Alliance4XR

Innovation alliance to infuse Extended Reality skills into Higher education and Vocational Training

D6.1 Dissemination and Communication Plan

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Abstract (for dissemination)	*The Dissemination and Communication Plan for the Alliance4XR project outlines a strategic approach to promote and share the project's goals, best practices, and outcomes related to Extended Reality (XR) skills for green and sustainable development. With SMART communication objectives, the plan aims to raise awareness among target audiences and stakeholders at various levels, ensuring the visibility, transferability, and replicability of project results. By disseminating targeted information, promoting project events, and engaging with diverse stakeholders, the plan seeks to foster dialogue, facilitate networking, and enhance recognition in the fields of XR and education. Utilising a variety of communication channels and activities, including social media, websites, and promotional materials, the plan aims to maximise the impact of Alliance4XR activities and ensure continuous adaptation to achieve communication goals throughout the project lifecycle.*

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Abbreviations

Term	Explanation
CA	Consortium Agreement
DoW	Description of Work
EB	Executive Board
EC	European Commission
GA	Grant Agreement
GAS	General Assembly
PM	Project Manager
PO	Project Officer
QM	Quality Manager
R&D	Research & Development
TC	Technical Coordinator
TL	Task Leaders
WP	Work Package
WPL	Work Package Leader
DL	Deliverable Leader
QC	Quality Checker
DR	Deliverable Reviewer
QB	Quality Board

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EXECUTIVE SUMMARY

The communication plan is designed to assist project partners in ensuring effective and efficient project communication and maximise the potential impact of Alliance4XR activities, deliverables, platforms, and events.

It provides all relevant information on how, where, and when the consortium, as well as individual partners, should perform actions concerning the project communication and dissemination.

In addition, it also holds guidelines, templates, and references to additional tools and resources that will allow the consortium to monitor all activities and make adaptations to the strategy in case this is needed.

All partners should be aware of the importance of using all communication materials in the best way to support the communication activities through constant and active involvement, to guarantee the necessary multiplying effect.

The Communication Plan presents in detail the following main aspects:

1. **Project Overview and Situational Analysis:** Understanding the context and the challenges.
2. **Communication objectives**
3. **Target Audience:** Identify who we want to reach.
4. **Key Messages:** Define the core issues we want to communicate.
5. **Communication Channels:** Select the most effective media.
6. **Timeline and Responsibilities:** Set deadlines and assign tasks.
7. **Evaluation and Adjustment:** Measure impact and adapt as necessary.

The communication plan will be active at all stages of the project and will be reviewed/updated, if needed, during the entire project lifetime.

1 PROJECT OVERVIEW AND SITUATIONAL ANALYSIS

The Alliance4XR project is highly relevant as it aims to **address the gap in Extended Reality (XR) theory and practice training modules** within tertiary educations and vocational training centres.

This project **empowers Higher Education Institutions (HEIs) and Vocational Education and Training (VET) centres to bridge the skills gap in XR digital skills**, particularly in the field of engineering.

By co-creating and **testing teaching methodologies and materials**, the project seeks to enhance the capacity and knowledge of HEIs and VETs in successfully preparing students and trainees for employment in engineering professions.

The project also aligns with the European XR industry's growth trajectory, recognizing the **increasing demand for qualified workers in this sector.** By fostering alliances between academia and the private sector, the project aims to drive research advancement, boost innovation, and supply skilled workers to meet industry needs.

Key aspects of the project:

- Identifying market needs related to resilience and emerging professions in XR.
- Identifying missing skills in institutions, curricula, and member needs.
- Addressing challenges in knowledge creation between higher education, vocational training, research, and public and private sectors.

The project's goals align with the specific conditions and objectives outlined in the ERASMUS call, ensuring its activities are relevant and support the broader aims of promoting education and entrepreneurship in XR and green skills. By employing a combination of online and offline knowledge capture methods, such as surveys and desk research, the project will collect essential information to guide the development of innovative teaching and training materials. Based on this needs analysis, the specific objectives of the project include:

PROJECT OBJECTIVE	COMMUNICATION OBJECTIVE
Mapping and analysing current requirements: Conduct a comprehensive analysis of current	Establish direct communication with universities and VETS to carry out questionnaires to detect their needs.

needs and requirements in the field of Extended Reality (XR) for sustainable development. The goal is to identify gaps between educational offerings and real needs in XR.	Direct contact can be made via email and/or phone calls.
Developing innovative educational modules: Create advanced educational modules that integrate the latest knowledge and experience in XR.	Develop and implement a comprehensive communication that promotes the uptake and impact of ALLIANCE4XR training materials, highlighting their relevance in overcoming environmental challenges and the transition to digital technologies, and that fosters collaboration between educational institutions, industry, and EU stakeholders.
Test the newly created material: Maximise acceptance levels within higher education and vocational training systems.	Develop and implement communication highlighting the achievements and benefits of the ALLIANCE4XR training programme, promoting its positive impact on education, innovation, and sustainability across Europe.
Deliver the material through an online platform: creation of a set of tools (software, hardware and cloud) intended to be used by education and training institutions to stimulate entrepreneurial initiative and attitudes in students, educational staff and other workers, in line with the Entrepreneurial Competences Framework.	Develop a communication stream that highlights the accessibility and value of the ALLIANCE4XR online platform, highlighting how it facilitates the combination of theoretical knowledge with practical applications in software, data and 3D design. Promote the adoption of these tools by educational institutions and foster an entrepreneurial mindset among users.
Generate market and socially relevant educational and **training material.**	Implement communication that promotes the sustainability and continued relevance of ALLIANCE4XR educational material, emphasising collaboration between educational institutions and companies, and the availability of these resources as open and accessible learning tools for all.
Closing the gap in the theoretical and practical training of Extended Reality (XR) modules in higher	Promote the adoption and dissemination of ALLIANCE4XR training and teaching modules through multiplier activities

education institutions and vocational training centres.	

