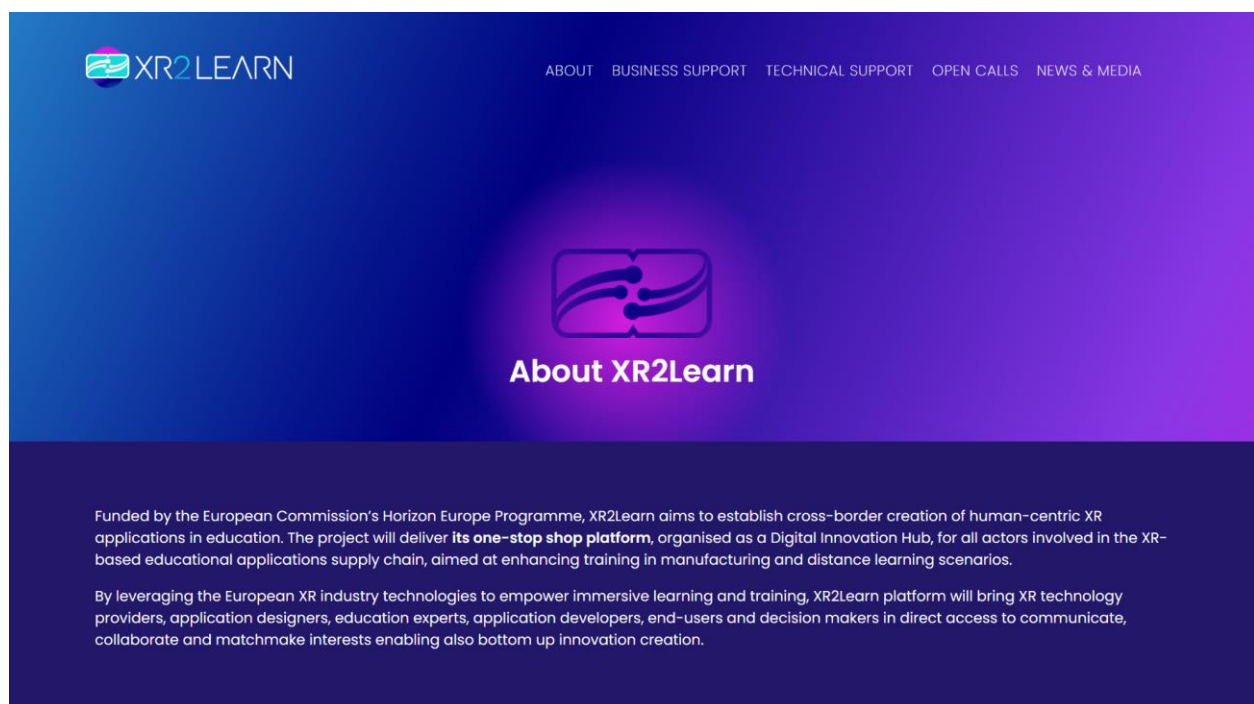


FIGURE 10: SCREENSHOT OF THE XR2LEARN WEBSITE

As mentioned above, the website in its Resources page contains helpful resources for dissemination and communication that can be used by all project partners. The Video

section of the website contains all the videos created during the project's lifetime and this way all the videos can be easily viewed by any interested stakeholder.

Website metrics

Until M18 we have used Google Analytics to keep track of website metrics, in M18 Google Analytics is being replaced by Matomo because Matomo offers greater control, transparency, and privacy for website owners seeking to comply with GDPR, making it a preferable choice over Google Analytics in terms of data protection and user privacy.

Metrics being followed for XR2Learn are not just the ones agreed upon in the Grant Agreement (Unique visits (page views) per year). Other metrics are also being considered to evaluate the project's impact—both onsite and offsite—through SEO, social media, newsletters, and more. Some of the key metrics being monitored via Google Analytics & Matomo are:

- Page Views
- Users/New Users
- Average Engagement Time
- User Engagement
- Organic Search Results

Figure 11 depicts XR2Learn page views as well as the total number of unique visits on the website since the start of the project.

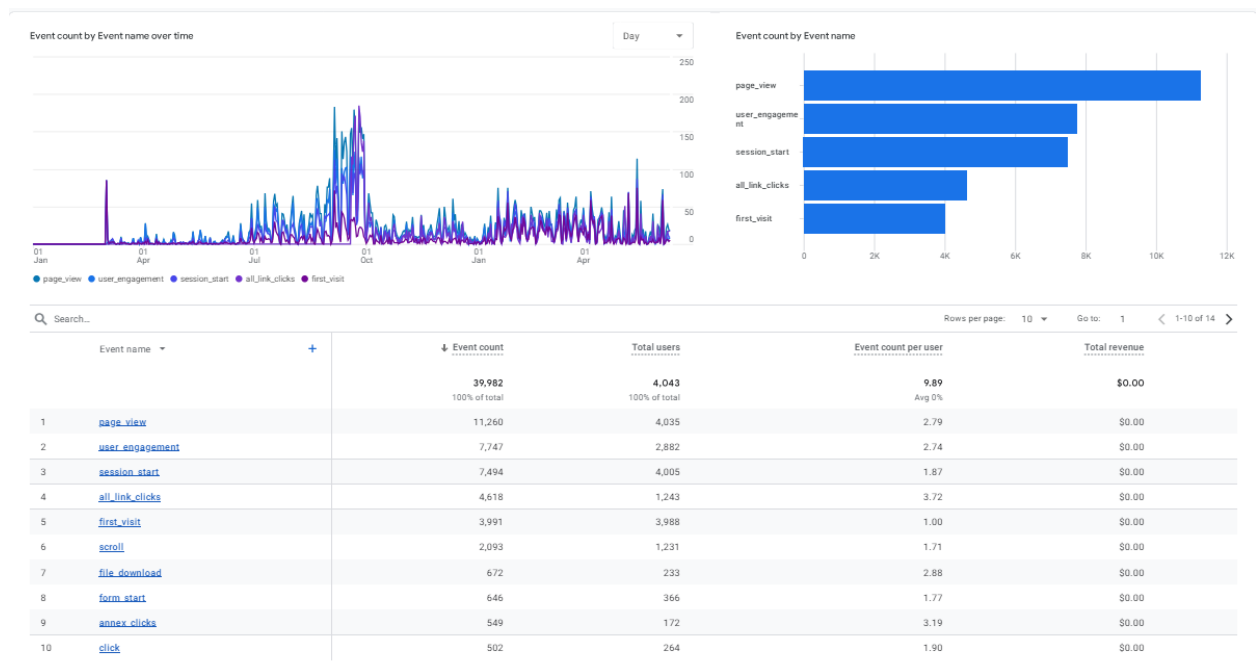


FIGURE 11: SCREENSHOT FROM GOOGLE ANALYTICS TAKEN ON JUNE 7TH, 2024

As it is visible from Figure 11, the total number of visits to the XR2Learn website since the start of the project is almost 40,000 and the total number of unique visitors is 4043. It is also visible that the XR2Learn website had the highest traffic between July and October 2023 which was the period of the Open Call 1. Figures 12-15 show other Google Analytics metrics such as user acquisition, total number of users, demography of the audience – countries with most visitors to the XR2Learn website, etc.

