



D6.1 COMMUNICATION, DISSEMINATION, STANDARDISATION AND EXPLOITATION PLAN

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Abstract	This deliverable defines the communication, dissemination, standardisation, and exploitation strategy to guarantee broad visibility, promotion, and up-take of the project results. It describes the actions taken in the first four months of the project as well as the targeted metrics. It outlines the planned activities for the whole duration of the project, focusing on the first reporting period.
Keywords	Dissemination, Communication, Outreach, Exploitation, Standardisation

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SEN	Sensitive, limited under the conditions of the Grant Agreement	
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Classified C-UE/ EU-C	EU CONFIDENTIAL under the Commission Decision No2015/ 444	
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- * R: Document, report (excluding the periodic and final reports)
- DEM: Demonstrator, pilot, prototype, plan designs
- DEC: Websites, patents filing, press & media actions, videos, etc.
- DATA: Data sets, microdata, etc.
- DMP: Data management plan
- ETHICS: Deliverables related to ethics issues.
- SECURITY: Deliverables related to security issues
- OTHER: Software, technical diagram, algorithms, models, etc.

EXECUTIVE SUMMARY

This deliverable describes the communication, exploitation and standardisation strategy and planning of the SPIRIT project, as defined in **Work Package 6 “Impact Creation and Outreach”**. It details the project's framework and outreach strategy, the planned dissemination and communication, exploitation, and standardisation efforts, as well as the impact measures to meet the project's objectives and assist project partners in their day-to-day activities.

The **first part** of this document is dedicated to the **communication and dissemination strategy and plan**. SPIRIT is embracing a large set of initiatives that aim to raise awareness and improve innovation of real-time immersive telepresence applications. To this respect, the main objectives of SPIRIT's dissemination channels and plan are to:

- Ensure broad visibility and raise awareness about SPIRIT, spreading knowledge about the project and its results, establishing a distinctive and recognisable identity that will support marketing efforts.
- Reach, stimulate and engage a critical mass of relevant stakeholders to ensure that (a) the open calls and SPIRIT concepts and activities are effectively and properly disseminated to the targeted audiences for maximum participation and promotion; (b) the results of the project and 3rd party projects selected through SPIRIT open calls are effectively showcased, leading to validation, improvement and possibly further adoption of the developed technologies and concepts.
- Facilitate exploitation of the outcomes of the project and promote the development of innovative solutions based on SPIRIT's technologies and architectures.
- Foster impactful contribution to relevant scientific domains and standardisation bodies as appropriate and relevant to planned exploitation plans and the outcomes of the project.
- Establish strong liaisons and ensure close collaboration with relevant initiatives in the multimedia communication and in the research and innovation domains.

SPIRIT will engage in dissemination, communication and community building towards industry and SMEs, including network operators and vertical service providers, standardisation bodies, researchers, as well as citizens, policy makers and relevant multimedia communities and projects as appropriate. Demonstrating the benefits of development of immersive technologies will be a core mission around which the SPIRIT promotional efforts will be organised, starting from funding third parties to test the SPIRIT platform.

The **second part** of this deliverable describes the **strategy for collaborating with and contributing to international standardisation organisations**. Several SPIRIT partners have previously actively and successfully contributed to international standardisation efforts in various standardisation bodies. These partners (EDD, HHI, UNI-KLU, and UoS) intend to continue and possibly expand their standardisation activities in Task 6.2, contributing technical outputs from innovation activities to international standardisation bodies if eligible and promising. Section 3 of this deliverable outlines the plans developed by each partner for contributing to international standardisation, which includes the organisations ISO/IEC MPEG, the IETF, the 3GPP, the W3C, and the newly formed Metaverse Standards Forum. The section begins with an overview and then delves into the types and topics of activities (from monitoring to actively contributing to standardisation processes), as well as the goals and potential benefits of those partners' standardisation work. This plan will be refined throughout the course of the project.

The **third part** of this deliverable describes the **outline of the exploitation plan** for the SPIRIT project. It drafts the strategy and specific actions for the exploitation of results and the expectations and claims of the partners on the exploitable results of the project. The Individual

Exploitation Plan (Table 10) summarises each partner's preliminary exploitation plan for converting public R&I results into impact for public (e.g., contributing to a more digitalised society) and private value (e.g., commercial gain). This plan will be updated throughout the project. Deliverable 6.2 will outline the refined and finalised SPIRIT exploitation strategy and plan, as well as the overall project and partner level exploitation strategies and plans, and a detailed assessment of potential exploitation impacts.

Notice: Due to the ongoing process of Consortium Agreement signature, neither the standardisation nor the exploitation plans include all partners' contributions.

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ABBREVIATIONS

AR	Augmented Reality
VR	Virtual Reality
XR	Extended Reality
MPEG	Moving Picture Experts Group
3GPP	The 3 rd Generation Partnership Project
W3C	World Wide Web Consortium
IETF	Internet Engineering Task Force
NGI	Next Generation Internet
SNS JU	European Smart Networks and Services Joint Undertaking
KERs	Key Exploitable Results
GDPR	General Data Protection Regulation
WebRTC	Web Real-Time Communication
WP	Work Package
BDVA	Big Data Value Association
6G IA	6G Smart Networks and Services Industry Association
NGIoT	Next Generation Internet of Things
SNS OPS	Supporting the SNS JU Operations

1 INTRODUCTION

1.1 PURPOSE OF THE DOCUMENT

This deliverable is produced as part of **Work Package 6 (WP6) "Impact Creation and Outreach"** and aims to develop a comprehensive communication, dissemination, standardisation and exploitation strategy for SPIRIT for outreach and impact creation, taking into account the characteristics of the information to be disseminated, the target groups and audiences, and the impact to be achieved. Expected outcomes and impacts, evaluation measures and tools are defined. This strategy provides the framework for the various awareness-raising, promotional and community-building activities that will be carried out during the project.

The purpose of this document is therefore to outline a comprehensive communication, dissemination, standardisation and exploitation plan for achieving the following objectives:

- Identify target audiences, including a broad range of stakeholders in the extended reality and multimedia communication communities.
- Outline the methods, tools and promotional materials to be used in the dissemination of the project and communication activities.
- Develop a plan for standardisation of the project's concepts and technologies.
- Provide an overview of the planned activities and list possible opportunities to be exploited within the project.
- Define the methodology and procedures to be used in the implementation, monitoring and evaluation of all communication and engagement activities.

This is a 'living' document that can be adapted to any necessary adjustments during the implementation of the project. The dissemination planning will therefore be constantly assessed and revised during the course of the project. Important updates will be included in the regular reports.

1.2 STRUCTURE OF THE DOCUMENT

The sections of the deliverable at hand are organised in the following manner: after the introductory **Section 1**, **Section 2** describes the fundamental aspects of the communication and dissemination strategy and plan of SPIRIT, including the main objectives, tools and activities implemented in the initial phase of the project, as well as the description of the planned activities for the whole duration of the project, focusing on the first reporting period. **Section 3** outlines the plan for standardisation of the project's concepts and technologies. **Section 4** outlines each partner's preliminary plans for exploiting the project's results, as well as their expectations and claims for the project's exploitable results. **Section 5** describes the metrics for the evaluation of the communication, dissemination, standardisation and exploitation activities. **Section 6** concludes the document.

1.3 SPIRIT MOTIVATION AND MISSION

Telepresence can be seen as the next generation of communication applications that will significantly enrich the human-to-human and human-to-machine experience, blurring the boundaries between the physical and virtual worlds. Such systems are expected to fundamentally change the way people communicate and collaborate with each other in various sectors such as education, training, entertainment, retail, healthcare, manufacturing and many

others. The further development of telepresence services will contribute significantly to increasing society's resilience to environmental disasters, boosting industrial productivity and improving energy efficiency, thanks to changes in people's lifestyles and work habits.

Until now, telepresence solutions have been high-end, expensive, and quite conventional audio and video conferencing systems. However, the last decade has seen intensive research and development on VR/AR/XR technologies and applications that have significantly improved the state of the art. This has led to interesting immersive telepresence and/or collaboration systems, some of which are still in the research stage. Due to their complexity, cost, data compression, and bandwidth requirements, these solutions have not scaled yet.

The mission of the SPIRIT project is to put real-time immersive telepresence into practice by researching, integrating and further developing state-of-the-art immersive telepresence technologies, components and platforms to create Europe's first multi-site and interconnected framework able to support the operation of heterogeneous collaborative telepresence applications at large scale.

1.4 STAKEHOLDERS

The innovation capacity and integration of new knowledge achieved through the SPIRIT project has the potential to influence a wide network of stakeholders. The following table presents the target groups that will be addressed by SPIRIT activities, highlighting the benefits for each group through relevant content and engagement activities (e.g., participation in events, updates on innovation outcomes of SPIRIT work).

TABLE 1: SPIRIT TARGET GROUPS, KEY MESSAGES AND PLANNED OUTREACH

Key message	Planned outreach
Target group: European taxpayers	
Improved living standard with increasing daily activities and received services being supported by immersive telepresence technologies without physical presence.	<ul style="list-style-type: none"> > Maximise the diversity of selected open call use cases in different application domains (minimum 5 sectors) > Targeted publications in media outlets and online communication, social media, newsletters, and project fact sheets and brochures > Invitation to participate in workshops and online telepresence demos during the project lifetime
Target group: European telecom operators	
Increased technological competitiveness in supporting immersive telepresence applications. Potential growth in revenues from newly emerged applications.	<ul style="list-style-type: none"> > Share relevant public deliverables and innovation results > Targeted publications in scientific and technical venues, as well as online communication, liaisons with media & marketing departments > Invitation to participate in workshops, demos and specific events

Target group: European software development SMEs	
Stimulation to develop a wide variety of telepresence applications and software and seek commercialisation opportunities on them in the Internet marketplace.	<ul style="list-style-type: none"> > Participate in the open calls funding and testing opportunities (a minimum of 50% of the open call funding will be allocated to successful SME participants) > Give voice to SME/start-up representatives (e.g., videos, interviews, case studies) > Invitation to participate in workshops, demos and specific events > Targeted publications and online communication, newsletters and social media campaigns
Target group: European vertical service providers	
Leveraging the developed capability to enable telepresence-based services in order to improve efficiency, productivity and sustainability against environmental / social disruptions (e.g., pandemic).	<ul style="list-style-type: none"> > Invitation to the two SPIRIT public workshops to demonstrate the developed SPIRIT system with project-defined and open call use cases. > Targeted publications in media outlets and online communication, website and social media
Target group: European policy makers (telecom industry & vertical sectors)	
Leveraging the knowledge derived from the project testing activities on both the telepresence application side and on the network side as inputs to future decision-making processes in policies.	<ul style="list-style-type: none"> > Share key findings and derived knowledge to relevant government authorities at both national and EU levels (e.g., DT/EDD to Bundesnetzagentur) > Invitation the two SPIRIT public workshops to demonstrate the developed SPIRIT system with project-defined and open call use cases > Participation to policy debates and initiatives at European level > Targeted publications in media outlets and online communication, website and social media
Target group: European country governments	
European country governments will have long-term benefits on economy growth (due to improved industry productivity and efficiency and increased consumer market with emerging telepresence services) and new opportunities to achieve Net Zero (due to reduced necessity of physical travelling).	<ul style="list-style-type: none"> > Invitation to participate in the open technology demonstration/exhibition events > Targeted publications in media outlets and online communication, dedicated reports, project fact sheets and brochures, social media
Target group: Scientific community	