These objectives are clear, measurable, realistic, and achievable within the project's duration, with appropriate indicators defined to measure their achievement.

2 COMMUNICATION AND DISSEMINATION OBJECTIVES

The communication objectives are derived from the project objectives. The project's communication objectives are also SMART and being broad enough to allow flexibility and room to adapt to changing circumstances.

The project's communication activities will aim at effectively **promoting and disseminating the project's objectives, best practices, and results** to the identified **target groups and stakeholders at regional, national, European, and transnational levels**, to reach specific communication goals.

The **General Objective** is to **ensure visibility, transferability, and replicability** of project results throughout the project life cycle.

2.1 Specific Objectives

Raise awareness of the target audiences and relevant stakeholders about the importance of Alliance4XR for developing XR skills for green and sustainable development.

Share the results obtained of the project by disseminating and promoting the project's outcomes beyond the key target groups.

Promote the current project status and future planning:

- Raise awareness about the status of the project and its future.
- Highlight achievements and milestones to engage stakeholders.

Provide targeted information to diverse audiences:

- Communicate project updates in a strategic and effective manner.
- Ensure that the information is accessible even to non-specialists, the media, and the public.
- Obtain recognition and prestige in the field of XR and education.

Promote relevant project events:

- Increase awareness of project-related events.
- Encourage participation and engagement among stakeholders.

Facilitate dialogue across stakeholder levels:

- Foster discussions on project-related issues.
- Involve stakeholders at all levels to ensure their support and active participation.

Make essential information available to stakeholders:

- Provide stakeholders with the necessary details to understand the project.
- Enable their meaningful contributions to project implementation.

Engage and Establish networks among different stakeholders:

- Create connections between various groups, including the public sector, universities, professors, SMEs, startups, and creative professionals.
- Facilitate collaboration and knowledge sharing for project success.

Maintain the Alliance4XR consortium's communication open and consistent:

- Make sure mechanisms are established to guarantee efficient and fluent communication among the consortium members.

Inform European citizens about the EU- funded project:

- Enable the correct communications tools to continuously remind and inform European Citizens about the use of EU funds in this project.

Inform Policy Makers at a regional national and international level:

- Ensure that the relevant policy makers are informed about the project and its outcomes so the results can be better disseminated.

2.2 Key Performance Indicators

The actions carried out in communication will be measured through the following KPIs:

- Participation of Project partners in external events: at least **20 external events.**
- Generate **synergies with other projects: 6** complementary EU actions, & regional/national initiatives.
- Reach **8,000 unique visitors** to the Alliance4XR website and/or platform at the end of the project.

- Get at least **1,000 followers** on the project's social networks (Facebook, Instagram, LinkedIn, X and YouTube).
- Send **6 newsletters** to our target audience with interesting and relevant information about the project (one per semester).
- Print and distribute informative **communication material** (sheets, brochures, posters, etc.), at least **1,000 copies.**
- Achieve the participation of **more than 500 attendees** in the project's activities and events (workshops, training sessions, summer schools, conferences...).
- Reach the participation of **100 attendees during the final event.**

To achieve these indicators and manage communication effectively, a series of steps will be followed that are explained in "Communication channels and activities" point

3 COMMUNICATION STRATEGY

Alliance4XR's value proposition is to **offer a practical and validated methodology** to integrate XR in education, with the support of experts and quality teaching resources.

3.1 Target Audience

Our target audience would be divided into several profiles:

Educational environments & educators

- **University professors and vocational training centre professors** who want to innovate in their teaching methodologies and incorporate XR into their technological challenges. These teachers have an educational, technological, and creative profile and seek to improve the quality and impact of their classes.
- **Universities and vocational training centres** that pursue engineering studies and are interested in incorporating XR in the development of their training programs in the following areas: Structural engineering and construction, Networks and energy, and Maritime professions. (**Public & Private engineering VETs + HEs Institutions)**
- **Engineering students** who are interested in developing their XR skills and improving their candidacy for new jobs.

- Public administration agencies, Ministry of Education, Arts and Sports, Ministry of Economy:
- Also, **other teachers** of careers not related to engineering but who are interested in learning new tools and teaching resources and in sharing their experiences and good practices.

Industry Ecosystem

- **Startups and companies** that are using or want to start introducing XR in the development of their projects and need new trained professionals.
- **XR Developers and Professionals in the Engineering Sector** who have an interest in growing demand for immersive technologies applied to the industry, that also search for ways to create a competitive advantage, and those most specifically focused on education.

Policy-Making Bodies and Governance

- Public administrations agencies, Ministry of Education, Ministry of Economy, who are interested in being informed about the benefits and impacts of the project. New or revised regulations, standards and policies for New Technologies applied to the education sector. Enhanced technologies and use cases. European and international strategies regarding safe and ethical use of technologies. Application of technology towards improving and positioning education in Europe and the environment.

Scientific community / Academia / Researchers

- This target audience has an interest in new research projects, referenced study cases, and scientific journal publications. Also interested in access to new knowledge technologies and best practice guidelines, sustainability assessments.

General Public

- **General Public** who are curious about the development of new technologies and extended reality and have a positive perception of technology for a variety of use cases, good for the economy and the community. Inclusive, sustainable, ethical, gender, health & safety.

