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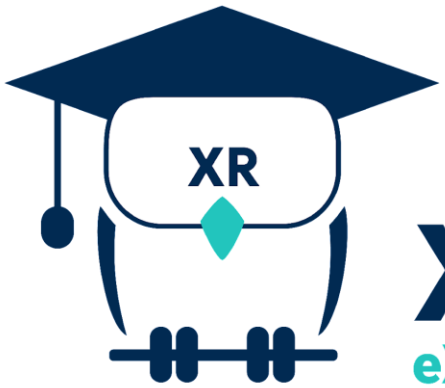

XR4ED
eXtended Reality for EDucation

D6.2
Project Communication and Promotional Activities Report (M36)

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XR4ED Project Profile

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Partners

CYENS CENTRE OF EXCELLENCE	CYENS	RESEARCH	CYPRUS
konnektable TECHNOLOGIES	KONNEKTABLE	SME	IRELAND
21 Sci science 27 Co communication	SciCo	SME	GREECE
F6S	F6S	SME	IRELAND
INFINITIVITY DESIGN LABS	Infinitiviy Design Labs	SME	FRANCE
KAINOTOMIA	KAINOTOMIA	SME	GREECE
NUROGAMES	NUROGAMES	SME	GERMANY
VASS	CRI	INDUSTRY	Luxemburg
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List of acronyms

Acronym	Description
EC	European Commission
EdTech	Education Technology
EU	European Union
GDPR	General Data Protection Regulation
KPI	Key Performance Indicator
SME	Small Medium Enterprise
TG	Target group
TRL	Technology readiness level
WP	Work Package
XR	Extended Reality
XR4ED	Extended Reality for Education

1. Executive summary

This report, Deliverable 6.2 (D6.2), validates the progress throughout its 3 year implementation, which is dedicated to boosting the use of the XR4ED platform by effectively reaching out to potential user groups. The comprehensive Dissemination, Communication activities are coordinated under Work Package 6 (WP6), which is led by SciCo.

This deliverable presents the communication and dissemination (C&D) activities carried out within XR4ED, in alignment with the project's broader objectives and its ambition to accelerate innovation in XR for education across Europe. The activities documented here aim to ensure that XR4ED's vision, tools, developments, and results reach all relevant audiences—including educators, students, parents, EdTech stakeholders, researchers, SMEs, industry partners, and the wider public.

As an Innovation Action, XR4ED places strong emphasis on the visibility of project outputs, stakeholder engagement, open science practices, and the demonstration of socio-economic impact. Communication and dissemination activities are therefore essential components of the project strategy, supporting the uptake of XR solutions, the growth of the XR4ED ecosystem, and the long-term sustainability of the platform.

Building on the groundwork laid in rest of the deliverables on WP6 such as the D6.1, D6.6, D6.7, and D6.8, D6.9 this deliverable showcases the summary of the work done throughout its course and how the project has successfully reached its initial goals in communication and dissemination,, as they were set in the beginning of the project.

More specifically, this deliverable outlines:

- The overall KPIs of XR4ED's dissemination and communication activities.
- The most impactful workshops and events of the project.
- Digital outreach of the project through its campaigns.
- The total promotional communicational materials

By closing the project with a strong and sustained communication effort, XR4ED reinforces its legacy as a leading initiative that has advanced the adoption, visibility, and community surrounding XR in education.

Hence, this deliverable summarises the actions implemented during the reporting period, the tools and channels used, engagement metrics achieved, and the alignment of activities with the communication-related objectives defined in the proposal. It also outlines the ongoing strategy for the next phase of the project.

2. Introduction

2.1 Purpose of the Report

The purpose of the D6.2 report is to present a comprehensive overview of the communication and dissemination activities undertaken within the XR4ED project during the reporting period. As communication and dissemination are essential components of an Innovation Action, this report documents how XR4ED has promoted its vision, progress, tools, open calls, and results to a broad range of stakeholders across Europe.

The report aims to:

- Demonstrate how the project has implemented its communication and dissemination strategy, as defined in the Grant Agreement and aligned with Business Objectives.
- Provide evidence of outreach, visibility, and stakeholder engagement, including performance indicators, analytics, and qualitative outcomes.
- Highlight the channels, tools, and materials used to enhance awareness and foster the adoption of XR technologies for education.
- Showcase the project's contribution to building a pan-European XR ecosystem, connecting developers, educators, SMEs, and broader EdTech communities.

- Ensure transparency and accountability towards the European Commission by reporting progress, achievements, and any adjustments made to the C&D strategy.
- Support the sustainability and exploitation of project results by documenting the foundations laid for long-term community engagement and continuity of XR4ED beyond the project's lifetime.

Overall, this report serves as both a record of the activities completed to date and a strategic reference for guiding the next phase of communication and dissemination actions.

2.2 Communication and Dissemination Framework

In the concluding phase of XR4ED, the communication and dissemination activities are guided by a refined set of objectives focused on consolidating the project's achievements, enhancing its overall visibility, and ensuring the long-term uptake of its outputs. Building upon the foundations established in Deliverables D6.1, D6.6, D6.8 and D6.9 these objectives are designed to highlight the project's results and demonstrate the extent to which XR4ED has implemented its planned communication strategy in alignment with the Grant Agreement and the project's Business Objectives.

Throughout the reporting period, communication and dissemination efforts aim to present clear evidence of outreach and engagement, supported by performance indicators, analytics, and qualitative outcomes. This report therefore documents the full spectrum of communication actions undertaken, the materials produced, and the channels used to promote XR4ED's tools, open calls, and project outputs across Europe. Furthermore, the objectives emphasize XR4ED's contribution to strengthening the European XR ecosystem by connecting educators, researchers, SMEs, developers, and broader EdTech communities through sustained engagement initiatives.

An additional aim of this report is to ensure transparency and accountability toward the European Commission by clearly presenting the project's progress, achievements, and any strategic adaptations made during implementation. Finally, the objectives

underscore the importance of supporting the sustainability and exploitation of XR4ED results by documenting the steps taken to secure long-term visibility and facilitate the continued growth of the XR4ED community beyond the project's lifespan.

The purpose of this framework mentioned in this report, is to present a comprehensive overview of the communication and dissemination activities undertaken within the XR4ED project during the reporting period. As communication and dissemination are essential components of an Innovation Action, this report documents how XR4ED has promoted its vision, progress, tools, open calls, and results to a broad range of stakeholders across Europe.

2.3 Overall Communication and Dissemination Strategy

The communication and dissemination strategy implemented during this final project phase places strong emphasis on maximizing the visibility and impact of XR4ED's results. While earlier phases of the project focused on raising awareness and building an initial stakeholder base, the current strategy prioritises the consolidation of outcomes, the promotion of open call solutions, and the reinforcement of XR4ED as a central European reference point for XR in education.

This approach centers on communicating results that are mature, tangible, and ready for adoption. Particular attention is given to the visibility of the open call winners, whose innovative solutions demonstrate the practical value of XR technologies across areas such as virtual field trips, environmental awareness, digital content creation, professional skills development, accessibility, and distance learning. By highlighting these contributions, XR4ED showcases real-world impact and demonstrates how the supported solutions collectively advance the role of XR in education.

The strategy also seeks to maintain strong engagement with the XR4ED community through continuous dissemination of success stories, pilot findings, and best practices. Collaboration with educational institutions, EdTech companies, XR developers, and international networks is actively encouraged to further strengthen long-term connections. The communication effort additionally supports policy-

relevant dialogue by sharing insights that can inform educational authorities and decision-makers about the value of XR technologies. Throughout all activities, the project remains committed to ensuring inclusiveness, accessibility, and ethical communication, reflecting the principles embedded in the project's design and implementation. Taken together, this strategy aims not only to communicate achievements but also to sustain interest and adoption of the XR4ED platform beyond the project's duration.

2.3 C&D receivers

The communication and dissemination activities of XR4ED address a broad range of stakeholders whose involvement is essential for the widespread adoption and long-term impact of the project's solutions. Educational institutions—including schools, universities, and training centres—represent a primary target audience, as they are positioned to integrate XR technologies into their teaching and learning environments. Educators and trainers, as direct users of XR tools, are another key audience, since they play a pivotal role in applying innovative solutions within instructional practice and promoting their pedagogical value.

Students and learners form an equally important audience, as they are the end beneficiaries of immersive and interactive XR-based learning experiences. Beyond the educational sphere, the project also engages with EdTech companies and XR developers, fostering collaboration and innovation around the XR4ED platform and the solutions emerging from the open call programme. Policymakers and educational authorities are targeted to encourage the integration of XR within regional and national strategies, ensuring supportive policy environments and potentially enabling future funding.

The academic and research communities are included to strengthen the evidence base surrounding XR in education and to stimulate further investigation into emerging opportunities and challenges. Additionally, industry stakeholders from sectors such as healthcare, engineering, and manufacturing are addressed, as these fields increasingly

rely on XR for advanced training and professional development. Finally, international organisations and collaborative networks are engaged to promote cross-border knowledge exchange and enhance the global reach and sustainability of XR4ED outcomes. Together, these audiences form a comprehensive ecosystem essential for the continued growth and adoption of XR solutions in education.

3. Communicational tools and activities

The communication and dissemination activities carried out within the XR4ED project have resulted in significant visibility and meaningful engagement across all target groups, as demonstrated by the project's key performance indicators and major outreach achievements. By employing a well-coordinated blend of digital channels, newsletters, social media content, video materials, events, and scientific contributions, XR4ED maintained a strong and consistent presence throughout its duration.

The following sections provide a detailed overview of the communication tools and channels used across the project's lifespan, together with the corresponding activities and outputs. This overview is presented in a way that highlights the breadth of XR4ED's outreach efforts and illustrates how the project's presence across multiple communication platforms has supported the dissemination of its goals, progress, and results to its intended audiences.

3.1 Website activity

The XR4ED website (https://xr4ed.eu/) has experienced strong and steady growth in visibility and user engagement throughout the reporting period. Overall activity reflects a high and expanding interest in the project, particularly around its open calls, project overview, and general innovation-related content.

User acquisition has been driven primarily by direct visits and organic search, showing that the project has established notable brand recognition while also maintaining strong discoverability through search engines. Additional support comes from referrals, social media, and email communications, indicating that XR4ED's outreach efforts are effectively contributing to its visibility.

The audience is internationally diverse, with strong engagement from both European countries and the United States. This distribution reflects the project's relevance across different regions and its success in reaching a broad audience beyond partner nations.

Visitors primarily access pages related to project information, open opportunities, the consortium, and updates on sister initiatives. This suggests that stakeholders are particularly interested in understanding the project's structure and exploring ways to participate in its activities. The high interest in open call pages highlights the value stakeholders place on opportunities for involvement.

As part of its C&D strategy, XR4ED maintained a dedicated *"Latest News"* section on the project website to provide timely updates and articles to stakeholders and the broader community. This platform went beyond mere announcements, offering detailed insights into project progress, milestones, and active participation in conferences, workshops, and other events. The project exceeded its original target of 3 news articles, publishing a total of 29 updates to date. This consistent flow of information has enhanced transparency, strengthened stakeholder engagement, and ensured that the project's achievements and activities are widely visible. By documenting participation in events and sharing updates on ongoing work, the news section also contributes to building the project's reputation and demonstrating its active contribution to the XR in the education community.