<p>Scientific community industry/academia research and innovation units will benefit from the project by further exploitation of the technical outputs for future research and development activities.</p>	<ul style="list-style-type: none"> > Promote SPIRIT's innovation results ensuring open access > Targeted publications in conferences, scientific journals and technical data sets > Invitation to relevant workshops, events and demos as well as panel discussions organised by third parties
<p>Target group: Standardisation bodies</p>	
<p>Relevant standardisation bodies will benefit from the project with the newly developed technologies that can be potentially contributed to standards in future.</p>	<ul style="list-style-type: none"> > Contribute to international standardisation bodies such as MPEG for media technologies and 3GPP and IETF for network technologies

2 COMMUNICATION AND DISSEMINATION STRATEGY AND PLAN

Efficient dissemination and communication measures during the project SPIRIT determine and ensure the short- and long-term success of the project. Therefore, promotion, dissemination, exploitation and engagement activities are central to achieving impact with SPIRIT. A comprehensive plan of activities will be closely coordinated between the different WPs to effectively engage all target groups in the multimedia communication ecosystem and beyond.

SPIRIT will engage in communication, dissemination, and community building with the stakeholders identified in Table 1 - *SPIRIT Target Groups, Key Messages and Planned Outreach* as well as with relevant initiatives in the European XR ecosystem, European research and innovation initiatives, projects and pilots at work to develop relevant enabling technologies and infrastructures (such as NGI, 6G SNS JU, SNS OPS, NGIoT, BDVA, VR/AR Industrial Coalition, etc.).

A comprehensive and well-structured set of dissemination activities will raise awareness and promote adoption of the concepts, technologies, use cases and results developed. These include offline and online communication, digital presence, participation in and organisation of events, contributions to standardisation. Subsections 2.1, 2.2, and 2.3 describe the general communication and dissemination objectives of SPIRIT, the sustainability approach to achieve the project objectives, and the initial actions taken to streamline the overall activities. The final subsection 2.4 gives an overview of the next planned communication and dissemination activities, addressing the promotion efforts dedicated to the SPIRIT open calls.

2.1 COMMUNICATION AND DISSEMINATION OBJECTIVES

SPIRIT communication and dissemination activities are overarching throughout the whole duration of the project and aim to ensure a broad promotion and effective showcasing of the developed concepts, technologies, use cases, and results.

In terms of communication and marketing, this ambition translates into the following main objectives:

- ➡ Ensure broad visibility and raise awareness about SPIRIT, spreading knowledge about the project and its results, establishing a distinctive and recognisable identity that will support marketing efforts.
- ➡ Reach, stimulate and engage a critical mass of relevant stakeholders to ensure that (a) the open calls and SPIRIT concepts and activities are effectively and properly disseminated to the targeted audiences for maximum participation and promotion; (b) the results of the project and 3rd party projects selected through SPIRIT open calls are effectively showcased, leading to validation, improvement and possibly further adoption of the developed technologies and concepts.
- ➡ Facilitate exploitation of the outcomes of the project and promote the development of innovative solutions based on SPIRIT's technologies and architectures.
- ➡ Foster impactful contribution to relevant scientific domains and standardisation bodies as appropriate and relevant to planned exploitation plans and the outcomes of the project.
- ➡ Establish strong liaisons and ensure close collaboration with relevant initiatives in the multimedia communication and in the research and innovation domains.

2.2 SUSTAINABLE COMMUNICATION AND DISSEMINATION APPROACH

The SPIRIT dissemination and communication approach takes into account the sustainability principles for the organisation of events and the production of communication materials. For this purpose, SPIRIT will:

- Organise whenever possible virtual meetings and workshops instead of face-to-face events.
- Avoid using material resources where possible (avoiding printing flyers when unnecessary and promote the online download, producing promotional materials using recycled materials and avoiding single-use products, for example).
- Encourage the reduction of emissions through sustainable mobility practices (e.g., recommending bicycle use, public transport at SPIRIT events and rewarding these actions).
- Work with suppliers (printers, caterers, etc.) that use sustainable products and materials.
- Try to measure the carbon footprint and compensation of emissions of partners' traveling to dissemination events.

2.3 COMMUNICATION AND DISSEMINATION MEANS AND ACTIVITIES AT M04

2.3.1 Project's Brand Identity

As an Innovation Action project co-funded by EC, a clear brand identity for the project needs to be established to ensure consistent visibility in our communication and dissemination activities.

The recognition and perception of a brand is highly influenced by its visual presentation. The visual identity of a project is the overall image of its communication. An effective visual brand identity is achieved through the consistent use of certain visual elements that allow for differentiation, such as certain fonts, colours and graphic elements.

The visual identity and guidelines were established at the initial stage of the project to ensure a strong and unique brand. They will be integrated in all promotional and dissemination materials produced during the project and will be used by all project partners in their communication activities.

More details about SPIRIT's brand identity are included in Appendix A with guidelines to create a unique and easily recognisable image footprint. Such guidelines define all of the basic graphic characteristics of SPIRIT, from the logo, the colour palette to the fonts used. The SPIRIT logo is shown in several variations, to be used depending on the background, and in different sizes to guarantee readability in different sources, e.g., reports, web, presentations. The range of colours to be used in the project are the ones adopted in the logo. Each colour is defined with precise printing characteristics (CMYK) and digital encoding (RGB and HEX).

A PowerPoint presentation template was created to be used by the partners to create their presentations for all external and internal events, meetings, etc., based on a common look and feel.



FIGURE 1: SPIRIT PRESENTATION TEMPLATE

A Word document template was created to be used by the partners for deliverables (this document follows the defined template).



Work package	WP <i>Number</i>
Task	Task <i>Number</i>
Due date	<i>dd/mm/yyyy</i>
Submission date	<i>dd/mm/yyyy</i>
Deliverable lead	<i>Name partner</i>
Version	<i>01</i>
Authors	<i>Name Surname (Partner Y)</i>
Reviewers	<i>Name Surname (Partner Y)</i>
Abstract	<i>One paragraph</i>
Keywords	

FIGURE 2: SPIRIT DELIVERABLE TEMPLATE

2.3.2 Internal Communication Tools

Several internal communication tools have been adopted, in order to keep partners constantly informed on processes in detail and able to keep track of tasks and deadlines easily. The aim is to have everyone up to speed and able to access required assets, without unnecessary information overload: to this purpose, the following internal communication tools were set up:

- **Mailing lists:** Several mailing lists were set up to facilitate SPIRIT's internal communication
 - spirit-all@lists.intec.ugent.be targeting the whole consortium

- spirit-sc@lists.intec.ugent.be targeting the steering committee
 - spirit-admin@lists.intec.ugent.be targeting the administrative & legal team
- **MS Teams**, which was selected to act as the main venue to archive and internally exchange all projects files (including reporting documents, presentations and graphic assets). The platform also facilitates direct messaging among SPIRIT partners.

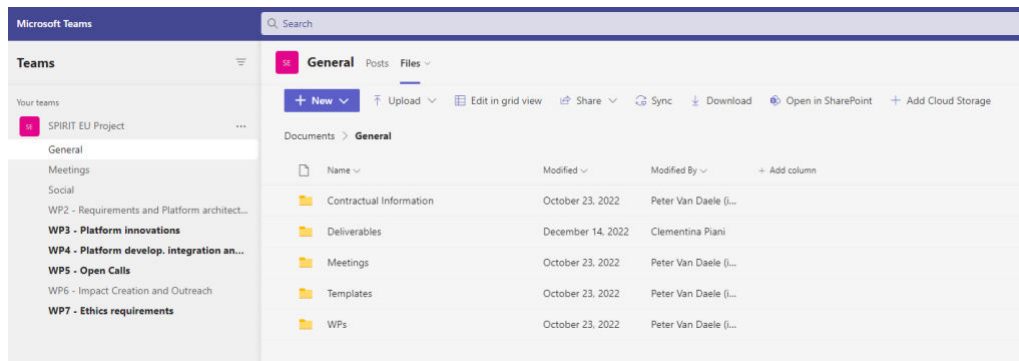


FIGURE 3: SPIRIT MS TEAMS REPOSITORY

2.3.3 Project Website

An initial “Coming soon” page was set up before the project’s kick-off meeting, which included the basic notions of SPIRIT, funding scheme, contact email, newsletter subscription and links to social media channels to raise awareness about the start of the project and engage the visitors in the upcoming activities.

End of M01, October 2022, a fully functional website (www.spirit-project.eu) with initial content was launched, building on the proposals of the consortium voiced following the kick-off meeting. Web design experts within the project consortium conceived its design and structure to promote the outcomes to the relevant target groups.

The website SPIRIT is intended to provide a one-stop hub for the presentation and promotion of the project’s activities and to this end, already several measure have been implemented, namely:

- Encourage partners to submit their news related to the project to the SPIRIT website for republishing to the broader audience. This will strengthen relevance of the website as well as increase the reach and impact of news.
- Encourage partners to repost news of direct and indirect interest from partners and the general media. This shows that SPIRIT is involved and engaged in the larger world. If possible, this content should be posted with added commentary that demonstrates expertise and adds value to the article.
- Organise and aggregate news articles by topic and relevance to improve the ability to share e.g., via social channels, especially when dealing with calls to action such as participation to events. This allows each project to maximise the value of its communication outreach.
- Contribute to gather email addresses of interested users thanks to a subscription form in all pages. This mailing-list will help us spread the activities of the project through a periodic e-Newsletter.

