



D4.2 – First Dissemination and Communication Activities Report

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SEN	Sensitive, limited under the conditions of the Grant Agreement	
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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



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ETHICS: Deliverables related to ethics issues.

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EXECUTIVE SUMMARY

This report expands upon Deliverable D4.1, the Dissemination and Communication Strategy and Plan, which was submitted to the European Commission on 30th April 2024, and the Key Performance Indicators (KPIs) established prior to the project's commencement. It outlines the communication, dissemination, and community-building efforts undertaken, as well as the tools and channels employed by the OPENVERSE consortium to enhance the project's visibility and engagement with its target audiences over the first 18 months, from the project launch in November 2023 to its mid-term in April 2025.

During the first half of the OPENVERSE project, the consortium achieved significant progress in its dissemination, communication, and stakeholder engagement efforts. Leveraging a comprehensive framework established at the project's outset, including brand guidelines, a dedicated website, social media presence, and multimedia promotional tools; the project successfully amplified awareness and visibility of its goals and results.

Key highlights:

- **Framework established:** The dissemination and communication strategy was implemented, featuring a branded digital presence and promotional materials (videos, flyers, posters).
- **Stakeholder engagement:** OPENVERSE participated in **13 external events** and **organised or co-organised 16 targeted events**, fostering meaningful interactions with a diverse stakeholder group, including policymakers; industry partners and technology developers; Research communities and academic institutions; Civil society organisations and NGO; General public and end-users; European and international organisations/initiatives/projects; Media and influencers.
- **Foresight workshops outcomes:** A series of workshops led to actionable recommendations for Europe's Virtual Worlds strategy, including enhancing regulatory coherence, bridging regional gaps in digital development, establishing a European Digital Transition Observatory, to guarantee the sustainability of the project to name a few.
- **Online reach:** The project website attracted over **6,500 unique visitors**, reflecting growing interest in OPENVERSE activities and outputs.

Outlook for the second half:

Looking ahead, and to reinforce OPENVERSE's strategic objectives and ensure enduring impact across Virtual Worlds' ecosystem, partners will continue to scale its impact through targeted dissemination and stakeholder engagement, with a focus on multi-channel promotion via web, social media, and newsletters, active participation in conferences and thematic events, a user-centric engagement through tailored workshops and webinars, scientific contributions in peer-reviewed publications and the launch of an **Online VR Symposium** to broaden outreach and collaboration.

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ABBREVIATIONS

WP	Work Package
BDVA	Big Data Value Association
AI	Artificial Intelligence
XR	Extended Reality
MR	Mixed Reality
VR	Virtual Reality
AR	Augmented Reality
EU	European Union
NGI	Next Generation Internet
OETF	OPENVERSE Ecosystem Task Force
KPIs	Key Performance Indicators
GDPR	General Data Protection Regulation

1 INTRODUCTION

1.1 PURPOSE OF THE DOCUMENT

This first Dissemination and Communication Activities report and present deliverable D4.2, serves two primary functions: it reports on the dissemination and communication activities from the first half of the project (November 2023 to April 2025), and it acts as the Communication and Dissemination report for the same period. It provides a thorough summary of the efforts made to promote the project's goals, involve stakeholders, and share the findings.

Beyond detailing past accomplishments, D4.2 also lays out the planned activities for the remainder of the OPENVERSE initiative (May 2025 to December 2026). These future actions are based on the project's Description of Action (DoA) and the guidelines from the deliverable D4.1, ensuring a focused and strategic approach to ongoing outreach and engagement.

1.2 STRUCTURE OF THE DOCUMENT

The following sections detail the project's progress and future plans:

- Section 1 offers an introduction and sets the context for the communication and dissemination activities.
- Section 2 presents the first reporting period (Months 1-18) achievements, including strategy, communication, and impact.
- Section 3 presents the strategy for the remaining project duration (Months 19-36).
- Section 4 offers a concluding reflection on the project's overall progress and impact. Through targeted, strategic communication and dissemination activities, this plan aims to not only broadcast the achievements of OPENVERSE but also to galvanise action, foster collaboration among stakeholders, and drive forward the agenda for truly inclusive and innovative European virtual worlds.

2 COMMUNICATION AND DISSEMINATION M01-M18

2.1 COMMUNICATION STRATEGY AND OBJECTIVES

At the project's outset, a thorough communication, dissemination, and community-building strategy was created to ensure OPENVERSE's wide reach and significant impact. This strategy, detailed in deliverable D4.1, serves as a blueprint for all outreach efforts. Project partners have consistently followed this plan since the beginning, utilising various tools and activities, which will be further explained. OPENVERSE will prioritise continuous communication and dissemination throughout the project to ensure its innovative solutions, technologies, and results are widely recognised and utilised:

- **Storytelling:** The consortium has translated technological advances into compelling stories that highlight their human impact and transformative potential, fostering relatability across diverse audiences.
- **Multi-channel dissemination:** Partners ensured widespread reach and accessibility through a blend of digital platforms, traditional media, events, and engaging visual content, maximising the impact of our communication efforts.
- **Stakeholder engagement and target audience are crucial:** Consortium partners cultivated a collaborative community by mapping different target audiences/stakeholders, tailoring communication, and facilitating active participation in dialogues and co-creation.

These pillars were designed to inform, inspire, and drive collaboration, advancing OPENVERSE's vision of an open, inclusive, and innovative Virtual Worlds.

2.2 COMMUNICATION AND DISSEMINATION TOOLS AND CHANNELS

2.2.1 Project website

The OPENVERSE project website, launched in the initial phase of the project, is a fully functional platform offering comprehensive insights into the project's goals and activities. Designed by web specialists, the site's structure and layout were developed to effectively communicate the project's objectives to its target audiences. Built on the WordPress platform, the site reflects OPENVERSE's unique branding, enhancing both the project's identity and visibility. The OPENVERSE website is regularly updated to maintain its relevance and appeal to visitors. In addition, significant attention is given to Search Engine Optimisation (SEO), strategic keywords, and cross-references to drive traffic and enhance the site's visibility.

Structure and content

- **ABOUT** introduces the overview of the project, its vision and strategy as well as the consortium.
 - **About OPENVERSE**
 - **Vision and Strategy**
 - **Consortium**

- **NEWS** highlights a summary of updates, developments, and milestones covered in:
 - **News articles:** where users can read the latest articles or updates
 - **Press Releases:** A compilation of official press releases issued throughout the project's duration.
 - **Newsletter:** Every three months we send out a newsletter which compiles the latest news of the project.
- **Events:** schedule of events connected with the project.
- **Resources:**
 - Project Deliverables: list of all deliverables that were produced or will be produced by the OPENVERSE consortium. Public deliverables that were approved by the European Commission (EC) are available for download.
 - Scientific publications
 - Presentations
 - Promotional Materials: promotional content such as flyers, posters, standing flags, and more material about OPENVERSE
 - Videos: video content with direct links to the OPENVERSE YouTube channel.
- **The OPENVERSE Observatory** was added in January 2025 and was built by TRUST-IT (T6.3). It was designed as a knowledge hub showcasing projects, case studies, companies, and technologies involved in the European Virtual Worlds ecosystem. The OPENVERSE Observatory has several search categories: company or case study and technological focus, covering key areas like AI, AR/VR, digital twins, blockchain, and quantum computing. It highlights innovations across sectors such as health, automotive, telecommunications, and manufacturing, promoting technological advancements throughout Europe. Submissions are also organised geographically, reflecting contributions from EU member states, Norway, the UK, to name a few regions. This structure allows efficient mapping of pioneering projects that shape the future of Virtual Worlds.

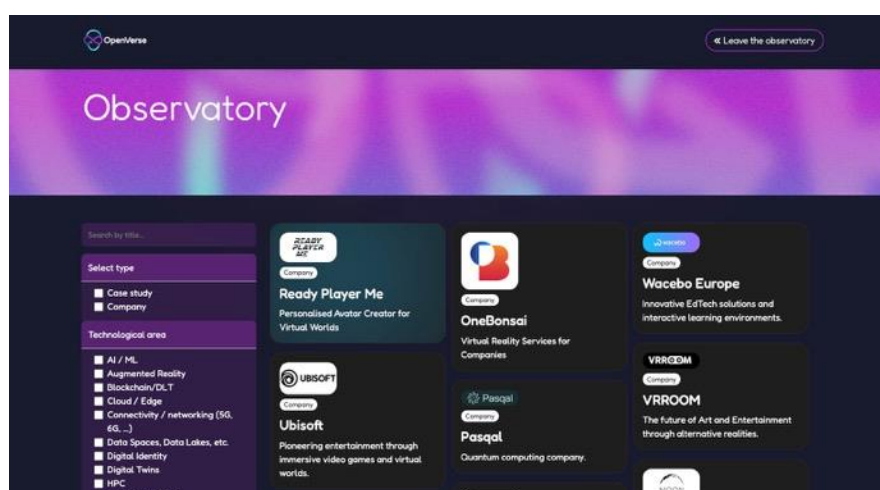


Figure 1: The OPENVERSE Observatory page

- The **Open Calls**¹ tab was added at the end of April 2025 to announce POLIMI's work in WP1 and T1.2: the co-creation of Virtual Worlds workshops. This dual-purpose tab allows users to either express their interest or take part in the upcoming co-creation within or for Virtual Worlds. Through structured workshops, participants will explore different approaches to collaborative innovation, testing how Virtual Worlds technologies can be exploited for design solutions, enhance experiences, and discover new pathways of digital interaction.