The engagement patterns observed on the website show that visitors interact actively with XR4ED content, dedicating sufficient time to navigate pages and absorb key information. This level of interaction reflects the effectiveness of the project's communication efforts, the sustained interest of its target audiences, and the gradual expansion of the XR4ED community.

The following figures provide a detailed analysis of the website analytics gathered during the project, highlighting patterns in user engagement and quantifying the platform's reach.

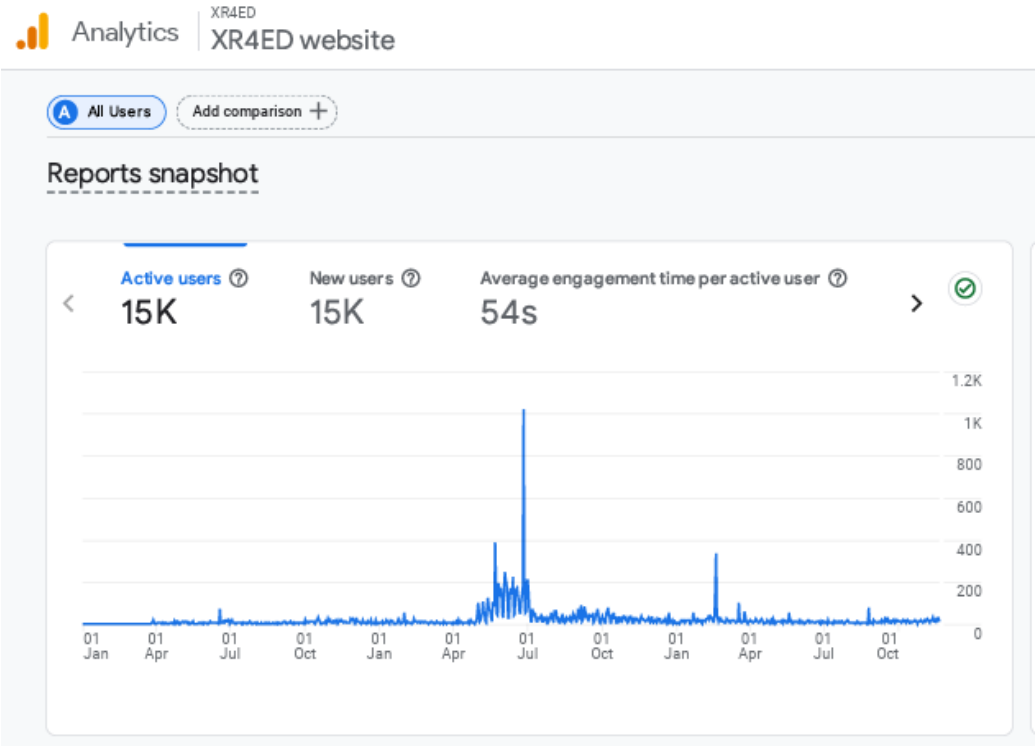


Figure 1. Active users on the website respective to time

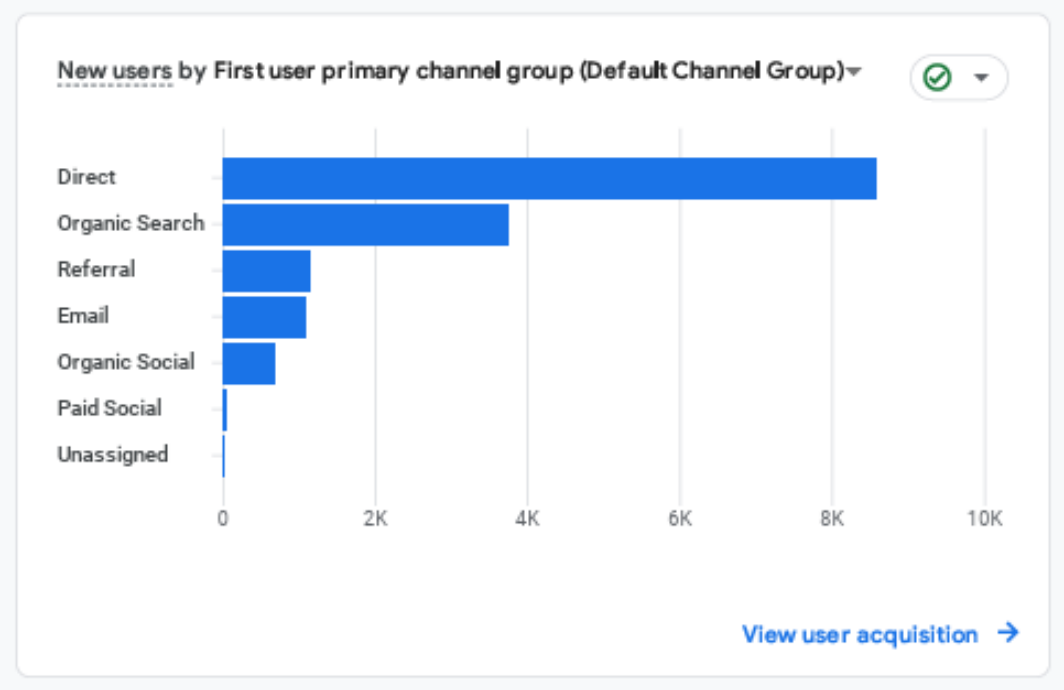


Figure 2. Primary channel groups of the website's users

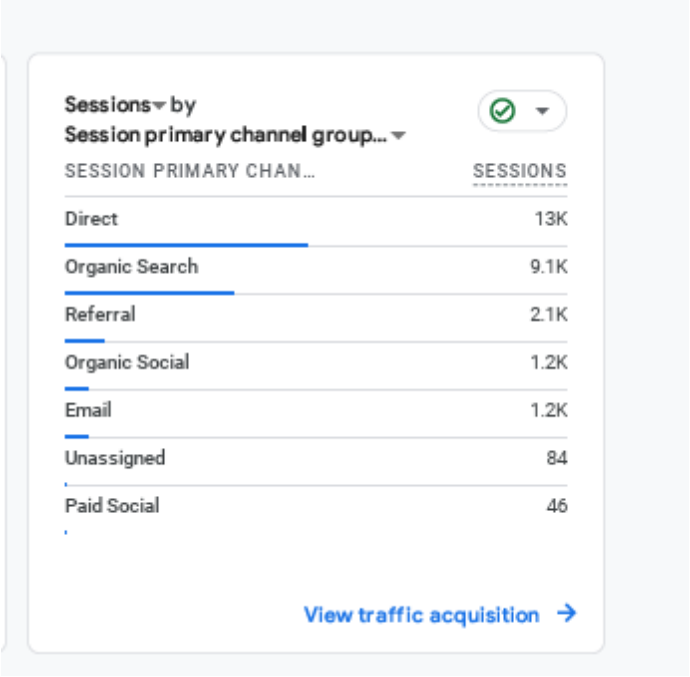


Figure 3. Sessions by primary channels

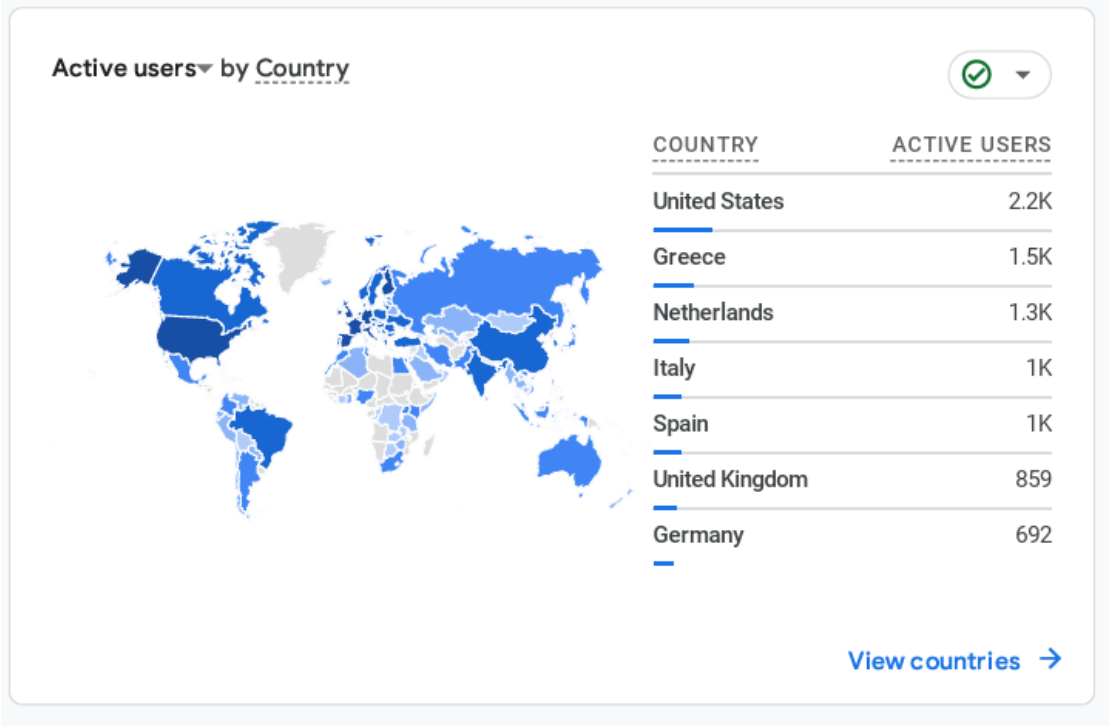


Figure 4. Map distribution of users' countries

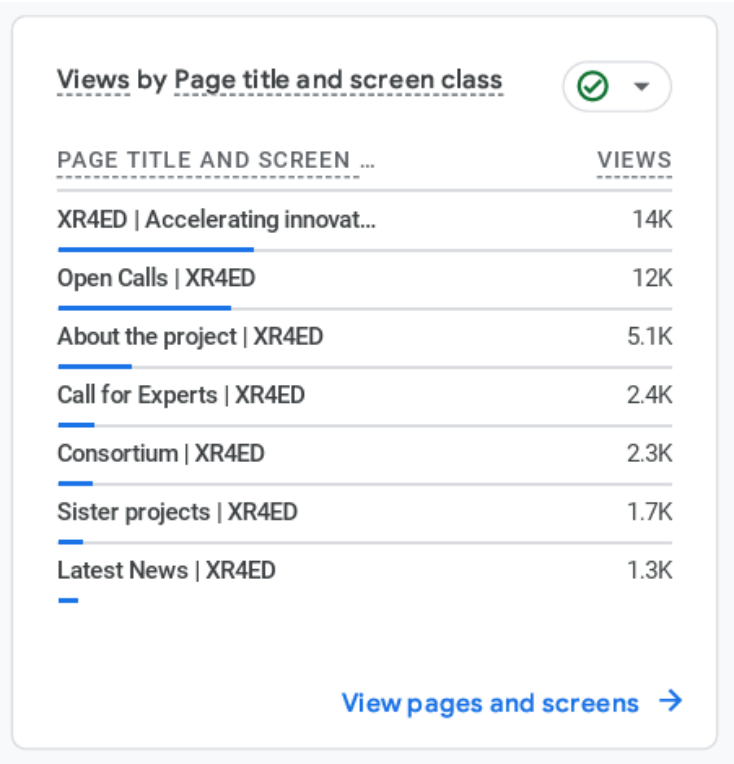


Figure 5. Most viewed pages of XR4ED website

3.2 Social media & Youtube

Over the course of its three-year duration, XR4ED maintained a consistent and multi-channel online presence, leveraging social media alongside its website to reach a broad European and international audience. From the outset, the project integrated social media into its dissemination strategy, explicitly including channels such as Twitter (X), LinkedIn, Facebook, and YouTube among its communication outlets.