It is also very important when communicating to understand their demographics, psychographics, and behaviours and consider factors such as *age, gender,*

location, interests, and preferences when publishing, especially on social networks. **(Segmentation)**

3.2 Reaching our audience

To connect with our audience, we must contact them with a **multi-channel approach**:

- Relying solely on one channel would greatly limit our reach, so we are going to **diversify communication channels** by combining email, social networks, website, platform, and offline events.
- **Email:** Despite being a traditional method, email remains powerful. It allows personalised communication and direct access to inboxes.
- **Social Media:** Leverage platforms where your audience actively engages. Each platform has its unique audience demographics. Tailor your content accordingly.

This section will be further developed in point "Communication channels".

Personalisation will also be part of our communication strategy. Whenever possible:

- **Segmentation:** We will divide our audience into meaningful segments, considering demographics (age, gender, location), behaviour (past interactions), and interests. Depending on the type of actions we want to communicate, we will send the information to certain profiles. For example, if we want to communicate an event that will only take place in person in a specific area, although it will also be communicated through our channels, the communication will be carried out more directly in the profiles we have in that demographic area.
- **Personalise messages:** When sending emails, we will always speak to our contact by name, so that you feel that the messages are personalised according to your needs.
- **Behavioural Triggers:** We will set up automated emails triggered by specific actions. For example, if someone signed up for a particular mailing list because they are interested in a relevant activity when that activity occurs again, a reminder email will be sent with an invitation to the new event/activity.

Timing Matters:

- **Email Timing:** Avoid weekends or late evenings. Send emails during business hours when people are more likely to check their inboxes.
- **Social Media Timing:** Post when your audience is most active. Use analytics tools to determine optimal posting times.

This part will be developed in more detail in Project's Social Media Accounts

Invitations and Events:

- Webinars and workshops: when organising virtual events, webinars, training sessions, etc. It will be necessary to keep track of registrations to know the attendees and always ask if they give permission to: receive communication from the project and if they give permission to publish images and photos in which they appear.
- Conferences and Meetups: take advantage of internal and external events attended by project partners to network and get new contacts.

Location:

- As mentioned in previous points, it is important to personalise messages based on our target audience, therefore, project partners must personalise their communications in local languages and English.

3.3 Data Collection

It is crucial to maintain continuous communication with our target audience, which is why collecting information about them is essential.

Whenever possible, upon initiating direct contact with someone interested in the project, we will complete the "**Target Group Template" Excel sheet** with the basic details of the new contact (name, audience type, email, and country). Additionally, we will inquire whether they grant permission to receive information about the project (following data protection laws).

This will be particularly important when sending out newsletters.

**Download here the target group template*

3.4 Key messages

Consistency in communication is essential to ensure that the messages conveyed are consistent, clear, and effective.

This ensures that everyone is on the same page and contributes to the overall success of the communication strategy. This is why it is important to ensure that all communication is consistent:

- **Coherence and alignment:** This ensures that everyone communicates consistently and in line with the project objectives.
- **Clarity and understanding:** Key messages are concise and relevant, making them easy for audiences to understand. When everyone knows and repeats these messages, confusion is minimised, and misunderstandings are avoided.
- **Brand identity:** Key messages reflect the values, objectives, and culture of the project. By repeating them, brand identity is reinforced both internally and externally.
- **Audience impact:** Key messages are designed to resonate with the target audience. By repeating them, you create a more meaningful impact on the audience.

Presented below are key messages of the project, along with an argumentation containing key messages to highlight the project.

3.5 Messages to Highlight key aspects of the project

Addressing the XR Skills Gap: The "Alliance4XR" project is laser-focused on tackling the scarcity of XR expertise. By bridging this gap, we empower students and professionals to thrive in the dynamic landscape of XR technologies.

Empowering Higher Education and Vocational Training: Our mission is to empower Higher Education Institutions (HEIs) and Vocational Education and Training (VET) centres. Through tailored teaching methodologies and materials, we equip learners with the skills needed to excel in XR-related fields.

Co-Creation and Testing: We're not just theorising; we're actively co-creating and rigorously testing our teaching approach. HEIs, VETs, businesses, and industry stakeholders collaborate to refine our methodology.

Collaboration Across Borders: Alliance4XR brings together 13 partners from 8 different countries. By collaborating across borders, we can prepare educators and students for this transformative shift.

Quality Teaching Resources: We'll equip educators with the tools, knowledge, and resources to incorporate XR (including virtual reality, augmented reality, and mixed reality) into their classrooms with quality teaching resources—from best practices to lesson plans.

European Syllabi Mapping: To ensure alignment with European standards, we meticulously map syllabi. This ensures that our teaching packages cater to the specific needs of Augmented Reality (AR) and Virtual Reality (VR) education.

Demo-Driven Learning: Our teaching packages include engaging demos and sample data. Learners gain hands-on experience, fostering practical skills crucial for success in XR-related professions.

Customizable Software: We recognize that one size doesn't fit all. Our materials allow customization, adapting to the unique contexts of different institutions and learners.

Market Opportunities and Competitiveness: The project aims to provide institutions with the means to leverage XR technologies for advancing education and training, leading to new market opportunities, revenue generation, and job creation in the European economy. The labour market demands talented engineers with a high technological background.

Addressing Climate Change and Environment: The project directly contributes to addressing issues related to climate change and the environment by enabling training on XR technologies and green skills.

4 COMMUNICATION CHANNELS AND ACTIVITIES

This chapter presents in detail the Alliance4XR communication channels and tools that will be used during the project and the related activities to achieve the communication objectives. All planned communication channels and tools will be strategically employed to effectively disseminate information about project activities, events, results, and outputs to the target audiences. This approach will ensure a seamless flow of information about the project, reaching both international and local stakeholders.

4.1 Visual Identity

4.1.1 Logo

All communication materials developed by Alliance4XR must display the project logo provided by Geoimaging and when necessary, add the reference to the EU funds.

