

C O R T E X <sup>2</sup>

## D6.2 – CORTEX<sup>2</sup> Impact Interim Report



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## Revisions

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## Abstract

The present document provides a comprehensive recap of the Communication, Dissemination and Exploitation timeline, tools and methodology used and implemented by CORTEX<sup>2</sup> together with detailed descriptions of every action that has been put in place during the first 18 months of the project.

## Keywords

Communication, Dissemination, Exploitation, Agile, Impact, Information Management, Stakeholders Monitoring, Sustainability, Standardisation.

## Acronyms and definitions

Acronym	Meaning
AR	Augmented Reality
VR	Virtual Reality
XR	Extended Reality
IoT	Internet of Things
CSA	Coordination and Support Action
DIH	Digital Innovation Hub
RTO	Research and Technology Organisation
EDIHS	European Digital Innovation Hubs
CTA	Call to Action
EC	European Commission
EIT	European Institute of Innovation & Technology
IPR	Intellectual Property Rights
KEA	Key Exploitable Asset
WGs	Working Group
H2020	Horizon 2020
CIDE Network	Canarian Network of Innovation and Business Development Centers
HRB	Horizon Results Booster
OC	Open Call



## Executive Summary

This document serves as an **update and detailed assessment of CORTEX<sup>2</sup>'s strategy and framework for Communication, Dissemination, Engagement and Exploitation**. The original framework was outlined in CORTEX<sup>2</sup>'s Impact Master Plan (D6.1), focusing on detailing the corresponding strategies. Now, it's time to review the outreach activities undertaken in the project and evaluate their overall effectiveness.

The document provides a thorough overview of the Communication, Dissemination and Exploitation timeline, tools, and methodology. It includes detailed descriptions of each action taken to:

- Promote the project and its outcomes in public forums such as events, conferences, and webinars, whether as participants or hosts.
- Disseminate project results accurately to target communities as well as the general public, ensuring CORTEX<sup>2</sup>'s achievements are understandable and accessible to non-experts.
- Maintain open, active, and engaging communication channels to keep target audiences and stakeholders informed about CORTEX<sup>2</sup>'s objectives, work plan, and day-to-day activities.
- Develop and implement a methodology to reach CORTEX<sup>2</sup>'s exploitation objectives.

The CORTEX<sup>2</sup> consortium considers this plan a living document, reflecting an open, ongoing dialogue with potential users and related networks during the project to be inclusive and ensure the best possible results.



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## 1. Introduction

The current document (6.2 – Dissemination & Communication Interim Report) is part of CORTEX<sup>2</sup>'s WP6 – Community building, Outreach and Exploitation, specifically focusing on task T6.2 – Dissemination and Communication.

This report offers a comprehensive **overview of all the significant communication, dissemination and exploitation activities conducted throughout the project's duration up to this point**. It also presents quantitative data on the performance of our digital platforms, participation in both physical and online events, as well as publications and online articles.

The overall strategy for Communication, Dissemination, and Exploitation was initially outlined in deliverable D6.1 – CORTEX<sup>2</sup> Impact Master Plan. Therefore, this document builds upon the content of D6.1 to provide a clear update in the form of the project's interim report at M18.



## 2. Dissemination & Communication strategy: performance review

### 2.1. CORTEX<sup>2</sup> Communication and Dissemination KPIs

As previously outlined in CORTEX<sup>2</sup>'s Impact Master Plan, communication and dissemination activities, the common goal was to build and nurture a community and brand around the project, maximise visibility, and engage with stakeholders to foster dialogue and collect feedback on the project's vision and progress.

In this regard, the timeline followed has been:

During the first six months, the project's visual identity and critical brand assets have been created, all communication and dissemination channels have been set up, and the first mapping of stakeholders has been completed.

From M6 to M12, the focus progressively shifted towards establishing a recognisable presence in all our digital channels, beginning the conversation with related initiatives and working on additional promotional materials and long-form articles to cover the core concepts of the project for a wider audience.

From M12 to M18, efforts have increased in event participation and publications, as well as brainstorming and updating the engagement strategy for reaching the targeted collectives, such as potential Open Calls applicants.

As of the creation of this deliverable, the main goal is to keep building the CORTEX<sup>2</sup> presence in digital channels, reinforcing its core messages, linking them to the desired results and outcomes of the project.

In these 18 months, the project has managed to consolidate its online presence, gaining a total of **1.276 followers in social media** (see Section 4.1.1.2), keeping a steady stream of weekly content with **300+ posts** in social media that have had a total of **67.000 impressions**, and publishing **16 blog posts** and **7 Zenodo** entries overall.

This promotional effort has been boosted by increased participation in key events, conferences and webinars. The consortium's commitment to dissemination, which has resulted in **six scientific publications** (see section 3.2.3 for details) under the project, is also commendable.

Of course, all these actions have been supported by a branding identity and a set of promotional materials (see Section 3.2), both in print (e.g. brochures, posters, business cards, roll-up) and digital form, with **4 edited videos** and around **100 graphical elements and animations** produced, (e.g. short clips, creativities, banners).

A specific effort has been dedicated to the creation of valuable synergies, in order to position the project within the ecosystem (see Section 2.2).

The detailed list of CORTEX<sup>2</sup> impact KPIs, together with the updated targets at this point, is shown in the following table. A detailed breakdown of the project's metrics (e.g. website, social media) is provided in the dedicated sections addressing the project's digital channels below.

DISSEMINATION AND COMMUNICATION KPIs			
Measure	Indicator	Target	M18
Website	No. of Unique Visitors (monthly average)	500	264
Social media	No. of Followers (total)	3.000	1.276
	No. of Impressions (monthly)	100	3.700
Publications	Peer-reviewed Scientific Publications in Journals and Conferences	20	6
	Non-scientific / awareness Publications:		161
	<ul style="list-style-type: none"> <li>Articles / Blog Posts</li> </ul>	50	4
	<ul style="list-style-type: none"> <li>Newsletters (contribute to 10)</li> <li>Press releases</li> </ul>		2
	Videos edited	3	4
Events	No. of Events to participate	30	16

DISSEMINATION AND COMMUNICATION KPIS			
Measure	Indicator	Target	M18
Webinars / Workshops	No. of Webinars / Workshops to (co-)organise: <ul style="list-style-type: none"> <li>How-to-apply webinars (2)</li> <li>Internal workshops for third parties (6)</li> <li>12 public Webinars / Workshops</li> </ul>	20	3 - 2
	No. of Registrations / Participants	300	~250
Open Access	No. of Downloads (total)	1.000	515
Open Calls campaigns	Successful applications (100 per open call)	200	146
CORTEX <sup>2</sup> ecosystem	Stakeholder network engagement	1.500	+500
	Cooperation with EU projects related to XR technologies	5	9
	Creation of synergies with: <ul style="list-style-type: none"> <li>European Associations</li> </ul>	5	2
	<ul style="list-style-type: none"> <li>Innovation Ecosystems</li> <li>Open-Source communities</li> </ul>	20 2	19
Printing / Merchandising	Distribution of Hard-copy items	1.500	+200
Infographics & Banners	Production of graphical elements	100	~100

Table 1: Dissemination and Communication KPIS

## 2.2. Stakeholders' engagement

As indicated in D6.1, during the first months, the project identified the stakeholders to be engaged, detailed in the figure below:

Figure 1: CORTEX<sup>2</sup> Stakeholders Map

As a second step, CORTEX<sup>2</sup> focused on informing and engaging the stakeholders via dedicated activities. From general dissemination and communication activities (i.e. events participation, workshops organisation, content creation on the website and social media, etc.) to specific ones, such as mailing campaigns, both of which will be detailed in the following sections.

In the table below, a summary of the activities implemented to inform and engage our stakeholders is presented:

ACTIVITY	STAKEHOLDERS INVOLVED	SCOPE
Contact sister projects and projects participated by common partners	<p>Sister project <a href="#">SPIRIT</a> - Scalable Platform for Innovations on Real-time Immersive Telepresence.</p> <p>Projects participated by consortium partners - <a href="#">SERMAS</a>, <a href="#">SHARESPACE</a>, <a href="#">MASTER</a>, <a href="#">XR2Learn</a>, <a href="#">XR4ED</a> and <a href="#">VOXReality</a>.</p> <p>Mailing &amp; social media campaign to contact other theme related projects (<a href="#">XRforPED</a>, <a href="#">VAM-realities</a>).</p>	<p>Cross-dissemination in social media as well as Newsletters (SPIRIT, VAM-realities, XRforPED) and other publications (XRforPED <a href="#">Green Paper</a>).</p> <p>Participation in joint events (e.g. Immersive Tech Week -</p>



ACTIVITY	STAKEHOLDERS INVOLVED	SCOPE
		<p><a href="#">xr2learn</a>, <a href="#">VOXReality</a>, <a href="#">SERMAS</a>, and <a href="#">XR4ED</a>).</p> <p>Joint application to HE Booster as a Project Group (<a href="#">MASTER</a>, <a href="#">XR4ED</a>).</p>
Outreach campaign to theme related targets	<p>The relevant target groups prioritized were:</p> <ul style="list-style-type: none"> <li>- EDIHs, Clusters and European Associations</li> <li>- Horizon Europe NCPs</li> <li>- Networks, Platforms, and European initiatives</li> <li>- Potential applicant entities</li> </ul>	<p>Mailing campaign to a +500 contacts database, most of it composed by multipliers that could increase the message outreach by using their own networks (see the cases of associations to their members).</p> <p>Social media campaign to the ~1.300 followers of the project.</p> <p>As a result, the project was featured by different networks and platforms, and received other offers for collaboration, such as the participation in the Stereopsia event by invite of the XR4EU Association.</p>
Agreement with StandICT	<p>CORTEX<sup>2</sup> signed a MoU with <a href="#">StandICT.eu</a>, a CSA project supporting the European Commission in ICT Standardisation. The collaboration will include joint communication, exchange of knowledge, contribution to the EUOS (European Observatory for ICT Standardisation), participation in relevant WG or TCs, etc.</p>	<p>Besides cross-dissemination of opportunities, StandICT.eu requested that a CORTEX<sup>2</sup> partner with expertise in standardisation related to Metaverse &amp; Civerse, in this case <b>Intracom Telecom, joined their technical work group on</b></p>

ACTIVITY	STAKEHOLDERS INVOLVED	SCOPE
		<b>citiverse.</b> The aim of this group, requested by the European Commission (which considers standardisation in this emerging technology very important), is to co-draft a standardisation landscape in this field.
Joint InfoDays and webinars	Participation in a webinar series for the CIDE Network (Canarian Network of Innovation and Business Development Centers) of the Technological Institute of the Canary Islands, presenting Cascade Funding Opportunities.	Presentation of the CORTEX <sup>2</sup> Open Call on the December 2023 edition of the CIDE webinar.

*Table 2: Dissemination and Communication engagement activities*



### 3. Communication and dissemination activities implemented

The dissemination and communication activities implemented up to M18 focused on two main aspects:

- Make the results open and available for the stakeholders to facilitate their usage (dissemination activities)
- Promote and increase the visibility of the project activities, achievements, team, etc. (communication activities).

In the following chapter, a description of the central dissemination and communication activities carried out by the project up to M18 is presented, focusing on:

- The online channels used;
- The promotional material created;
- The publications;
- The events/workshops participated/organised;
- The Open Calls campaign.

#### 3.1. Online channels

##### 3.1.1. Project website

- Project website > <https://cortex2.eu/>

The CORTEX<sup>2</sup>'s website showcases the project's mission, vision and values as well as its main objectives, the pilots it will develop, the opportunities it offers, and important news and scientific publications. It has been designed following the branding elements set up at the beginning of the project and updated with new information when necessary.

**Important metrics<sup>1</sup> from the website's launch, November 2022, until January 2024 (14 months):** During this period, the website has had 801 users, 1.794 sessions started, and **3.700 views (264 average monthly views)**.

- **Website sessions by channel**

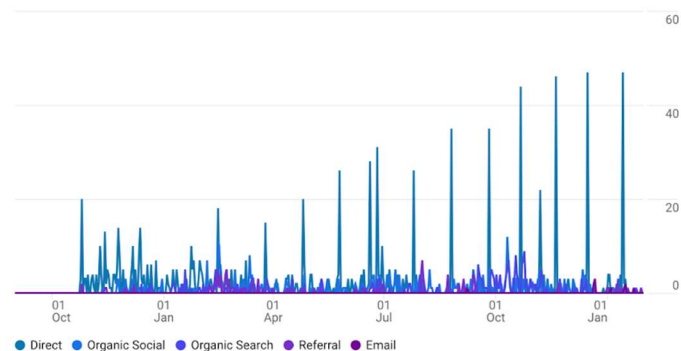
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<sup>1</sup> Extracted from Google Analytics

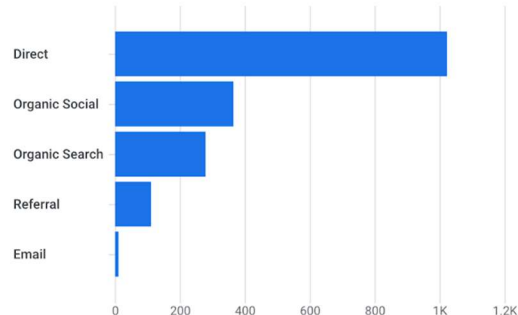




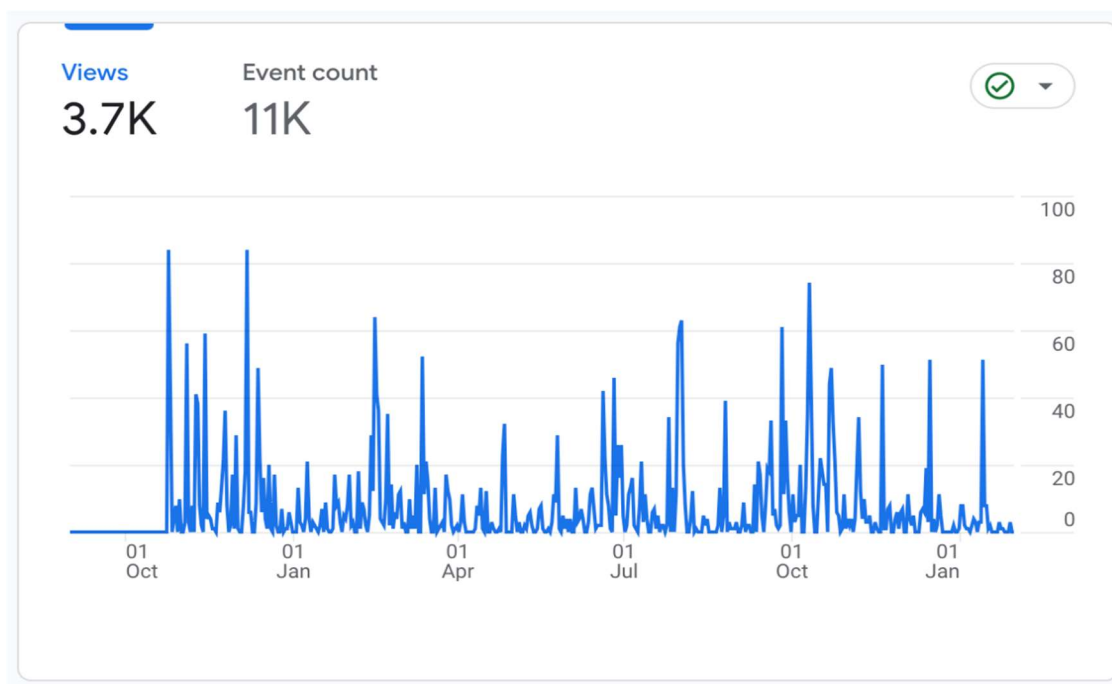
Sessions by Session primary channel group (Default Channel Group) over time



