Alliance4XR

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

D6.2 Dissemination Materials & tools

Co-funded by the European Union

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Change history

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Approval procedure

Version #	Reviewed by	Approved by	Institution	Date
V0.1	**Vasilis Petrou**		**GEO**	**26/07/2024**
V0.1	**Sergii Tereshchenko**		**Sensorama Lab**	**29/07/2024**

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

Disclaimer

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EXECUTIVE SUMMARY

The Alliance4XR project uses various communication materials to effectively disseminate information and engage stakeholders. These deliverables include brochures, roll-ups, posters, a standard presentation, a website, social media platforms, newsletters, press releases, and a promotional video. Each of these tools serves a specific purpose in promoting the project's objectives, benefits, and progress.

These communication deliverables play a crucial role in ensuring that the Alliance4XR project reaches its target audience, engages stakeholders, and achieves its objectives of integrating XR into education and vocational training.

This report contains information related to the description of each material, its objective, content, design and indicator.

1 BROCHURE

1.1 Description

A brochure is a printed document, usually of several pages, designed to provide detailed information about a product, service or project.

In this case, the Alliance4XR brochure is a diptych that clearly and concisely presents the key aspects of the project.

1.2 Objective

The main objective of the brochure is to inform stakeholders (educators, students, engineering professionals, etc.) about the Alliance4XR project.

This brochure is designed to explain the objectives of the project, its relevance, expected impact and implementation details.

Furthermore, it aims to attract the attention of potential partners and participants interested in the integration of Extended Reality (XR) in vocational education and training.

1.3 Content

The Alliance4XR brochure includes the following key information:

Project Description: Alliance4XR is an Erasmus+ project co-funded by the European Union, focused on the integration of Extended Reality (XR) in higher education and vocational training in areas such as structural engineering, energy and the maritime sector.

Project Objectives: The project aims to create and test customised methodologies and teaching materials that enable higher education institutions (HEIs) and vocational education and training (VET) centres to address the lack of digital competences in XR.

Expected Impact: The project is expected to improve the capacity and knowledge of HEIs to face technological and market challenges, strengthening students' preparation for engineering professions.

Project Partners: The brochure mentions that Alliance4XR has 13 partners from 8 different countries, including Belgium, Cyprus, Greece, Ireland, Ukraine, Portugal, Spain and Sweden.

Implementation and Funding: The project is detailed as having a duration of three years and funding of €1,370,597.00.

1.4 Design

1.5 Key performance indicator

Print and distribute at least 1,000 copies of informative communication material (sheets, brochures, posters, etc.).

1 project brochure and translate it to local languages in July 2024.

2 ROLL UP

2.1 Description

The rollup is a roll-up banner that is commonly used at events and exhibitions. It is designed to be portable and easy to install, allowing for impactful visual communication in a small space.

2.2 Objective

The purpose of the rollup is to quickly capture the attention of event attendees and provide key information in a visual and engaging way. In the case of Alliance4XR, the rollup is designed to highlight the most important aspects of the project and attract potential stakeholders in an exhibition or conference environment.

2.3 Content

The Alliance4XR rollup includes:

Visual Identification: Uses a professional blue and yellow design, with the Alliance4XR logo and an image representing the real estate industry.

Project Information: Similar to the brochure, the rollup summarizes the mission of Alliance4XR, highlighting its goal of infusing XR skills into higher education and vocational training.

Contact and Web Information: Contact details and the project website are provided, making it easy for interested parties to find out more information.

2.4 Design

2.5 Key performance indicator

Print 1 roll up per partner in local language in July 2024.

3 POSTER

3.1 Description

The poster is a key visual communication tool to communicate the mission and objectives of Alliance4XR, highlighting the importance of Extended Reality in modern education.

3.2 Objective

The main objective of the poster is to inform about the project and the importance and benefits of integrating Extended Reality (XR) into teaching methodologies.