Find the project logo and the European emblem here

The following are not permitted with the project logo and EU co-financed emblem:

- Disproportionate resizing
- Rotation of the logo combination
- Modifications as regards typography and color
- Changes between the different elements of the logo

About positioning, size, background, and transparency of the logo:

- Display the logo in a visible position, top central or other.
- Use a white or suitable, one coloured background. If placed on a coloured background, foresee a contrast between the background colour and the

logo. In case the logo combination is placed on a photo, a suitable, not overloaded background shall be chosen.

- The logo must be placed in its non-transparent version. This means that inside the frame the background remains white. The use in its transparent version can only be accepted on a suitable, one coloured and light background.
- For reduced size materials (PEN Drives, for example) use the minimum size: 1,55 cm x 2,55cm so as the textual elements remain readable. If it is not possible, please contact the JS Communication unit to find solutions to avoid any ineligibility.
- No vertical version of the logos is foreseen.

More information about emblem rules

4.1.2 Typographies

For the typographic representation of our project (name in the logo), we will the *Haettenschweiler Regular font which suggests boldness, strength, and condensation. Some connotations associated with this font are:

- Boldness and Visual Impact: Haettenschweiler is extremely bold and condensed, which makes it stand out in any design. Its heavy weight and thick lines make it ideal for headlines and banners. It can convey a strong and direct message due to its immediate visual impact.
- Industrial and Modern Style: The font has an industrial and modern look.
- Limited Legibility: Due to its compression and thick strokes, Haettenschweiler is not the best choice for long text or small sizes.

At small sizes, the letters may fuse together and make reading difficult.

Therefore, for the official documents of the project, the fonts Montserrat that suggest universality, clarity, and versatility must be used.

**Find here all the project typographies*

4.1.3 Colours

The official colours of the project are as follows:

- **Primary colour (#007383):**

This colour is a shade of greenish blue. It can evoke feelings of calm, freshness, and serenity.

- **Secondary colour (#1d3567):**

This colour is a shade of dark blue. It can convey a sense of depth, mystery, or elegance. It is suitable for applications where a sophisticated look or strong presence is desired.

Yellow (**#F6C619)** is also part of our isotype. It is a bright, saturated colour that can suggest energy, joy, and creativity. This type of yellow is often used in designs to attract attention and convey a sense of optimism and vibrancy.

4.2 Website

To facilitate dissemination and to ensure that project results remain available beyond its formal conclusion, a dedicated website[1] has been developed **https://alliance4xr.eu/.**

The website presents updated information on the project, partners, activities, and results, as well as hosting the online platform that hosts the capacity building and toolkit to maximise its dissemination at local, national, and global levels.

The Communication Manager (CM) will keep the website updated with content:

- about Alliance4XR **news and events**

[1] Detailed in D.6.2 section 5 page 15 and 16.

- on current events and news related to XR and/or that may be of interest to the project's target group.
- with information about other projects and other related Erasmus+ projects.

Partners participating in and/or organising activities will send to the CM:

- information about the event to publish on the website.
- social media posts + photos during the event.
- post-event news with the results of the event + photos.

New and event templates

4.3 Social Media

Social media is a powerful tool to communicate and bring our project to life ensuring that messages reach far and have a significant impact on our target group. Reasons to have a social media presence:

- **Visibility and Outreach**: social media allows to increase the visibility of the project and to reach a wider audience. This is crucial for sharing objectives, activities, and results with a diverse audience.
- **Interaction and Engagement**: They provide a platform for direct interaction with participants, partners, and the public.
- **Sharing Experiences**: They are an excellent medium for sharing experiences and testimonials from project participants and this can inspire others to join.
- **Promoting Results**: Social media are effective tools to promote the results and impact of your project.
- **Networking**: They allow you to create and strengthen networks with other projects and organisations, which can open doors to future collaborations and opportunities.
- **Evaluation and Feedback**: Through social media interactions, we can obtain feedback that can help us improve and adapt the project to the needs of our audience.

Alliance4XR will have a presence on the following social networks[2]

[2] Detailed in D.6.2 section 6 page 17, 18, 19, and 20.

Social Network	Description	Public we will reach on	Link @Alliance4XR	Recommendations
Facebook	This is one of the largest platforms and will allow us to reach a wide and diverse audience. It will be used to **transmit project content updates and comment on news or interesting training topics.**	Educators and educational environments	**Alliance4XR Facebook**	Posts production will follow these guidelines: -Each tweet will contain a link to an external resource ALLIANCE4XR website. -Post will be limited to 140 characters / a single tweet -Whenever possible videos will be shared via Facebook and an image will always be used. -Post frequency will be a minimum of 4 per quick. . -Apply the hashtags pre-established according to the content of the post. -Each post will tag all the list of speakers, companies, sponsors, and partners: CEEI Valencia (Centro Europeo de Empresas Innovadoras de Valencia) Escola Profissional Espinho Euro XR CMMI - Cyprus Marine and Maritime Institute University College Dublin GeoImaging Ltd Sensorama Lab Laboratory of Geoinformatics - LabGeo Emprenem Junts

Twitter (X):	Ideal for sharing news and quick updates. It will be used primarily to **broadcast real-time participation in events**. We will publish content during events.	Educators and educational environments Industry and companies Governmental and political bodies Scientific and academic community	**Alliance4XR Twitter (X)**	The strategy on this social network is mainly based on: -Use of posts with eye-catching graphics as Instagram is not text-based but purely image-based -Creation of video reels providing information about the project and the world of XR and education. -Creation of Instagram Stories to create community and highlight content. It is important in this social network to be innovative and in step with current trends, to have content that is new and always up-to-date, so that the public also becomes attached to the team behind this project.
Instagram	Its focus is on visual content. It will be used to share photos and videos showing project activities and achievements.	General public interested in technology Students	**Alliance4XR Instagram**	The strategy on this social network is mainly based on: -Use of posts with eye-catching graphics as Instagram is not text-based but purely image-based -Creation of video reels providing information about the project and the world of XR and education. -Creation of Instagram Stories to create community and highlight content.

