# Info Webinar #1
# XR4ED Open calls

*Friday, 31 May 2024, 10 am CEST*

*Session starts soon*

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# XR4ED Open calls

*Friday, 31 May 2024, 10 am CEST*

*Dr Fotis Liarokapis (CYENS)*

*Dr Haris Zacharatos (CELLOCK)*

*Daniel Silva (F6S)*

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# Agenda

01. XR4ED Overview

02. XR4ED Platform Review

03. XR4ED Open Calls overview

04. Q&A session

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# 1. XR4ED overview



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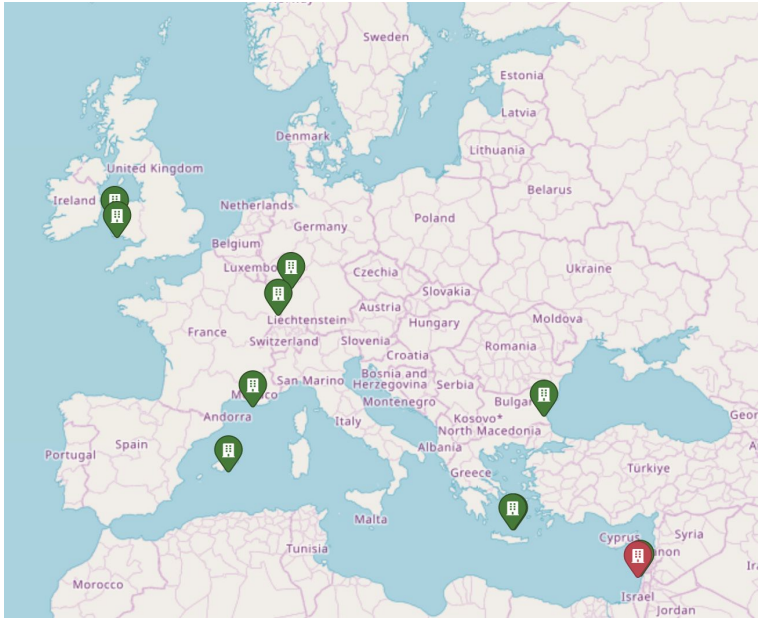
# 1.1. XR4ED consortium

- 11 partners
  - Cyprus, France, Spain, Germany, Greece, Ireland, Luxemburg, and Romania

- Budget EUR 7,664.154 million





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# 1.2. XR4ED objectives

- **Design**, **create** and **maintain** a sustainable on-demand education platform, mobilising the EdTech and XR community from the EU, providing a central access point to existing solutions and contributing to a leading position for Europe in cutting-edge while ensuring the European values of privacy, ethics, and inclusiveness

- XR4ED will pursue its implementation through a set of SMART objectives split into three main categories:
  - Scientific & Innovation Objectives (SO)
  - Technological Objectives (TO)
  - Business objectives (BO)


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# 1.2. XR4ED objectives (cont.)

## Scientific & Innovation Objectives

- SO1: Enhancing XR technologies for education
  - Enhancing existing XR technologies (TRL4-5) and taking them to a TRL7

## Technological Objectives

- TO1: To implement an innovative sustainable on-demand education platform, mobilising the EdTech and XR EU community
- TO2: Formulating privacy and ethics standards for the XR EU community



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# 1.2. XR4ED objectives (cont.)

## Business Objectives

- BO1: To boost the use of the platform by reaching out to potential user groups
- BO2: To deliver a pan-European multi-sided platform for education, training, and learning, validated through tendering and a set of representative long-lasting demonstrations
- BO3: Delivering a sustainable ever-growing ecosystem of collaborating organisations in diverse domains, fully utilising the XR4ED platform and renovating XR in education-related sectors