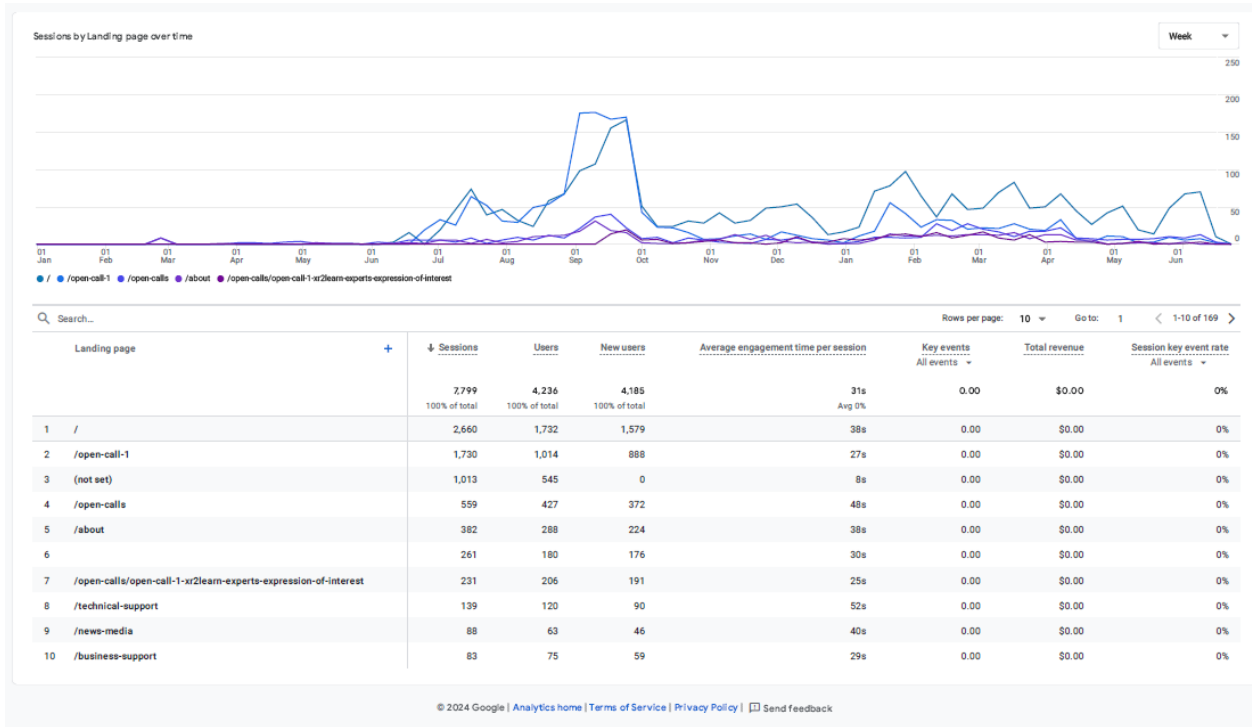


FIGURE 12: GOOGLE ANALYTICS FOR XR2LEARN'S LANDING PAGE

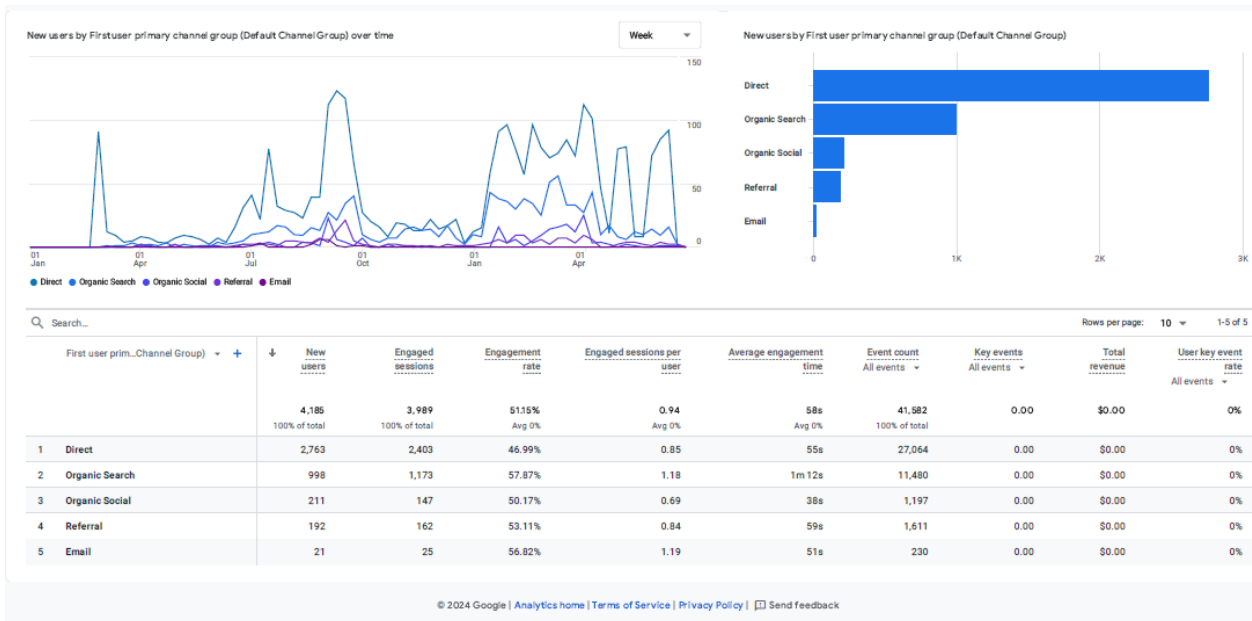


FIGURE 13: GOOGLE ANALYTICS FOR XR2LEARN'S WEBSITE ON USER ACQUISITION

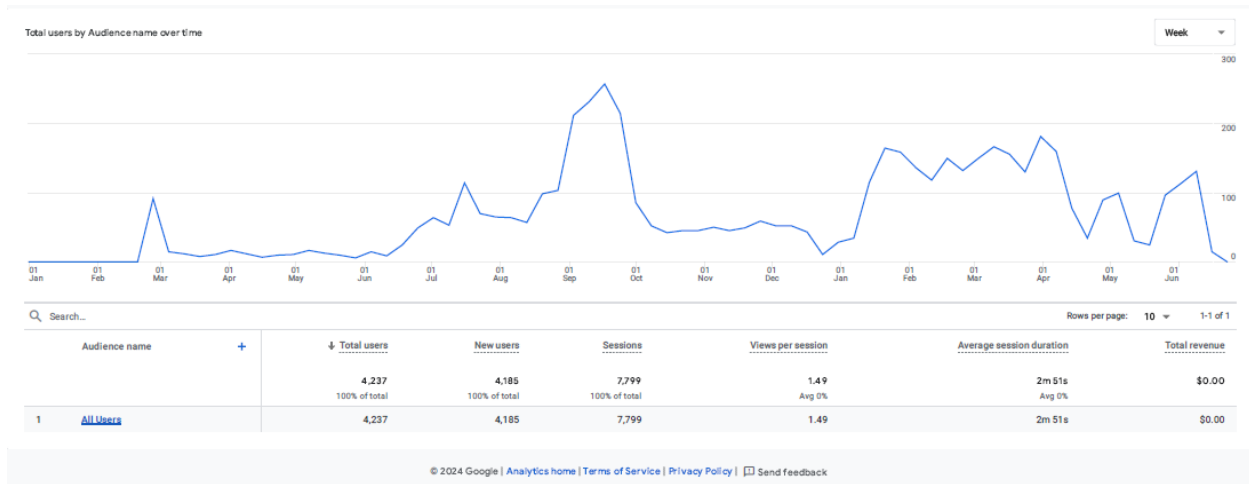


FIGURE 14: GOOGLE ANALYTICS FOR XR2LEARN’S WEBSITE ON AUDIENCE

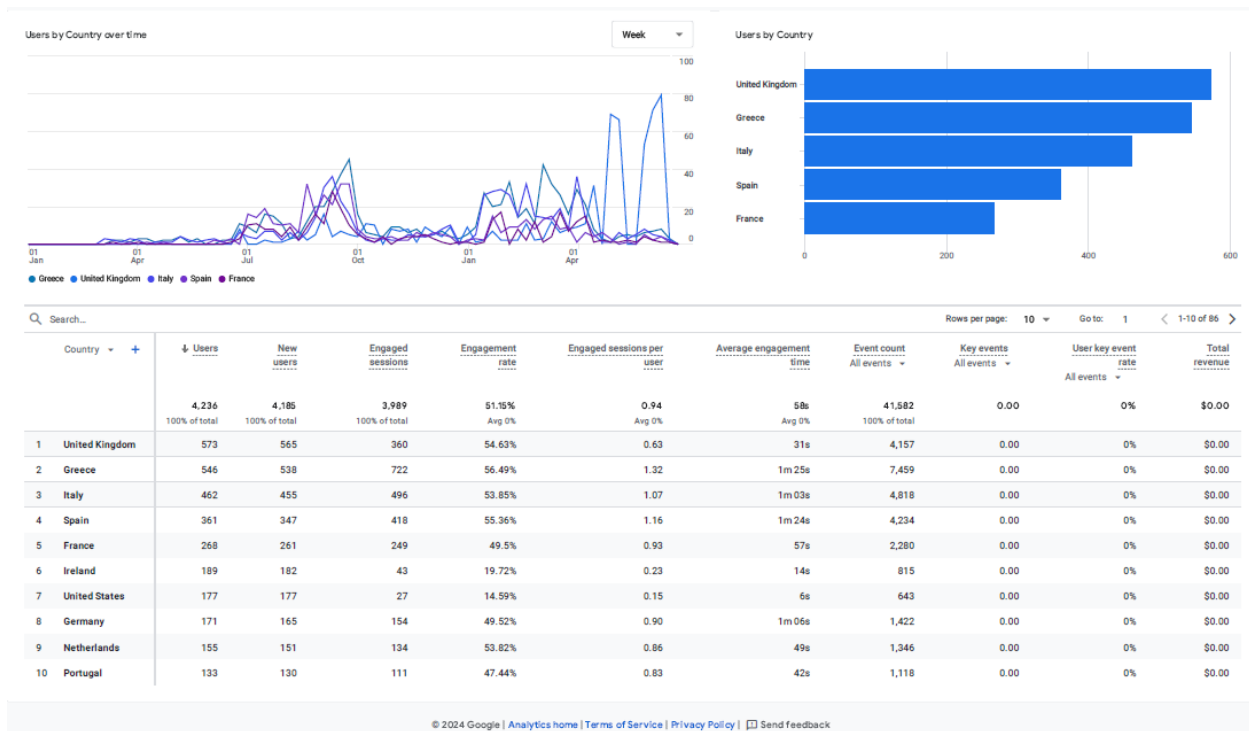


FIGURE 15: GOOGLE ANALYTICS FOR XR2LEARN’S WEBSITE ON DEMOGRAPHY OF VISITORS

The spikes in the Google Analytics graphs show the increase of website visits during the period of the OC1. Slight increases can also be seen during the OC1 winners’ promotion campaign.