XR4ED used these platforms to amplify its main project milestones — including open call announcements, webinars, events, and collaborations — thereby enhancing visibility and facilitating engagement with various stakeholders: educators, researchers, XR-developers, EdTech SMEs, and the broader public.

During key moments such as the rollout of its Open Calls in 2024, XR4ED publicised the funding opportunity through its social-media presence and website, inviting proposals for XR-based educational solutions and thereby reaching potential contributors across Europe. Also, the project also organised informational webinars, which were promoted online to attract educators, developers, and other stakeholders to learn about the platform's vision and opportunities.

Beyond announcements, XR4ED used social media to communicate continuous developments: new studies, collaborative efforts within a cluster of related XR projects, and participation in education and technology events. For example, the launch of the new XR-cluster initiative and presence at summits and expos in 2025 were communicated publicly — contributing to XR4ED's role not only as a project but as a growing XR-education community.

This sustained online activity resulted in an evolving digital footprint that helped build awareness around XR4ED's mission: promoting XR for education, enabling collaboration among EdTech actors, and supporting the development and dissemination of XR-based educational tools. The social media outreach

complemented the project website, ensuring that news, calls, updates, and results were broadly accessible.

Hence, XR4ED's social-media activity over its three-year lifetime demonstrates a structured and strategic use of digital channels to support dissemination, community building, stakeholder engagement, and visibility. Combined with the website and other communication tools, this social-media presence played an essential role in amplifying XR4ED's voice, fostering engagement, and supporting the project's ambition of establishing a pan-European XR-education ecosystem.

3.2.1 Facebook

Over the three-year duration of the XR4ED project, the official Facebook page served as a key channel for disseminating project updates, engaging with stakeholders, and promoting project activities. Throughout this period, the page published more than 110 posts, 20 reels covering a wide range of topics including open call announcements, event participation, webinar promotions, project milestones, and collaborative initiatives with sister projects. With a community of over 300 followers, the platform facilitated direct interaction with educators, researchers, EdTech developers, and the broader public, helping to raise awareness of XR4ED's objectives and outputs. The consistent posting schedule that had almost weekly recurrency, and the diversity of shared content contributed to maintaining visibility and reinforcing XR4ED's role in the European XR education ecosystem. While the Facebook page represents only one element of the project's social media strategy, it played an important part in complementing other dissemination channels and supporting stakeholder engagement across Europe and beyond.

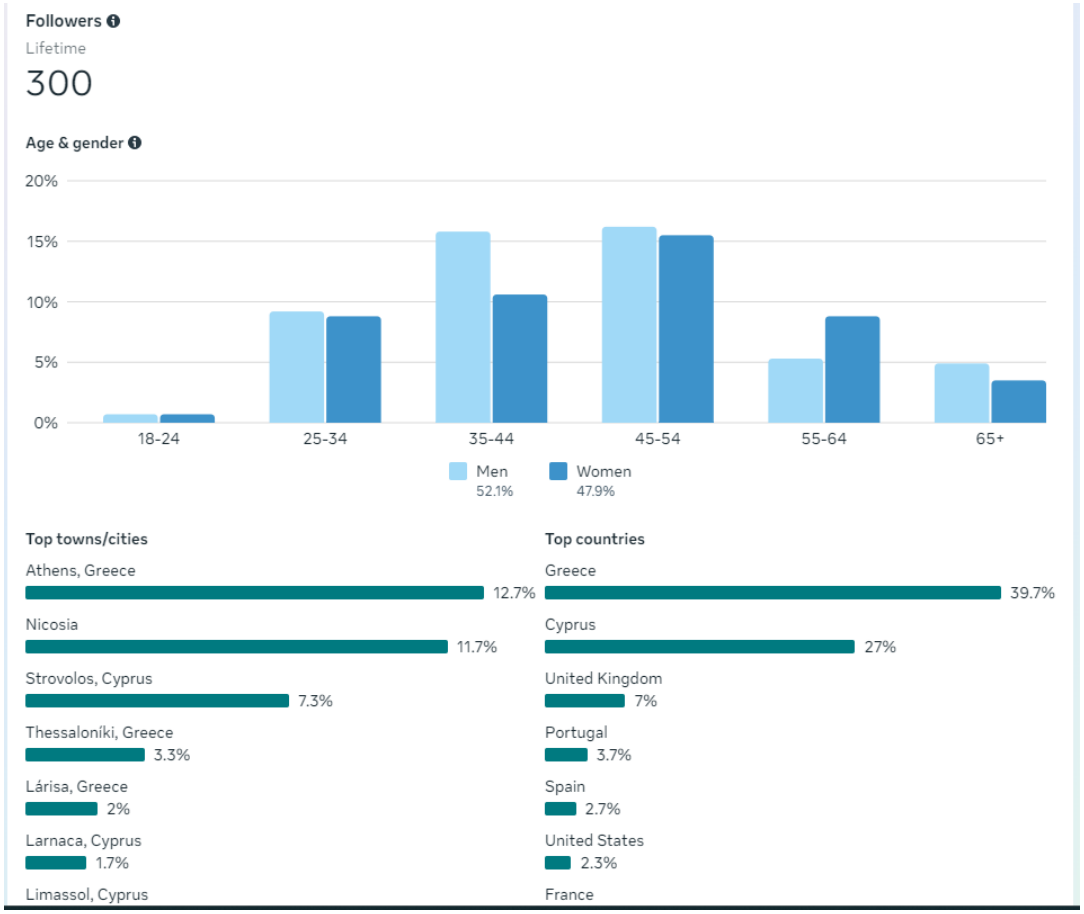


Figure 6. Facebook analytics of XR4ED

3.2.2 LinkedIn

Over its three-year lifespan, XR4ED has maintained a sustained presence on LinkedIn, using the platform to disseminate major news, open-call announcements, project results, and collaborations across its consortium network. The official XR4ED LinkedIn page currently lists more than 880 followers, indicating a modest but focused professional audience receptive to XR and EdTech updates.

Throughout the project period the page regularly published content including open call results, winner announcements, project-cluster collaborations, and educational-XR updates. LinkedIn has therefore served not only as a broadcast medium for formal announcements, but also as a tool for professional networking, stakeholder

engagement, and community building within the European XR and EdTech ecosystem. In doing so, XR4ED has reached out to educators, developers, researchers, and industry partners who may be interested in XR-based educational solutions — complementing other dissemination channels like the website, social media, newsletters, and events.

Given the publicly visible follower count and posting activity, LinkedIn appears to have contributed to building a core professional community around XR4ED.