LinkedIn	This is the most professional network for connecting with other professionals and organizations. It will be used to share project achievements and promote opportunities for collaboration	University Professors and Vocational Training Center Professors Universities and Vocational Training Centers Engineering Students Industry and companies Governmental and political bodies Scientific and academic community	**Alliance4XR LinkedIn**	The strategy on this social network is mainly based on: -Post relevant content about industry trends and project updates -Humanize contents by using authentic stories -Publish well-researched articles -Use multimedia content -Use relevant hashtags like: EdTech, Innovation, HigherEducation, VocationalTraining, DigitalSkills,SustainableSkills,IndustryCollaboration, EUProjects... Geoimaging Ltd EuroXR CEEI Valencia (Centro Europeo de Empresas e Innovación de Valencia) CMMI - Cyprus Marine and Maritime Institute University College Dublin Sensorama Lab Escola Profissional de Espinho SchooVR Aristotle University of Thessaloniki (AUTH) Novogit Universidade do Minho Ceprof

Youtube	This will be used to share video content, such as tutorials or testimonials and promotional videos of the project.	General public	**Alliance4XR Youtube**	YouTube would contribute to better framing some of the SEO-oriented characteristics of our website; Videos will have the following characteristics to be effective: - Their duration should not exceed 3.50 minutes - Videos will be edited - Video storytelling will follow a precise script - Video must contain an audio track music or voice When the video is uploaded on YouTube, social media asks to set a title, description, and tags. Their production must follow these basic guidelines: - Title: include keywords as first words of the video's title - Description: it should provide an overview of the video's content. It is important to include the keywords at the beginning of the description and brand the videos by including links to an external resource (Alliance4XR website). - Tags: write all the keywords that can help viewers find the videos more easily through search. - (XR education VR education, Future Technology, Extended Reality, Metaverse, Erasmus…) - Whenever possible, the videos must be shared via Twitter, Facebook, and LinkedIn as explained in previous sections. YouTube offers the possibility to incorporate the video deployed on the platform also on websites (via specific HTML code provided directly on the platform) and on social media; Contributors will be asked to share the YouTube content on their websites and social media channels

To generate visual content for social networks, we will use applications such as Canva.

The CM will send links to the templates so that partners can use and adapt them.

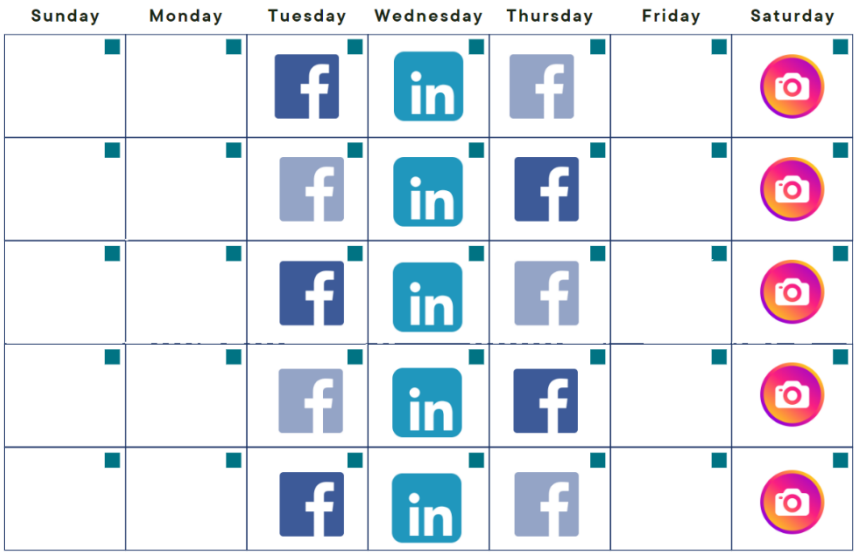
Example:

Publication Frequency

Social Network	Type of content	Frequency
Facebook	Project updates, events, photos, videos. Interesting educational information. Information on other projects.	**1-2** times a week
Twitter	News, quick updates, interaction with hashtags. Broadcasting of events.	According to need or events.
Instagram	Photos and videos of activities, stories, reels, etc.	**1** time per week
LinkedIn	Professional articles, achievements, opportunities for collaboration	**1** time per week
Youtube	Educational videos, testimonials, tutorials	According to need
EPALE/SALTO	Articles, best practices, partner search	According to need

Example of monthly programming

This template will be adapted to the communication needs of the project (events, promotional activities, etc.).



Tags that can be used for Alliance4XR publications:

#Extended Reality or #XR: This hashtag encompasses all immersive technologies, including virtual reality (VR), augmented reality (AR) and mixed reality (MR).

#VirtualReality or #VR: This focuses specifically on virtual environments and experiences.

#AugmentedReality or #AR: Refers to the superimposition of digital content in the real world.

#MixedReality or #MR: Refers to the superimposition of digital content in the real world.

#Immersive learning: Relevant to educational experiences that use XR technologies.

#EducationInnovation: Highlights innovative approaches in education, including XR.

#EdTech: Refers to educational technology, including XR4 tools.

#HigherEducation: For university-related content.

#STEMEducation: Specifically addresses the fields of science, technology, engineering, and mathematics (STEM).

