



D5.5 DISSEMINATION, COMMUNICATION AND EXPLOITATION PLAN (THIRD VERSION)

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LIST OF ABBREVIATIONS

DECP	Dissemination, Exploitation and Communication Plan
DC	Dissemination and Communication
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
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

EXECUTIVE SUMMARY

The D5.5 Communication, Dissemination and Exploitation Plan updates the D5.1 & D5.3 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 30 months 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 specialised phases to maximise use and provide a greater impact. The D5.5 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.

This deliverable also contains the plan for communication, dissemination and exploitation activities until the end of the project.

1. INTRODUCTION

This document is the third and final iteration of the D5.1 Dissemination, Exploitation, Communication Plan by the Horizon project XR2Learn. As its predecessor, the **D5.5 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 *present* (i) XR2Learn communication and dissemination activities (ii) significant events organisation and/or promotion (e.g. Open Call 2) (iii) tools, channels, synergies 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 previous D5.1 & 5.3, 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.

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:

- **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.
- **Communication Action Plan:** this section outlines the plan for dissemination and communication activities until the end of the project.
- **Exploitation Plan Progress:** analyses the evolution in exploitation activities and implementation of exploitation strategy, defined in D5.3 Communication, Dissemination and Exploitation Plan and further elaborated in the D5.4 Exploitation and Sustainability Strategy.

2. COMMUNICATION AND DISSEMINATION ACTIVITIES AND MAIN CHANNELS

As described in D5.3, different tools, channels and campaigns have been utilised for successfully raising awareness about the project, promoting its progress and developments 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 D5.5 is explicitly related to WP5, the plan needs timely cooperation and active participation from other members of the consortium.

2.1 VISUAL IDENTITY AND COMMUNICATION MATERIALS

As set in D5.1 and D5.3, 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 infobook, 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).

As the XR2Learn Forum was launched, the project aligned with the visuals developed for the Forum for some of the communication and dissemination visuals exploited for the social media channels and for the website, for a more unified and interchangeable visual identity. it still included the color palette, logo, EU disclaimer and common elements, to comply to the visual chart developed for the project, as seen below in Figure 1:



FIGURE 1: TWO EXAMPLES OF THE ALTERNATIVE VISUAL IDENTITY DEVELOPED FOR THE FORUM AND THE OVERALL PROJECT'S COMMUNICATION AND DISSEMINATION ACTIVITIES

In addition to 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 2). The planned outcome of this action is accelerated growth in terms of brand awareness for XR2Learn.

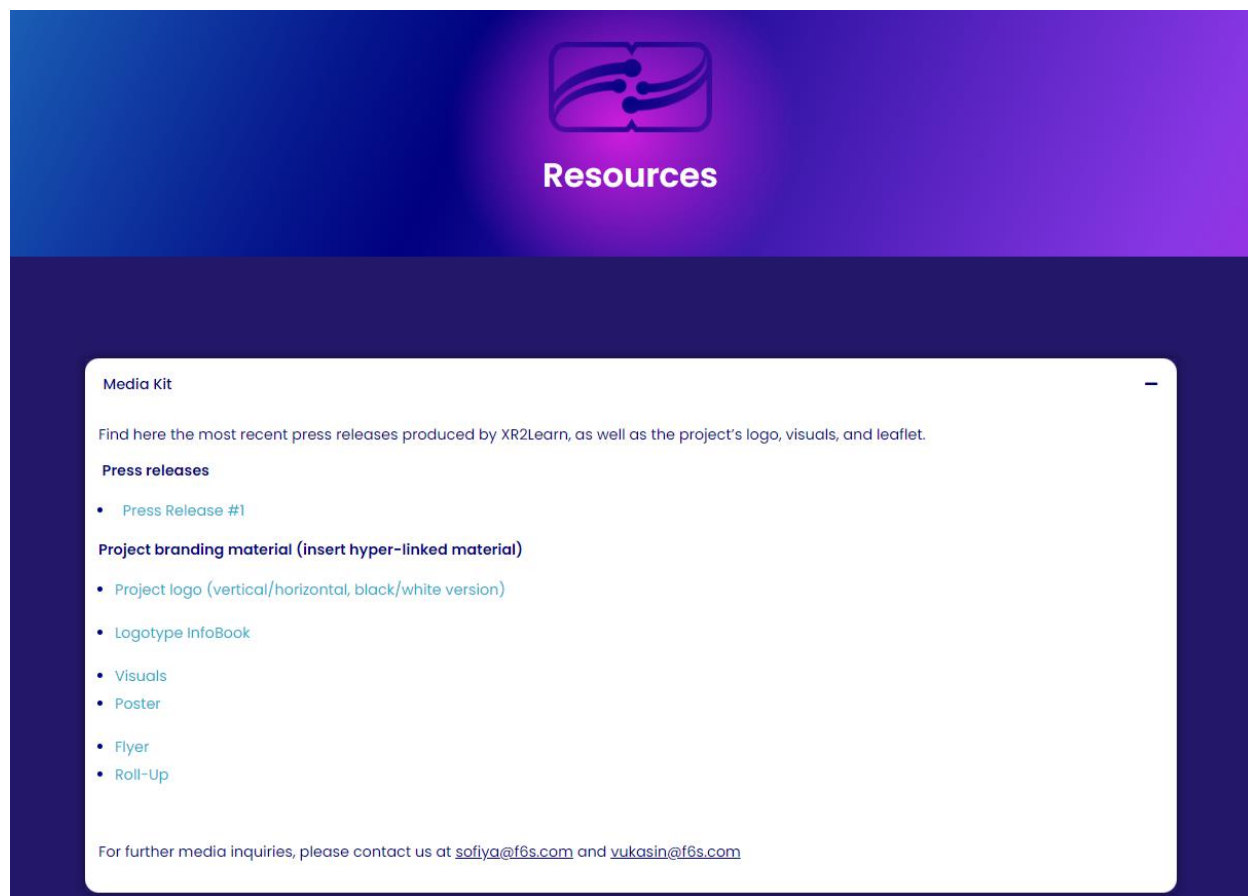


FIGURE 2: SCREENSHOT OF THE DISSEMINATION AND COMMUNICATION MATERIALS AVAILABLE FOR DOWNLOAD ON THE XR2LEARN WEBSITE

The previously-mentioned measures of promoting and using the XR2Learn visual identity and communication materials are 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 SPS Italia 2025 and AWE 2024, where we had a dedicated booth designed in compliance with the XR2Learn visual identity. You can see these examples in the figures below.

¹ <https://xr2learn.eu/resources/>



FIGURE 3: SPS ITALIA CONSORTIUM + ROLLUP AT XR2LEARN'S BOOTH



FIGURE 4: AWE EUROPE 2024 VIENNA BOOTH + ROLLUP

2.2 XR2LEARN CHANNEL MIX

XR2Learn has strategically spread its communication efforts across a diverse range of channels. This approach is effectively raising project awareness and fostering meaningful connections among target audiences, researchers, industry leaders, and other stakeholders. By leveraging its social media profiles on Twitter/X, LinkedIn and YouTube, website, XR2Learn platform/forum, newsletter, F6S platform and additional communication methods, XR2Learn is enhancing the project's online presence and impact.

2.2.1 XR2Learn Social Media Channels

As of the latest update (14th May 2025), XR2Learn has a total of 1491 followers across LinkedIn, Twitter/X and YouTube - achieving its KPI of 1200 social media followers more than a year before the end of the project. Notably, our social media presence continues to exhibit a consistent upward trajectory, predominantly on LinkedIn where XR2Learn page is followed by 1261 persons.

XR2Learn's profiles and pages on LinkedIn, X/Twitter, Facebook and Instagram are actively used for two-way communication. The XR2Learn's YouTube channel is used to promote project activities in the form of videos, webinars, demo videos, tutorials, etc.

Project-related news and updates are regularly posted on the XR2Learn social media pages.

In addition, to enhance the reach and influence of the project's events and achievements, partners are encouraged to amplify XR2Learn's social media content by resharing and reposting it, especially when their institution or organisation is featured. This collaborative effort benefits both XR2Learn and the partner's online platforms, generating increased engagement.

Moreover, partners are expected to generate content pertinent to the project's initiatives and distribute it through their communication channels, with a special focus on events and press-related activities. This approach contributes significantly to broader project visibility and dissemination.

2.2.1.1 LinkedIn

The XR2Learn LinkedIn page is leveraged for targeting content at very specific industries, policymakers and organisations, all of which are connected through this channel for networking will target audiences. From XR2Learn's perspective, it is a place open to all who are interested in learning about the project's opportunities, developments, and future services, sharing opinions, asking questions, and getting more involved with the project.

Social media posts are released two to three per week depending on the phase of the project, increasing in frequency during phases such as Open Calls, events attendance and results sharing. The total number of the social media posts published so far is 179 compared to 75 social media posts published until M18 showing a significant increase in the number of social media posts published from M19 until M30. This shows that the project is very likely to achieve its KPI of 200 social media posts by the end of the project in the upcoming months. LinkedIn is sustained by content created by F6S and content is provided by all partners.

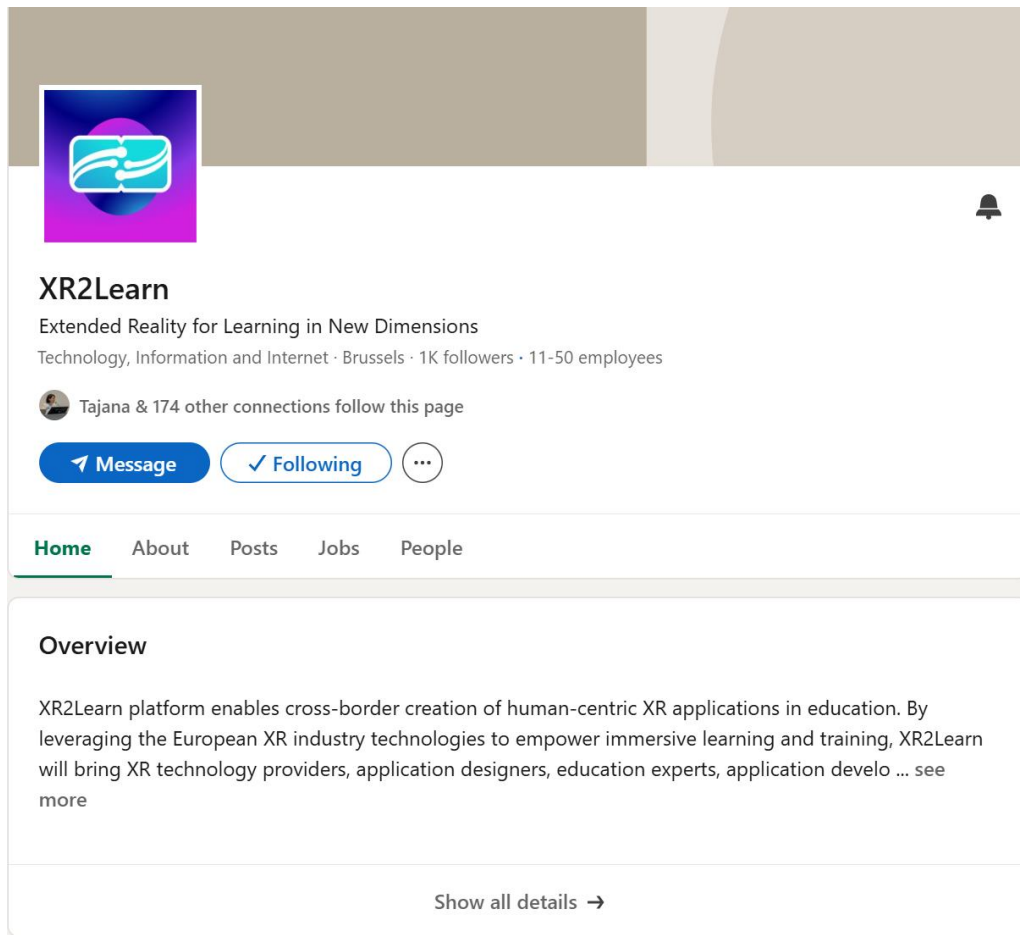


FIGURE 5: XR2LEARN'S LINKEDIN PAGE

Since the start of the project, social media metrics for XR2Learn LinkedIn account have been regularly tracked. Figure 6 shows the total number of impressions (posts views) for the last 365 (May 2024 – May 2025) days - 64,895. Compared to the number of impressions from May 2023 until May 2024 (36,853) we can see that XR2Learn LinkedIn account has achieved a significant growth in its performance. The biggest jumps in the number of impressions happened during the significant project events - 1) October 2024 when XR2Learn was attending AWE 2024 together with its OC1 winners, 2) from September until the end of 2024 which marks the running time of the OC2; and 3) in the beginning of March 2025 when OC2 winners were announced.