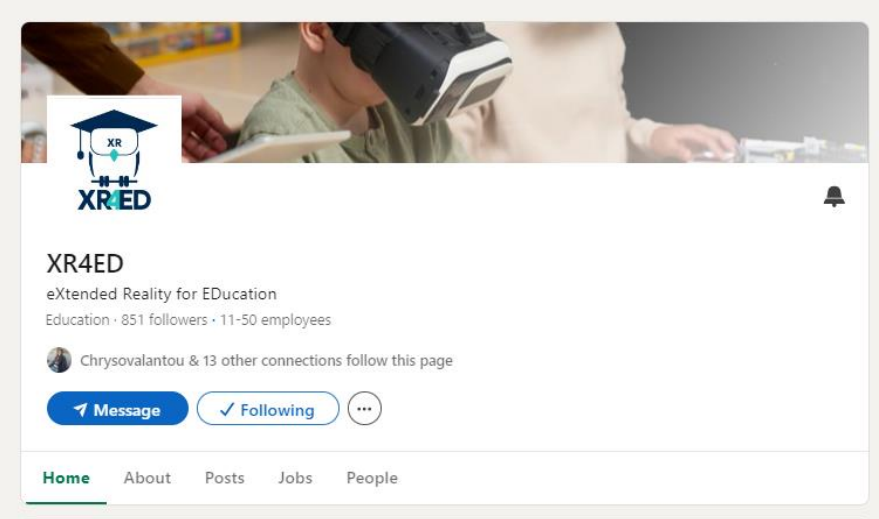


Figure 7.LinkedIn landing page of XR4ED

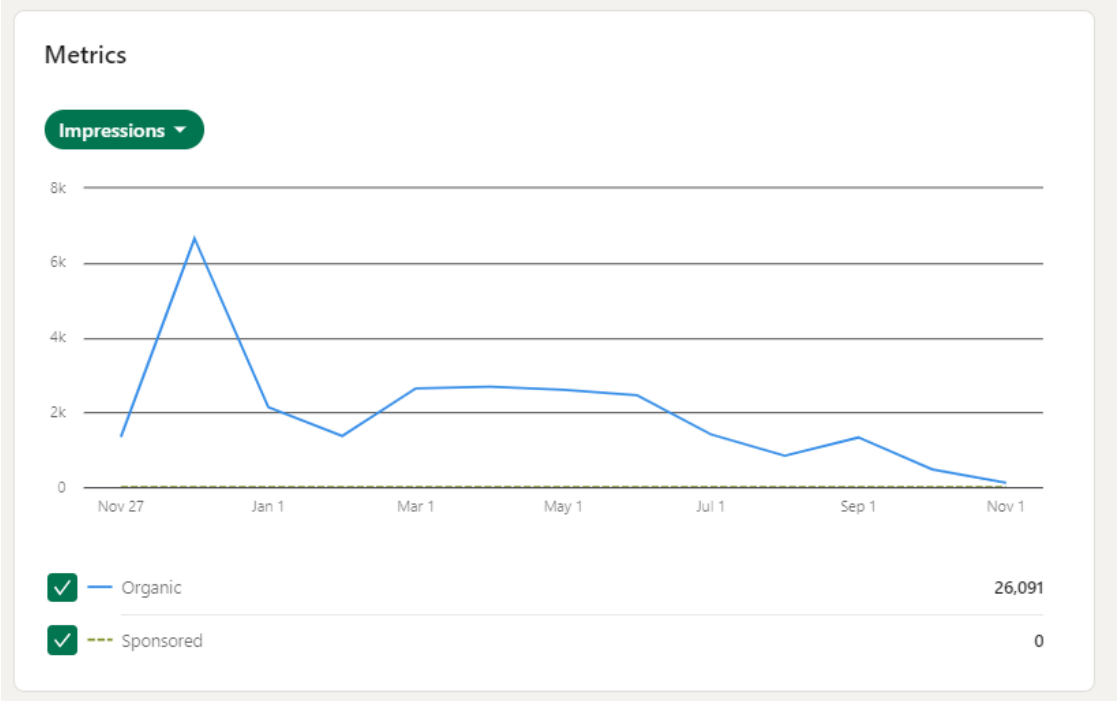


Figure 8.Total impressions in LinkedIn for the past year

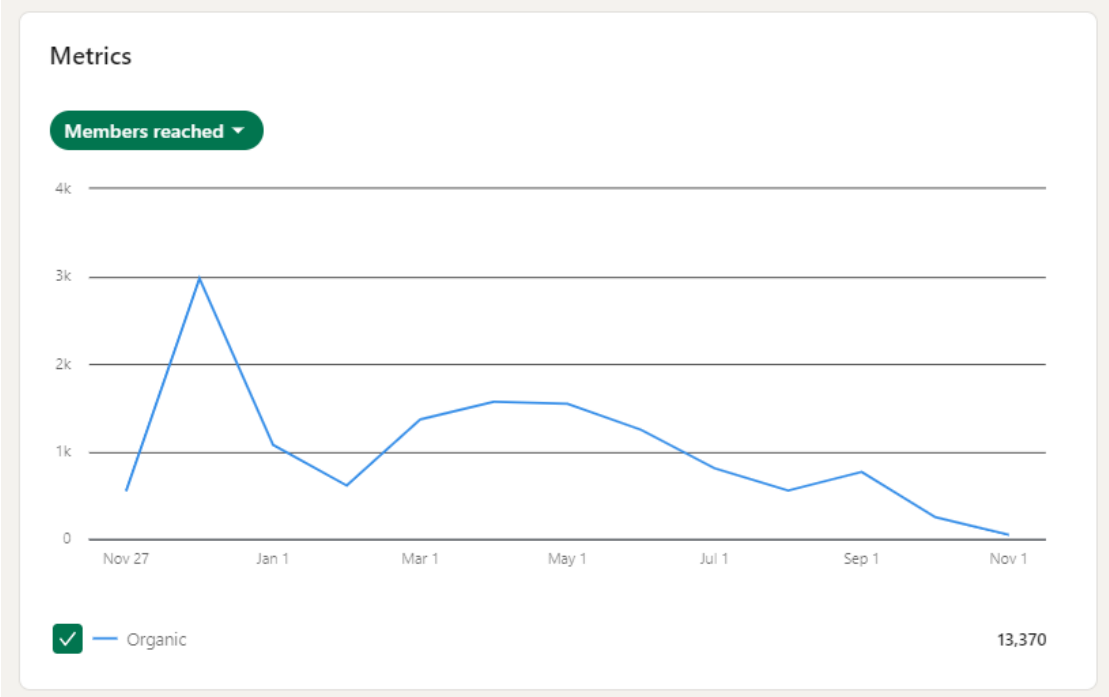


Figure 9.Members reached in LinkedIn the past year

3.2.3 X (social media)

Over the course of its three-year implementation, XR4ED maintained an active presence on X through its official handle @XR4ED_EU. The account was used to disseminate a wide range of project-related updates, including open call announcements, pilot project outcomes, collaborative initiatives within the XR cluster, and participation in educational and technology events. Posts spanned the entire project period from 2023 to 2025, reflecting a consistent effort to engage with educators, researchers, EdTech developers, and other stakeholders interested in XR for education, reaching more than 150 followers.

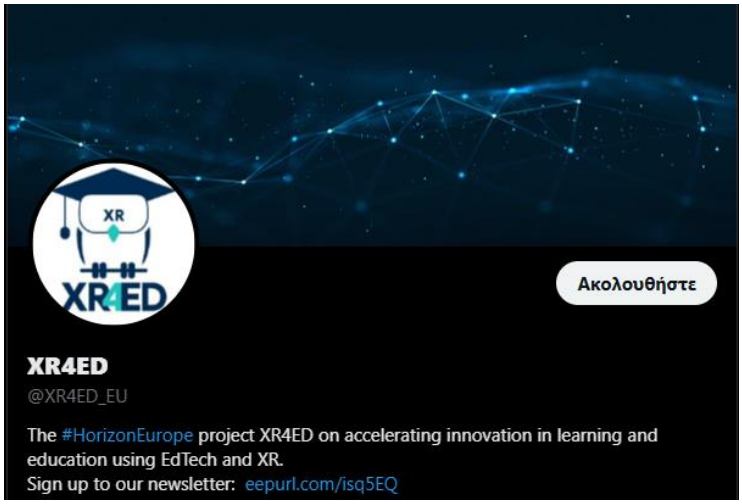


Figure 10.X landing page

3.2.4 YouTube

Throughout the XR4ED project, the official YouTube channel has been utilized as a key digital dissemination and communication tool, showcasing project activities, webinars, and educational content related to XR in education. Since its creation, the channel has accumulated more than 2,000 views, with viewers spending an average of almost two hours engaging with the content, and the channel has gained 70 subscribers. Analytics indicate that viewership has been consistent over the three-year period, with noticeable peaks corresponding to the publication of webinars and major project events.

The channel has successfully uploaded 15 videos, out of which 3 of them were dedicated into explaining the project's goals and initiative, 5 of them were dedicated lectures and webinars and recordings from the XR community meet up and finally 7 videos in showcasing XR4ED's examples of XR assistants in education and in cultural heritage.

The channel reached both new and returning viewers, reflecting sustained interest in XR4ED outputs and pilot results. While relatively modest in size, the YouTube channel complements the project's broader digital presence, supporting the visibility of XR4ED, reinforcing its educational impact, and facilitating access to XR-related knowledge for a pan-European audience.

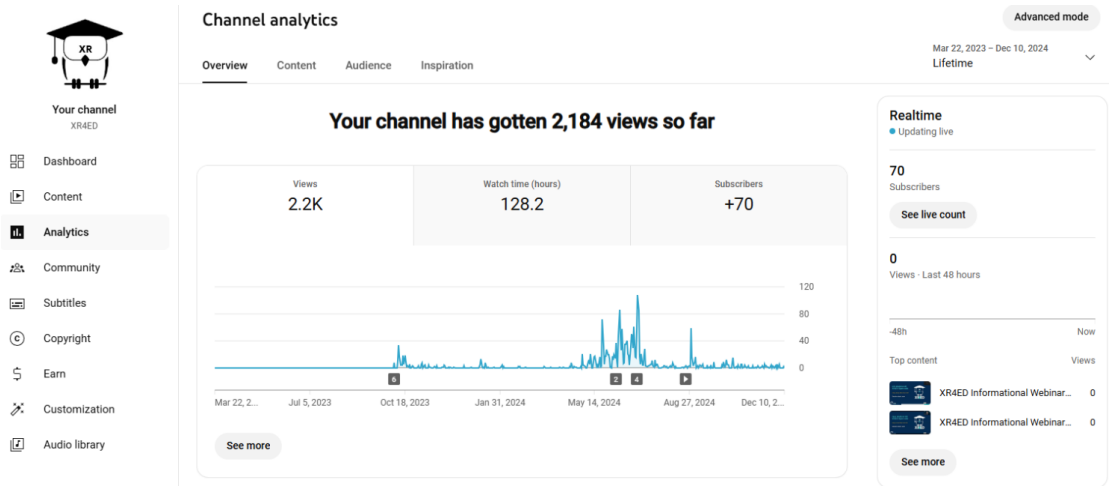


Figure 11. XR4ED YouTube channel views analytics since its creation.

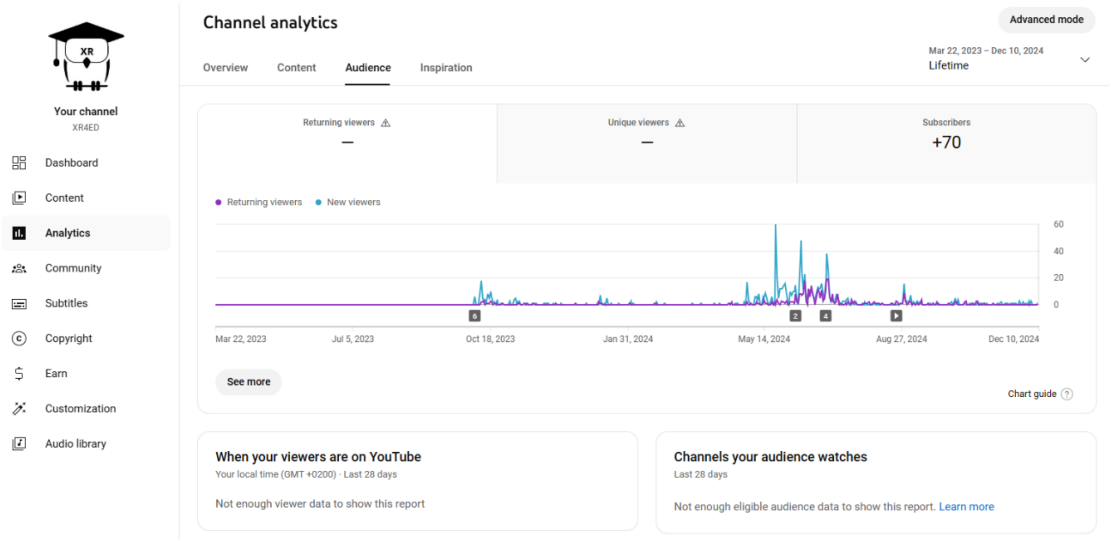


Figure 12. XR4ED YouTube channel Audience analytics since its creation.

3.3 Explanatory material

As part of XR4ED's communication and dissemination strategy, a range of explanatory materials has been developed to inform stakeholders, facilitate understanding, and raise awareness of the project's objectives, activities, and outcomes. These materials are designed to reach diverse audiences, including educators, researchers, policymakers, SMEs, and the broader public.

3.3.1 Website's general documentation

The XR4ED website serves as the central repository of project information. It clearly presents the project's vision, objectives, target groups, and offered services, such as the education platform, open marketplace, ethics observatory, and XR technologies. Official downloadable documents, including the Open Call Overview and guidelines for applicants, complement the website content by providing detailed information on

procedures, eligibility, and participation. All the above are available in the website's dedicated section of resources. [1]

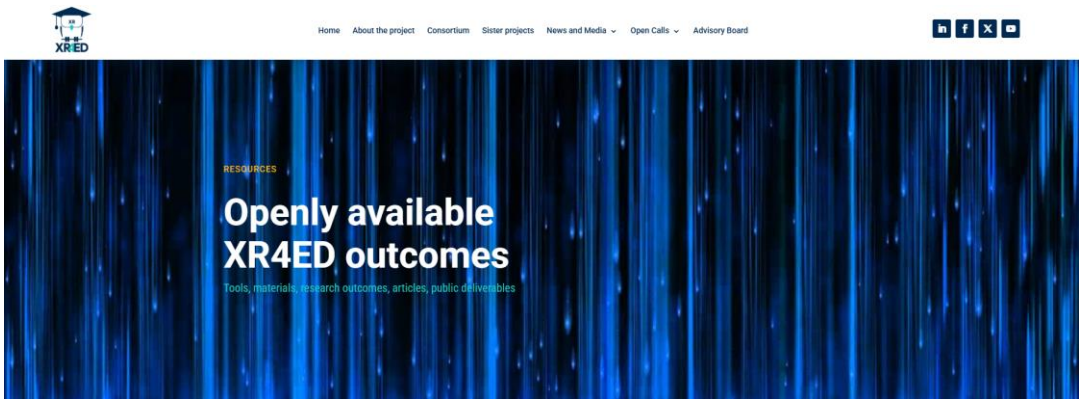


Figure 13. XR4EDwebsite dedicated section on the project's resources such as the deliverables, flyers, newsletters etc.

3.3.2 Content for communication

From the outset, XR4ED recognized the need for high-quality content to support its communication and dissemination strategy. To effectively reach and engage diverse audiences — including educators, researchers, policymakers, and the general public — a variety of digital and visual materials were created. These materials were designed to make the project's objectives, activities, and results more accessible and appealing, supporting posts on social media, website updates, newsletters, and event promotions. By investing in content creation, XR4ED ensured that its work could be clearly understood, widely shared, and consistently represented across all communication channels.

