



# MOTIVATE XR

Maintenance, Support & Operation Training using Immersive Virtual and Augmented Technology for Efficiency with XR

## D2.2 - COMMUNICATION KIT V2

30/11/2025



Grant Agreement No.: 101135963  
 Call: HORIZON-CL4-2023-HUMAN-01-CNECT  
 Topic: HORIZON-CL4-2023-HUMAN-01-22  
 Type of action: HORIZON Innovation Actions

## D2.2 – COMMUNICATION KIT V2

Work package	WP2
Task	T2.1
Due date	30/11/2025
Submission date	30/11/2025
Deliverable lead	F6S Network Ireland Limited
Version	V2
Authors	Melissa Tang (F6S)
Reviewers	Bruno Favresse (SOP), Sabrina Bianchi (MAG), Alexandra Malouta (MAG)
Abstract	The deliverable D2.2 is the second (v2) iteration of the MOTIVATE XR Communication Plan which is a comprehensive and living document that outlines the tools, channels, and activities put in place throughout the project to ensure successful and consistent visual representation of MOTIVATE XR, as well as its activities for successful dissemination of results.
Keywords	Communication, Dissemination, Strategy and Planning

### Document Revision History

Version	Date	Description of change	List of contributor (s)
V0.1	20.10.2025	First draft generated	Melissa Tang (F6S)
V0.2	06.11.2025	Internal F6S document review	Mateusz Kowacki (F6S)

V0.3	17.11.2025	Review from the partners	Bruno Favresse (SOP), Sabrina Bianchi (MAG), Alexandra Malouta (MAG)
V0.4	25.11.2025	Finalised version after review	Melissa Tang (F6S) Nikos Achilleopoulos

### DISCLAIMER

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the granting authority can be held responsible for them.

### COPYRIGHT NOTICE

© Motivate XR Consortium, 2024

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both. Reproduction is authorised provided the source is acknowledged.

## PARTNERS

The MOTIVATE XR Consortium is the following:

Participant number	Participant organisation name	Short name	Country
1	Maggioli Spa	MAG	IT
1.1	Wardem Squad Data-Driven Thinking SL	WM	ES
2	CS Group-France	CS	FR
3	Sopra Steria Group	SOP	FR
4	F6S Network Ireland Limited	F6S	IE
5	YOUBIQUO SRL	YBQ	IT
6	D-CUBE - NTI KIOUMP	D3	EL
7	2Freedom Imaging Software and Hardware SL	2F	ES
8	Centro Di Ricerche Europeo Di Tecnologie Design E Materiali	CETMA	IT
9	Universidad Politecnica De Madrid	UPM	ES
10	Technische Universiteit Delft	TUD	NL
11	Fundacion Tecnalia Research & Innovation	TEC	ES
12	Gorenje Gospodinjski_Aparati DOO	GOR	SI
13	Aerospace Valley	AV	FR
14	Building Systems Innovation Centre (Architectural Aluminium Academy)	AAA	EL
15	Bi-Rex - Big Data Innovation Research Excellence	BIR	IT
16	Hellenic Electricity Distribution Network Operator	HEDNO	EL
17	Aerocampus Aquitaine	AC	FR

## EXECUTIVE SUMMARY

---

The D2.2 - MOTIVATE XR Communication Kit (V2) represents the second iteration of the foundational D2.1 - Communication Kit (V1). While D2.1 served as a living document outlining the project's established tools, channels, and activities, this updated version focuses specifically on the significant progress, changes, and development achieved during months M5 (October 2024) through M17 (October 2025). This report reinforces the overall communication strategy and details the timing of activities necessary for successful and consistent representation throughout the project's remaining lifetime.

To provide a comprehensive view of accomplishments, the report is structured into dedicated sections that detail this progress and includes a summary of the already submitted D2.1 (due M4), setting the foundation for further development and offering the reader an outlook on achieved goals and performed tasks.

Furthermore, D2.2 highlights the materials produced to support these efforts, such as templates, marketing materials, and merchandise, and provides a comprehensive overview of the main tools and channels that have been employed for the project's communication and dissemination activities. Crucially, the deliverable also outlines the strategies put in place for measuring success to achieve relevant Key Performance Indicators (KPIs).

These set of rules and procedures established in D2.1 has been refined - not replaced - to better guide partners toward effective communication with target audiences. Regular meetings and reviews ensure these strategies remain adaptive to new opportunities and evolving project dynamics.

This deliverable consists of the following sections:

- **Chapter 1 - Introduction:** Provides an overview of D2.1 and outlines the communication objectives developed to align with the project aims.
- **Chapter 2 - Communication Assets:** Defines the MOTIVATE XR brand identity and reviews all associated communication materials and digital presence, including the project's website and social media channels. It presents an overview of performance, and key statistics up to M17, detailing the changes and enhancements implemented to maximise outreach and impact.
- **Chapter 3 - Methodology, Strategy and Approach:** Outlines the goals, timeline and the target audience with whom we will engage. It not only elaborates on the content strategy and planning adopted - providing information on the past and ongoing campaign activities, but also details the new strategies developed for collaboration to successfully achieve MOTIVATE XR communication activities.
- **Chapter 4 - Monitoring and Evaluation:** Outlines the processes and guidelines adopted to successfully monitor and report all activities. It also elaborates on the status of the Key Performance Indicators (KPIs) that is consistently being monitored throughout the project.

- **Chapter 5 – Planning Ahead:** Provides an overview of the key areas of focus – highlighting the communication, dissemination, and engagement strategy for the upcoming months.
- **Chapter 6 – Conclusion:** Summarises the content within this document.

## TABLE OF CONTENTS

---

1	INTRODUCTION .....	11
1.1	D2.1 Overview .....	11
1.2	Communication Objectives .....	11
2	COMMUNICATION ASSETS .....	13
2.1	Visual Identity and Brand Book .....	13
2.2	Standardised Resources and Promotional Materials .....	13
2.2.1	Project Templates and Visual Tools .....	13
2.2.2	Promotional and Dissemination Materials .....	13
2.3	Digital Presence .....	16
2.3.1	Website .....	16
2.3.2	Social Media .....	17
2.3.3	Newsletter – Shift to LinkedIn .....	19
2.3.4	Press Release .....	21
2.3.5	Other Digital Presence .....	22
3	METHODOLOGY, STRATEGY AND APPROACH .....	24
3.1	Target Audience .....	24
3.2	Content Strategy and Planning .....	25
3.2.1	Campaign Strategy .....	26
3.3	Strategies for Collaboration .....	28
3.3.1	Blog and Social Media Contribution .....	28
3.3.2	LinkedIn Admin Access .....	29
3.3.3	Synergy Collaboration: BeyondXR Cluster .....	31
4	MONITORING AND EVALUATION .....	33
4.1	Process and Monitoring Sheets .....	33
4.1.1	Project SharePoint .....	33
4.1.2	Project KPI Sheet .....	34
4.1.3	Project Social Media and Blog Post Tracking .....	35

4.1.4	Guidelines and Recurring Processes .....	36
4.2	Key Performance Indicators (KPIs).....	39
4.2.1	KPI Tracking and Reporting.....	39
4.2.2	Communication and Dissemination KPIs .....	39
4.3	Events .....	43
5	PLANNING AHEAD.....	46
6	CONCLUSION .....	48

## LIST OF TABLES

---

TABLE 1 MOTIVATE XR CONTENT STRATEGY .....	26
TABLE 2 MOTIVATE XR CAMPAIGN STRATEGY .....	27
TABLE 3 COMMUNICATION KPIS AS PER GA .....	41
TABLE 4 DISSEMINATION KPIS AS PER GA.....	43
TABLE 5 EVENTS CALENDAR.....	45

## LIST OF FIGURES

---

FIGURE 1 UPDATED ICONS ON FLYER AND ROLL-UP .....	15
FIGURE 2 LOGO STICKERS .....	15
FIGURE 3 LINKTREE PAGE AND QR CODE.....	16
FIGURE 4 MOTIVATE XR WEBSITE VISITS AND PAGE VIEWS* .....	17
FIGURE 5 MOTIVATE XR NEWSLETTERS.....	20
FIGURE 6 NEWSLETTER ON WEBSITE - OPEN COMMUNITY.....	21
FIGURE 7 PRESS RELEASE ON WEBSITE - OPEN COMMUNITY .....	22
FIGURE 8 LIST OF POTENTIAL PUBLICATION OPPORTUNITIES .....	23
FIGURE 9 MOTIVATE XR ON F6S INNOVATION WEBSITE .....	23
FIGURE 10 TIMELINE COMMUNICATION AND DISSEMINATION ACTIVITIES .....	24
FIGURE 11 PARTNERS SOCIAL MEDIA POST RESHARED .....	28
FIGURE 12 PARTNERS CONTRIBUTION CALENDAR.....	29
FIGURE 13 PARTNERS LINKEDIN ADMIN ACCESS CALENDAR .....	30
FIGURE 14 EMAIL TEMPLATE - ADMIN STEPS.....	30
FIGURE 15 SOCIAL MEDIA POSTS AND RESHARES .....	32
FIGURE 16 BEYONDXR LINKEDIN GROUP - MOTIVATE XR POST .....	32
FIGURE 17 WP2 FOLDER WITHIN SHAREPOINT.....	34
FIGURE 18 WP2 KPIS SHEET.....	34
FIGURE 19 SOCIAL MEDIA PLANNER .....	35
FIGURE 20 BLOG POST FULL EDITORIAL CALENDAR.....	36
FIGURE 21 COLLABORATIVE CONTENT CREATION GUIDELINES .....	37
FIGURE 22 PARTNERS - COMMS AND DISS REPORTING.....	38
FIGURE 23 PARTNERS - PROCESS REPORTING GUIDELINES .....	38

## ABBREVIATIONS

---

Acronym	Title
CA	Consortium Agreement
CG	Communication Goals
COs	Communication Objectives
EC	European Commission
EU	European Union
GA	Grant Agreement
KPIs	Key Performance Indicators
SMEs	Small and Medium Enterprises
SOs	Specific Objectives
WP	Work Package
XR	Extended Reality

## 1 INTRODUCTION

---

The D2.2 Communication Kit (V2) builds upon the foundational V1 kit (as detailed in D2.1) and remains the central document for MOTIVATE XR's entire communication strategy. This current iteration not only provides a comprehensive record of all communication activities conducted up to M17 (October 2025) but also manages vital internal dialogue (for risk mitigation and defining partners' roles) and effective external engagement with all key stakeholders and target groups.

As the MOTIVATE XR project moves forward, the communication activities and strategies outlined in this iteration won't remain static; they will be continuously updated and adapted to properly match the project's evolving development and progress. This dynamic adjustment is essential to ensure that our efforts remain relevant, effectively target our growing audience, and maximise the overall impact and reach of the project.

### 1.1 D2.1 OVERVIEW

---

Deliverable D2.1 submitted M4 (September 2024) of the project, was the first iteration of deliverables related to communication strategy and planning. Its core strategy was to use diverse channels and tailored messaging to maximise the impact and reach of MOTIVATE XR's innovations. It also established clear rules and procedures for partners, while committing to regular updates to ensure continuous adaptability.

This deliverable was organised into five main sections, each addressing a critical aspect of the plan.

- **Introduction (Chapter 1):** Provided an overview of the project and outlined the communication objectives developed to align with the project aims.
- **Communication Kit (Chapter 2):** Highlighted MOTIVATE XR brand identity, communication and dissemination material and digital presence including its website, social media channels and other additional platforms.
- **Methodology and Approach (Chapter 3):** Outlined the content strategy and planning adopted to successfully achieve MOTIVATE XR communication activities, elaborated on the timeline and the target audience.
- **Monitoring and Evaluation (Chapter 4):** Outlined the communication action plan, reporting guidelines as well as the main communication key performance indicators that will be monitored throughout the project.
- **Conclusion (Chapter 5):** Summarised the content within the document.

### 1.2 COMMUNICATION OBJECTIVES

---

The Communication Objectives (COs) defined in D2.1 established clear goals that guided our messaging and strategies, ensuring information effectively reached the target audience and

enabling accurate success measurement. As stipulated by the Grant Agreement (GA), Work Package 2 (WP2) aims to create and execute a comprehensive communication and dissemination strategy for MOTIVATE XR. This is designed to significantly boost the project's visibility and impact among the general public, key industry, and scientific stakeholders through actions like developing a visual identity, enhancing the online presence, promoting achievements via events and publications, and issuing a biannual newsletter among others.