Sessions by Session primary channel group (Default Channel Group)

Figure 2: CORTEX<sup>2</sup> website sessions by channel

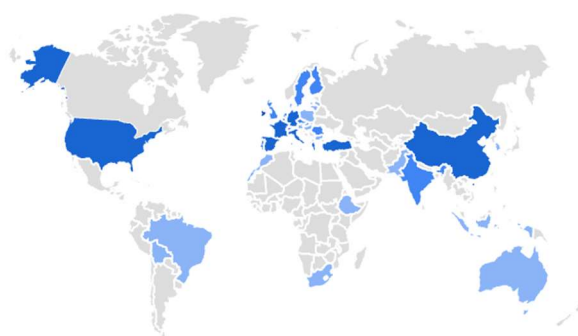
## Website views

Figure 3: CORTEX<sup>2</sup> website views

The three **countries** from which most users have visited the website are Ireland, France and Spain.



Users▼ by Country



COUNTRY	USERS
Ireland	422
France	89
Spain	71
Germany	46
Greece	26
Türkiye	26
Italy	25

Figure 4: CORTEX<sup>2</sup> website visits by country

The **pages with the most views** in order of relevance are the [Home](#) (34,32%), [Project](#) (8,35%), and [Open Calls](#) (8,24%).

**New items and sites** have been added since the website was launched. For example:

- The project's [main promotional video](#) has been included in the Home and the **videos of the project's three pilots** have been added to the [Pilots site](#). More detailed information about these videos can be found in Section 3.2.2.
- The [Open Call #1](#) and [Call for Experts](#) sites have been published. Both these pages can be seen in **Annexes A and B**.

For the project Open Calls, a site with a general explanation was created along with a specific one regarding **Open Call #1**, which contains all the relevant details for applying successfully, such as:

- ❖ The objectives
- ❖ The offering to the applicants
- ❖ The target organisations
- ❖ The explanation of the 2 Call tracks
- ❖ The details on the different topics addressed by the Call
- ❖ All the supporting documentation for download
- ❖ Access to the recordings of the informative webinars held and a matchmaking service to find suitable partners
- ❖ The different steps, from the application to the results phases and start of the Support Programme
- ❖ A helpdesk service



Since the launch of the project's Open Call #1 on 24 October 2023 until its closure on 16 January 2024, visits to the website represented 27.84% of the total since it has been active.

As for the page dedicated to the **Call for Experts**, necessary for the evaluation of the applications received for Open Call #1, it contains the following sections explaining in detail how to apply:

- ❖ The objectives
- ❖ An introduction to the CORTEX<sup>2</sup> project as well as the Open Call #1 itself
- ❖ Details on the type of experts that we are looking for, as well as the benefits they will obtain and the services they are required to provide
- ❖ Link to the application form and a template of the contract that would be signed in case the expert is selected

Other updates have been made to the website, as needed for the implementation of the project activities. Most updates relate to the [News section](#), where a total of **16 news items** have been published during this period (see more information on the type of content in Section 3.2.3).

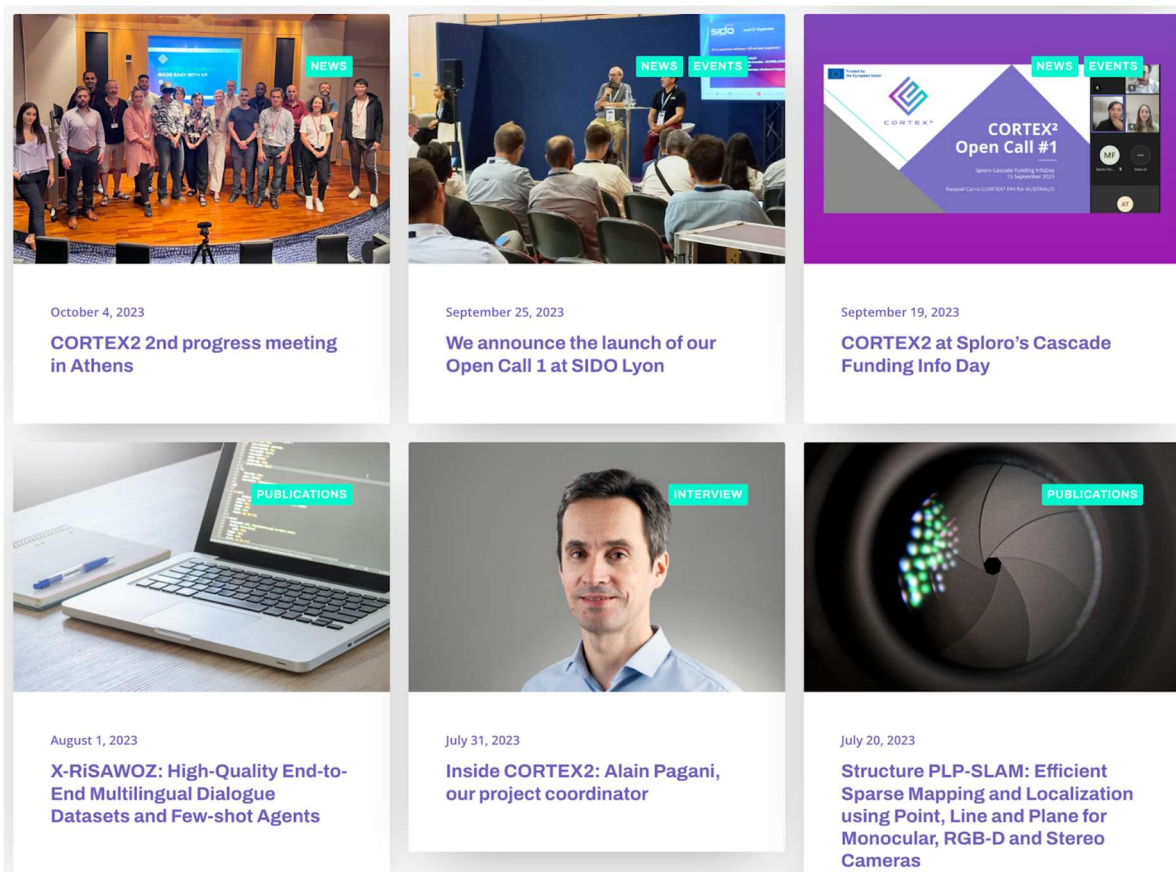


Figure 5: CORTEX<sup>2</sup> website News section

### 1.1.1. Social Media

Regarding social media, CORTEX<sup>2</sup> has maintained an active presence on Twitter (now called X), LinkedIn and YouTube since it started, with an aggregate audience of **1.276 followers** and a



**monthly average of 3.700 post impressions** (+67.000 in total) between the three platforms, where it promotes its progress, activities, results and opportunities, and effectively engages its stakeholders.

- [LinkedIn](#) is the project's main social channel, with a community of 616 followers, 43.170 post impressions, 20.626 page & profile reach, and 5.626 post video views.
- [Twitter](#) (now X) with a community of 614 followers and 15.371 post impressions.
- [YouTube](#) serves as the project's video repository, with 46 subscribers, 1.900 views, 158.2 watch time (hours) and 8.427 impressions.

Some of the topics most frequently addressed in the CORTEX<sup>2</sup> social channels are:

- Project updates, facts, objectives or highlights
- #CORTEX2news, #CORTEX2events, #CORTEX2publications
- Project partners: #CORTEX2team
- Project pilots: #CORTEX2pilots
- Relevant industry news, events, opportunities and resources

But CORTEX<sup>2</sup>'s biggest social media campaign to date has been dedicated to maximising the promotion of its **first open call**, reaching as many XR innovators as possible and encouraging a high number of applications (see full details on the Open Calls Strategy in Section 3.4).

Part of it has also been dedicated to promoting the three informative webinars about the call that were held — both to get potential applicants to register (via the [CORTEX<sup>2</sup> profile in the F6S platform](#)) and attend them as well as to watch [their recordings](#).

Many engaging communication materials and visual contents have been created for this purpose. From a press release to different banners, animations, slide decks, and ready-to-print graphics to hand out at physical events. Some can be found in this [Communications Toolkit](#), which was distributed among the CORTEX<sup>2</sup> partners and other collaborators to support us in promoting the call by including it in their websites, social media, newsletters, mailings and other communication channels.

The organic campaign has been focused on regularly posting about the open call, emphasizing its different characteristics — from its two tracks to its topics, the organisations at which it was aimed or the application process.

Some examples of the social media posts that have been published:





**CORTEX2**  
610 followers  
1mo · 🌐

Calling all **#TechStartups/ #SMEs** and tech developers! Join us to co-develop our **#XR #teleconferencing** platform and build value-added services on specific market segments. ...see more

**OPEN CALL TRACK 1: CO-DEVELOPMENT**

**Calling tech startups/SMEs & tech developers**

Receive up to **€100k** and be part of a **9-month support programme** to co-develop our XR platform!

**Apply by 16 January 2024**  
17:00 CET

**FOR WHO**  
Tech startups/SMEs  
Tech Developer(s) - MUST  
Team of 1 or 2 organisations

**WHAT**  
Developing & testing required features for the CORTEX2 framework

**HOW LONG**  
9-month programme

**TOPICS**

1. User representation and user avatar communication
2. Real-time object visualization
3. Collaborative hand object manipulation
4. IoT integration of the CORTEX2 framework
5. Dynamic library of personalized gestures
6. No objects memory
7. Automatic monitoring in virtual videoconference
8. Enhance your app service to XR engine
9. Authoring tool for XR environment
10. Monitoring interface engagement and usability for the CORTEX2 framework
11. OPEN TOPIC: Submit your own project idea

**OPEN CALL 1**  
Apply now  
Deadline: 16 January 2024  
17:00 CET

Up to 100K

**CORTEX2**  
610 followers  
1mo · 🌐

Calling all **#research-oriented** institutions (universities, foundations, associations, NGOs)! Join us to address and/or propose new **#UseCases** for deploying our innovative **#XR #teleconferencing** platform. ...see more

**OPEN CALL TRACK 2: USE-CASE**

**Calling research institutions**

Receive up to **€200k** and be part of a **12-month support programme** to propose new use cases for deploying our XR platform!

**Apply by 16 January 2024**  
17:00 CET

**FOR WHO**  
Industry, RTOs, Foundations, Universities/Schools, Associations, NGOs  
Tech Adopter (and user - MUST)  
Tech Developer (and/or developer - RECOMMENDED)  
Team of 1 or 2 organisations

**WHAT**  
Proposing novel use cases for deploying the CORTEX2 framework

**HOW LONG**  
12-month programme

**TOPICS**

1. Education
2. Business
3. Industry
4. Healthcare
5. Emergency and crisis
6. Entertainment and culture
7. Smart cities
8. Accessibility and social inclusion
9. OPEN DOMAIN: Submit your own use case

**OPEN CALL 1**  
Apply now  
Deadline: 16 January 2024  
17:00 CET

Up to 200K

**CORTEX2**  
610 followers  
2mo · 🌐

**#CallForEvaluators** | Are you an expert in XR, VR and AR-based solutions, AI, teleconference and videoconference platforms or UX design? Join us in reviewing and selecting the proposals we receive for our 1st open call ...see more

**LOOKING FOR External Evaluators**

Help us to review and select the proposals for our Open Call 1 — and get paid for it

**Apply by 5 January 2024**

Funded by the European Union

Natalia Cediell and 41 others  
1 comment · 10 reposts

[CORTEX2 #InfoDays] On 8 November, join our 1st webinar to learn everything you need to apply to our **#CORTEX2opencall1**!

Speakers: our project coordinator, **Alain Pagani** (Deutsches Forschungszentrum für Künstliche Intelligenz (DFKI)), and colleagues **Iwa Stefanik-Ricci** and **Ellie Shtereva**, PMP (F6S).

8 November 2023, 2:00 pm  
Register now! <https://lnkd.in/dMFugnQR>

**#FundingOpportunity #HorizonEU** | European Commission European Research Executive Agency (REA) European Health and Digital Executive Agency (HaDEA) | F6S Innovation **AUSTRALE** CEA Universitat Jaume I Actimage GmbH · Digital Intelligence LINAGORA Intracom Telecom Centre for IT & IP Law (CiTIP) @KU Leuven KU Leuven Alcatel-Lucent Enterprise

**CORTEX2 Webinar #1: How to apply?**

**XR-Plore CORTEX2**  
**€3M Funding**  
8 November 2023 - 2:00pm

Wed, Nov 8, 2023, 2:00 PM - 3:00 PM CET  
XR-Plore CORTEX2 €3M Funding  
Online  
Jessica Carneiro, Narek Minaskan and 31 other attendees

6 comments · 17 reposts

Figure 6: CORTEX<sup>2</sup> Open Call #1 – example of social media posts

In the last phase in which the call was open, a **paid campaign** was also launched on LinkedIn, aimed at reaching specific and relevant audiences and giving a final boost to its promotion.



The link included in the campaign ads was the one from which to apply for the call directly on the FS6 website (not the CORTEX<sup>2</sup> one), which had **263 clicks**. In only six days, the ads received **46.845 impressions** and reached **36.750 profiles**.