3.3 Content

Project Description and objectives aims to: capture attention through attractive visual design; inform by providing essential information about the project in a quick and accessible way; and promote participation.

Logos and Partners: The poster includes the logos of the project partners showing international collaboration and institutional support.

Contact and Participation: Interested institutions and individuals are invited to join the educational revolution by providing a contact email for more information.

3.4 Design

3.5 Key performance indicator

Print 1 project poster per partner in local language in July 2024.

4 STANDARD PRESENTATION

4.1 Description

Official PPT presentation is an essential tool to effectively communicate the vision, objectives and benefits of the Alliance4XR project, facilitating the understanding and support of potential stakeholders.

4.2 Objective

The PPT will serve as a visual tool to present the key aspects of the project during meetings, conferences and promotional events.

4.3 Content

Project Description: Detailed explanation of what Alliance4XR is and why it is needed. Description of the problem identified and explanation of why the project will provide the solution to that gap.

Specific goals that the project aims to achieve, such as the creation of XR teaching methodologies and the improvement of digital competences and their expected impact.

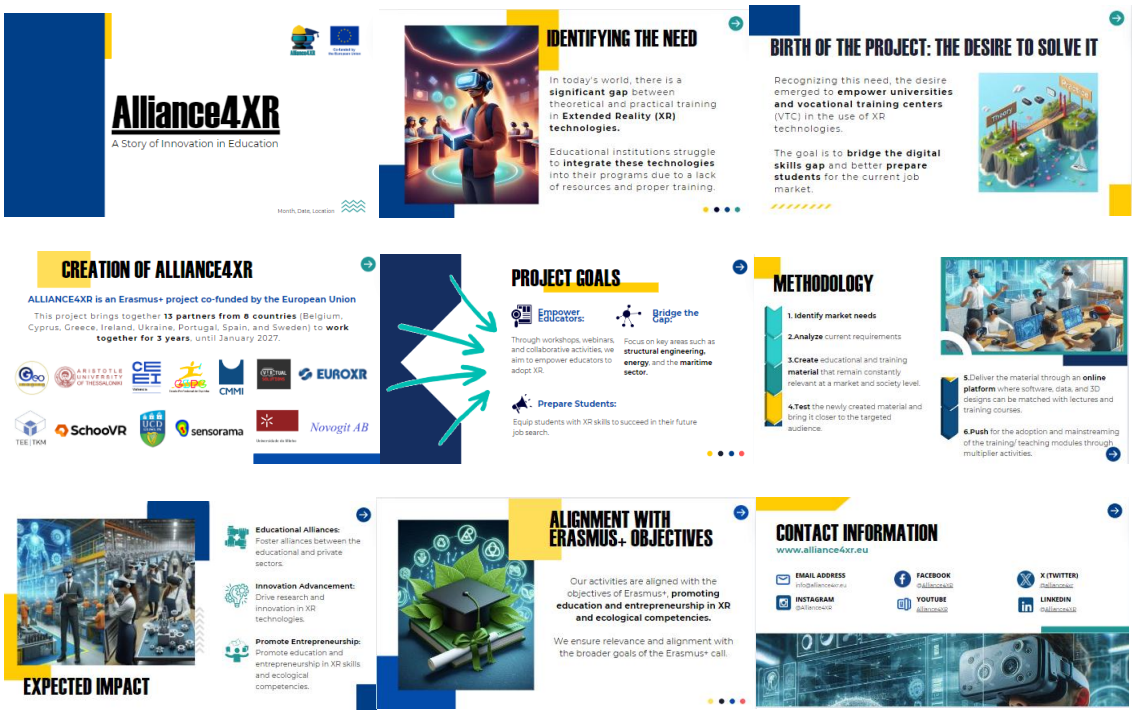
Benefits of the project for educational institutions, students and the labour market explaining how the project will contribute to improve competitiveness and efficiency in education.