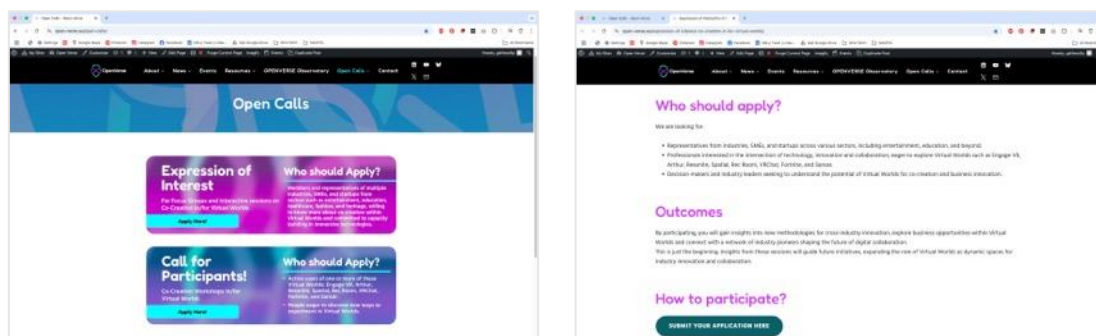


Figure 2: The OPENVERSE Open Calls website sections

Website traffic – statistics

The website performance is continuously monitored through Matomo², an analytics platform chosen to track site visits and other relevant information. Matomo (formerly known as Piwik) is a widely used open-source web analytics platform. It is self-hosted, which aligns with OPENVERSE's emphasis on privacy preservation. Fully GDPR-compliant and free from third-party tracking, Matomo ensures that data ownership remains entirely with the site owner. It offers valuable insights that help guide and refine content strategy decisions.

At the time of writing of this deliverable (April, 2025), the website counted 6,523 unique visitors who generated over 10,000 page views.



¹ <https://open-verse.eu/open-calls/>

² <https://matomo.org/>

Visits Overview



Figure 3: OPENVERSE website – Traffic overview and visit duration

Additionally, the picture here below breaks down the top ten of most frequently visited pages:

PAGE URL	PAGEVIEWS	* UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE	EXIT RATE	AVG. PAGE LOAD TIME
/index	6,082	4,311	48%	00:00:47	71%	4.26s
event	2,140	1,575	50%	00:01:07	77%	3.05s
2024	813	615	55%	00:01:07	70%	2.19s
events	682	537	35%	00:00:38	26%	2.44s
about-openverse	670	530	48%	00:00:55	37%	1.71s
consortium	582	468	41%	00:01:18	53%	1.81s
latest-news	596	440	41%	00:00:36	29%	1.88s
project-deliverables	417	332	57%	00:00:45	45%	2.1s
vision-and-strategy	375	305	75%	00:01:16	46%	2.13s
openverse-ecosystem-task-force	359	292	61%	00:00:49	60%	2.52s

Figure 4: OPENVERSE website – Most visited pages

2.2.2 Social media

OPENVERSE has built a strong presence on social media to regularly share its activities and outcomes with a wider audience. The project has gained a solid following across various platforms, including LinkedIn, X, and YouTube. These channels are updated frequently with diverse content, such as updates on OPENVERSE partners' participation in events and webinars, and news articles linking back to the website. LinkedIn posts tag partner handles to enhance reach and sharing potential. Additionally, relevant hashtags like #VirtualWorlds, #OPENVERSE, and #EU are frequently used.

Recent evaluations have highlighted concerns about X, especially in relation to data privacy, user autonomy, and the potential for misinformation. In light of these issues, OPENVERSE has created an account on Bluesky, a platform that emphasises user-focused design, transparency, and ethical communication.

2.2.2.1 LinkedIn

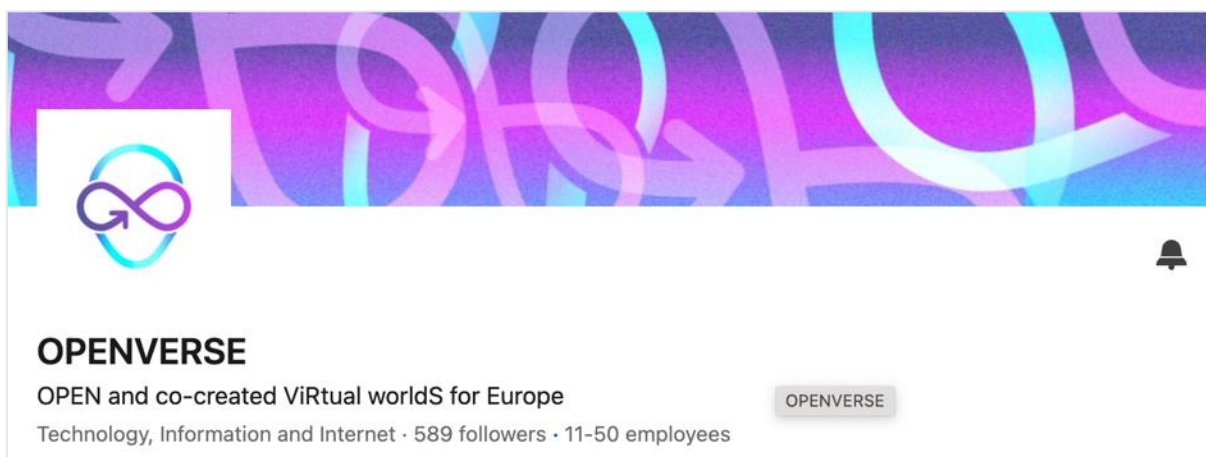


Figure 5: OPENVERSE LinkedIn account

LinkedIn³ serves as a platform to showcase key project milestones and keep followers updated on the latest developments. The page currently boasts 636 followers and has published over 80 posts. With an 8.17% engagement rate and a total of over 33,700 page impressions, the account is mainly used to highlight the project's progress, amplify key messages from the website, and share relevant news from project partners. The OPENVERSE LinkedIn page is followed by a global audience involved in fields such as education, business development, research, program and project management, engineering, information technology, community and social services, media and communication, sales, and consulting. Most followers are based in Europe.

2.2.2.2 YouTube

YouTube⁴ enhances the visibility of OPENVERSE by showcasing selected video content. Although the YouTube channel has a limited number of subscribers, it serves a different purpose. Partners primarily use it as an archive for videos that are also shared and promoted through other platforms. By uploading recordings of workshops and event highlights, the channel supports community building around the project through interactive features like comments, likes, and shares. This fosters collaboration and helps extend the project's reach. Moving forward, we aim to enrich the channel with more substantial, content-driven videos tailored to our niche, while also offering educational value to broader audiences.

³ <https://www.linkedin.com/company/open-verse>

⁴ <https://www.youtube.com/@OPENVERSE-Project>

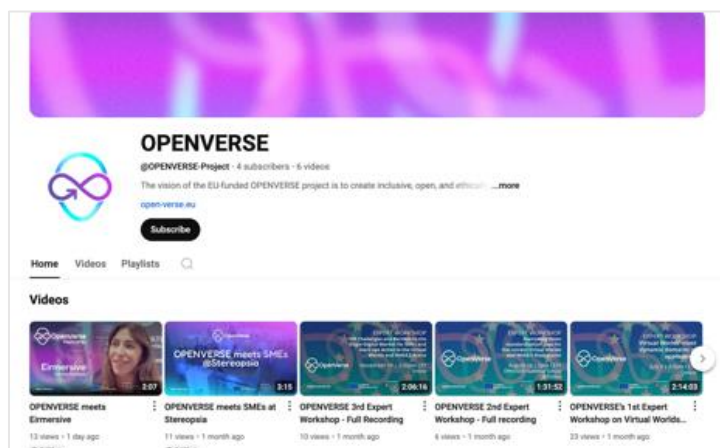


Figure 6: OPENVERSE YouTube channel

2.2.2.3 Bluesky

Bluesky⁵ is a decentralised social media platform that became publicly available on February 6, 2024. It functions similarly to X (formerly Twitter), allowing users to post short updates of up to 300 characters, as well as share images and videos. The platform was originally proposed in 2019 by Jack Dorsey, former CEO of Twitter, and has since evolved into an independent project. Bluesky is built on an open-source framework, encouraging transparency and public involvement in its development. The OPENVERSE partners created a Bluesky account to align with the project's focus on fostering open, inclusive, and ethically grounded virtual environments. As of this writing, the account has 14 followers.