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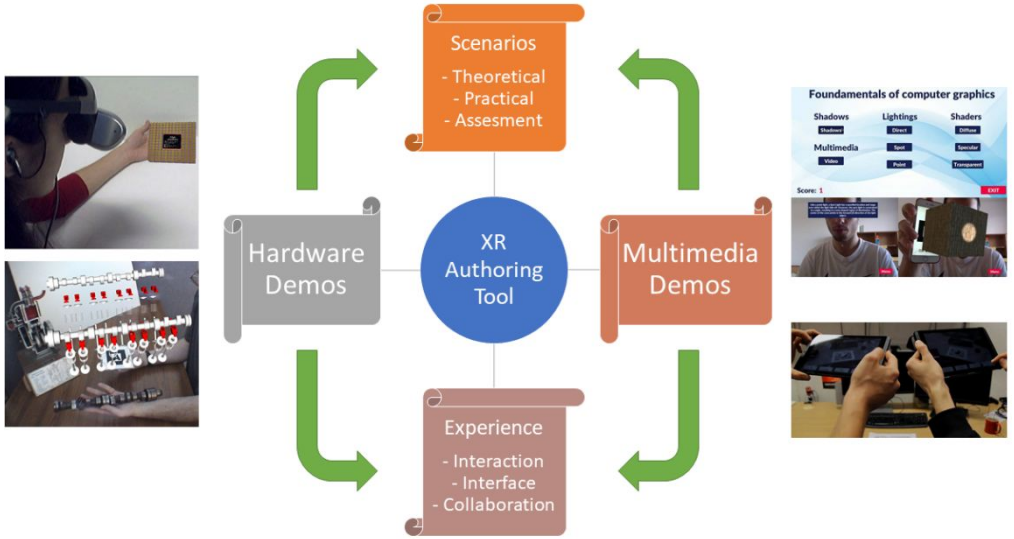
# 1.3. XR4ED concept

- **XR Game authoring tool**
  - Will be enabled with new technologies based on needs of the users
- **XR DevOps platform**
  - Web-based application which integrates with multiple 3rd party tools to provide DevOps services but also with collaborative tools
- **XR Avatars**
  - Users will select among different appearances and animation types depending on the goals of the lessons so enhance student learning performance




Liarokapis, F., Anderson, E. Using Augmented Reality as a Medium to Assist Teaching in Higher Education, Proc. of the 31st Annual Conference of the European Association for Computer Graphics (Eurographics 2010), Education Program, Norrkoping, Sweden, 4-7 May, 9-16, 2010. (ISSN: 1017-4656)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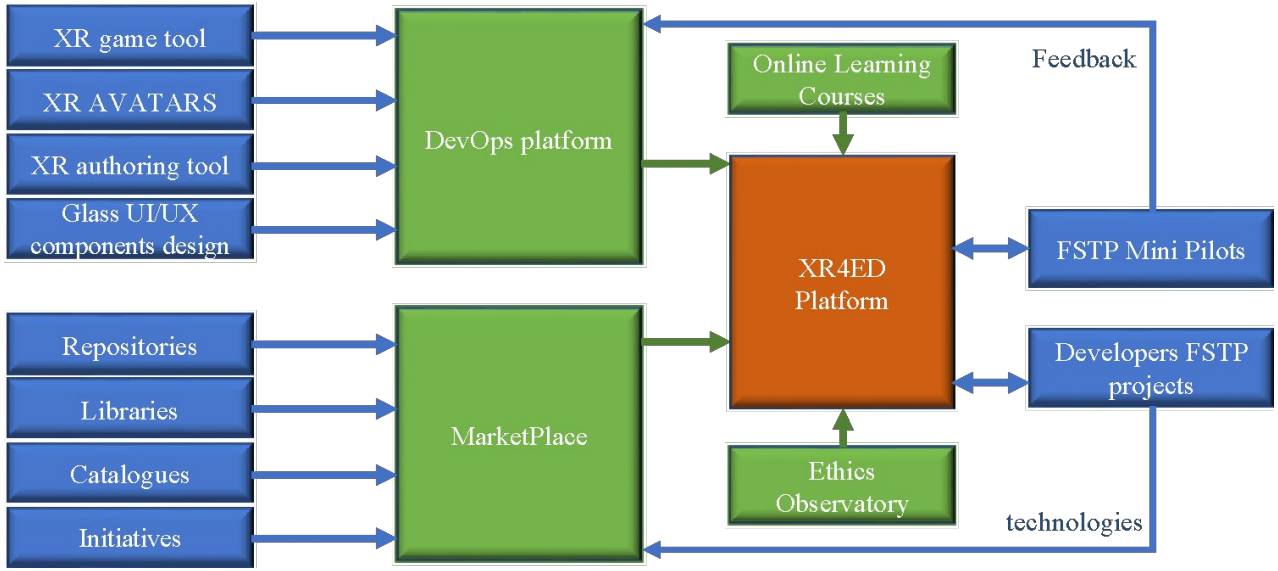
# 1.3. XR4ED methodology