Since M4, the communication strategy has been structured around two Specific Objectives (SOs) – i) creating awareness and interest ii) involving key stakeholders – who in turn informed six targeted Communication Goals (CGs). These goals were collectively designed to maximise the project's reach, influence behaviour, shape opinions, and raise awareness among targeted groups (detailed in D2.1 – section 3.3). The CGs encompass internal efforts, like establishing seamless collaboration among consortium partners (CG1), and extensive external promotion, such as managing branding and enhancing MOTIVATE XR's visibility in the XR technology sector (CG2), educating non-specialised audiences on the value of the tools (CG3), and reaching out to SMEs and start-ups to cultivate a European network of innovators (CG4). To sum up the ultimate aims are to raise awareness and interest among industry professionals, policymakers, and the public (CG5) and influence opinions and behaviours by offering valuable insights and recommendations to encourage the adoption of MOTIVATE XR solutions (CG6).

## 2 COMMUNICATION ASSETS

### 2.1 VISUAL IDENTITY AND BRAND BOOK

---

To establish an easily recognisable presence and effectively communicate the project's values, a visual identity and project logo were prioritised and developed within M2 (July 2024). All essential elements and precise usage guidelines are compiled in the Brand Book, which serves as the primary reference for all partners, ensuring consistency across all visual and communication materials.

The Brand Book meticulously details all foundational components of the visual identity - the project logo, colour palette, and typography - and their corresponding usage rules. For instance, the aesthetic choices include the practical sans serif font Barlow, selected for its functionality and warmth, and a diverse colour palette chosen to represent the "dynamic interplay between analogue and digital realities". Beyond the aesthetic details, the Brand Book provides clear operational rules, such as emphasising that the logo must always be legible and used at the correct size and resolution. Crucially, it also contains mandatory instructions for correctly displaying the EU emblem and funding statement, ensuring grant compliance throughout all communication materials.

### 2.2 STANDARDISED RESOURCES AND PROMOTIONAL MATERIALS

---

To ensure efficiency, consistency, and professionalism in all project communication and documentation, a set of standardised resources was developed and made available to all partners via the project's [SharePoint WP2- Communication Kit](#) folder.

#### 2.2.1 PROJECT TEMPLATES AND VISUAL TOOLS

---

This set of resources includes essential standardised templates that streamline documentation across the project lifecycle: a Word Template for general documents (like meeting minutes), a dedicated Deliverable Template, and a Presentation Template (in PowerPoint) for use in all external meetings, workshops, and conferences (refer to D2.1 - Section 2.2.1). Furthermore, a customised Background Conference Call Banner was developed for partners to maintain brand consistency and professionalism during online meetings.

To enhance communication and user experience, various icons were also designed. Incorporating these icons into our promotional materials and the website significantly enhances visual messaging, improves navigation, reduces clutter, and reinforces the cohesive brand identity across all platforms. Partners are free to use all developed elements in their promotional materials, provided they adhere to the rules outlined in the brand book.

#### 2.2.2 PROMOTIONAL AND DISSEMINATION MATERIALS

---

A foundational suite of promotional materials (refer to D2.1 – Section 2.2.2) was created to support effective dissemination and stakeholder engagement:

- **Project Presentation:** A core presentation was prepared early on to achieve clarity and alignment on objectives. It serves as a vital promotional tool, ensuring a consistent message across diverse events, attracting stakeholders, and preparing partners to effectively represent the project.
- **Social Media Banners:** To maintain a cohesive and engaging online presence, customised assets were developed, including specific social media banners (for platforms like LinkedIn and X) and various social media visuals (graphics) to ensure consistent visual messaging that fosters recognition and trust with the audience.
- **Flyer and Roll-up:** A standardised flyer and roll-up design were created to support the visual identity at physical events. These materials communicate the project's goals, ambitions, and provide an overview of the pilots and partners. Minor adjustments (Fig.1) were made after the initial creation: distinct icons for the Aluminium and Energy Distribution Industries were modified to prevent confusion and better represent these industries. Over the next months, new flyers/posters and a roll-up will be developed to give more specific details on the pilots and the desired outcomes for each.
- **Merchandise:** Logo stickers (Fig.2) have been developed for distribution at events and conferences whenever the project is having a booth. In the future, we intend to introduce another set of merchandise if required.
- **LinkTree QR Code:** To maximise accessibility, we generated a QR code that directs users to our [LinkTree](#) page (Fig.3). This scannable code, now featured across all promotional materials and event displays, provides instant, mobile access to our consolidated digital presence, which includes our website, social channels (LinkedIn, X, YouTube), email and newsletter sign-up.

As the project advances, the promotional and dissemination materials will consistently be updated, and new materials will be developed. This dynamic approach will be maintained throughout the project's lifespan to maximise reach and engagement with our target audiences, ensuring the messaging always reflects the latest achievements and future direction.



FIGURE 1 UPDATED ICONS ON FLYER AND ROLL-UP



FIGURE 2 LOGO STICKERS

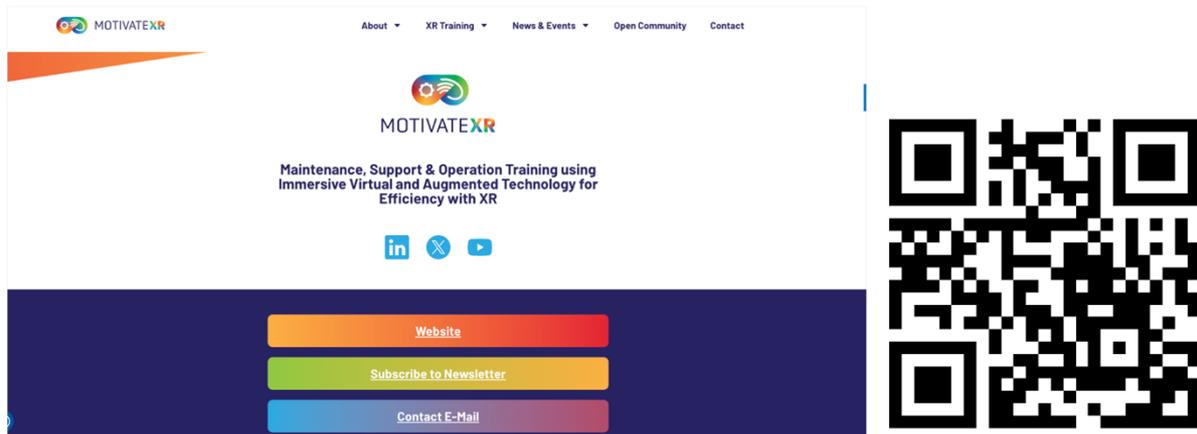


FIGURE 3 LINKTREE PAGE AND QR CODE

## 2.3 DIGITAL PRESENCE

### 2.3.1 WEBSITE

Launched in M4 (September 2024), the MOTIVATE XR website ([www.motivatexr.eu](http://www.motivatexr.eu)) is a crucial element of the project's communication and outreach efforts. It serves as the primary, transparent repository for all critical project information (goals, progress, news, and deliverables), ensuring stakeholders - from industry and academia to the public - have continuous, up-to-date access to essential resources and reports. More than just a data source, it is a dynamic platform that actively facilitates stakeholder engagement through interaction, newsletters, and articles. Furthermore, the site is key to promoting project events (webinars, workshops) and boosting global visibility to attract partners and supporters.

To ensure the website remains a vibrant and accurate resource, various key sections have been continuously updated, but also new additions have been made:

- **News and Events:** This features dynamic content like blog posts that elaborate on submitted deliverables, discuss important topics related to XR, and highlight past and upcoming events involving project partners.
- **Open Community:** This acts as the public repository for key project outcomes, providing information on submitted deliverables (mostly abstracts until we have approval of deliverables for full report inclusion), along with press releases, newsletters, and other communication materials developed throughout the project.
- **Synergy:** With MOTIVATE XR joining the [BeyondXR Cluster](#), a new dedicated page - [Synergy](#) - showcasing the various XR projects was designed. This dynamic cluster was formed to maximise the collective impact of its members by facilitating the exchange of knowledge

and best practices, while fostering ethical innovation and standardisation across the European XR field (refer to section 3.3).

- **Project Pilots:** In addition to the above, we are preparing to expand the [Project Pilots](#) page to reflect the ongoing development of our five pilot programs. To better engage our audience and provide a comprehensive view, a dedicated page for each pilot will elaborate on the goals, achievements, results, and what’s coming next.

**Outcomes up to October 2025** (since M4):

Since its implementation, the website's performance is demonstrating strong engagement and growing visibility: The MOTIVATE XR platform has successfully attracted a total of **4,067 visits** from **75 countries worldwide**, leading to an impressive **11,254 page views**. This level of activity indicates strong user interest, with an average of **2.30 mins recorded per visit** with **241 maximum actions in one visit**. Furthermore, the commitment to fresh content is clear, with the publication of **33 blog posts**, successfully driving traffic and disseminating key project information.

Future integrations are planned to enhance its functionality by offering a comprehensive pack of XR training tools and resources, solidifying its position as an essential resource for the XR community.

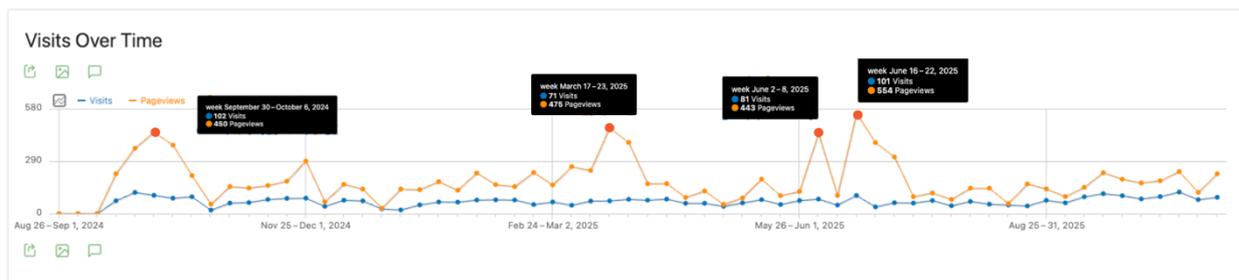


FIGURE 4 MOTIVATE XR WEBSITE VISITS AND PAGE VIEWS\*

\*Statistics from September 2024 - October 2025 (Better visibility when zoomed in)

## 2.3.2 SOCIAL MEDIA

### LinkedIn Page

LinkedIn is our primary social media platform, chosen for its unique networking opportunities. This strategic focus allows us to bypass general audiences and directly connect with key decision-makers, industry leaders, and potential collaborators relevant to our project. By maintaining a highly targeted and professional presence, we ensure our outreach is not only visible but also impactful, fostering the meaningful connections essential for our project's success.

**Outcomes up to October 2025** (since M1):

The strategic focus on LinkedIn has gathered encouraging results as of October 2025. The platform has proven to be highly effective, particularly through key partners contributions (refer to section 3.3), leading to not only consistent monthly growth in our follower reach but also in the overall posts' impressions and engagement with the result-based content blog post.

The current data demonstrates the [MOTIVATE XR LinkedIn](#) impact:

- **Followers base: 954 following individuals** have been recorded, demonstrating steady community building.
- **Content Reach (Impressions): 140 posts** have generated nearly **86,500 impressions**, showing strong visibility across the targeted professional network.
- **Community interaction (Engagements):** These impressions have led to **12,000 engagements** (likes, comments, clicks and reposts), indicating that our content is resonating deeply and actively fostering dialogue and interest among key stakeholders.

This high level of engagement confirms that our targeted content strategy is working, not just reaching but actively connecting and influencing the relevant professional audience.

### [X \(Twitter\) Page](#)

At the beginning of the project, [MOTIVATE XR X](#) channel was initially chosen to boost our online presence through real-time engagement and broad reach, similar to how we use LinkedIn. However, recent platform changes - like removing key features and altering API access - have made organic growth and consistent visibility extremely hard. Crucially, we have lost access to basic analytics data. This forces us to consider paying for a premium plan just to get the numbers back. We have to decide if that cost is worth it, because given the platform's unstable nature (policy changes, and a scattered user base), simply buying the data won't guarantee our followers will see or engage with our content any more than they do now.

Consequently, we are now actively investigating the viability of migrating to an alternative platform, such as [Bluesky](#), [Mastodon](#) or even [Facebook](#). This evaluation is critical as we seek a reliable way to sustain our community and messaging. We are currently still deciding on a switch because, like the current platform (X), neither of these alternatives can guarantee a better follower reach or higher engagement rates at this time. This is primarily due to two factors: i) A smaller, niche user base compared to X, which limits the available audience size, and ii) Content discovery is less centralised, making it harder for our content to be seen by the wider public outside of existing, tight-knit communities.

### **Outcomes up to October 2025** (since M1):

Since M4, our X channel has lost nearly half of its followers dropping from 42 to **25 followers**, with a total of **80 posts**. Due to the removal of key analytics features, no other analytics are available.