Figure 7: OPENVERSE Bluesky account

2.2.3 Content Production

The OPENVERSE consortium promotes transparency and keeps stakeholders, including the public, informed about its activities by publishing news articles that showcase significant initiatives,

⁵ <https://bsky.app/profile/openverse.bsky.social>

achievements, and milestones. To date, it has released 12 news articles and 4 press releases: one announcing the project kick-off and another introducing the OPENVERSE Ecosystem Task Force meeting, the announcement of the first edition of the workshop series organised by partners IF and POLIMI and the launch of the Observatory in collaboration with partner TRUST-IT. All news items are available on the OPENVERSE website and have been shared via social media and the project newsletter.

Table 1: OPENVERSE News items

Title	Link	Release
Europe steps into the OPENVERSE: a bold initiative for human-centric Virtual Worlds	https://open-verse.eu/2024/01/09/openverse-kicks-off/	Jan 2024
OPENVERSE launches the Ecosystem Task Force for human-centric Virtual Worlds	https://open-verse.eu/2024/04/30/openverse-launches-the-ecosystem-task-force-for-human-centric-virtual-worlds/	Apr 2024
Highlights from the OPENVERSE General Assembly in Pisa	https://open-verse.eu/2024/05/17/highlights-from-the-openverse-general-assembly-in-pisa-2/	May 2024
Virtual Worlds: the next technological transition. Opportunities for people and businesses in Europe	https://open-verse.eu/2024/05/29/virtual-worlds-the-next-technological-transition-opportunities-for-people-and-businesses-in-europe/	May 2024
How will Generative AI and Virtual Worlds improve competitiveness in the EU?	https://open-verse.eu/2024/09/23/how-will-generative-ai-and-virtual-worlds-improve-competitiveness-in-the-eu/	Sept 2024
OPENVERSE Presents Cutting-Edge Chart Developed at EBDVF	https://open-verse.eu/2024/11/05/openverse-presents-cutting-edge-chart-developed-at-ebdvf/	Nov 2024
OPENVERSE delves into interoperability challenges with XR4Human at Stereopsia	https://open-verse.eu/2024/12/20/openverse-delves-into-interoperability-challenges-with-xr4human-at-stereopsia/	Dec 2024
Webinar on human-centric VR: National and regional initiatives in Europe	https://open-verse.eu/2025/02/03/webinar-on-human-centric-vr-national-and-regional-initiatives-in-europe/	Feb 2025
Foresighting the technologies and co-factors that may shape the future of Virtual Worlds and the Web 4.0	https://open-verse.eu/2025/02/04/foresighting-the-technologies-and-co-factors-that-may-shape-the-future-of-virtual-worlds-and-the-web-4-0/	Feb 2025
OPENVERSE Observatory launches as Europe's knowledge hub for Virtual Worlds	https://open-verse.eu/2025/02/06/openverse-observatory-launches-as-europes-knowledge-hub-for-virtual-worlds/	Feb 2025
OPENVERSE Partners Gather for Key Strategic General Assembly	https://open-verse.eu/2025/03/13/openverse-partners-gather-for-key-strategic-general-assembly/	Mar 2025

Exploring National Initiatives and the European Partnership on Virtual Worlds	https://open-verse.eu/2025/04/15/exploring-national-initiatives-and-the-virtual-worlds-partnership/	April 2025
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2.2.4 Newsletters and newsflashes

The OPENVERSE newsletter delivers updates on project milestones, news from partner organisations, and announcements about upcoming events and engagements. To date, two issues have been distributed to subscribers. The mailing list was established through an online subscription process, facilitating widespread dissemination of the newsletter. A registration feature on the website allows visitors engaged to subscribe or unsubscribe if they are willing to, ensuring GDPR compliance. The newsletter is created and distributed using MailerLite⁶, a dependable platform known for its strong accessibility and privacy features. Currently, 155 stakeholders subscribed.

The first newsletter was sent in May 2024 to 25 subscribers (72% opened; 12% clicked). This first issue was meant to introduce the project's vision and different consortium partners. It highlighted the first few months of the project's activities.



Figure 8: OPENVERSE Newsletter #1

The first newsflash was sent in August 2024 to 31 subscribers (51% opened; 19% clicked). The key aim of this message was to promote the then upcoming 2nd Expert Workshop, which was planned as a hybrid-participation event.

⁶ <https://www.mailerlite.com>



Figure 9: OPENVERSE Newsflash #1

The second newsflash was sent in December 2024 to 82 subscribers (60% opened; 6% clicked). The message served the double purpose of reporting on the project's recent activities at Stereopsia and forwarding the consortium wishes to stakeholders for a happy winter break.



Figure 10: OPENVERSE Newsflash #2

The second newsletter was sent in March 2025 to 112 subscribers (41.96% opened; 8.04% clicked). This specific newsletter covered the launch of the Observatory on the website and included various workshops reports organised by different partners who have been highly active across all areas. One of the partners focused on mapping out national VR initiatives across Europe.

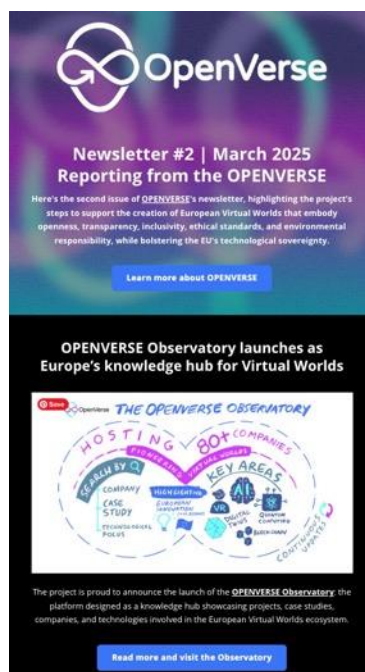


Figure 11: OPENVERSE Newsletter #2

The newsletters and newsflashes are also promoted via social media channels and published on the project's website.

2.2.5 Press releases

During the first 18 months, OPENVERSE published 4 press releases. Press releases were distributed to selected media outlets and journalists through Prowly⁷, a public relations and media relations platform. They were subsequently published on the OPENVERSE website:

1. The first press release was published in **December 2023** to announce the start of the OPENVERSE project: *"Europe steps into the OPENVERSE: a bold initiative for a human-centric metaverse"*.
2. OPENVERSE's second press release was published on the **30th April** to announce the implementation of the OPENVERSE Ecosystem Task Force: *"OPENVERSE launches the Ecosystem Task Force for human-centric virtual worlds"*.
3. The third press release announced in **June 2024** the first online Expert Workshop organised by partners IF and POLIMI: *"Application domains and adoption gaps, priorities to be set"*.
4. The fourth press release was published in **January 2025** and announced the new Observatory to the website and for the project: *"OPENVERSE Observatory launches as Europe's knowledge hub for Virtual Worlds"*.

⁷ <https://prowly.com/>

2.2.6 Promotional materials

OPENVERSE has created a range of promotional materials to enhance its communication and dissemination strategies. These resources effectively showcase the project's advancements, discoveries, and outcomes. By doing so, they facilitate the spread of knowledge and provide valuable insights to stakeholders while offering easily digestible summaries for the general public. Additionally, these materials boost the project's visibility when consortium members participate in European events.

During the initial reporting period, a number of important promotional materials were created and distributed, mainly in relation to event participation.

OPENVERSE Project flyer: Released in February 2024, the project flyer outlines the project's goals and key components. It was updated in November 2024 to ensure the information remained current and accurate.



Figure 12: OPENVERSE Project flyer

OPENVERSE Project roll-up: Produced in November 2024 to increase the project's visibility at key events like Stereosia.



Figure 13: OPENVERSE Project roll-up

The **OPENVERSE Project poster** was produced in August 2024 meetings to effectively communicate the project's objectives and demonstrate its relevance and applicability in the context of EGOV2024 (Leuven), where our coordinator was presenting the project.



Figure 14: OPENVERSE Project poster

2.2.7 Videos

During its initial 18 months, OPENVERSE produced 10 videos that were uploaded to the project's YouTube channel mirrored on its website, shared on different platforms. To date, these videos on the project's YouTube channel have collectively gathered a total of 183 views (plus 1192 views for the reposts on LinkedIn). The first videos we published on the website were recordings of expert workshops organised by consortium partners IF and POLIMI.