Project Partners: List of the 13 partners from 8 countries involved in the project, highlighting the international collaboration.

Contact and Additional Information: Contact information, website and social media of the project for interested parties to obtain more information.

The content of the official presentation will change as the project progresses.

4.4 Design



PPT presentation

4.5 Key performance indicator

1 project standard presentation in July 2024.

5 WEBSITE

5.1 Description

To facilitate dissemination and to ensure that project results remain available beyond its formal conclusion, a dedicated website will be developed **https://alliance4xr.eu/.**

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

5.2 Objective

The main objective of the project website is to provide a centralised and easily accessible resource where stakeholders can obtain detailed information about Alliance4XR. This includes:

Informing: providing a full description of the project, its objectives, activities, and expected results.

Raising awareness: of the importance of Extended Reality (XR) in vocational education and training.

Involve: facilitate the participation of educational institutions, vocational training centres, students, professionals and other stakeholders.

Promote: Highlight the achievements of the project and attract new partners and sponsors.

5.3 Content

Brief introduction to the project and its mission.

General objective and description of the project, its relevance and the context in which it is developed.

Key Data: Project duration, participating countries, consortium members and funding.

Consortium: explanation of the partners involved in the project.

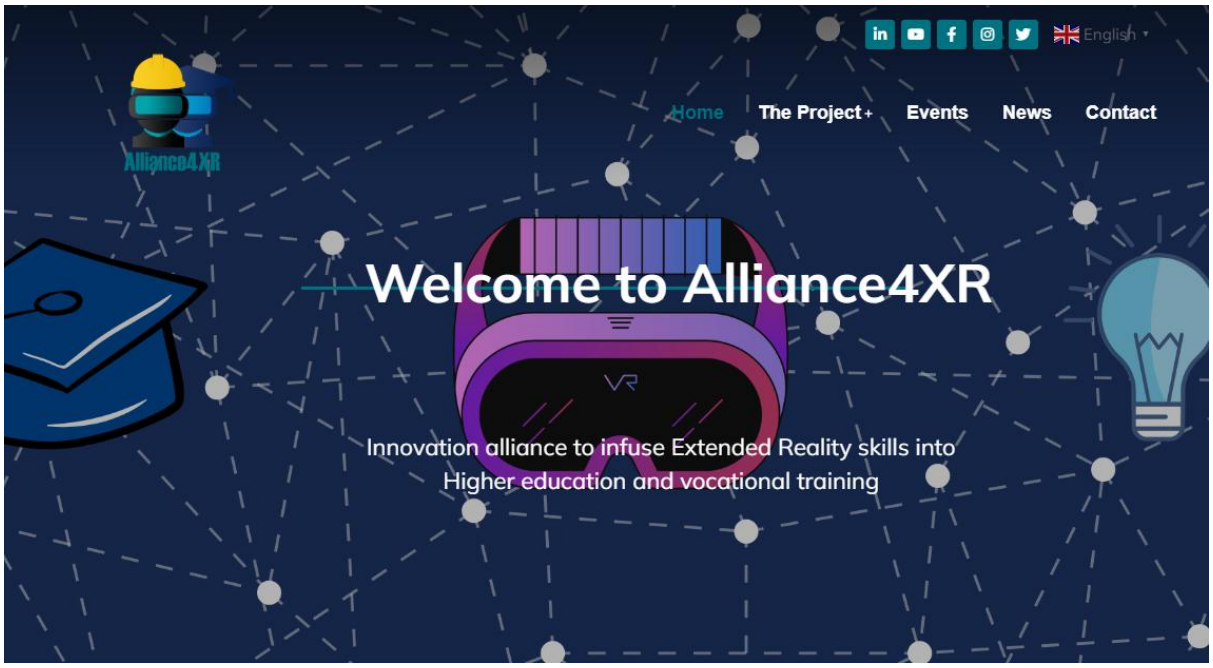
Events Calendar: Information on upcoming events, conferences and meetings related to the project.