Overall, the Open Call #1 communication campaign has been a great success, attracting a high number of applications — 146 submitted out of 264 started, coming from 41 countries. Regarding interest distribution, Track 1 (for co-developers) has attracted 103 started applications, out of which 49 have been submitted, and Track 2 (for use-cases) has attracted 161 started applications, out of which 97 have been submitted.

### 3.1.2. Newsletters

[The first CORTEX<sup>2</sup> newsletter](#) was published, focused on announcing the official launch date of the Open Call #1, both on Brevo and LinkedIn, which have 116 and 146 subscribers, respectively — 262 in total.

This number included information such as:

- An interview with Alain Pagani, the CORTEX<sup>2</sup> Project Coordinator



*Figure 7: CORTEX<sup>2</sup> Newsletter 1 – Quote extracted from the coordinator's interview*

- CORTEX<sup>2</sup> first scientific publications
- The launch of the project's first Open Call

The next edition of the newsletter will be focused on highlighting the Open Call #1 results and project advancements until then.

CORTEX<sup>2</sup> has also been featured in external newsletters from other EU projects and stakeholders, such as SPIRIT, sister project of CORTEX<sup>2</sup> (the issue of the newsletter in which the project will be highlighted has yet to be published), VAM-realities ([see here](#)), REACH ([see here](#)), XRforPED magazine ([see here](#)), etc.



Finally, CORTEX<sup>2</sup> partners have also included information about the project and its open calls in their own communication channels, from their social media to their websites. They have also created entries in their blogs or, for the purpose of this section, in their newsletters. Such is the case of ACTIMAGE ([link](#)) and UJI ([link](#)).

🔍 Dive into our #CORTEX2news! Learn about our #OpenCalls (we will launch the 1st one in October), meet our project coordinator, Alain Pagani, discover our first #ScientificPublications and get to know our #CORTEX2team.

#HorizonEurope European Commission | Deutsches Forschungszentrum für Künstliche Intelligenz (DFKI) AUSTRALO LINAGORA Alcatel-Lucent Enterprise Intracom Telecom F6S F6S Innovation Centre for IT & IP Law (CitiP) @KU Leuven KU Leuven Actimage Universitat Jaume I Labpsitec Valencia CEA CEA-List



**CORTEX2 News**



*Figure 8: CORTEX<sup>2</sup> Newsletter 1 – launch post*

### 3.1.3. Zenodo

Following the European Commission guidelines for Open Science, CORTEX<sup>2</sup> provides open access to peer-reviewed publications, public deliverables, brand assets and other resources generated within the project.

A dedicated [Zenodo CORTEX<sup>2</sup> community](#) and repository is already in place for the project, where publications, press releases and more can be found. Public deliverables will be uploaded on Zenodo and on our website once validated by the European Commission.



Thanks to the promotional strategy set up to make the project's results available to our stakeholders, we have achieved over **515 downloads and 862 views for** the 7 documents uploaded to the CORTEX<sup>2</sup> Zenodo community, including:

- The Conference Papers " CORTEX<sup>2</sup> – Extended Collaborative Telepresence for future work and education", published at the Leading and Managing in the Digital Era (LMDE 2023) International Conference Research Colloquium, and "Structure PLP-SLAM: Efficient Sparse Mapping and Localization using Point, Line and Plane for Monocular, RGB-D and Stereo Cameras", accepted at the IEEE International Conference on Robotics and Automation (ICRA) 2023.
- The Journal article "X-RiSAWOZ: High-Quality End-to-End Multilingual Dialogue Datasets and Few-shot Agents", published at Findings of the Association for Computational Linguistics: ACL 2023.
- Communication and Dissemination materials, such as the official project logo, the launch press release and first set of PR materials, as well as the 1<sup>st</sup> newsletter.

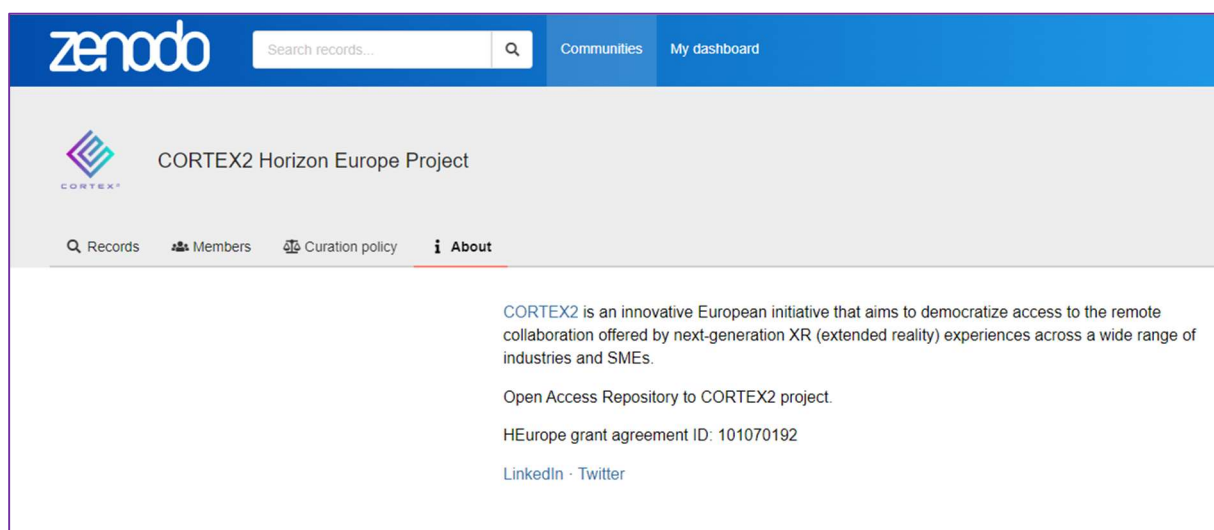


Figure 9: Zenodo CORTEX<sup>2</sup> community

## 3.2. Promotional materials

### 3.2.1. Printed Material

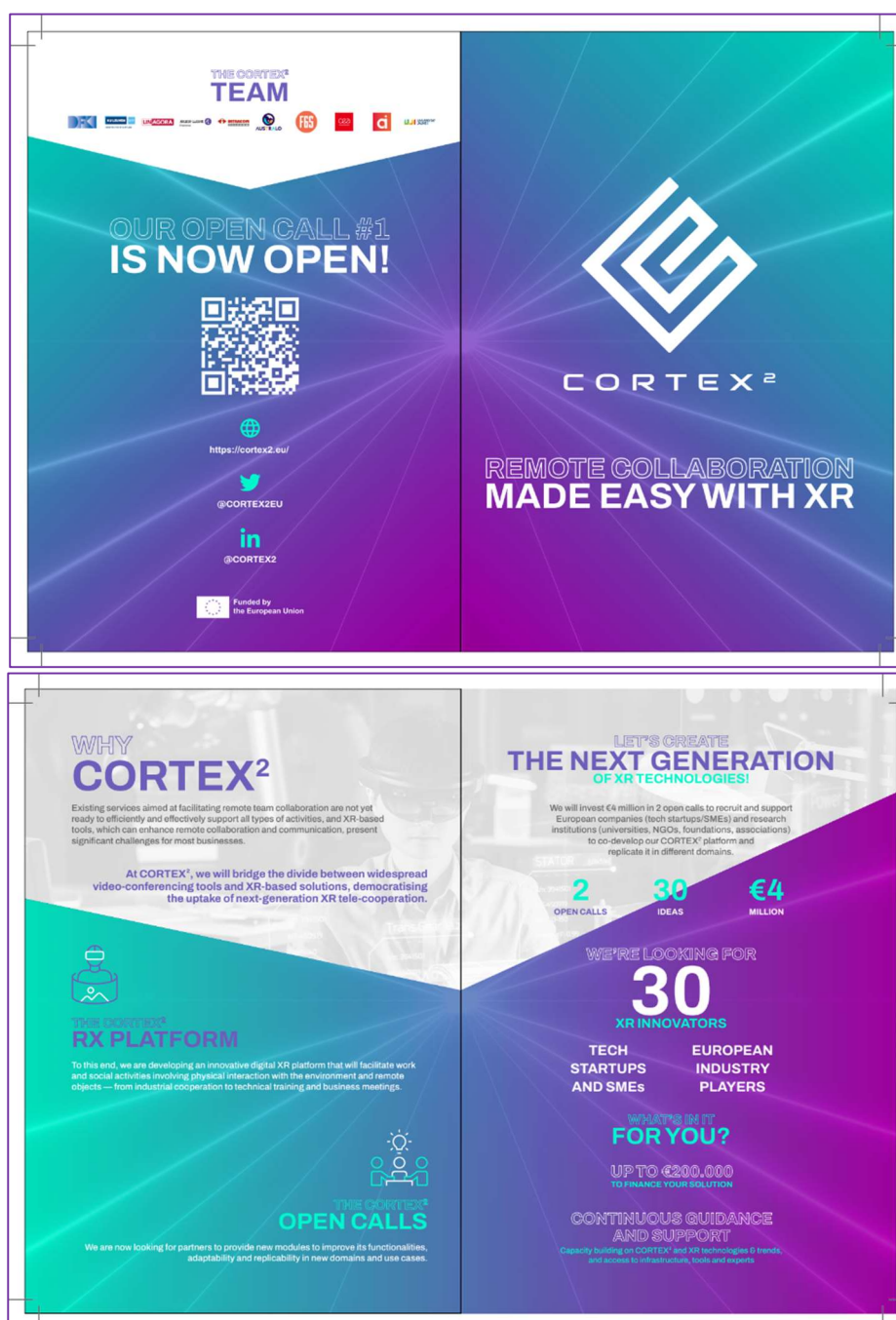
Regarding ready to print materials, the following were created:

- One-pager
- 4-pager – a generic one and another with updated information about the open calls





- Business card – for the partners to distribute at meetings and events (a digital version has also been created with a QR code that leads to the project website)
- Roll-up – to display during conferences and events
- Press releases – for press distribution as well as accompanying email campaigns

Figure 10: CORTEX<sup>2</sup> 4-pager



### 3.2.2. Multimedia Material

Utilising multimedia materials, especially videos, is a captivating and self-explanatory approach to introduce the project to a wide audience through popular video platforms. CORTEX<sup>2</sup> has established a dedicated [YouTube channel](#) to upload and disseminate these videos which, at the moment of writing this report, are about to reach 2.000 views.

Up to this point, there are **4 main long form edited videos** generated by the project (considering in this list those that have at least +1 minute of duration), that have been created with footage gathered by AUS during meetings, as well as other materials provided by the partners:

- [The project's main promotional video](#), included on the website and YouTube channel:

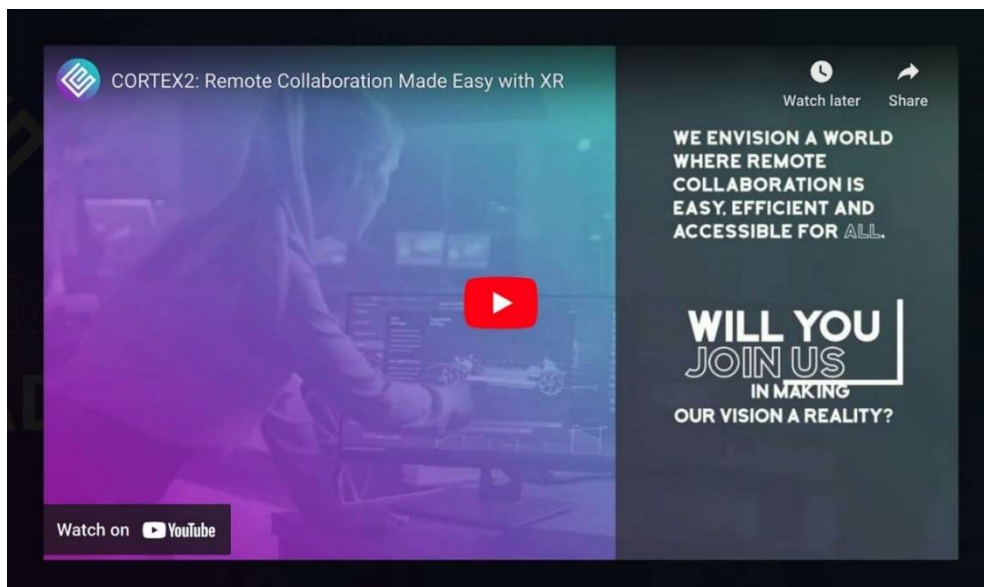


Figure 11: CORTEX<sup>2</sup> main promotional video

- **Videos of the project's three pilots**, which have been added to the [Pilots site](#), as well as the YouTube Channel:



Figure 12: CORTEX<sup>2</sup> Industrial Remote cooperation pilot video

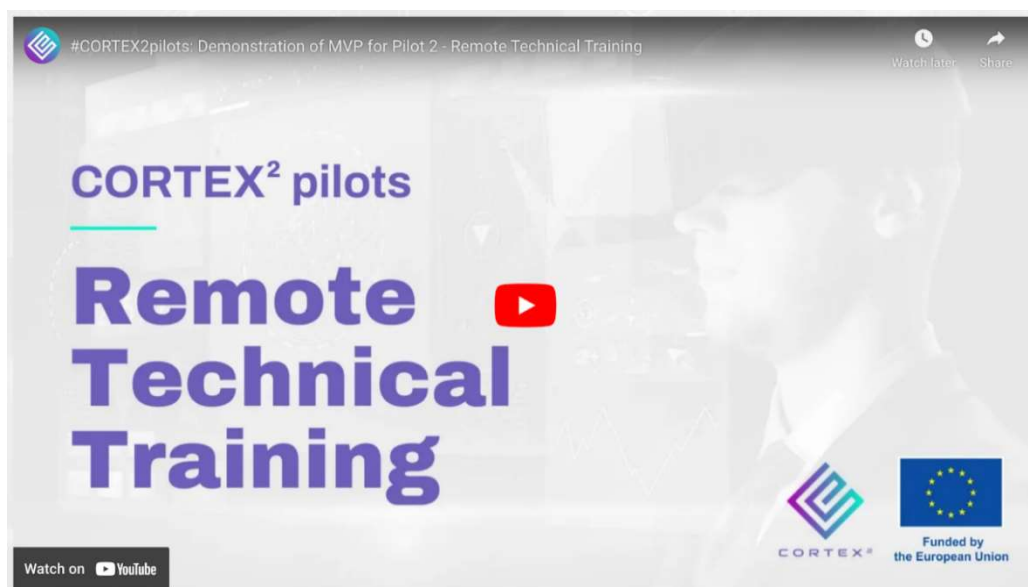


Figure 13: CORTEX<sup>2</sup> Remote Technical Training pilot video



Figure 14: CORTEX<sup>2</sup> Business Meetings training video

Other video contents are also available, created with the recordings of online events, such as the three informative webinars of the Open Call #1.