Highlights

Data for 5/20/2024 - 5/19/2025

64,895

Impressions

2,393

Reactions

51

Comments

42

Reposts

Metrics

Impressions ▾

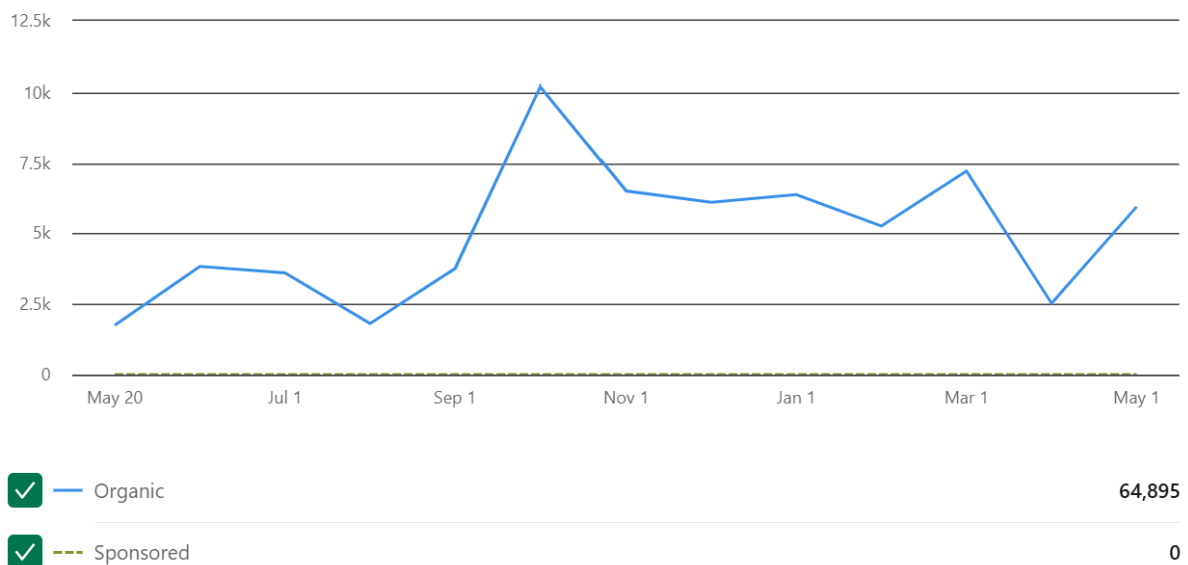


FIGURE 6: LINKEDIN IMPRESSIONS FOR THE LAST 365 DAYS

2.2.1.2 Twitter/X

XR2Learn's X/Twitter account, boasting a total of 146 followers (compared to 92 followers in M18) so far, serves as another form of communication with the general public and it's being used to further promote the project-related news and activities. Although LinkedIn is the main social media network encompassing the majority of the XR2Learn followers and audiences, project's X/Twitter account serves as an additional tool as it allows us to easily connect with other EU-funded projects and initiatives.

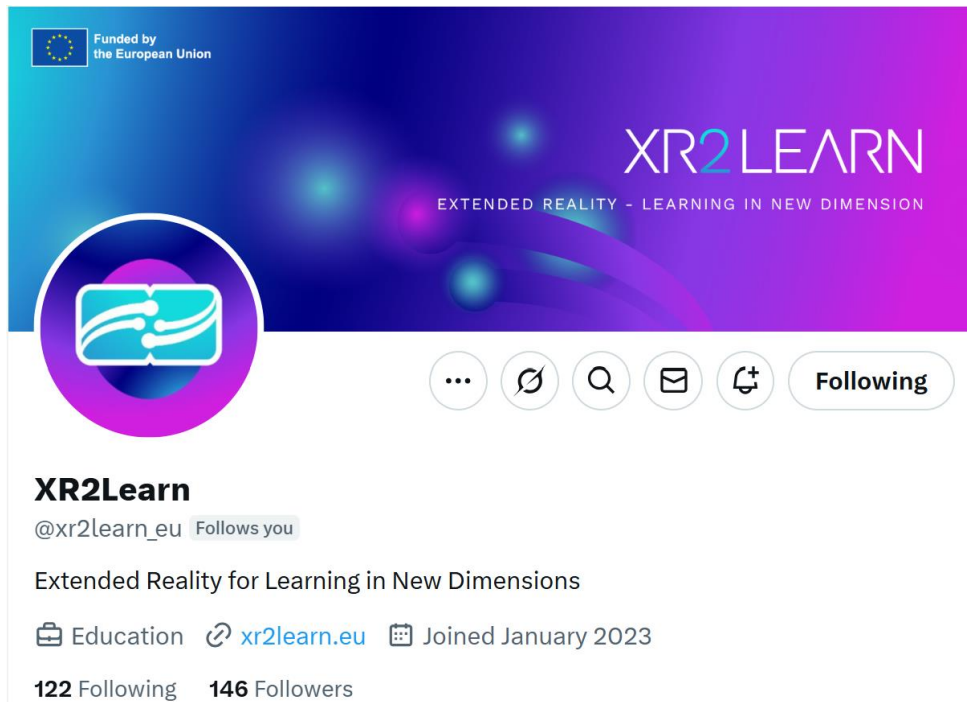


FIGURE 7: XR2LEARN TWITTER/X PROFILE

2.2.1.3 YouTube

The XR2Learn YouTube Channel serves as a key communication and dissemination tool for the project, providing a central platform to share a wide range of video content. It features materials produced by project partners, including demo videos, community-building webinars, XR applications, Open Call info webinars, and videos showcasing the XR2Learn Open Call winners. As of now (M30), the channel hosts 39 published videos with total 4284 views and has grown to 84 subscribers (compared to 49 subscribers in M18), helping to expand the project's reach and engagement with the wider XR community.

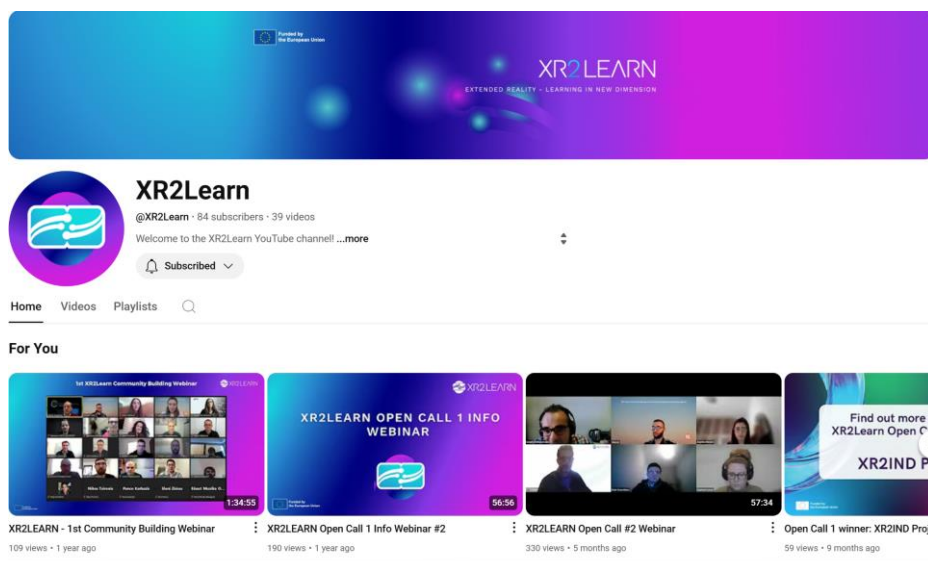


FIGURE 8: XR2LEARN YOUTUBE CHANNEL

2.2.2 Social Media Campaigns & Planning

From M12 until M30, a couple of 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 in this reporting period was the **Open Call 1 winners promotional campaign** focused on disseminating their successes via Youtube videos in the form of introductions to each solution, as well as individual interviews of each team.

A total of 14 videos were published, gathering a total of 1.2K views. 27% of the viewers were redirected on Youtube via external sources, such as our social media channels, but 84% of the videos were viewed in the context of the playlist that the videos belong to (Open Call 1 winners), which proves the relevance of classified and clearly defined content on social media.

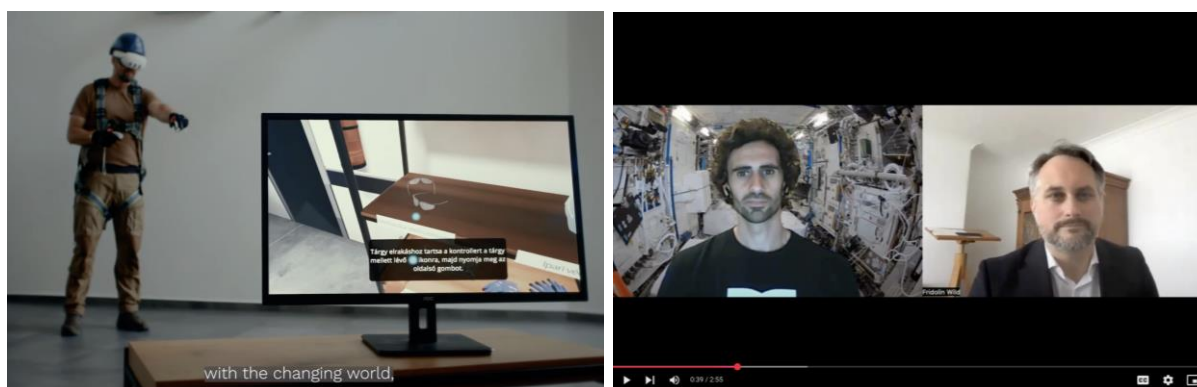


FIGURE 9: SCREENSHOTS OF YOUTUBE VIDEOS - EVR-OSH-5 - XR AND CARATE

The second social media campaign that was launched was the **Open Call 2 promotional campaign**. The main idea behind this campaign is to spread awareness about the launch of the XR2Learn Open Call 2 and its funding opportunities. This campaign lasted from September 2024 until 27th of December 2024 and in the scope of this campaign a total of 18 social media posts were published both on XR2Learn LinkedIn page and on XR2Learn Twitter/X profile.

One example of the social media post designed for this campaign can be seen in Figure 10 below.



FIGURE 10: SOCIAL MEDIA POST PROMOTING THE XR2LEARN OPEN CALL 2

Once the Open Call 2 winners had been selected, a third social media campaign started and its goal was the promotion of Open Call 2 winners. This campaign featured ten winners of the XR2Learn OC2. Each of the teams was featured in a separate social media post, brief video interview and website article describing their solution and team members. One example of the social media post designed for this campaign can be seen in Figures 11, 12 and 13 below.

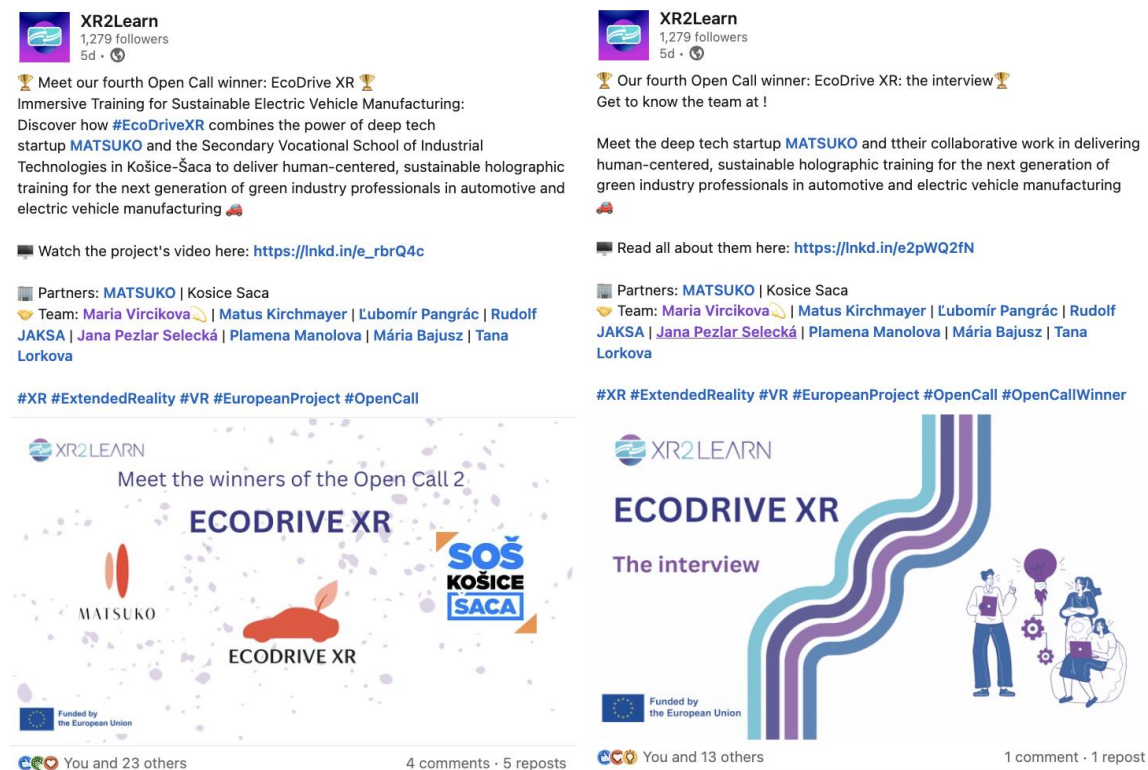


FIGURE 11: SOCIAL MEDIA POSTS PROMOTING OPEN CALL WINNER ECODRIVE XR



FIGURE 12: EXAMPLE OF WEBSITE ARTICLE PROMOTING OPEN CALL 2 WINNER ECODRIVE XR

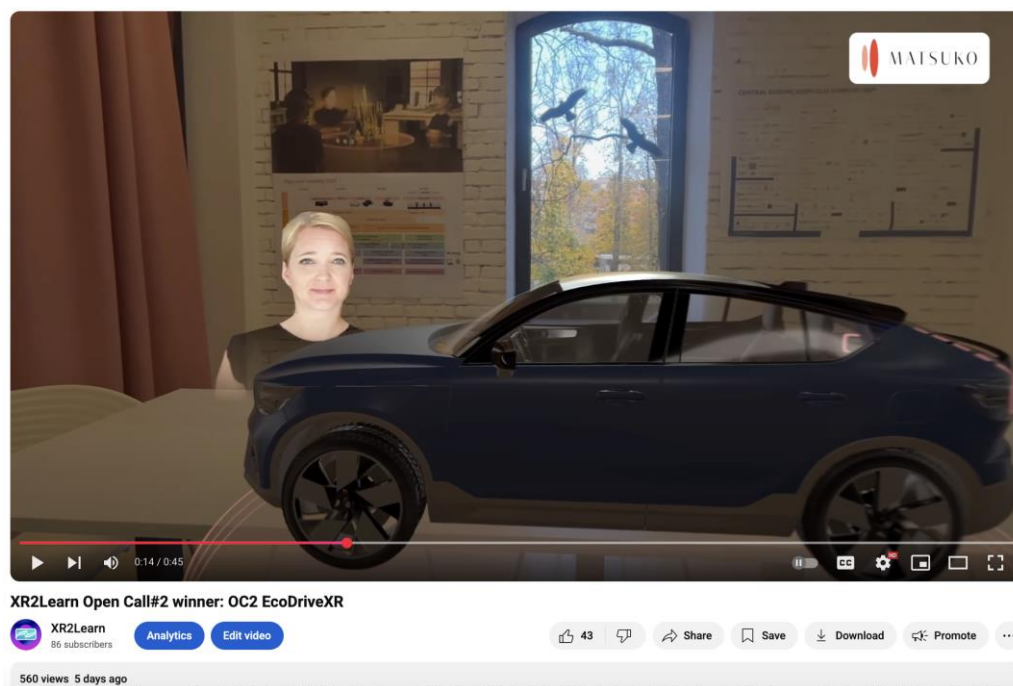


FIGURE 13: SCREENSHOT OF THE YOUTUBE VIDEO PROMOTING ECODRIVE XR

Well-thought-out campaigns will continue to be implemented in order 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 promotion of the XR2Learn Open Call 2 winners, XR2Learn Platform/Forum and other project developments and achievements.