News: Articles on the project's progress and achievements, including meetings and activity highlights.

Contact and Participation: Email and forms to facilitate participation and enquiries.

Newsletter: Option to subscribe to project updates.

5.4 Design



www.alliance4xr.eu

5.5 Key performance indicator

1 project website in July 2024.

Reach **8,000 unique visitors** to the Alliance4XR website and/or platform at the end of the project.

6 SOCIAL MEDIA

6.1 Description

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.

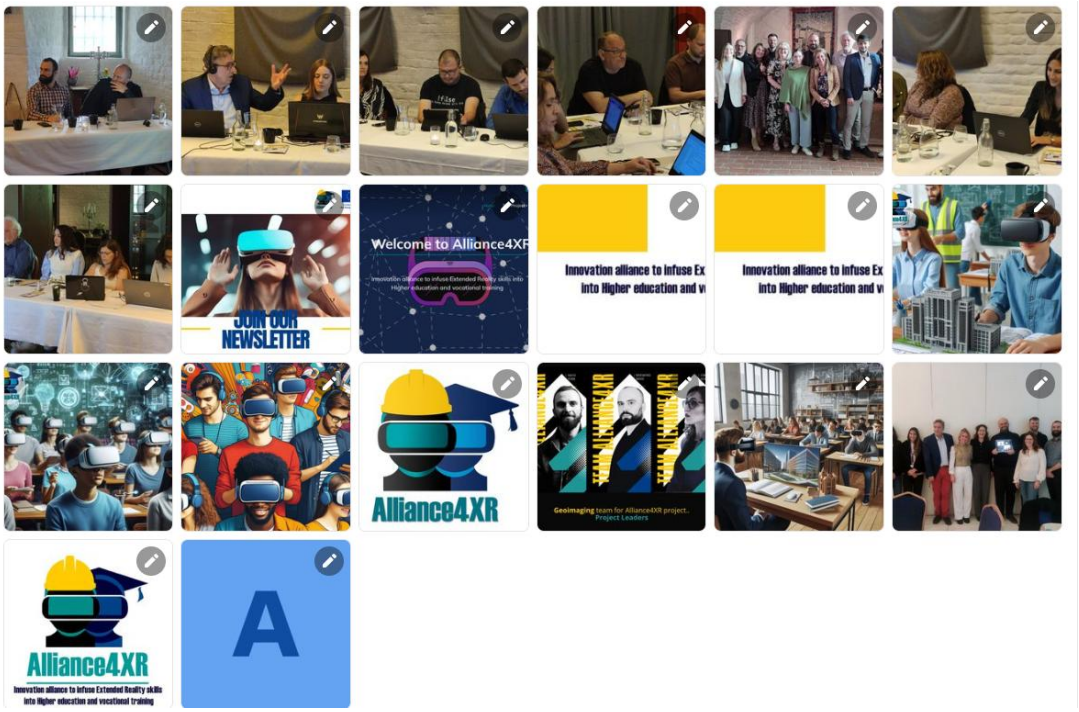
6.2 Objective

- **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 organizations, 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.