Aside from the previous videos and to make CORTEX<sup>2</sup>'s social media posts more engaging and captivating, a set of **short clips and animations** were created to accompany the most relevant posts, such as:

- [Meet our team](#)
- [1<sup>st</sup> Project Meeting](#)
- [CORTEX2 at Sploro's Cascade Funding Info Day](#)

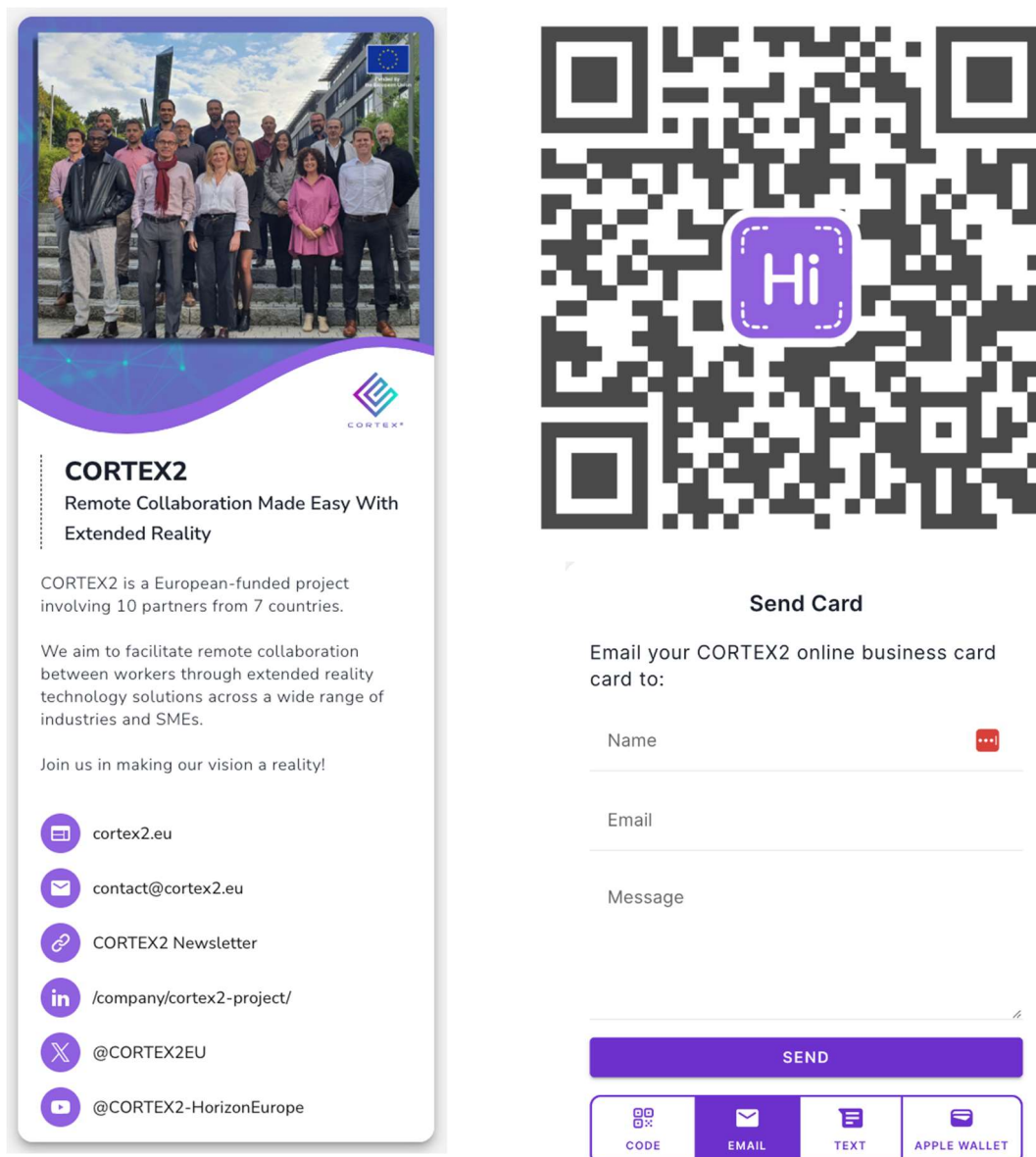
**Other multimedia materials** were also created, with the brand elements and recognisable image of the project, to show all the activities carried out. Some examples of these materials are:

- Banners and animations to promote the project's main objectives, key facts and achievements, pilots, publications, news, participation in webinars and events, and partners' quotes, as well as industry updates
- Zoom backgrounds
- Website images and icons
- Social media headers
- Slide decks – one generic and one for the project's 1<sup>st</sup> review meeting
- Open Call #1 materials – creativities to promote its launch and three info webinars, as well as to inform about the different aspects to consider when applying (benefits,



target audience, tracks, topics, etc.). Also, images to include the project's F6S profile and Open Call documents

- Digital business cards
- Other materials created for specific meetings and events



The figure displays a digital business card for CORTEX2 and a QR code interface. The business card features a group photo of project partners, the CORTEX2 logo, and contact information. The QR code interface includes a 'Hi' icon and a 'Send Card' section with input fields for Name, Email, and Message, and a 'SEND' button. Below the 'SEND' button are four icons: CODE, EMAIL, TEXT, and APPLE WALLET.

**CORTEX2**  
Remote Collaboration Made Easy With Extended Reality

CORTEX2 is a European-funded project involving 10 partners from 7 countries.

We aim to facilitate remote collaboration between workers through extended reality technology solutions across a wide range of industries and SMEs.

Join us in making our vision a reality!

cortex2.eu  
 contact@cortex2.eu  
 CORTEX2 Newsletter  
 /company/cortex2-project/  
 @CORTEX2EU  
 @CORTEX2-HorizonEurope

**Send Card**

Email your CORTEX2 online business card to:

Name

Email

Message

**SEND**

CODE
 EMAIL
 TEXT
 APPLE WALLET

Figure 15: CORTEX<sup>2</sup> digital business card





Figure 16: Example of CORTEX<sup>2</sup> material created ad hoc for meetings and events

### 3.2.3. Publications

#### 3.2.3.1 *Scientific publications*

CORTEX<sup>2</sup>, from M1 to M18, published the following scientific publications:

CATEGORY	TITLE	PLATFORM	STATUS	OPEN ACCESS
Conference Paper	Structure PLP-SLAM: Efficient Sparse Mapping and Localization using Point, Line and Plane for Monocular, RGB-D and Stereo Cameras	IEEE International Conference on Robotics and Automation (ICRA) 2023	Published	<a href="https://zenodo.org/records/8202473">https://zenodo.org/records/8202473</a>
Journal article	X-RiSAWOZ: High-Quality End-to-End Multilingual Dialogue Datasets and Few-shot Agents	Findings of the Association for Computational Linguistics: ACL 2023	Published	<a href="https://zenodo.org/records/8202105">https://zenodo.org/records/8202105</a>
Conference Paper	CORTEX <sup>2</sup> - Extended Collaborative Telepresence for Future Work and Education	Leading and Managing in the Digital Era (LMDE 2023) International	Published	<a href="https://zenodo.org/records/8065221">https://zenodo.org/records/8065221</a>

CATEGORY	TITLE	PLATFORM	STATUS	OPEN ACCESS
		Conference Research Colloquium		
Conference Paper	Dynamic Cost Volumes with Scalable Transformer Architecture for Optical Flow	IMVIP 2023	Published	<a href="https://zenodo.org/record/8253052">https://zenodo.org/record/8253052</a>
Conference Paper	FREDSum: A Dialogue Summarization Corpus for French Political Debates	EMNLP, 6-10 décembre 2024	Accepted to be presented	
Conference Paper	The Legal Challenges of Cooperative Real-Time Extended Reality: Insights from the EU	9th International XR-Metaverse Conference 20-22 May 2024	Accepted to be presented	

Table 3: CORTEX<sup>2</sup> peer-reviewed publications

### 3.2.3.2 Awareness publications

A total of **16 blog posts** have been produced, detailing different highlights of the project, such as:

The participation in events, webinars and meetings:

- [CORTEX<sup>2</sup> at Sploro's Cascade Funding Info Day](#)
- [We announce the launch of our Open Call 1 at SIDO Lyon](#)
- [CORTEX<sup>2</sup> 2nd progress meeting in Athens](#)
- [CORTEX<sup>2</sup> in Stereopsia 2023: Pioneering XR and Immersive Telepresence](#)
- [Next-generation XR for remote collaboration: The CORTEX<sup>2</sup> approach](#)
- [CORTEX<sup>2</sup> Open Call 1 Webinar 1: How to apply?](#)
- [CORTEX<sup>2</sup> Open Call 1 Webinar 2: Breaking Essentials for Successful Applying](#)
- [CORTEX<sup>2</sup> Open Call 1 Webinar 3: Decoding Open Call #1 Topics & Domains](#)

The scientific articles published by the partners:



- [CORTEX<sup>2</sup> in XRforPED's Green Paper](#)
- [Structure PLP-SLAM: Efficient Sparse Mapping and Localization using Point, Line and Plane for Monocular, RGB-D and Stereo Cameras](#)
- [X-RiSAWOZ: High-Quality End-to-End Multilingual Dialogue Datasets and Few-shot Agents](#)
- [Extended collaborative telepresence for future work and education](#)

### Interviews:

- [Inside CORTEX<sup>2</sup>: Alain Pagani, our project coordinator](#)

### Announcements and milestones:

- [Press release: StandICT.eu & CORTEX<sup>2</sup>, together to boost standards in metaverse and citiverse](#)
- [Celebrating the results of our first Open Call](#)





### 3.3. Events

CORTEX<sup>2</sup> has been prominently featured in 16 events, conferences and workshops:

EVENTS AND CONFERENCES ATTENDED UP TO M18					
Type	Event	Date	Description	Location	Partner
Event	<a href="#">Visit of "Ministre de la transition numérique Jean-Noel Barrot"</a>	10.03.2023	Present the project at the visit at ALE International headquarters in Colombes in presence of 50 personalities (Députés, Généraux, Amiraux, large partners, élus, etc.).	Colombes, France	ALE
Event	<a href="#">Virtuality Web3 Summit</a>	16-17.03.2023	Scouting SMEs/startups for the Open Calls at the Virtuality Web3 Summit, a professional and international event dedicated to Web3, blockchain, AI, metaverse, and XR.	Paris	ALE
Event	<a href="#">Stratégie Clients</a>	28.03.2023	Participation at the exhibition for customer relations professionals – project presentation.	Paris	ALE
Event	<a href="#">Happy Blue 2023</a>	30.03.2023	Event Happy Blue Pôle Mer Bretagne Atlantique – project presentation.	Brest (France)	ALE



EVENTS AND CONFERENCES ATTENDED UP TO M18					
Type	Event	Date	Description	Location	Partner
Conference	<a href="#">5G and the Metaverse</a>	04.04.2023	Conference focused on latest trends in the Metaverse worldwide and showcasing technologies and use cases from Greece and abroad.  INTRACOM presented the talk, "Next-generation extended reality (XR) for remote collaboration: The CORTEX2 approach".	Greece (hybrid)	INTRACOM
Expo	<a href="#">Santexpo 2023</a>	24.05.2023	The annual meeting of the entire ecosystem of health. Networking and scouting potential applicants for the Open Calls.	Paris	ALE
InfoDay	Journée Innovation du Service de soutien à la flotte 2023	26.05.2023	Journée Innovation du Service de soutien à la flotte 2023– project presentation.	France	ALE
Conference	<a href="#">LMDE 2023</a>	19-20.06.2023	DFKI participated in the research colloquium "Leading & managing the digital era" where the paper "Extended Collaborative Telepresence for	Athens	DFKI INTRACOM



EVENTS AND CONFERENCES ATTENDED UP TO M18					
Type	Event	Date	Description	Location	Partner
			future work and education with the CORTEX <sup>2</sup> framework” was presented.		
Conference	<a href="#">IMVIP 2023</a>	30.08/1.09.2023	25th Irish Machine Vision and Image Processing Conference - Paper presentation  DFKI presented the paper “Dynamic Cost Volumes with Scalable Transformer Architecture for Optical Flow”.	Galway (Ireland)	DFKI
Webinar	<a href="#">Cascade Funding InfoDay</a>	15.09.2023	Cascade Funding - Immersive Technologies, part of the webinar series organised by Sploro, where Open Call #1 was presented.	Online	AUS
Event	<a href="#">SiDO Lyon</a>	20-21.09.2023	Key event for the convergence of IoT, AI, XR and robotics technologies. More than 300 exhibitors and hosts tech providers, industrial groups, research laboratories, public institutions.  ALE participated in a panel discussion about XR.	France	ALE



EVENTS AND CONFERENCES ATTENDED UP TO M18					
Type	Event	Date	Description	Location	Partner
Event	<a href="#">Stereopsia EUROPE 2023</a>	18.10.2023	International forum dedicated to immersive technologies and content where <a href="#">DFKI presented the project</a> in a dedicated workshop.	Brussels, Belgium	DFKI
Event	<a href="#">Immersive Tech Week</a>	28.11/01.12. 2024	CORTEX2 Open Call session as part of a session where 5 projects will present their OC opportunities.  Two demos on booth 18-19 from CORTEX2 side: Demo 1: VCAA with face replacement Demo 2: Remote expert support.	Rotterdam	F6S DFKI
Workshop	European Commission - Workshop on Virtual Worlds and Web4.0	22.10.2023	Workshop aligned with the newly adopted <a href="#">EC communication on the virtual worlds and Web 4.0</a> , released in July 2023, and looking for diverse points of views and out-of-the-box ideas to explore the medium-term transformative potential of virtual worlds and Web 4.0	online	DFKI



EVENTS AND CONFERENCES ATTENDED UP TO M18					
Type	Event	Date	Description	Location	Partner
			Role: reflect on what virtual worlds and Web 4.0 could bring to CORTEX <sup>2</sup> .		
Conference	<a href="#">Conferencia Horizonte Europa</a>	30 – 31.10.2023	<p>The Vice-rectorate for Research of the UJI, in the framework of the Research Promotion Plan 2023, organised through the OPEI and the EUROFUE the Dissemination Conference on the European R+D+I Horizon Europe Programme.</p> <p>The project was presented to the attendees of the Conference.</p>	Spain	UJI
Webinar	CIDE Network webinar series	14.12.2023	<p>Participation in a webinar series for the CIDE Network of the Technological Institute of the Canary Islands, presenting Cascade Funding Opportunities.</p> <p>Presentation of the CORTEX<sup>2</sup> project and Open Call.</p>	Online	AUS