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# 2. XR4ED Platform review



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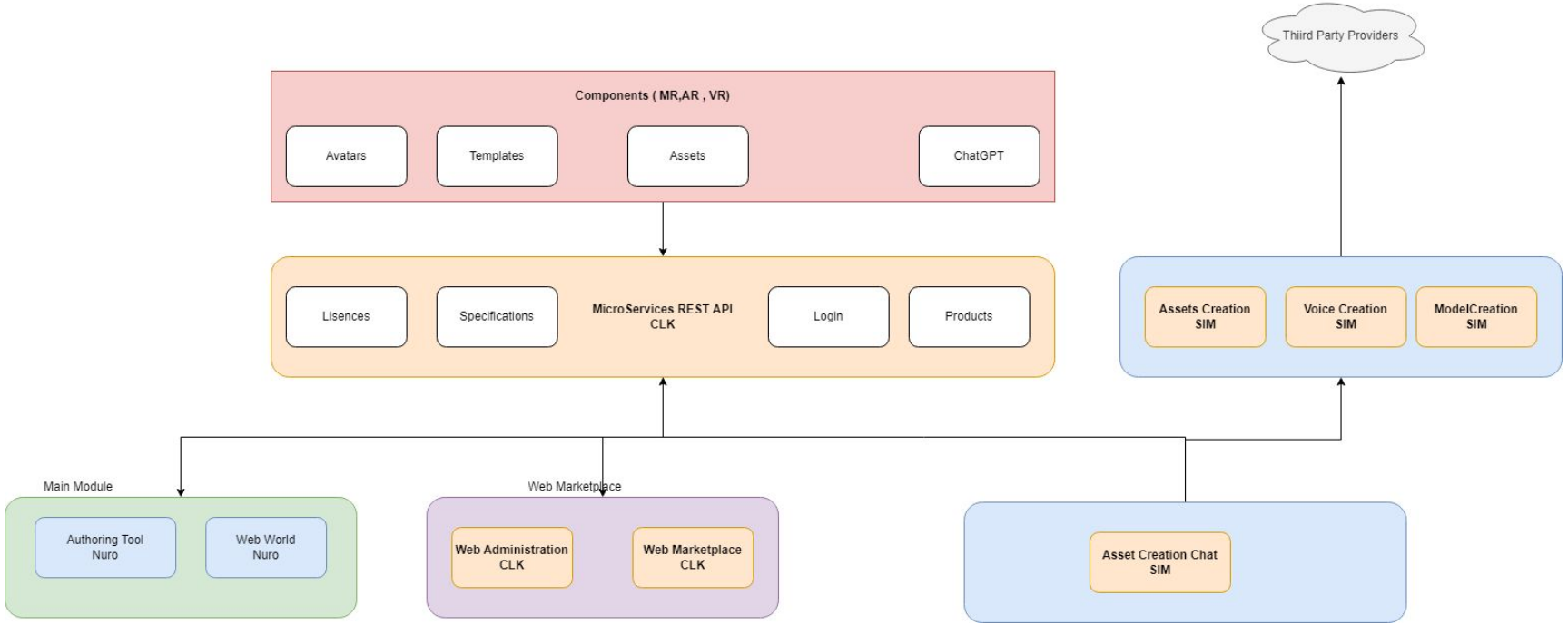
# 2.1. XR4ED Diagram