#erasmus+ #EUprojects

Social Media Responsibilities:

The Communication Manager will be responsible for managing the content to be published on the project accounts. The CM is responsible for generating content for the networks with the help of the partners.

4.4 Communication elements:

The project partners must pay attention to three (3) considerations to define a good message for each project communication:

- The messages must be tailored to the target audience to meet their interests and expectations.
- The messages must be easily understood.
- The wording should be carefully crafted to be appealing to the public.

A good message is distinctive, consistent (the project target groups need to hear the same message from different sources and on different occasions), concise, clear, and simple.

More specifically, the Alliance4XR partners will follow the steps described below when writing messages to the interested target groups.

4.4.1 Phone Calls

- Make a phone call to the target group which you have already identified.
- Inform them in a few seconds of the project and its main objectives.
- Kindly ask them if they can provide you with a contact point, a person whom you can contact and speak with directly for information purposes regarding Alliance4XR.

4.4.2 Email messages

When writing the main message consider the interest the target groups might have in the activity you are referring to, the scheduled event, etc., and emphasise why it would be important and/or useful for them to participate/or be interested in it.

Avoid general address messages (e.g. “Dear Sir/Madam”, or “To Whom it may concern”). If that is not possible, then the latter is considered acceptable.

Keep the messages short, coherent, well-defined, straightforward, and easy to understand.

The title of the message should be smart and attractive.

An example of email communication might look something like this:

"Hello [Name of Teacher/Training Centre/University/Company/...]!

I hope this email finds you surfing the wave of inspiration because I want to share with you an Erasmus+ project we are working on Alliance4XR.

Imagine a project where extended reality (XR) is not just a game, but a powerful tool for learning and teaching.

The best part? It's completely free and you'll never be alone in this adventure. For the next three years, you will be accompanied by a team of 13 partners from 8 different countries united by a common passion: transforming education.

We would like you to be part of this vibrant and diverse community.

Think about it: workshops where ideas flow, webinars that ignite sparks of creativity, and collaborative activities that lead to innovative green solutions. And all this, while equipping educators with the best tools to tackle our planet's challenges.

Would you like to be part of this change?

I look forward to your response.

Kind regards, [Your Name]."

Emails should include supplemented with:

- Link to the project website and/or platform.
- Link to project social media.
- Documents about the project (ppt, brochures, etc.)

4.4.3 Project leaflets

Project leaflets[3] will be released at the beginning of the project briefly presenting in a user-friendly design the project, its objectives, partners, main activities, and results achieved so far (at that time results can be reported).

The leaflets will be printed and distributed during project and external events.

CEEI Valencia in cooperation with Geoimaging and EuroXR will develop the Alliance4XR leaflets. All partners shall contribute information that might be useful.

If relevant, partners may decide to translate the leaflets into their national language.

The objective (though not limited) is to create at least 1 leaflet of the project (1).

[3] Detailed in D.6.2 section 1 pages 7 and 8.

Download here the project leaflet

4.4.4 Project poster

One project poster[4] (1) for each involved country, in English and local languages, will be developed. It will contain basic information about the project, to be displayed at the partners' offices and during project meetings.

Partners must place a poster at a location readily visible to the public, such as an entrance area of a building.

CEEI Valencia, in cooperation with Geoimaging and EuroXR, is responsible for developing the Alliance4XR poster in English. Partners will translate it into local languages.

Download here the project poster

4.4.5 Project roll-up

One roll-up[5] for each involved region, in English and local languages, will be developed. It will contain basic information about the project, to be displayed during project events, such as demonstration activities, summer school, conferences, etc.

CEEI Valencia, in cooperation with Geoimaging and EuroXR, is responsible for developing the Alliance4XR roll-up in English(1). Partners who are going to hold events where the roll-up will be used are responsible for local language translation and printing.

Download here the project roll-up

4.4.6 Project e-newsletter

The biannual newsletter[6] in electronic format, in English, will be published on the project website and circulated via Mailchimp to registered contacts. CEEI Valencia will develop the e-newsletters (6) in July 2024, 2025, 2026, January 2025, 2026, and 2027.

All partners will provide their input to the responsible partner.

How we are going to get subscribers to our newsletter:

[4] Detailed in D.6.2 section 3 pages 11 and 12.
[5] Detailed in D.6.2 section 2 pages 9 and 10.
[6] Detailed in D.6.2 section 7 pages 21 and 22.

- through social networks we will share the link to subscribe to our newsletter.
- promotion on the project's website through a button, banner and pop up.
- promotion of the partners on their websites and social networks.
- through direct mails in which we invite our "contacts" to subscribe.
- promotion at project events

4.4.7 Project Press Releases

Press releases[7] will be distributed to the online and printed press to the main project's events (in English and local languages for each event) informing the audience about the Alliance4XR progress and its activities and achievements.

Generic project press releases will be the responsibility of the MC and partners will be responsible for translating them into their local language, publishing them on their website (whenever possible), and sending them to the local media.

In case of activities or events developed by the project partners, the organising partner will oversee drafting and sending the press release and the CM will oversee reviewing it.

4.4.8 Articles

The CM may ask partners with expertise in some topics to write some articles to generate content for the project blog and/or to send to the media.

4.4.9 Promotional Video

A promotional video will be produced so as not only to create awareness but also to exploit viral marketing effects. The video will be uploaded to the project's YouTube channel and emphasise promoting the project's results along with its value propositions as well as its services and events.

CEEI Valencia, in cooperation with Geoimaging and EuroXR, is responsible for developing the promotional video (1). The Project Partners will help by providing ideas, knowledge, and images of your events if required.

During project events, if deemed necessary, a video summary of the event will be requested and will be provided by the partner responsible for the event.