### [YouTube Account](#)

A dedicated YouTube account was established to host and share the project's audio-visual content. To date, we have publicly released two videos based on i) the 3<sup>rd</sup> GA meeting in Madrid and ii) What's happening in MOTIVATE XR; elaborating on the work packages goals, achievements during our first year.

Looking forward, and aligning with the upcoming project milestones, our next key output will be a third video focused on introducing MOTIVATE XR's five industrial pilots: Aerospace, Home Appliances, Aluminium, Energy Distribution, and Human-Robot Manufacturing Industries.

While our initial Video KPIs targeted three total videos, we anticipate that the evolving needs of the project - particularly for training and pilots' educational materials - will require the development of additional videos. All existing content is strategically embedded on the MOTIVATE XR website and promoted across our primary social media channels (LinkedIn and X) to ensure maximum visibility and audience reach.

#### **Outcomes up to October 2025** (since M1):

The [MOTIVATE XR YouTube](#) channel currently has **23 subscribers** and **232 views**. It is anticipated that the release of the new video content, strategically planned throughout the project's lifespan, will drive an increase in both subscribers and overall viewership in the coming months.

### 2.3.3 NEWSLETTER – SHIFT TO LINKEDIN

---

The [MOTIVATE XR Newsletter](#) is a key communication channel designed to keep stakeholders informed about the project's journey, achievements, and relevant XR industry news. Originally planned as a Mailchimp newsletter, it was decided to transition using the LinkedIn Newsletter feature. This change allows us to leverage LinkedIn's built-in audience and professional engagement tools.

The decision to switch from Mailchimp to the LinkedIn Newsletter offers several key advantages, allowing us to be more efficient and expand our reach:

- **Wider Organic Reach:** Taps directly into LinkedIn's network, granting immediate, massive organic visibility as the platform automatically notifies followers and connections upon publication. Thus, increasing organic reach beyond a traditional email list, without much effort required.
- **Targeted and Effortless Onboarding:** Ensures content reaches a highly relevant, professional stakeholder audience and allows for single-click subscription, eliminating the form-filling friction common with external email platforms.
- **Centralised Platform Authority:** Consolidates all professional content and communication on a single platform, establishing thought leadership where industry partners and stakeholders are already active, thus simplifying discussion.

The newsletter is published on a biannual schedule (M6, M12, M18, M24, M30, M36, running until May 2027), ensuring each release is strategically timed to spotlight significant project milestones, progress updates, and the latest XR trends. Already demonstrating strong momentum with contributions from all partners, two successful editions have been released; [November 2024](#), [June 2025](#) (Fig.5). These editions deliver rich, engaging content designed for a visually appealing experience across all devices. To date, the MOTIVATE XR Newsletter has reached **368 dedicated**

**subscribers**, generated a total of **2,520 impressions** and achieved strong engagement with **165 interactions** and **363 article views**.

The newsletter ensures maximum accessibility through a multi-channel approach: it is delivered directly to subscribers' inboxes, actively promoted across LinkedIn, and permanently archived on the project's website (Fig.6) for open public reference. Our commitment is to significantly increase reader engagement through personalised content and by using our partners' networks to amplify sharing. This strategy is designed to build a strong community among MOTIVATE XR stakeholders while consistently delivering valuable, cutting-edge industry insights.

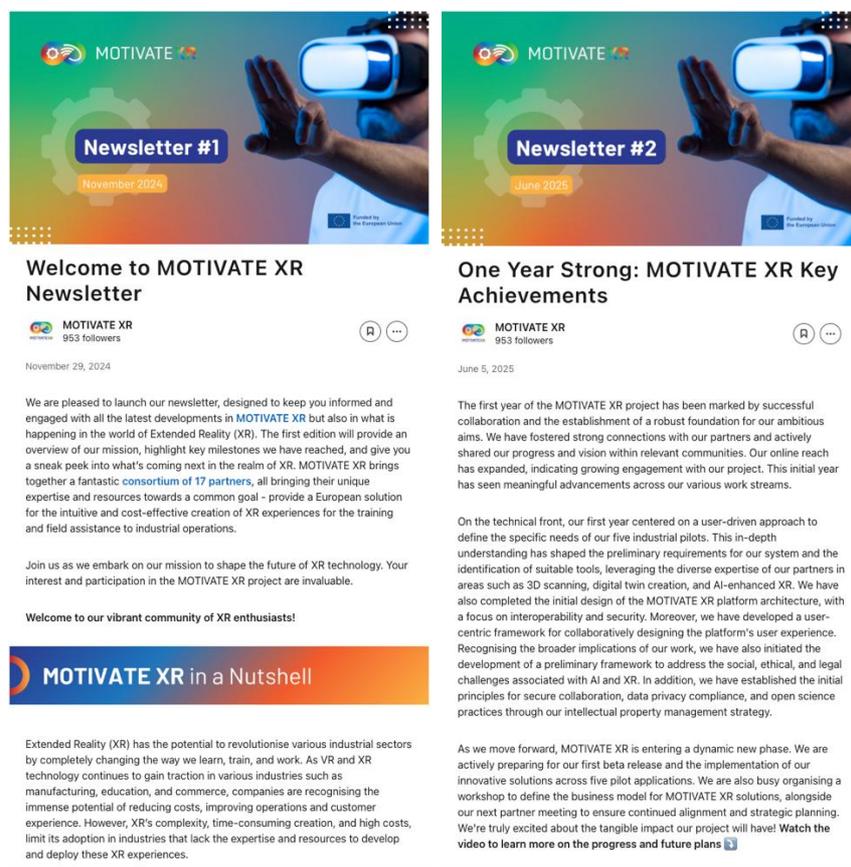


FIGURE 5 MOTIVATE XR NEWSLETTERS

## NEWSLETTERS

	<p><b>Welcome to MOTIVATE XR Newsletter</b></p> <p>This #1 edition provides an overview of our mission, highlight key milestones we have reached, and give you a sneak peek into what's coming next in the realm of XR.</p>	<p><a href="#">READ MORE</a></p>
	<p><b>One Year Strong: MOTIVATE XR Key Achievements</b></p> <p>This #2 edition shares key milestones and achievements from our first year and provide a glimpse into our upcoming plans, including refining business models and preparing for pilot testing.</p>	<p><a href="#">READ MORE</a></p>

FIGURE 6 NEWSLETTER ON WEBSITE – OPEN COMMUNITY

### 2.3.4 PRESS RELEASE

Beyond our bi-annual newsletter, MOTIVATE XR ensures timely, high-impact communication through five strategic Press Releases (PRs) announcing major project breakthroughs. The first PR was released in [April 2025](#) (Fig. 7), which provided an overview of our activities within almost a year in the project and the future steps. Promoted primarily on LinkedIn, it achieved a total of **930 impressions, 467 members reached** and **228 clicks**, in addition to **24 downloads** from the project website.

The remaining four PRs are scheduled as the project progresses (Fig. 10), with the next one planned for December 2025 focusing on the progress of the pilot programs.

- **Timing:** These PRs will be reserved for significant milestones and key results (advancements in our authoring and experiencing tools, or the launch and refinement of our pilots and training programs) - not just routine updates, so no specific timeline has been defined yet.
- **Maximising Reach:** To ensure maximum visibility, all project partners will actively leverage their networks, including local media contacts, to distribute these PRs. This collaborative effort guarantees our news reaches the widest possible audience.

All communication and dissemination material developed are promoted on MOTIVATE XR social channels and available for download on the website within the [“Open Community”](#) section.

## Open Community

### PRESS RELEASES



**#1 PRESS RELEASE**

**MOTIVATE XR Consortium Makes Significant Progress at Madrid Meeting**

The MOTIVATE XR project, an EU-funded collaborative project to revolutionize industrial training and maintenance through extended reality (XR), recently convened a significant milestone with a highly productive three-day consortium meeting held in Madrid. Thanks to project partner **UNIVERSIDAD POLITÉCNICA DE MADRID (UPM)**, the assembly focused on key strategic aspects: meeting management, coordination, budget and resource allocation, setting a strong foundation for future development.

Recognizing the immense potential of XR in enhancing engagement, safety, and knowledge in complex industrial tasks, MOTIVATE XR aims to accelerate current practices by adopting. The project is identifying a world-leading, independent, authoring, publishing, and experiencing tool suite specifically designed for industrial operations with an emphasis on **interactivity, maintenance, and documentation**. The innovative platform will empower a wide range of users from experienced training experts to industrial maintenance teams to **create and deploy XR experiences without requiring programming expertise**. Thanks to its open-source and digital ownership.

MotivateXR.eu | info@motivatexr.eu

### #1 Press Release

#### MOTIVATE XR Consortium Makes Significant Progress at Madrid Meeting.

On March 25-28 2025, project consortium convened a highly productive three-day meeting. The assembly provided an invaluable opportunity for the consortium to reflect on their collective achievements and strategically plan for the future.

[READ MORE](#)

FIGURE 7 PRESS RELEASE ON WEBSITE – OPEN COMMUNITY

### 2.3.5 OTHER DIGITAL PRESENCE

Beyond the website and social media channels, the MOTIVATE XR project leverages key digital platforms to ensure transparency and expand its reach into the global startup and research communities.

#### Open Science and Research Integrity (OpenAIRE - Zenodo)

In line with the GA and Open Science principles, MOTIVATE XR uses the Zenodo open access repository. This platform provides a solid and reliable channel for the storage and public sharing of all research outputs and public deliverables. Using Zenodo ensures research findings are openly accessible, thus enhancing the integrity, traceability, and transparency of our scientific results.

During the first year of the project, partners primarily focused on exploring and testing various methodologies, which is why MOTIVATE XR has not yet generated any formal publications. However, given the significant technical progress made on the authoring and experiencing tools, the project is now transitioning into a second phase focused on publication. Partners have already started mapping out a comprehensive list of potential publication opportunities, detailing the involved partners, a proposed time plan, and the specific topics and types of publications intended (Fig.8).

Publication Opportunities							
Title	Description	Related WP/IX	Lead	Contributors	Timeplan	Type	Venue
AI-powered Transformation of Industrial Knowledge to XR experien	Task 4.2 related activities. Framework, results in terms of scalability	T4.2	UPM	SOP, D3	November 2025	Journal	Pending
MotivateXR presentation	High-level presentation of the platform and its goal: AI-to-XR industrial content automation	WP1	UPM, MAG	All	November 2025	Journal	Pending
Transtation benchmark	Comparative evaluation of transtation across seven EU language for different systems	T4.2	SOP	UPM?	November 2025	Journal	Pending
MotivateXR platform	High-level platform overview. Info completed with D6.3	WP6	UPM, MAG		December 2025	Journal	Pending
3D Videogrammetry with DL	Improvements using image classification and segmentation	T4.1	2F		December 2025	Conference	Pending
MIRA Digital Twin	No-code configuration and API for XR authoring experiening	T4.1	MAG		December 2025	Conference	Pending
D3.7 or D3.8 UX Co-Design report	Simplify the report, as it contains useful value for XR venues	WP3		CETMA	December 2025	Conference	https://ahfe.or
System Usability for MXR	User centric design and evaluation	T7.8	TUD	CETMA	December 2025	Journal	Pending
Narrative editor	Implementation and integration with MXR	WP5	D3		December 2025	Conference	Pending
Leonardo headset improvements	Hand gestures recognition improvement, track objects in environment	T5.1	YBQ		December 2025	Conference	Pending
3D Models + MIRA?	Semantic 3D Scanning and No-Code Digital Twin Configuration for XR Maintenance	T4.1	2F		February 2026	Journal	Pending
Thesaurus implementation	How these components contribute to robustness against ambiguity terms	T4.2	SOP	UPM?	February 2026	Journal	Pending
Documents spatial context comparative	Evaluate different context extraction on technical documentation	T4.2	UPM	TEC	February 2026	Conference	Pending
LLM quantization for information retrieving	Evaluate how much information is lost when quantizing models	T4.2	UPM	SOP, D3	February 2026	Journal	Pending
Knowledge creation and evaluation	Perform analysis to evaluate proper performance of KG from technical documentation	T4.2	SOP		February 2026	Journal	Pending
??				TEC			Pending
Interoperable and Collaborative implementation Kayrox + Inscape	What means collaboration, process to interoperable. Backend architecture implementation	WP1	TEC, CS	UPM, MAG	November 2026	Journal	Pending
Pilot 1	Implementation and integration with MXR	T7.3			November 2026	Conference	Pending
Pilot 2	Implementation and integration with MXR	T7.4			November 2026	Conference	Pending
Pilot 3	Implementation and integration with MXR	T7.5			November 2026	Conference	Pending
Pilot 4	Implementation and integration with MXR	T7.6			November 2026	Conference	Pending
Pilot 5	Implementation and integration with MXR	T7.7			November 2026	Conference	Pending

FIGURE 8 LIST OF POTENTIAL PUBLICATION OPPORTUNITIES

### Startup and Innovation Community (F6S Platform)

MOTIVATE XR maintains a presence (Fig.9) on the F6S Platform ([www.f6s.com](http://www.f6s.com)), the world's #1 startup community. This strategic placement features the project among other EU-funded initiatives, connecting MOTIVATE XR to a network of over 1.7 million users, including 200,000+ startups and SMEs, and 7,000+ investors. This connection significantly boosts project exposure within the wider entrepreneurial and innovation community and can thus help achieve the required target for community building.