As an example of this content creation, one part of XR4ED's efforts to showcase the outcomes of its Open Call, a dedicated communication campaign was launched to highlight the work of the 20 winning projects[2]. To increase visibility and engagement, a range of materials was developed, including digital assets and visual content specifically designed to present each project in a clear and appealing way. Notably, 20

[1] https://xr4ed.eu/resources/
[2] https://xr4ed.eu/winning-projects/

custom GIFs were created — one for each winning project — which visually summarized their key features, achievements, or innovative elements. These materials were widely disseminated through the project website, social media channels, and partner networks, ensuring that the accomplishments of the selected projects reached a broad audience and were celebrated across the XR4ED community.

In the following figures, examples of the content created for the 20 winning teams are presented. These include the flyers and GIFs specifically designed to showcase each project's key features and achievements. The flyers were used extensively across social media channels and other digital platforms to promote the work of the winning teams, ensuring broad visibility and engagement within the XR4ED community and beyond.

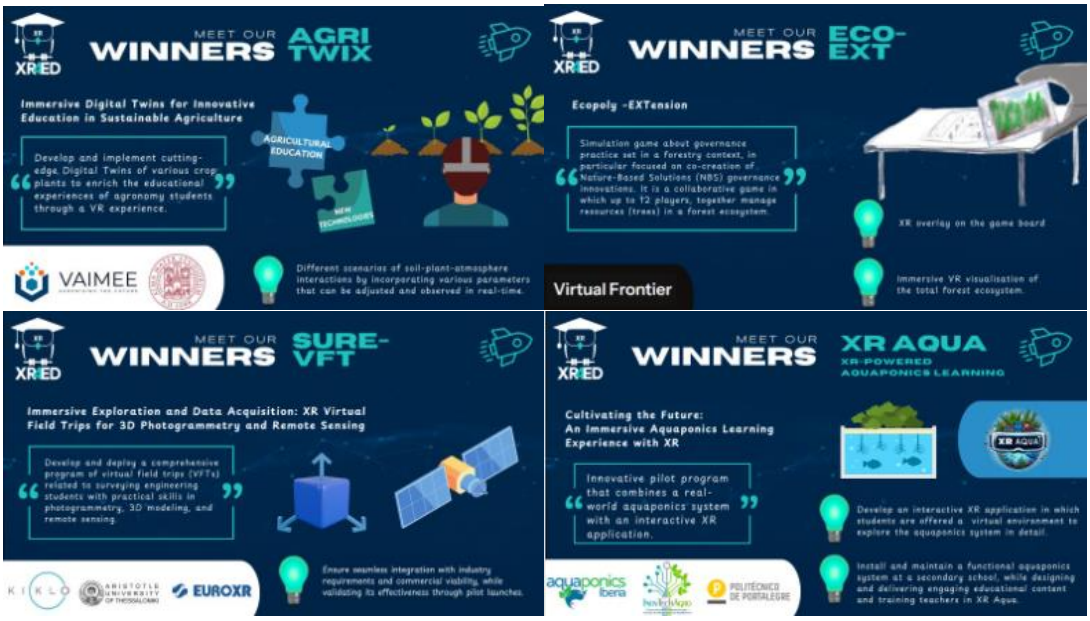


Figure 14. Flyers created on the winning pilot tests their implementation of end-user pilot programs to adapt and integrate XR4ED solutions within educational settings.

Figure 15: Flyers created on the winning of innovative solutions and supplementary components to enhance the XR4ED platform

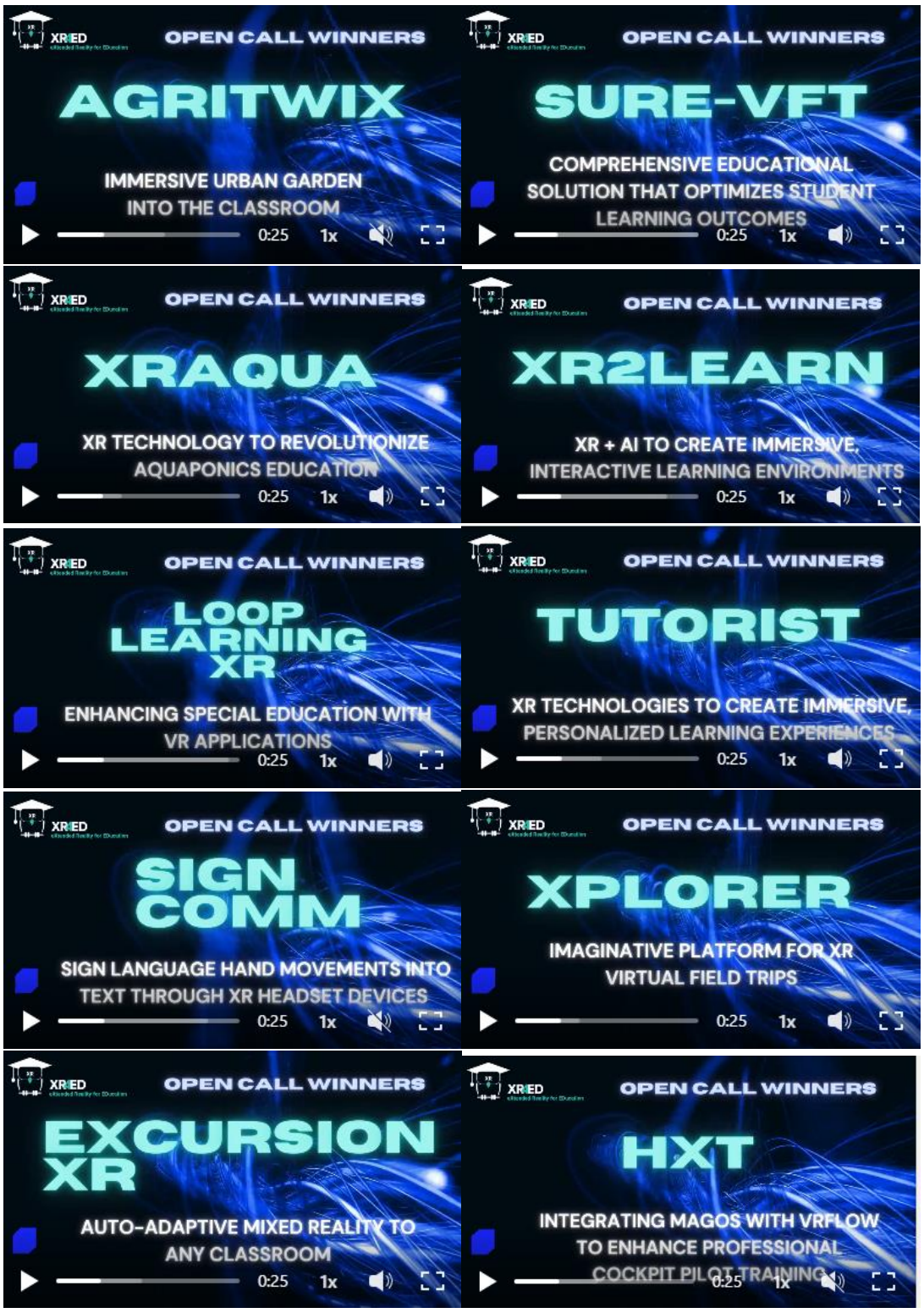

OPEN CALL WINNERS
AGRITWIX
IMMERSIVE URBAN GARDEN INTO THE CLASSROOM
OPEN CALL WINNERS
SURE-VFT
COMPREHENSIVE EDUCATIONAL SOLUTION THAT OPTIMIZES STUDENT LEARNING OUTCOMES
OPEN CALL WINNERS
XRAQUA
XR TECHNOLOGY TO REVOLUTIONIZE AQUAPONICS EDUCATION
OPEN CALL WINNERS
XR2LEARN
XR + AI TO CREATE IMMERSIVE, INTERACTIVE LEARNING ENVIRONMENTS
OPEN CALL WINNERS
LOOP LEARNING XR
ENHANCING SPECIAL EDUCATION WITH VR APPLICATIONS
OPEN CALL WINNERS
TUTORIST
XR TECHNOLOGIES TO CREATE IMMERSIVE, PERSONALIZED LEARNING EXPERIENCES
OPEN CALL WINNERS
SIGN COMM
SIGN LANGUAGE HAND MOVEMENTS INTO TEXT THROUGH XR HEADSET DEVICES
OPEN CALL WINNERS
XPLORER
IMAGINATIVE PLATFORM FOR XR VIRTUAL FIELD TRIPS
OPEN CALL WINNERS
EXCURSION XR
AUTO-ADAPTIVE MIXED REALITY TO ANY CLASSROOM
OPEN CALL WINNERS
HXT
INTEGRATING MAGOS WITH VRFLOW TO ENHANCE PROFESSIONAL COCKPIT PILOT TRAINING
0:25
1x

Figure 16: The 20 GIFs created in order to showcase interactively the winning XR projects

3.3.3 Dissemination material

To support XR4ED's visibility and align with the communication requirements of the EU grant agreement, a range of physical and digital dissemination materials were produced. Among these, roll-up banners played a key role in promoting the project during conferences, workshops, and public events. Each banner prominently displayed the XR4ED logo alongside the EU emblem, ensuring compliance with the grant's branding guidelines. These materials were designed to attract attention, provide a clear visual identity for the project, and convey essential information about XR4ED's objectives, activities, and target audiences in a concise and professional manner.

Figure 17. The project's roll up banner

3.3.4 Infographics

As part of XR4ED's efforts to communicate its vision, structure, and value proposition in a clear and accessible way, the project produced 2 infographics that served as visual summaries. The first example is the "XR4ED in a Nutshell"[3] (Figure 19) one-page infographic, which provides a succinct overview of the project: it outlines XR4ED's purpose — to bring together EdTech and XR communities and build a European reference platform for learning and training with XR — and clarifies key aspects such as the consortium composition, the core offer, and the target groups.

Moreover, the project also produced a full-fledged infographic[4] (Figure 18), designed for dissemination via social media, newsletters, partner websites and more. This flyer presents in a visually structured way what XR4ED offers and who specifically the target groups are. It also outlines the open calls for funding, helping to quickly communicate key project opportunities and engage potential applicants. This infographic was also translated into the languages of the consortium — English, Romanian, French, German, Spanish, and Greek — to enhance its reach and ensure broader dissemination across the participating countries of the consortium and beyond.

Last but not least, a more analytical brochure type of infographic was created also for the winning projects of the open call for pilot tests and developers of innovative solutions that could be integrated to the XR4ED initiative. More information can be found to the relevant link[5], that is shared in the project's website dedicated section on the winning projects.

These infographics and flyers serve multiple strategic functions within the communication and dissemination effort:

[3] xr4ed.eu+2xr4ed.eu+2
[4] xr4ed.eu+1
[5] https://xr4ed.eu/wp-content/uploads/2025/04/XR4ED-OC-winners-extended-document-for-website.pdf

- **Clarity and Accessibility**: By distilling complex project information into short, visually engaging formats, they make XR4ED's mission and structure comprehensible to non-technical stakeholders.
- **Broad Reach and Shareability**: As social-media ready assets, they can be easily shared across different channels, helping to increase visibility and awareness beyond academic or technical audiences.
- **Consistent Branding & Messaging**: The visuals ensure that regardless of where a viewer first hears about XR4ED — a tweet, a partner website, a newsletter.
- **Engagement and Recruitment**: Especially relevant for open calls and collaboration invitations.