[7] Detailed in D.6.2 section 8 page 23.

4.4.10 Standard presentation

A dedicated executive presentation template[8] will be developed to facilitate networking with interested parties well in advance. The presentation template will also be used to report progress on the curricula training activities of the partners and will be available upon request to be updated accordingly and according to the current audience's needs.

CEEI Valencia, in cooperation with Geoimaging and EuroXR, is responsible for developing (but not limited to) **1 standard presentation.**

**Download here the project presentation*

4.4.11 Synergies with other projects and initiatives, and external events

Partners will participate in several external events (**at least 20**) which are of great interest to our target stakeholder groups. The goal will be to keep in touch and share knowledge with the targeted respective communities, other European projects, and Erasmus+ projects, and establish contacts and interactions with key stakeholders, all while communicating value propositions and results.

Alliance4XR will connect to other relevant projects and initiatives XR and Erasmus related like the following ones:

- Pedagogical Alliance for XR Technologies in (Teacher) Education (PAX)
- Digital Twin on Smart Manufacturing (Digital Twin)
- Metaverse Academy, Addressing the Future Skills on AR/VR/XR Technologies (Metaverse Academy)

4.4.12 Complying with the General Data Protection Regulation (GDPR)

The new European Union General Data Protection Regulation (EU-GDPR) was enforced on 25th May 2018, producing new rules for projects regarding the management of private data collected for various purposes and in different stages of their implementation.

As a general principle, the new regulation gives citizens the right to access and control their private data, obliging datakeepers to implement a certain number of measures to meet such requirements.

[8] Detailed in D.6.2 section 4 pages 13 and 14.

To comply with the GDPR, partners must follow the guidelines below:

- Have a privacy policy page on your website, in full compliance with the GDPR.
- Add the contact of the website manager;

As for the registration forms and surveys, project partners need to add:

- A paragraph informing about the purpose of the data collection and guaranteeing that the data is collected and processed in compliance with the GDPR;
- A paragraph stating that anyone registering for an event or filling in a survey / form confirm having read the excerpt on GDPR and that by clicking on the "SUBMIT" button they give Alliance4XR project partners their explicit consent for collecting and using your personal data.

5 INTERNAL COMMUNICATION AND RESPONSIBILITIES WITHIN THE CONSORTIUM

Effective internal communication between project partners is crucial for the success of any collaborative project to align goals, strategies, and expectations.

Consistent messaging ensures that everyone is on the same page, reducing misunderstandings and preventing conflicting actions.

With this in mind, the following actions will be undertaken:

- Project meetings (each 6 months): during these meetings the CM will present a comprehensive update on the communication situation.
- Monthly Team Meetings: Once a month, the CM will hold a group video call (through Teams) with the communication managers of each partner to make concise updates on communication strategies. This meeting should not last more than 15/20 minutes. Partners will take the opportunity to give feedback and discuss upcoming local actions.
- All official project communication documents (templates, guidelines, logos, typography, communication elements, etc.) will be uploaded in the WP6 folder at Teams' project and in the google drive folder (everything in both).
- Communication Updates (performance presentation)
- Regularity of communication (meetings every week)

- Common folder for communication purposes with the specific documents
- Communication Responsibilities during an event, on the website, and social media channels

6 INTERNATIONAL MEANS OF DISSEMINATION OF EU PROJECTS

EPALE and SALTO: These are specific European platforms and networks for adult education and youth respectively. It will be used to share good practices. This platform, easy to navigate and rich with practical resources will be a source of new information to feed into the project. Several of the topics covered in the Themes section are directly relevant to the project's identified priorities and will offer partners easy access to well-structured content. EPALE will also be a fundamental instrument to develop dissemination contacts and engage stakeholders through forums and blog post opportunities. Finally, it will allow the consortium to discover other related projects and get in touch with new project partners through the Partner Search function.

Official website and social media of **Erasmus+ National Agencies:** they will be used during the implementation of the project to disseminate its results to attract the interests of teachers and other potential participants.

Erasmus+ Project Results Platform: this is where the final project results will be published (and regularly updated) for the entire European community to see. As was the case with EPALE, the Erasmus+ Project Results Platform will also prove useful in supporting the consortium's efforts towards dissemination and stakeholder engagement

7 COMMUNICATION RESPONSIBILITIES

The responsibility of each partner for the communication and dissemination of the project is summarised below, although this has already been mentioned in detail in the individual points of the communication plan.

- The communication manager is responsible for the execution and supervision of the communication strategy of the Alliance4XR project with the cooperation of EuroXR and Geoimaging.

- The project partners (PP) will be responsible for supporting the communication actions carried out by the project.
- PP will translate the communication elements into local language.
- PP will support on social networks the communications to be carried out.
- They will publish on their websites the project information and link to the project website.
- PP will translate the press releases sent by the CM and send them to the media in their area.
- PP will provide content to the CM to publish on the project website and social networks.
- PP will send articles for publication if requested by the CM.
- PP will be responsible for producing news and publications about the events they carry out.
- - PP will send information and photos to the CM every time they have a meeting or participate in an event (as attendees or speakers).