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. The 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.

Maximising impact and visibility through partner engagement

To maximise 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 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. 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 1: XR2LEARN PARTNERS' COMMUNICATION CHANNELS

Partner	Communication Channels
CNIT	LinkedIn: CNIT - Consorzio Nazionale Interuniversitario per le Telecomunicazioni Twitter/X: @CNIT_TLC
EADTU	LinkedIn: EADTU Twitter/X: @EADTU YouTube: @eadtu
HOU	LinkedIn: Hellenic Open University Twitter/X: @eapuni YouTube: @user-fh9ke9lt9f
EITM IC South	LinkedIn: EIT Manufacturing Twitter/X: @EITManufactur YouTube: @eitmanufacturing5440
SYN	LinkedIn: Synelaxis Solutions SA Twitter/X: @Synelaxis

LS	LinkedIn: LS GROUP (ex Light And Shadows) Twitter/X: @lsgroup3d YouTube: @lsgrouplexlightandshadows3716
UM	LinkedIn: Maastricht University Twitter/X: @MaastrichtU YouTube: @maastrichtuniversity
SUPSI	LinkedIn: University of Applied Sciences and Arts of Southern Switzerland Twitter/X: @supsi_ch YouTube: @supsi_university
MAG	LinkedIn: Gruppo Maggioli Twitter/X: @Gruppo_Maggioli
F6S	LinkedIn: F6S Innovation Twitter/X: @F6S_Gov Project page: XR2Learn page

2.2.3 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 project LinkedIn, YouTube and Twitter/X channels and F6S platform 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 contains information about both XR2Learn Open Calls as well as descriptions of the winners of both open calls.
- **Platform** section introduces XR2Learn Platform and Forum, a place where XR enthusiasts and professionals gather to exchange ideas, share knowledge, and build the future of XR technology in education. It also contains a link directing users to the platform/forum.
- **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).

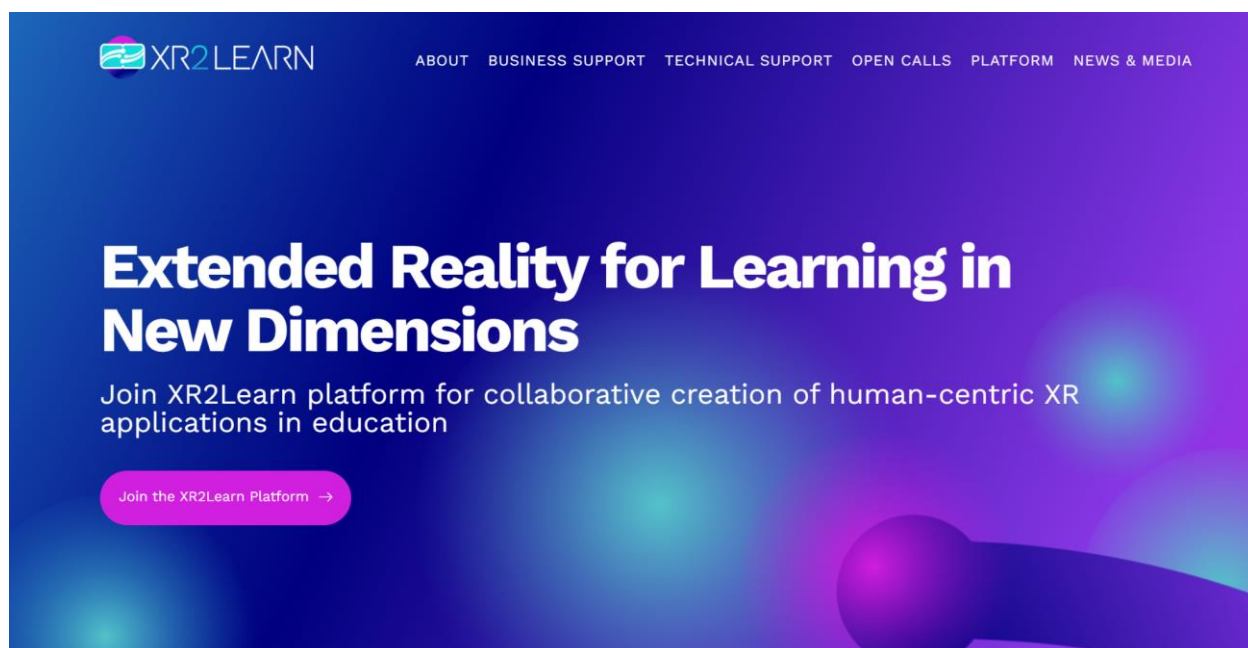


FIGURE 14: SCREENSHOT OF THE XR2LEARN WEBSITE HOMEPAGE

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 was 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 15: may not display all the metrics mentioned in the bullet points above in these exact terms: F6S moved its analytics from Google Analytics to Matomo, and some titles may change. However, this first figure from Matomo (covering M18 to M30), depicts the XR2Learn dashboard, to give the following overview: page visits, including the total number of unique visits, bouncing rates, page views, downloads, searches, and a broad evolution of visits and views over the last year. It also shows that the webpage with the most views is the Open Call #2 page, which fits the promotion, selection and winner announcement phases, from M22 (October 2024) to M30 (June 2025).

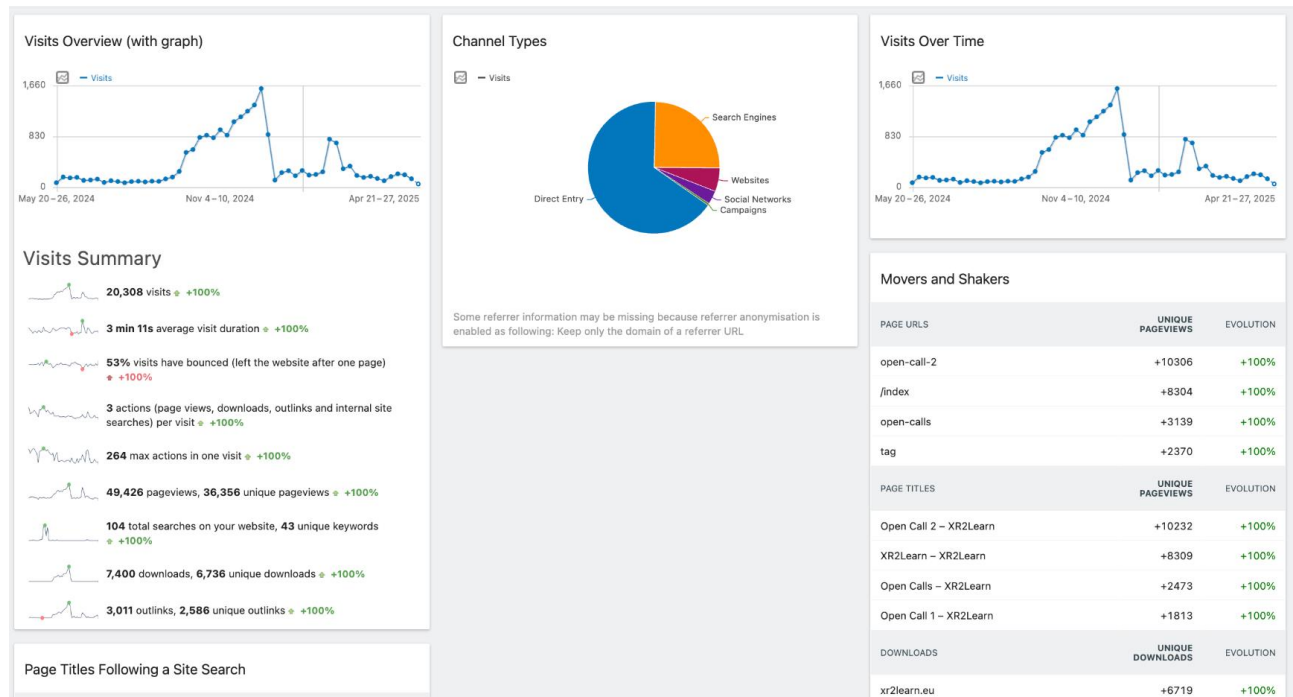


FIGURE 15: SCREENSHOT FROM MATOMO, FROM 27. MAY 2025, AND COVERING PERIOD OF 1 YEAR

Diving a bit deeper into the website analytics, other metrics are key to follow the progression of the project’s communication and dissemination activities:



FIGURE 16: WEBSITE VISITS OVERVIEW ON MATOMO

These metrics stress the peaks noticed around the Open Call #2 deadline in December 2024, as well as the announcement of the Open Call #2 winners. It aligns with the metrics from the social media channels, such as LinkedIn: the closing of the Open Call #2, teasing regarding the Open Call #2 winners and events (“The Virtual Worlds and Web 4.0 initiative, related research and innovation topics as well as future priorities” in February 2025 in Brussels, and the “Women in XR” virtual event in March 2025). As we assessed in the previous version of this deliverable (D5.3, section 3.2.2): a peak was also noticed when the Open Call #1 was running (July to October 2023), as well as during the 2 webinars in July and September 2023.

The milestones mentioned above are important, because a significant portion of the viewers visit the website from social media, as shown below:

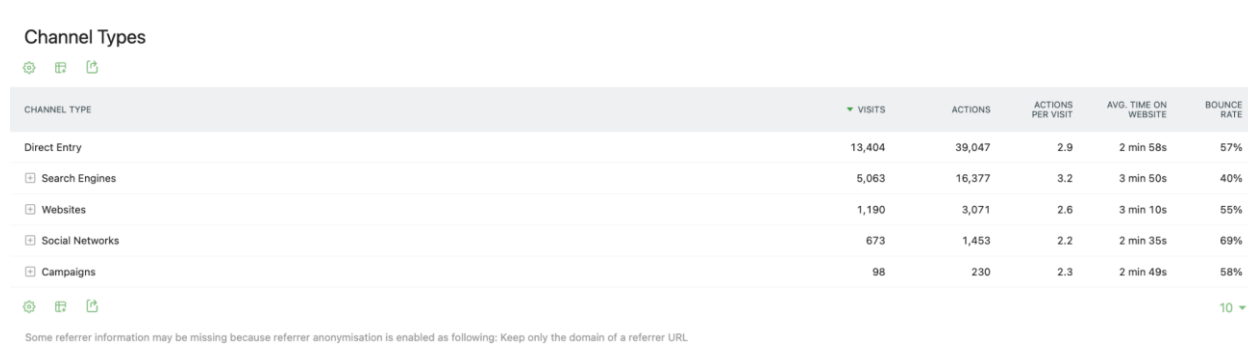


FIGURE 17: CHANNEL TYPES ANALYTICS ON MATOMO M18 TO M30

Figure 17 shows a total of 673 visits resulting from social media, LinkedIn gathering 573 of these alone. Regarding the last section of the analytics, “campaigns”: the newsletter brought over the M18-M30 period 36 out of 98 visits.