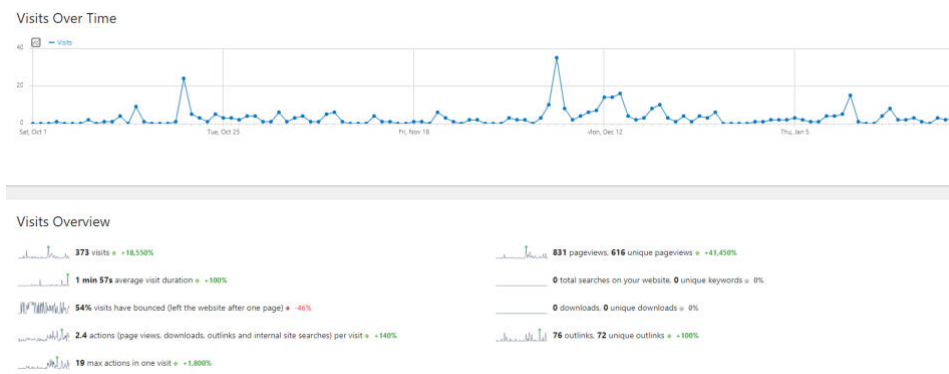


FIGURE 4: SPIRIT'S WEBSITE ANALYTICS

At the time of writing, the website has already counted 373 visits of an average duration of 1' 57", as shown in Figure 4. 55% of these visits were acquired from direct entries, 28% from social networks, and 9% as referrals from other websites.

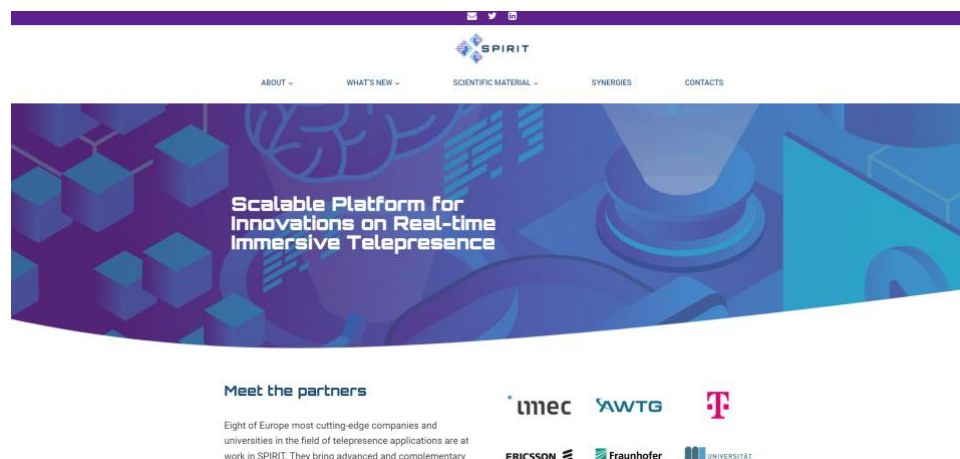


FIGURE 5: SCREENSHOT OF SPIRIT WEBSITE

As shown in Figure 5, the project website's home page has evolved into a clear and clean communication interface that is easily navigable, giving access to all relevant public information of the project. The website is structured into the following sections:

About

This section contains the information about the project. In order to present it in a user-friendly way, the following subsections have been created:

- **SPIRIT project** with the motivation and objectives of the project
- **Consortium** with names, logos and hyperlinks to the project partners

What's New

This section gathers the web pages related to the communication of the project. Four subsections have been created:

- **Latest news:** articles related to the activity of the project
- **Events:** calendar of events regarding SPIRIT and related domains
- **Newsletter:** list of newsletters that will be fed each time a newsletter is sent

- **Media & Promo:** any promotional material designed by SPIRIT (e.g. flyers, brochures, infographic, videos, media toolkit, etc.) as well as press releases issued by SPIRIT, press clipping and articles that mention SPIRIT and its partners

Scientific Material

This section provide access to the scientific and technical material realised by the project's partners. Three subsections have been created:

- **Publications:** under this subsection all the scientific publications related to the project are gathered. When available, full paper and/or abstract download possibility will be set up as well.
- **Deliverables:** list of downloadable public deliverables submitted by the SPIRIT consortium once approved by the European Commission.
- **Presentations:** list of downloadable presentations presented by the SPIRIT partners in external events.

Synergies

This area is dedicated to the relevant research and innovation projects and initiatives in the European XR ecosystem. For all such project and initiatives, links and brief descriptions are provided.

Contacts

This page allows visitors to directly contact the project through a dedicated form and it includes links to SPIRIT's social media channels. Messages sent via the contact form are forwarded to info@spirit-project.eu, which is forwarded to the concerned project partners, who will receive the message and respond to it. It should be noted that all information and e-mails collected are protected under GDPR. Contacts will only be made to those who have submitted their inquiries and newsletters will only be sent out to those who have explicitly requested to receive them. Any person who has subscribed is enabled to have its registered e-mail removed upon request.

Furthermore, and in order to provide evidence of EU funding, both the EU logo and the following sentence are included on the website and in the communication materials: "*SPIRIT project has received funding from the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement No 101070672*".

The website provides also information on data kept and how they are used in alignment with the GDPR under the Privacy Policy and Cookie Policy links (footer of the webpage).

Since its inception we are working on supporting the traffic to the website through:

- SEO (Search Engine Optimization): the traffic of visits to the website of the project will increase progressively throughout the course of the project thanks to the implementation of strategies oriented to organic traffic, always considering the keywords identified for it.
- Link building: It will be able to create synergies between the website of the project and the partners' websites as well as with other relevant agents of the sector (stakeholders), encouraging the exchange of links.

2.3.4 Social Media

Various social networks were established as **marketing tools** in order to promote activities and outputs of the project on a regular basis, while also encouraging a wider discussion on the

topics related to XR activities. Thus, SPIRIT created an active presence on the most popular social media channels, such as Twitter and LinkedIn, which are linked to the website. Here below a brief description of the SPIRIT approach to each social media channel:

Twitter

Twitter is a very dynamic social network that spreads news in real time on a global scale. SPIRIT has already set up its Twitter account [@SPIRIT_eu](https://twitter.com/SPIRIT_eu) before the official launch of the project (September 2022). At the time of writing, it has **55 followers**, over 32 posts have been tweeted and it has already reported on the project's kick-off meeting, the first face-to-face meeting in Ghent (Belgium), the first participation of a project staff member in an international conference and relevant initiatives.

The Twitter account will be used for **promoting and disseminating** the development of SPIRIT, including open calls, news, events, outcomes, etc. Moreover, re-tweets are made of relevant and interesting content from disparate sources. Last but not least, by following relevant users, SPIRIT not only gains access to more relevant content and updates, but also acquires more followers.

SPIRIT uses Twitter to make meaningful connections with active and relevant audiences (EC and relevant DGs, policymakers, industry stakeholders, SMEs, and the general public). These connections can result in opportunities for the project across the stakeholder network. It also serves as a tool to inform everyone in real time what is happening during project's workshops, attended events and other activities of the project.

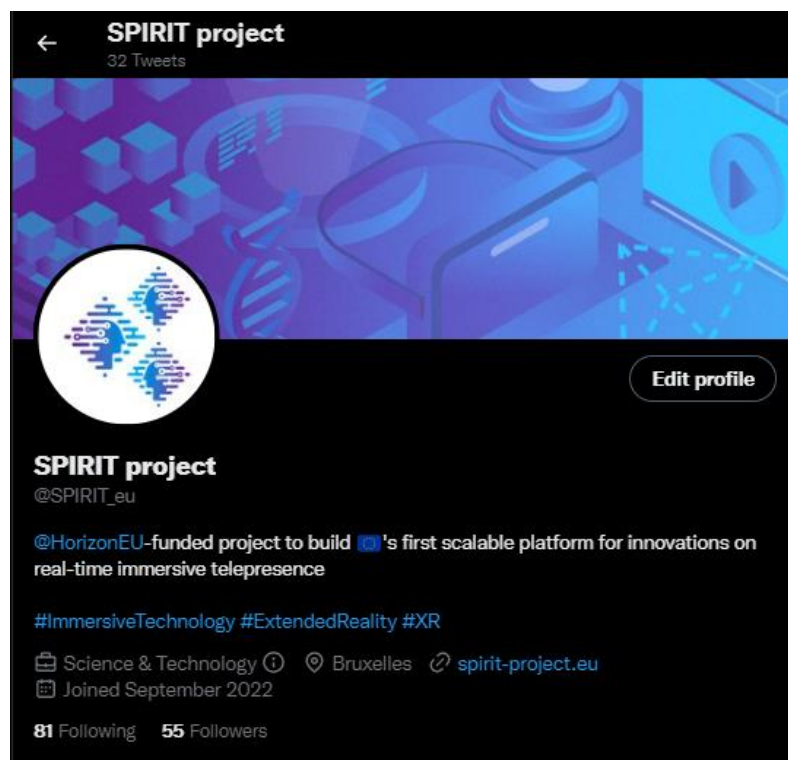


FIGURE 6: SCREENSHOT OF SPIRIT'S TWITTER CHANNEL

Appropriate hashtags and accounts were identified to maximise the reach and coverage of the SPIRIT Twitter channel for the project's content to be found by the target audience, to increase the number of views, likes and shares, and to increase the number of visitors to the SPIRIT website.

LinkedIn

LinkedIn is currently the main business network in the world and has more than 150 million users in more than 200 countries and territories. A project LinkedIn company page has been established before the project officially started (September 2022) to connect with the targeted stakeholders present on LinkedIn. It currently counts **60 followers**.

The LinkedIn profile of SPIRIT is a complement to the website, helps drive traffic to the website and provides a way to promote the project. We will mention partners' LinkedIn pages when appropriate to create a positive exchange about visibility. We plan to engage the European research and innovation projects and initiatives in the field of XR in the dialogue on this platform, while promoting SPIRIT's activities in the relevant LinkedIn groups with a direct link to the SPIRIT page, in order to further increase the social media audience and diversify the user base of the page by targeting more vertical representatives/managers.