6.3 Content

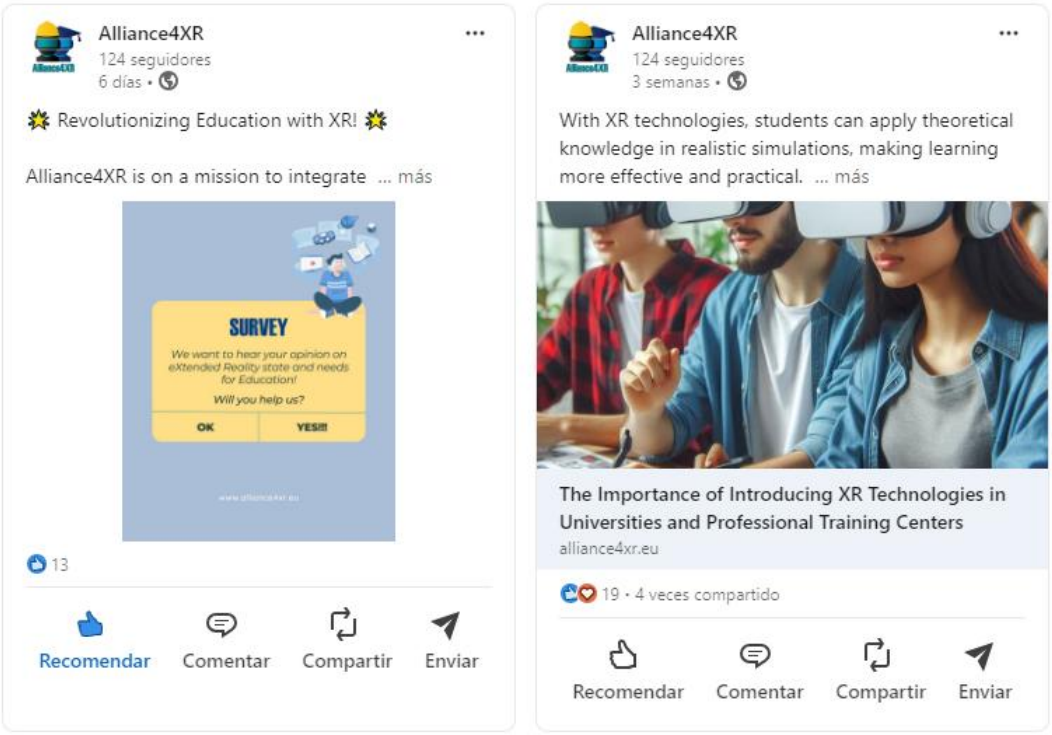
Social Network	Type of content	Frequency
Facebook	Project updates, events, photos, videos. Interesting educational information. Information on other projects.	**1-2** times a week
Twitter	News, quick updates, interaction with hashtags. Broadcasting of events.	According to need or events.
Instagram	Photos 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