Finally, a very interesting statistic would be that the website visits per country echoes the Open Call #2 applicants’ countries of origin, as we had analysed in a previous blogpost in January 2025: Italy, Greece, Germany and Spain being the top 4 countries both for applications to the Open Call and on the website, as shown below:

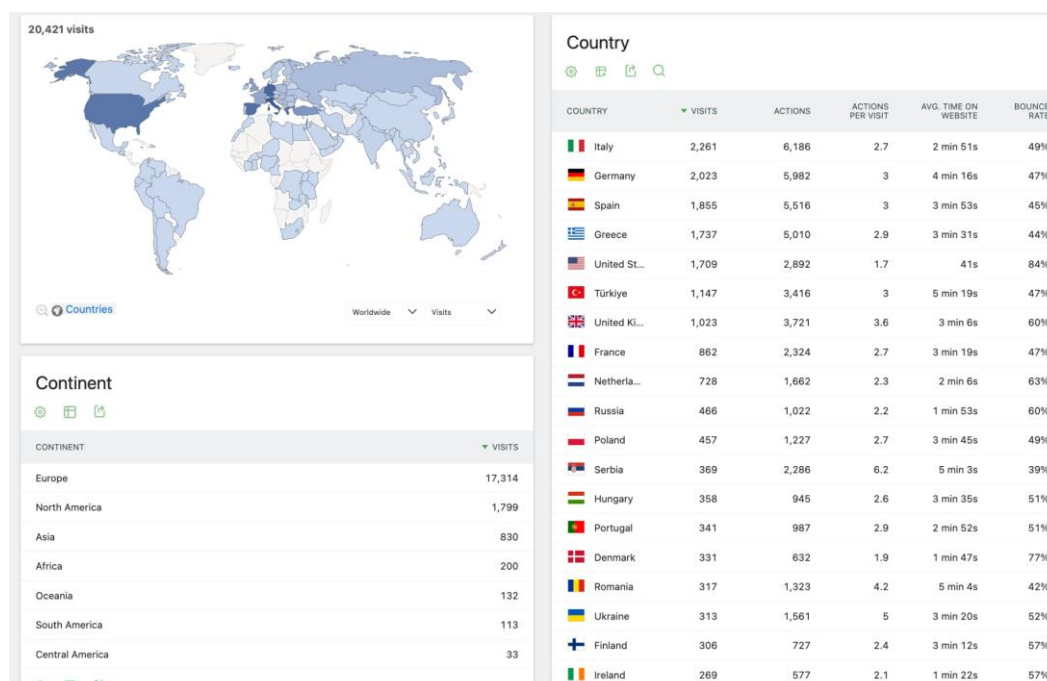


FIGURE 18: VISITORS PER COUNTRY ON MATOMO

2.2.4 Newsletter

The XR2Learn newsletter campaign has been running since the beginning of the project and will continue until its completion. It plays a vital role in ensuring ongoing dissemination and communication at both European and international levels, keeping

a diverse audience of subscribers informed about project updates, consortium activities, Open Calls, events, publications, and more.

Currently, the newsletter has 217 subscribers and is managed via MailChimp, with two editions released each year (seven in total planned). Visitors can subscribe directly through the XR2Learn website. The newsletters are also announced and promoted via our social media channels (LinkedIn and Twitter).

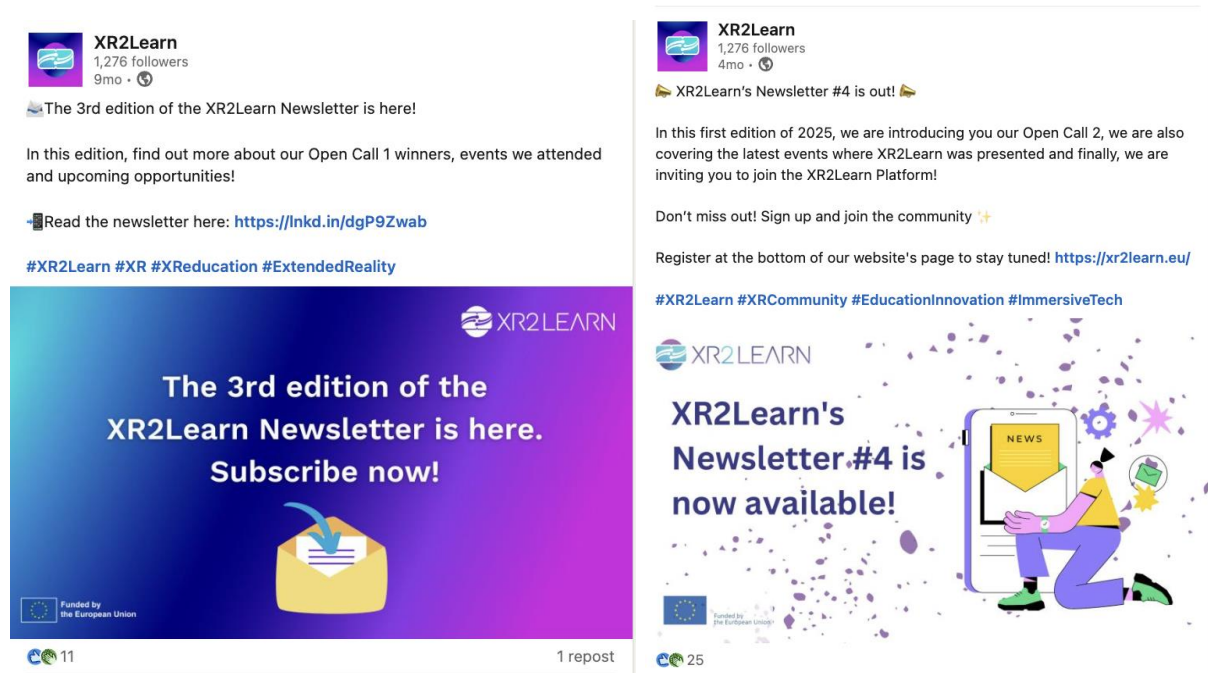


FIGURE 19: TWO EXAMPLES OF NEWSLETTER PROMOTION ON XR2LEARN'S LINKEDIN CHANNEL

To date, four newsletters have been published, with strong engagement rates:

- Newsletter #1 – 68.4% open rate
- Newsletter #2 – 62.5% open rate
- Newsletter #3 – 63.4% open rate
- Newsletter #4 – 59.7% open rate



FIGURE 20: EXCERPTS FROM THE PREVIOUS VERSIONS OF THE XR2LEARN NEWSLETTER

The fifth edition is scheduled for publication in July 2025 (M31).

2.2.5 F6S Platform

The XR2Learn consortium used the F6S platform to host both of its open calls. 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 open calls. To ease applicants' work, the XR2Learn team held 3 dedicated webinars - two for the Open Call 1 (the [first session](#) on 24.07.2023 and the [second session](#) on 07.09.2023) and one for the Open Call 2 ([session](#) held on 05.12.2024) 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.

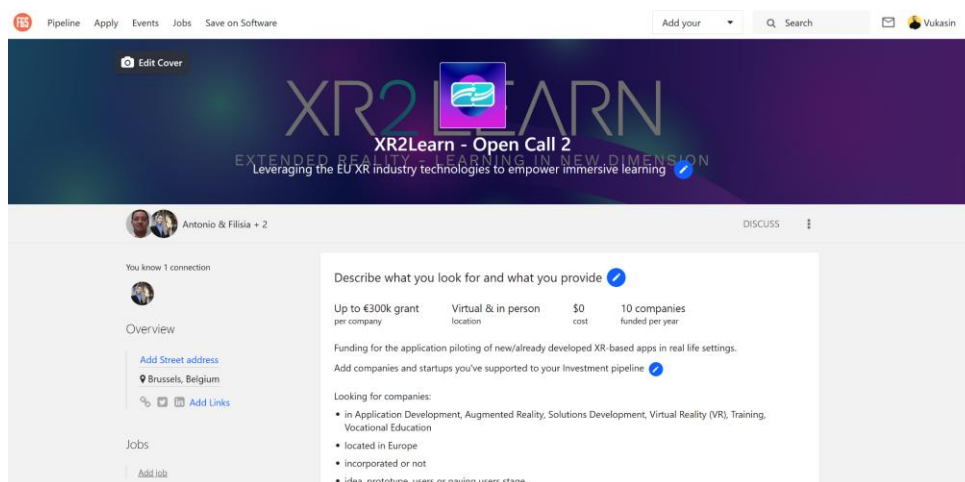


FIGURE 21: F6S PLATFORM THAT HOSTED BOTH OF THE XR2LEARN OPEN CALLS

2.2.6 XR2Learn Forum

The [XR2Learn forum](#) serves as a collaborative hub for stakeholders in XR education, including developers, educators, and researchers. Its primary aim is to foster a community that drives the development of human-centric XR applications in education, facilitated through an integrated forum. This forum enables the creation and exchange of technical content, encourages the sharing of expertise and support, and offers networking opportunities to promote long-term sustainability. Dedicated sections within the platform allow members to introduce themselves, engage in discussions on technical and innovative topics, and showcase their projects, innovations, solutions, and contributions to the community.

The XR2Learn forum provides Open Call winners with a unique opportunity to showcase their innovative solutions to a wider audience within the XR education community and affiliated networks, facilitating integration and collaboration. By engaging with the forum, these projects can showcase their developments, share insights, and receive feedback from peers and experts in the field. Participating in the forum allows the community to document and share their journey, including challenges faced, solutions implemented, and lessons learned, creating a culture of collaboration and continuous improvement, encouraging others to learn from their experiences. The forum also promotes involvement in events and cluster webinars, offering thematic discussions to advance the field of XR in education. This collaboration amplifies the reach and impact of cluster webinars, integrating them into the platform as a vital component of a comprehensive learning journey.

By contributing to these initiatives, valuable training opportunities are provided to enrich the community's knowledge base and foster a culture of continuous learning and innovation in XR education. This partnership not only enhances the visibility of innovative projects but also facilitates networking and collaboration among experts, thereby strengthening the overall ecosystem of XR education.

The XR2Learn forum is a dynamic community, comprising 183 registered and trusted users who actively contribute to discussions, share resources, and collaborate. In addition to these members, the forum attracts a diverse range of browsing users, including anonymous visitors, search engine crawlers, and logged-in users, each contributing to the forum's overall engagement metrics. Monthly user engagement has demonstrated significant growth, with peak activity reaching 9,711 users in December 2024 and 8,603 in March 2025 and 6056 in May 2025, highlighting the forum's increasing relevance and appeal within the XR and educational technology sectors. This surge in

engagement underscores the forum's role as a central hub for professionals and enthusiasts seeking to explore and advance the integration of XR technologies in learning and training environments.

In terms of content generation, the forum maintains a consistent level of activity, with monthly posts ranging between 15 and 40, reflecting steady participation and knowledge sharing among community members.

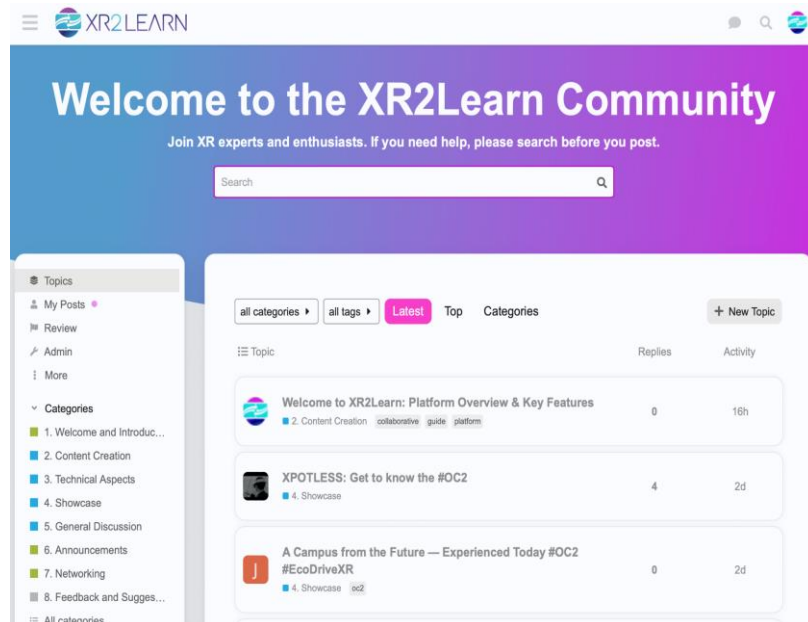


FIGURE 22: XR2LEARN FORUM/LANDING PAGE

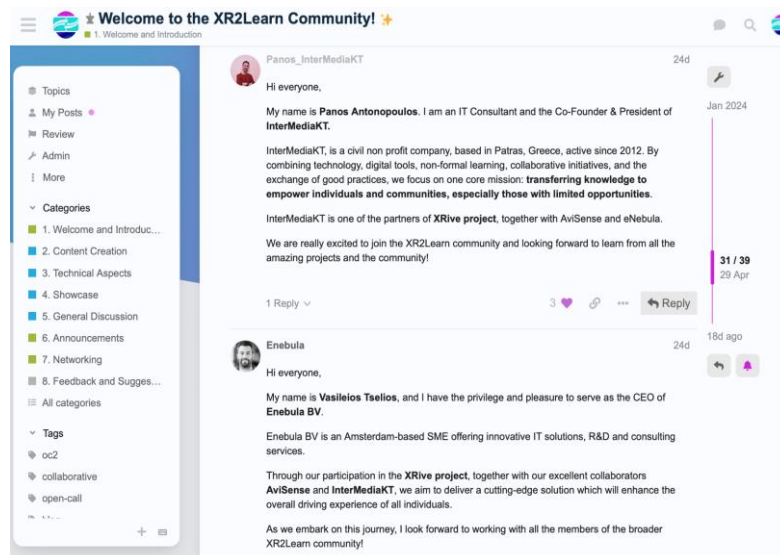


FIGURE 23: XR2LEARN FORUM/NETWORKING & INTRODUCTION

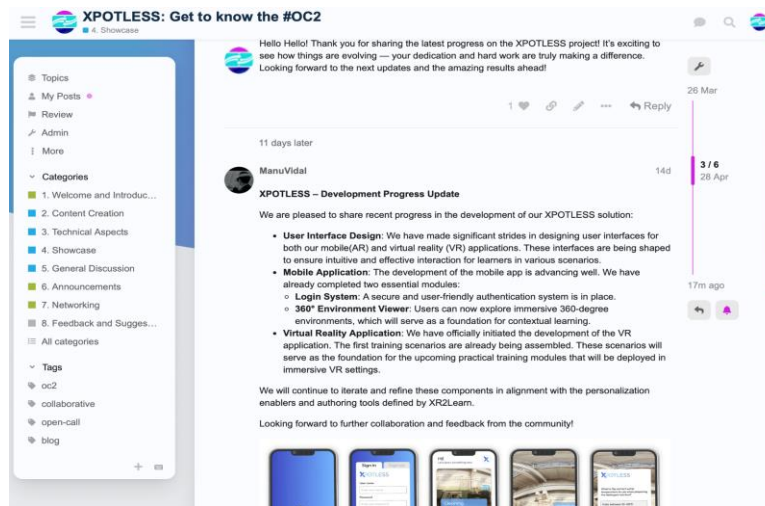


FIGURE 24: XR2LEARN FORUM/SHOWCASES OF PROJECTS DEVELOPMENT



FIGURE 25: XR2LEARN FORUM/ YEARLY STATISTICS OF COMMUNITY HEALTH

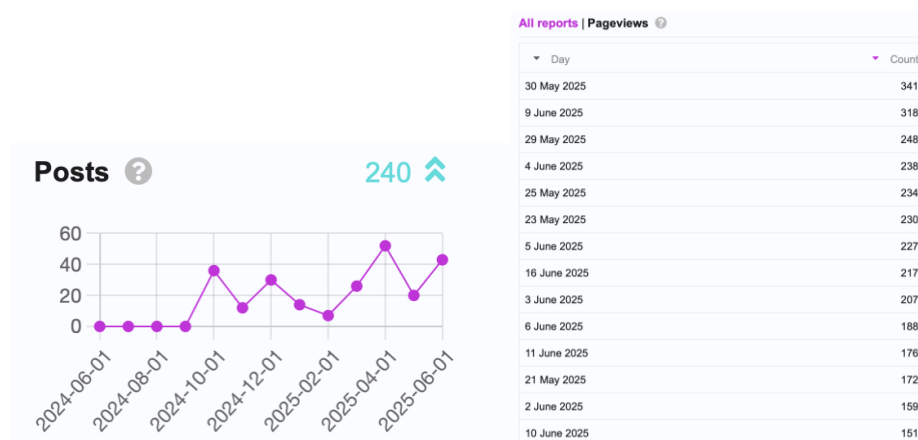


FIGURE 26: XR2LEARN FORUM/ STATISTICS ON POSTS AND RECENT PAGEVIEWS

2.3 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, three 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 40 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 winners.