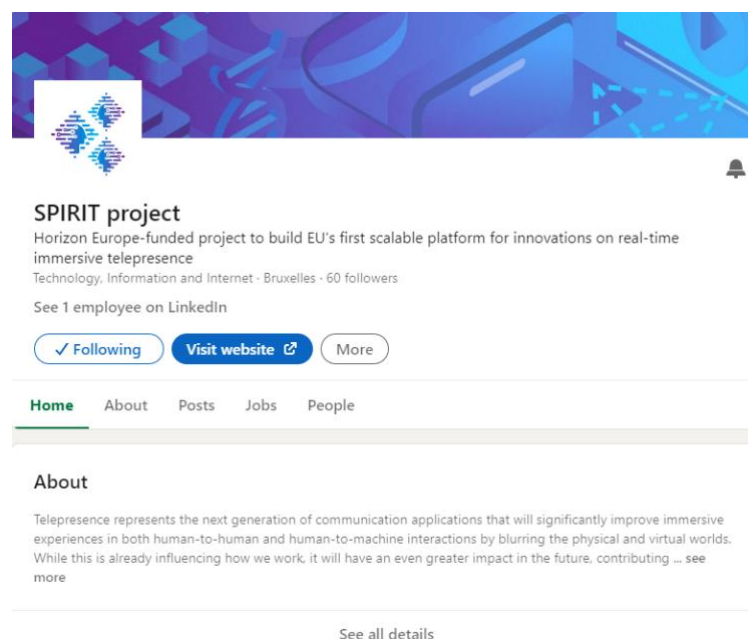


FIGURE 7: SCREENSHOT OF SPIRIT'S LINKEDIN CHANNEL

To generate conversations and interactions and maximise the impact of the project on social media channels, we have identified a series of hashtags and handles to be associated with all the tweets and posts published. Examples of hashtags:

- #ImmersiveTechnology
- #XR
- #euxr
- #Holographic
- #ExtendedReality
- #Telepresence
- #HorizonEU
- #Metaverse

List of the EU related Twitter and LinkedIn handles:

Twitter

- @XtendRealityEU

LinkedIn

- EU Digital & Tech

- @NetTechEU
- @Digital_EU
- @EUScienceInnov
- @HorizonEU
- @NGI4eu
- @EU_EASME
- @EUClimateAction
- EU Science, Research and Innovation
- NGI - The Next Generation Internet
- European Innovation Council and SMEs Executive Agency (EISMEA)
- EU Environment and Climate

SPIRIT partners' Twitter and LinkedIn accounts will be handled in relevant posts to maximise the social media outreach.

TABLE 2: SOCIAL MEDIA HANDLES OF SPIRIT PARTNERS

SPIRIT PARTNER	TWITTER HANDLE	LINKEDIN HANDLE
imec	@imec @IDLab (UGent - UAntwerpen - imec)	imec IDLab (UGent - UAntwerpen - imec)
Advanced Wireless Technology Group	@AWTG_Ltd	AWTG Ltd
University of Surrey	@UniOfSurrey @Surrey5GIC	University of Surrey
Ericsson - Eurolab	@ericsson @EricssonLabs	Ericsson
Deutsche Telekom, T-Labs, and T systems	@deutschetelekom @T_Labs @tsystemscom @tsystemsde	Detusche Telekom T-Labs T-Systems
Fraunhofer HHI	@FraunhoferHHI	Fraunhofer Heinrich Hertz Institute HHI
ITEC University of Klagenfurt	@alpenadriauni @itecmmc	Universität Klagenfurt
Digital for Planet	@Digital4Planet	Digital for Planet

To maximise the outreach of SPIRIT's activities on more targeted social media such as ResearchGate, the consortium commits to publish and repost relevant content on their private pages.

2.3.5 Press Release and Media Coverage

Press releases will be edited on a regular basis to correspond with key project accomplishments (e.g., organisation of a large event, implementation of key activities within the project, etc.). Using targeted media databases and specialised software such as Prowly and Meltwater, press releases will be published in national and European media. Furthermore, to ensure a wider reach, all partners will be responsible for engaging with their local media outlets. The project's website will host all press releases.

At the time of writing, a first press release for the SPIRIT kick-off meeting was issued in a designed press release template (see Appendix B) to ensure a consistent look and feel across communication.

The launch and first activities of the project were also echoed on partners' and third-party portals, including thematic blogs, telco professionals and specialised platforms:

- *Volumetric Video Could Require Up to 2Tbps. Here's How to Make It Possible* published on December 14, 2022, on 6G World portal, <https://www.6gworld.com/exclusives/volumetric-video-could-require-up-to-2tbps-heres-how-to-make-it-possible>
- *DT supports 'Europe's first' real-time immersive telepresence project* published on November 4, 2022, on TelcoTitans, <https://www.telcotitans.com/deutsche-telekomwatch/dt-supports-europes-first-real-time-immersive-telepresence-project/5688.article>
- *Als wäre man vor Ort* published on November 2, 2022, on the website of the University of Klagenfurt, <https://www.aau.at/blog/als-waere-man-vor-ort/>
- *New R&I Project Captures the Spirit of the Post Pandemic Digital Transformation* published on October 31, 2022, on Martel Innovate portal, <https://www.martel-innovate.com/news/2022/10/31/spirit-digital-transformation/>
- *SPIRIT, R&I project to reduce CO2 emissions with digital technologies kicks off* published on October 25, 2022, on Digital for Planet portal, <https://www.digital4planet.org/spirit-project-kicks-off/>

2.3.6 Event Participation

The consortium has already attended one major event to raise awareness about the project's mission and objectives in the first four months since its launch, namely the IEEE Global Communications Conference (Globecom), which took place from December 4th to 8th, 2022 in Rio de Janeiro, Brazil. Filip De Turck, Professor at Ghent University's Department of Information Technology (Intec), represented the SPIRIT team by giving a keynote speech on truly immersive holographic-type communication and presenting the SPIRIT platform.



FIGURE 8: SPIRIT'S REPRESENTATIVE AT IEEE GLOBECOM 2022

The event was promoted on SPIRIT's communication channels. The presentation and a news item featuring the participation to the event were published on the SPIRIT website.

2.4 COMMUNICATION AND DISSEMINATION PLAN

This section describes the outline of the communication and dissemination activities planned throughout the duration of the project to increase SPIRIT's impact and outreach. This includes online and offline communication, events, promotional materials, and dedicated activities aiming at promoting SPIRIT activities, results, and open calls.

2.4.1 Website & Website Promotion

As one of the main dissemination channels, the website will be constantly updated throughout the project life-time to avoid becoming cluttered and outdated. Several integrations are already planned in view of the upcoming open calls, such as:

- **Technologies & Use Cases section**, which will provide technical information about SPIRIT's innovative solutions as well as areas of applications involved.
- **Open Calls section**, which will provide visitors all relevant information about the SPIRIT open calls, including application details, FAQ, submission material, link to a specific e-mail address for open call inquiries.

Furthermore, the website will clearly display by topic and relevance all of the project's activities, results, and achievements through news items, videos, infographics, and relevant formats. Particular attention will be paid to the updating of SEO keywords and cross-reference in order to drive consistent traffic to the SPIRIT website.

2.4.2 Social Media

To ensure a robust and prominent presence within our targeted audiences' social media sphere, SPIRIT will:

- Create and share a social media publishing schedule that identifies optimal times for publishing project information on social media, as well as indicating offset times for resharing partners and relevant projects/initiatives social content. Through this, each partner can publish their social content at the most appropriate time while ensuring that the network shares and amplifies it to the best extent.
- Encourage project partners to actively monitor and share the SPIRIT channels for content suitable for resharing, preferably with commentary. This will increase the reach and impact for each partner as well as the SPIRIT community.
- Consolidate important calls to action, news articles and events posted to the SPIRIT website and directly share them with partners.

Furthermore, when videos will be created, the consortium envisages to set up a SPIRIT YouTube account to disseminate the project's vision, concepts, and objectives, but also to promote and ensure enhanced visibility of the experts and engaged stakeholders of the project that participate in interviews and project events.

With different media channels, the reach is, by nature, differentiated. In general terms, we aim to use specific social media for the following specific target audiences:

TABLE 3: SPIRIT SOCIAL MEDIA AND TARGET AUDIENCES

CHANNEL	AUDIENCE	ACTIVITY	FREQUENCY
Twitter	SMEs and start-ups, policymakers, EU institutions, EU R&I projects, media, general audience	Short form copies to draw attention to another channel	2 tweets per week 2-3 re-tweets/day
LinkedIn	Partners, SMEs and start-ups, telco professionals, vertical industries, researchers and innovators in the XR domain	Framed, targeted stories for the general readership, group posts for technical specialists	1 LinkedIn article of commentary/week Event content on an ad hoc basis
YouTube	All stakeholders	Event coverage and feature videos	Videos released on a per-event basis

2.4.3 e-Newsletter

A newsletter will be produced by the SPIRIT consortium twice a year and will provide regular updates on trends of immersive technologies innovation, project findings and results, news from industrial partners, among others. The newsletters will also contain information regarding the upcoming tasks and events to inform the audience on how they can get in touch with the project and the connected initiatives. As such, a typical newsletter of the project will contain highlights (major outcomes, links, contacts, and dissemination activities), the most important news, announcements, and a schedule of the major upcoming events. Mailings with invitations to relevant workshops and webinars, consultations and other information which cannot wait for the newsletter publication or that cannot appear only in the newsletter will be sent out regularly to the same database used for the newsletter. Project partners will provide information for the newsletter and ensure that the content is accurate.

The first issue of the newsletter will be published in March 2023 (M06). Newsletters will be uploaded on the website and an internal calendar will be shared with all project partners for receiving their contributions and the final approval about the content and appearance. A mailing list has been created, based on online subscription, giving the possibility to share the newsletter via mass mailing as well as to inform interested users about project news, achievements and planning of events. A registration functionality allowing the interested visitors to subscribe to the newsletter is already available on the project website. Through the *Data Management Plan* led by DT (D1.2), it will be ensured that all these actions comply with the requirements of the GDPR.

2.4.4 Promotional Material

Flyers, Roll-ups and Posters

Project flyers will be created and used for informing interested people about the project's objectives and activities. Upon completion, the flyers will be uploaded to the SPIRIT website and shared as printed versions during relevant events.

Moreover, **roll-ups** will be created, matching the look and feel of the website and the overall project design concept to meet the needs of the project.

SPIRIT will also consider producing event focused **posters** of smaller size if considered necessary, where the content of the poster will be replaced to fit the needs (theme) of the event.

Both the roll-ups and the posters will be prepared in English (local languages to be considered if appropriate or necessary) to raise awareness of the stakeholders and a variety of relevant audiences about the project with succinct textual and graphical information. Printable versions of the posters will also be created and provided to partners to be printed and used at the events they participate in. The design will be easily adjustable to the requirements individual partners have, in case an additional or a more specific version is required. The project logo, the EU flag & acknowledgment along with the SPIRIT website and the social media links will be displayed on all promotional materials.

Videos

SPIRIT will produce and release about four videos to present the project and its achievements. Videos will promote specific aspects of SPIRIT, as well as partners' activities. An introduction video of the project and an open call promotional video will be among the first videos produced in 2023.

2.4.5 Planned Workshops

SPIRIT will organise 2 workshops:

- A first workshop to introduce the technical advancements and the developed telepresence framework, attracting potential open call participants to test third-party applications on the developed framework. The workshop's schedule will be more clearly defined in light of how WPs 2, 3, and 4 are progressing.
- A final showcase to present the use case, trials, demos following the open calls, as well as the overall achievements of the SPIRIT project (Year 3).

These workshops will address different categories of stakeholders (see Section 1.4 of this document) including telco operators, technologists and technology innovators, SMEs and vertical businesses, to interact together, make use and further uptake the developed technology. When possible, the SPIRIT workshops will be co-located with a bigger event to attract a wider audience.