3.2.3 Newsletter

Sending out XR2Learn newsletters is a campaign that is ongoing from the start of the project until its very end.

It ensures dissemination and communication on European and international levels by keeping the diverse list of subscribers up to date on project updates, and consortium news including open calls, events attended, publications published, etc. The current number of newsletter subscribers is 127.

XR2Learn newsletter is hosted via MailChimp, and it is being developed 2 times a year (7 in total). Visitors to the website can subscribe to the XR2Learn newsletter. So far 2 newsletters have been published with an average open rate of 68.4% (Newsletter #1) and 62.5% (Newsletter #2). The third edition of the XR2Learn newsletter will be published in July 2024 (M19).

3.2.4 F6S Platform

The XR2Learn consortium used the F6S platform to host its first open call. The platform included all of the needed information about the application process in a user-friendly format and fulfilled all visual requirements that the project has. The application questions and supplementary documents were also present on the platform as being the only legitimate method of applying to XR2Learn’s first open call. To ease applicants’ work, the XR2Learn team held 2 dedicated webinars (the [first session](#) on 24.07.2023 and the [second session](#) on 7.09.2023) that also included instructions on how to apply to the open call. What is more, the call for experts/evaluators was also settled on the same platform, offering an easy procedure to apply for XR2Learn’s call for evaluators.

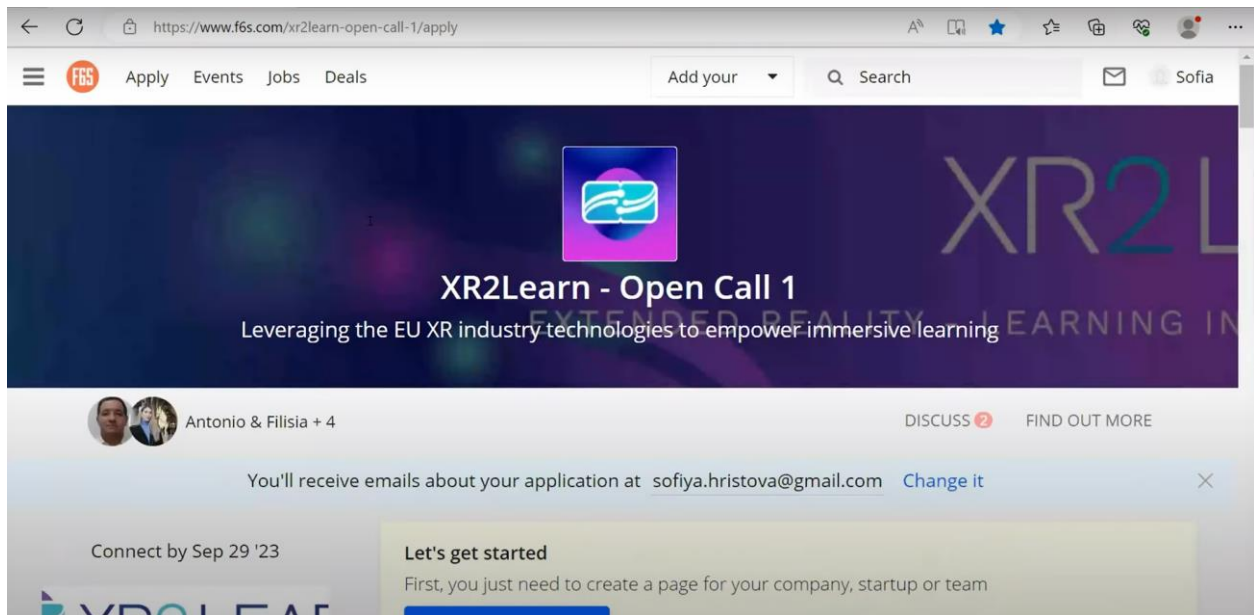


FIGURE 16: F6S PLATFORM HOSTS XR2LEARN’S OPEN CALL 1

3.3 News and articles

The following activities will be implemented to share news and relevant content with the community:

- **XR2Learn press releases** – project press releases are developed during relevant occasions of the project to facilitate their dissemination. These press releases follow a certain format, including a description of the project in general to raise awareness of the project, as well as the current news and information designed to follow each crucial stage of the project. Since the start of the project, two press releases have been published on the website to commemorate the project launch. The press release is available in the resource section of the website.

- **XR2Learn blog posts on the website** – the project website has a section for “LATEST NEWS”, which is updated regularly with articles covering the XR2Learn activities and developments. Since the start of the project, a total of 26 articles have been published on the XR2Learn website, covering various topics - from announcements of the upcoming webinars, open call promotion, and insights from numerous events attended by the XR2Learn consortium members to the articles promoting XR2Learn Open Call 1 winners.

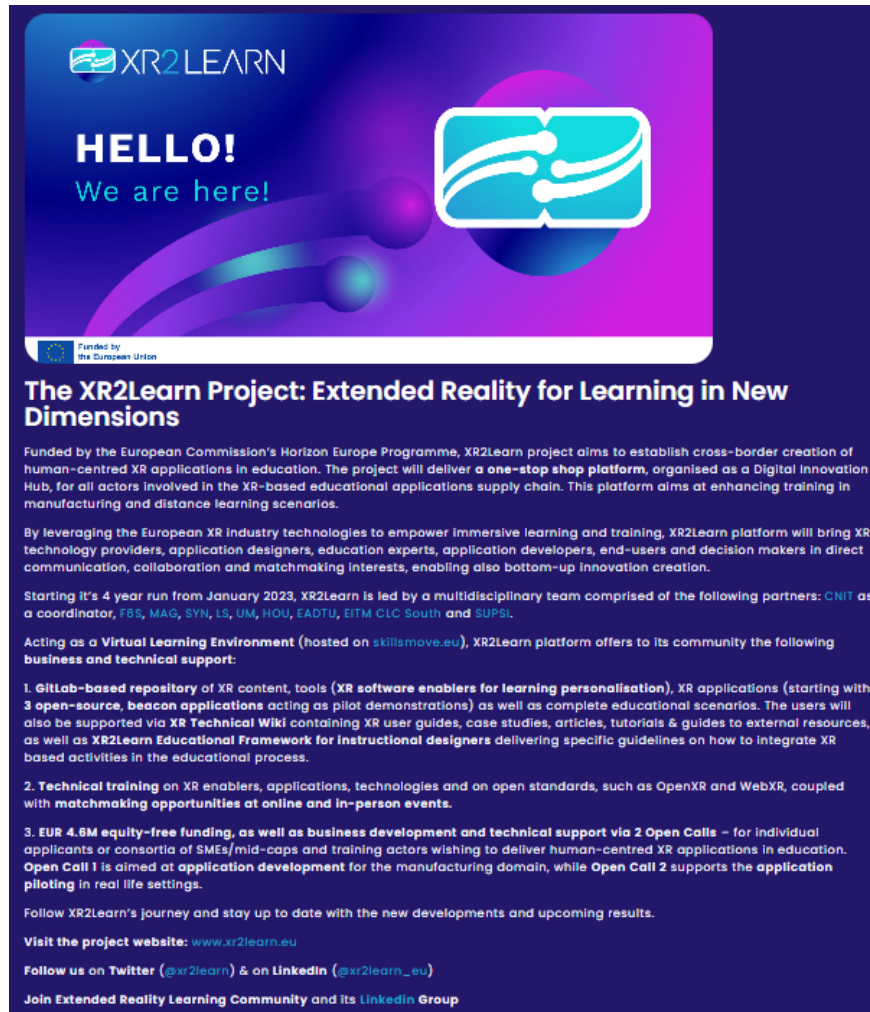


FIGURE 17: SCREENSHOT OF XR2LEARN WEBSITE BLOG POST

3.4 Promotional Materials

XR2Learn's promotional strategy is supported by the use of the following promotional materials which are powerful promotional tools during online and onsite events:

- One-Pager/ Online flyer
- Roll-up
- Poster
- 3 short promotional videos

The XR2Learn Media Kit is publicly available on the project website ([section Resources](#)) and it contains the project logo, Logotype Info, listed printing materials, pitch presentation and branded visuals for social media. The aforementioned materials were updated accordingly in order to meet the consortium's changing needs:



XR2LEARN

EXTENDED REALITY FOR LEARNING IN NEW DIMENSION

The EU-funded XR2Learn platform enables **cross-border creation of human-centric XR applications in education**

Join our Community of XR technology providers & Edtech developers, education experts, instructional designers and end-users to participate in the collaborative process.

We PUSH new XR technologies in manufacturing sector & distance learning scenarios

EUR 4.2M of equity-free funding & tailored business & technical support

Open Call 1 for XR application development

Open Call 2 for XR application piloting & user-testing

Over 6 XR software enablers and 3 Beacon applications for emotion/affect detection and learning personalisation.