- The video entitled [“OPENVERSE at EBDVF 2024: What are the priorities for Data and AI in Virtual Worlds?”](#) Data and AI are the fundamental pillars of human-centred and sustainable Virtual Worlds. Data enables us to understand user behaviour and needs. AI can use predictive analytics to anticipate future trends and behaviours. We have asked experts of Virtual Worlds what the priorities in terms of Data and AI for Virtual Worlds would be. This video features Alessandro Paciaroni, from LC; Dr Joaquin Salvachua, from the Universidad Politecnica de Madrid; Dr Monique Calisti from MARTEL; Julien Adelberger from the IDSA; Dr Andrea Bravo is an AR/MR/VR Specialist Metaverse Data & Ethics; Dr Lukasz Porwol from INS.

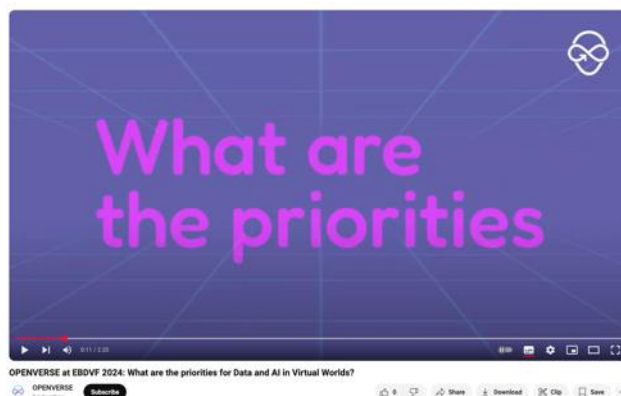


Figure 15: Screenshot from “OPENVERSE at EBDVF 2024: What are the priorities for Data and AI in Virtual Worlds?”

- The video entitled “[OPENVERSE meets SMEs at Stereopsia](#)” features young creators and small and medium enterprises (SMEs) who are talking about the challenges they encounter also in terms of interoperability. Featured in this video: Aristote Douroudakis who is a VR Producer, *Avec ou sans vous* in France; Thomas Layer-Wagner is the founder of *Polycular* in Austria; Deger Basdogan is a VR/ Sim Technical Manager at RoT Studio in Turkey; Louise Paepe is a XR Coordinator at RTC Antwerpen in Belgium; Christophe Hermanns is the Founder and CEO at Vigo Creative in Belgium and Alexandra Gerard is a Director at Stereopsia in Belgium.



Figure 16: Screenshot from “OPENVERSE meets SMEs at Stereopsia”

- The video entitled “[OPENVERSE meets Eirmersive](#)” features Camille Donegan, CEO at Eirmersive, interviewed during Stereopsia in December 2024. This Irish national initiative reaches out to SMEs and offers solutions to some of the shortcomings of a changing environment.



Figure 17: Screenshot from “OPENVERSE meets Eirmersive”

- The video entitled [“OPENVERSE meets EliXR”](#) features Gökhan Dönmez from Turkey. The OPENVERSE initiative connected with Small and Medium Enterprises (SMEs) at Stereopsia in December 2024. Gökhan Dönmez, shared the challenges he encounters regarding funding for his business in Turkey.

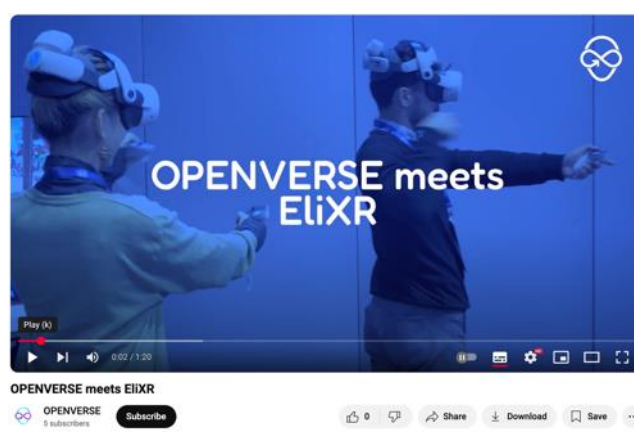


Figure 18: Screenshot from “OPENVERSE meets EliXR”

- The video entitled [“OPENVERSE meets RTC Antwerpen”](#) features Louise Paepe – XR Coordinator at RTC Antwerpen, Belgium – interviewed at Stereopsia 2024. Louise Paepe briefly walks through their XR-related activities conducted locally in the field of education.



Figure 19: Screenshot from “OPENVERSE meets RTC Antwerpen”

- The video entitled ‘[OPENVERSE meets Polycular](#)’ Thomas Layer-Wagner, founder and CEO of Austrian company Polycular, explained specific challenges of creating meaningful experiences with games and XR technology.



Figure 20: Screenshot from “OPENVERSE meets Polycular”

- The video entitled ‘[OPENVERSE meets Vigo Creative](#)’ Christophe Hermanns, founder and CEO of Belgian company Vigo Creative, who stressed the importance of access to talent and funding to support the work of small and young companies working in the XR field.



Figure 21: Screenshot from “OPENVERSE meets Vigo Creative”

- The project also released all 3 [full-length recordings of the Expert Workshops series’ instalments](#) jointly organised by IF, POLIMI and MARTEL (more information can be found in the following section of this document), made available online from January 2025.



Figure 22: Screenshot from the recording of OPENVERSE's 3rd Expert Workshop

2.2.8 Events



Figure 23: The OPENVERSE showcase on the Stereopsia 2024 exhibition floor

The OPENVERSE consortium actively engaged in a wide range of events to showcase and promote the project, while also fostering connections with key stakeholders. These events provided valuable opportunities for networking, collaboration, and increasing visibility within the relevant sectors.

Attended events

- **Research to Reality Conference**, from 4-6 February 2024, Brussels. This in-person event was set to influence the future of digitalisation in Europe, organised under the Belgian presidency in collaboration with the European Commission. Our coordinators from LC attended and presented OPENVERSE.
- **Meeting of the VR/AR Industrial coalition**⁸. On the 6th February 2024 in Brussels, LC attended a discussion with a group of innovators in VR/XR. The Virtual and Augmented Reality Industrial Coalition is a platform for structured dialogue between the European VR/AR ecosystem and policymakers. The VR/AR Industrial Coalition was first announced in 2020 in the Commission's [Media and Audiovisual Action Plan](https://digital-strategy.ec.europa.eu/en/policies/virtual-and-augmented-reality-coalition). This initiative aims to inform policy making,

⁸ <https://digital-strategy.ec.europa.eu/en/policies/virtual-and-augmented-reality-coalition>

encourage investment, facilitate dialogue with stakeholders and identify key challenges and opportunities for the European VR/AR sector. The Coalition forms part of the overall strategy on [Virtual Worlds fit for people](#).

- **DECIDO's final conference**, on the 22nd February 2024 in Brussels. The final conference of the DECIDO project was an excellent opportunity to gain insight into the future of policymaking and EU initiatives. The event featured engaging Ignition Talks that addressed key topics, including evidence-informed policymaking for carbon neutrality and the role of data in smart cities. Our coordinator (LC) attended the conference.
- **Data Spaces Symposium**, from the 12-14 March 2024 in Frankfurt. Organised by the Data Spaces Support Centre and the Data Spaces Business Alliance, this symposium was essential for data innovators to attend. LC and the BDVA represented the project.
- **Data Week 2024 , Leuven**, on the 5th June 2024 in Leuven, the topics discussed were legal and ethical aspects of data and AI: the AI Act implementation, Generative AI / Foundation models, Data quality, Data life-cycle projects, Synthetic Data and AI Regulatory sandboxes. LC attended.
- **The Augmented World Expo (USA)**, from the 18-20 June 2024 in Long Beach California, the Augmented World Expo Conference targets a diverse audience including developers, enterprise and industrial decision-makers, marketers, startups, and investors, with nearly half of its speakers being women, showcasing a strong commitment to diversity. The event's program spans over 15 thematic tracks and 400+ speakers, covering cutting-edge topics such as enterprise XR applications, workforce training, healthcare and wellness, AI and virtual beings, gaming and entertainment, XR enablement, and digital identity through Web3. The content is crafted to deliver educational, actionable insights while encouraging innovation and collaboration across the XR ecosystem. Our partner INS was there.
- **EGOV2024**, from 01-05 September 2024 in Leuven. The EGOV2024 conference is a scholarly event focused on the wide-ranging fields of e-Government and e-Democracy, covering areas such as Digital Government, e-Participation, Open Government, Smart Government, AI in government, GovTech, Algorithmic Governance, and other topics related to digitalisation in government. LC presented a poster of the project.
- **EBDVF 2024**, from 2-4 October in Budapest. European Big Data Value Forum is BDVA's flagship event, bringing the whole European data-driven AI research and innovation community together to share knowledge, collaborate and celebrate achievements. Partners who attended were: Martel, INS, LC, IDSA, BDVA.
- **'Virtual worlds at the crossroads: between innovation and user protection'** was a Panel discussion during the **New European Media (NEM) Summit** which happened in Brussels on 23-24 October 2024. Francesco Panella introduced consortium partner MARTEL and OPENVERSE in the session dedicated to 'perspectives on Virtual Worlds, industrial and human arts. Niall Murray, TransmiXR project coordinator, Frances Mas Peinado from 3Cat, were part of the panel. Andrew Perkis from NTNU – Norwegian University of Science and Technology was moderating the panel discussion.
- **Augmented World Expo (Europe)**, from 29-30 October 2024 in Vienna. Augmented World Expo is a conference and expo that is focused on the fields of augmented reality, virtual reality and wearable technology. INS and XR4Europe attended.