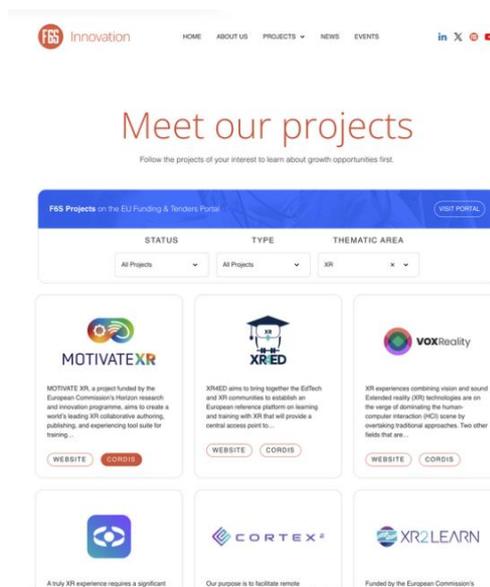


FIGURE 9 MOTIVATE XR ON F6S INNOVATION WEBSITE

### 3 METHODOLOGY, STRATEGY AND APPROACH

As already elaborated in D2.1, the core objective of MOTIVATE XR’s communication strategy is to raise awareness and generate interest in the project and its results. This effort is strategically rooted in our objectives and associated KPIs, playing a vital role in supporting all dissemination and exploitation activities (refer to D2.9 and D2.10). The Communication Plan is designed to engage a wider audience beyond the core consortium by providing cross-project assistance for promotional materials and delivering targeted messages through effective channels to foster interaction with key stakeholders.

Our communication efforts are carefully phased throughout the project lifetime. We will develop and execute various campaigns (3.2.1) tailored to different project stages, with a particular focus on the five complementary pilots, upcoming trainings and other important developments. While the initial stages prioritise promoting broad awareness, the most impactful dissemination initiatives will be strategically reserved for when intermediate and final research and innovation results become available.

To maintain effectiveness, the frequency and content of these activities (Fig.10) will be consistently reviewed and evaluated. This ensures we can dynamically adjust and modify the plan to remain fully aligned with the project’s progress and evolving needs.

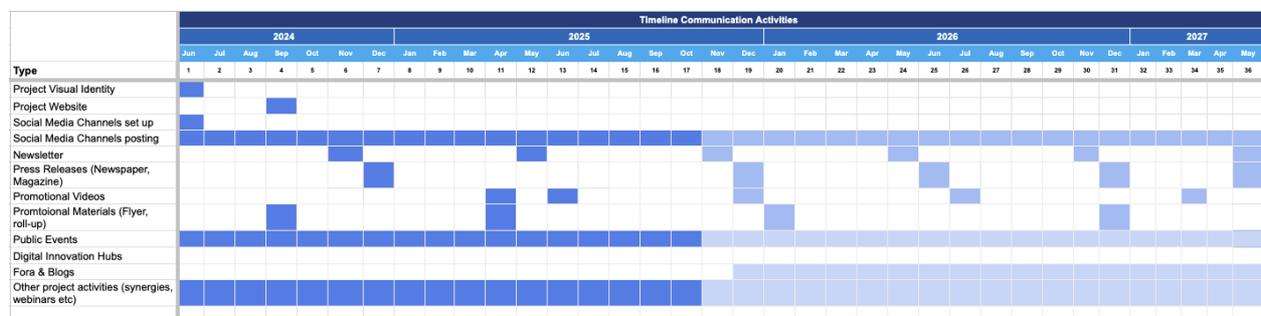


FIGURE 10 TIMELINE COMMUNICATION AND DISSEMINATION ACTIVITIES

#### 3.1 TARGET AUDIENCE

An effective communication plan starts with understanding the MOTIVATE XR target audience. By identifying each segment's demographics, motivations, and needs early on, we can tailor our content and strategies. This crucial alignment enhances engagement, improves user experience, and allows project teams to make informed decisions and allocate resources effectively, ultimately fostering stronger audience connections and driving better outcomes.

MOTIVATE XR target audience has already been identified and deeply elaborated in D2.1 – section 3.3 along various key messages for each user personas in D2.9 – section 3.2.2. From the identified user personas, various campaigns and strategies were developed (refer to section 3.2.1).

MOTIVATE XR players are essential innovation stakeholders within the European Union ecosystems, collaborating to facilitate the open exchange of crucial information in the advanced XR technology sector. Please note that identified target audiences can evolve throughout the project.

### 3.2 CONTENT STRATEGY AND PLANNING

To effectively convey the scope, objectives, achievements, and impact of the MOTIVATE XR project, a variety of content types were created. Each content type serves a distinct role in capturing the audience’s attention, fostering engagement, and maintaining their interest. Guided by the communication methodology and target audience analysis, the content strategy adopts a human-centric approach, using a light, engaging tone for non-technical audiences and fostering clear, open conversation for technical stakeholders.

Goals	Content Types	Description
<b>Awareness –</b> Inform and Attract	Educational content about project scope and objectives	Engage and enlighten stakeholders regarding the project’s aims, initiatives, and importance.  Raise awareness among the audience on XR technology expanding the ecosystem and how MOTIVATE XR contributes to tackling existing challenges.
	Partners’ expertise and contribution to the project	Elaborate on partners’ expertise and contribution. Highlight consortium diverse strengths and enhance credibility through stories/reports from partners.
<b>Empower –</b> Project Credibility	Blog posts, Articles, Success Stories, and Case Studies	Capture audience attention with detailed analysis, valuable insights, and real-life examples tied to the project.  Highlight project results and key findings on social media channels, project website and newsletter.
<b>Retention –</b> Audience Interest	Newsletter, Media Advertising, and Retargeting Campaigns	Maintain audience interest with personalised messaging and providing updates to increase traffic to the MOTIVATE XR website, motivate sign-ups for newsletter

		or webinars, and highlight project achievements or meetings (Kick Off, General Assembly, WPs).
<b>Engage – Collaboration</b>	Events, Workshops and Conferences	Engage and connect with stakeholders during events. Communicate on the project objectives, outcomes and tools.  Elaborate on opportunities for knowledge sharing, networking and collaborations.

TABLE 1 MOTIVATE XR CONTENT STRATEGY

Initially, the plan was to post on social media at least twice weekly and publish a blog post once a month. However, given the project’s flexibility and the need to maintain relevance, we adjusted the posting frequency. This new approach better aligns our content with technical advancements and partners contributions to events, ensuring we keep momentum and meet audience expectations.

### 3.2.1 CAMPAIGN STRATEGY

As part of the communication plan and in line with the Communication Goals (CGs) elaborated in section 1.2 – more precisely CG2, CG3 and CG5, various campaigns were implemented. Below (TABLE 2) provides an overview of the past and ongoing campaigns, their status and timeline throughout the project lifespan.

To meet our CGs and communication KPIs, the campaigns focus on using social media to promote achievements and blog posts among others. The goal is to maximise engagement on the platforms and drive continuous interest and high-quality traffic to the website, ultimately helping us reach the identified KPIs. It is important to note that the campaigns will continuously be readapted to meet the project’s evolution and requirements.

Goals	Campaign	Status and Duration	Examples
Introduction	Project launch	Done  Executed M1-M6	<a href="#">Link</a>
	Website launch		<a href="#">Link</a>
	Meet the Partners		<a href="#">Link</a>
Awareness	Project Objectives	Done	<a href="#">Link</a>

	Project Ambitions Pilots Overview	Executed M3-M10	<a href="#">Link</a> <a href="#">Link</a>
Empower	Blog post (deliverable and insights based) promotion Pilots' goals and progress	Ongoing From M4-M36	<a href="#">Link</a> <a href="#">Link</a> <a href="#">Link</a>
Retention	Subscribe to Newsletter and YouTube Channel Newsletters/PRs promotion Video promotion Project Meetings	Ongoing From M4-M36	<a href="#">Link</a> <a href="#">Link</a> <a href="#">Link</a> <a href="#">Link</a>
Engage	Events promotion and overview Organised workshops (internal)	Ongoing From M4-M36	<a href="#">Link</a> <a href="#">Link</a>

TABLE 2 MOTIVATE XR CAMPAIGN STRATEGY

Beyond our official posts, we actively reshare content from our partners across the MOTIVATE XR social media platforms. This practice is crucial for providing our audience with a comprehensive view of the project's ecosystem. Resharing partner updates keeps our followers informed about specific activities within various Work Packages (WPs), highlights recent technical progress, and showcases valuable collaborations. By amplifying their voices, we paint a complete picture of the project's momentum and diverse developments. Figure 11 provides an overview of some of the social media posts that have been reshared.





FIGURE 11 PARTNERS SOCIAL MEDIA POST RESHARED

### 3.3 STRATEGIES FOR COLLABORATION

To foster strong, consistent collaboration among project partners and simplify communication and dissemination activities, the F6S team has developed a suite of calendars to facilitate partners' contributions. In addition, MOTIVATE XR has joined the BeyondXR Cluster not only to capitalise on the benefits of the cluster but also maximise the collective impact each of these projects may have.

#### 3.3.1 BLOG AND SOCIAL MEDIA CONTRIBUTION

By M8 (January 2025), a dedicated Partners Contribution Calendar was implemented (Fig.12), separating it from the main blog and social media calendars. This calendar assigns each partner a specific date to directly support communication and dissemination efforts. On their scheduled day, partners contribute in one of two ways: i) social media post – posting MOTIVATE XR content via their own social media channels or supplying new content for F6S to post on the project's official channels, or ii) prepare a blog post based on a submitted deliverable or provide insights on topics related to XR or any other progress their organisation made within the project.

To date, partners have successfully contributed to **23 blog posts** and **17 social media posts**. This structured approach ensures a wide variety of content, effectively highlighting the diverse expertise and perspectives across the consortium. This strategy will be an ongoing activity for the whole duration of the project and be adapted accordingly.

Moreover, to establish a shared standard, ensuring all partners produce high-quality, cohesive content and adhere to streamlined collaboration and review processes, F6S created the Collaborative Content Creation Guidelines (refer to section 4.1.4), which maximises collective impact by setting clear expectations for formatting and style across all digital materials.



Partners LinkedIn Admin Access							
Partner Organisation Name	Tentative Dates		Comments <i>Please note that these are tentative dates. Depending on Or</i>	Status	ics number of potential new connections		
	start date	end date			Start	End	Analytics
<b>2024</b>							
MAG	19-Nov-24	26-Nov-24	Olga Chatzifoti , Sabrina	closed	231	248	17
CS (1)	27-Nov-24	4-Dec-24	Yana Lazarova	closed	248	286	38
D3	5-Dec-24	12-Dec-24	Eleni Zisiou, Paschalis Choropanitis, Stelina Gioltziknou	closed	286	366	80
<b>2025</b>							
AV (1)	14-Jan-25	21-Jan-25	Corentin Prat-Marca	closed	381	428	47
TEC	3-Feb-25	10-Feb-25	Iñaki Martínez-Sarriegui	closed	428	494	66
AAA (1)	17-Feb-25	24-Feb-25	christos	closed	494	529	35
AAA (2)	3-Mar-25	10-Mar-25	Maritina	closed	529	560	31
AAA (3)	17-Mar-25	24-Mar-25	Vasiliki	closed	560	586	26
UPM (1)	7-Apr-25	14-Apr-25	Javier Serrano	closed	586	652	66
UPM (2)	21-Apr-25	28-Apr-25	Alberto del Río Ponce	closed	652	662	10
CETMA (1)	5-May-25	12-May-25	Gennaro Delcore	closed	662	696	34
CETMA (2)	19-May-25	26-May-25	Luca Carlo Maria Rizzi	closed	696	708	12
UPM (3)	2-Jun-25	9-Jun-25	David Jiménez	closed	708	746	38
UPM (4)	16-Jun-25	23-Jun-25	Iago Fernández-Cedrón	closed	746	766	20
CETMA (3)	1-Jul-25	8-Jul-25	Sarah De Cristofaro	closed	766	793	27
CETMA (4)	22-Jul-25	29-Jul-25	Antonio Zingarofalo	closed	793	837	44
2F	26-Aug-25	29-Aug-25	Pedro Ortiz Coder	closed	849	857	8
TUD	2-Sep-25	8-Sep-25	Nicola Franciulli	closed	857	884	27
YBQ	22-Sep-25	29-Sep-25	Antonio Zanesco	closed	884	901	17
YBQ	1-Oct-25	8-Oct-25	Eleonora Carrano	closed	901	946	45
HEDNO	20-Oct-25	27-Oct-25	Theodora Nikou	closed	946	954	8
AV (2)	3-Nov-25	10-Nov-25	Emilie Luno	confirmed			
CS (2)	24-Nov-25	1-Dec-25	SAI Baptiste	confirmed			
AV (3)	10-Dec-25	17-Dec-25	Diego CARBALLO	confirmed			

FIGURE 13 PARTNERS LINKEDIN ADMIN ACCESS CALENDAR

**Subject: [MOTIVATE XR] LinkedIn Admin Access Partner**

Dear XX,

I hope this email finds you well.