2.4.6 Presentations and Talks

SPIRIT will be presented at a number of events with the goal of promoting and communicating all relevant information that will increase the project's visibility through all relevant means and tools. Participation in events also provides an opportunity to expand and strengthen the network of relevant parties interested in becoming a member of the SPIRIT audience.

SPIRIT's representation at the events can take place in different ways, including paper or project presentations, poster presentations, simple participation for liaising or networking purposes, workshop organization or general support. Promotional materials such as brochures (where relevant) will be also used for dissemination purposes. The consortium has identified a number of events highly relevant to SPIRIT that will be the target for organising workshop sessions, presenting in, or participating in (see Table 4).

TABLE 4: RELEVANT EVENTS CONSIDERED FOR DISSEMINATION

EVENT	DATE & LOCATION	TYPE OF AUDIENCE	ACTIVITIES
Mobile World Congress (MWC)	27 February – 2 March 2023 Barcelona, Spain	Telecom operators, industry, vertical service providers, SMEs and start-ups	Participation, promotion and networking
IEEE International Conference on Communications (ICC)	28 May – 1 June 2023 Rome, Italy	Scientific community, telco researchers and innovators, policymakers	Presentations, workshop, promotion of the 1 st open call
2023 EuCNC & 6G Summit	6-9 June 2023 Gothenburg, Sweden	Scientific community, telco researchers and innovators, industry, SMEs, start-ups, policymakers	Stakeholders' engagement, promotion of the 1 st open call, presentation
IoT Week 2023	19-22 June 2023 Berlin, Germany	Scientific community, telco researchers and innovators, industry, SMEs, start-ups, policymakers	Stakeholders' engagement, promotion of the 1 st open call, presentation
International Conference on Quality of Multimedia Experience (QoMEX)	20-22 June 2023 Ghent, Belgium	Scientific community, telco researchers and innovators, industry, SMEs, start-ups, policymakers	Paper presentation, presentation, promotion of the 1 st open call
IEEE International Conference on Multimedia and Expo (ICME)	10-14 July 2023 Brisbane, Australia	Scientific community, telco researchers and innovators, industry, SMEs, start-ups, policymakers	Paper presentation, presentation, networking
International Broadcasting Convention (IBC)	15-18 September 2023 Amsterdam, the Netherlands	Telecom operators, industry, vertical service providers, SMEs and start-ups	Presentations, stakeholders' engagement, networking, promotion of the 1 st open call
Immersive Tech Week	28 November – 2 December 2023	Scientific community, telco researchers and innovators, industry,	Presentations, workshop, networking

	Rotterdam, the Netherlands	SMEs, start-ups, policymakers	
IEEE International Conference on Visual Communication and Image Processing (VCIP) 2023	December 2023 Jeju, Korea	Scientific community, telco researchers and innovators, policymakers	Presentations, workshop, networking
CoNext 2023	5-8 December 2023 Paris, France	Scientific community, telco researchers and innovators, policymakers	Paper presentations, networking
IEEE Global Communications Conference (Globecom)	4-8 December 2023 Kuala Lumpur Malaysia	Scientific community, telco researchers and innovators, policymakers	Paper presentations, networking
EuCNC & 6G Summit	2024, 2025	Scientific community, telco researchers and innovators, industry, SMEs, start-ups, policymakers	Paper presentation / workshop organisation, showcase of the results Presentations, promotion of the 2 nd open call
IoT Week	2024, 2025	Scientific community, telco researchers and innovators, industry, SMEs, start-ups, policymakers	Paper presentation / workshop organisation, showcase of the results Presentations, promotion of the 2 nd open call
IEEE Consumer Communications & Networking Conference (CCNC)	2024, 2025	Scientific community, telco researchers and innovators, policymakers	Paper presentation / workshop organisation, showcase of the results Presentations, promotion of the 2 nd open call
IEEE Conference on Computer Communications (INFOCOM)	2024, 2025	Scientific community, telco researchers and innovators, policymakers	Paper presentation / workshop organisation, showcase of the results Presentations, promotion of the 2 nd open call

IEEE International Conference on Communications (ICC)	2024, 2025	Scientific community, telco researchers and innovators, policymakers	Paper presentation / workshop organisation, showcase of the results Presentations, promotion of the 2 nd open call
ACM Multimedia Systems Conference (MMSys)	2024, 2025	Scientific community, telco researchers and innovators, policymakers	Paper presentation / workshop organisation, showcase of the results Presentations, promotion of the 2 nd open call

Notice: this table will be updated and refined with the progression of the project.

2.4.7 Publications

Scientific Publications

SPIRIT partners have set a target of publishing on average 5 peer-reviewed publications per year in journals, conferences, and workshops. Table 5 below presents the relevant publications which will be considered for submission. We expect this list to be further reviewed and populated in the upcoming months as the academic and research partners take a deeper dive in SPIRIT results, methodologies, and challenges, which may be relevant for the scientific community. All scientific publications issued by the consortium will be made available through the website of the project, where a [specific section](#) has already been created.

TABLE 5: RELEVANT JOURNALS AND CONFERENCES PUBLICATIONS

PUBLICATION TYPE	SUBMISSION TO
Scientific peer-reviewed journal publications	IEEE Access
	IEEE Communications Survey and Tutorials
	IEEE Transactions (Multimedia, Service Computing, Cloud Computing, Network and Service Management, Wireless Communications, Circuits and Systems for Video Technology)
	IEEE Journal on Selected Areas in Communications
	ACM Transactions on Multimedia Computing, Communications, and Applications

	Proceedings of the ACM on Computer Graphics and Interactive Techniques
	SMPTE Motion Imaging Journal
	Signal Processing: Image Communication
Scientific publications in conference proceedings	IEEE Global Communications Conference (Globecom)
	IEEE Consumer Communications & Networking Conference (CCNC)
	IEEE Conference on Computer Communications (INFOCOM)
	IEEE International Conference on Communications (ICC)
	ACM Multimedia Systems Conference (MMSys)
	IEEE International Conference on Multimedia and Expo (ICME)
	IEEE International Conference on Image Processing (ICIP)
	IEEE International Conference on Visual Communication and Image Processing (VCIP)
	International Conference on Quality of Multimedia Experience (QoMEX)
	EuCNC & 6G Summit

Specialised and General Press

SPIRIT also plans to target specific publications and media outlets relevant to its area of interest, vertical domains, and stakeholders to promote the work carried out by the project and the innovators' participation to open calls. All partners will also be in charge of communicating with their local media outlets.

A preliminary list includes:

- EU-funded research and innovation (i.e. Science Business, EU Research, tech.i)
- Startup/SMEs publications (i.e., EU Startups, Techcrunch, Wired, Recode, etc.)

Furthermore, significant project developments, news and announcements, white papers, but also articles introducing SPIRIT will be published on third-party portals, including professional

and specialised platforms, Cordis, relevant thematic blogs and collaboration platforms, partners' web portals, as well as through several freely accessible tools.

A preliminary list of the freely accessible portals includes:

- Cordis projects & results: <http://cordis.europa.eu/projects/homeen.html>
- Horizon Magazine <http://horizon-magazine.eu/>
- Research*eu results magazine <http://cordis.europa.eu/research-eu/homeen.html>
- Headlines on the Commission's Research & Innovation website www.ec.europa.eu/research/infocentre/allheadlinesen.cfm
- CORDIS Wire <http://cordis.europa.eu/wire/>

Beyond these, other documents produced by the project will be properly presented through the SPIRIT website.

2.4.8 Open Call Promotion

The first open call will be launched in November 2023. In order to reach out the widest and most fitting audience possible, before and during the application period, an integrated promotional campaign will run via the following channels and actions:

- **Website**
 - Publication of the open call to the SPIRIT website and link to the dedicated space for the application submission
- **Social media**
 - Dissemination of dedicated promotional kit (visuals and/or small animations) through SPIRIT social channels, partners and community social channels
 - Ad hoc paid advertising campaign
- **Press release/specific announcement message/dedicated promotional kit (visuals/copy/link)**
 - Dissemination through NGI, 6G IA and other relevant initiative's mailing lists
 - Promotion through the National Contact Points dedicated to Future Technologies
 - Dissemination through communities and portals, such as Funding Box, BDVA, etc.
 - Publication of the open call to all relevant EU and multimedia communications project websites
- **Online/offline events**
 - Creation of a dedicated flyer to be distributed online and offline at attended and organised events
 - Focused presentations will be given at conferences and third parties workshops to promote the open call opportunity

The open call winners will be disclosed on the project website following the conclusion of the first submission and evaluation period. Additionally, the effectiveness of the communication campaign will be assessed, with the insights used to plan the promotion for the second open call.

2.4.9 Synergies and Liaisons with Related Projects and Initiatives

The SPIRIT project will provide important learnings and elaborations as well as insights and recommendations focusing on the deployment of low-latency and scalable solutions on real-time immersive telepresence. Therefore, securing proper engagement in dissemination, communication and community building towards industry, including network operators and

infrastructure providers, SMEs, standardisation bodies, researchers, as well as citizens, public authorities and initiatives, policy makers and relevant communities is very important to cover different perspectives.

Thanks to the participation of partners in several ongoing projects, associations and initiatives, targeted liaisons and synergies will be leveraged to ensure SPIRIT's broad outreach, fostering effective SPIRIT uptake and validate of the SPIRIT platform without excluding any other relevant to the overall open calls ambition.