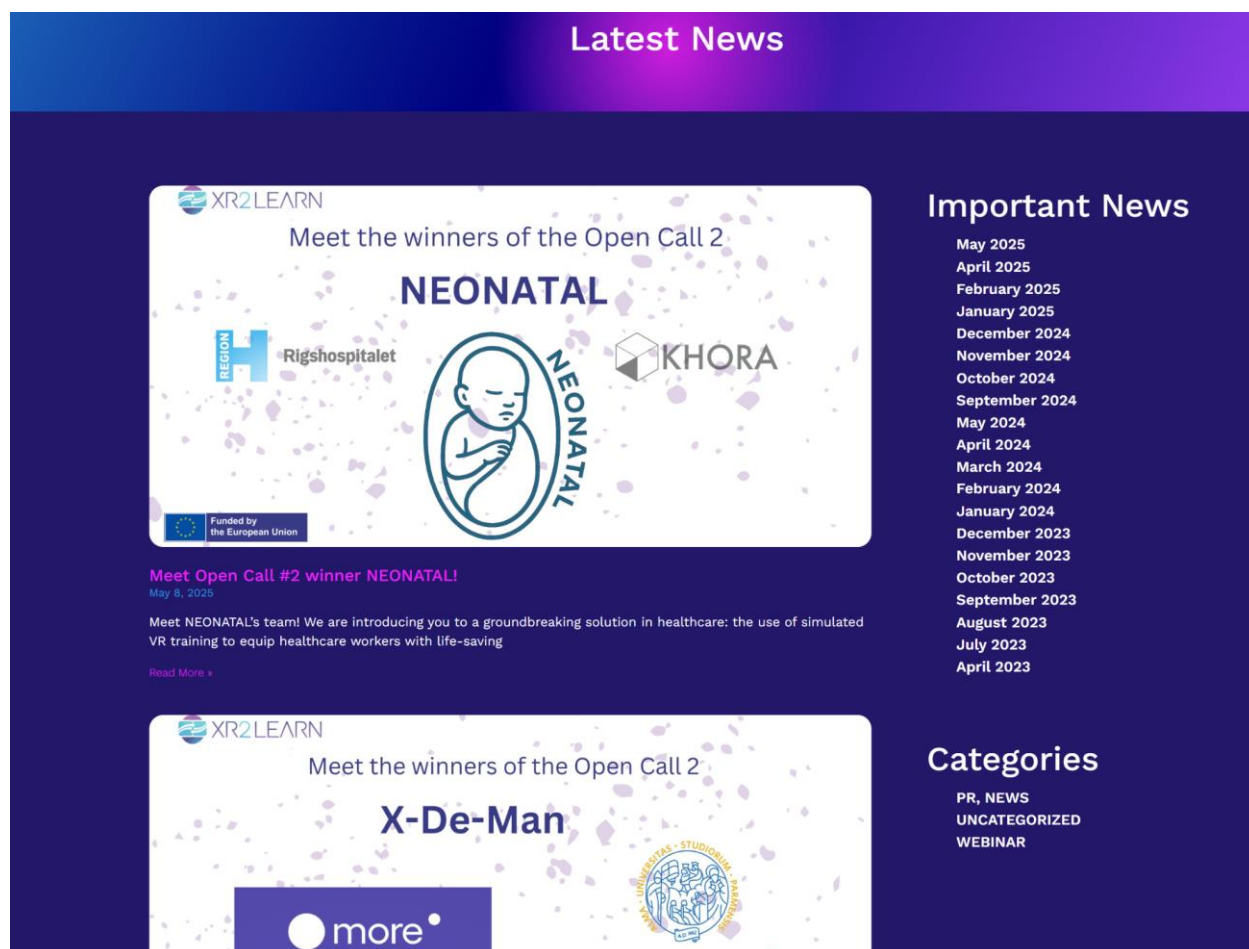


FIGURE 27: SCREENSHOT OF THE XR2LEARN NEWS PAGE

2.4 PROMOTIONAL MATERIALS

XR2Learn's promotional efforts are reinforced through a set of dedicated materials that serve as effective tools for both online and in-person events. These include a one-pager/online flyer, a roll-up banner, a poster, and three short promotional videos. To ensure visibility and consistency, a publicly accessible Media Kit is available on the project website under the “[Resources](#)” section. This kit features the XR2Learn logo, a Logotype Infobook, printed promotional items, a pitch deck, and branded visuals for social media. All materials are updated as necessary to reflect the evolving needs of the consortium. Figures below showcase XR2Learn printed materials - flyer, poster and roll-up, each of them containing specific messages - from describing the overall concept of the project, to promoting XR2Learn platform and XR2Learn Open Calls.



FIGURE 28: XR2LEARN ONE PAGER/FLYER

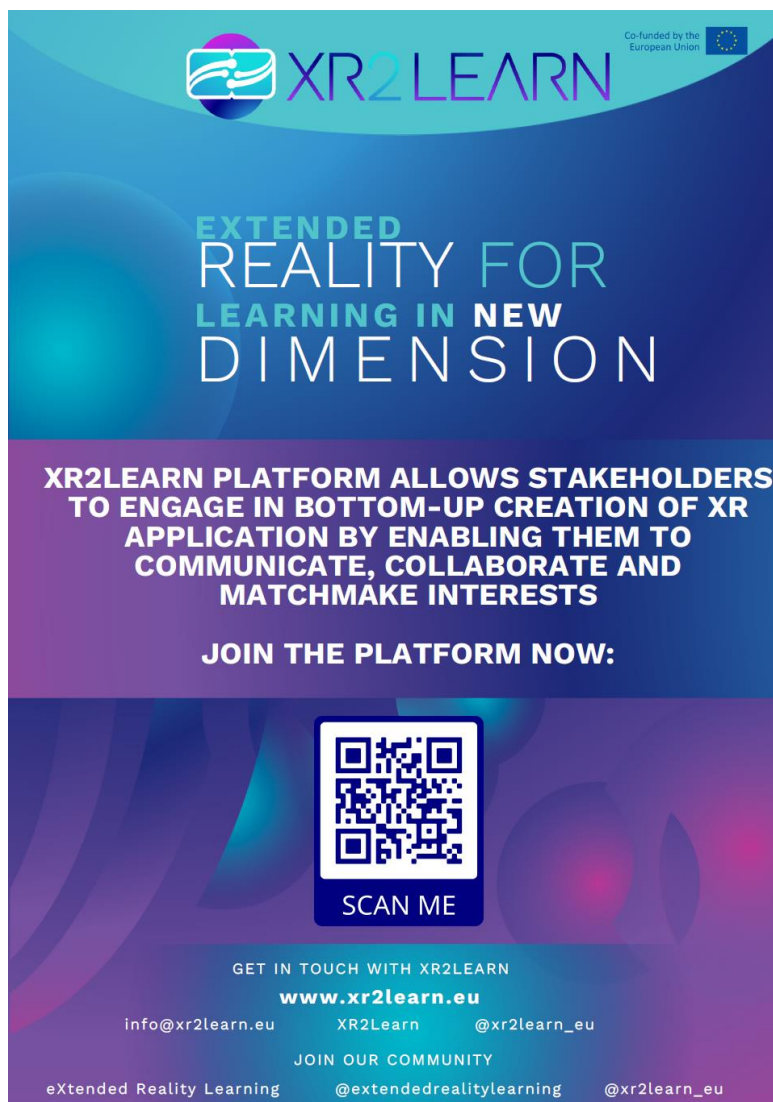


FIGURE 29: XR2LEARN POSTER - UPDATED SEPTEMBER 2024



XR2LEARN

**EXTENDED
REALITY FOR
LEARNING IN NEW
DIMENSION**

JOIN XR2LEARN PLATFORM
AND PARTICIPATE IN THE COLLABORATIVE
DESIGN & DELIVERY OF **HUMAN-
CENTRIC XR APPLICATIONS**
IN EDUCATION.

EUR 4.2 MILLION VIA 2 OPEN
CALLS FOR **XR APPLICATION**
DEVELOPMENT & PILOTING

GET IN TOUCH WITH XR2LEARN
www.xr2learn.eu

✉ info@xr2learn.eu in XR2Learn @xr2learn_eu

JOIN OUR COMMUNITY
in eXtended Reality Learning @extendedrealitylearning
@xr2learn_eu

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of Southern Switzerland







FIGURE 30: XR2LEARN ROLL-UP

The consortium has already created the first two out of 3 promotional videos. The first video 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](#) was used for promotion of XR2Learn's open call 2 and the third is expected to give an overview of the project's achievements at the end of XR2Learn.

2.5 EVENTS

The XR2Learn consortium attends a number of different events to meet its communication, dissemination, and exploitation goals. Events organised and attended by the consortium are covering 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.

2.5.1 In-person events

Since the start of the project, XR2Learn actively participated in and presented its findings at 8 XR & EdTech Industry events and conferences to broaden its network and community and stay up to date on the newest advancements in XR in education, training, and learning. From M19 until M30 XR2Learn consortium participated in 3 industry events and conferences showcased in table 2 below.

TABLE 2: XR2LEARN IN-PERSON EVENTS ORGANISED AND ATTENDED FTOM M19 UNTIL M30

No	Event	Location	Period	Presence
1	AWE Exhibition	Vienna, Austria	29-30/10/2024.	XR2Learn consortium & its OC1 projects presented with a booth.
2	The Virtual Worlds and Web 4.0 initiative	Brussels, Belgium	12/02/2025	Project presentation and networking.
3	SPS Italia 2025	Parma, Italy	13-15/05/2025	XR2Learn presented by EIT Manufacturing, hosting 3 OC winners.

AWE Vienna



FIGURE 31: SOLUTIONS BEING TESTED DURING AWE EUROPE 2024 - VIENNA

AWE Europe is recognised as one of the world's most preeminent spatial computing events. The 2024 iteration, which was held in Vienna, Austria, on October 29-30, underscored the industry's focus on XR business development. The conference provided a comprehensive platform for attendees to engage with over 120 exhibitors, amongst which XR2Learn's OC1 winners, showcasing the latest advancements in spatial computing technology. Furthermore, the event facilitated exceptional learning opportunities through presentations by hundreds of leading spatial computing product experts, alongside extensive networking opportunities for a global community that gathers over 2000 professionals.

The consortium and OC1 winners took part in the event over the 2 days, showcasing their solutions, interacting with attendees, discussing challenges and successes in the ecosystem, and networking with relevant stakeholders.

Open Call 1 winners Paper XR, XR4HRC, XR2IND, PROXIMA, EVR-OSH-5, X-ALFY and CARATE attended the exhibit, whose main benefit is the scale of the event: the accessibility to the latest trends and innovations make it one of the pivotal exhibitions in the XR ecosystem.



FIGURE 32: XR2LEARN'S OC1 WINNERS AT AWE EUROPE 2024 - VIENNA

SPS Italia

SPS Italia is a trade fair showcasing smart, digital and sustainable industry solutions. It is recognised as a key event in the Italian manufacturing sector. This annual event provides an opportunity to learn about the latest trends and discuss the most challenging topics in industrial automation.

As a project partner of EIT Manufacturing South, we took part in the 2024 edition and renewed our commitment for 2025. The capabilities of the XR2Learn project were showcased at the exhibition, where the winner of the open call was also presented: PROXIMA, X-DE-MAN, X-DRIVE. This was an important achievement for the project.



FIGURE 33: XR2LEARN TEAM AND BOOTH AT SPS ITALIA

The event provides a valuable opportunity to engage with new trends, connect with stakeholders, investors, students and innovators, and find out more about XR2Learn's pioneering solutions for the European market.

The main benefit that people reported finding at the EIT Manufacturing stand was the opportunity to try out the solution and discuss it with the innovators.