6.4 Design

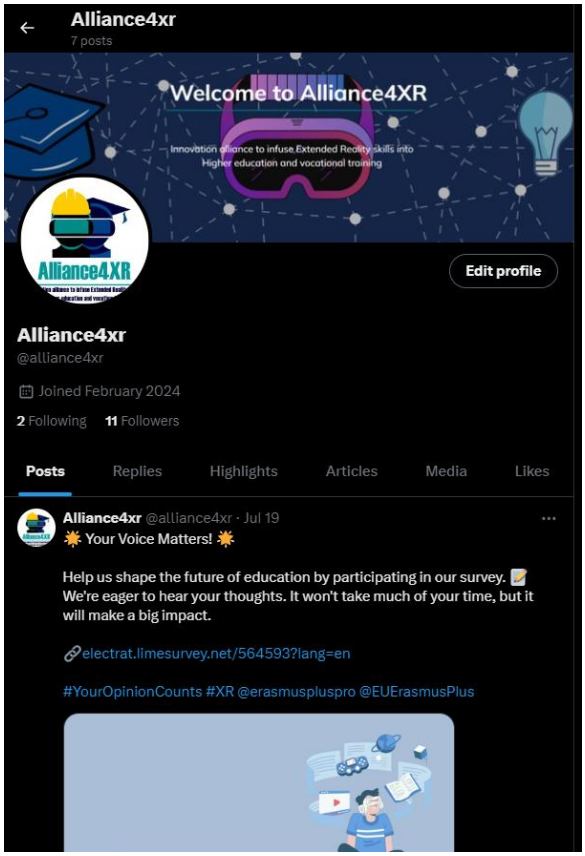


Facebook @alliance4xr

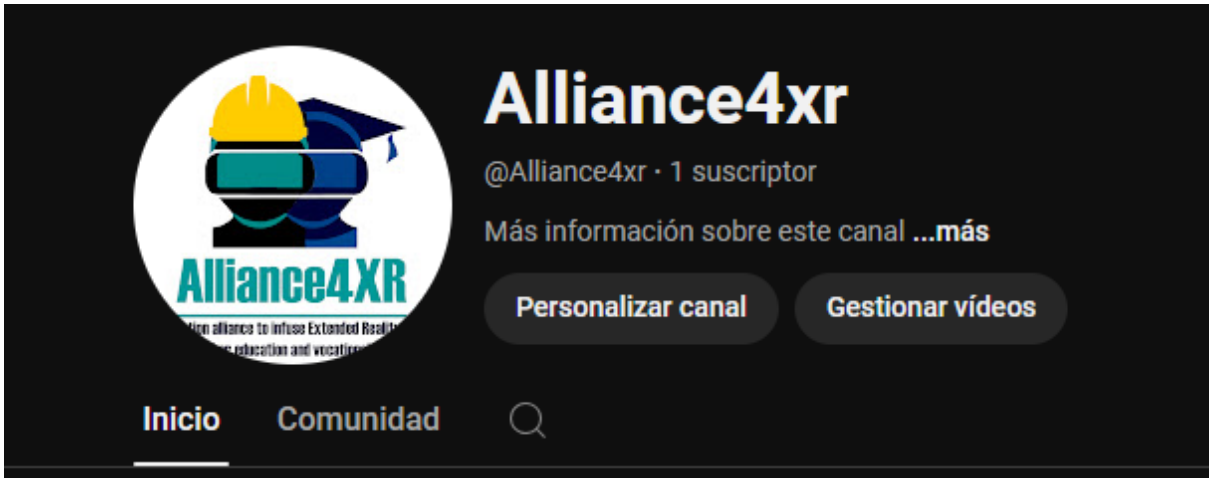
Instagram @alliance4xr



[LinkedIn Alliance4XR]



[X (Twitter) @alliance4xr]



Youtube channel @Alliance4xr

6.5 Key performance indicator

Get at least **1,000 followers** on the project's social networks (Facebook, Instagram, LinkedIn, X and YouTube) by the end of the project.

7 NEWSLETTERS

7.1 Description

The project newsletter is a regular publication distributed by email, designed to keep subscribers informed about Alliance4XR-related news, developments and events.

7.2 Objective

This newsletter aims to regularly update stakeholders on the progress of the project, highlight important achievements and encourage continued participation. This includes:

Inform: Providing regular updates on project status, upcoming events and relevant news.

Raising awareness: Create continuous awareness of the importance of Extended Reality (XR) in education and vocational training.

Engage: Encourage the participation and commitment of educational institutions, vocational training centres, project partners, and other stakeholders.

Promote: Disseminate the achievements and impact of the project to attract new partners and potential beneficiaries.

7.3 Content

The content of each newsletter will depend on the objectives achieved, the content published on our website, interesting upcoming events or interesting audiovisual material to share.

7.4 Design

7.5 Key performance indicator

6 **e-newsletters** will be developed and send via **Mailchimp** in July 2024, 2025, 2026, January 2025, 2026, and 2027.

8 PRESS RELEASES

8.1 Description

Alliance4XR project press releases are an essential tool for the communication and promotion of project initiatives, ensuring that progress and achievements are known and appreciated by a wide and diverse audience.

8.2 Objective

The main objective of the press releases is to inform and raise awareness among the academic and professional community about the activities and achievements of the Alliance4XR project. Through these publications, the project aims to:

Disseminate significant results and progress.