- **Stereopsia**, from 8-10 December 2024 in Brussels, Stereopsia is not just an event; it's a driving force for reshaping human experiences with eXtended Reality (XR). As Europe's leading XR event, Stereopsia sparks creativity and innovation in a dynamic, collaborative environment. MARTEL and XR4Europe were there.
- **Legal Issues in Extended Reality: Balancing Innovation with Regulation**, on the 27th January online, LC took part in this webinar, organised by fellow XR Projects Cluster member XR5.0. The Lisbon Council was invited to present the project and contribute to an important and timely discussion on regulation and innovation in extended reality and Virtual Worlds. The presentation offered a critical perspective on the dichotomy between regulation and innovation showcasing why and how regulation is instrumental to shape innovative forces in a way that benefits society.
- On the 11th February 2025, an **in-person meeting** brought together **XR-related projects funded under H2020 and Horizon Europe**. The morning session was dedicated to project discussions on the Virtual Worlds and Web 4.0 initiative, covering related research and innovation topics, as well as future priorities. In the afternoon, a public session was held, open to members of the VRAR Industrial Coalition, where projects presented their objectives and outcomes, followed by discussions on research priorities, synergies, and collaboration opportunities. Consortium partner VUB represented the project.

2.2.8.1 Events organised

During the reporting period, several events listed below were organised by the consortium partners in different Work Packages, with the support of Work Package 4.



Figure 24: OPENVERSE-organised events at Stereopsia 2024 and EBDVF 2024

- **OPENVERSE Ecosystem Task Force (30 April 2024, online)**. OPENVERSE partner BDVA with the support of MARTEL officially announced the launch of the OPENVERSE Ecosystem Task Force (OETF). This collaborative platform brought together organisations and initiatives across the EU to support the co-creation of open, transparent, and ethical virtual spaces that reflect European values. MARTEL assisted BDVA in organising and promoting their OPENVERSE Ecosystem Task Force (OETF), which aimed to include a wide range of key initiatives and stakeholders across the EU. A webpage was added to the website, a press release was sent on Prowly and many social media posts were created on different project channels. Around 20 participants took part in the meeting.
- **Panel Discussion 'Deep Dive'** on the topic '[What makes a virtual world European?](#)⁹' was an online meeting held on the 22nd May 2024 and organised by XR4Europe and the BDVA. At what

⁹ <https://youtube.com/live/12BMis3oLXk?feature=share>

stage does a virtual world come to be distinctly European? To explore potential answers, a diverse panel was present, consisting of platform developers, virtual event producers, and EU-funded researchers working on frameworks to support the Virtual Worlds Initiative. (Video Views 313, Lifetime unique viewers 227, Watch time 9h 57m 40s).

- OPENVERSE Partner IF initiated a series (3) of important **workshops** held online. The first one entitled **‘Virtual Worlds’ most dynamic domains of application** happened on 5th July 2024. Over 50 participants attended the discussion of the identification of the different sectors of activity covered by current virtual worlds, and first inroad into key ethical and technological stakes.
- Second OPENVERSE **workshop** organised by IF, POLIMI and MARTEL happened in person and online on the 28th August 2024 from Greece. Entitled **‘Narrowing down standardisation gaps for the current Virtual Worlds and Web4.0 deployment’** was meant to identify, map and assess key standardisation gaps and priorities regarding Virtual Worlds' advancement. This hybrid event gathered over 60 participants.
- **In-person workshop on ‘Data and AI for sustainable, human-centric Virtual Worlds’** was organised by consortium partner MARTEL on the 4th October 2024 in Budapest during the European Big Data Value Forum. The workshop took the form of a panel discussion with Virtual Worlds experts, who helped explore and understand the key research, innovation, policy, and regulatory challenges that the community working in this area must address. The panel discussion featured Anne Bajart, Deputy Head of Unit for Interactive Technologies, Digital for Culture and Education at the European Commission. Dr. Monique Calisti, from MARTEL; Dr. Joaquin Salvachua, associated Professor at the University of Madrid and part of Gaia-X Hub; Dr. Lukas Porwol, from INS, Alessandro Paciaroni, from LC; Julien Adelberger, from IDSA and Dr Andrea Bravo, Metaverse Data & ethics independent consultant. Over 20 participants were present in the room.
- **Workshop** organised by IF, POLIMI and MARTEL entitled **‘Intellectual Property Rights (IPR) challenges and barriers to the Single Digital Market for SMEs and Start-ups active in the Virtual Worlds and Web4.0 arena’** was held online on the 19th November 2024. The purpose of this workshop was to evaluate the key elements and fostering a positive learning journey for SMEs and start-ups engaged in virtual worlds development, to enhance their connection with the opportunities within the Single Digital Market. This also involves addressing the challenges they still encounter and identifying the most promising intellectual property rights (IPR) strategies for them in this context. Over 60 participants counted.
- Consortium partner BDVA also initiated **by invitation only workshops**. The first one was held on the 25th November 2024, online. On the topic **‘The key technical components required to build European Virtual Worlds’**, invited participants were EU initiatives identified by OPENVERSE, with experts coming from different domains and covering most of the technical areas of Virtual Worlds. The key technical components that were addressed at the beginning of the workshop were: eXtended reality, AI, Blockchain, Connectivity, data spaces, cloud, continuum computing, digital twins, Identity management, and microelectronics. Around 25 participants joined the workshop.
- MARTEL and XR4Europe also organised **an interactive workshop** with live sketching in collaboration with XR4Human about ‘Interoperability’: Co-creating Solutions with European SMEs on the 9th December 2024 at **Stereopsia** in Brussels. Interoperability is the de-facto

standard for realising and building a future where technology, production processes, and data formats converge. 16 participants were engaged in the discussion.

- On 9th January 2025, LC convened a **High-Level Policy Dialogue** on ‘An SME-Scale European Market for Virtual Worlds,’ which took place online from 10:30 to 12:30 CET. This invitation-only event aimed to foster a focused and collaborative discussion among key stakeholders to develop policy recommendations for a policy brief on the future of the single market for virtual worlds startups and SMEs, commissioned by the European Commission. The objective was to explore how to transition from 27 harmonised national markets to a fully integrated single market for Virtual Worlds startups and SMEs. The first part of the programme consisted of an introduction to the project and the study conducted for the policy brief as well as a presentation of the journey of one of the startups interviewed, from its founding until today. The second part of the programme consisted of a policy prototyping exercise where participants were presented with concrete cases from the perspective of European entrepreneurs and had to reflect on the relevant policy measures. The high-level policy dialogue consisted of 22 participants.
- On the 16th January 2025, consortium partners IF, POLIMI, supported by MARTEL, have launched their new series of **Foresight Workshops (4)** on: ‘Foresighting the technologies and co-factors that may shape the future of Virtual Worlds and the Web 4.0’. In this inaugural edition, participants highlighted the crucial role of immersive technologies like VR and AR, the infrastructure potential of blockchain and digital twins, and the growing integration of AI in content creation and user interactions. SMEs have become key players in developing niche, interoperable, and localised digital experiences. However, a significant takeaway from the session was the recognition of fragmented regulations and the need for a unified regulatory framework to address the inconsistencies in digital policies across Member States. Over 40 participants were following.
- On 21st January 2025, consortium partner BDVA, organised an ‘**on-invitation only workshop**’ which aimed to initiate conversations around the OPENVERSE Technological Framework incorporating the vision of experts from the XR domain and supportive areas such as AI, Computing, IoT, Connectivity, Blockchain etc. 42 external participants joined the workshop.
- On 22nd January 2025, consortium partner BDVA, organised an ‘**on-invitation only workshop**’ entitled: ‘*Developing human-centric Virtual Worlds in Europe: National and regional best practices*’ The aim of the session was to promote collaboration and communication among key stakeholders at both the national and regional levels. While Europe has seen various national initiatives driving the development of Virtual World technologies, the fragmented nature of these efforts highlighted the need for better cooperation and stronger community connections to maximise their impact. 61 participants. More details in D5.1: *Report on link to national programmes and initiatives*.
- On 6th February 2025, IF organised its second edition of ‘**Foresight Workshop**’ series, about ‘Foresighting the technologies and co-factors that may shape the future of Virtual Worlds and the Web 4.0’. The discussions covered topics such as ethical sourcing in digital labour, the environmental impact of large-scale immersive platforms, and the consequences of global technological dependencies. Participants also explored how innovations like quantum computing and neural interfaces could disrupt current socio-technical assumptions by 2040, while offering new opportunities for strategic foresight. Throughout these conversations, the urgency of incorporating European values into governance and driving technological design became more evident. To support a resilient European approach, participants recommended

creating public-private research coalitions, establishing sustainability criteria for immersive environments, and strengthening the EU's influence in shaping global digital standards. Around 25 participants counted.