Table 4: CORTEX<sup>2</sup> participated events, conferences and workshops

These activities were properly announced and communicated through the project and partners' channels. See hereunder some examples of social media posts regarding the participation of CORTEX<sup>2</sup> in events:

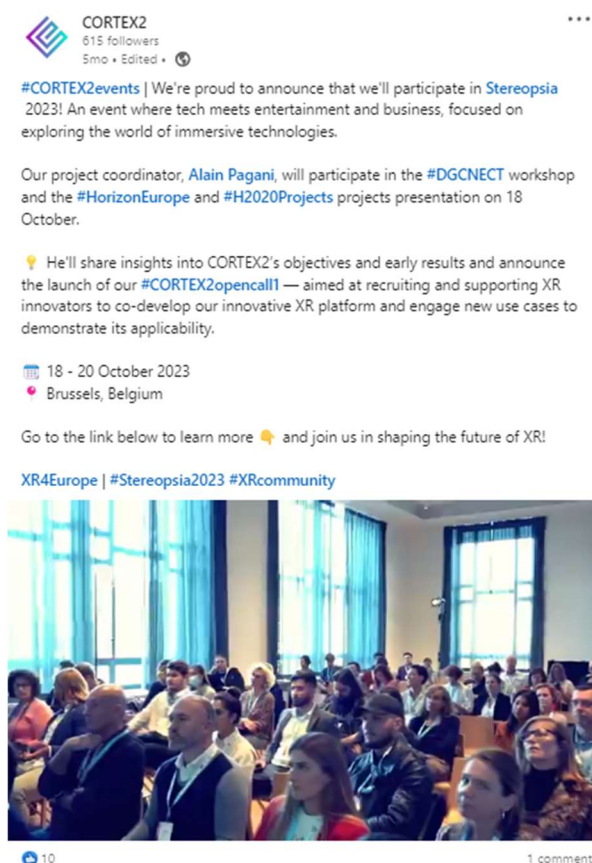
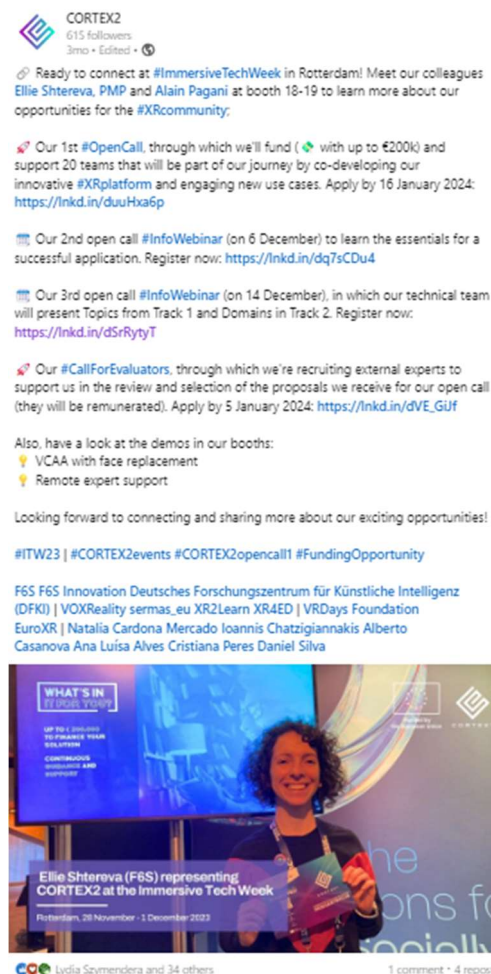


Figure 17: CORTEX<sup>2</sup> events participation



### 3.4. Open Calls Campaign

The **Open Calls Campaign Strategy** explained in this section, entails a series of actions conducted before, during, and after the Open Call #1 launch.

#### Before the Open Call (~8 weeks before launch)

- Efforts include expanding stakeholder databases, scouting contacts, and monitoring outreach.
- Activities involve searching for relevant events and influencers and updating the website with Open Call information.
- A dashboard is prepared to track actions and the Open Call launch Press Release is published and shared with relevant stakeholders.

CORTEX2_OC#1 Comms Monthly Tasks				
MONTH	ACTIONS	RESPONSIBLE	NOTES	STATUS
BEFORE the OC launch				
August	Stakeholders database growth (external partners, NCPs, DIHs, women's associations, HE + H2020 projects, etc.)	AUS	Currently +500 contacts	Ongoing
	Monitoring of contacts to stakeholders (prepare to track who has been contacted, why and the results obtained)	AUS	Stakeholders database will act as follow-up document (see example)	Done
	Search for events and initiatives in which to participate, newsletters and event sites and relevant websites and SoMe channels/pages in which to include our OC information	AUS	Events: Already asked partners to contribute & update (Will insist in Greece) Platforms & websites: one tab of the stakeholders excel Crossdiss with other projects: SPIRIT / OTHER FROM DFKE / OTHER F6S...	Ongoing
	See options to appear on HE magazine / CORDIS	AUS + F6S	Contact Editorial team responsible for publication of project related articles on CORDIS: editorial@cordis.europa.eu We also offer featuring your social media accounts on the respective CORDIS project pages. Send us your links together with the acronym and Grant number: OP-CORDIS-HELPDESK@publications.europa.eu Regarding events to be announced, please feel free to submit them to the Research&Innovation Event website: <a href="https://ec.europa.eu/info/research-and-innovation/events/suggest-event">https://ec.europa.eu/info/research-and-innovation/events/suggest-event</a>	Done
	Start posting sneak-peak messages on CORTEX2 and consortium channels (prepare countdown visuals + copy)	AUS	Done	Done
	Increase SoMe following and newsletter subscribers	AUS	SoMe: 766 Newsletter: 130	Ongoing
September (1st half)	Email ready	AUS	email ready - opencall@correx2.eu To be directed to: Iwa / Ellie / Raquel Suggestion for Guide for Applicants: • F6S Online Q&A: insert link • F6S support team: support@f6s.com or opencall@correx2.eu • More info at: <a href="https://correx2.eu/open-calls/">https://correx2.eu/open-calls/</a> > link direct to a call 1 For extraordinary communication need, please contact the Help Desk: insert email > opencall@correx2.eu	Done
	Draft schedule of the OC info webinars	AUS + F6S	Send Doodle F6S book Zoom F6S page + AUS admins Agenda Webinar #1: Speakers: F6S (Iwa / Ellie) + DFKE (Alain?) / Sylvain...?? (topic owners + ethics to attend)	Done
	Schedule a meeting with the consortium to present the OC communication strategy + dashboard + kit	AUS + F6S	At the WP6 meeting on the 3rd of October	Done
	Make sure we have all OC info on type and number of applicants, budget, target audience, funding, benefits, activities, KPIs, metrics, etc. (for SoMe strategy and creation of materials / toolkit)	AUS + F6S	Last version ready by 29th of September	Done
	Application Guidelines + form	AUS	Create graphics: WHICH ONES? Figure 2- CORTEX2 innovations = send icons - DONE Figure 3- CORTEX2 Open Call 1 design. Figure 4- CORTEX2 Track 1: co-development design	Done

Figure 18: Open Call campaign strategy – Follow-up Dashboard

- Communication materials, such as a [Communications Toolkit](#), are prepared, and partners are engaged to share the Open Call.





# CORTEX<sup>2</sup>

## OPEN CALL #1

Communication Toolkit

### Welcome to CORTEX<sup>2</sup>'s Open Call #1 Communication Toolkit

Find materials and information you can use to promote the **CORTEX<sup>2</sup> Open Call #1**, in which we will invest a total of €3M and will be aimed at recruiting tech start-ups/SMEs and research institutions (universities, NGOs, foundations, associations) to co-develop CORTEX<sup>2</sup>, engaging new use cases from different domains to demonstrate its replication through specific integration paths, and assessing and validating the social impact associated with XR technology adoption in internal and external use cases.

The call will be open from 24 October 2023 to 16 January 2024 (17:00 CET).

Please, help us make this opportunity reach as many people as possible by promoting it among your network and on your communication channels. Thanks for your support!

- [Open Call #1 website](#)
- [1st info webinar](#): 8 November
- [2nd info webinar](#): 6 December
- [3rd info webinar](#): 14 December
- [Main campaign hashtag](#): #CORTEX2opencall1

\*This kit will be continuously updated with new materials for each phase of the open call. Need anything you can't find here? Reach out to us at [cortex2@australo.org](mailto:cortex2@australo.org)

[Launch Press Release](#)

[Visuals](#)

[Flyers](#)

[Open Call #1 Flyer](#)

[CORTEX<sup>2</sup> Generic Flyer](#)

[Sample Texts](#)

[Questions?](#)



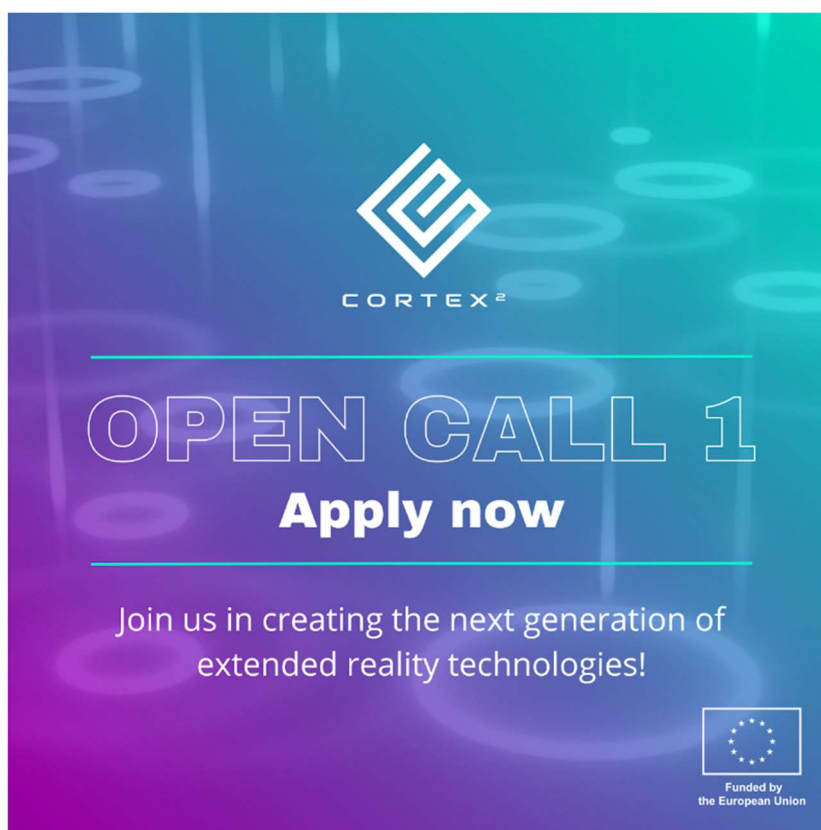
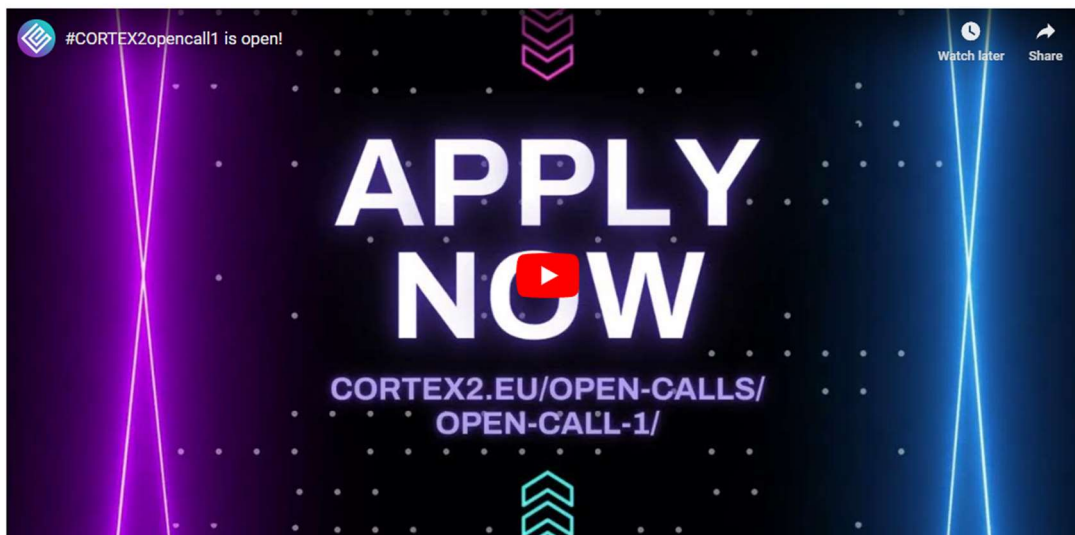
### Launch Press Release

This Press Release announces the CORTEX<sup>2</sup> Open Call #1 launch, including the necessary links to apply and access all relevant information. \*Feel free to edit it according to your needs. We recommend adapting the language to your audience for a wider reach and strongly suggest you publish it on your website and share it with your media database.



## Visuals

Use these **banners** and **animations** to disseminate the CORTEX<sup>2</sup> Open Call #1 on your communication channels and among your communities.





## APPLY TO CORTEX2 Open Call #1

Opt to receive up to € 200,000 and support to develop your XR solution, access to experts and capacity building on XR technologies.



[cortex2.eu/open-calls/open-call-1/](https://cortex2.eu/open-calls/open-call-1/)



Funded by  
the European Union



CORTEX<sup>2</sup>

## LOOKING FOR XR innovators

We're looking for **tech startups/SMEs** and **research institutions** to co-develop our XR platform and engage new use cases.

**Apply to our open call!**



Funded by  
the European Union



CORTEX<sup>2</sup>

## Apply to CORTEX2 Open Call

Oriented to tech startups/SMEs and research institutions

Deadline: 16 January 2024, 17:00 CET



Funded by  
the European Union



CORTEX<sup>2</sup>

## Apply to CORTEX2 Open Call

Tech startups/SMEs and research institutions: Opt to receive up to € 200K, coaching and monitoring during a support programme of up to 12 months.