Figure 18. First analytical infographic of project information and second booklet prepared for UNITEDXR conference.

Figure 19. Second infographic of XR4ED in a Nutshell

3.5 Newsletters

As part of XR4ED's communication and dissemination strategy, a semi-annual newsletter was produced and distributed to stakeholders, partners, and the wider community. The newsletter served as a key tool to inform subscribers about project updates, milestones, upcoming events, open calls, and relevant developments in the XR and education sectors. Designed to be visually appealing and concise, it combined textual summaries with graphics and links to further resources, ensuring that readers could quickly grasp essential information. By maintaining a regular publication schedule, the newsletter helped sustain engagement, strengthen the project's visibility,

and foster a sense of community among diverse audiences across Europe. All the semiannual newsletters can be found in the project's website dedicated section[6].

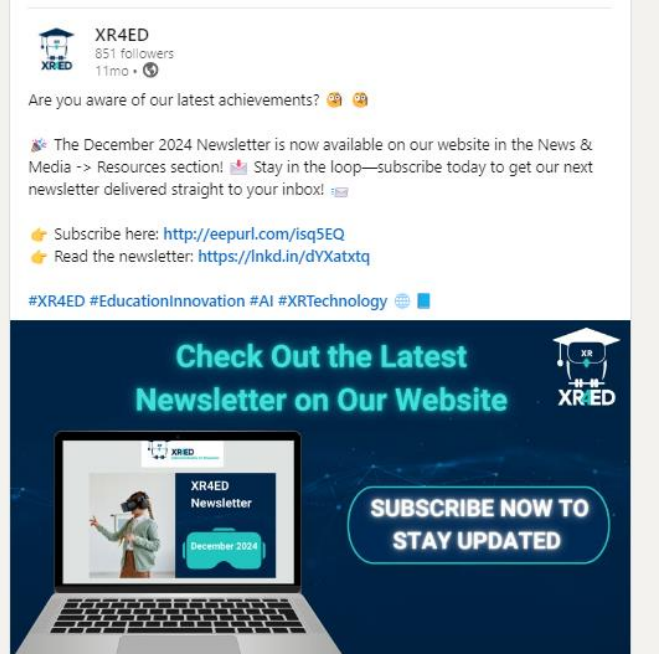


Figure 20. Posts for the upcoming newsletter

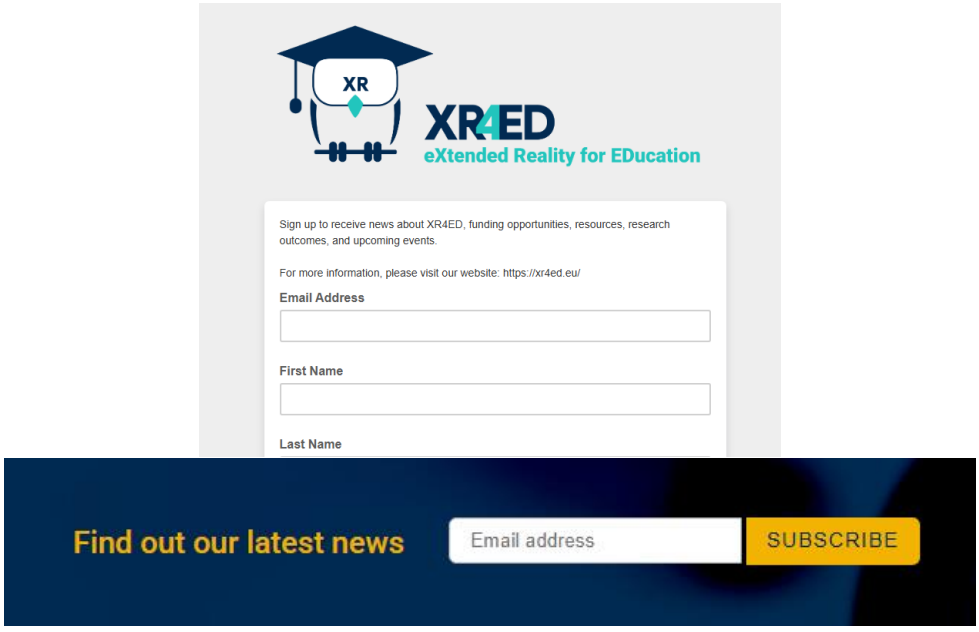


Figure 21. Website to gather XR4ED Subscribers (http://eepurl.com/isq5EQ) and on the project's website.

[6] https://xr4ed.eu/newsletters/

4. Promotional activities

4.1 XR4ED Publications

The XR4ED project has generated a diverse collection of scholarly publications, journal articles, conference proceedings, showcasing our dedication to driving innovation and expanding knowledge in the field of extended reality (XR) technologies for education. Authored by our esteemed partners, these works explore a wide range of topics and have been featured in leading journals and conferences. With 10 publications completed, the project has more than tripled its initial dissemination target of 3 scientific outputs.

These publications have contributed to advancing research in the field of Extended Reality for education and have been made publicly available through the dedicated "Publications" section on the XR4ED website (xr4ed.eu/publications), ensuring accessibility for researchers, educators, policymakers, and developers.

Collectively, the project's publications have received almost 100 citations on its work, reflecting the visibility, relevance, and impact of XR4ED's scientific output within the broader research community. This highlights the project's role not only in developing innovative XR solutions for education but also in contributing to the knowledge base and stimulating further research in the field.

Below there is the list of all publications related to the XR4ED project so far:

1. Škola, F., Karanasiou, A., Triantafillou, M., Zacharatos, H., Liarokapis, F. **Perceptions and Challenges of Implementing XR Technologies in Education: A Survey-based Study**, IMCL 2023, 9–10 November 2023, Porto Palace Hotel, Thessaloniki, Greece.3.1.12 (https://doi.org/10.1007/978-3-031-56075-0_28)
2. Ponton, Jose Luis, et al. **SparsePoser: Real-time full-body motion reconstruction from sparse data**. ACM Transactions on Graphics 43.1 (2023):1-14. (https://doi.org/10.1145/3625264)
3. Apostolou, Kalliopi, Filip Škola, and Fotis Liarokapis. **Enhancing Localization Performance with Extended Funneling Vibrotactile Feedback**. Multimodal Technologies and Interaction 7.12 (2023): 114. (This paper has also received

funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 739578 and the Government of the Republic of Cyprus through the Deputy Ministry of Research, Innovation and Digital Policy).(https://doi.org/10.3390/mti7120114)

4. Ponton, Jose Luis, et al. **Stretch your reach: Studying Self-Avatar and Controller Misalignment in Virtual Reality Interaction.** Proceedings of the CHI Conference on Human Factors in Computing Systems. 2024. (This paper has also received funding from MCIN/AEI/10.13039/501100011033/FEDER "A way to make Europe" UE (PID2021-122136OB-C21) and by the Spanish Ministry of Universities (FPU21/01927)). (https://doi.org/10.1145/3613904.3642268)
5. Skola, F., Milata, V., & Liarokapis, F. (2024). **Extended Reality Intelligent Assistant for Education**. ERCIM News, 2024(137). (This paper has also received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 739578 and the Government of the Republic of Cyprus through the Deputy Ministry of Research, Innovation and Digital Policy).(https://doi.org/10.1016/j.ifacol.2016.09.070)
6. Škola, F., & Liarokapis, F. (2024, May). **Increasing Meditation Efficiency with Virtual Reality**. In Extended Abstracts of the CHI Conference on Human Factors in Computing Systems (pp. 1-9). (This paper has also received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 739578 and the Government of the Republic of Cyprus through the Deputy Ministry of Research, Innovation and Digital Policy). (https://doi.org/10.1145/3613905.3651003)
7. Liarokapis, F., Milata, V., Ponton, J. L., Pelechano, N., & Zacharatos, H. (2024). **XR4ED: An Extended Reality Platform for Education**. IEEE Computer Graphics and Applications, 44(4), 79-88. (This paper has also received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant 739578, and the Government of the Republic of Cyprus through the Deputy Ministry of Research, Innovation and Digital Policy under Grant 1010613). (https://doi.org/10.1109/mcg.2024.3406139)
8. Liarokapis, F., Milata, V., & Skola, F. (2024). **Extended Reality Educational System with Virtual Teacher Interaction for Enhanced Learning**. Multimodal

Technologies and Interaction, 8(9), 83.03. (This work has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 739578 and the Government of the Republic of Cyprus through the Deputy Ministry of Research, Innovation and Digital Policy) (https://doi.org/10.3390/mti8090083).

9. Alexandrou, A., Škola, F., Skarlatos, D., Demesticha, S., Liarokapis, F., & Aristidou, A. (2024). **Underwater virtual exploration of the ancient port of Amathus**. Journal of Cultural Heritage, 70, 181-193. (This project has also received funding from the University of Cyprus (project: Demonstration); the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 739578 and the Government of the Republic of Cyprus through the Deputy Ministry of Research, Innovation and Digital Policy). (https://doi.org/10.1016/j.culher.2024.09.006)
10. Liarokapis, F. (2024). **The XR4ED Intelligent XR Tutor**. EuroXR 2024: Proceedings of the 21st EuroXR International Conference, 277-280. (This work has also received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 739578 and the Government of the Republic of Cyprus through the Deputy Ministry of Research,Innovation and Digital Policy under grant agreement No 101061303). (10.32040/2242-122X.2024.T432)
11. Apostolou, K., Milata, V., Škola, F., & Liarokapis, F. (2024). **Emotional responses to exclusionary behaviors in intelligent embodied augmented reality agents**. In R. Hu & P. Charalambous (Eds.), Eurographics 2024 – Short Papers. The Eurographics Association. (https://doi.org/10.2312/egs.20241023)
12. S. Ppali, H. Psallidopoulos, M. Constantinides and F. Liarokapis, "**VR as a "Drop-In" Well-Being Tool for Knowledge Workers**," in 2025 IEEE International Symposium on Mixed and Augmented Reality (ISMAR), Daejeon, Korea, Republic of, 2025, pp. 1213-1223,: 10.1109/ISMAR67309.2025.00127

4.2 XR4ED Dissemination and Promotional Events

From the beginning of the project up to its completion, the project has actively participated in various events and conferences to showcase its work, spread its message, and connect with stakeholders. These efforts are crucial for raising awareness, fostering partnerships, and promoting the integration of XR technologies in education.

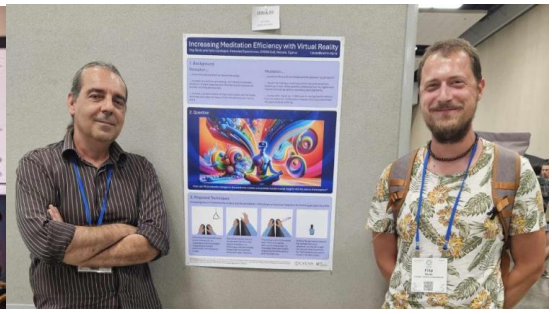
Hence, XR4ED has actively engaged with both local and international communities through a wide range of targeted workshops, conferences, forums, and webinars. These activities provided opportunities to present the project's innovative XR educational solutions, share insights on immersive learning technologies, and promote open calls to a diverse audience of educators, researchers, industry stakeholders, and technology enthusiasts. By participating in both academic and public events, XR4ED has strengthened collaborations, facilitated knowledge exchange, and enhanced its visibility across Europe and beyond. The project's presence in these events demonstrates its commitment to disseminating results, fostering stakeholder engagement, and positioning XR4ED as a leading contributor to the development and adoption of XR technologies in education.