- 18th March 2025, the third edition of the **'Foresight Workshop' series** organised by consortium partner IF, began with a brief presentation on "The Geopolitics of Virtual Worlds: An Asian Perspective," delivered by Professor Claudio Feijoo Gonzales, Jean Monnet Chair on Technology Diplomacy at the Universidad Politécnica de Madrid and former Co-Director of the Sino-Spanish Campus at Tongji University in Shanghai. Three proto-scenarios initially drafted in earlier sessions were revisited and enriched with fictional accounts of the year 2040, which served as springboards to add details and nuances to the possible scenarios regarding the year 2030. Each scenario was subjected to participant critique, geopolitical stress-testing, and an interactive mapping exercise. 30 participants recorded.
- 8th April 2025 marked the last edition of the **'Foresight Workshop' series** which identified a range of tensions and opportunities that need to be addressed. Workshop IV gave participants the opportunity to explore industrial transformations, such as smart manufacturing, immersive design environments. Dr. Matthieu Worm, a distinguished expert in simulation and digital twins at Siemens, delivered a keynote presentation, offering insights from practical industrial foresight and emphasising the key enablers of business-oriented virtual environments. Over 30 Participants attended.
- 24th April 2025 BDVA organised a workshop about **'National Initiatives and Virtual Worlds Partnership'**. The workshop introduced different national initiatives across various Member States. Participants were also introduced to the newly established European Partnership on Virtual Worlds and had the opportunity to engage directly with its representatives. 90 participants.

Innovative approaches for events: live-sketching

OPENVERSE partner MARTEL has introduced a new feature to the workshops they have been organising: live-sketching. Live-sketching refers to the process of quickly drawing or illustrating an idea in real-time, often as a way to visually communicate thoughts, concepts, or experiences. It's typically done in a spontaneous and fluid manner, and it can involve sketching by hand on paper. MARTEL's designer, Galileo Disperati, generally works digitally on a tablet that is projected during the workshop on a screen. The key is that the sketches are created live, during the event or session, in response to what's happening in the moment. Live-sketching videos are occasionally shared to help illustrate social media posts.

In the context of a workshop about Virtual Worlds, live-sketching is highly relevant for a few reasons:

1. **Visualising concepts:** Virtual Worlds are often abstract or complex, especially when it comes to discussing elements like interoperability, environments, user experiences, avatars, and interactions. Live-sketching helps to quickly bring those abstract ideas to life and make them tangible for participants.
2. **Idea generation:** Workshops usually encourage brainstorming and creative thinking. Live-sketching can be used to quickly capture ideas, share different visual interpretations of concepts, and inspire participants to think differently about the virtual worlds they are creating or exploring.

3. **Prototyping and design:** In designing Virtual Worlds, rapid sketching can be a useful tool for prototyping environments, characters, objects, or interactions. It allows creators to visualise the flow of a world, the design of spaces, and the layout of interactive elements on the fly, making it a valuable tool during the early stages of development.
4. **Enhancing communication:** Not everyone is familiar with all the technical jargon related to Virtual Worlds. Live sketches make the ideas accessible and allow for a common visual language that can bridge gaps between diverse participants, such as designers, developers, and non-technical attendees.
5. **Engaging the audience:** Live-sketching can help keep the energy of a workshop dynamic and interactive. As concepts or ideas are discussed, the facilitator can sketch them live to illustrate what's being talked about. This visual representation engages the audience and helps retain focus and interest.
6. **Interactive sessions:** For workshops that involve hands-on activities like designing virtual environments or characters, live-sketching can act as a way to quickly communicate ideas or update designs in real time based on feedback or new input from participants.

Overall, incorporating live-sketching into a workshop about Virtual Worlds can help foster creativity, facilitate understanding, and make abstract concepts more concrete and interactive. It is a tool that adds a dynamic visual element to the learning process. After the workshop ends, the sketches are refined and typically shared on social media as collaborative results of productive sessions.



Figure 25: An example of the live-sketching conducted at events

2.2.8.2 Engaged stakeholders

By organising impactful events, we ensure active participation through engaging formats that foster learning and collaboration. Each event is designed with clear, strategic outcomes in mind—such as skill development, knowledge sharing, or stakeholder engagement. We capture key lessons learned from sessions and feedback to refine future efforts, while actively facilitating meaningful connections among participants to expand networks. Through identifying and empowering multipliers—individuals or organisations that can amplify our message—we extend the event’s influence beyond its duration. Post-event follow-ups, including reports, outreach, and continued collaboration, help turn insights into sustained action and long-term impact.

Through the events OPENVERSE partners organised, the project has reached a wide variety of stakeholders interested in Virtual Worlds developments. In total, the project attracted 591 stakeholders, split into the categories which were pinpointed in D4.1 and expanded, presented in the table here below.

Table 2: OPENVERSE Stakeholders present at events organised by the project

Date	Policymakers	Industry	Research communities/ academic institutions	Civil society organisations and NGO	Media	End-users	EU institutions	Other
30/04/24		9		3			1	5
05/07/24	6	22	9		4	3	0	5
28/08/24	4	14	12		3	5	6	15
19/11/24	5	34	16		6	13	2	5
25/11/24		6		2	2		3	12
16/01/25	2	17	11		3	5	2	8
21/01/25		13	8	11		4	2	5
06/02/25	2	17	11		3	5	2	8

18/03 /25	2	17	11		3	5	2	8
08/04 /25	2	17	11		3	5	2	8
24/04 /25		27	23	17			2	21

2.2.9 Liaisons with other initiatives and projects

The OPENVERSE consortium is dedicated to enhancing the project's outreach and impact by tapping into the established networks and partnerships of its members. To this end, the project has successfully fostered close collaboration with a range of EU-funded initiatives and organisations, including:

[XR4Human](#) is about 'responsible development and uptake of the XR technologies'. Their mission is to collaboratively develop dynamic guidance documents addressing ethical, policy, regulatory, governance, and interoperability aspects of XR technologies, while fostering public trust and acceptance, and supporting the growth of a strong, competitive XR ecosystem in Europe. They have also published a 'code of conduct,' which we have shared through our channels and highlighted during a jointly organised workshop focused on interoperability challenges faced by SMEs.

To align the communication and dissemination effort with other project, WP4 holds regular meetings with the [TRANSMIXR](#) project which includes 22 organisations from 12 European countries holding advanced and complementary expertise and skillsets in European research, media and innovation programs, as well as in-depth knowledge of AI & XR and their application to the media sector. They create a range of human-centric tools for remote content production and consumption via social virtual reality in the creative and cultural sectors.

[SPIRIT](#) introduces Europe's first multisite and interconnected framework, designed to support a wide range of application features in collaborative telepresence. This next-generation communication technology will significantly enhance immersive experiences in both human-to-human and human-to-machine interactions by blending the physical and virtual worlds.

[6GXR](#) project aims to create an experimental multisite Research Infrastructure (RI) that will serve as a validation platform for a variety of 6G use cases. It will focus on developing enablers for networking and computing, radio access technologies beyond 5G, as well as tools for XR services, including built-in federation, trial management, abstraction tools, and energy measurement frameworks.

The OPENVERSE project shares and promotes content from other projects and intend to collaborate even more in different ways.

Through their work in WP5 and in collaboration with WP4 for communication and dissemination, partners BDVA and XR4Europe engaged with the following initiatives by organising a joint workshop in January 2025. Representatives of [CORTEX2](#), [SERMAS](#), and [VOXReality](#), [XR2INDUSTRY](#), [POPULAR](#) attended the workshop.

2.3 PROGRESS TRACKING

The communication and dissemination strategy has been rigorously overseen since the project's inception. The OPENVERSE consortium established a detailed framework of key performance indicators (KPIs) specifically related to communication and dissemination to track the progress of impact-driven activities. Regular evaluations are conducted to ensure that all KPIs are achieved before the project's conclusion.