- XR technical trainings
- Matchmaking opportunities

To PULL XR applications in education via 2 Open Calls for SMEs/mid-caps (individually or with training organisations)

Total amount
4.2 M EUR

Max funding per project
300 000 EUR

from June 29 until
September 29
2023

GET IN TOUCH WITH XR2LEARN
www.xr2learn.eu

✉ info@xr2learn.eu **in** [XR2Learn](https://www.linkedin.com/company/xr2learn) **tw** [@xr2learn_eu](https://twitter.com/xr2learn_eu)

JOIN OUR COMMUNITY
in extended Reality Learning **yt** @extendedrealitylearning **tw** @xr2learn_eu

Funded by the European Union

XR2Learn makes this possible through its one-stop shop platform acting as Virtual Learning Environment with:

- GITLAB-BASED TECHNICAL SUPPORT**
- Catalogue-based inventory** of XR content, tools, applications, & complete educational scenarios
- Technology support Wiki** with XR user guides, case studies, articles & tutorials
- Instructional Design Framework** delivering specific guidelines on how to integrate XR based activities in the educational process.
- COMPETENCIES MATCHMAKING**
- XR2Learn blockchain enabled marketplace with Non-Fungible Tokens (NFTs) IPR management tool** for novel trading of all materials and tools needed for XR in education.
- Learning graph tool for instructional designers/tutors** enabling easy search and integration of available XR training materials.

Financial support to third parties is foreseen for the incorporation of third-parties that will take advantage of the XR2LEARN enablers, technical and business support services and access to piloting opportunities to provide new XR-based educational applications and validate XR technologies in real life settings.













FIGURE 18: XR2LEARN ONE PAGER/FLYER - UPDATE NOVEMBER 2023



XR2LEARN

EXTENDED REALITY FOR LEARNING IN NEW DIMENSION

JOIN XR2LEARN PLATFORM FOR **CROSS-BORDER CREATION OF HUMAN-CENTRIC XR APPLICATIONS IN EDUCATION.**

ENGAGE IN THE COLLABORATIVE PROCESS WITH OUR COMMUNITY OF XR TECHNOLOGY PROVIDERS & EDTECH DEVELOPERS, EDUCATION EXPERTS, INSTRUCTIONAL DESIGNERS AND END-USERS.

- **EUR 4.6M** via 2 Open Calls for development & piloting of XR applications in manufacturing sector and distance-learning scenarios.
- Competencies Matchmaking, business development & technical support for learning personalisation with novel XR technologies
- One-stop shop platform for all materials and tools needed to create XR applications.

GET IN TOUCH WITH XR2LEARN
www.xr2learn.eu

✉ info@xr2learn.eu **in** [XR2Learn](https://www.linkedin.com/company/xr2learn) **tw** [@xr2learn_eu](https://twitter.com/xr2learn_eu)

JOIN OUR COMMUNITY
in extended Reality Learning **yt** @extendedrealitylearning **tw** @xr2learn_eu

Funded by the European Union











FIGURE 19: XR2LEARN POSTER - UPDATE NOVEMBER 2023



FIGURE 20: XR2LEARN ROLL-UP - UPDATE NOVEMBER 2023

The consortium has already created the first of a series of 3 promotional videos. It was dedicated to the promotion of Open Call 1 and used on the project’s website, social media platforms and all dedicated events. The video is available on [YouTube](#). The second video will be used for promotion of the XR2Learn’s open call 2 and the third is expected to give an overview of the project’s achievements at the end of XR2Learn.

3.5 Events

The XR2Learn project plans a number of different events to meet its communication, diffusion, and exploitation goals. The seminars cover a wide range of topics, including stakeholder identification and engagement, synergies establishment and exchange of experience, specialized conferences in the fields of XR and EdTech, various workshops focused on PUSH technologies, business development, intellectual property, investor readiness, and so on.

3.5.1 In-person events

During the first 18 months of the project, XR2Learn actively participated in and presented its findings at 5 XR & EdTech Industry conferences to broaden its network and community and stay up to date on the newest advancements in XR in education, training, and learning:

TABLE 4: XR2LEARN IN-PERSON EVENTS ORGANISED BY M18

No	Event	Location	Period	Presence
1	MobileHCI: International Conference on Mobile Human-Computer Integration	Athens, Greece	26-29.09.2023	Participation with a paper presentation and a booth
2	Immersive Tech Week: VR, AR, XR, AI, the metaverse, Web4, haptics	Rotterdam, the Netherlands	29.11 - 1.12.2023	Participation with a presentation on a dedicated session and a booth
3	Laval Exhibition: Act for the Future	Laval, France	10-12.04.2024	XR2Learn presented by LS Group
4	Viva Technology XR Exhibition	Paris, France	22-24.05.2024	XR2Learn presented by LS Group
5	SPS Italia - Smart Production Solutions	Parma, Italy	28-30.05.2024	XR2Learn presented by EIT Manufacturing

3.5.2 Online events

During its first 18 months of its existence, the XR2Learn team has strongly declared its presence on the European XR scene. Thanks to the functioning synergies with other EU

projects that were established from its very beginning, the XR2Learn consortium has organized co-creation events and workshops that helped a lot to spread the word about the newly launched projects. It also initiated various tech-dedicated webinars to support developers in their technological struggles. Also, workshops to promote the open call 1 were conducted that were of great support to the applicants, including dedicated Q&A sessions. For the purpose of business support, a brokerage event and XR-info webinar took place. An exhaustive list of all XR2Learn-related online events is below:

TABLE 5: XR2LEARN ONLINE EVENTS ORGANISED BY M18

No.	Date	Title	Description	Audience
1	10.01.2023	eXtended Reality Learning seminar (sister projects initiative)	An introductory webinar focused on three new Research & Innovation projects XR2Learn, MASTER, XR4ED along with the participation of projects BRIDGES, CANOPIES, VOXReality, MiRA.	110
2	19/01/2023	Webinar on Innovative Training Revolution: Immersive Learning and On-the-Job Training (PUSH event)	Prof. Silvia Giordano (SUPSI) participated as a speaker on the webinar organized by CECIMO – European Association of the Machine Tool Industries and related Manufacturing Technologies	N/A
3	30/06/2023	Open Call Webinar XR2Learn / XR4ED / MASTER (sister projects initiative)	This was a joint communication initiative of the three sister projects XR2Learn, XR4ED and MASTER XR presenting their funding opportunities.	62 persons
4	10/07/2023	France Immersive Learning Lab - XR2Learn OpenCall presentation (in French) (PUSH event)	LS asked a partner to organize a webinar with their contacts in France. The presented content focused on XR2Learn and its Open Call.	18 persons
5	24/07/2023	First Open Call Promotion Webinar (Open	In this webinar, we have covered everything you need to know before you	23 persons

		Call promotion initiative)	apply to the XR2Learn Open Call #1: project introduction, a detailed Open Call explanation covering the timing, requirements and eligibility criteria and the F6S platform tutorial, explaining how to apply to the OC via the F6S platform.	
6	07/09/2023	Open Call 1 Info Webinar (Open Call promotion initiative)	Explaining XR2Learn's Open Call procedure. This webinar covered project introduction, Open Call details, F6S platform application guidance, evaluation insights, and a Q&A session.	59 persons
7	15/09/2023	Sploro Cascade Funding info day session #4 (Open Call promotion initiative)	The open calls of three projects related to AR/VR/XR technologies were presented during the info day. XR2Learn open call was presented.	30 persons
8	17/01/2024	1st XR2Learn Community Building Webinar (Community Building webinar)	The aim of this webinar was to start creating awareness about target XR2Learn results and possibilities for joining the XR2Learn community	52 persons
9	27/02/2024	SURE5.0 Project Webinar	The aim of this webinar was to start creating awareness about target XR2Learn results and possibilities for joining the XR2Learn community	37 persons
10	29/05/2024	Access2Tech event on Industrial Metaverse (as part of SPS Italy fair) (Brokerage event)	The aim of this event was to facilitate the matchmaking between startups in the area of Industrial Metaverse and Corporates (both end users and technology providers)	7 startups 7 corporates

11	30/05/2024	F6S takes XR webinar (Business support event)	This webinar was organized by F6S and its aim was to promote seven different XR projects (XR2Learn, VOX Reality, CORTEX2, SERMAS, TRANSMIXR, XR4ED and Motivate XR).	88 persons
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3.5.3 Kick-off events with selected third parties of each of the open calls

The kick-off event with the OC1 winners was initiated in person during XR2Learn’s General Assembly in Paris on 21st March 2024 and hosted by LS Group. During the co-creation event all 7 selected companies were present and contributed to the workshop with their ideas, vision and knowledge. Among the several insights revealed by the analysis of the OC1 teams' perspectives, the highlights are the following:

- XR2Learn can enable/exploit some of its stakeholders' "prosumer roles". For example, academics can give XR tech providers unique advanced solutions/modules (in this case, for training personalization) while also benefiting from novel XR-based education/training courses. Similarly, other public/private entities (for example, environmental agencies in the XAlfy initiative) can be both content producers (creators of courses) and consumers of the generated training materials.
- The XR2Learn platform and solutions can be extremely valuable for:
 - Offering a community for inspiration and collaboration.
 - Overcoming budget limits by reusing code (such as XR2Learn enablers) from the XR2Learn marketplace to accelerate procedures.
 - Accessing tools/methodologies that allow customers (creators of learning experiences) to construct their courses autonomously.
- The primary benefits of deploying XR-based learning/training courses are:
 - Create more interesting, personalized, and effective education/training courses.
 - Introducing solutions to make course creation more flexible and scalable.
 - Addressing specific issues more effectively, such as accident prevention (i.e. workforce safety).
 - Attract and develop abilities.
 - By developing expertise in XR-based education/training courses and solutions.