FIGURE 34: SPS ITALIA VISITORS TRYING OUT THE XR2LEARN SOLUTIONS

Apart from events attended by the XR2Learn consortium partners, it's important to highlight events attended by the XR2Learn Open Call 1 winners. Seven OC1 winners attended a number of industry events and conferences where they showcased their solutions, promoted XR2Learn and distributed dissemination materials (e.g. flyers). Events attended by OC1 winners are listed in the table 3 below.

TABLE 3: EVENTS ATTENDED BY THE XR2LEARN OC1 WINNERS

No	Event	Location	Period	Presence
1	ALGO CLOUD 2024	Egham, United Kingdom	02-06/09/2024	OC1 winner PaperXR co-authored and presented a scientific publication at the ALGO CLOUD 2024 symposium.
2	Farete	Bologna, Italy	04-05/09/2024	OC1 winner PROXIMA presented their solution.

3	Athens Art Book Fair 2024	Athens, Greece	04-05/10/2024	OC1 winner PaperXR demonstrated how XR technologies can enhance traditional publishing methods.
4	BIMU	Milan, Italy	09-12/10/2024	OC1 winner PROXIMA presented their solution.
5	Frankfurt Book Fair 2024	Frankfurt, Germany	16-20/10/2024	OC1 winner PaperXR highlighted immersive content applications to global publishers, opening discussions for pilot projects and licensing opportunities.
6	A&T Automation and Testing	Vicenza, Italy	06-08/11/2024	OC1 winner PROXIMA presented their solution.
7	Paris Photo 2024	Paris, France	07-10/11/2024	OC1 winner PaperXR presented XR innovations to photographers and curators, showcasing potential in visual arts and experiential storytelling.
8	LearningMore Festival	Modena, Italy	08-10/11/2024	OC1 winner PROXIMA presented their solution.
9	Expo Protection	Paris, France	03-05/11/2024	OC1 winner EVR-OSH-5 attended the event and presented their product ready for testing.
10	Space Tech Expo Europe	Bremen, Germany	19-21/11/2024	OC1 winner CARATE exhibited their solution at SpaceTech in Bremen, which was attended by 9100+ attendees and 739 exhibitors.
11	BUMATECH	Bursa, Turkey	28/11-01/12/2024	OC1 winner XR4HRC promoted their solution, distributed brochures and conducted meetings to explore commercialization opportunities.
12	Sepem	Turin, Italy	03-04/12/2024	OC1 winner PROXIMA presented their solution.

13	Immersive Tech Week	Rotterdam, The Netherlands	04-06/12/2024	OC1 winner XR4HRC presented their solution and increased the visibility of both XR2Learn and XR4HRC projects by distributing brochures.
14	D4SME workshop	Turin, Italy	12/12/2024	OC1 winner PROXIMA presented their solution at the D4SME workshop: Boosting SME digitalisation for local development.

2.5.2 Online events

XR2Learn consortium has strongly declared its presence on the European XR scene. Thanks to the functioning synergies with other EU projects, mainly with the Beyond XR cluster (this synergy will be explained in detail in the chapter 2.7.1) that were established from its very beginning, the XR2Learn consortium has organised webinars, 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 both open calls 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 that took place from M19 until M30 is listed below:

TABLE 4: XR2LEARN ONLINE EVENTS ORGANISED AND ATTENDED FROM M19 UNTIL M30

No.	Date	Title	Description	Audience
1	12/09/2024	The Ultimate Fusion: Extended Reality Meets Artificial Intelligence	This event was organised by Beyond XR cluster.	NA
2	05/11/2024	Virtual Visions: How XR is Reshaping Training Landscapes	This webinar was a second webinar organised by the Beyond XR cluster.	NA
3	05/12/2024	XR2Learn Open Call 2 Info Webinar	This webinar was organised by the XR2Learn consortium to promote its Open Call 2 and to answer participants questions.	149

4	27/01/2025	Legal Issues in Extended Reality: Balancing Innovation with Regulation	This was a third webinar organised by the Beyond XR cluster, of which XR2Learn is a member.	NA
5	19/03/2025	Women in XR webinar	This webinar was organised to commemorate the International Women's Day in collaboration with 6 other XR projects.	81
6	22/05/2025	HECOF Final Conference	XR2Learn participated in the Final conference of HECOF project, in the session dedicated to Synergies with Sister Projects, presenting the value of the project and possible synergies with other sisters projects.	NA

2.5.3 Kick-off events with selected third parties from the XR2Learn Open Calls

As previously reported in D5.3, the kick-off event with the XR2Learn Open Call 1 winners took place in person during the project's General Assembly in Paris in March 2024. All seven selected winners participated in a co-creation workshop, contributing their insights and perspectives on the XR2Learn platform. Key findings from this session regarding stakeholder roles, platform value, and the benefits of XR-based education and training have already been outlined in the earlier report and continue to inform the ongoing development of XR2Learn solutions.



FIGURE 35: KICK-OFF EVENT WITH OC1 WINNERS IN PARIS, FR, MARCH 2024

When it comes to the kick-off event with the OC2 winners, it was organised on 8th and 9th of May 2025 in Lugano, Switzerland hosted by the XR2Learn consortium partner SUPSI.



FIGURE 36: XR2LEARN CONSORTIUM TOGETHER WITH OC2 TEAMS IN LUGANO, SWITZERLAND

The event brought together all 10 newly selected OC2 projects and it allowed them to present their teams and projects to the consortium. In addition to being a great opportunity for a consortium and OC projects to meet each other face to face, the event was packed with workshops tailor made and organised for OC winners with the goal to introduce them to XR2Learn developments and involve them in the project even more. More precisely, a number of workshops was organised:

- XR2LEARN platform onboarding workshop which included introduction to NFT and use of NFT in XR2Learn, onboarding to the XR2Learn Marketplace & Community
- Hands-on Tutorial on XR2LEARN Enablers (PUSH event) that included presentations of the Authoring Tool, Personalisation Toolchain and Extended BA1 with Personalisation. This workshop served as a PUSH event to accelerate the adoption and integration of XR2Learn technologies by the Open Call 2 (OC2) winners. The workshop offered an in-depth, practical introduction to several essential tools developed within the project. Following the tutorial, one-on-one consultation sessions were held between consortium partners and the OC2 winners. These personalised discussions provided space for teams to ask specific questions, share initial feedback, and explore how the enablers could be best adapted to their individual use cases. The collaborative format ensured mutual learning and immediate support, reinforcing the project's commitment to tailored innovation and hands-on engagement.



FIGURE 37: ONE-ON-ONE CONSULTATIONS BETWEEN THE XR2LEARN CONSORTIUM MEMBERS AND OC2 WINNERS HELD DURING THE GA IN LUGANO

- Educational Framework Workshop - this workshop provided an in-depth overview of the XR2Learn educational framework, which serves as the foundation for aligning the project's training methodologies with the needs of learners and industry stakeholders. The session began with a comprehensive presentation of the educational framework itself, highlighting the pedagogical structure, learning outcomes, and targeted skillsets. This was followed by a presentation on the EIT Manufacturing (EITM) Academy, where participants learned more about how XR2Learn's educational objectives align with the broader goals of the EITM learning ecosystem. The workshop concluded with a walkthrough of the updated educational approach for Open Call 2, showcasing enhancements made based on feedback from earlier phases and laying the groundwork for more effective knowledge transfer and learner engagement.

- Exploitation workshop that included sessions on stakeholder planning and diving deeper into the exploitation plan.



FIGURE 38: WORKSHOP HELD DURING THE XR2LEARN GA IN LUGANO DEDICATED TO OC2 WINNERS

2.6 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 5: LIST OF XR2LEARN SCIENTIFIC PUBLICATIONS PUBLISHED FROM M19 UNTIL M30

No.	Partner	Publication link	Authors	Title of publication	Title of the journal or equivalent
1	UM	Link	Bulat Khaertdinov, Pedro Jeuris, Annanda Sousa, Enrique Hortal	Exploring Self-Supervised Multi-view Contrastive Learning for Speech Emotion Recognition with Limited Annotations	Interspeech 2024
2	PaperXR (One of the OC1 winners)	To be shared	D. Amaxilatis, S. Papachristofilou, and C. Zaroliagis.	Edge-based Federated Learning Methods for Remaining Useful Life Estimation in IIoT	Algorithmic Aspects of Cloud Computing
3	XR4HRC (OC1 winners)	Link	Yunus Emre Esen, Uğur Yayan, Kübra Yayan, Berk Kaan Çetincan	XR4HRC Project: Training and Evaluation Approaches for Human-Robot	ICETOL 2024 Conference
4	XR4HRC (OC1 winners)	Link	Yunus Emre Esen, Berk Kaan Çetincan, Kübra Yayan, Hüseyin Güray Gürle, Uğur Yayan	XR-Driven Robotic System Training for Occupational Health, Safety, and Maintenance	IEEE Access

2.7 COOPERATION 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-organisation and co-participation
- Technical support

2.7.1 Beyond XR cluster

XR2Learn has kick-started its cooperation strategy with the partnership agreement established with XR4ED and MASTER projects in the scope of which the three projects formed a functioning and fruitful cooperation through:

- **Beyond XR - Joint LinkedIn Group**

Three projects created the [“eXtended Reality Learning”](#) LinkedIn group that has turned out to be a strong tool for communication and dissemination with the target group. 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. It has, as of now, 381 members and 18 administrators, and posting is not restricted, as it is a public group. So far, between M18 and M30, 22 posts have been published.

The partnership between the three projects started evolving and included more projects, therefore the group expanded into a cluster of XR projects, called Beyond XR cluster. The cluster currently consists of 11 EU-funded XR projects: CORTEX2, XR5.0, XR4ED, MASTER, HECOF, augMENTOR, SERMAS, Transmixr, MOTIVATEXR, SPIRIT and XR2LEARN. Beyond XR cluster boosts a fruitful collaboration between the projects that results in monthly meetings, cross-promotion, joint events attendance and organisation, etc. To further propel the growth of Beyond XR community and to make it more recognisable, the eXtended Reality Learning LinkedIn group was renamed to “Beyond XR” and it is now jointly managed by all the projects that are part of the cluster. The group now has 374 members and it serves as an info point where all the XR enthusiasts can inform themselves about the future developments, events and actions of the Beyond XR cluster projects.

- **Event Co-organisation and participation**

Once the Beyond XR cluster was formed, a number of webinars were organised:

- The Ultimate Fusion: Extended Reality Meets Artificial Intelligence
- Virtual Visions: How XR is Reshaping Training Landscapes
- Legal Issues in Extended Reality: Balancing Innovation with Regulation

- Human-Centric Technologies and Applications for the Future of Extended Reality

Another significant event that was organised by XR2Learn and projects from the Beyond XR cluster was “[Women in XR](#)” [webinar](#), held on March 19th, 2025, in celebration of International Women’s Day. The event brought together six remarkable women specialists from across the extended reality landscape, offering their unique perspectives on navigating and thriving in a predominantly male field. The webinar was a success, drawing 81 participants eager to learn from these inspiring leaders. Projects that participated in the webinar are: Transmixr, VOXReality, SERMAS, HECOF, MASTERXR and CORTEX2.

2.7.2 Collaboration with Women TechEU

Women TechEU is a 2-year EU-funded project supporting women leading deep tech startup companies from Europe through its 4 Open Calls that will fund a total of 160 beneficiaries. XR2Learn and Women TechEU became allies and agreed on mutual collaboration. This collaboration will mainly focus on cross-promotion, joint event organisation and sharing relevant opportunities. Two projects also agreed on promoting their open call winners in the form of interviews and website articles.

2.7.3 Collaboration with Sploro

Sploro is an innovation-driven SME based in Pamplona, Spain, specializing in digital solutions and strategic innovation services that help organizations transform ideas into funded, market-ready projects. With over 20 years of experience and more than €30 million raised in public grants, Sploro has supported over 500 startups, researchers, and corporations across Europe. The company is particularly known for its expertise in EU programs and cascade funding (Financial Support to Third Parties), simplifying access to equity-free grants for startups, SMEs, and mid-caps. The company also actively supports accelerators, universities, and public-private partnerships, and is a member of the EIT Deep Tech Talent Initiative, contributing to the development of future innovation ecosystems.

XR2Learn collaborated with Sploro on several occasions to promote its Open Calls and its Open Call projects success stories through Sploro podcasts. More precisely, XR2Learn coordinator participated in the Efecto Cascada podcast where he presented XR2Learn Open Call in an episode called [The Future Of Learning is XR](#). This episode has more than 21.000 views.

Following up on this collaboration, XR2Learn and Sploro proceeded with collaboration in the form of Sploro podcast - presenting one of the XR2Learn Open Call 1 winners, CARATE, in the Efecto Cascada podcast series as a success story from the project. The podcast episode will be published in the upcoming months.

2.7.4 The Virtual Worlds and Web 4.0 initiative - Event for HE and H2020 XR projects

XR2Learn took part in the event “The Virtual Worlds and Web 4.0 initiative”, related research and innovation topics as well as future priorities”, which brought together a wide range of H2020 and Horizon Europe XR-related projects. The event provided a valuable platform for exploring the future of virtual worlds and Web 4.0 technologies. The morning session was dedicated to in-depth internal discussions among project representatives, focused on current research, innovation directions, and priority-setting. In the afternoon, the event welcomed observers from the VUAS VRAR Industrial Coalition and featured presentations from participating projects, including XR2Learn, followed by interactive panel discussions. These exchanges encouraged collaboration, idea-sharing, and identification of potential synergies between projects. The event fostered strategic alignment within the XR community and reinforced XR2Learn’s commitment to contributing to Europe’s leadership in immersive technologies. Projects that participated in this session are: Projects involved: TRANSMIXR, XReco, Max-R, EMIL, XR4Human Project, SUN, ShareSpace, DIDYMOS-XR Project, THEIA-XR, OPENVERSE, Popular, XTREME, Luminous, Presence, Heat, INDUX-R, XR2Industry, XR5.0 Project, MOTIVATE XR, CORTEX2 , Spirit, Master, XR2Learn, XR4ED, AdMiRe, Arete, eTryOn Project, HoviTron, PrismArch, and VR2Care.