Table 34: OPENVERSE KPIs

Measure	Indicators	Target at M36	Status at M18
Flyers Posters/roll-ups	N. of flyers	> 4	1
	N. of posters/roll-ups	> 4	2
Website	N. of unique visitors to the website (average per year)	> 2500	6,523
Social Media	N. of Twitter followers	> 1000	239 (14 Bluesky)
	N. of LinkedIn followers	> 300	636
e-Newsletter (every 3Ms)	N. of views	> 2000	137
e-Newsflashes (every 1-2Ms)	N. of issues	>15	4
Press Releases	N. of press releases	At least 2 per year	4
Videos	N. of videos published on OPENVERSE YouTube and average N. of views	6 videos per year, 200 views per video	10 videos 183 views (+1192 views on LinkedIn)
OPENVERSE Summit	N. of participants and N. of Editions	500 attendees, 2 Editions	The first edition was cancelled (at the request of the EC). An event will be organised at the end of the project
Workshops in WP activities	N. of participants	At least 23 with 1000+ participants	16 events 591 number of participants
Participation in events and presentations	N. of external events partners attended to promote OPENVERSE	At least 20 events and presentations	13
Peer-reviewed Publications	N. of papers published	At least 2	/

3 UPDATED COMMUNICATION AND DISSEMINATION STRATEGY M19-M36

3.1 PLANNED COMMUNICATION AND DISSEMINATION ACTIVITIES

This chapter outlines the strategic updates to the communication and dissemination plan for the OPENVERSE project, incorporating new recommendations aimed at enhancing stakeholder engagement and maximising the project's outreach and impact.

These updates acknowledge that Virtual Worlds are a vast and complex domain, involving a wide-ranging ecosystem of users and stakeholders. It's not only about *who* we engage with, but *why* we engage. What are their needs, and how do we respond to them? Virtual Worlds touch nearly every aspect of society and the economy, spanning industries such as entertainment, education, healthcare, and manufacturing.

3.1.1 Content development

The consortium will continue to expand the OPENVERSE community and raise awareness of the project's progress through established channels, such as the project website and its social media platforms (LinkedIn, Bluesky, YouTube, and Discord). Additionally, new OPENVERSE social media accounts have been launched on Reddit, Facebook, and Substack. Key project findings will be shared promptly to keep the community informed about ongoing activities and results. This will be accomplished through regular news updates, social media promotion, the project newsletter, and occasional newswatches. As a primary promotional and dissemination tool, the OPENVERSE website will also be continuously updated to ensure its content remains relevant and engaging for visitors.

3.1.1.1 Expanding communication channels

Expanding communication channels ensures a broader stakeholders engagement. This is also very important to keep different audiences well-informed. Followers on different platforms can provide input, feedback, and support throughout the project's lifespan. To better disseminate the results of the OPENVERSE project, valuable research, innovations, or outcomes will be shared accordingly. Effective communication helps spread these results to a broader audience, including other EU-funded projects, industries, academic circles, and the general public.

- **Why Discord?** Discord is a communication platform originally built for gamers but has since evolved into a widely-used space for communities of all kinds. It offers voice, video, and text chat in private or public servers or communities, making it ideal for collaborative work, community building, events, and ongoing dialogue between members with shared interests. Besides possibly maintaining a **living community** after the project ends, Discord offers the possibility to engage with developers, researchers, artists, and users in real-time. It also fosters user-generated content, discussions, and feedback loops.
 - **Content strategy:** The idea is to engage builders, developers, researchers & citizens in active discussions, idea development, co-creation labs on another tone. It could be on co-creation-labs – idea and feedback sessions. Some partners are already active on Discord and could initiate some regular talks (INS, XR4Europe).
- **Why Facebook?** Facebook will make the bridge between 'casual & savvy users'. Unlike Reddit or Discord, which tend to lean more tech-savvy, Facebook groups can bring in casual users who are just starting out in VR. This is great for market research, early user feedback and

community growth for example. OPENVERSE launched the Facebook account in order to effectively communicate about the expression of interest and call for participants of the co-creation virtual worlds (T1.2).

- **Content strategy:** Raise awareness among less technical users. We have started sharing Expert short videos series but also shared some event announcements of webinars and workshops. The idea is also to spotlight EU startups or researchers. The plan is to launch an educational series that explores Virtual Worlds. Strating with their definition, key components, practical applications, and the ways they can improve everyday life and work to name a few example.
- **Why Reddit?** Reddit is split into thousands of niche communities (called subreddits), and many are **highly specialised**. For OPENVERSE, it is essential, especially in relation with T1.2 to be visible and to post in the most relevant communities to attract people who already have a genuine interest in Virtual Worlds, tech, or EU research, to name a few.
 - **Content strategy:** On a more community-driven discourse, and based on a few Subreddits: like r/OpenverseEU or relevant subs like r/VirtualReality, r/EuropeFuturism, the idea is to initiate some brainstorming sessions around “Ask Me Anything (AMA)” threads with EU project leads, developers, ethicists. Some WP leaders could potentially share some of their activities and ask for some feedback.
- **Why Substack?** EU-funded projects are often required to demonstrate transparency and public value. Substack offers a clear, accessible platform to share updates and insights in plain language; to communicate progress and results with the public and stakeholders; to fulfill public outreach obligations in a non-technical way. Substack is a content tool which breaks down complex research findings into digestible narratives. It can also share videos, demos, screenshots, behind-the-scenes content and increase visibility in the broader digital/tech ecosystem.
 - **Content strategy:** Share consistent, easy-to-understand updates on the project’s progress and outcomes. The project has been re-introduced on Substack with a live-sketching video. Infographics will be published more frequently, along with clear explanations of in-depth policy briefs. There will be recaps from OPENVERSE workshops too. The plan also includes exploring guest posts from members of the Advisory Board.

3.1.2 Engagement of the Advisory Board

The consortium partners have invited several members of the Advisory Board to various events they have organised. These members actively follow the project's progress and provide valuable guidance, particularly during the Foresight Workshop series hosted by IF.

In the next phase of the project, there is a strong focus on actively involving the Advisory Board in communication and dissemination efforts. Their expertise and external perspective are valuable assets that can enhance the project's visibility, credibility, and overall impact. To highlight their role and underline the significance of this collaboration, partners plan to create a dedicated webpage introducing the advisory board and showcasing how their input contributes to the project’s success.

3.1.3 OPENVERSE's Wiki

As part of its ongoing development, the project team is planning to launch a dedicated tool, partners explored the idea of a wiki to centralise documentation, streamline knowledge sharing, and support community collaboration. Setting up a wiki for a project offers numerous advantages, particularly in collaborative or complex environments. It serves as a centralised knowledge base where all documentation, guidelines, and updates are stored, ensuring everyone has access to the same information and reducing knowledge silos. Wikis also enhance team collaboration by allowing multiple contributors to edit and update content, making it easier to share insights and maintain up-to-date documentation. OPENVERSE's wiki is still in its early stages, but our website will help boost its visibility, which will play a key role in supporting the long-term sustainability of the project.

3.1.4 Expert video interviews

Expert video interviews will be published and promoted on a regular basis, serving as a key tool for knowledge dissemination and stakeholder engagement. Building on insights gathered from previous interviews conducted by other work packages, and leveraging the newly developed Observatory database, these interviews will aim to showcase a broad range of industry voices. This approach will ensure the inclusion of diverse perspectives, foster cross-sector dialogue, and contribute to a richer understanding of emerging trends and challenges within the field.

3.1.5 Co-Creation in/for Virtual Worlds

Consortium partner POLIMI is currently focusing on T1.2, a call for interest regarding workshops dedicated to the 'Co-Creation in/for Virtual Worlds'. Because virtual worlds are reshaping how people interact, create, and innovate and to explore these opportunities, OPENVERSE partners are launching a new series of co-creation workshops aimed at engaging participants in hands-on experiences, testing methodologies, and fostering innovation and idea development within these environments. A new tab to the website was added to engage with participants and anyone who might be interested to enrol. Promotion around these new co-creation workshops will also be done. Workshops will be organised and promotion will be supported by MARTEL.

3.1.6 Newsletters

The consortium will continue to keep subscribers informed through regular newsletters and newflashes. In addition, partners are planning to broaden communication channels by sharing updates via LinkedIn and Substack. These platforms offer alternative formats that may be more engaging and accessible for audiences who are interested in the OPENVERSE project. By diversifying how partners share content, the aim is to reach a wider audience and make it easier for them to stay up to date with OPENVERSE's work and results.

3.1.7 Promotional materials

Additional promotional materials will be created to align with event organisation and attendance. This will include a new flyer outlining the specifications of the Observatory and the call for interest and call for participation in the new co-creation workshops organised by consortium partner POLIMI, aimed at boosting engagement with relevant stakeholders encountered at the events.

3.1.8 Publications

Several publications are planned for release in the latter half of the project. IF plans to submit a scientific publication for the EuroXR Conference, taking place in September 2025, which is currently

seeking high-quality contributions across all its conference tracks. The focus is on all aspects of eXtended Reality (XR) technologies, including Virtual Reality (VR), Augmented Reality (AR), Mixed Reality (MR), and 3D User Interfaces.

OPENVERSE also intends to submit a scientific paper to United XR (formerly known as Stereopsia) ahead of its in-person participation at the event in December 2025.

3.1.9 Events

In the second half of the project, the consortium intends to participate in several relevant events, including:

The **EuroXR Conference** in Winterthur on 3-5th September 2025. In addition to the invited keynote talks and plenary sessions across the Scientific, Applications, and Posters & Demos tracks, this year, organisers will be hosting joint events connected to several ongoing European projects.