FIGURE 21: KICK-OFF EVENT WITH OC1 WINNERS IN PARIS, FR, MARCH 2024



FIGURE 22: KICK-OFF EVENT WITH OC1 WINNERS IN PARIS, FR, MARCH 2024

3.6 Scientific publications

XR2Learn uses its partners' strong positioning, proactive involvement in conferences and events, and prolific scientific material creation, among other things, to reach and influence its various target audiences. With this in mind, we have established a KPI of at least 10 scientific/international journal/conference publications during the project's lifetime. The XR2Learn's list of published publications which also includes OC1 winners' papers is shown in the table below.

TABLE 6: LIST OF XR2LEARN SCIENTIFIC PUBLICATIONS PUBLISHED BY M18

No.	Partner	Publication link	Authors	Title of publication	Title of the journal or equivalent
1	SUPSI/UM	Link	Mousavi, S. M.	Emotion	CEUR Workshop

			H., Khaertdinov, B., Jeuris, P., Hortal, E., Andreoletti, D., & Giordano, S.	Recognition in Adaptive Virtual Reality Settings: Challenges and Opportunities	Proceedings
2	HOU	Link	Vasilis Zafeiropoulos, George Anastassakis, Theofanis Orphanoudakis, Dimitris Kalles, Anastasios Fanariotis, Vassilis Fotopoulos	The V-Lab VR Educational Application Framework: A Beacon Application of the XR2Learn Project	MobileHCI '23 Companion: Proceedings of the 25th International Conference on Mobile Human-Computer Interaction
3	SUPSI	Link	Seyed Muhammad Hossein Mousavi, Matteo Besenzoni, Davide Andreoletti, Achille Peternier, Silvia Giordano	The Magic XRoom: A Flexible VR Platform for Controlled Emotion Elicitation and Recognition	Proceedings of the 25th International Conference on Mobile Human-Computer Interaction
4	SYN, MAG	Link	Bourou, Stavroula, Apostolos Maniatis, Dimitris Kontopoulos, and Panagiotis A. Karkazis	Smart Detection System of Safety Hazards in Industry 5.0	Telecom Journal (This article belongs to the Special Issue Digitalization, Information Technology and Social Development)
5	LS, CNIT	Link	Thandapani, Rama Krishnan Gopal Ramasamy and Capel, Benjamin and Lasnier, Antoine and Chatzigiannakis, Ioannis	INTERACT: An authoring tool that facilitates the creation of human-centric interaction with 3d objects in virtual reality	Proceedings of the 25th International Conference on Mobile Human-Computer Interaction
6	CNIT,	Link	Chatzigiannakis	The XR2Learn	ERCIM News

	SUPSI, HOU		Ioannis (Sapienza University of Rome and CNIT), Giordano Silvia (University of Applied Science of Southern Switzerland - SUPSI), Orphanoudakis Theofanis (Hellenic Open University)	Project Approach to Empowering Immersive Learning and Training Leveraging European XR Industry Technologies	
7	INNOV- ACTS Limited (One of the XR2Learn Open Call 1 winners)	Link	George Fatouros and John Soldatos (INNOV-ACTS Limited)	Personalized, Context-Aware XR Training Applications Driven by Large Language Models	ERCIM News
8	The XR4HRC project (One of the XR2Learn Open Call 1 winners)	Link	Kübra Yayan (Eskisehir Osmangazi University), Yunus Emre Esen (LTG), Uğur Yayan (Eskisehir Osmangazi University)	A New Dimension of Learning: Exploring the Impact of XR4HRC on Training Efficacy	ERCIM News
9	The PROXIMA project (One of the XR2Learn Open Call 1 winners)	Link	Alessandro Pollini, Tania Sabatini and Sara Traversari (BSD Design)	Proximity Machinery through Distributed Augmented Reality: Design for Training the Resilient Operator 5.0	ERCIM News
10	UM	In progress	Bulat Khaertdinov, Pedro Jeuris, Annanda Sousa, Enrique Hortal	Exploring Self- Supervised Multi-view Contrastive Learning for Speech	Interspeech 2024 (accepted)

				Emotion Recognition with Limited Annotations	
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3.7 Cooperation mechanisms with other projects and initiatives

XR2Learn aims to build a strong network in the XR and education communities to help their industries transition across the EU. To do this, XR2Learn established collaboration mechanisms with other ongoing projects, initiatives, corporate networks, and associations, as well as particular platforms and EU agencies, with the goal of incorporating them in project implementation. As main cooperation directions, the team identifies:

- Cross-promotion and dissemination
- Events co-organization and co-participation
- Technical support

Key identified initiatives

Target networks were identified at the proposal stage, as well as through subsequent collaboration of the communication team with project partners. As a result, the list of possible synergy partners was extended and put into real action:

3.7.1. Partnership Agreement between XR2Learn, XR4ED and MASTER projects

XR2Learn has kick-started its cooperation strategy with the partnership agreement established with XR4ED and MASTER projects which is already a functioning and fruitful cooperation through:

- eXtended Reality Learning - Joint LinkedIn Group

The created [“eXtended Reality Learning”](#) LinkedIn group has turned out to be a strong tool for communication and dissemination with the target group, growing its audience of XR-interested to 274 members.

The group was created to communicate and engage with stakeholders in the XR and Education sectors by disseminating project news and results from the XR2Learn, XR4ED, and MASTER projects (e.g., events, outputs of common interest), as well as sharing relevant content from other projects/channels (e.g., publications, events, etc.) and the XR education ecosystem as a whole. Currently, the group is a stable platform for exchanging ideas, events promotion and knowledge sharing.

- Event Co-organisation and participation

The "eXtended Reality Learning seminar," held on January 10, 2023 (at Sapienza University in Rome, Italy and online via Zoom) as part of the XR2Learn Kick-Off meeting, was the first joint event initiative with the project partners, as well as the first of three yearly workshops with other EU projects that are XR related (per XR2Learn KPI) to align on project planning, build synergies (e.g., community building, communication campaigns), and share knowledge/experience.

A second webinar called eXtended Reality Learning Community Meet Up took place online on June 30, 2023. It focused again on the three organizing projects, but with a different perspective: for the XR2Learn the focus was on the First Open Call and Technical solutions whereas XR4ED made an Overview of eXtended Reality for Education and MASTER emphasized the Extended Reality Learning in Robotics. The collaboration between the projects continues with new initiatives.

3.7.2. Cooperation for the Horizon Results Booster

To improve its communication, dissemination and exploitation activities, XR2Learn initiated participation in the Horizon Results Booster program, Service 1 “Portfolio Dissemination and Exploitation Strategy (PDES)”, Module A: Identification and creation of the portfolio of R&I project results and Module C: Assisting projects to improve their existing exploitation strategies. For Module A, the consortium had to establish a group of projects to join efforts around its common objectives and expected outputs. After a careful analysis of the current collaborations, XR2Learn invited its partners from MASTER, XR4ED and CORTEX2 projects and they have all agreed to participate.

Portfolio Dissemination & Exploitation Strategy - Module A (PDES A) builds on the concept of project groups to create a Portfolio of Research & Innovation Results that may be disseminated cooperatively across participating projects. Identifying parallels across efforts in terms of outputs, study areas, and target stakeholders is an important step in this approach. Module A was successfully completed in April 2024. The group of projects agreed on deepening the fruitful collaboration with application to Module B: Helping projects from the portfolio to design and execute a portfolio dissemination plan of the Horizon Results Booster that was also approved in June 2024, so the cooperation mechanism continues developing.



FIGURE 23: XR2LEARN’S GROUP OF PROJECTS FOR THE HRB MODULE A

3.7.3. Other synergies

The XR2Learn consortium joined efforts with 4 other EU projects in the XR domain (SERMAS, VOXReality, XR4ED and CORTEX2) and participated together in the Immersive Tech Week in Rotterdam, the Netherlands in November 2024. The 5 projects had a

common booth where they presented their recent achievements, showcased technical advancements and communicated successes with a broad audience. In a dedicated session under the motto “Connecting Founders to Horizon Europe Funding Opportunities”, each initiative presented its recent and upcoming open calls. The collaboration turned out to be fruitful and it is intended that it continues in different other directions for mutual support and cooperation.