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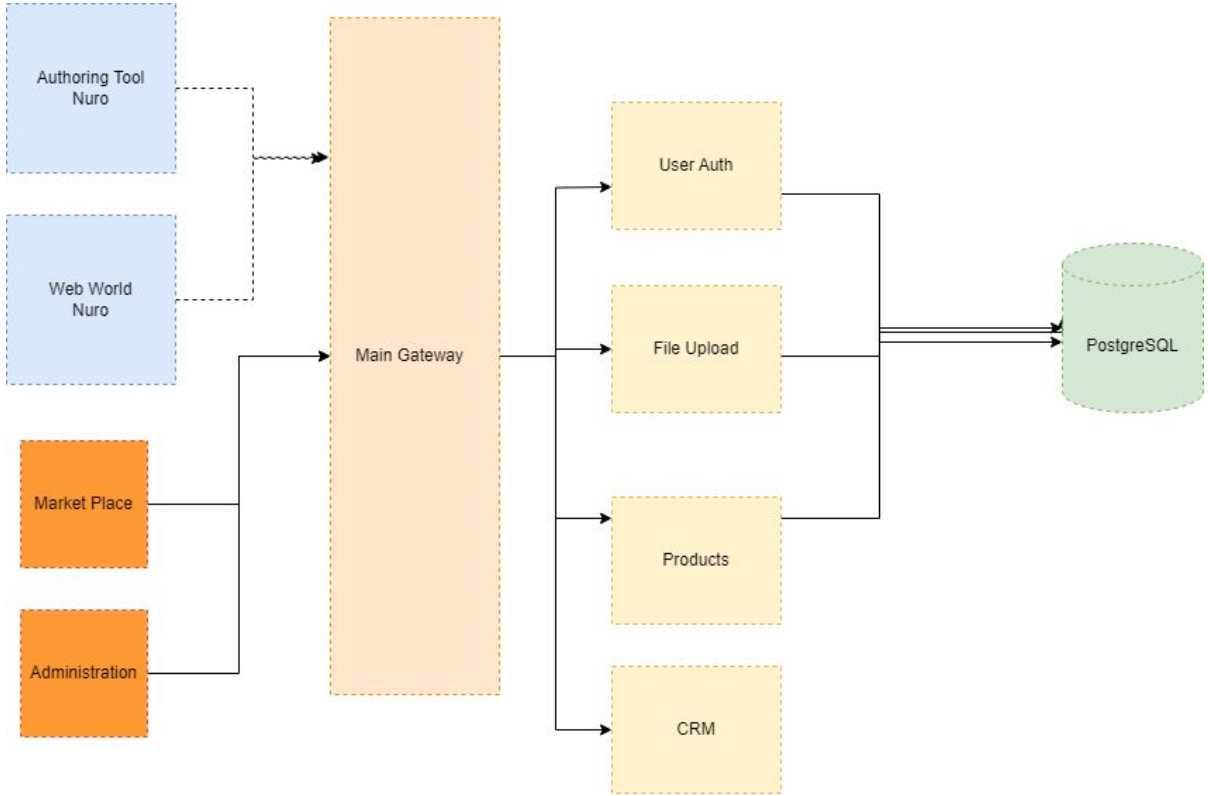
# 2. Microarchitecture Framework



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# 3. XR4ED Open Calls overview



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# 3.1. In a nutshell

**Timeframe:** 01 May 2024 to 03 July 2024 at 17:00 CEST *(Brussels time)*
**Indicative budget:** EUR 4.6M
**Number of projects to be supported:** Up to 20
**Estimated budget per project:** Up to EUR 230k
**Duration of the programme:** 12 months *(October 2024 – September 2025)*

**Documentation kit:**

- *Open Call Overview*
- *Annex A1. Guidelines for Applicants*
- *Annex A1.1 Technical Annex*
- *Annex A2. Proposal template*

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# 3.2. Open Calls

- The XR4ED Open Calls aim to catalyze innovation and excellence in XR technologies for education while providing financial and technical support to start-ups, SMEs, industry players, and education-focused actors. The programme has a dual focus: **fostering innovation and supporting the development of XR educational solutions**, by encouraging the ideation and **development of pioneering XR solutions** within XR4ED's thematic areas.