Deadline: 16 January 2024, 17:00 CET



Funded by  
the European Union



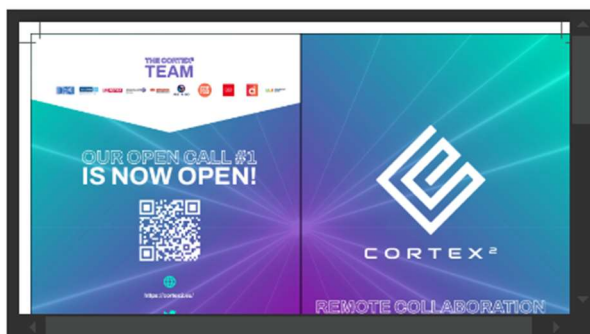
CORTEX<sup>2</sup>



## Flyers

### Open Call #1 Flyer

Use this 4-page flyer to promote CORTEX<sup>2</sup> and our Open Call #1 on your events, conferences, workshops, webinars and networking activities.



Ready-to-print version



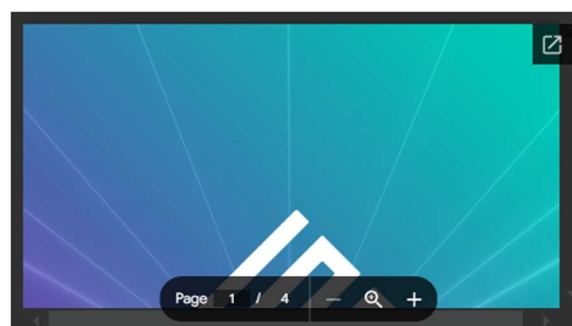
Online version

### CORTEX2 Generic Flyer

This version of the flyer includes a QR code driving to our generic [Open Calls page](#). It can be used after 16 January 2024, when the Open Call #1 closes.



Ready-to-print version



Online version

### Sample Texts

Use these sample texts to promote the Open Call through your and your organisation's social channels, newsletters and emailings and take our tips into account.



### Questions?

Contact us at [cortex2@australo.org](mailto:cortex2@australo.org) for more information, questions or suggestions.

*Figure 19: CORTEX<sup>2</sup> Open Call #1 Communications Kit*



- Content creation for different communication channels, application of changes on the website and collaboration in the elaboration of visuals and graphics for the applicants support documentation.
- **One-to-one mailing campaigns** are initiated to engage stakeholders:

Right from the start of the project, the communication team, aided by the consortium partners, started building a database of relevant stakeholders to be used in the different activities of the project. One of these activities was disseminating the opportunities offered by the project's open calls to get the best applicants.

For Open Call #1, **periodic email campaigns** to these stakeholders (via newsletters or one-to-one emails), were developed **reaching more than 500 contacts** from the different targets of the project working in related fields, such as:

- EU projects
- European Digital Innovation Hubs
- Horizon Europe National Contact Points
- Associations and European Networks
- Clusters
- Potential applicant entities: Tech startups and SMEs, universities, foundations, associations, NGOs

This mailing campaign also served to present the project, its objectives and main activities. It also invited interested parties to follow us on social media and to subscribe to our newsletter. This activity helped the project to reinforce its presence and online community, being published by various media outlets:

- Tübitak Scientific and Technological Research Council of Türkiye - [Link](#)
- Enterprise Europe Network EEN Spain - [Link](#)
- Luxinnovation (Luxembourg national innovation agency) - [Link](#)
- IDITEK - [Link](#)
- Basque government - [Link](#)
- "Horizon Europe" national office of the Republic of Moldova - [Link](#)





- Madrid Innova (Madrid Innovation Centres) - [Link](#)

In addition, most CORTEX<sup>2</sup> partners contacted their networks to promote the open call. For example, F6S sent a mass mailing to companies with a suitable profile - e.g. XR, AR, VR-related specialists and founders. Then, a more targeted approach was followed, where 30 companies matching the sought profile were directly approached and informed about the opportunity.

### **During the Open Call**

- The Open Call is published in the participant portal, announced across all communication channels, and webinars and news are scheduled.
- Mailing campaign continues, with new leads obtained through the stakeholders' collaboration framework growth and research.
- Regular reminders and updates are provided to ensure engagement and participation.

**CORTEX2**  
610 followers  
4mo • Edited •

📢 The wait is over: We're thrilled to announce that applications for our 1st **#OpenCall** are officially OPEN! 📢 **#eXtendedReality** innovators — from tech startups/SMEs to research institutions — APPLY NOW to join us in facilitating **#RemoteCollaboration** through XR >>> <https://lnkd.in/d/uuHxa6p>

💰 In total, we'll invest €3M to fund and support the 20 teams that will be part of our journey by co-developing our innovative **#XRplatform** and engaging new use cases.

What's in it for you?

- 💰 Financing of up to €200k
- 🕒 Up to 12-months support program
- 👥 Tailored coaching and monitoring
- 🔗 Connection to tech and business experts
- 🚀 Exploitation and commercialisation support
- 🌐 Capacity building on XR technologies & trends and our CORTEX2 platform

Who are we looking for?

- 📖 Research-oriented institutions: Universities, associations, NGOs, etc.
- 🏢 Business-driven organisations: Tech startups and SMEs

Want to join us?  
Visit our website to learn all you need to know about this opportunity and submit your application! 📄 [Head to the link below]

**#CORTEX2opencall1** | **#FundingOpportunity** **#HorizonEurope** **#VirtualReality** **#AugmentedReality** **#MixedReality** **#ImmersiveTech**

European Commission European Research Executive Agency (REA)  
European Health and Digital Executive Agency (HaDEA) | Deutsches Forschungszentrum für Künstliche Intelligenz (DFKI) F6S F6S  
Innovation AUSTRALO CEA Universitat Jaume I Actimage GmbH · Digital Intelligence LINAGORA Intracom Telecom Centre for IT & IP Law (CiTiP) @KU Leuven ) Alcatel-Lucent Enterprise

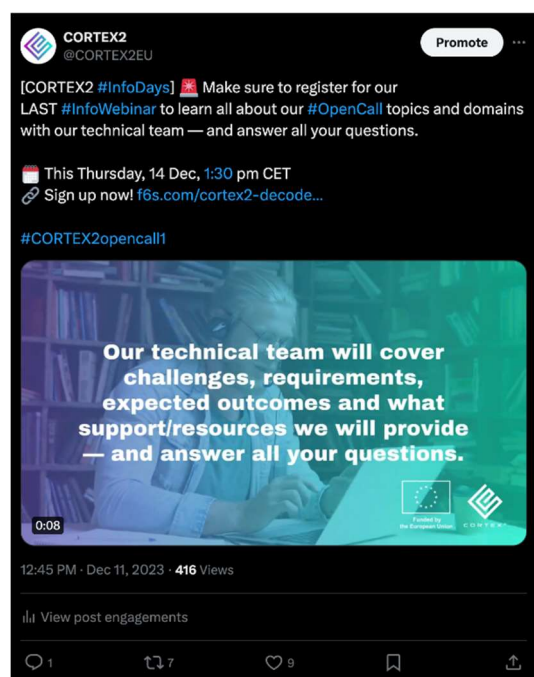
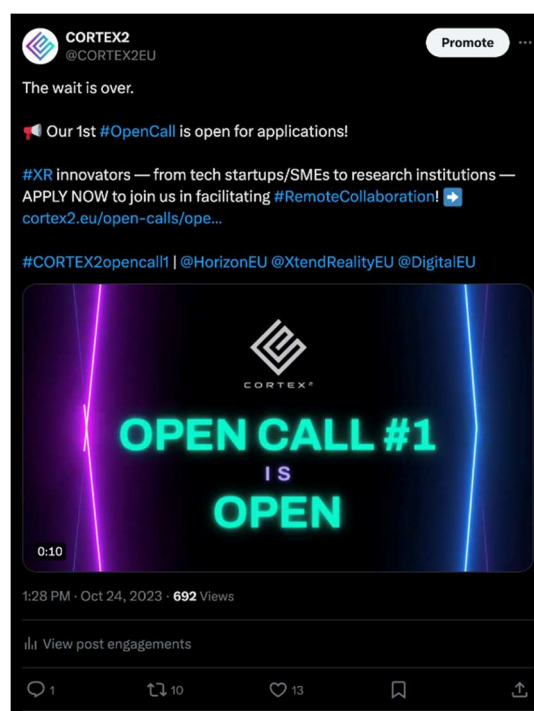
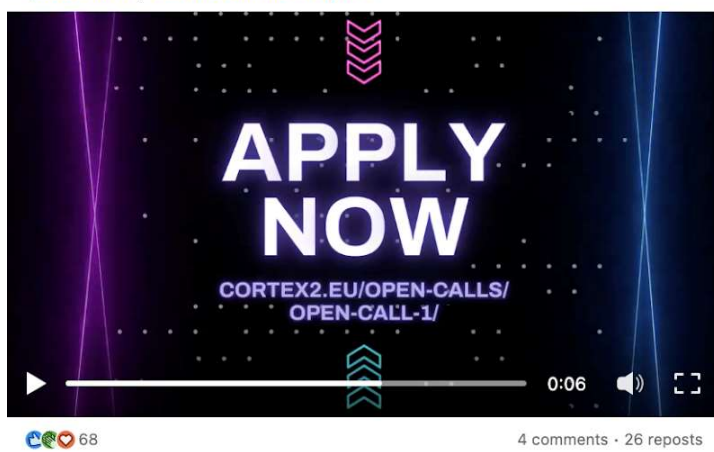


Figure 20: CORTEX<sup>2</sup> Open Call #1 social media posts

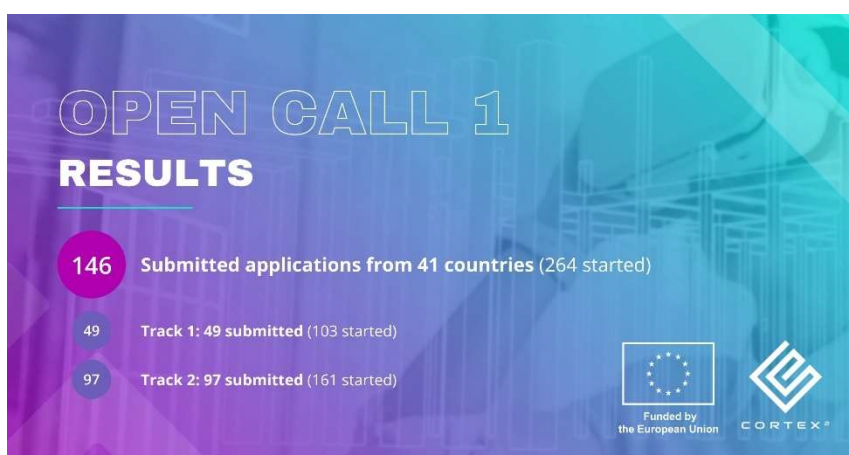
- Communication and dissemination of the open call informative webinars (creating graphic materials, publishing and sharing recordings, etc.). In this case:
  - o [CORTEX2 Open Call 1 Webinar 1: How to apply?](#) – Held on 8 November 2023, with 95 attendants.



- [CORTEX2 Breaks Essentials for Successful Applying: webinar#2](#) - Held on 6 December 2023, with 49 attendants.
- [CORTEX2 Decodes OC#1 Topics & Domains to apply: webinar #3](#) - Held on 14 December 2023, with 53 attendants.

### **After the Open Call**

- Closure of the Open Call is announced, and communication is monitored for impact.
- Results are evaluated, infographics prepared, and communication materials shared.



*Figure 21: CORTEX<sup>2</sup> Open Call #1 results infographic*

- One-to-one emailing campaigns are concluded and ongoing tasks include monitoring KPIs and updating websites.





## 4. Exploitation and Sustainability

The strategic target of all the exploitation activities will pave the way towards **widespread adoption of CORTEX<sup>2</sup> results during the project and beyond the end of the project**. In the following sections, we have specified our preliminary exploitation strategy and the required steps aimed at identifying sound business models, replicable to various markets. The main objective of the exploitation activities is to position the CORTEX<sup>2</sup> project among the identified key stakeholders and maximise its impact during its life through the execution of different activities involving the offline and online world.

### 4.1. Exploitation and Sustainability Plan Recap

As detailed in D.6.1 CORTEX<sup>2</sup>'s Impact Master Plan, in CORTEX<sup>2</sup>, exploitation is to be tackled in a multidimensional way, aiming to take advantage of all the high-end, innovative outcomes of the project. Different exploitation routes will be examined throughout the project for identifying the most promising exploitation path for each tangible or intangible asset. The figure below provides a graphical overview of the **exploitation path that each exploitable asset** will follow throughout the lifetime of the project.

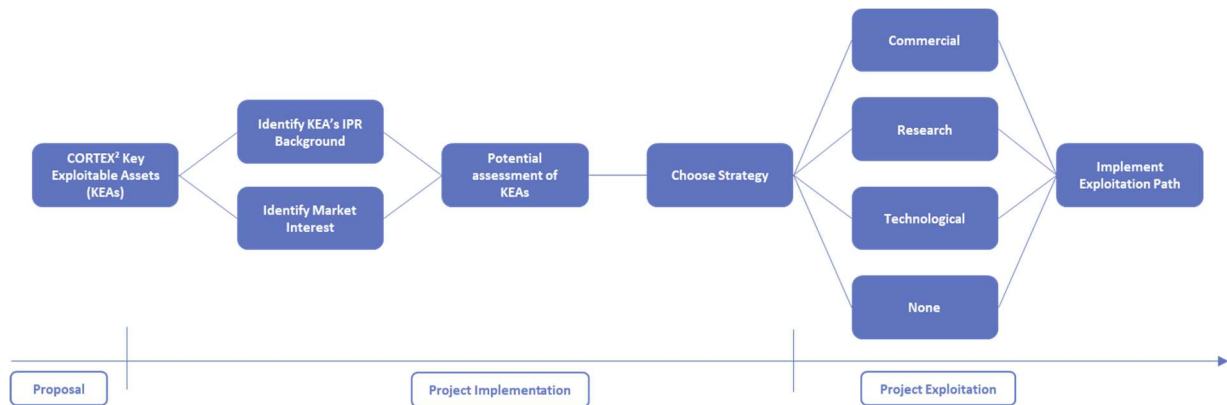


Figure 22: Exploitation Path

In an initial phase, the consortium identified the **3 Key Exploitable Assets (KEA)** of prime interest. Although additional results may be revealed throughout the project's lifetime, independently assessed and tested. These 3 KEA are:

- KEA #1: Evolutive Immersive SaaS
- KEA #2: CORTEX<sup>2</sup> collaborative abstract model
- KEA #3: CORTEX<sup>2</sup> Evolutive Technical and Societal Community

Then, a preliminary set of **Exploitation Routes** were identified:

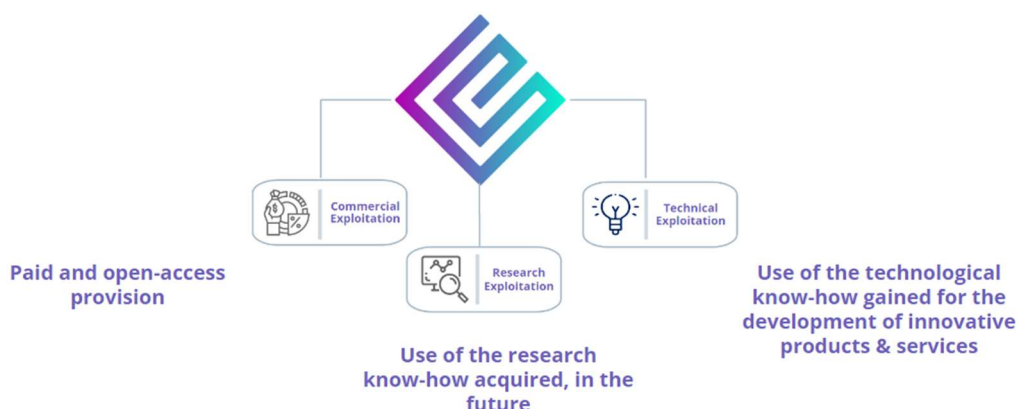


Figure 23: Exploitation Strategies

And a **Business Case** was elaborated to present the business logic inherent to CORTEX<sup>2</sup>, assessing the market, its driving factors, the unique proposition of the project, the benefits to be created and a preliminary business model to generate revenues and serve customers.