TABLE 6: SPIRIT LIAISONS WITH PROJECTS AND INITIATIVES

PROJECT TITLE	SHORT DESCRIPTION	FOCUS AND LINK WITH SPIRIT
The Virtual and Augmented Reality Industrial Coalition	The Virtual and Augmented Reality Industrial Coalition is a platform for structured dialogue between the European VR/AR ecosystem and policymakers.	Common technological challenges and audiences (innovators, academics etc)
Next Generation Internet	The Next Generation Internet (NGI) initiative aims to shape the development of the Internet of tomorrow towards an Internet of humans that responds to people's fundamental needs, including trust, security, and inclusion, and reflects the values and the norms that we enjoy in Europe.	Common technological challenges and audiences (innovators, academics etc) Participation to NGI events (NGI Conference / NGI Forum)
6G IA	The 6G Smart Networks and Services Industry Association (6G-IA) is the voice of European Industry and Research for next generation networks and services. Its primary objective is to contribute to Europe's leadership on 5G, 5G evolution and SNS/6G research.	Common technological challenges and audiences (innovators, academics etc) Promotion of SPIRIT open calls and dissemination of results
SNS OPS	The SNS OPS project is a Coordination and Support Action devoted to supporting the Smart Networks and Services Joint Undertaking (SNS JU) Operations. The planned work is to facilitate the activities of the European SNS Initiative.	Common technological challenges and audiences (innovators, academics etc) Promotion of SPIRIT open calls and dissemination of results
Big Data Value Association	The mission of the BDVA is to develop the Innovation Ecosystem that will enable the data and AI-driven digital transformation in Europe delivering maximum economic and societal	Shared network of relevant stakeholders and digital SMEs

	benefit, and achieving and sustaining Europe's leadership on Big Data Value creation and Artificial Intelligence.	Promotion of SPIRIT open calls and dissemination of results
EUCloudEdgeloT.eu	EUCloudEdgeloT.eu aims to realise a pathway for the understanding and development of the CEI Continuum by promoting cooperation between a wide range of research projects, developers and suppliers, business users and potential adopters of this new technological paradigm.	Common technological challenges and audiences (innovators, academics etc) Promotion of SPIRIT open calls and dissemination of results
European DIGITAL SME Alliance	The European DIGITAL SME Alliance is the largest network of ICT small and medium enterprises in Europe, representing more than 45,000 enterprises in total. The Alliance is the joint effort of 30 national and regional SME associations from EU member states and neighbouring countries to put digital SME at the centre of the EU agenda.	Shared network of relevant stakeholders and digital SMEs Promotion of SPIRIT open calls and dissemination of results
one6G	one6G aims to evolve, test and promote next generation cellular and wireless technology-based communications solutions. By supporting global 6G research and standardisation efforts, the goal is to accelerate its adoption and overall market penetration, while addressing societal and industry-driven needs for enhanced connected mobility.	Shared network of relevant stakeholders and digital SMEs Promotion of SPIRIT open calls and dissemination of results
NGIoT	The Next Generation Internet of Things (NGIoT) initiative is a growing community of projects and related initiatives at work to maximise the power of IoT made in Europe. NGIoT works to lower the barrier for adoption and development of IoT-empowered solutions, by supporting business models, innovation and skills. In a "network of network" ecosystem, NGIoT consists of ongoing projects and upcoming funding opportunities at work for a human-centric and sustainable digital transition.	Common technological challenges and audiences (innovators, academics etc) Participation to NGIoT events and fora
TRANSMIXR	The future of media experiences poses a series of thrilling challenges, and the maturity of eXtended Reality (XR) and Artificial Intelligence (AI) technologies provides a unique window of opportunity for the European Creative and Cultural Sector (CCS) to reimagine	Common technological challenges and audiences (innovators, academics etc)

	digital co-creation, interaction and engagement possibilities. The TRANSMIXR project aims to create a range of human-centric tools for remote content production and consumption via social virtual reality.	
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3 STANDARDISATION

In the framework of the Horizon Europe programme, the European Commission prioritises projects integrating R&D and standardisation and bridging the results into concrete innovation. The SPIRIT consortium believes that the use of standards brings significant benefits in terms of improved:

- understanding of the state of the art,
- technical knowledge within the consortium,
- efficiency of project activities,
- quality of outputs.

Several partners of the SPIRIT project have actively and successfully contributed to international standardisation efforts, in part for many years, in different standardisation organisations. In Task 6.2, these partners are committed to continue and possibly extend their standardisation activities, contributing technical outputs from the innovation activities to international standardisation bodies, if eligible and promising. The overall goals of these activities are to create visibility and impact of the SPIRIT project and those partners.

This section lays out the plans that those partners have devised for contributing to international standardisation.

3.1 OVERVIEW

Table 7 presents an overview of the planned/potential SPIRIT contributions to standardisation. This plan is an extended version of what was provided in the SPIRIT proposal. The nature of the contributions may be quite diverse, ranging from just monitoring standardisation activities to contributing technology and software. Details on this and other topics are given in the next subsection.

TABLE 7: PLANNED SPIRIT CONTRIBUTIONS TO STANDARDISATION

STANDARDISATION BODY	GROUPS	TARGET AREAS/TOPICS	CONTRIBUTING PARTNERS
MPEG	MPEG-I MPEG-DASH	<ul style="list-style-type: none"> • Scene description for last mile delivery • Scene description format for animated volumetric video • Format for display device capabilities • Immersive media metrics and QoE evaluation • Potential extensions for immersive content and telepresence (e.g. regarding low latency, descriptors, interoperation with WebRTC) 	HHI UNI-KLU
IETF	RTCWeb APN	<ul style="list-style-type: none"> • Low latency networking mechanisms that provide direct interactive web-based media applications 	UoS

		<ul style="list-style-type: none"> Applying application-aware networking to support telepresence 	
3GPP	SA4 (Rel. 18)	<ul style="list-style-type: none"> Study on media production over 5G NPN Study on multicast architecture enhancements for 5G media streaming Edge extensions to the 5G media streaming architecture Traffic models and quality evaluation methods for media and XR services in 5G systems Study on 5G glass-type AR/MR devices Potential normative work for the above studies 	EDD HHI UoS
W3C		<ul style="list-style-type: none"> WebRTC Other SPIRIT-related topics 	UNI-KLU Other partners
Metaverse Standards Forum		<ul style="list-style-type: none"> SPIRIT-related topics 	HHI UNI-KLU UoS

3.2 SPECIFIC CONTRIBUTIONS

The specific types and topics of the planned contributions to international standardisation, per standardisation body and contributing partner, are as follows.

3.2.1 Moving Picture Experts Groups (MPEG)

HHI has a particularly long and successful history of helping shape the most relevant MPEG standards, e.g., video codecs. In SPIRIT, HHI will focus on monitoring the activities on, and contributing to, MPEG-I, the family of MPEG standards on immersive media. The activities on scene description formats will be monitored and HHI will contribute when appropriate. HHI's main goals and envisaged benefits are to make the SPIRIT system(s) interoperable, easy to use, and easier to integrate in other systems.

UNI-KLU has contributed to MPEG standards for approx. 20 years, mainly to MPEG-21 Digital Item Adaptation (DIA) and most prominently to MPEG Dynamic Adaptive Streaming over HTTP (DASH). In SPIRIT, UNI-KLU will monitor MPEG-I activities and the further work of MPEG-DASH. UNI-KLU will in WP 4 investigate Quality of Experience (QoE) metrics and evaluation methods/tools for immersive/volumetric content and, if the results will be promising and of potential interest for MPEG-I, contribute to requirements, metrics/methods, or/and experiments of MPEG-I. In WP 3, UNI-KLU will work with MPEG-DASH for immersive/volumetric content and examine potential extensions of this standard for this type of content, e.g., regarding descriptors, low-latency capabilities, or integration/interoperation with WebRTC. UNI-KLU's interests are mainly to continue their successful activities in MPEG, to help shape standardisation on immersive media, to network and cooperate with other partners (in SPIRIT and beyond), and to increase their and the project's visibility and foster publication opportunities.

3.2.2 Internet Engineering Task Force (IETF)

UoS will monitor the IETF activities on Real-Time Communication in Web Browsers (**RTCWeb**), with a particular attention on which and how low-latency networking mechanisms supporting interactive web-based media applications can be utilised in SPIRIT. Moreover, UoS is interested in the Application-aware Networking (APN) Working Group. UoS will monitor the WG's activities and consider contributions, out of their innovations in WP 3. That is, UoS will apply application-aware networking principles and mechanisms to support immersive telepresence and examine which new mechanisms can be brought to the standardisation body. UoS is particularly interested in SRv6-based (Segment Routing) Service Function Chaining (SFC) for immersive telepresence and in mechanisms for users to express telepresence application requirements to the network. The goals of UoS are to strengthen their visibility in standardisation communities, which is a key objective of the 5G/6G Innovation Centre at UoS, and potentially partner with other SPIRIT members on these activities.

3.2.3 3rd Generation Partnership Project (3GPP)

Several SPIRIT partners have an interest in working with Working Group 4 of the 3GPP Technical Specification Group Service and System Aspects (3GPP TSG SA WG4, or SA4). The main objectives of SA4 are “the specifications of codecs for speech, audio, video, graphics and other media types related to emerging services such as extended realities (XR) and gaming, as well as the system and delivery aspects of such contents” (cited from the SA4 Website).

HHI mainly plans to monitor 3GPP SA4 activities and contribute when appropriate.

UoS in WP3 works on 5G edge computing support for immersive telepresence, will mainly monitor the SA4 progress, and seeks joint contributions on that topic for SA4 with EDD and HHI where applicable.

3.2.4 World Wide Web Consortium (W3C)

All partners interested in standardisation will monitor the W3C work in order to identify novel technology that may be relevant for SPIRIT, without planning to contribute. **UNI-KLU** has a specific interest in WebRTC since WebRTC is being investigated how and how well it can interoperate with MPEG-DASH.

3.2.5 Metaverse Standards Forum (MSF)

The Metaverse Standards Forum, launched in June 2022, is a “community of standards organizations, companies and institutions that are cooperating for an open and inclusive metaverse”, with “over 2200 organizations” as of January 2023 (cited from the MSF Website). Since the MSF is quite a new community, the SPIRIT partners do not have experience in working with the MSF. **UNI-KLU** is a (monitoring) member, and all partners are interested in the MSF and will monitor what is going on there and what can be useful for the SPIRIT project and system(s). There are currently no plans to contribute, but this may change over the course of the project.

4 EXPLOITATION

SPIRIT has a dedicated Task (Task 6.3) under the WP6 “Impact Creation and Outreach” which focuses on the maximisation of the impacts created by the project by facilitating the use of its outputs and findings. The specific objectives of the exploitation plan are to:

- Assess the market and identify the most relevant business opportunities based on the addressed application scenarios.
- Develop a business strategy and a plan how to address the market after the end of the project.
- Define a set of relevant parameters to measure and monitor the success of these actions.

4.1 EXPLOITATION DEFINITION

The article 16 of the GA defines “exploitation” as follows: *“The use of results in further research and innovation activities other than those covered by the action concerned, including among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, or in standardisation activities”*.

Based on this definition each beneficiary must take measures aiming to ensure the exploitation of their results, either by themselves (e.g., for further research or for commercial or industrial exploitation in its own activities) or by others (other beneficiaries or third parties, e.g., through licensing or by transferring the ownership of results). To do so all the beneficiaries have to take specific measures to ensure that their results are used, enhanced or will be the base for further activities.

4.2 EXPLOITATION STRATEGY IN SPIRIT

The exploitation strategy of SPIRIT targets three main objectives. The first objective is to contribute significantly to European technology domains, society and economy, which is complemented by the second objective to mitigate the risks and entry barriers for real-time immersive telepresence services, and the third objective is to strengthen the global position of the consortium’s scientific and commercial partners.

For the creation of a well-formulated and comprehensive exploitation plan, the SPIRIT consortium will identify a preliminary list of Key Exploitable Results (KERs) that are planned to be developed during the execution of the project, see Section 4.3. For the KERs, their potential use, target market, success measures, and responsible partners will be determined during the project.