8 COMMUNICATION TIMELINE

The activities and deliverables of the WP6, the coordinating partners and the deliverables' deadlines are presented in the following table:

#	Activity	Coordinating partner	Deliverable	Dealine
T6.1	**Dissemination and communication strategy, plan and implementation**	CEEI VALENCIA	1 Dissemination and communication plan	July 2024
			1 Updated dissemination plan	January 2026
			1 Standard Presentarion	July 2024
			1 Project roll-up	July 2024
			1 Project Poster	July 2024
			1 Project website	July 2024
			Newsletter (6)	July 2024 January 2025 July 2025 January 2026 July 2026 January 2027

			1 Promotional video	July 2026
			1 Final event	November 2026
T6.2	**Institutional acceptance: Synergies, alliances and ambassadors**	EUROXR	1 Report summarising the synergies and the common activities performed	January 2027
			2 ALLIANCE4XR's alliance network and ambassadors' board report	January 2025 December 2026
			Set-up of the alliance network and ambassador's board	
T6.3	**Exploitation planning for sustainability and institutional mainstreaming**	CEEI VALENCIA	3 reports summarising the synergies established with relevant projects and initiatives throughout the lifespan of ALLIANCE4XR	January 2025 January 2026 January 2027
		GEOIMAGING	1 report about dissemination and exploitation of the project results through existing online education related platforms	January 2027
			1 Exploitation and sustainability plan	January 2027

9 BUDGET ALLOCATION

There is a budget foreseen for the implementation of the communication activities of the project, as indicated in the approved Application Form. In the following table the summary of the budget available for WP6 per partner of eligible costs is illustrated.

Estimated budget — Resources					
Participant	**Costs**				
	A. Personnel		**C.3 Other goods, works and services**	**E. Indirect costs**	**Total costs**
GEO	6.8	EUR 30,900.00		EUR 2,163	EUR 33,063
NOVOGIT	0.5	EUR 3,710.00		EUR 260	EUR 3,970

EuroXR	7.0	EUR 36,350.00		EUR 2,545	EUR 38,895
SchooVR	3.2	EUR 18,100.00		EUR 1,267	EUR 19,367
Auth	3.2	EUR 11,600.00		EUR 812	EUR 12,412
Virtual solutions	1.1	EUR 4,950.00		EUR 347	EUR 5,297
UMINHO	2.3	EUR 6,600.00		EUR 462	EUR 7,062
Sensorama	1.0	EUR 6,000.00		EUR 420	EUR 6,420
TEE/TKM	2.0	EUR 8,560.00		EUR 599	EUR 9,159
CMMI	2.7	EUR 15,000.00		EUR 1,050	EUR 16,050
UCD	1.6	EUR 9,750.00		EUR 683	EUR 10,433
CEEI VALENCIA	8.2	EUR 42,900.00	EUR 15,700.00	EUR 3,003	EUR 61,603
CEPROF	5.7	EUR 19,200.00		EUR 1,344	EUR 20,544
Total	**45.3**	**EUR 213,620.00**	**EUR 15,700.00**	**EUR 16,052**	**EUR 245,372**

10 MONITORING AND EVALUATION

Monitoring & evaluation of the communication strategies and tools will be performed with specific analytics and indicators such as

- LinkedIn Analytics
- Twitter Analytics
- Facebook Analytics
- Website Analytics (Google Analytics)
- Instagram Analytics

These tools will provide indicators of the performance of the messages. The Analytics are very useful for obtaining **quantitative evaluation** about audience engagement with the message: number of clicks, likes, shares, tags, video views, new followers, profile visits etc.

Qualitative evaluations: Types of comments received, their tone, the number of people they reached, the types of followers etc.

Alliance4XR social media accounts effectiveness is monitored:

- Every month (trends, wealth of data, change activities), in order to evaluate the general effectiveness of the social media plan;
- Weekly evaluation before an event, in order to analyse the effectiveness of the social media plan and implement it if necessary

11 RISK MANAGEMENT

Effective risk management is essential for ensuring the success of the Alliance4XR communication strategy. This section outlines potential risks associated with communication activities and proposes strategies to mitigate them.

Identified Risks:

1. **Negative and Detrimental Comments:**
    - **Description:** Negative feedback or comments on social media platforms or public forums can damage the project's reputation and hinder communication objectives.
    - **Mitigation Strategy:**
        - Monitor online conversations consistently to detect negative comments early.
        - Develop a protocol for responding to negative comments swiftly and constructively.
        - Redirect users to constructive discussions or official project channels for more information.
2. **Misinformation and Miscommunication:**
    - **Description:** Incorrect information about the project may spread, leading to misunderstandings about project goals and activities.
    - **Mitigation Strategy:**
        - Ensure all communication materials are accurate and clear.
        - Regularly update the project website and social media channels with verified information.
        - Train all team members on key project messages to maintain consistency.
3. **Data Privacy Concerns:**
    - **Description:** Handling and dissemination of private data must comply with GDPR requirements, failure of which can result in legal issues.
    - **Mitigation Strategy:**
        - Ensure all communication activities comply with GDPR regulations.

        - Regularly review and update privacy policies and consent forms.
        - Train team members on data privacy best practices.
4. **Stakeholder Engagement Issues:**
    - **Description:** Difficulty in engaging key stakeholders can impede project visibility and support.
    - **Mitigation Strategy:**
        - Identify and prioritize key stakeholders early in the project.
        - Develop tailored communication strategies to engage different stakeholder groups.
        - Foster strong relationships through regular and targeted updates.
5. **Resource Constraints:**
    - **Description:** Limited resources (time, budget, personnel) can affect the execution of the communication plan.
    - **Mitigation Strategy:**
        - Plan and allocate resources efficiently.
        - Identify critical communication activities and prioritize them.
        - Seek additional funding or support if necessary.
6. **Technological Challenges:**
    - **Description:** Technical issues (e.g., website downtime, social media platform changes) can disrupt communication activities.
    - **Mitigation Strategy:**
        - Have a dedicated technical support team to handle issues promptly.
        - Regularly update and maintain digital platforms.
        - Develop contingency plans for critical communication channels.

By proactively identifying and addressing these risks, the Alliance4XR project can enhance the effectiveness of its communication strategy and ensure the successful dissemination of its objectives and outcomes.