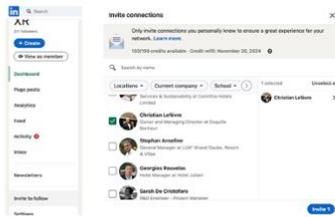
As you know we've been granting MOTIVATE XR LinkedIn admin access to partners so they can invite their connections to follow the project's page.

Would you be open to participating in this initiative? I've tentatively scheduled your one-week access from the **25-30 October**.

If this timeframe isn't ideal, please feel free to propose a more suitable time.

On the other hand, this activity will only take you 5-10 mins. Here below how to add your connections once granted access:

1. Go to the left side menu, under the Projects profile picture
2. Click on "invite to follow"
3. From there you can add as much as 100 connections.



Please note that **no other activities (posting, sharing, deleting etc.) than inviting your followers is allowed.**

Remaining at your disposal for any clarifications and looking forward to your reply.

Thanks, and regards,

FIGURE 14 EMAIL TEMPLATE - ADMIN STEPS

It is important to note that this approach - granting temporary administrative access for direct connection invitations - is uniquely suited to LinkedIn's professional networking features. Due to differing privacy settings and community guidelines, this direct invitation method is not applicable to platforms like X. While we are exploring other strategies for growth on X, this method remains exceptionally effective for leveraging the professional reach available on LinkedIn.

### 3.3.3 SYNERGY COLLABORATION: BEYOND XR CLUSTER

---

To capitalise on the benefits of cluster membership, MOTIVATE XR joined the BeyondXR Cluster, which is focused on maximising the collective impact of its members. This move was made to tap into the cluster's core function: facilitating the exchange of specialised knowledge and best practices among diverse XR projects. At the moment, the cluster comprises of 13 EU-funded projects namely: [CORTEX2](#), [SERMAS](#), [XR4ED](#), [XR5.0](#), [XR2Learn](#), [TRANSMIXR](#), [XR2INDUSTRY](#), [VOXReality](#), [SPIRIT](#), [HECOF](#), [MASTER](#), [augMENTOR](#) and [OPENVERSE](#).

By being part of this synergy group, MOTIVATE XR gains exposure to shared learnings and accelerating innovation within its own development. Furthermore, the cluster actively fosters ethical innovation and standardisation across the European XR field. This collaborative environment not only ensures the project's work is aligned with emerging industry standards but also significantly boosts MOTIVATE XR's visibility and influence by positioning it within a unified, high-profile European XR ecosystem.

The commitment to the BeyondXR Cluster goes beyond formal membership; it is actively integrated into MOTIVATE XR's digital presence and is a shared responsibility among all members. This collaboration is reflected by the creation of a new, dedicated "[Synergy](#)" page on the MOTIVATE XR website, which showcases the various projects within the cluster, and MOTIVATE XR is similarly featured on some of the respective websites of its cluster partners.

Moreover, the collaborative spirit is highly active on social media. We continuously reshare each cluster project's social media posts, helping promote their updates and achievements directly within our community (Fig. 15). Crucially, the other cluster projects reciprocate this effort, actively resharing and engaging with MOTIVATE XR's content. To further amplify internal dialogue and external reach, the cluster maintains a dedicated [LinkedIn Group](#) that currently has 400 members. This group serves as a dynamic forum where each project, including MOTIVATE XR, can publish their latest updates (Fig.16), directly to a highly relevant and engaged professional audience. This constant flow of shared content ensures that the collective impact of the BeyondXR Cluster is maximised.

In addition to our engagement to social media contribution, MOTIVATE XR participated in events organised within the cluster (TABLE 5) and intend to collaborate further in upcoming events with shared booths (LAVAL Virtual 2026) and possibility of organising webinars or join forces for conferences speaking slots.

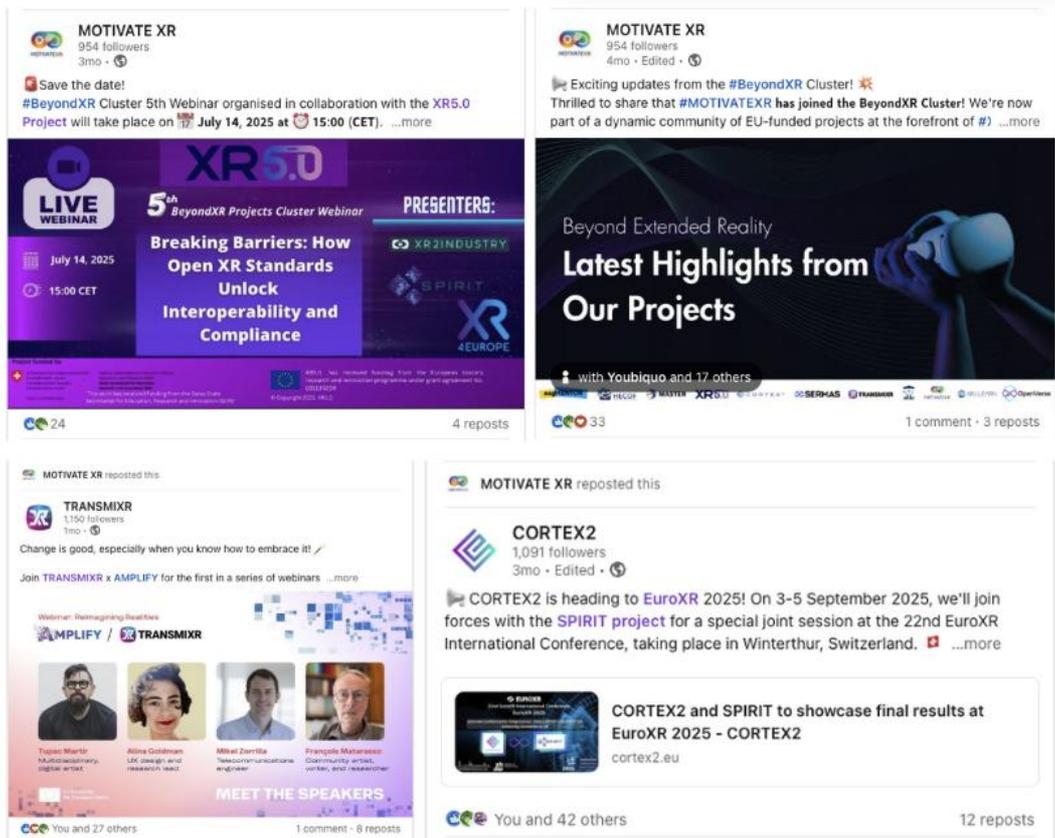


FIGURE 15 SOCIAL MEDIA POSTS AND RESHARES

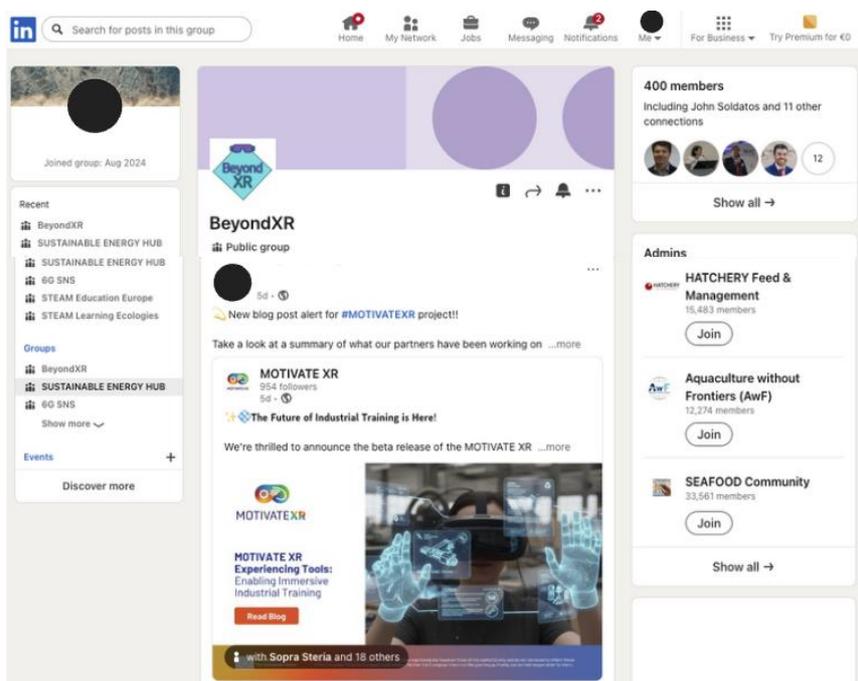


FIGURE 16 BEYONDXR LINKEDIN GROUP - MOTIVATE XR POST

## 4 MONITORING AND EVALUATION

---

Monitoring and evaluation of MOTIVATE XR partners' activities is essential to achieve the project's Key Performance Indicators (KPIs) (TABLE 3 & 4). It ensures alignment with project objectives, promotes accountability by holding partners responsible for their contributions, and provides data for informed decision making. It also helps identify issues early, enhances collaboration among partners, and offers a comprehensive view of progress towards KPIs. By fostering transparency and communication, effective monitoring and evaluation strengthens partnerships and ultimately supports the success of the MOTIVATE XR project. For this reason, various sheets and guidelines have been created.

### 4.1 PROCESS AND MONITORING SHEETS

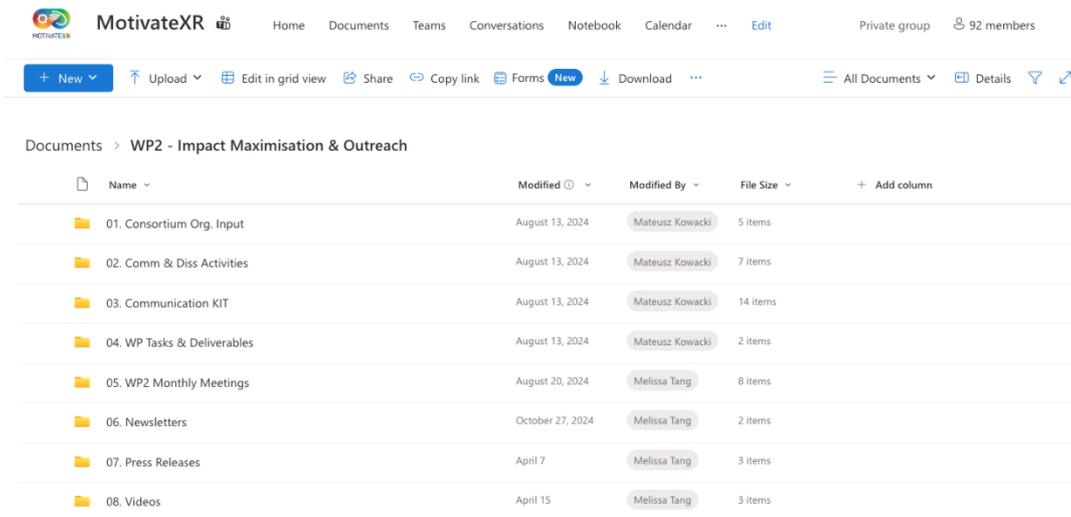
---

#### 4.1.1 PROJECT SHAREPOINT

---

Effective partner communication and collaboration hinge on having a centralised document storage system. The MOTIVATE XR project uses [SharePoint](#) as its dedicated repository for all project-related documents and information. This single-access point allows the project coordinator (MAG) to easily track changes, revisions, and document versions, ensuring that all partners are consistently working with the most up-to-date information. By centralising project files, the MOTIVATE XR team can significantly streamline workflows, reduce errors, and ultimately boost productivity, leading to improved project outcomes and stronger collaboration.

Within the main SharePoint repository, WP2 maintains a dedicated folder (Fig.17) that serves as the central hub for all communication and dissemination materials. This folder is constantly updated with new additions and contains key resources like the set of logo, promotional materials, icons, and templates, ensuring they are readily accessible for partners to use as needed. A critical sub-folder, the "02. Comm & Diss Activities Folder," provides partners with access to all developed guidelines, monitoring sheets, their submitted blog and social media contributions, the partner contribution calendar, and a comprehensive repository of all events they have attended (including photos and presentations).