- The financial support aims to **advance early prototypes of XR educational solutions** to market-ready products, complemented by technical assistance, workshops, dedicated growth coaching, and progress monitoring provided by consortium participants. **Market validation is a key element of the calls and programme**, with pilots being required to test XR solutions in diverse educational environments, engaging end-users such as schools, high schools, universities, teachers, students, parents, and VET institutions.

- Projects funded through the initiative must comply with **open standards (e.g., WebXR, OpenXR)** and publish their outcomes in the European XR4ED Solutions Catalogue.

# 3.2. Open Calls - Tracks

## Call for Developers

**Goal:** To enrich the XR4ED platform and targets the development of new solutions and additional components into the XR4ED platform.

## Call for Pilots

**Goal:** To run end-user pilots and targets the deployment and customisation of the XR4ED solutions and to demonstrate the adoption of XR technologies in an educational environment.



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# 3.2. Open Calls – Challenge areas

- Virtual field trips
- Content creation and exploration
- Awareness of climate change and biodiversity challenges
- Training of young professionals and upskilling
- Distance and blended learning
- Inclusiveness and accessibility



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# 3.3. Eligibility criteria

**Type of applicants** *(article 3.1.1)*

The call will fund projects developed by single entities or a consortium of 2-3 entities, led by a Coordinator. Natural persons are not eligible.

**Note:** In the Call for Developers, only start-ups, SMEs and Mid-Caps are eligible to participate (alone or as a consortium of 2-3 entities). In the Call for Pilots, a consortium is required (and must be led by a start-up/ SME).



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# 3.3. Eligibility criteria (cont.)

The following types of entities (legally established) may apply as part of a consortium:

- **Start-ups, SMEs and Mid-Caps** that are providers of XR technologies for education or providers of digital learning solutions.
- **Universities**, working on XR research and innovation focused on digital learning solutions.
- **Vocational and educational training (VET) organisations**, working in the areas addressed by the Open Call, and capable of working on programmes and pilots aligned with the challenge areas.
- **Non-for-profit organisations** representing and/ or working with the target groups (e.g. vulnerable/ underserved groups, teachers, students, primary/ high schools) required for the open call challenge areas.

Note: Universities, VET organisations, and non-for-profit entities can only apply as part of a consortium and not individually.

# 3.3. Eligibility criteria (cont.)

## Consortium requirements *(article 3.1.2)*

For the Call for Pilots, when applying as a consortium (mandatory condition), the following rules apply:

- The consortium must be led by a start-up/ SME (who will act as the consortium Coordinator).
- A 2nd and 3rd partner must be an SME (including start-ups), mid cap, university, VET, or non-for-profit organisation, showing capacity to contribute to the development of the XR-based digital learning solution and mobilisation of the required education actors to carry out the pilot activities.
- The specific roles of each partner must be described in the technical proposal.

**Note:** All entities, including those participating in a consortium, must be registered with a verifiable VAT (which will be requested as part of the individual Declaration of Honour). Unincorporated startups are not eligible, even if the Coordinating entity on a given application is registered.

# 3.3. Eligibility criteria (cont.)

**Eligible countries** *(article 3.1.3)*

All entities, including those participating in a consortium, must be established in any of the following countries to be eligible to participate in the XR4ED – Open Call:

- **The Member States (MS) of the European Union (EU),** including their outermost regions.
- **Overseas Countries and Territories (OCTs)** linked to Member States.
- **Horizon Europe associated countries** (those that have signed an agreement with the EU as identified in the HE Programme Guide) according to the updated list published by the EC.
- In general, the XR4ED – Open Call follows the rules applied by the EC for the R&D Programme Horizon Europe in terms of geographical coverage, eligibility, and exclusions, which take precedence.