The aim for the exploitation activities is to lay the foundations to:

- Maximise the impact of the project results.
- Utilise and exploit the project results during and after the duration of the project.
- Incorporate project results into future strategic planning for telepresence applications in various sectors.

4.2.1 Contributions to European Technology Domains, Society and Economy

Future services based on the SPIRIT framework will enable a completely new level of immersive communication and collaboration and have game-changing impact on both economical and societal sustainability.

The partners will exploit the project results for providing new capabilities to large-scale telepresence services that will create an important impact for our society but also for the European economy as the limitations of current video-based communications will be overcome. People will be able to communicate, collaborate, work and study remotely as well as interact with machines naturally with full immersion.

Exploiting the SPIRIT project results will create significant **impact on technology, society and economy** at different time scales.

TABLE 8: IMPACT CREATED BY EXPLOITED RESULTS

TIME FRAME	IMPACT TARGETS
Near and mid-term impact	<p>Technology: SPIRIT will substantially contribute to the acceleration of telepresence technologies with newly built network and application platform capabilities that are able to demonstrate a wide variety of vertical applications at large scale.</p> <p>Internet users: Successful demonstration of the use cases within the project will lead to future emergence of commercial telepresence-based services in different vertical sectors, which will improve the standard of living of European Internet users, including remote working, learning, healthcare, and entertainment.</p> <p>Telecom industry operations: It is expected that the rapid growth in the diversity of telepresence applications and the incurred content volume will soon push the increase of immersive media content traffic demand to be carried by the underlying networks. This can be one of the key driving forces for telecoms to develop technologies to tackle the challenge, e.g., network slices for immersive media or even 6G technologies.</p>
Long term impact	<p>Economy: Telepresence-enabled industry remote control and professional skill training will substantially improve the industry productivity and efficiency, making them resilient to social/environmental disruptions such as the COVID-19 pandemic. Meanwhile, consumer markets, such as entertainment, leisure, and tourism, will also benefit from immersive XR technologies with emerging telepresence-enabled services, thus creating new revenues in the respective markets.</p> <p>Society: The innovations and the developed technologies from the project will also potentially change human behaviour in the digitised society, and lead to a proliferation of remote-* activities (working, learning, medical treatment, leisure, etc.) that can be performed without being physically together.</p> <p>Environment: As the result of potential change of behaviours of people in future daily activities, substantially reduced travelling will also help to reduce CO₂ footprint.</p>

4.2.2 Mitigation of Risks and Barriers to Market Adoption

For the market introduction of future services, it is crucial to identify potential risks and entry barriers and to take measures to reduce these risks and entry barriers. Even if we see no fundamental barriers to achieving the intended impact as described in the section above, project results are analysed for their risk and barrier minimising potential. The results identified

as relevant are exploited for the mitigation of risks and entry barriers for the market introduction of future real-time immersive telepresence services.

TABLE 9: MITIGATION OF RISKS AND BARRIERS BY EXPLOITING RESULTS

BARRIER	BARRIER DESCRIPTION	MITIGATION
Technology and infrastructure deployment costs	Given the relatively high bandwidth and data processing power requirements for supporting telepresence based services, infrastructure providers may face the barriers of high CAPEX/OPEX in deployment.	The market assessment includes an analysis of relevant costs of technology development, including the required computing and communication resources, typically in the context of 5G networking and edge computing. This will help to identify potential bottlenecks, i.e., potential for cost optimization , towards future technology deployment with cost efficiency awareness.
Uncertainties in user adoption	Although the end user tests to be performed during the project reported satisfactory user experiences, there is still uncertainty in user adoption, including the factors of high price and device usability.	The user experience studies conducted are a base for commercial marketing surveys to obtain information on customer views in the context of different applications.
Lack of killer application use cases	Despite various potential application scenarios that have been envisaged, there is no distinct killer application in the market that is able to provide a decisive push for commercial adoption.	The application use cases submitted from open call participants with a range as wide as possible, will be analysed regarding their business potentials together with the relevant stakeholders both inside and outside the project team.
High energy consumption required for transmitting and processing telepresence content	Although future telepresence-based services can substantially help to reduce CO ₂ emissions thanks to reduced necessity of physical travelling, higher content processing demands may increase the energy consumptions of the required IT resources.	The infrastructure providers in SPIRIT will aim to measure and quantify the energy consumption levels for content processing tasks in the testing activities to minimise the required power for content processing and delivery operations.

4.2.3 Individual Exploitation

In this section each partner has indicated their own individual exploitation plan. These plans will be regularly updated to ensure that the widest communication and dissemination of the results generated by SPIRIT can be achieved, protected, and exploited.

The project's initial exploitation plan for individual project partners is presented in Table 10. During the project lifetime, these plans will be detailed, revised, and refined to ensure effective implementation of measures to leverage the project results.

TABLE 10: INDIVIDUAL PROJECT PARTNER EXPLOITATION PLAN

PARTNER	EXPLOITATION PLAN
IMEC	imec will expand its research and innovation activities in immersive multimedia delivery services, foster new national and international collaborations and pursue valorisation opportunities via licensing mechanisms, joint-ventures and spin-off creation. SPIRIT will enforce imec's position as a centre of expertise in (beyond) 5G network and service management.
EDD	EDD will provide the innovation platform to enable authentic 3D communications on 5G networks. EDD will exploit the adoption of integrated use-cases for enterprises and consumers and work with telecom operators. We will contribute to the development of standards for XR communications to support a wide scale of ecosystem applications.
DT	DT uses the results of this project as a basis platform for own next generation high quality XR telepresence service offerings or as an open platform for 3rd parties based on the developed Edge cloud platform. The project outcome will also be used as valuable input for future enhancements in DT's network. Additionally, security solutions developed in the project will be used to enhance DT's cloud security portfolio. T-Systems will examine whether the results can expand the "Autonomous Logistics" products.
HHI	Fraunhofer HHI will leverage the platform to carry out future research activities as well as industrial projects and collaborations regarding interaction with virtual humans, virtual human representation, immersive telepresence applications but also application-oriented projects, e.g., AR/VR- based training and education, tele-medicine etc.
UNI-KLU	UNI-KLU will use the SPIRIT system and technologies as a basis for research activities and industrial collaborations on future (immersive) multimedia systems and services, e.g., in the CD laboratory ATHENA (https://athena.itec.aau.at/) run jointly with UNI-KLU's spin-off company BITMOVIN; furthermore, to teach to computer science students the fundamentals and technologies of immersive telepresence and collaboration systems.
D4P	D4P provides ICT innovation consulting and media services at Swiss, European and international level and thanks to the participation in SPIRIT plans to strengthen its experience in the media sector. It will allow D4P to offer new services in the R&D&I context and visibility and credibility both in the scientific and industrial communities opening up new business opportunities.
UoS	UoS will leverage the platform to carry out future research activities related to immersive telepresence applications, and will also customise the environment for enabling future remote learning activities for both undergraduate and postgraduate students based on telepresence technologies.
AWTG	AWTG will leverage the SPIRIT innovations to expand its Immersive Health and Education applications which will be available to the market as commercial off-the-shelf offering paving for growth and expansion outside of its current markets. The project outcome will feed into AWTG innovations in immersive communications and applications such as immersive health professional training and education for patients and practitioners, as well as the pioneering VRBA application to deliver behavioural activation therapy to individuals diagnosed with mild to moderate depression.

4.3 PRELIMINARY KEY EXPLOITABLE RESULTS

For the creation of a well-formulated and comprehensive exploitation plan, the SPIRIT consortium will identify a preliminary list of Key Exploitable Results (KERs) that are planned to be developed during the execution of the project. For the KERs, their potential use, target market, success measures, and responsible partners will be determined during the project.

The starting point to guide the consortium members to identify the KERs is based on the following set of generic questions:

- What exploitable results are the project participants hoping to generate?
- What forms, if relevant, can the exploitation of these results take (industrial use, patenting, technology transfer, publication, etc.)?
- What conditions will need to be fulfilled to enable exploitation of the results (cost of implementation and ease of obtaining)?
- What each beneficiary is hoping to gain from the project? Are the expectations of all participants compatible and coherent?

Some examples of key exploitable result types include:

- New technologies
- New technical/scientific/societal knowledge and data (in the form of software, new process, scientific result, evidence of successful pilot, new design, educational resource, evidence-based recommendation for action towards policy makers)
- New training assets
- New collaboration platform/mechanism.

During the project lifetime, the KERs will be revised and refined to ensure effective implementation of measures to leverage the results. The following utilisations are conceivable:

- Using them in further research activities (outside the action)
- Using them in teaching activities
- Developing, creating, and enhancing a product or service
- Providing and marketing a product or service.

The table below provides first preliminary key exploitable results and their potential usage.

TABLE 11: FIRST PRELIMINARY KERS WITH THEIR OBJECTIVES

KEY EXPLOITABLE RESULT	EXPLOITATION OBJECTIVE	EXPLOITATION ROUTES
Business Opportunities	D4P: Strengthen the experience in the media sector to enrich the D4P projects portfolio focussing on the development and adoption of green digital technologies and solutions for sustainable development of our economy and society	D4P will use the developed business roadmap within its network to consolidate the European hub for Digital Sustainability and to assist the planning and development of green digital projects in the media sector.
Lessons Learnt	D4P: Establish a portfolio of successful sustainable actions in the different ICT domains to	D4P will use the key learnings to be exchanged in the D4P working groups (Green Cloud-Edge-IoT Computing,

	accelerate the green digital transition	Climate Neutral and sustainable Smart Cities, Towards a sustainable Internet and Zero Pollution Communication Networks) to be used as base line for further R&I activities
Application-layer protocols for communication in immersive telepresence applications (WebRTC and low-latency DASH, and their potential interoperation)	UNI-KLU: These protocols and their potential interoperation are the main candidates to be used in future immersive applications. Having expertise and tools in this area will be an important asset for further research and teaching efforts.	The results will be used in the CD laboratory ATHENA, in future research projects and industrial collaborations, and in future teaching efforts/courses.
Users' quality of experience (QoE) evaluation metrics, tools, and test results	UNI-KLU: QoE evaluation for immersive telepresence applications is a young field; contributing to it is important and will advance the state of the art. Having expertise and QoE metrics, tools, and results in this field will be an important asset for further research and teaching efforts.	The results will be used in the CD laboratory ATHENA, in future research projects and industrial collaborations, and in future teaching efforts/courses.

The final exploitation efforts and detailed description will be provided in D6.2.

Note: The above table will be finalised by all the involved partners once the Consortium Agreement will be signed.

4.4 MANAGEMENT OF INTELLECTUAL PROPERTY RIGHTS

Effective exploitation of the KERs depends upon, amongst other issues, the proper management of intellectual property, which should be part of the overall management of knowledge in the project.