The screenshot shows a SharePoint document library interface. At the top, there's a navigation bar with 'MotivateXR' logo and menu items like Home, Documents, Teams, Conversations, Notebook, Calendar, and Edit. Below that, there are action buttons for '+ New', 'Upload', 'Edit in grid view', 'Share', 'Copy link', 'Forms', 'Download', and 'All Documents'. The main content area is titled 'Documents > WP2 - Impact Maximisation & Outreach' and contains a table with columns for Name, Modified, Modified By, and File Size. The table lists 8 folders: 01. Consortium Org. Input, 02. Comm & Diss Activities, 03. Communication KIT, 04. WP Tasks & Deliverables, 05. WP2 Monthly Meetings, 06. Newsletters, 07. Press Releases, and 08. Videos.

Name	Modified	Modified By	File Size
01. Consortium Org. Input	August 13, 2024	Mateusz Kowacki	5 items
02. Comm & Diss Activities	August 13, 2024	Mateusz Kowacki	7 items
03. Communication KIT	August 13, 2024	Mateusz Kowacki	14 items
04. WP Tasks & Deliverables	August 13, 2024	Mateusz Kowacki	2 items
05. WP2 Monthly Meetings	August 20, 2024	Melissa Tang	8 items
06. Newsletters	October 27, 2024	Melissa Tang	2 items
07. Press Releases	April 7	Melissa Tang	3 items
08. Videos	April 15	Melissa Tang	3 items

FIGURE 17 WP2 FOLDER WITHIN SHAREPOINT

#### 4.1.2 PROJECT KPI SHEET

To ensure seamless project tracking and partner accountability, a KPI sheet is maintained and accessible to all partners (Fig.18). This sheet is constantly updated and regularly shared with all partners, providing a real-time snapshot of the project's performance. By enabling partners to track progress against defined metrics and targets, this shared resource facilitates informed, data-driven decisions. Crucially, this transparency ensures that all members are aware of the current status, quickly highlights areas where progress is excellent or where special attention and effort are required. This not only drives performance improvement and strategic alignment across the entire team but also allows for immediate adjustments necessary for maximising project outcomes.

WP2 Communication Plan KPIs (D2.1, D.2.2, D2.3)				
Activity	Target Audience	Means	Target KPIs	Achieved M17
Project website	All stakeholders	Online project website designed and developed by F6S, constantly updated throughout the project	Website available by <b>M02</b> >10.000 visitors by <b>M36</b>	4067 visitors   11,244 page views
Social media channels	All stakeholders	Online presence in social media channels such as LinkedIn, Twitter, spreading news about the project	>5.000 stakeholders reached >200 monthly impressions (36M=7,200)	954 stakeholders reached   81,973 impressions
Newsletters	Industry, academics EU XR initiatives & networks, EUfunded XR projects	Newsletters will be circulated via email lists providing an overview of the main project activities and outcomes	>6 newsletters >800 contacts reached	2 Newsletters   368 contacts reached
Videos	All stakeholders	Multimedia video podcasts presenting the project, its innovation and its key outcomes	>3 videos produced >700 views in YouTube	2 videos   232 views
Printed material, flyers	All stakeholders	Brochures, leaflets, flyers in events, roll-up banners, posters, also available online for printing through the project's website.	>2.000 printed copies distributed >4 roll-up banners/posters	1,110 printed flyers   2 Roll-ups
Public events	Citizens, researchers, EU XR initiatives & networks	Public events with citizens and education/ research institutions to inform them about the project and its impact in the everyday life of citizens	>4 public events >2 open days at institutions >60 participants per event	1 public event   0 open days   0 participants
Newspapers, magazines	All stakeholders	Non-technical articles and press releases in local newspapers/magazines to reach the broader audience providing visibility of the project and its achievements.	>5 press releases in newspapers and magazines	1 press release
Digital Innovation Hubs (DIH)	Industry specialists, researchers, EU XR initiatives & networks	Promotion of project results in various DIH to amplify the project's outreach for early adoption.	>20 DIHs contacted	2 DIHs
Fora & Blogs	Industry, academics EU XR initiatives & networks, EUfunded XR projects	Promotion of periodic non-technical reports (publications) to fora and blogs to create awareness on MOTIVATE XR potential and features.	>5 publications to blogs >3 blogs/fora to a post	0 Publications
Other projects and activities	Industry, academics EU XR initiatives & networks, EUfunded XR projects	Liaison with other projects to co-ordinate the activities of MOTIVATE XR considering the on-going activities in other projects. For these reasons, liaison delegates will be identified for the	>5 relevant projects to liaise	2 liaisons

FIGURE 18 WP2 KPIS SHEET

### 4.1.3 PROJECT SOCIAL MEDIA AND BLOG POST TRACKING

#### Social Media Tracking

To effectively record, monitor, and manage MOTIVATE XR's digital presence, a Social Media Planner (Fig.19) has been essential since M1 of the project. This centralised sheet is a must-have tool for communication purposes because it ensures our content strategy is proactive, not reactive. It allows the F6S team to systematically plan a varied mix of content and highlights tailored to our audience, ensuring we maintain a consistent posting schedule and avoid long gaps in communication. Crucially, the calendar serves as a strategic roadmap, enabling us to align posts with key project milestones, partner activities, and relevant industry events, thereby maximising the visibility and timely impact of every update.



FIGURE 19 SOCIAL MEDIA PLANNER

#### Blog Post Tracking

Along with the social media planner, an excel document (Fig.20) was created to maintain a continuous and accurate website overview. This document, which functions as a Blog Post Tracker, is vital for recording all website blog activity and overseeing partners' ongoing contribution to content creation.

The advantages of this sheet are significant:

- **Coordinated Effort & Planning:** It is the central planning tool, providing partners with clear visibility on when they need to deliver content and when that content is scheduled for publication.
- **Streamlined Management:** It directly assists the communication team (F6S) by organising the content pipeline, ensuring posts are scheduled and delivered in a timely manner.

- Enhanced Transparency & Resource:** It offers partners full insight into the website strategy, clearly showing where they need to contribute, while also providing all the links to existing contribution blogs for easy reference. By providing a clear overview of upcoming plans and current progress, the sheet eliminates duplication of effort and ensures the entire consortium is strategically aligned in keeping the MOTIVATE XR website fresh, relevant, and continuously updated.

Website Blog - Full Editorial Overview											
Publish Date (provisional)	Final Version Date	Author (Name, Org)	Type of Article	No	Related to an Deliverable or Milestones	Title of Article	Topic/Content/Details	Content Format	Links to visuals / Pictures / Folders	Status	Link to post on website
<b>Blog planning (2024)</b>											
16-Sep-24	12-Sep-24	MAG	Events	NA	NA	Exploring the Intersection of XR and AI: MOTIVATE XR'S partic	MOTIVATE XR participation - on septem	Event summary + images		Delivered	<a href="https://motivatexr.eu/explor">https://motivatexr.eu/explor</a>
10-Oct-24	7-Oct-24	AAA+D3	Events	NA	NA	Unlocking Innovation: Highlights from Researchers' Night in	AAA+D3 participation at the Researcher	Event summary + images		Delivered	<a href="https://motivatexr.eu/unlocki">https://motivatexr.eu/unlocki</a>
29-Oct-24	30-Sep-24	UPM	News	NA	NA	MOTIVATE XR: Advancing Towards Seamless XR Integration a	elaborating on UPM organised internal t	Meeting summary		Delivered	<a href="https://motivatexr.eu/motivat">https://motivatexr.eu/motivat</a>
25-Nov-24	11-Nov-24	F6S	News	NA	NA	MOTIVATE XR Consortium Meeting Wrap-Up in Thessaloniki	(elaborate on the 3-day consortium mee	Consortium Meeting summa		Delivered	<a href="https://motivatexr.eu/motivat">https://motivatexr.eu/motivat</a>
18-Dec-24	30-Nov-24	AV	Events	NA	NA	MRO in Aerospace: Challenges and Innovations at the 16th F	Elaborate on how event went and outco	Event summary + images		Delivered	<a href="https://motivatexr.eu/mro-in-">https://motivatexr.eu/mro-in-</a>
20-Dec-24	30-Nov-24	F6S	News	NA	NA	Maximising Impact and Driving Innovation: Key Progress in th	wrapping up 2024 progress and elaborat	WPS Summary		Delivered	<a href="https://motivatexr.eu/maximi">https://motivatexr.eu/maximi</a>
<b>Blog planning (2025)</b>											
13-Jan-25	10-Jan-25	F6S	Insights	NA	NA	The Power of Generative AI in Shaping the Future of XR	Free choice of topic: Generative AI	Content Format		Delivered	<a href="https://motivatexr.eu/the-pov">https://motivatexr.eu/the-pov</a>
27-Jan-25	24-Jan-25	MAG	Results	D1.1		Project and S&T   MOTIVATE XR: Key Strategies in Project and S&T Management	elaborating on executive summary	Content Format		Delivered	<a href="https://motivatexr.eu/motiva">https://motivatexr.eu/motiva</a>
13-Feb-25	10-Feb-25	TUD	Results	D3.1		SSH Framework: Shaping the Future of AI and XR: A Focus on Ethics, Society, i	elaborating on executive summary	Content Format		Delivered	<a href="https://motivatexr.eu/shapin">https://motivatexr.eu/shapin</a>
24-Feb-25	17-Feb-25	CETMA	Insights	NA	NA	Augmented Reality and the Right to Repair: The Future of Ap	Free choice of topic: AR/XR for maintena	Content Format		Delivered	<a href="https://motivatexr.eu/augmer">https://motivatexr.eu/augmer</a>
11-Mar-25	10-Mar-25	MAG	Results	D2.4		Business Model: MOTIVATE XR: Pathways to Successful Business Model(s) De	elaborating on executive summary	Content Format		Delivered	<a href="https://motivatexr.eu/motiva">https://motivatexr.eu/motiva</a>
26-Mar-25	17-Mar-25	HEDNO	Insights	NA	NA	Empowering DSOs with XR Technologies		Content Format		Delivered	<a href="https://motivatexr.eu/empow">https://motivatexr.eu/empow</a>
11-Apr-25	3-Apr-25	F6S	Results	D2.9		Dissemination an How to Leverage Visibility of the Project? MOTIVATE XR Case	elaborating on executive summary	Content Format		Delivered	<a href="https://motivatexr.eu/how-to">https://motivatexr.eu/how-to</a>
25-Apr-25	21-Apr-25	BIR	Insights	NA	NA	Competence Centers: Leaders in Digital Transformation with Digital Twin, Virtual Reality, and IoT		Content Format		Delivered	<a href="https://motivatexr.eu/compce">https://motivatexr.eu/compce</a>
15-May-25	12-May-25	MAG	Results	D1.2		IPR and Data Ma Data, Ethics, and Innovation: Inside MOTIVATE XR's IPR and Data Management Plan		Executive summary + image/		Delivered	<a href="https://motivatexr.eu/data-ef">https://motivatexr.eu/data-ef</a>
22-May-25	19-May-25	AAA	Insights	NA	NA	XR in Aluminum Manufacturing: Insights from AAA in MOTIVATE XR Pilot		Content format + images		Delivered	<a href="https://motivatexr.eu/xr-in-al">https://motivatexr.eu/xr-in-al</a>
12-Jun-25	9-Jun-25	TUD/yhagm	Insights	NA	NA	Identifying XR Risk Assessment in Industrial Training and Remote Support		Content Format		Delivered	<a href="https://motivatexr.eu/identify">https://motivatexr.eu/identify</a>
30-Jun-25	24-Jun-25	CETMA	Results	D3.3		Industrial User Re Understanding Industrial XR Needs: A User-Centred Approac	elaborating on executive summary	Executive summary + Diagram		Delivered	<a href="https://motivatexr.eu/unders">https://motivatexr.eu/unders</a>
1-Jul-25	30-Jun-25	F6S	Insights	NA	NA	Beyond XR cluster What's New in BeyondXR: Latest Highlights from Our Projects		Content Format		Delivered	<a href="https://motivatexr.eu/whats-r">https://motivatexr.eu/whats-r</a>
7-Jul-25	3-Jul-25	UPM	Results	D6.1		Continuous Integr From Code to XR Experience: Continuous Integration in MOT	elaborating on executive summary	Executive summary		Delivered	<a href="https://motivatexr.eu/from-c">https://motivatexr.eu/from-c</a>
24-Jul-25	15-Jul-25	CS	Results	D3.5		Functional Specific MOTIVATE XR: From Industrial User Needs to a Functional and Cybersecure XR Platform		Executive summary		Delivered	<a href="https://motivatexr.eu/motivat">https://motivatexr.eu/motivat</a>
28-Jul-25	21-Jul-25	TEC	Insights	NA	NA	KAYROX: More Realistic and Universal Mixed Reality		Content Format		Delivered	<a href="https://motivatexr.eu/kayrox-">https://motivatexr.eu/kayrox-</a>
12-Aug-25	11-Aug-25	CETMA	Results	D3.7		UX Co-Design Ref Shaping the MOTIVATE XR User-Experience Through Co-Desi	elaborating on executive summary+ Co	Executive summary		Delivered	<a href="https://motivatexr.eu/shapin">https://motivatexr.eu/shapin</a>
26-Aug-25	18-Aug-25	SOP	Insights	NA	NA	Automatic Thesaurus Generation: Enhancing Industrial Training with AI		Content Format		Delivered	<a href="https://motivatexr.eu/automa">https://motivatexr.eu/automa</a>
9-Sep-25	5-Sep-25	F6S	Results	D2.10		Dissemination an Key Exploitation Results and Workshops Within MOTIVATE XR Project		Executive summary		Delivered	<a href="https://motivatexr.eu/key-ex">https://motivatexr.eu/key-ex</a>
15-Sep-25	12-Sep-25	MAG	Insights	NA	NA	Beyond the Screen: How XR is Revolutionising Professional Training		Content Format		Delivered	<a href="https://motivatexr.eu/beyond">https://motivatexr.eu/beyond</a>
30-Oct-25	29-Sep-25	2F	Insights	NA	NA	The Future of 3D Digitisation: Where Are We Heading?		Content format + images		Delivered	<a href="https://motivatexr.eu/the-fut">https://motivatexr.eu/the-fut</a>
9-Oct-25	7-Oct-25	CS	Results	D4.1		Authoring Tools B Democratising XR Content Creation for Industry: MOTIVATE XR Authoring Tools Beta Release		Content format + images		Delivered	<a href="https://motivatexr.eu/democ">https://motivatexr.eu/democ</a>
19-Oct-25	17-Oct-25	YBQ	Results	D7.1		Innovative Trainin MOTIVATE XR: Deliverable D7.1 on the Innovative Training Curriculum Successfully Completed		Content Format		Delivered	<a href="https://motivatexr.eu/motiva">https://motivatexr.eu/motiva</a>