FIGURE 24: JOINT SESSION ON OPEN CALL OPPORTUNITIES AT THE ITW 2023



FIGURE 25: JOINT BOOTH AT THE ITW 2023

4. OPEN CALL 1 COMMUNICATION AND DISSEMINATION ACTIVITIES

XR2Learn is offering EUR 4.2 million in equity-free capital, as well as business development and technical support, through two open calls aimed at developing human-centric XR solutions in education. Both Open Calls are open to consortiums of up to three partners made up of XR-application users/adopters and XR-application developers, as well as single partners. Both calls are open to SMEs/mid-caps and training players, including both public and private enterprises:

- **Open Call 1 for application development:** Open Call 1 is aimed at application development for the manufacturing domain. Besides the stated benefits, the participants will be supported in the validation of their application in the lab environment.
- **Open Call 2 for XR applications piloting:** Open Call 2 supports the application piloting of new or already developed XR-based applications in real-life settings. Coupled with the above-described benefits, the participants will also receive end-user validation during workshops for piloting applications.

During the conduction of Open Call 1, there was a massive promotional campaign to boost the awareness of the target audience about the opportunities offered by the procedure in several different directions.

4.1. Website promotion

One of the main instruments for promotion of the Open Call 1 was XR2Learn’s website. The responsible team has invested a significant effort in keeping the website alive and up-to-date, providing actual and at the same time user-friendly information on how to apply. The [Open Calls](#) page offers basic information about the given opportunity including links to the 2 different sessions. When selecting OC1, there is a detailed description of:

- Open Call Timeline;
- All needed documents to be filled in;
- Information about OC1 selected projects.

During the period when the OC was running, there was a dedicated “Apply” button that led to the F6S platform - the only legitimate way to apply for the OC.

The website also gives details about the Open Call 1 – [Call for Experts](#) – Expression of Interest and the needed link for starting an application.

4.2. Social Media Promotion

The XR2Learn led an intensive campaign to promote the first Open Call on Social media:

- [LinkedIn](#) campaign with 20 posts including designers’ graphs dedicated to the OC promotion:

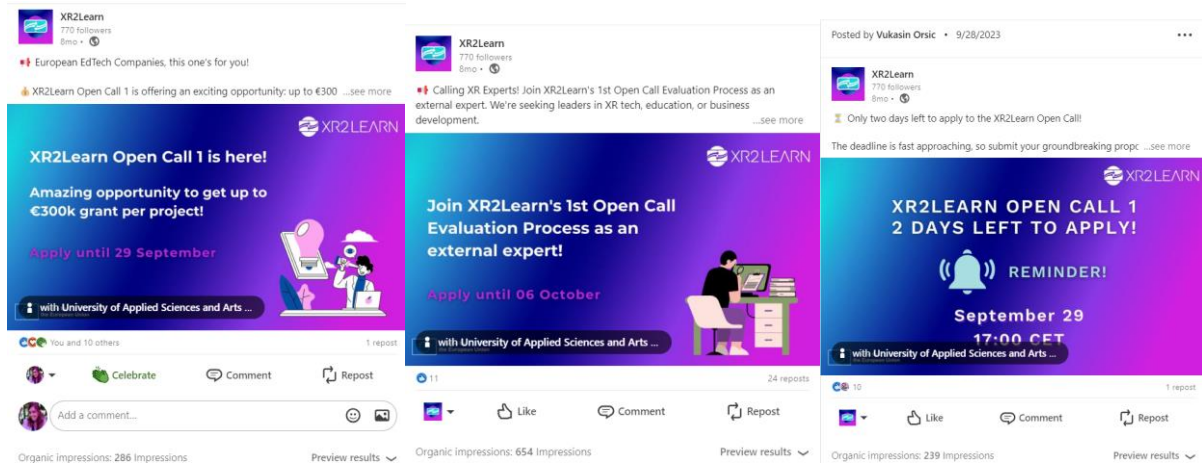


FIGURE 26: LINKEDIN OPEN CALL 1 CAMPAIGN

- [Twitter/X](#) with 14 posts including designers' graphs dedicated to the OC promotion



FIGURE 27: TWITTER/X OPEN CALL 1 CAMPAIGN

4.3. Additional resources

In order to reach as many target group representatives and to make them familiar with the opportunities offered by XR2Learn's first open call, the responsible team has undertaken a series of additional promotional activities.

- Posted information about the Open Call in 20+ Social media groups dedicated to the XR, AR, VR, etc.
- Contacted 11 contact points from the VR/AR Association
- Broadcast emails to NCP, ENN, DIH, and Cluster networks with over 400 contact points, provided by F6S
- A publication about the OC on the European Cluster Collaboration Platform
- F6S' platform's pipeline promo campaign;
- 2 OC info webinars presenting OC1 opportunities, requirements, application process explanation and Q&A session: on 24.07.2023 and 7.09.2023 with 70 participants in total.
- OC1 winners comms kit, including respective logos, press release template, and social media post template with instructions;
- Interview series with OC1 winners published on the project's website and social media.

5. COMMUNICATION ACTION PLAN

5.1 Project Timeline

To achieve its objectives, XR2Learn will implement a high-level plan divided into several phases, which PDCER will follow accordingly (also described in detail in D1.1: Project Handbook, Quality Assurance and Risk Management):

Phase	Topic	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14
A	XR2Learn ecosystem establishment	█	█	█	█	█	█	█	█						
B	Development of XR2Learn technical services and of Beacon Apps.	█	█	█	█	█	█	█	█						
C	XR2Learn business support tools development														
D	Open Call 1- XR applications				OC	FSTP -1									
E	Open Call 2- XR piloting								OC	FSTP2					
F	XR2Learn results assessment														

FIGURE 28: XRLEARN PROJECT PLAN IN PHASES

Phase A, A 6 month sub-phase 1 focused on establishing the project community where actors of the relevant value chain are networked, leading to the kick-off of Phase D. The second sub-phase will lead to the kick-off of Phase E respectively.

Phase B within the first project year to specify and develop the XR2Learn beacon applications, as well as the enablers and technical support services. A second sub-phase will follow for further development and integration of enablers to applications.

Phase C implemented in two subphases feeding Phases D and E respectively. The emphasis is on defining and developing the business development support tools which include, the blockchain-NFT-based IPR handling and the on-demand platform/marketplace that connects demand with the supply of XR-relevant resources.

Phase D, E, each lasting 18 months while being devoted to one (of the two) Open Calls, covering both their promotion and sub-project execution.

Phase F, during which XR2Learn performs a holistic assessment of its results with respect to technical development, networking-audience reach, the satisfaction of Third parties from the offered services, and overall feedback from project activities. This will fuel the definition of sustainability plans and replication guidelines.

XR2Learn aims at results that generate a deep impact during and beyond the project execution, by means of an effective and ambitious dissemination, exploitation and communication strategy. Such actions are articulated in the Plan for Dissemination and Exploitation of Results (PDCER), including communication, to be undertaken within the WP5 “Dissemination, exploitation and impact creation”.

The PDCER will cover three stages. In the **1st stage (M1-M6)**, the PDCER activities will be planned, the most promising development outputs will be identified and the ecosystem will be set up and expanded. In the **2nd stage (M6-M33)**, the calls for XR innovators will be launched, and third-party projects selected, funded and supported with the aim of ensuring the XR solutions and XR application piloting projects progress (technically & business). It is at this stage that exploitation routes for the project's results with potential for commercialization will be designed, and business plans will be developed for each. As well, the third-party project's outputs will be disseminated, mainly through demonstrators, events, publications, conferences, peer-to-peer, and

communication (website, newsletters, media channels, etc.). Finally, in the **3rd stage (M33-M36)** will be envisioned the actions to be executed after the project's end, to maximize the XR2Learn results' impact.

5.2 The 1st Stage Action Plan and the 2nd Stage Introduction

The table down below showcases the Communication Action Plan until this deliverable's next iteration (M30), which promptly covers the first & second stage action plan and the third stage introduction (M18-M30).

TABLE 7: THE 1ST STAGE, 2ND STAGE AND 3RD STAGE TIMELINE

<p>The 1st stage: M1-M6 (January - June 2023)</p> <p>By M3:</p> <ul style="list-style-type: none"> - Formal Launch of the communication channels by M3. - Definition of the visual identity and release of the first set of marketing materials by M3. <ul style="list-style-type: none"> - The 1st press release by M3. - Start of the project launch strategy. - D5.1 Dissemination, Exploitation, Communication Plan (April 2023). <p>M3-M6:</p> <ul style="list-style-type: none"> - Dissemination of T2.1 activities (Ecosystem needs analysis, set-up and growth) and related co-creation events; Dissemination of D2.1 Ecosystem activities and business support services (EITM CLC South, M6). - Dissemination of T2.2 activities (Novel Business Models and Business Development Support), namely actions related to novel business model creation. - Dissemination of the on-set of T2.4 activities (the on-set of XR2Learn platform integration). <p>The 2nd stage: M6-M18 (June 2023 - June 2024)</p> <ul style="list-style-type: none"> - Dissemination of T2.3 activities (on-set of XR2Learn Marketplace and the blockchain-based IPR handling tools development with the on-demand application creation part of the platform); Dissemination of D2.2 XR2Learn Marketplace, IPR tools and platform (SYN, M12). - Dissemination of T3.1 (XR2Learn Beacon applications) and T3.2 activities (XR2Learn enablers), namely the beacon application and enablers development, coupled with the promotion of related technical PUSH events to support the demonstration of the results (starting by M10); Dissemination of D3.1 XR2Learn beacon applications (LS, M14) and D3.2 XR2Learn enablers (UM, M14). - Dissemination of T3.4 activities (XR2Learn technical training and guidance) namely the M6 on-set of Technical Wiki creation; promotion of XR2Learn technical courses.