Now, at this stage in the project life cycle and Exploitation path, the time has come to:

- Define / Re-define First Set of Key Exploitable Assets
- Create **Focus Groups** for Each Key Result / Target Group

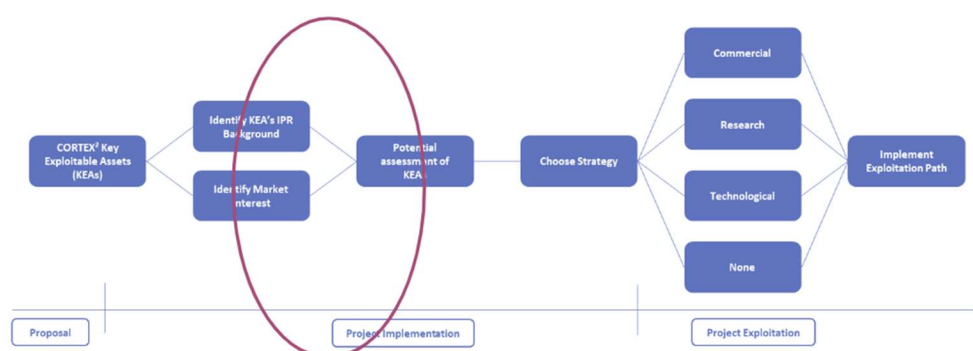


Figure 24: Exploitation Path – current phase

## 4.2. Exploitation Workshops and next steps

In order to start with the **detailed definition of the project's value proposition**, the Exploitation Team held an initial "*Key Results Identification and Exploitation Workshop*", as part of a series of workshops that will go deep in each part of the creation of the proposition.

For that, the Value Proposition Canvas, along with the collaborative online tool Miro, were used to exchange ideas between the consortium partners:

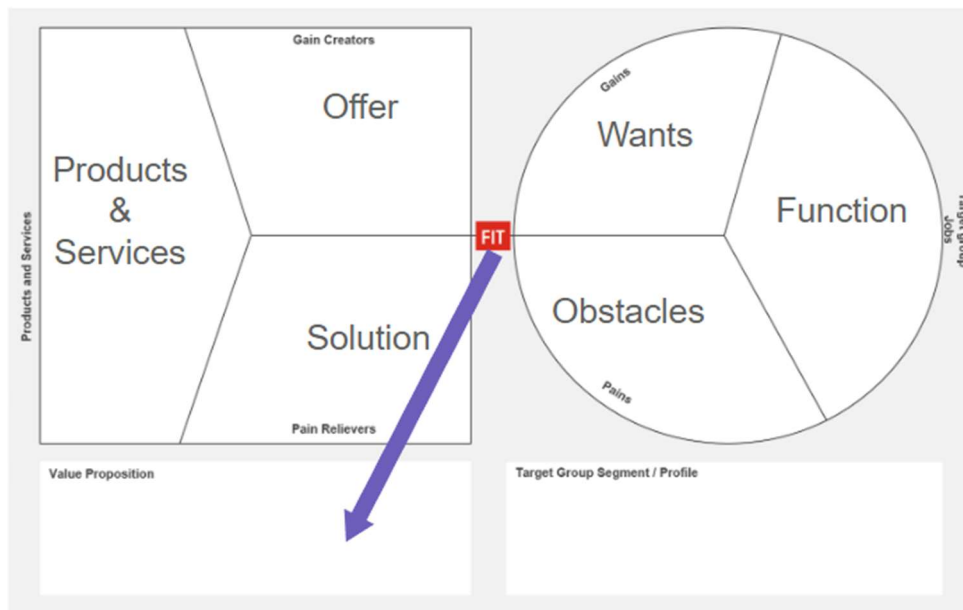


Figure 24: Value Proposition Canvas – What information are we looking for?

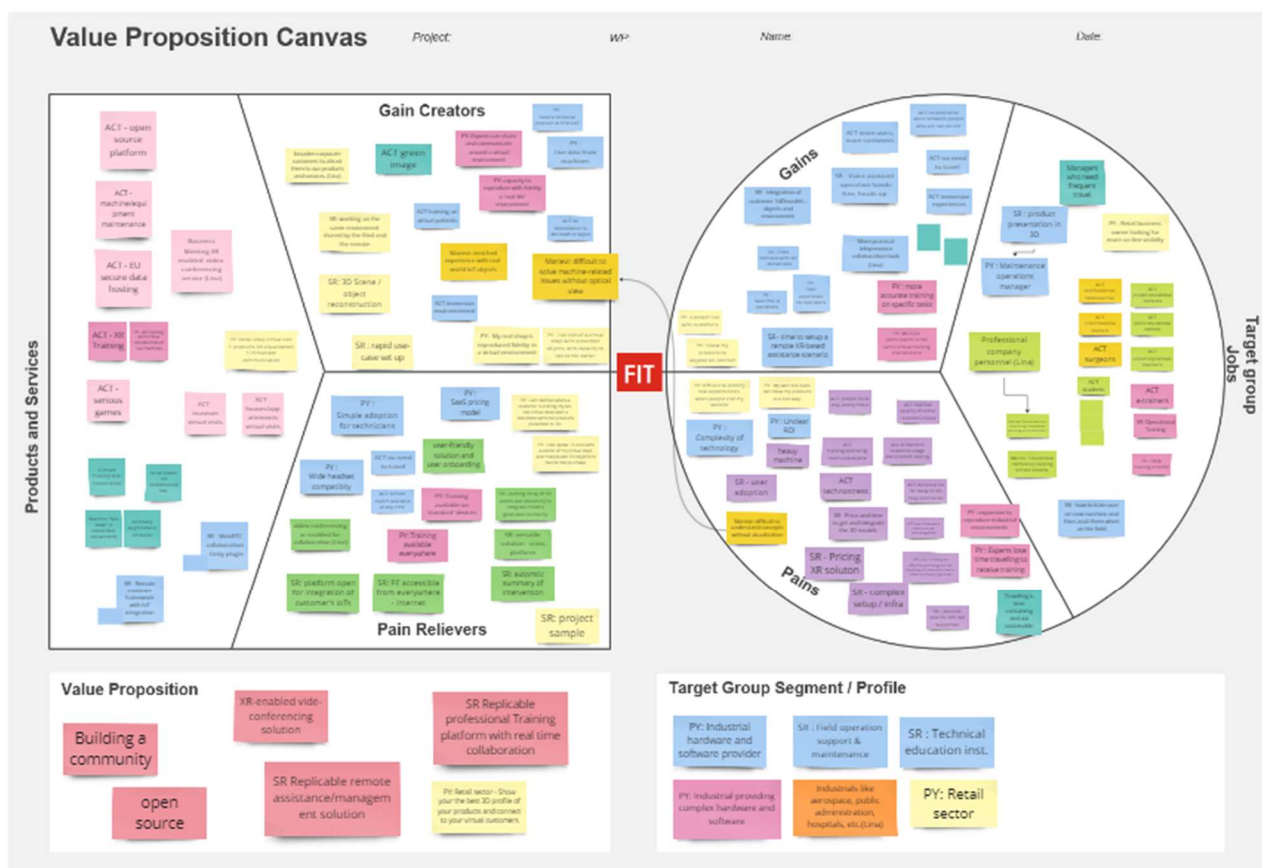


Figure 25: CORTEX<sup>2</sup> - Key Results Identification and Exploitation Workshop. ONLINE, 15 February 2024

After the Workshop, the results were analysed and categorised in order to create several proposals for value propositions, one per KEA, according to the inputs of the participants.



In further workshops, the participants (distributed in Focus Groups for each Key Result) will be asked to fill in any gaps detected, take each value proposition and break it into its different elements, to have, in a final stage, a **complete value proposal per Key Exploitable Asset**.

In parallel, the Exploitation Team has started their market insights analysis, assessing the needs of the potential “clients”.

### 4.3. Horizon Results Booster

The Horizon Results Booster (HRB) is an initiative spearheaded by the European Commission with the goal of facilitating a continuous flow of innovation into the market and enhancing the impact of publicly funded research within the EU. It focuses on supporting projects that aspire to surpass their Dissemination and Exploitation (D&E) obligations, steering research towards making a significant societal impact and realizing the value of Research and Innovation (R&I) activities for addressing societal challenges.

To achieve these objectives, HRB provides free consulting services to research projects that have concluded or are currently ongoing, and are funded by FP7, Horizon 2020, or Horizon Europe programmes.

What services are available?

The Horizon Results Booster offers 3 types of services:

#### 1. Portfolio Dissemination & Exploitation Strategy

- Identifying and creating the portfolio of Research & Innovation project results (module A)
- Creating the portfolio of results; design and execute a portfolio dissemination plan (module B)
- Improving existing exploitation strategy (module C)

#### 2. Tailor made support services to develop a business plan

**CORTEX<sup>2</sup> has applied and been accepted to receive the following services:**

#### **Service 1: Portfolio Dissemination & Exploitation Strategy (PDES):**

Module A: identifying and creating the portfolio of R&I project results.



- Addressed to Project Groups from which at least one project was funded under FP7, H2020 or HE, ongoing or closed. Our group of projects for Module A of the HRB service is the following
  - [MASTER](#) project
  - CORTEX<sup>2</sup> project
  - [XR4ED](#) project

All of them have already been invited to join the HRB platform, the main communication channel of the initiative, and where the HRB experts will inform us of the next steps.

Module C: assisting projects to improve their existing exploitation strategy.

This service is available only for single projects funded under FP7, H2020 or HE, ongoing or closed with identified key exploitable results and a draft exploitation strategy.

#### **Service 2: Business Plan Development (BPD):**

Tailor-made training and support to develop a business plan.

- This service is available only for single projects funded under FP7, H2020 or HE, ongoing or closed, with a valid and updated dissemination and exploitation plan and targets projects approaching the preparation of a Business Plan or willing to improve their existing Business Plan.

Once applications were submitted and verified by the European Commission for eligibility, the **Horizon Results Booster Team contacted CORTEX<sup>2</sup> proposing experts for the delivery of Service 1: Module C, as well as Service 2. The Service 1: Module A is already in progress,** with the exchange of information between the group members.

As the next step, the expert generally sends an e-mail to the applicants to schedule a "preliminary call", which is used to better introduce the services and agree on a more detailed Service Delivery Plan (scheduling all activities to be implemented).



## 5. Next Steps

The main aim of the Dissemination and Communication strategy in CORTEX<sup>2</sup> is to **ensure that the project results and opportunities are accessible to stakeholders and that the knowledge gained and benefits are effectively shared** with them. As the project progresses into its second half, efforts will be intensified to ensure that all stakeholders are well-informed about the project's outcomes and activities.

During this phase, CORTEX<sup>2</sup> will reinforce various activities:

- Participation in **events, conferences, and workshops**: CORTEX<sup>2</sup> will actively engage in events to present its results, aiming to exceed the target of 30 events participated/organized.
- **Scientific publications**: With several publications already published, CORTEX<sup>2</sup> will continue to submit papers to disseminate its results to stakeholders. Planned publications include topics such as a study about user preferences regarding avatars, thinking about the type of avatar, the quality, and the privacy. And another one, to know the user preferences about the room, objects, and privacy with virtual reality in meetings.
- **Engagement with the ecosystem**: Specific efforts will be made to scout new potential targets for the project, grow the current database, and make sure to reach women as well as other less represented collectives; the CORTEX<sup>2</sup> team will work on strengthening the engagement with other EU projects and related initiatives, enhancing joint dissemination activities, including promotional campaigns, events, workshops, and papers.
- **Email campaigns**: CORTEX<sup>2</sup> will utilise email campaigns to inform stakeholders about key events, Open Calls, and share key advancements and technologies.
- **Newsletters**: project newsletters will continue to be released, supplemented by flash news on LinkedIn for significant achievements.
- **Online presence**:
  - Website: In the coming period, we will focus our marketing and communication strategies on giving visibility to the results of this first call and promoting the



second call to considerably increase the website's traffic and make CORTEX<sup>2</sup> known to as many people as possible.

- Social media: CORTEX<sup>2</sup> will dedicate specific efforts to reach a community of 3000 online followers and attract subscribers to its newsletter. Social media campaigns and blogs will increasingly focus on promoting the project's technical accomplishments, as well as the results of the work with the Open Calls beneficiaries.
- New **multimedia materials and visuals** will be created to attract attention to the developments of the project, such as videos, short clips, creativities, etc.
- **Open Calls:** Based on the learning obtained during the first Open Call of the project, the Communication and Dissemination Strategy will be updated to reach the best applicants for the second call, as well as to support the funded innovators in their journey.