FIGURE 20 BLOG POST FULL EDITORIAL CALENDAR

#### 4.1.4 GUIDELINES AND RECURRING PROCESSES

##### Collaborative Content Creation Guidelines

In parallel with the Partners Contribution Calendar (previously elaborated in section 3.3.1), F6S developed the Collaborative Content Creation Guidelines (Fig.21). As we deepen our collaboration, this document is essential for establishing a shared understanding of our content process. Its purpose is to ensure all partners produce high-quality, cohesive content that aligns with our brand values and resonates with our audience. The guidelines specify formatting standards and style for all project website content (including deliverables, executive summaries, and blog articles) as well as social media posting and resharing (refer to Appendix A in D2.1). Furthermore, by setting clear expectations for collaboration and review processes, these guidelines streamline communication, ensure timely feedback, and enable quicker turnaround times. Adhering to this established framework will maximise our collective impact and strengthen our partnership, helping us achieve our shared goal of delivering meaningful content.



FIGURE 21 COLLABORATIVE CONTENT CREATION GUIDELINES

### Process Reporting Guidelines

To streamline the communication and dissemination efforts within the MOTIVATE XR project, two key tools were created to ensure all activities are accurately recorded:

- **Partners Input Activities & Monitoring Sheets** (Fig.22): These excel sheets gathers every communication and dissemination activity undertaken by the project and its partners.
- **Process Reporting Guidelines** (Fig.23): Designed to complement the excel sheet, this document clearly highlights the process for reporting the various communication efforts within the dedicated Partners' Communication and Dissemination sheets (refer to Appendix A in D2.1).

The guidelines emphasise the critical importance of each partner's collaboration to successfully achieve the project's defined KPIs. By providing a shared, clear process, these resources facilitate exchange and ensure all partners follow the same reporting standard. Furthermore, these guidelines will be constantly updated throughout the project lifespan to adapt to future concerns and maximise their effectiveness.

**Dissemination activities**  
**Continuous Reporting (Dissemination screen)** — List all the dissemination activities carried out in the context of the project - please include dissemination activities mentioned in the proposal and new ones. Add as much details and use the If any doubt please refer to **Process Reporting** or reach out to F65

Dissemination Activity Log	Dissemination Activity Name	What? Type of Dissemination Activity	When? Date of activity	Who? Target Audience Reached	Why? Description of the objective(s) with reference to a specific project output (max 200 characters)*	Status of Dissemination Activity	Actions/Links	Linkedin post Links
Partner	Name of your activity			Use the dropdown	Please add specific results of your activity	Use the dropdown	Add pictures and any useful information in a folder. Create a folder on the MOTIVATEXR	
<b>2024</b>								
<b>May 2024</b>								
F65	F65 takes XR Webinar	Event Participation - Presentation	30-May-2024	XR Research Commi	F65 takes XR Webinar to explore the innovative world of XR techn	Participated	2024.05.30_F65_Takes_XR_Webi	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>
<b>September 2024</b>								
MAG	XR Project Cluster Webinar	Event Participation - Presentation	12-Sep-2024	XR Research Commi	Nick Achilleopoulos from MAG, showcased MotivateXR - elaborat	Participated	12.09.24_XR_Projects_Cluster_W	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>
CETMA	XR Salento - Italy	Event Participation - Presentation	6-Sep-2024	XR Research Commi	Luca Rizzi New Product Development Area Manager of CETMA pr	Participated	2024.09.06_Luca_CETMA_XRS	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>
D3	Researcher's Night - Greece	Event Participation - stand-Showca	27-Sep-2024	General Public	Participation in Researcher's Night. Presentation of XR tools	Participated	2024.09.27_D3 & AAA_Research	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>
AAA	Researcher's Night - Greece	Event Participation - stand-Showca	27-Sep-2024	General Public	Participation in Researcher's Night. Presentation of XR tools	Participated	2024.09.27_D3 & AAA_Research	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>
<b>October 2024</b>								
F65	WEBIT 2024 - Sofia Bulgaria	Event Participation - Booth -Promc	23-Oct-2024	XR Research Commi	Communicated about MOTIVATE XR at F65 Tech booth - distribute	Participated	2024.10.23_F65_WEBIT2024_S	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>
<b>November 2024</b>								
AV + TEC	Journée Pharos	Organised Event - Promoting Proje	28-Nov-2024	MXR Pilots Industry	This one-day event co-organized by AV focused on MRO in aeroni	Participated	2024.11.28_AV&TEC_Pharos	
<b>December 2024</b>								
TEC	Stereopsis 2024	Event Participation - Promoting Pri	9/12/2024 - 11/12/2024	XR Research Commi	explore potential future collaborations and experience the latest	Attended	2024.12.09_TEC_Stereopsis2024	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>
<b>2025</b>								
<b>February 2025</b>								
TEC	Dinamic (European DIH) extended re	Organised Event - Promoting Proje	18-Feb-2025	MXR Pilots Industry	This one-day event co-organized by AV and TEC focused on Exten	Participated	<a href="https://www.dinamic.eu/fr/event/webinaire-18-fevrier-2025">https://www.dinamic.eu/fr/event/webinaire-18-fevrier-2025</a>	
MAG	XR-related project funded under H202	Event Participation - Promoting Proje	11-Feb-2025	XR Research Commi	Nikos (MAG) and Olivier (CS) participated and did a presentation	Participated	2025.02.11_CS & MAG_VR-AR_Industrial_Coalition	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>
<b>March 2025</b>								
YBQ	MWC2025	Booth - promoting project	3-Mar-2025	General Public	World event dedicated to the mobile field. YBQ focused the activi	Participated	2025.03.05_YBQ_MWC-Barceln	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>
YBQ	MECSP2025	Booth - promoting project	5-Mar-2025	Business Intermedia	Yearly Italian event dedicated to the innovation for the industries	Participated	2025.03.05_YBQ_MECSP2025	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>
<b>June 2025</b>								
YBQ	We Make Future	YBQ Booth - promoting project - CI	4-6 June 2025	XR Research Commi	YBQ Team showcased The Leonardo Headset and promoted the v	Participated	2025.06.03_YBQ_WMFF_Bologn	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>
CETMA	XR Salento 2025	Presentation project	17-20 June 2025	XR Research Commi	Antonio Zingarofalo presented MOTIVATE XR	Participated	2025.06.17_CETMA_XR_Salento	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>
SOP	Paris Air Show 25	Presentation project	16-20 June 2025	MXR Pilots Industry	Bruno Favresse presented MOTIVATE XR	Participated	2025.06.16_SOP_Paris_Air_Show	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>
<b>October 2025</b>								
2F	Intergeo	2F having a booth	7-9 Oct 2025	Conference Exhibiti	2F having a booth - will promote about MOTIVATE XR	Participated		<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>

FIGURE 22 PARTNERS – COMMS AND DISS REPORTING

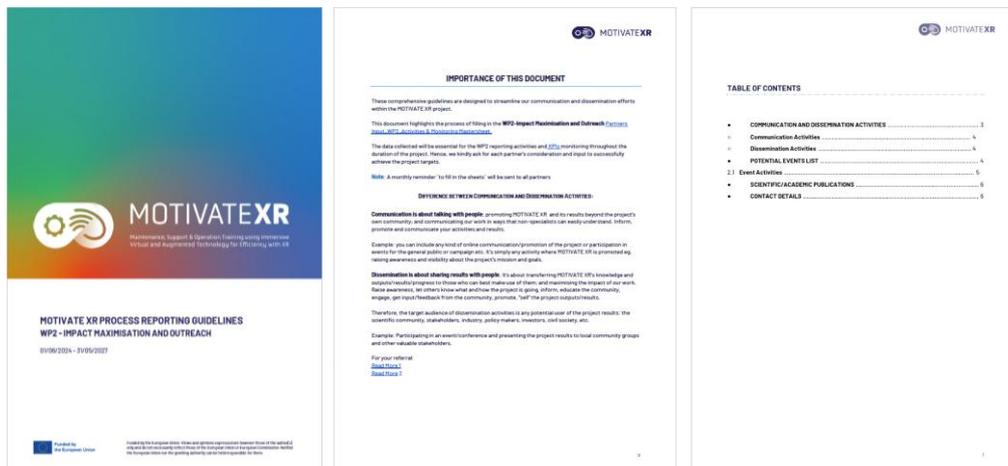


FIGURE 23 PARTNERS - PROCESS REPORTING GUIDELINES

### Recurring Email

To ensure partners adhere to communication rules and stay fully informed, a recurring email is sent after every WP2 Monthly meeting. These emails are crucial for fostering collaboration by reminding partners of important upcoming activities, prompting them to continuously update the communication activities sheet, and directing them to essential documents like the Communication Kit, Process Reporting, and Collaborative Content Creation Guidelines. The email also provides key social media links for partners to like and reshare, maximising project reach. All these resources are consistently presented during the monthly WP2 meetings and remain readily accessible via the SharePoint platform, promoting easy reference.

### WP2 Monthly Recurring Meeting

Holding a monthly WP2 – Impact, Maximisation and Outreach meeting is essential to discuss the various activities, achievements and concerns of this work package. Regular meetings (scheduled at the end of every month) help identify potential issues early, promote transparency, and allow for collective problem-solving. By prioritising these meetings, we ensure that partners remain engaged and informed about the progress and future plans of this work package, ultimately aligning our actions and expectations.

## 4.2 KEY PERFORMANCE INDICATORS (KPIs)

---

### 4.2.1 KPI TRACKING AND REPORTING

---

To track our KPIs and manage our communication strategy, a monthly reporting process was implemented. This consistent approach helps us spot trends and ensure we remain aligned with our dissemination goals.

Measurement covers website metrics (using Matomo for traffic and user behaviour), social media engagement and reach, scientific publication impact (citations and downloads), and media mentions. A centralised reporting table (Fig.22) is being used by partners since M1, to document all activities and submit tangible evidence (e.g., photos, presentations).

KPI progress and strategy effectiveness are reviewed and discussed during monthly WP2 meetings led by F6S. This regular evaluation allows us to identify improvements and make timely adjustments, maximising our communication impact and achieving our overall project objectives.

### 4.2.2 COMMUNICATION AND DISSEMINATION KPIs

---

#### Communication KPIs Monitoring

KPIs are essential for successful communication and dissemination. KPIs provide the measurable targets needed to evaluate our strategy's success and act as benchmarks, ensuring all communication activities align with the project's overall objectives. Our communication and dissemination efforts will be regularly monitored and assessed, allowing for data-driven adjustments to optimise performance. The project KPIs set within the GA for both communication (raising awareness) and dissemination (transferring knowledge and findings) will be followed accordingly.