FIGURE 39: PHOTO FROM THE THE VIRTUAL WORLDS AND WEB 4.0 INITIATIVE EVENT

3. OPEN CALL 2 DISSEMINATION AND COMMUNICATION ACTIVITIES

Over the project's scope and 2 Open Calls, XR2Learn is offering EUR 4.2 million in equity-free capital, both business development and technical support. As explained for Open Call #1 in D5.3, the Open Call#2 is also open to consortiums of up to three partners made up of XR-application users/adopters and XR-application developers, as well as single partners. As for the first Open Call, It is open to SMEs/mid-caps and training players, including both public and private enterprises. Unlike Open Call #1, that aimed at application development for the manufacturing domain, and offered support to the participants to validate their application in the lab environment, Open Call#2 was supporting the application piloting of new or already developed XR-based applications in real-life settings. It included workshops to support piloting applications.

Open Call 2 was open from the end of M20 until M23. During the conduction of Open Call 2, 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.

3.1. WEBSITE PROMOTION

One of the main instruments for promotion of the Open Call 2 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 Call 2](#) page offers basic information about the given opportunity including links to all the annexes needed in order to apply to the OC, alongside with the links to the 3 different info webinar sessions. When selecting OC2, there is a detailed description of:

- Open Call Timeline;
- All needed documents to be filled in;
- Information about OC2 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.

3.2. SOCIAL MEDIA PROMOTION

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

- [LinkedIn](#) campaign with 18 posts including designed visuals dedicated to the OC promotion (the first Open Call dedicated 20 posts to the promotion):

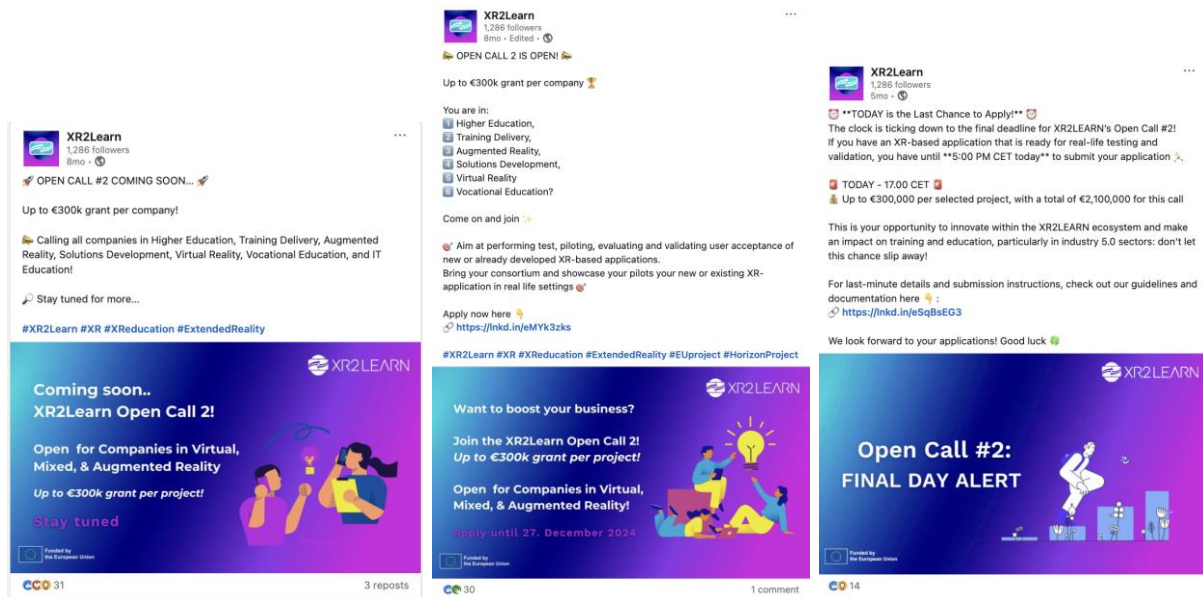


FIGURE 40: LINKEDIN OPEN CALL 2 CAMPAIGN

- [Twitter/X](#) with 18 posts including designed visuals dedicated to the OC promotion (as opposed to 14 posts for Open Call#1)

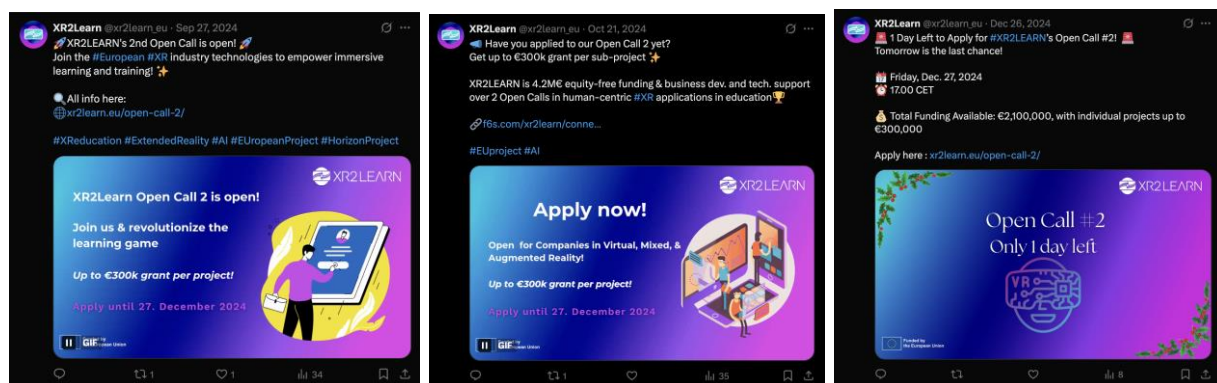


FIGURE 41: TWITTER/X OPEN CALL 2 CAMPAIGN

3.3. ADDITIONAL RESOURCES

In order to reach as many target group representatives and to make them familiar with the opportunities offered by XR2Learn's second 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.
- F6S' platform's pipeline promo campaign;
- 1 [OC info webinar](#) presenting OC2 opportunities, requirements, application process explanation, useful information on educational framework and personalization enabler as well as Q&A session. The webinar was held on December 5, three weeks before the OC deadline allowing participants enough time to tailor and submit their applications accordingly. A total of 149 participants attended the webinar.
- XR2Learn coordinator participated in the Efecto Cascada podcast where he presented XR2Learn Open Call in an episode called [The Future Of Learning is XR](#). This episode has more than 21.000 views and it clearly gave an additional

boost in promoting the Open Call.

- OC2 winners comms kit, including respective logos, press release template, and social media post template with instructions;
- Interview series with OC2 winners published on the project's website and social media.

4. KPIS 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.

4.1 COMMUNICATION AND DISSEMINATION KPIS

TABLE 6: XR2LEARN COMMUNICATION AND DISSEMINATION KPIS PROGRESS

Specific C&D measures	Metric	Target KPI	M18	M30
Visual and content identity	A poster and 1-page flyer will be produced during the first year.	N/A	Achieved	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	2
Media Relations	Dedicated media pack including visuals, infographics, quotes, data, videos and pictures to facilitate journalists' access to project information.	N/A	Achieved	Achieved
Newsletter	Semestral	2 per year, 7 in total	2	4
Project website	Unique visits per year	3.000	3.736	20.421
Social Media (LinkedIn, Twitter, YouTube)	Followers	1.200	923	1443
	Posts	200	75	179

Online Communication	Interviews and featured articles	5	3	3
	Success stories	6	0	1
Scientific/ International Journals/ conferences publications		min 10	10	13

4.2 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 7: XR2LEARN EVENTS KPIS

Specific C&D measures	Metric	Target KPI	M18	M30
workshops co-organised with other XR EC funded projects to align on project planning, build synergies and share knowledge/experience	yearly	3	2	3
T2.1 Co-Creation events	yearly	2	2	2
Kick-off events with selected third parties of each of the open calls	1 for every OC	2	1	2
Workshops and webinars to support third-parties	• (3) PUSH events • brokerage events • “speed dating” events • T2.2 business development workshops	6	4	10

Participation in XR & EdTech Industry Conferences	Events number	min 6	5	6
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5. COMMUNICATION ACTION PLAN

5.1 PROJECT TIMELINE

To achieve its objectives, XR2Learn had implemented the previously mentioned high-level plan, detailed in D5.3. It was divided into several phases, as shown below (initially described in detail in D1.1: “Project Handbook, Quality Assurance and Risk Management”). This plan is still being followed through, with no deviations needed since the last reporting period. The timeline followed has remained the same and is still appropriate to the project’s good development.

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 42: 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 covers three stages. In the **1st stage (M1-M6)**, the PDCER activities were planned, the most promising development outputs were identified and the ecosystem was set up and expanded. In the **2nd stage (M6-M40)**, the calls for XR innovators were 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). At this stage exploitation routes for the project's results with potential for commercialization are being designed, and business plans will be developed for each. As well, the third-party project's outputs are disseminated, mainly through demonstrators, events, publications, conferences, peer-to-peer, and communication (website, newsletters, media channels, etc.). Finally, the **3rd stage (M40-M42)** will envision the actions to be executed after the project's end, to maximize the XR2Learn results' impact.

5.2 ACTION PLAN FROM M1 UNTIL M42

The table down below showcases the Communication Action Plan until the end of the project.

TABLE 8: TIMELINE OF DISS&COMM ACTIVITIES UNTIL THE END OF THE PROJECT

The activities outlined in the first and second stages of the communication and dissemination strategy (until M18) — including the formal launch of channels, visual identity definition, press releases, ecosystem dissemination, and the promotion of XR2Learn platform components and Open Call 1 — were already extensively described in Deliverable D5.3. Therefore, this section does not repeat them but builds upon the established foundation and describes what was done from M19 until M30 and what will be done until M42.

M19-M30

- Further promotion of the activities and developments of the Open Call 1 beneficiaries in the form of website articles, social media posts, video interviews, events attendance.
- Attending relevant industry events jointly with the OC winners - AWE 2024 and SPS 2025.
- Conducting a special campaign for the promotion of the Open Call 2 - promoting funding opportunities, announcing & organising Open Call 2 info webinars, promoting OC2 through podcasts, interviews, etc.
- Further promotion of the XR2Learn marketplace and platform & Beacon applications.
- Organisation of workshops and webinars to support third parties - e.g. IP and business modelling workshops, PUSH events, etc.

Ecosystem building and expansion (M30-M40)

- Building meaningful collaborations with other XR and industry related initiatives, EU-funded projects, clusters of projects, etc.
- Organisation of webinars, speed dating and brokerage events to further support and promote both the project and its OC winners aimed at fostering meaningful collaborations with other initiatives and maximising project visibility, reach, and impact.
 - Attendance of relevant industry events to promote the project developments.
- Further promotion of the XR2Learn marketplace and platform & Beacon applications.

M40-M42

- Promoting project achievements in the form of Success Stories, articles and social media campaigns
 - Development of a final promotional video promoting the project achievements.

- Building new and strengthening and expanding already existing partnerships and connections with other EU-funded projects, clusters and initiatives to maximise XR2Learn impact and post-project sustainability.

6. EXPLOITATION PLAN PROGRESS

This section outlines the progress made in the exploitation of XR2Learn project results. The central aim of the project is to ensure its outcomes generate long-term value for stakeholders, extending well beyond the funded implementation period. To achieve this, XR2Learn is guided by a robust and structured exploitation plan focused on the effective deployment, adoption, and sustained relevance of the platform and its key results.

Looking forward, XR2Learn aspires to become a self-sustaining ecosystem that fosters the adoption of XR technologies across high-impact markets. By leveraging the rapid growth and transformative potential of the XR sector, the project aims to establish XR2Learn as a lasting driver of innovation and market integration.

The consortium is actively implementing an action plan to ensure sustainable exploitation and use of the project's outputs. This ongoing process is generating meaningful impact and tangible value across scientific, economic, political, and social domains.

XR2Learn's exploitation strategy equips partners with the knowledge, methodologies, and tools needed to capitalize on the project's KERs and to maintain their value beyond the project's lifetime. This strategy includes both individual and joint exploitation pathways, which will be further developed as the project progresses.

6.1 XR2LEARN KEY EXPLOITABLE RESULTS LIST

In M18, an updated list of KERs was presented in Deliverables **D5.3** and **D5.4**. While the structure and total number of KERs remained unchanged, this version incorporated previous updates, such as the merging of the "Learning Graph" with the "XR2Learn Marketplace" KER, the addition of the new "Magic X-Room" KER, and the bundling of related components ("Affect Detection Enablers," "Unimodal Tools for Building Emotion Classifiers," "Multimodal Fusion Tools," and "Pre-trained Representations and Training Tools") into a single KER package to improve their exploitation potential. The current list of KERs, along with information on the exploitation intentions of their respective owners, is provided in Table 8 below.

To support the effective exploitation of these results, a dedicated study was conducted on the **Strategic Proposal: Enhancing the XR2Learn Platform Experience**. This proposal, which focuses on improving the communication of the platform's value proposition to key stakeholders, outlines a clear strategy for redesigning the landing page and tailoring messaging to drive user engagement and adoption. The outcomes of this strategic analysis, and the resulting plan for its implementation, will be presented in detail in the upcoming **D5.6**.

An effective IPR management plan is being implemented in line with the provisions of the Project Grant Agreement and the Consortium Agreement. Foreground and background knowledge associated with each KER is being clearly identified.