The SPIRIT consortium has undertaken actions in this regard for addressing the issues related to the intellectual property rights. These include the pre-existing knowledge (Background) of the project partners, an assessment of the results generated during the project, proposals for the optimal protection of IPR, and ownership and proper implementation of IPR protection measures.

The framework of the IPR management is set out within the Consortium Agreement, which stipulates the rules related to the following IP issues:

- Identification of the Background and the specific limitations and conditions for its implementation
- Ownership of the results
- Transfer of the results
- Access rights to the Background and the results
- Non-disclosure of the information.

The SPIRIT partners will assess the possibility of protecting their results once these are generated. Beneficiaries are free to choose any available form of protection of intellectual property. The choice of the most suitable form of IP protection (e.g., patent, trademark, industrial design, copyright, trade-secret, confidentiality agreement) and the related business plan for the exploitation will be considered based on the achieved results.

5 IMPACT ASSESSMENT

The SPIRIT project defined a comprehensive set of Communication and Dissemination KPIs (see Table 12) to monitor the results achieved.

TABLE 12: SPIRIT DISSEMINATION AND COMMUNICATION KPIs

MEASURE	INDICATOR	TARGET (M36)	STATUS AT M04
Project website	# unique visitors to the website (average per year)	> 1500	373
Social networks	# followers Twitter, LinkedIn	> 500 >150	55 60
Press releases/publications in press	# press releases issued to specialised and general media channels	> 3 by the end of the project	1
Publications	# peer-reviewed publications in journals, conferences, workshops	> 5 per year on average	n.a.
Newsletters	# newsletters (published every 6 months)	6	n.a.
Videos	# videos published on the YouTube channel and average number of views	4 videos 150 views per video	n.a.
Workshop organisations	# workshops & average # participants per workshop	2 20-40 per event	n.a.
Participation to events and presentations	# workshops & average # participants per workshop	At least 12 events	1

TABLE 13: SPIRIT DISSEMINATION MILESTONES

MILESTONE NUMBER	NAME	RELATED WP	DUE DATE	MEANS OF VERIFICATION	STATUS AT M04
MS1	Project website	WP 6	M1	Website active with initial content	Delivered

TABLE 14: SPIRIT DISSEMINATION DELIVERABLES

DELIVERABLE	NAME	RELATED WP	LEAD	TYPE	DISSEMINATION LEVEL	DELIVERY DATE	STATUS AT M04
D6.1	Communication, dissemination, standardisation and exploitation plan	WP6	D4P	R	PU	M4	Current document
D6.2	Communication, dissemination, standardisation and exploitation report	WP6	D4P	R	PU	M36	Planned

6 CONCLUSIONS

This deliverable presents the SPIRIT communication, dissemination, standardisation and exploitation strategy providing a consistent framework and guidelines for all planned or envisaged activities to effectively disseminate and sustain the concepts, achievements and knowledge results developed within the project.

Dissemination, communication, standardisation and exploitation activities are essential to the achievement of the SPIRIT mission and objectives, and are expected to also impact the relevant technology policy making, as well as defining research and innovations priorities and investments. These activities will therefore be part of a coordinated and cooperative effort throughout the lifetime of the project and be carefully integrated within all its Work Packages.

The present plan illustrates in clear terms the rationale behind the strategy and clarifies all dimensions and tools envisaged to communicate the core messages of the project and capitalise on its results in a very effective and comprehensive way. Various activities will be realised throughout the lifetime of the project to help SPIRIT achieve its purposes. Promotion of the project online and via participation in events, organisation of workshops, promotion of the open calls, writing of news, producing high-quality promotional material as well as collaboration with other projects, relevant initiatives, and standardisation bodies are essential planned activities.

The current report constitutes a handbook for all project partners to guarantee a harmonised approach when setting-up and performing dissemination activities, as it lists all stakeholders, communication channels, dissemination activities and corresponding key performance indicators. It also addresses the European Commission that will be an essential partner in the realisation of this plan. In order to measure the achieved progress and impacts of the proposed strategy and plan, a monitoring and evaluation framework has been defined and a number of indicators have been recognised and detailed.

APPENDIX A



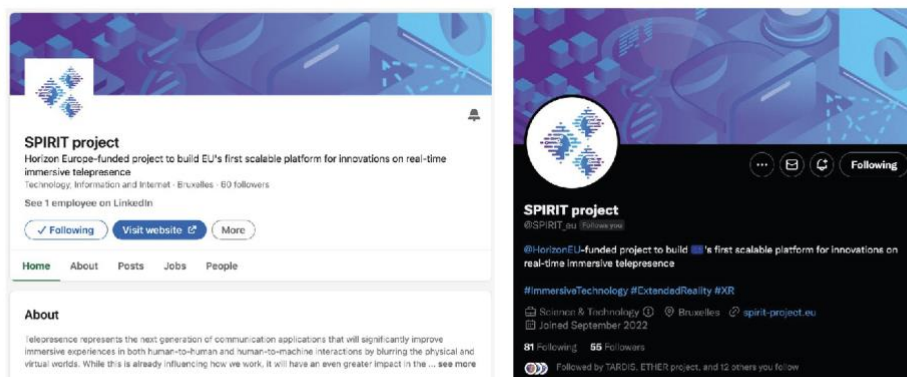
WHAT IS A BRAND IDENTITY?

A brand identity allows you to recognize a consistent look and feel across all outlets (electronic and printed visual media). It defines how those who come into contact with the brand should perceive it and influences their opinion of the brand.

This document lists and explains the visual identity elements of the project SPIRIT.

These are rules and values to help you create and compose visual designs using its identity.

Examples of SPIRIT's brand identity across different outlets (Twitter and LinkedIn accounts...).



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LOGO

Main, extended and icon versions of the SPIRIT logo with some basic recommendations.

Main version



Safe area



Icon version (for favicon, social media outlets)



Minimum size



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LOGO VARIATIONS

The main logo is also provided in the variations depicted here below, to allow readability over dark backgrounds or for black and white printing purposes.

Greyscale version



Negative version



Black&White version



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DOS AND DONT'S

Basic instructions on how to use the main logo - and its variations - over different types of backgrounds.

Dos



Negative version on high contrasted background.



Main version on background assuring high contrast.

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Don'ts



Not enough contrasted background.



Not enough contrasted background.

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CORPORATE COLOURS

A main palette of 4 colours based on the logo colour scheme. These are the colours of the logo gradient and elements. In combination with the main colours palette, two more greyscale colours can be used.

For slide presentations and deliverables: the colour of standard elements has been defined and locked in the respective templates, as those documents are likely to be mainly edited outside design departments.

To change colours (icons or additional text), editors will find the corporate color palette in the templates.

Palette of corporate colors



C95 M65 Y35 K25
R23 G71 B107
HEX #17476B

C80 M98 Y0 K0
R93 G34 B139
HEX #5D228B

C75 M55 Y0 K0
R76 G114 B199
HEX #4C72C7

C62 M10 Y0 K0
R61 G188 B255
HEX #3DBCFF

C0 M0 Y0 K95
R40 G40 B40
HEX #282828

C0 M0 Y0 K45
R160 G160 B160
HEX #A0A0A0

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FONT TYPES

SPIRIT's brand uses the open source fonts from Google Fonts: Orbitron (Black and Bold version) for headings and Roboto (Regular and Bold versions) for body copy and headings too. The usage of other versions of the fonts are allowed. This applies to the website, presentations and all promotional material.

For deliverables, the system font Arial (only Regular and Bold versions) should be used instead, to avoid missing font issues, as those documents are likely to be mainly edited outside design departments. It could be used also for presentations in case the two brand fonts are missing.

Headings

(website, presentations, and all promotional materials)

Orbitron Black and Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Alternative body copy and headings

(for deliverables and presentations)

Arial regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Body copy - sometimes headings too

(website, presentations, and all promotional materials)

Roboto regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

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EU RECOGNITION

All the EC funded projects under Horizon Europe don't need anymore to clearly show the acknowledgement to the EC fund in all Dissemination & Communication materials.

The following disclaimer MUST be used into scientific publications / press releases / blogs / deliverables (where there are author, where opinions/editorial/comments/conclusions are stated...). Project's acronym and Grant Agreement number could be add only as shown here below. This disclaimer should be used in the website footer too.



Funded by the European Union (SPIRIT, 101070672).

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

For merchandising or any other promo materials (bookmarks / roll-up / flyers / posters) that usually report only vision / phases / objectives, the disclaimer is not necessary, but then MUST be used the EU emblem / recognition, as shown here below.



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APPENDIX B



PRESS RELEASE

October 28, 2022

The creation of Europe's first multi-site and interconnected framework for real-time immersive telepresence applications kicks off

The last few years have demonstrated the value of virtual interaction when your friends, family, colleagues, or classmates are not nearby. We got closer thanks to video conferencing tools. However, staring at the tiny rectangle during a long online meeting can eventually become tiring and cause us to lose authentic human connection.

The SPIRIT project was launched in order to put real-time immersive telepresence into practice, creating vivid 3D meeting experiences. Supported by the European Commission's Horizon Europe funding, SPIRIT implements a clear strategy to overcome the obstacles that have always limited the scale up of immersive telepresence solutions in Europe. A combination of broad research expertise in VR/AR/XR technologies and hands-on feedback gathered through a series of Open Calls will integrate and maximise the SPIRIT consortium's efforts.

This collaborative innovation journey will eventually lead to the creation of Europe's first multi-site and interconnected framework capable of supporting a wide range of application features in collaborative telepresence.

Who is on board

SPIRIT brings together eight partners from top industry organisations, SMEs as well as leading universities and research centres in the field of multimedia communication and immersive technologies. The partners, led by imec, includes Ericsson, Deutsche Telekom, Fraunhofer Institute for Telecommunications, AWTG, Digital for Planet, University of Klagenfurt and University of Surrey and will work together for the next 36 months. The collaboration has officially started during the virtual kick-off meeting held on October 20, 2022. With all members

SPIRIT | Press release



highly motivated, SPIRIT is now looking forward to contributing advancing extended collaborative telepresence technologies and increasing European competitiveness and innovation capacity.

PRESS CONTACT & SOCIAL MEDIA

- E-mail | info@spirit-project.eu
- Twitter | https://twitter.com/SPIRIT_eu
- LinkedIn | <https://www.linkedin.com/company/spirit-eu-project/>



SPIRIT (Scalable Platform for Innovations on Real time Immersive Telepresence) has been funded by the Horizon Europe Framework Programme of the European Union under the EC grant agreement n° 101070672. The information expressed in this document do not necessarily reflect the views of the European Commission. The European Commission is not liable for any use that may be made of the information contained herein.

SPIRIT

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