The following table outlines the MOTIVATE XR Communication KPIs progress.

Activity	Means	Target KPIs (M36)	Achieved M17	% Achieved
<b>Project Website</b>	Online project website designed and developed and constantly updated throughout the project	10,000 visitors	4,067	40.67%
<b>Social Media Channels</b>	Online presence in social media channels - LinkedIn and X <sup>1</sup>	5,000 stakeholders reached*	954	19.08%
		200 monthly impressions	81,973	1138.51%
<b>Newsletters</b>	Newsletters will be circulated (every 6 months) via email list providing an overview of the main project activities and outcomes	6 newsletters	2	33.33%
		800 contacts reached	368	46%
<b>Videos</b>	Multimedia video podcasts presenting project, its innovation and its key outcomes	3 videos produced	2	66.67%
		700 views on YouTube	232	33.14%
<b>Printed Material, Flyers</b>	Brochures, leaflet flyers, posters - available online (website) for printing	2,000 printed copies distributed	1,110	55.50%
		4 roll-up banners/posters	2	50%
<b>Public Events</b>	Public events with citizens and education/research institutions to inform them about the project and its impact in the everyday life of citizens	4 public events	1	25%
		2 open days at institutions	0	0%
		60 participants per event	0	0%

<sup>1</sup> Given the evolving landscape of X as explained in section 2.3.2, with its recent policy shifts and algorithm changes, cultivating a substantial following has become increasingly challenging. As such, we recognise that our audience growth will primarily be driven by our presence on LinkedIn.

<b>Newspapers , Magazines</b>	Non-technical articles and press releases in local newspaper / magazines to reach the broader audience providing visibility of the project and its achievements	5 press releases in newspaper and magazines	1	20%
<b>Digital Innovation Hubs (DIH)</b>	Promotion of project results in various DIH to amplify the project's outreach for early adoption	20 DIHs contacted	2	10%
<b>Fora &amp; Blogs</b>	Promotion of periodic non-technical reports (publications) to fora and blogs to create awareness on MOTIVATE XR potential and features	5 publications to blogs	18	360%
		3 blogs/for a to post	0	0%
<b>Other Projects and Activities</b>	Liaison with other projects to coordinate the activities of MOTIVATE XR. For these reasons, liaison delegates will be identified for the projects and organisations	5 relevant projects to liaise <sup>2</sup>	14	280%

TABLE 3 COMMUNICATION KPIS AS PER GA

### Dissemination KPIs Monitoring

The following table outlines the MOTIVATE XR Dissemination KPIs progress.

Activity	Means	Target KPIs (M36)	Achieved M17	% Achieved
<b>Participation to conferences/ Congress/ Seminars</b>	Incl. Computer Vision and Pattern Recognition, International Conference on Computer Vision and European Conference on Computer Vision, IEEE Virtual Reality, IEEE ISMAR,	10 participations	3	30%

<sup>2</sup> Refer to section 3.3 Synergy – BeyondXR Cluster for more info about the liaison.

	ICAT, IEEE ARVR, ICCV, ACM CHI			
<b>Participation in Workshops/Trainings</b>		5 workshops training	1	20%
<b>Doctoral Thesis</b>		4 doctoral theses	1	25%
<b>Joint activities</b>	with other European funded projects	6 joint activities (academics)	3	50%
		>5 meetings (Industrial)	1	20%
<b>On-site Demonstrations</b>	events with selected stakeholders	>5 events	1	20%
<b>Attendance to international events/conferences as an exhibitor</b>	in events such as ITSEC, Global Industrie Lyon, Hannover Messe, Smart Factory Expo, AWE, Immersive Tech Week, Laval Virtual	6 attendances	6	100%
<b>Participation in workshops, conferences, and seminars</b>		6 workshops	2	33.33%
<b>Participation in events through sectorial organisations</b>		4 events	0	0%
<b>Publications in tier-one XR journals and magazines</b>	In journals such as the International Journal of Computer Vision, Trans. on Pattern Analysis and Machine Intelligence	10 publications <sup>3</sup>	0	0%

<sup>3</sup> The first year focused on testing methodologies and developing MOTIVATE XR's tools, resulting in no formal publications yet. With significant technical progress, the project is now entering a publication phase, with partners mapping out opportunities and timelines (Fig.8).

It is important to note that all current KPIs that are marked zero are expected to reach their targeted values as the project progresses.

<b>Electronic dissemination</b>	Project Website, e-brochure, e-newsletters, social media, promotional videos, articles in local channels, Horizon Results Platform	>10 electronic dissemination	7	70%
<b>Policy briefs</b>	Strategic documents with policy recommendations to be produced at the end of the project	1 brief	0	0%
<b>Meetings with standardisation bodies/ entities</b>	Present project outcomes	2 meetings	0	0%

TABLE 4 DISSEMINATION KPIS AS PER GA

### 4.3 EVENTS

MOTIVATE XR project partners have actively engaged with relevant stakeholders by participating in various exhibitions, trade fairs, and conferences, whether as exhibitors, speakers, or attendees. This involvement is crucial for disseminating project findings across diverse fields. As the project progresses, partners intend to increase this participation and contribution to more widely demonstrate the project's key findings and results.

Below is a list of events partners attended/contributed and presented the project.

Event/Date/Location	Audience	Participation Type
<b><u>F6S takes XR Webinar</u></b> 30.05.2024   Online	XR Research Communities	Presentation of project along other XR Projects
<b><u>XR Project Cluster Webinar</u></b> 30.05.2024   Online	XR Research Communities	Presentation of project along other XR Projects
<b><u>XR Salento 2024</u></b> 06.09.2024   Italy	XR Research Communities	Presentation of project – focus on user-centric approach

<b><u>Researchers Night</u></b> 27.9.2024   Greece	General Public	Presentation of project at booth - HoloLens-based augmented reality training for distance learning in aluminium frame assembly.
<b><u>WEBIT</u></b> 23.10.2024   Bulgaria	XR Research Communities	Promoted project at partners' booth among other EU Funded project
<b><u>Journee Pharos</u></b> 28.11.2024   France	Pilot Industry Innovators	Presentation of project - focus KAYROX Organised event by Aerospace pilot partners - focus on MRO and MCO needs in aerospace sector
<b><u>Stereopsia 2024</u></b> 09-11.12.2024   Belgium	XR Research Communities	Promoted project B2B Networking opportunities
<b><u>DIH Extended Reality Webinar</u></b> 03.03.2025   Online	Pilot Industry Innovators	Presentation of project - focus KAYROX
<b><u>The Virtual and Augmented Reality Industrial Coalition</u></b> 11.02.2025   Belgium	XR Research Communities	Presentation of project among other XR EU Funded projects
<b><u>MWC 2025</u></b> 03.03.2025   Spain	General Public XR Research Communities	Presentation of project - booth promoting LeonardoXR headset B2B Networking opportunities
<b><u>MECSPE 2025</u></b> 05.03.2025   Italy	Business Intermediate XR Research Communities	Presentation of project - booth promoting LeonardoXR headset B2B Networking opportunities
<b><u>We Make Future</u></b> 04-06.06.2025   Italy	XR Research Communities	Presentation of project - booth promoting LeonardoXR headset B2B Networking opportunities
<b><u>XR Salento 2025</u></b> 17-20.06.2025   Italy	XR Research Communities	Presentation of project - focus on co-design activities for user profiles and user experience definition

<b><u>Paris Air Show</u></b> 16-20.06.2025   France	Pilot Industry Innovators	Presentation of project at partners booth B2B Networking opportunities
<b><u>INTERGEO</u></b> 07-09.10.2025   Germany	Innovators	Presentation of project at partners booth
<b><u>Enlit Europe 2025</u></b> 18-20.11.2025   Spain	General Public	Presentation of project at partners booth

TABLE 5 EVENTS CALENDAR

Upcoming events we have in mind for 2026 with potential booth and joint activities with other XR projects:

- [MWC26](#) - Barcelona - 2-5 March
- [MECSPE](#) - Italy - 4-6 March
- [LAVAL Virtual](#) - France - 8-10 April

## 5 PLANNING AHEAD

---

As a vital component of the MOTIVATE XR project, WP2 ensures that all communication and dissemination activities are strategically aligned with the project's overarching goals. WP2 activities span the entire duration of the project, focusing on maximising outreach, stakeholder engagement, and the long-term impact of the results.

Our communication and engagement strategy for the next months will concentrate on the following key areas:

### Elevating Our Pilots' Visibility and Expertise:

- **Shining a Spotlight on the Pilots:** Dedicated significant effort will be addressed to showcasing our pilot partners. This involves crafting compelling roll-up/flyer/poster content that highlights their individual contributions and the crucial role they play in the MOTIVATE XR project.
- **Enhancing Pilot Profiles on the Website:** The dedicated pilot pages on our website will be revamped and enriched. This will include adding more in-depth information about the organisations involved in the pilots, their specific expertise relevant to the project, and elaborating on the goals, achievements and next steps along captivating visuals.
- **Capturing Pilot Insights Through Video:** A key initiative will be to conduct video interviews with representatives from each pilot organisation. These interviews will serve a dual purpose:
  - **Highlighting Expertise:** The pilots will articulate the unique skills, knowledge, and experience their organisation brings to the MOTIVATE XR project, making their value proposition clear.
  - **Addressing Pain Points and Demonstrating Impact:** Discuss the specific challenges and pain points within their domain that the MOTIVATE XR project aims to alleviate or resolve, illustrating the tangible benefits and potential impact of our work.

### Advancing Project Awareness Through Campaign Phase 2:

- **Building on Momentum:** With the second phase of our communication campaign, the focus will be on providing updates on the project's progress. This will involve clearly communicating key milestones achieved, challenges overcome, and any significant technical findings.
- **Tailored Engagement for Pilots:** A specific objective within this phase will be to implement a communication activity directly targeted at our pilot partners. This could involve dedicated poster/flyers to promote about exclusive updates, dedicated webinars, or co-created content that further strengthens our collaboration and highlights their involvement.

### Fostering Audience Engagement and Amplifying Reach:

- **Collaborative Communication with Partners:** Project partners will be continuously engaged in communication and dissemination efforts. This includes encouraging and facilitating the sharing of project updates and relevant content through their respective social media and blog post contributions.

- **Strategic Event Participation:** Opportunities will be explored to attend and actively participate in relevant industry events, conferences, and workshops. This will provide valuable platforms for networking, showcasing the MOTIVATE XR project, and increasing its visibility.
- **Potential Demonstrations and Booth Presence:** Where feasible and impactful, the aim is to have a physical presence at events through booths and interactive demonstrations. This will allow us to directly engage with potential stakeholders, showcase MOTIVATE XR outcomes, and answer questions in real-time.
- **Publications Focus:** Various publication opportunities will be explored with a special attention to publication relevant for upcoming events.

By focusing on these three interconnected areas – highlighting our valuable pilots, advancing our campaign with targeted actions, and actively engaging our wider audience through collaborative efforts and event participation and publications – the aim is to build strong momentum, increase project visibility, and foster meaningful connections within the MOTIVATE XR ecosystem, with the aim to reach all targeted KPIs listed in (TABLE 3 & 4) by the end of the project.

## 6 CONCLUSION

---

The first 17 months of the MOTIVATE XR project have demonstrated a strong, coordinated effort through strategic communication and dissemination activities. The tools, templates and campaigns developed, the digital presence, processes, and guidelines implemented during this period have helped establish a highly recognisable project identity, making the MOTIVATE XR brand professional and trustworthy in the sector. Beyond simple visibility, this also significantly raised awareness among a wide array of relevant stakeholders - from potential end-users and the scientific community to policymakers - paving the way for broader acceptance and future uptake of the project's novel tools and methodologies. Furthermore, this transparent and organised communication structure has fostered stronger internal collaboration among the consortium partners, ensuring a unified voice and efficient workflow as the project now pivots toward a focus on publication and exploitation.

This specific deliverable, D2.2, details the communication and dissemination plan elaborating further on the modification and additions implemented to adapt to the project requirements. Its purpose is to structure and coordinate all related efforts, ensuring the project achieves its intended outcomes and objectives. The core strategy is designed to contribute directly to the overall project goal by reaching defined target groups and effectively spreading the key project messages. To achieve this, the MOTIVATE XR Communication team has developed an effective strategic approach, along with a suite of materials and tools for all consortium partners. Planned activities and results will be disseminated throughout the project's lifespan.

As a living document, this communication and dissemination plan will be continually updated to respond to new developments and opportunities, matching the evolving project requirements. This document should be used as a strategic plan for all MOTIVATE XR communication activities, and guidelines for reporting should be followed by all partners to ensure effective results. The communication strategy will be updated accordingly with the new project's developments and opportunities in the next iteration - D2.3 Communication Kit V3 due M34.