Open Call 1 for XR-application delivery (M10-M26)

M7-M12:

- Promotion of the Open Call 1 via strong scouting and recruiting campaign (promotion of the kick-off events with selected third parties of the Open Call 1, as well as the first iterations of brokerage events); Dissemination of D4.1 Open call documentation, reports and analytics (SYN, M7)

M12-M18:

- Dissemination of the selected Open Call 1 beneficiaries and their progress in the first phase of the acceleration programme. During this phase promotion campaign was conducted where each of the winners of the XR2Learn Open Call 1 winners was promoted on the project website and social media with a tailored article and social media post dedicated to each of the winning teams. In M18, a new video interviews campaign was launched aimed at showcasing the innovative projects of the XR2Learn Open Call 1 winners.

The 3rd stage: M18-M30 (June 2024 - June 2025) introduction

- This stage will focus on the further promotion of the activities and developments of the Open Call 1 beneficiaries. In addition to this, a special campaign for the promotion of the Open Call 2 will be conducted - promoting funding opportunities, announcing Open Call 2 info webinars, etc. Further promotion of the XR2Learn marketplace and platform & Beacon applications will be conducted in this period.

6. KPI MONITORING

The series of indicators were defined at the proposal stage to assess the progress of the communication efforts. The table below presents the evaluation metrics and quantifiable targets indicative of the success of the XR2Learn outreach activities, as predefined in the Description of the Action.

6.1 Communication and dissemination KPIs

TABLE 8: XR2LEARN COMMUNICATION AND DISSEMINATION KPIS PROGRESS

Specific C&D measures	Metric	Target KPI	Current status
Visual and content identity	A poster and 1-page flyer will be produced during the first year.	N/A	Achieved
Promotional videos	A first short video (1-3 min) presenting the project objectives, vision and upcoming open calls; a second video associated with the results achieved by the third parties of the Call for XR Learning applications); and a 3rd video presenting the results of the call for XR Application Pilots.	3	1
Media Relations	Dedicated media pack including visuals, infographics, quotes, data, videos and pictures to facilitate journalists' access to project information.	N/A	Achieved
Newsletter	Semestral	2 per year, 7 in total	2
Project website	Unique visits per year	3.000	3736
Social Media (LinkedIn, Twitter, YouTube)	Followers	1.200	959
	Posts	200	75

Online Communication	Interviews and featured articles	5	3
	Success stories	6	0
Scientific/ International Journals/ conferences publications		min 10	6

6.2 Events KPIs

Given the elaborate approach devised by the XR2Learn consortium to establish a strong physical presence in the education and industrial sectors, the following KPIs for themed signature events were selected during the proposal stage:

TABLE 9: XR2LEARN EVENTS KPIS

Specific C&D measures	Metric	Target KPI	Current status
workshops co-organised with other XR EC funded projects to align on project planning, build synergies and share knowledge/experience	yearly	3	2
T2.1 Co-Creation events	yearly	2	2
Kick-off events with selected third parties of each of the open calls	1 for every OC	2	1
Workshops and webinars to support third-parties	<ul style="list-style-type: none"> • (3) PUSH events • brokerage events • “speed dating” events • T2.2 business development workshops 	6	4
Participation in XR & EdTech Industry Conferences	Events number	min 6	5

7. EXPLOITATION PLAN PROGRESS

This section’s purpose is to nurture and expand the XR2Learn ecosystem, as well as to lay the groundwork for the full deployment and sustainability of the XR2Learn platform and its main results. The post-project Exploitation & Sustainability Plan will be created in close collaboration with, among other things, the pilots and testbeds, taking into account growth prospects, drivers, and potential for XR in education. Looking beyond the project's lifespan, XR2Learn intends to be a self-sustaining network, aimed at boosting the XR implementation into the educational sector, considered to have a huge potential to utilize this growing industry features. The XR2Learn consortium has the requisite membership and critical mass to ensure successful exploitation. The XR2Learn collaboration will first focus on the European market, leveraging instructional methodologies utilized in specific industries such as manufacturing, Industry 4.0, safety, STEM, energy, and media.

The XR2Learn Exploitation plan goes through multiple stages, beginning with the identification and definition of project results, including result type, owners, and target audiences. The process continues with the specification of intellectual property rights and the protection of each project result. The partners must disclose any background used and explain how they contributed to the foreground of each result. During this process, the consortium will also outline its specific interests in applying each result. As a final stage, partners will outline how to use each of the project's results from this phase. Partners will collaborate on an exploitation roadmap for each result, identifying and scheduling activities to be carried out when the research is completed.

7.1. Updated Key Exploitable Results List

In the first stage of the exploitation plan, the XR2Learn team has identified the initial structure of the KERs list as stated in the Grant Agreement and according to the initial discussions within the consortium. The structure was presented in detail in D5.1 Communication, Dissemination and Exploitation Plan and further elaborated in the D5.2 Exploitation and Sustainability Strategy. These documents lay the basis for the exploitation pathways of XR2Learn’s outputs, analysing their main features and technical specifics.

As previously mentioned, the aforementioned structure is not set in stone but is flexible and adaptable to all the project’s developments and evolvments. The technical and exploitation teams are in constant communication in order to deliver products that are needed by the targeted audience, adequate to the market and viable to respond to users’ needs. As of the project’s development in M18, the list of KERs is slightly restructured through a shift in the enablers’ definition and adding a new KER to the list - the Magic X-Room.

TABLE 10: XR2LEARN KERS STRUCTURE AND SUMMARY

KE R #	KER name	KER Description	KER owner	IP protectio n
The platform				

1	XR2Learn Platform	XR2Learn delivers a one-stop-shop platform, organized as a Digital Innovation Hub, for all actors involved in the XR-based educational applications supply chain, aimed at enhancing training in manufacturing and distance learning scenarios.	MAG/SYN/LS	Copyright
Individual assets				
Enablers				
2	INTERACT Authoring Tool for XR Application development	INTERACT is an authoring tool, designed as a plugin for Unity that is used to simplify human-centered processes, allowing faster and iterative decision-making but also building training scenarios. This plugin is a no-code and generic tool for creating physics-based VR training scenarios tailored to be fully compatible with the XR2Learn platform.	LS	Copyright License
3	Affect detection enablers			
3.1	Unimodal Tools for building emotion classifiers	Affect detection and Unimodal Tools enablers is delivered in the form of an open-source library, which allows developers to pre-train affect representation models in self-supervised learning (SSL) fashion using unannotated audio, speech, or VR body-tracking data, as well as use models pre-trained on the large open-source Affect Recognition datasets.	UM/SUPSI	Copyright License
3.2	Multimodal fusion tools as part of the enabler	Multimodal fusion tools provide supervised Affect Recognition routines, where users can build affect or emotion recognition models using data labeled according to a certain emotional model.	UM	Copyright License
3.3	Pre-trained representations and training tools as part of the enable			
4	Learning process personalization enabler	All trained models can later be used in an inference model within “Learning process personalization enabler”, which aims to capture affective states during VR training sessions and provide recommendations on difficulty-level adjustments and interventions in the training strategies.	UM	Copyright License

Beacon applications				
5	Manufacturing Learning Scenario	The first beacon application provides VR-based simulations for making the interaction with complex and dangerous machinery easy and safe. It will illustrate the authoring process of immersive training applications using INTERACT from 3D data import to interaction configuration and scenario description.	LS Group	Copyright
6	Virtual Lab for Chemistry and Biology	The second beacon application develops an educational 3D Virtual Environment simulating a workbench environment (currently chemistry and biology labs) providing hands-on experience in technical subjects to students and trainees through distance learning.	HOU	Copyright
7	Synthetic Data Generation for AI Training	The third beacon application serves as a human training application that acts as a tool for synthetic data generation for AI training through Virtual Environments (VEs). The application design is based on the generation of synthetic data by the VR environment for training the AI model. Then the AI-trained model will be used to identify safety risks in real industrial environments in real time.	MAG	Copyright
Individual tools				
8	Marketplace			
8.1	Blockchain Enabled Marketplace	The Marketplace provides the on-demand application creation functionality as well as the blockchain infrastructure which will be used for the registration of asset exchange and the NFT-token creation and management to support IPR handling flexibility.	SYN/MAG	Copyright
8.2	Learning Graph Tool	The learning graph functionality is part of the marketplace Marketplace which supports searching for available XR training materials contributed by the XR2Learn community members and flexible XR-based educational/training programme development.	SYN/MAG	Copyright
9	NFT-based IPR Management Tool	The NFT-based IPR management tool enables the development of a dynamic and flexible XR-based EdTech marketplace boosting innovation.	SYN	Copyright
10	Magic XRoom	The Magic XRoom is a Virtual Reality (VR) application developed to elicit specific emotions and gather data from external sensors through a set of scenarios. The application allows the user	SUPSI	Copyright

		to experience four different scenarios composed of increasingly difficult tasks that require various skills to complete within a time limit.		
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7.2. XR2Learn Exploitation Plan

The XR2Learn consortium has created an action plan in order to implement an comprehensive and sustainable exploitation process for its outputs and utilize project results in scientific, economic, political, and sociological contexts to create tangible value and effect for society. The exploitation plan followed a flow that was agreed by all partners:



FIGURE 29: XR2LEARN EXPLOITATION FLOW

The **Identify** stage was dedicated to the partners collaborating to explore exploitation objectives and perceptions. This phase focuses on identifying the most significant project outcomes for economic, business, scientific, and societal effects. Additionally, it aims to understand partners' first enthusiasm in utilizing the identified results. The goal is to create a shared understanding and consensus on the project's primary results. The Identification stage was finalized within the first months of the project.