A highlight was at *UnitedXR Europe 2025* in Brussels, where XR4ED project actively showcased its results and responsible innovations in extended reality (XR) for education, engaging educators, researchers, industry and policy stakeholders from across Europe. Project leads presented the vision, tools and outcomes developed over recent years, including an integrated ecosystem of immersive learning tools, AI-enhanced tutoring features, and authoring tools for educators, alongside plans for an open XR educational marketplace grounded in real classroom use cases. A dedicated talk on Responsible AI and ethics in XR education highlighted key considerations like privacy, learner agency and bias. At Booth 501, live demonstrations of winning XR4ED projects — from immersive field trips to inclusive learning and professional training applications — allowed visitors to directly experience practical classroom and training solutions, explore future pilots, and discuss collaborations with consortium partners.

Below are listed some of the key dissemination activities carried out by our partners at relevant events:

1. VRTeacher Project, 27 April, 2023
2. iPEAR Conference, 30 May – 1 June, 2023
3. Extended Reality: Theory and Applications, 13 June 2023
4. Community Meet Up of Sister projects, 30 June, 2023
5. Center of excellence and University of Nicosia workshop, 4 September 2023
6. Artificial Intelligence as a factor creating a development perspective, 26th September 2023
7. International Conference on Interactive Media, Smart Systems and Emerging Technologies (IMET 2023), 5-6 October, 2023
8. Unveil the future of XR – ITW Satellite Conference 13 October, 2023
9. Immersive Technology in Education and Training Panel Talk, EU Science Hub, 8 November 2023
10. Siggraph 2023, 6-10 August 2023.
11. IDL Intensive Week of the SmartEdTech MSc, 12 October 2023
12. Immersive Tech Week in Rotterdam, 28 November - 1 December, 2023
13. “AI in modern life-The impact on society and media” event, 12 February, 2024
14. Athens Science Festival “Tales of Change.”, 16-21 April 2024
15. CHI 2024 Conference, 11-16 May, 2024
16. XR4ED Open Calls Q&A webinar, 14 June, 2024
17. BSS L&T Summer Conference, 16 July, 2024
18. ECT Forum, 27 August, 2024
19. The Ultimate Fusion: Extended Reality Meets Artificial Intelligence Webinar, 12 September, 2024
20. United for Peace EU-UWC Youth Leadership Forum, 21-23 September, 2024
21. 27th European Conference on Artificial Intelligence, 19-24 October, 2024
22. Webit Festival, 22 - 23 October, 2024
23. SOFA Week, 25 - 29 November, 2024
24. 21st EuroXR International Conference, 27 - 29 November, 2024
25. Immersive Tech Week, 4 - 6 December, 2024

26. Stereopsia, 9 - 11 December, 2024
27. Virtual worlds, Web 4.0, 11 February, 2025
28. EduTech Summit & Expo 2025, 11-12 April, 2025
29. HECOF Final Conference, 22 May, 2025
30. UNITEDXR Europe, 8-10 December 2025



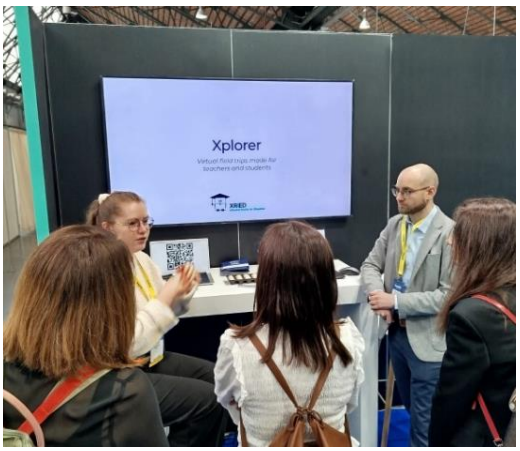


Figure 22: Indicative photos of XR4ED presence in the aforementioned events.

4.3 Development of new XR cluster collaborating with Sister projects

Over the course of its implementation, XR4ED has continued to lead and coordinate the development of an XR-focused cluster in collaboration with several EU-funded sister projects. This effort aims to create a collaborative ecosystem of XR initiatives aligned with human-centric, AI-boosted, and educational innovation.

Since its early steps with XR5.0, the cluster has expanded significantly. Regular monthly meetings have been held to share updates, coordinate joint actions, and foster cross-project learning. New projects have joined the cluster, making the final cluster to include:

- CORTEX2: Revolutionizing cross-industry collaboration through a cutting-edge XR platform designed to break down barriers and facilitate seamless interaction across sectors.
- XR5.0 Project: Building, demonstrating, and validating a novel person-centric and AI-based XR paradigm tailored to Industry 5.0 applications.

- MASTER: Enhancing robotics training in manufacturing by providing immersive, hands-on learning experiences for the automated workplace.
- HECOF: Transforming higher education through AI-driven, personalized, and adaptive learning, with a focus on Chemical Engineering and advanced student assessment tools.
- augMENTOR: Integrating emerging technologies into a pedagogical framework that builds both foundational and 21st-century skills. Using an AI-enhanced toolkit, the project offers personalized learning pathways tailored to individual learners.
- XR2Learn: Supporting cross-border development of human-centric XR educational applications through a Digital Innovation Hub aimed at training in manufacturing and distance learning.
- SERMAS: Exploring the social dimensions of XR by designing next-generation systems that promote coherent interaction, social acceptance, and user-centered design.
- TRANSMIXR: Advancing immersive media for the creative sector through XR and AI, enabling new narrative formats and socially impactful media production.
- SPIRIT: researches, develops, and demonstrates low-latency and scalable solutions that will ultimately bring real-time immersive telepresence into practice.
- MotivateXR: contribute to a novel generation of XR collaborative authoring, publishing, and experiencing tool suite for training and assistance to industrial operations such as the assembly, manufacturing, maintenance, and dismantlement of industrial goods.
- OPENVERSE: lay the foundational framework for these Virtual Worlds, combining user co-creation with extended reality technologies, addressing legal and ethical challenges, and guiding future policy and industry standards for globally influential Virtual Worlds.

- XR2INDUSTRY: aims to the creation of a European reference platform aiming to develop and prototype advanced interoperable XR solutions to solve common challenges encountered by the industry (in areas such as assembly, maintenance, remote operation, training, design, logistics, etc.), placing the wellbeing of workers at the centre of the production process.

Each time a new project joined the cluster, XR4ED announced the collaboration via dedicated posts on LinkedIn, X, and Facebook, with consortium partners tagged to increase reach (Figure 23). The cluster members have reciprocally supported each other's communication campaigns and events, helping amplify impact and visibility.

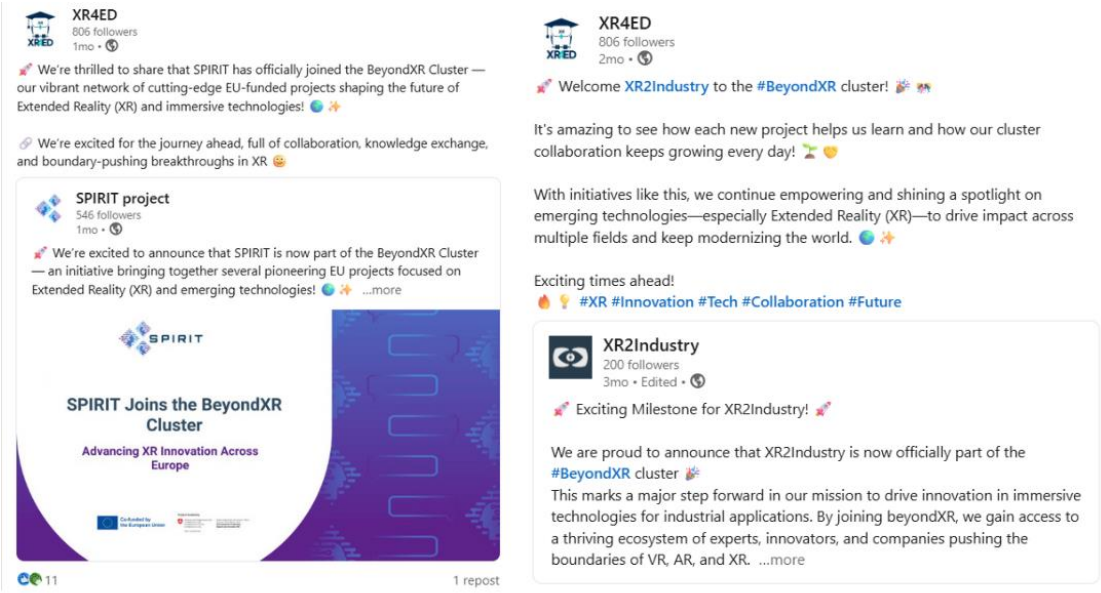


Figure 23. XR4ED LinkedIn posts welcoming the SPIRIT (left) and XR2Industry (right) projects to the BeyondXR cluster.

Furthermore, XR4ED maintains close ties with these initiatives through shared content, joint webinars, event promotion, and cross-posting of news items. A notable example of this is the HECOF Final Conference, where XR4ED was present, contributing to discussions on AI-enhanced learning innovation and further consolidating the cluster's mission (Figure 24).

Figure 24. Presenting the XR4ED project at the HECOF final conference.

These joint efforts not only strengthen individual project outcomes but also amplify the broader message of XR's transformative potential in education and beyond. Thanks to the support of the cluster, we have been able to extend our outreach and receive assistance when needed—for instance, in increasing the XR4ED mailing list. All participating projects have demonstrated a strong spirit of collaboration by sharing, commenting on, and reposting each other's content to boost visibility when required (Figure 25).

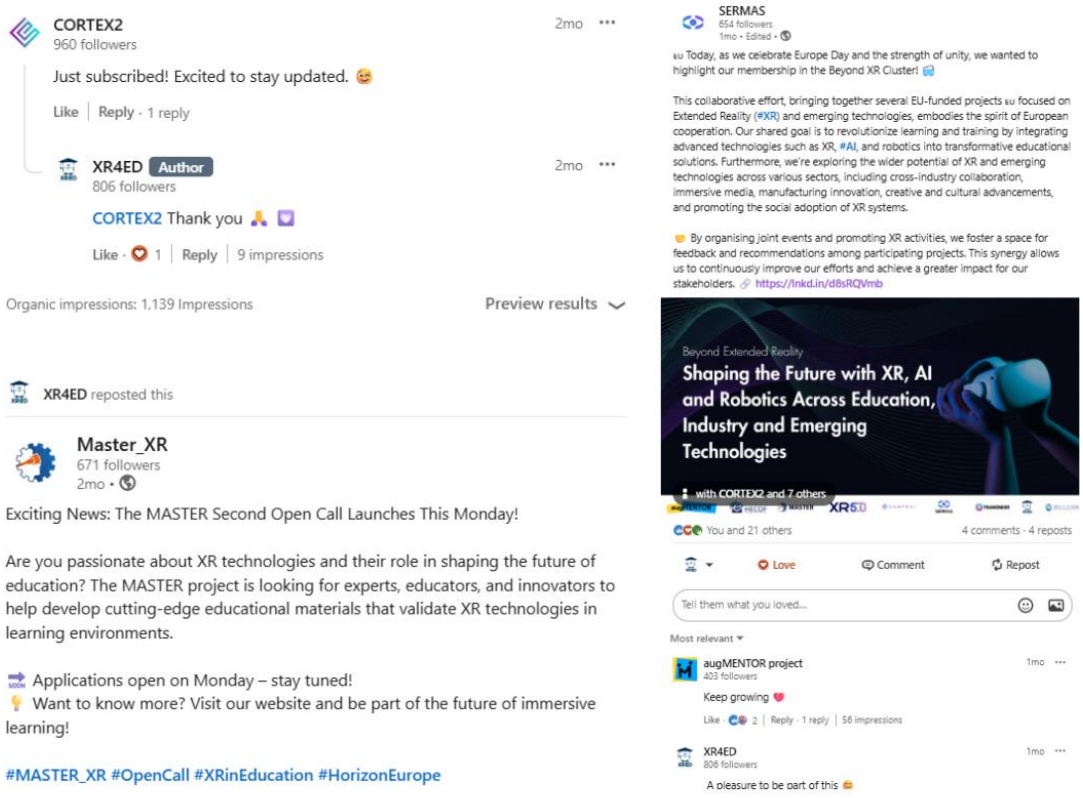


Figure 25. Different interactions between XR4ED and sister projects in social media.