**Note:** the UK is not eligible to participate as they have joined the Horizon Europe programme as an Associated country in January 2024. The XR4ED project and FSTP funds are prior to the UK and EU agreement.

# 3.4. Financial eligibility

The following financial conditions apply for proposals to be eligible (article 3.2):

- The total budget per project may not exceed €230.000. The total amount requested (not exceeding €230.000) must represent 100% of the total project costs, and cover personnel costs, other direct costs, and indirect costs (25%). Subcontracting is not eligible in this open call.
- All proposals must provide justifications of the planned costs and resources of the project following the guidelines and calculation rules provided in Annex 2 – Technical proposal.
- For equipment costs:
  - **Call for Pilots:** only depreciation costs are accepted must be justified.
  - **Call for Developers:** equipment costs are not accepted as costs.

For approved projects, the funds will be disbursed in lump sums and pending the successful delivery and evaluation of reports.

# 3.5. Proposal preparation and submission

Applicants must apply online and answer all mandatory questions (with no exception) at (article 4.1.2):

- XR4ED - Call for Developers
- XR4ED - Call for Pilots

**Note:** Those interested in submitting a proposal to the XR4ED – Open Call must be registered on the F6S platform: https://www.f6s.com. The F6S platform will be the central interface for managing the proposals during the open call.

# 3.5. Proposal preparation and submission (cont.)

The information and documentation to be provided/ submitted are:

- **Application form**: includes the administrative questions to be completed directly on the F6S platform at the respective call page (above).
- Annex 2 – Technical proposal, submitted as a PDF only. This describes the project and is structured into multiple mandatory section. *Note: The technical annex provides guidance on document formatting and the required items to be addressed*.

**Note:** It is strongly recommended that applicants submit their proposal well before the deadline: 03 July 2024 at 17:00 CEST *(Brussels time)*.

# 3.5. Proposal preparation and submission (cont.)

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# 3.6. Evaluation and Selection Process

The evaluation of proposals is carried out by the XR4ED consortium with the support of independent external experts (Evaluation Panel), consisting of the following three steps:

- Step 1. Eligibility verification
- Step 2. External remote evaluation
- Step 3. Ranking of proposals and selection



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# 3.6. Evaluation and Selection Process (cont.)

The proposals will be scored based on the criteria in the table below. *Note that depending on the track, each criterion has a different weighting.*

| Criterion | Call for Developers | Call for Pilots |
|---|---|---|
| 1. Innovation | 30% | 20% |
| 2. Impact | 30% | 30% |
| 3. Replicability | 20% | 30% |
| 4. Implementation | 20% | 20% |
| **Total** | **100%** | **100 %** |



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# 3.7. Incubation and funding programme overview

Phase 1 – Launch & bootcamp ***(M1)***
**1st Payment – 40%**

Phase 3 – DemoDay bootcamp ***(M7-M12)***
**3rd Payment – 20%**

*Oct 2024*

*Sep 2025*

Phase 2 – Acceleration ***(M2-M6)***
**2nd Payment – 40%**

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# 3.8. Indicative timelines*

**Submission stage:** 01 May to 03 July at 17:00 CEST

**Evaluation and selection stage:** 04 July to 05 September

**Contracting stage:** 05 September – 30 September 2024

**Incubation stage:** October 2024 – September 2025

**!! SAVE THE DATE !!**

**Q&A session**

**Friday, 14 June, at 10 am CEST**

**Registrations** here

*All above dates are indicative and can be changed. Any change to the current dates will be duly communicated to applicants in XR4ED's digital channels or via email.

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# 4. Q&A session



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Thank you for your attention!

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