During the **Characterize** stage, the exploitation manager worked closely with the KER owners and exploitation co-creators for each major result identified in the Identify stage. The fundamental goal was to provide a strong exploitation pathway for each major outcome. This includes a thorough inspection and analysis to identify the precise problem addressed by each important result. Moreover, the process focused on examining alternative solutions and emphasizing unique selling points and then evaluating rivals and future markets to strategically position outcomes. The final step was the identification of usage possibilities and performing a thorough risk evaluation. This phase resulted in the creation of a preliminary roadmap for post-project utilization.

The **Exploit** stage's major goal is to combine all information obtained during the preceding phases and, based on market input, develop the ultimate post-project exploitation strategy. The final iteration of the exploitation plan will provide a strong strategy for sustaining partners' results after the project ends. A thorough exploitation plan includes actions, roles, milestones, financial costs, revenue projections, and expected impact for key results. The plan will include tactics for individual and group exploitation, as well as necessary intellectual property rights agreements.

The **Own** stage is a continuous process that operates alongside all other stages of a project, from start to finish. This stage involves developing and implementing an effective IPR management plan. The IPR approach aims to distinguish IPR amongst partners and establish transparent agreements for joint exploitation of consortium-

developed outcomes. The Own stage includes the consortium’s effort to generate sustainable project output that will remain functional beyond the project’s end.

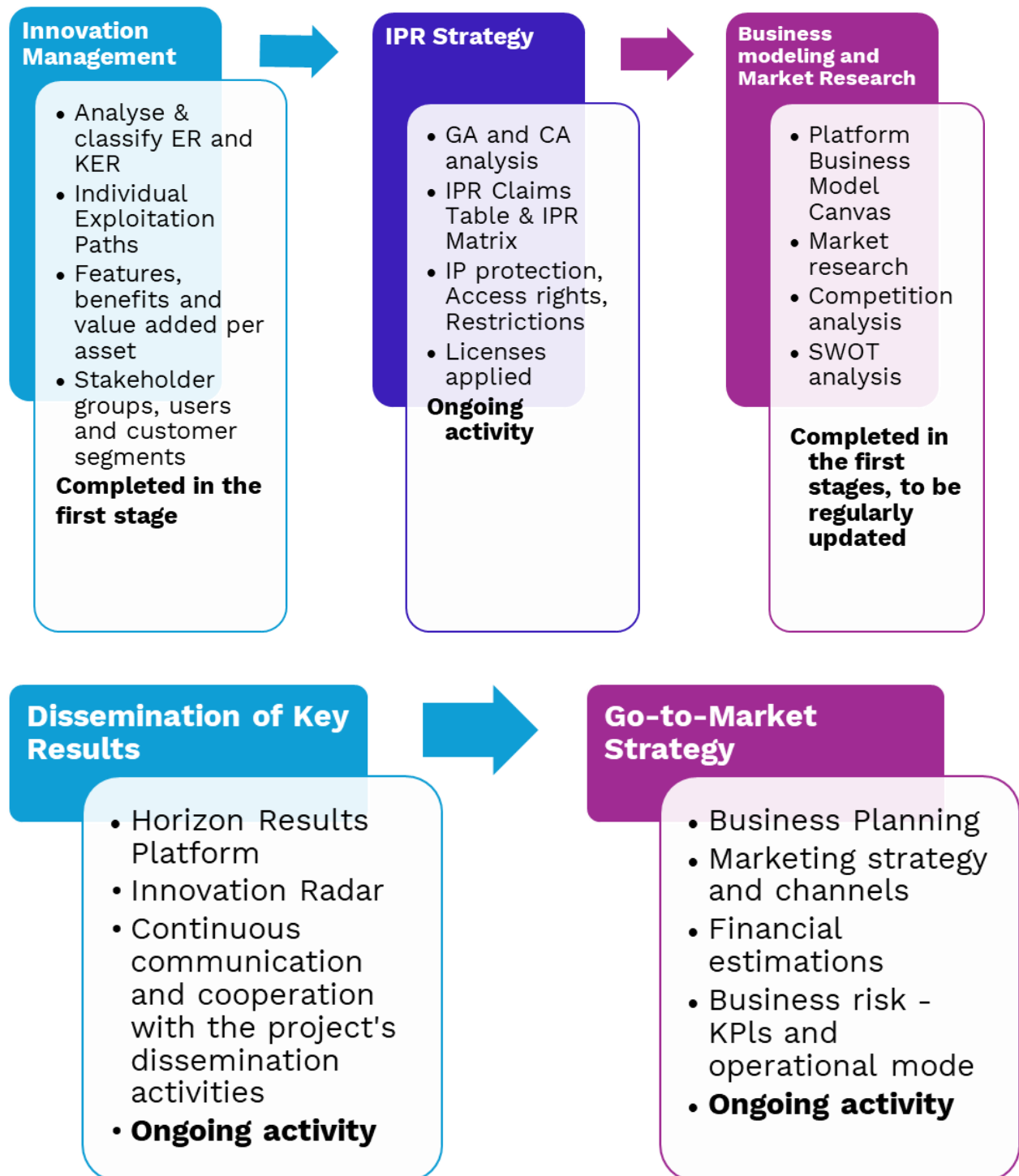


FIGURE 30: EXPLOITATION ELEMENTS

To validate its exploitation pathway, the XR2Learn consortium utilized the Horizon Results Booster (HRB), Service 1: Portfolio Dissemination and Exploitation plan, Module C: Assisting projects in improving their existing exploitation strategies. The consortium chose two KERs to elaborate with the HRB expert: the Marketplace and the V-Lab, which were thoroughly assessed by the KER owners using a methodology outlined by the HRB. The preparatory tasks included defining the exploitation intentions,

characterizing the results, and developing an exploitation roadmap for the selected KERs.

Following the planning phase, an Exploitation Strategy Seminar was held online under the supervision of an HRB expert, with three 2.5-hour sessions each. It was the first of three exploitation and sustainability workshops designed to support the gradual evolution of the exploitation plan. During the seminar, the two selected KERs were thoroughly examined, with an emphasis on the key factors associated with the KERs' characterization and exploitation roadmap: target consumers, early adopters, customer segmentation, market analysis, costs, and income streams.

Following this extensive examination, the KER owners worked on revising the given documentation in accordance with the recommendations stated during the Exploitation Strategy Seminar. These are utilized to generate an Exploitation Strategy Report, which was prepared by the HRB specialist and highlights the main conclusions obtained during the Module C process. This endeavour had a substantial impact on the XR2Learn consortium's Exploitation Strategy, strengthening the process of KER definition and analysis while also enriching market analysis, value proposition, and customer definition. The consortium agreed to apply the same methodology for all of XR2Learn's KERs.

This section builds on the first exploitation insights from the XR2Learn's first 18 months of implementations and reflects on all advancements made by the project's consortium since the first version of the current document. It includes ongoing discussions with partners to understand their vision and goals for the exploitation of the KERs. The XR2Learn Exploitation Plan provides partners with a framework for efficiently utilizing its outcomes post-project and guaranteeing their long-term sustainability. Adaptations and changes may occur throughout the project's final phase of implementation and will be reflected in the last iteration of the deliverable. This part is flexible and adaptive to changing consortium demands and project objectives during the course of the project.

8. CONCLUSIONS

The current deliverable is the first iteration of the initial D5.1 Communication, Dissemination and Exploitation plan. It makes an overview of the initially identified target audiences and the important messaging to reach them that evolved during the lifetime of the project. The document analyses the developments in terms of communication channels and tools that were used throughout the first 18 months of the project to ensure effective communication and outreach to target audiences.

This first iteration of XR2Learn's Communication, Dissemination and Exploitation Plan measured the progress in terms of website, social media outreach, and newsletters and tracked the current implementation of the set KPIs. It also described in detail the effort made for the promotion of the open call 1. It gives a comprehensive overview of the conducted events that were a cornerstone in the dissemination effort of the consortium and driving force for stakeholders' engagement and involvement.

Last but not least, the current paper monitors the progress made in terms of exploitation activities. It makes an overview of the updated KERs list and analyses the different exploitation phases that the consortium is implementing. It also highlights the importance of the implemented HRB service to validate its research outputs. The comprehensive report on exploitation and sustainability continues in D5.4 Exploitation and Sustainability Strategy.