4.4 Overview of online press & media

As part of its dissemination and outreach efforts, XR4ED has attracted media attention beyond its own website and academic publications. These features help raise public awareness, engage stakeholders across Europe, and reinforce the project's standing within the broader XR, EdTech, and policy communities.

Notable aspects of the media coverage:

- **Diversity of media outlets and geographies**: Mentions include external portals and organisations from different EU-countries, showing that XR4ED's message is reaching beyond consortium partners and academic circles.

- **Focus on relevance and public interest**: Some of the coverage emphasises XR4ED's societal and educational value, positioning the project as a European initiative to modernize learning through XR, respond to digital transformation needs, and support SMEs, EdTech developers, and education stakeholders.
- **Institutional and EU-level visibility:** mentions from an official EU-related agency outlet, signalling recognition at the programme/funding administration level.
- **Support for dissemination strategy beyond academia**: Media features supplement formal academic dissemination (publications, conferences) by offering a channel aimed at broader audiences: educators, policy-makers, practitioners, and the general public. This helps the project fulfil communication and impact objectives associated with Horizon-funded projects (visibility, exploitation, outreach).

The existing media coverage demonstrates that XR4ED has already started to build a network of external visibility beyond academic and consortium contexts. The presence on EU agency pages, science-communication platforms, regional innovation portals, and national press channels helps fulfil key dissemination objectives: raising awareness among stakeholders, enhancing project legitimacy, and supporting outreach to potential XR developers, SMEs, educators, and policymakers across Europe.

Indicatively the following mentions in articles and top-tier news outlets can be found.

EU online press

- https://hadea.ec.europa.eu/news/meet-hadea-managed-project-xr4ed-unitedxr-europe-2025-12-03_en
- https://eunewsletter.eu/meet-hadea-managed-project-xr4ed-at-unitedxr-europe/
- https://euagenda.eu/news/905515
- https://www.ai4europe.eu/ai-community/projects/xr4ed

- https://ercim-news.ercim.eu/en141/special/intelligent-extended-reality-cultural-heritage-guide-enhancing-immersive-experiences?utm_source=chatgpt.com
- https://media-and-learning.eu/subject/ar-vr/xr/xr4ed-open-call-for-developers-and-pilots-deadline-3-july/
- https://finerproject.eu/en/mapping_set-up/xr4ed/

Local online press

- https://www.ip4fvg.it/2024/05/08/progetto-xr4ed-per-tecnologie-di-formazione-con-extended-reality/
- https://haptikos.tech/xr4ed-haptikos-joins-forces-with-vrpilot-to-revolutionize-xr-training/
- https://exports.ebeh.gr/home/sumvoules/907-cyens-center-of-excelence-xr4ed-horizon-europe-innovation-action?
- https://www.philenews.com/oikonomia/article/1209278/cyens-enarxi-tou-ergou-epafximenis-pragmatikotitas-xr4ed/
- https://www.nicosia.org.cy/el-GR/news/announcements/2023/17490/

In parallel XR4ED and its partner VASS have already been featured in multiple top-tier news outlets all over Europe. You can find the links to the media features below.

- Handelsblatt: https://ircenter.handelsblatt.com/websites/ircenter_handelsblatt10/German/9020/news.html?companyDirectoryName=501019a&newsID=2647411
- Dagens Industri: https://www.di.se/bors/pressmeddelande/b588a804-3dbb-5fca-9d7a-d428ae1d26c7/
- Wallstreet online: https://www.wallstreet-online.de/nachricht/17575770-eqs-news-vass-co-launches-the-extended-reality-for-education-platform-xr4ed-to-accelerate-innovation-learning-and-education-the-eu
- Boerse: https://www.boerse.de/nachrichten/EQS-News-VASS-co-launches-the-eXtended-Reality-for-Education-platform-XR4ED-to-accelerate-innovation-in-learning-and-education-in-the-EU/35501766

- Finanz Nachrichten: https://www.finanznachrichten.de/nachrichten-2023-11/60748483-eqs-news-vass-co-launches-the-extended-reality-for-education-platform-xr4ed-to-accelerate-innovation-in-learning-and-education-in-the-eu-023.htm
- Ariva: https://www.ariva.de/news/eqs-news-vass-co-launches-the-extended-reality-for-11065034
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5.Evaluation and Impact Assessment

5.1 Evaluation Framework, KPIs and Metrics

To monitor and assess the effectiveness of XR4ED's dissemination and communication activities, the project established a comprehensive evaluation

framework based on clearly defined Key Performance Indicators (KPIs) and metrics. These indicators cover multiple aspects of outreach, including project branding, engagement with stakeholders at national and international events, production of promotional materials, scientific publications, online and social media visibility, and media coverage. By tracking both quantitative and qualitative metrics, the project ensures a structured approach to measuring progress, identifying areas for improvement, and demonstrating the overall impact and reach of XR4ED's communication efforts across Europe and beyond.

Hence, these KPIs and metrics that have been established to measure our progress and impact from the initial proposal can be found analytically below:

KPI	Actual to date	Target
Project branding	1	1
National workshops for local stakeholders	5	5
Local and International events attendance	42	30
Targeted meetings with local stakeholders to discuss project outcomes and achievements	5	5
XR4ED Flyers/ brochures	20	2
XR4ED Banner	1	1
Infographics	>30	2
Scientific Publications	12	3
Mailing list	265	800
Broadcasts in local media	16	10
Social networks	3	3

Other important metrics include:

- Aggregate of social media followers: 1221
- Aggregate of social media posts: > 500
- Total views on YouTube: 2200 views

5.2 Feedback Mechanisms and Continuous Improvement

Effective feedback mechanisms remain a cornerstone for the continuous improvement and success of the XR4ED project. To ensure that we capture valuable insights and address the evolving needs of the project, we have enhanced and streamlined several feedback mechanisms, focusing on the active participation of consortium partners, Open Call winners, sister projects, and other stakeholders.

As part of our updated approach, we continue to hold regular online meetings with consortium partners, offering a dedicated platform to share experiences, insights, and suggestions about the project's progress and outcomes. These meetings allow us to stay in tune with any practical challenges faced by those directly involved in the project and help identify opportunities for improvement.

We also maintain open lines of communication with our sister projects, regularly engaging with them to share progress updates and seek their feedback on collaborative initiatives. These collaborations help identify synergies and areas where XR4ED and its sister projects can better support each other's goals. Feedback from sister projects is integrated into our ongoing activities, ensuring that we strengthen the overall network and continue to advance shared objectives.

In parallel, we have maintained open communication channels, including dedicated email addresses and social media platform chats. These channels allow all partners, including the Open Call winners, sister projects, and external stakeholders, to provide real-time feedback, ask questions, and share concerns. This consistent and transparent feedback loop ensures that we remain agile and responsive to the evolving needs of the project and its participants.

By actively engaging with both internal and external stakeholders, including sister projects, and incorporating their feedback, we aim to continually improve the

effectiveness and impact of XR4ED. This ensures that the project remains relevant to the educational and XR communities and continues to meet its objectives while strengthening collaborations with like-minded initiatives.

6. Conclusions

The XR4ED project has successfully implemented a comprehensive communication and dissemination strategy that has significantly increased the visibility, adoption, and impact of XR technologies for education across Europe. Throughout its three-year duration, XR4ED has employed a multi-channel approach—leveraging its website, social media (LinkedIn, Facebook, X, YouTube), newsletters, explanatory materials, infographics, flyers, and webinars—to reach a diverse and international audience of educators, students, EdTech developers, researchers, policymakers, SMEs, and industry partners.

XR4ED consistently surpassed some of its original Key Performance Indicators. The project generated 10 scientific publications, more than tripling its initial target of 3, and collectively receiving almost 100 citations, reflecting the scientific relevance and impact of the project's outputs. In parallel, the "Latest News" section on the XR4ED website published 29 updates, far exceeding the planned 3, while providing timely insights into project milestones, event participation, and Open Call results. These achievements demonstrate the project's commitment to transparency, knowledge dissemination, and stakeholder engagement.

Furthermore, XR4ED actively participated in over 25 national and international workshops, conferences, forums, and webinars, connecting with local and international stakeholders. Targeted meetings, online campaigns, and collaborative initiatives within the XR cluster further strengthened partnerships, facilitated cross-project learning, and amplified the project's outreach. XR4ED's leadership in developing a collaborative ecosystem with sister projects—including XR5.0, HECOF, MotivateXR, SPIRIT, and others—showcases its role in building a pan-European network for XR education and research, promoting synergies, co-promotion, and joint knowledge exchange.

To enhance accessibility and engagement, XR4ED produced a variety of explanatory and promotional materials, including infographics translated into six languages, 20 custom GIFs highlighting Open Call winners, flyers, and roll-up banners. These materials ensured consistent branding, clarity, and shareability across multiple platforms, supporting both academic dissemination and outreach to broader communities.

The project received significant coverage in EU-level and national media outlets, as well as top-tier European news platforms, amplifying its public visibility. The implementation of a structured evaluation framework, based on KPIs and metrics, allowed XR4ED to monitor progress across branding, event participation, media coverage, publications, social media engagement, and stakeholder outreach. Feedback mechanisms—including regular consortium meetings, engagement with sister projects, and open communication channels—ensured that activities remained responsive, effective, and aligned with evolving project needs.

By consistently exceeding its dissemination and communication objectives, XR4ED has established itself as a central reference point for XR in education across Europe. The project has successfully fostered a collaborative ecosystem, strengthened its visibility, and demonstrated the practical and scientific value of XR technologies. The knowledge, materials, and networks created will support the long-term adoption and sustainability of XR4ED solutions, enabling continued innovation, research, and educational transformation well beyond the project's lifetime.

In summary, XR4ED has not only met but frequently exceeded its dissemination and communication objectives, leaving a lasting impact on the European XR education landscape. The project has reinforced the uptake of XR solutions, expanded the XR4ED community, promoted knowledge exchange, and laid a strong foundation for continued innovation in immersive educational technologies.