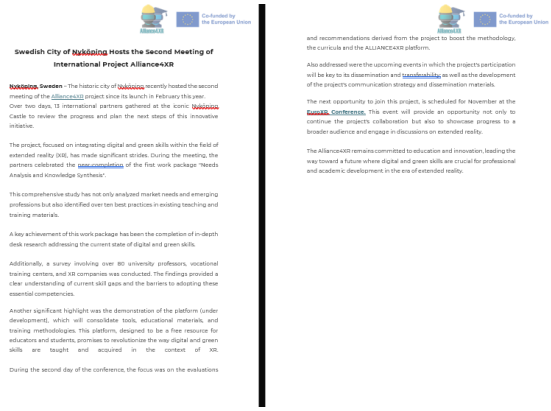
Promote key events such as conferences and meetings.

Attract the attention of potential partners and stakeholders interested in the implementation of Extended Reality (XR) in education.

8.3 Content

The content of press releases will vary depending on what we want to convey at any given time.

8.4 Design



Swedish City of Nyköping Hosts the Second Meeting of International Project Alliance4XR

Nyköping, Sweden - The historic city of Nyköping recently hosted the second meeting of the Alliance4XR project since its launch in February this year. Over two days, 13 international partners gathered at the iconic Nyköping Castle to review the progress and plan the next steps of this innovative initiative.

The project, focused on integrating digital and green skills within the field of extended reality (XR), has made significant strides. During the meeting, the partners celebrated the near-completion of the first work package "Needs Analysis and Knowledge Synthesis".

This comprehensive study has not only analyzed market needs and emerging professions but also identified over ten best practices in existing teaching and training materials.

A key achievement of this work package has been the completion of in-depth desk research addressing the current state of digital and green skills.

Additionally, a survey involving over 80 university professors, vocational training centers, and XR companies was conducted. The findings provided a clear understanding of current skill gaps and the barriers to adopting these essential competencies.

Another significant highlight was the demonstration of the platform (under development), which will consolidate tools, educational materials, and training methodologies. This platform, designed to be a free resource for educators and students, promises to revolutionize the way digital and green skills are taught and acquired in the context of XR.

During the second day of the conference, the focus was on the evaluations

and recommendations derived from the project to boost the methodology, the curricula and the ALLIANCE4XR platform.

Also addressed were the upcoming events in which the project's participation will be key to its dissemination and transferability as well as the development of the project's communication strategy and dissemination materials.

The next opportunity to join this project, is scheduled for November at the Eurasia Conference. This event will provide an opportunity not only to continue the project's collaboration but also to showcase progress to a broader audience and engage in discussions on extended reality.

The Alliance4XR remains committed to education and innovation, leading the way toward a future where digital and green skills are crucial for professional and academic development in the era of extended reality.

8.5 Key performance indicator

There is no set number; we will produce as many press releases as we consider necessary.

9 PROMOTIONAL VIDEO

9.1 Description

A promotional video will be produced so as not only to create awareness but also to exploit viral marketing effects.

The Alliance4XR project promotional video is a key audiovisual communication tool designed to present in an attractive and concise way the objectives and benefits of the project

This video will be uploaded to the project's YouTube channel and emphasize promoting the project's results along with its value propositions as well as its services and events.

9.2 Objective

The main objective of the promotional video is:

Inform: To provide a clear and visually appealing introduction to the Alliance4XR project, highlighting its goals and the importance of Extended Reality (XR) in education.

Raise awareness: Raise awareness of the opportunities and benefits of integrating XR into teaching methodologies.

Involve: Invite institutions and professionals to actively participate in the project, either through collaborations or by adopting the technologies and methodologies promoted.

Promote: To disseminate the scope and achievements of the project, demonstrating the positive impact of European funding on innovative education.

9.3 Content

Project Description: Brief explanation of Alliance4XR, including its objectives and focus areas (structural engineering, energy, and maritime sector).

Partners and Support: Mention of partner institutions and organisations, showing the collaborative and international nature of the project.

Call to Action: Invitation to visit the website, subscribe to the newsletter and join the project's efforts.

9.4 Design

9.5 Key performance indicator

1 promotional video by July 2026.