Ownership details also shed light on potential joint exploitation opportunities. In the coming months, project partners will finalize the formation of KER bundles and prepare the necessary agreements for their joint exploitation, considering all relevant aspects of IPR management.

Partners have documented the IPR and protection strategies for each result, including background and foreground information, as detailed in Deliverable D5.4. The final list

of intellectual property assets generated by XR2Learn will be included in the final version of Deliverable D5.6, to be submitted in M42.

TABLE 9: XR2LEARN KERS STRUCTURE AND SUMMARY

KER #	KER name	KER Owners Exploitation Intentions	KER owners	IP protection
The platform				
1	XR2Learn Platform	MAG: Commercial exploitation of the platform will be a key objective. MAG envisions leveraging the platform as a distinctive entry point for XR technologies across the European Union, aiming to establish it as a reference hub for innovation, accessibility, and cross-sector collaboration. To achieve this, MAG intends to explore synergies and build strategic partnerships with other projects funded under the same topic, fostering complementarity and comprehensive coverage of various XR-related sectors and technologies. In parallel, MAG will actively pursue integration and recognition of the platform by EU-level initiatives, positioning it within larger European digital and technological frameworks. SYN: SYN plans to leverage the XR2Learn platform as a strategic entry point into the rapidly growing XR market. By capitalizing on the platform's capabilities, SYN aims to expand its presence and service offerings within this emerging technological landscape. SYN intends to extend its use beyond XR, applying it to other domains where the company is already active, such as the IoT and agriculture.	MAG SYN LS	Copyright
Individual assets				

Enablers				
2	INTERACT Authoring Tool for XR Application development	LS: LS Group has and will distribute INTERACT and explore markets outside of the original market (which is mainly transportation and energy). The KER will be distributed as a product (subscription based) and as a service (on demand simulation creation and training)	LS	Copyright License
3	Affect detection enablers	UM: Affect detection enablers correspond to a software computer system and architecture organized in a set of tools for training and fine-tuning AI models for emotion recognition (Training Tools, which encompass KER 6) and utilizing the trained models to detect emotion using uni and multimodal data in real-world, near real-time settings (Inference Tools, which encompass KERs 4 and 5), including educational scenarios. Affect detection enablers provide developers with foundational and advanced tools to facilitate the implementation of affect-driven XR-based learning products.	UM SUPSI	Copyright Open Source License (Apache 2.0)
4	Unimodal Tools for building emotion classifiers	UM: Please refer to KER 3 above. SUPSI: The unimodal tools for building emotion classifiers will be exploited to enhance both research and pedagogical outcomes. These tools will support the development of emotionally-aware XR learning environments by enabling the detection and interpretation of user emotional states through single data modalities, such as facial expression, voice, or text. They will be integrated into experimental pipelines to study learner engagement and adaptivity in immersive educational settings, contributing to scientific publications and cross-institutional research collaborations within and beyond the consortium. The tools are intended to be released as open-source components, accessible via public	UM SUPSI	Copyright Open Source License (Apache 2.0)

		repositories and documented to facilitate reuse by XR developers, educational technologists, and the research community. Additionally, the classifiers will be used in XR2Learn's training activities and learning platforms, allowing students and educators to gain hands-on experience with real-world emotion AI tools, thereby strengthening the pedagogical dimension of the project. In line with this vision, some potential applications of these tools are already being investigated to be used in applications ranging from cultural heritage to psychology.		
5	Multimodal fusion tools as part of the enabler	UM: Please refer to KER 3 above	UM	Copyright Open Source License (Apache 2.0)
6	Pre-trained representations and training tools as part of the enabler	UM: Please refer to KER 3 above	UM	Copyright Open Source License (Apache 2.0)
7	Learning process personalization enabler	UM: This enabler incorporates the automatic emotion detection capability for providing learning process adaptation. It takes into account the user's detected emotions and additional context information, such as the user's level and learning activity, to suggest a personalized activity level for the user in the form of challenge level adjustments. The output is a recommendation for a change in the material's difficulty level that the developers will have pre-programmed according to their educational purposes and context. The learning process personalization enabler provides the necessary information for timely interventions to advance the learning experience through personalised learning, based on the Theory of Flow, which provides an emotional model that can be used for	UM	Copyright Open Source License (Apache 2.0)

		fine-tuning the learning experience according to the skills of the learner and their recognized emotion.		
Beacon applications				
8	Manufacturing Learning Scenario	LS: This KER is owned jointly by SUPSI, LS and EIT Manufacturing who contributed to this application prior to XR2Learn. This KER will be distributed as a product and additional service (training and support) could be provided.	LS Group	Open Source
9	Virtual Lab for Chemistry and Biology	HOU: HOU is investing internally in the development of virtual (https://www.youtube.com/watch?v=3G9hqTpp0rk) and remote labs (https://www.youtube.com/watch?v=SHAhJuNumVo) and develops updates and extensions for different educational programmes of the School of Science and Technology. The exploitation of the V-Lab KER as a service has also been investigated through collaborations like with the labsland (https://labsland.com/) and through XR2Learn is now accompanied by the extension library for easy customization. Thus, a framework has been established for further exploiting the KER through on-demand customization and extension for interested users.	HOU	Copyright

10	Synthetic Data Generation for AI Training	MAG: AI training using synthetic datasets presents a powerful and efficient solution for human training across various sectors, particularly in areas such as industrial safety and equipment operation. In scenarios where creating real-world training datasets (through images, videos, or other content) is prohibitively expensive, time-intensive, or potentially hazardous, synthetic data offers a safe, scalable, and cost-effective alternative. This approach enables the simulation of diverse training scenarios without the need for physical setups or exposure to risk. MAG, as a developer of digital training products, is keen to enhance its portfolio by integrating cutting-edge technologies like synthetic data-based AI training. By doing so, MAG aims to deliver advanced, tailored solutions that meet the evolving needs of SMEs and industrial clients. This strategic move not only strengthens MAG's competitive edge but also positions the company as a provider of innovative, high-impact training tools that support digital transformation and workforce upskilling in complex operational environments.	MAG	Copyright
Individual tools				
	Marketplace			

11	Blockchain Enabled Marketplace	SYN: The XR2Learn marketplace offers versatile potential for use across different sectors. It can be adopted by industrial stakeholders or educational institutions to support their XR-related activities, or it can be commercialized as a standalone solution. SYN, in particular, has also developed the NFT Tool component of the platform, which serves as a key innovation for managing IPR in the marketplace. Beyond its relevance to XR, this tool holds strong commercial potential in other domains where SYN is already active, such as IoT systems, blockchain-enabled supply chain management and the agricultural domain. MAG: MAG operates the Maggioli Academy, a well-established hub for professional training and networking that offers approximately 650 courses. This is complemented by its e-learning counterpart, which utilizes a proprietary Learning Management System (LMS) to deliver digital education content. As part of its forward-looking strategy, MAG aims to exploit the blockchain-enabled XR2Learn marketplace by exploring functional enhancements and potential integration pathways. The goal is to evolve the platform into a foundation for MAG's own next-generation EdTech solutions. Specifically, MAG envisions leveraging this advanced infrastructure to develop and launch custom educational applications tailored to the needs of the Maggioli Academy. In parallel, MAG plans to utilize XR2Learn technologies to design immersive AR/VR learning experiences, which will be distributed using NFT-based systems. These efforts will also support the initiatives of Maggioli Culture, enhancing digital content offerings in the cultural and creative sectors. Through this multi-faceted exploitation strategy, MAG intends to modernize its training	SYN/MA G	Copyright
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		ecosystem, extend its digital reach, and position itself as a key player in the convergence of education, culture, and emerging technologies.		
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9	NFT-based IPR Management Tool	SYN: SYN has designed, developed, and plans to commercialize the IPR Tool of the platform. This tool is a modular application that provides an interface for interacting with blockchain networks and NFT operations providing IPR management. It can be a vital asset that provides blockchain and NFT capabilities to any platform independent of the domain. SYN plans to expand its scope key domains where they are active, particularly on the IoT, blockchain-based supply chain management, as well as agriculture.	SYN	Copyright
10	Magic XRoom	SUPSI: The Magic XRoom, although not originally planned as part of XR2Learn, has emerged as a valuable and timely addition to the project. It serves as a fully functional example of how to design and implement a VR application that integrates educational content, emotional responsiveness, and immersive interaction. Its development provides a concrete, reusable model for partners and external stakeholders interested in building similar experiences. As an open-source asset, the Magic XRoom contributes directly to XR2Learn's goals of openness and reusability. It is accessible to developers, educators, and researchers who wish to explore, adapt, or extend its functionality in their own contexts. Beyond demonstration purposes, the Magic XRoom also plays an important methodological role by offering a controlled environment for collecting custom user data—such as behavioral patterns and emotional responses—under varying learning scenarios. This	SUPSI	Copyright Open Source License (MIT License)

		makes it a key enabler for the development and validation of emotion classifiers and adaptive learning strategies within XR2Learn and future initiatives.		
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6.2 EXPLOITATION AND SUSTAINABILITY WORKSHOPS

XR2Learn organizes exploitation workshops with consortium partners to align efforts, foster collaboration, and develop strategic plans that maximize the value of the project's results. Led by the project's Exploitation Manager, these workshops support the gradual refinement and finalization of exploitation strategies across the consortium.

Following the first Exploitation Strategy Seminar, held online and facilitated by a Horizon Results Booster (HRB) expert, a second Exploitation and Sustainability Workshop took place virtually in November 2024. This session brought together project partners and participants from XR2Learn open call 1.

The workshop had two main objectives: first, to guide partners in successfully exploiting project outcomes using the insights and best practices acquired through HRB participation; and second, to contribute to the exploitation process for the results emerging from the open calls, focusing on the sustainability of the XR2Learn Open Call 1 projects after the end of project.

A key focus of the workshop was the development of a vibrant and inclusive XR2Learn community, uniting stakeholders from varied sectors and experience levels. This community-driven approach is central to ensuring sustained platform relevance, continuous user engagement, and long-term impact through shared innovation and value creation.

Finally, in May 2025, during the XR2Learn plenary session held in Lugano, Switzerland, another Exploitation and Sustainability Workshop took place. In addition to XR2Learn consortium members, the workshop was attended by the winners of the XR2Learn Open Call 2.

The workshop focused on community building and exploitation planning. The purpose was to provide guidance on stakeholders' engagement and to support the exploitation efforts of Open Call 2 winners in maximizing the overall impact of their developments, while also contributing to the broader sustainability and long-term impact of the XR2Learn project.

6.3 XR2LEARN KER EXPLOITATION PROGRESS

The XR2Learn project has made effective use of the HRB services to guide the development of a successful exploitation pathway and to support the consortium in establishing a comprehensive exploitation and sustainability strategy.

As part of this effort, XR2Learn participated in two HRB modules, including one focused specifically on exploitation. The methodology involved drafting a series of structured documents to gather detailed exploitation-related information for two KERs: the XR2Learn Marketplace and the V-Lab. This methodology is now being applied in two phases to the remaining KERs.

Initially, a standardized template was distributed to all partners to collect information for each KER. Based on the HRB methodology, KER owners provided data on their exploitation intentions, their roles in the development of the KER, and a description of the solution offered. These forms also covered the market needs of the KER addresses, the competitive landscape, current commercial alternatives, and the envisioned use model, how the KER will be accessed by end users to generate impact. Intellectual Property (IP) considerations were also documented, including both background and foreground claims. This information was included in D5.4 submitted in M18.

Next steps involve completing this data collection process for all remaining KERs (beyond the Marketplace and V-Lab), with finalized business models to be presented in Deliverable D5.6. These models will support different types of exploitation (commercial, research, and technological) and will feed into the final individual and joint exploitation strategies to be completed by the end of the project.

To implement the exploitation and sustainability strategy effectively, XR2Learn has established a set of actions focused on maximizing the impact of project outcomes and ensuring the project's long-term relevance. The goal is to unlock new opportunities while contributing to a more inclusive and equitable digital future.

In parallel, XR2Learn continues to build sustainability and outreach through strategic collaborations, such as participation in initiatives like XR4Europe. Open access resources are being shared to promote community engagement, while dedicated workshops have helped shape the legal, governance, and business dimensions of the project. A comprehensive dissemination plan is being carried out to expand visibility and user engagement. Continuous monitoring of KPIs and assessment of results ensure alignment with user needs and inform project improvements. Finally, the project is actively exploring diverse public and private funding options to support further development, scaling, and commercialization of its results.

7. CONCLUSION

This deliverable is the second and final iteration of the 5.1 Communication, Dissemination and Exploitation Plan. It provides an overview of the dissemination, communication, and exploitation activities conducted between M18 and M30 — ranging from the use of social media channels and campaign execution to the organisation and participation in events.

Over this period, a significant number of dissemination and communication KPIs have already been achieved or surpassed. XR2Learn has seen consistent and meaningful growth across its digital communication channels, building a strong and engaged audience on social media. Our follower base has increased steadily, and we have seen a substantial rise in post impressions and engagement across platforms such as LinkedIn and Twitter/X. Additionally, the XR2Learn website has experienced increased traffic and visibility, particularly during Open Call 2 promotion, contributing to the project's broader outreach goals.

This second iteration also captures the measurable progress in terms of website traffic, social media outreach, newsletters, and other communication channels, assessing them against the defined KPIs. It provides an in-depth description of the extensive promotional efforts surrounding Open Call 2 and outlines a clear communication and dissemination roadmap until the project's conclusion.

Finally, the document monitors the ongoing progress in the area of exploitation. It presents the updated Key Exploitable Results (KERs) and describes the various exploitation phases the consortium is currently implementing. A comprehensive analysis of exploitation pathways and long-term sustainability will be detailed in the upcoming deliverable D5.6 – Exploitation and Sustainability Strategy.