OPENVERSE is planning to participate once again in this year's **European Big Data Value Forum**. As partner, BDVA organises the event, providing us with an opportunity to showcase some of our latest tools and share outcomes from previous workshops.

STEREOPSIA is now United XR Europe and will once again bring together a large community of XR experts and SMEs in Brussels this year. OPENVERSE project needs to build on this relationship and strengthen its engagement with these communities.

The OPENVERSE Dialogues and policy briefs are led by partner LC. Topics of the policy briefs/dialogues are as follows:

- Challenges and hurdles faced by SMEs and startups in the single market for doing cross border business.
- Regulatory Sandboxes for Virtual Worlds Innovation: A Framework for EU Leadership
- Trust Tools for Virtual Worlds
- Standards for virtual worlds
- Legal aspects I: personal data (GDPR), jurisdiction/territoriality and liability (issues from the report of the Parliament)
- Legal aspects II: Copyright and IPR. The results of the dialogues will inform the policy briefs, starting from the first dialogue.

At least five policy briefs will be produced. The first policy brief (D7.4) will be revised by M19, while the second and third policy briefs will be produced by M23.

The OPENVERSE Dialogues are a series of engaging discussions designed to facilitate open communication and collaborative exchange among stakeholders involved in the OPENVERSE project and the broader Virtual Worlds ecosystem. These dialogues serve as a platform for participants to explore diverse perspectives, share insights, and address challenges in the development and implementation of Virtual Worlds. Each session focuses on key topics relevant to the project's objectives, such as technological innovations, ethical considerations, policy implications, and societal impacts. The OPENVERSE Dialogues aim to foster a deeper understanding and collective problem-solving approach, ensuring that the advancements in Virtual Worlds are inclusive, sustainable, and aligned with the needs of all stakeholders. This initiative not only enriches the project's development but also strengthens the community's capacity to drive forward the future of digital interaction in a thoughtful and impactful manner.

3.1.9.1 Post-event report template

WP4 partners have decided to introduce a new post-event report template for the OPENVERSE project and believe it will be incredibly beneficial for the consortium. This new tool will help partners to capture and learn from every event, ensuring future events are even more successful.

Reports, will create a valuable archive of the project's history. This institutional knowledge is easily searchable and accessible for future reference, helping new team members get up to speed and preventing the repetition of past mistakes. It will also improve decision-making: By having a clear and consistent record of event performance, the OPENVERSE consortium will make more informed decisions about future events. They can easily see which types of events are most successful in terms of reaching goals, generating interest, and staying within budget.

3.1.10 Further engagement with relevant stakeholders

The complexity and diversity of stakeholders brings both challenges and opportunities for OPENVERSE. The project must balance the interests and requirements of these various groups while identifying common principles that can guide the development of open, ethical, and interoperable Virtual Worlds. By engaging with this full spectrum of stakeholders, OPENVERSE can ensure its recommendations and frameworks reflect the multidimensional nature of virtual environments and their increasingly important role in the European digital society.

To address this complexity, OPENVERSE has identified key target stakeholder groups that will be central to our engagement strategy:

- Content creators, designers and developers who build the experiences, interfaces, and applications that define virtual worlds
- Hardware manufacturers and service providers producing the physical components and infrastructure that enable immersive experiences
- Software manufacturers and service providers developing the platforms and tools that power virtual environments
- Education centres and HR departments implementing virtual worlds for learning and training
- Businesses and digital marketers leveraging virtual environments for customer engagement and brand experiences
- Startup communities and investors driving innovation and funding new approaches
- Industry associations and clusters representing collective interests and facilitating knowledge exchange
- Researchers advancing the scientific understanding of virtual world technologies and impacts
- Gamers and consumers providing essential user perspectives and driving adoption
- Open source and standardisation bodies establishing the technical foundations for interoperability

- European initiatives and funded projects offering opportunities for collaboration and knowledge sharing

By engaging with this full spectrum of stakeholders and by understanding their needs, OPENVERSE can ensure its recommendations and frameworks reflect the multidimensional nature of virtual environments and their increasingly important role in the European digital society.

3.1.11 An Online VR Symposium

The OPENVERSE consortium plans to organise an ‘**Online VR Symposium**’. A dynamic one-day virtual reality event bringing together European stakeholders to co-create the future of inclusive, open, and ethically responsible Virtual Worlds. Held entirely in an immersive VR environment accessible via headset or browser, the symposium features high-level keynotes from EU policymakers, interactive panels on privacy, interoperability, and digital rights, and live showcases of cutting-edge XR tools developed within the OPENVERSE project. Participants can explore virtual exhibition halls, engage in real-time co-creation sprints, and connect in spatial networking lounges designed for creative exchange. The event culminates in a collaborative policy lab, where attendees contribute directly to shaping Europe’s strategic vision for sovereign, ethical virtual spaces.

3.1.12 The OPENVERSE SUMMIT: Strategic Repositioning to Maximise Impact

The first major community event planned under WP4 was cancelled, in agreement with the European Commission (see OPENVERSE first amendment), and merged into a single, larger OPENVERSE Summit at the project’s conclusion. This decision was driven by the need to maximise the impact and relevance of community engagement efforts, ensuring the project could present concrete outcomes and demonstrate real value to the broader Virtual Worlds ecosystem. Hosting the event at the end allows OPENVERSE to better align with the interests and expectations of stakeholders, including developers, industry leaders, and policymakers.

Additionally, consolidating resources into one final summit will help avoid fragmentation and ensure a more focused communication strategy. The European Commission encouraged coordination across EU-funded initiatives to present a unified vision for Europe’s role in Virtual Worlds. By following this guidance, the final OPENVERSE Summit will serve as a key platform to showcase project achievements, foster community building, and attract sustained interest from the Virtual Worlds community.

3.1.13 Liaisons with other initiatives and projects

The OPENVERSE project plans to strengthen future collaboration with other EU-funded initiatives by creating synergies and forming strategic connections. These partnerships include:

- **XR2Learn**: This project focuses on fostering cross-border collaboration in the development of human-centric XR applications for education. By establishing a one-stop-shop platform organized as a Digital Innovation Hub, it aims to support all stakeholders in the XR-based educational supply chain, enhancing training in manufacturing and remote learning environments.
- **XR4ED**: Bringing together the EdTech and XR communities, XR4ED seeks to create a European reference platform for learning and training using XR technologies. This platform will serve as a central hub for accessing existing solutions and contribute to Europe’s leadership in cutting-edge educational technologies.

- **Motivate XR**: With the goal of developing a world-leading XR collaborative authoring, publishing, and experience tool suite, Motivate XR will focus on supporting industrial operations. This includes tasks such as assembly, manufacturing, maintenance, and decommissioning of industrial goods, all within an XR environment.
- **Amplify**: Amplify is dedicated to shaping the future of the cultural and creative industries by providing innovative solutions that merge physical and digital experiences, creating new ways for people to create, connect, and inspire.

4 CONCLUSIONS AND NEXT STEPS

The first 18 months of OPENVERSE have established a strong foundation for the project's communication and dissemination activities. The OPENVERSE partners successfully built a recognisable project identity through their website, social media channels, and promotional materials, reaching over 6,523 unique website visitors and engaging hundreds of stakeholders across multiple platforms.

Key accomplishments include:

- Launching and maintaining an active website with the new OPENVERSE Observatory
- Building a social media presence across LinkedIn, YouTube, and Bluesky
- Organising workshops and events engaging almost 600 stakeholders
- Publishing 12 news articles and 4 press releases
- Creating 10 videos showcasing project developments and stakeholder perspectives

For the next period, partners aim to:

- Expand communication channels to include Discord, Reddit, Facebook, and Substack to reach diverse audiences
- Launch a dedicated OPENVERSE wiki to centralise knowledge and support community collaboration
- Continue the expert video interview series to showcase industry voices and perspectives reaching the end-users of the project
- Support the upcoming co-creation workshops for Virtual Worlds
- Strengthen our OPENVERSE Dialogues series to facilitate deeper stakeholder engagement on key topics
- Organise an online VR Symposium that encourages real-time co-creation in a high-quality, collaborative space, with a twist of fun and a break from the conventional.
- Identify the interests of stakeholders through user stories It's not only about engaging with various stakeholders but also understanding the purpose behind that engagement. What do they need, and how do we respond?

While partners made significant progress towards their KPIs, they need to focus particularly on increasing newsletter reach and YouTube viewership in the coming months. The project will also adapt its strategy to better align with the evolving XR/AR/MR landscape and European Commission priorities. By implementing these next steps, OPENVERSE will continue to build visibility, engage stakeholders, identify user profiles with user stories and maximise the project's impact in creating open, inclusive, and ethical virtual worlds that reflect European values.