Regarding the exploitation strategy, the next steps to implement along with the creation of the focus groups are:

- Market Analysis Results
- Commercialisation Strategies
- Non-Commercial Exploitation
- Open Access and Collaboration
- Knowledge Transfer / Training Strategy
- Partnerships

For these, a series of workshops and meetings will be held.

Also, the consortium will start receiving the Horizon Results Booster services.







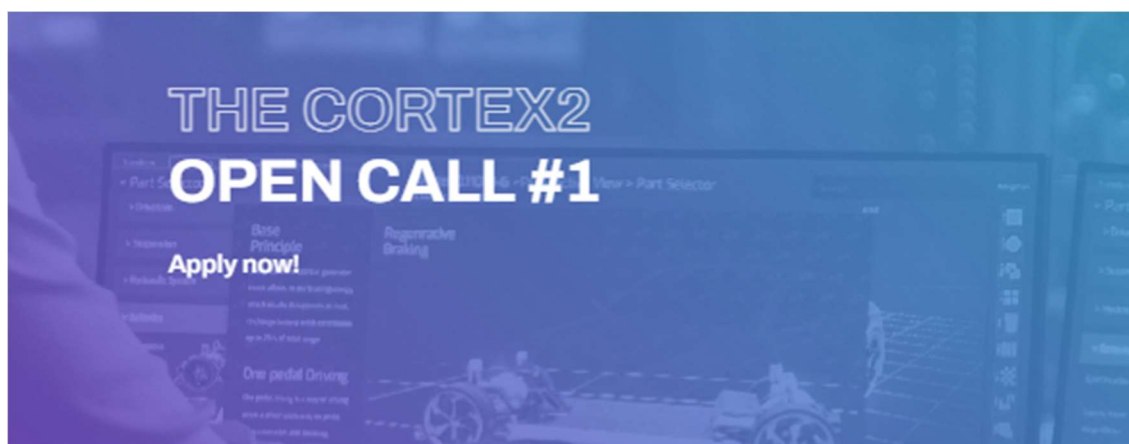
## 6. Conclusions

This report serves as the mid-project update on CORTEX<sup>2</sup>'s Dissemination and Communication strategy, offering insights into the project's progress after 18 months of operation. Over this period, CORTEX<sup>2</sup> has achieved significant milestones, including the establishment of a unique visual identity, the development of primary digital communication channels, and the execution of collaborative initiatives in publication and promotion. These efforts have resulted in the creation of a cohesive brand identity for CORTEX<sup>2</sup>, enhancing its online presence and fostering engagement within an expanding community.

The Communication and Dissemination strategy of CORTEX<sup>2</sup> has evolved continuously to adapt to the project's dynamic nature, requiring ongoing collaboration from the consortium. This flexibility ensured that outreach materials, channels, and tools were refined to reflect the project's progress and notable achievements. As the project advances, the emphasis will shift towards more targeted dissemination activities, particularly in the technical/scientific domain. Consequently, efforts in fieldwork and networking will intensify in the later stages of the project, leveraging digital channels to maximise reach and visibility.

Regarding exploitation, the first preliminary plan and ideas were presented in D.6.1 Impact Master Plan. After the first year of the project, with the collaboration of the consortium, and after the closure of the first Open Call (period of intense activity for all partners), the exploitation actions intensified, starting by taking a closer look at the project's value proposition.

## 7. ANNEX A: CORTEX<sup>2</sup> site for Open Call #1



### JOIN US IN FACILITATING REMOTE COLLABORATION THROUGH XR

We are looking for XR innovators. From **companies** (tech startups/SMEs) to **research institutions** (universities, NGOs, foundations, associations) to co-develop our CORTEX2 platform and engage new use cases to demonstrate its replicability in different domains.

Our goals? To investigate, advance and demonstrate the technical features of our innovative and digital extended Reality teleconference platform while involving organisations in the "Lab-To-Market" stage to help bridge the Open Innovation gap. Also, to assess and validate the social impact of XR technology adoption.

In total, we will invest **€3M** in our Open Call #1 to fund and support the **20 teams** that will be part of our journey.

### THE OPEN CALL #1 OFFER



#### #1 OPEN CALL

Open from 24 October 2023 to  
16 January 2024 at 17:00 CET



#### 20 PROJECTS

to be developed by the selected  
applicants



#### €3M FUNDING

€100,000 for co-developers and  
€200,000 for use-case



#### UP TO 12 MONTHS PROGRAMME

9 months for co-developers and  
12 months for use-case

## WHAT'S IN IT FOR YOU?

€100.000  
for co-developers  
and €200.000  
for use-case

Continuous  
guidance and  
support

Access to tech and  
business experts

Capacity building  
on CORTEX2 and XR  
technologies &  
trends

Resources to  
facilitate  
integration and  
understanding of  
the CORTEX2  
platform

### Coaching and monitoring

We will assign a coach and a monitor to the selected teams. The **coach**, an expert from our CORTEX2 team, will support, give feedback, motivate and evaluate our XR innovators. The **monitor** will act as administrative contact, who will liaise with the coach to ensure the successful implementation of the projects.

### Exploitation and commercialisation

We will also provide projects with tailored support to maximise their exploitation and commercialisation potential, such as:

- CORTEX2 Rainbow multi-modal collaborative platform: administration, cloud hosting and open API
- Tailor expert support depending on the co-development theme of selected use cases
- Integration and validation support
- Dissemination of achievements

## WHO WE ARE LOOKING FOR?



**Research-oriented institutions:**  
Universities, foundations, associations, NGOs, etc.



**Business-driven organisations:**  
Tech startups and small and medium-sized enterprises (SMEs)

## THE OPEN CALL #1 TRACKS

Through our Open Call #1, we are collecting applications for the co-development of our CORTEX2 platform features and deployment of use cases.

- **Co-development:** Selected startups and SMEs will co-develop CORTEX2 to build value-added services, leveraging their expertise on specific market segments.
- **Use-cases:** European technology adopters (who can work with technology developers/providers/integrators) to address and/or propose use cases for deploying the CORTEX2 framework and developed features in the co-development track 1.

CO-DEVELOPMENT	USE-CASE
UP TO € 100.000 PER PROJECT	UP TO € 200.000 PER PROJECT
10 FUNDED PROJECTS	10 FUNDED PROJECTS
9-MONTH PROGRAMME	12-MONTH PROGRAMME
TARGET Tech startups/SMEs Tech developer(s) - <b>MUST</b>	TARGET EU industry players, RTOs, Foundations, Universities/Schools, Associations, and NGOs. Tech adopter (end-user) - <b>MUST</b> Tech developer (provider/integrator) - <b>RECOMMENDED</b>
TEAM OF 1 OR 2 ORGANISATIONS MAX	TEAM OF 1 OR 2 ORGANISATIONS MAX
GOAL To develop and test the required features for the CORTEX2 framework	GOAL To propose novel use cases for deploying the CORTEX2 framework and developed features from the co-development

## THE OPEN CALL #1 TOPICS

As an applicant, you should choose one of these **topics** or **domains** to apply to. If you don't find a suitable one, you can also apply for an open topic or domain aligned with the CORTEX2 framework and objectives.

### CO-DEVELOPMENT

Tech developers  
Team of 1 or 2 organisations max

1. User representation and user avatar customisation
2. Real-time object virtualiser
3. Collaborative hand object manipulation
4. IoT adaptability of the CORTEX2 framework
5. Dynamic library of personalised gestures
6. 3D objects library
7. Automatic notetaking in virtual videoconference
8. Connect your app service to XR engine
9. Authoring tool for XR environment
10. Maintaining interface engagement and usability for the CORTEX2 framework

+ **OPEN TOPIC:** Submit your own project idea.

### USE-CASE

Tech adopter + optionally tech developer  
Team of 1 or 2 organisations max

1. Education
  2. Business
  3. Industry
  4. Healthcare
  5. Emergency and crisis
  6. Entertainment and culture
  7. Smart cities
  8. Accessibility and social inclusion
- + **OPEN DOMAIN:** Submit your own use-case



## OPEN CALL #1 DOCUMENTS

Make sure to read our Open Call #1 documents carefully before submitting your application!

[GUIDELINES FOR APPLICANTS & OC #1 DOCUMENTS](#)

[CO-DEVELOPMENT TEMPLATE PROPOSAL](#)

[USE-CASE TEMPLATE PROPOSAL](#)



Looking for a partner to apply with?

Check out our [Matchmaking service](#).

## OPEN CALL #1 STEPS



## STAY TUNED TO OUR CHANNELS

Subscribe to our newsletter and follow us on social media to learn about our match-making opportunities, networking events and info webinars.

[SIGN UP](#)

## ANY QUESTIONS?

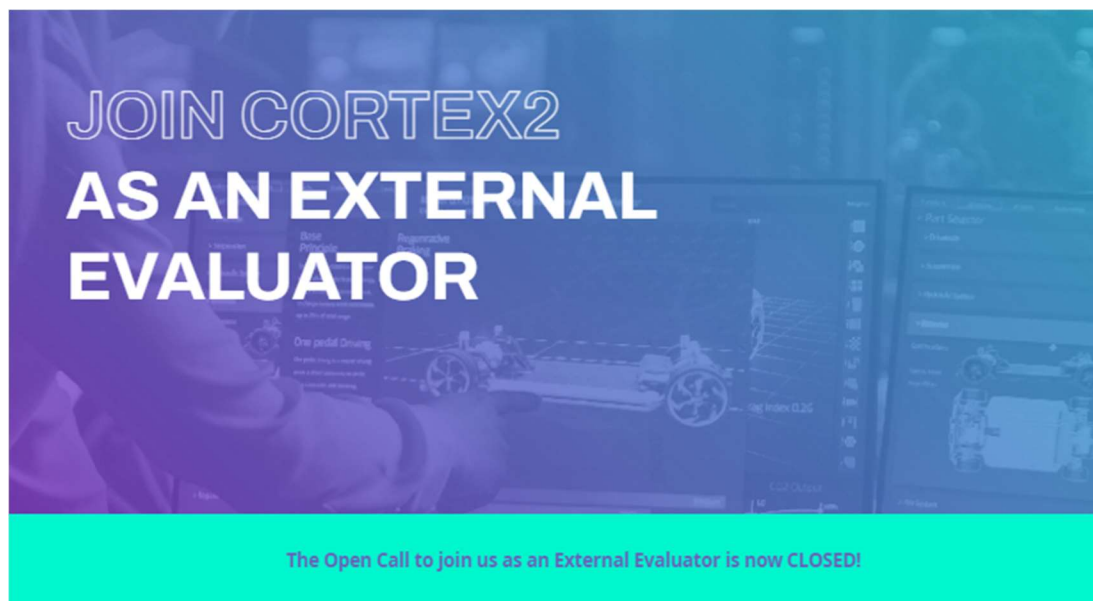
Write to us at [opencall@cortex2.eu](mailto:opencall@cortex2.eu)

**SUBSCRIBE TO OUR NEWSLETTER**

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## 8. ANNEX B: CORTEX<sup>2</sup> site for Call for Experts #1



We are recruiting external evaluators to support the review and selection process of the proposals received under our Open Call #1.

### ABOUT THE CORTEX2 PROJECT

At CORTEX2, we are developing a **highly innovative and digital extended reality (XR) teleconference platform** specifically geared to facilitate work and social activities involving physical interaction with the environment and remote objects — from industrial cooperation to technical training and business meetings.

Our goal is to **democratise the integration of XR** hardware and software into daily industrial processes for all types of operators, enabling next-generation tele-cooperation mechanisms that will accelerate the future of work.



## THE CORTEX<sup>2</sup> OPEN CALL #1

To demonstrate the replicability and sustainability of our platform, we will launch two open calls.

In our [first Open Call](#) (open until 16 January 2024, at 17:00 CET), we will invest a total of €3.000.000 to:



### RECRUIT

tech start-ups/SMEs to co-develop  
CORTEX<sup>2</sup>.



### ENGAGE

new use cases from different domains to  
demonstrate CORTEX<sup>2</sup> replication  
through specific integration paths.



### ASSESS AND VALIDATE

the social impact of XR technology  
adoption in internal and external use  
cases.

**We aim to investigate, advance and demonstrate the technical features offered by our CORTEX<sup>2</sup> platform.**

Also, to engage representatives in the 'Lab-To-Market' stage to support the Technology Transfer towards the 'Industrial Ecosystem', bridging the Open Innovation gap.



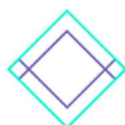


## WHO ARE WE LOOKING FOR? TYPES OF EXPERTS

We are looking for experts with proven expertise in any of these domains:



Extended reality (XR), virtual reality (VR) and augmented reality (AR)-based solutions



Artificial intelligence (AI)



Teleconference and videoconference platforms



User experience design



Industry 4.0



Market uptake and business scalability



Ethical, legal and social implications of XR-based telecooperative work

A demonstrated understanding of XR teleconference platforms and their business and industrial applications, as well as experience in evaluating EU-funded projects, are considered an asset.

Experts will be evaluated based on their professional experience and expertise in these areas and previous experience in evaluating proposals submitted to EU and FSTP programmes.

## WHAT'S IN IT FOR YOU? BENEFITS FOR THE EVALUATORS

### LEARN ABOUT BREAKTHROUGH TECHNOLOGIES

in immersive remote collaboration and XR experience.

### PARTICIPATE IN THE SELECTION OF TOP ORGANISATIONS

to co-develop CORTEX<sup>2</sup> and develop new use cases to showcase replication and the manifold benefits of this groundbreaking technology.

### CONNECT WITH INNOVATIVE STARTUPS

SMEs, researchers and non-profits.

**Selected evaluators will be reimbursed** for their time and effort based on the number of applications evaluated (minimum number to be agreed), with each application corresponding to a value of €50 considering all the services required.



## WHAT SERVICES ARE REQUIRED?

The services will be provided **remotely** and will involve the **evaluation** of a selection **of applications submitted to the CORTEX2 Open Call #1**.

The process consists of an evaluation of several proposals, participation in interviews with the shortlisted applicants, consensus meeting and validation of evaluation reports.

Selected evaluators will be required to sign a non-conflict of interest declaration and a contract with the CORTEX2 project before being accepted to evaluate any application.

## The Open Call is CLOSED

[CONTRACT TEMPLATE](#)

Need more information? Feel free to get in touch with your questions at [opencall@cortex2.eu](mailto:opencall@cortex2.eu)

## IMPORTANT NOTICE

Please note that this expression of interest to participate in the CORTEX2 Open Call evaluation as an external expert is NOT binding and does NOT constitute any commitment to the CORTEX2 project.

The selection of the experts to support CORTEX2 in the evaluation of the Open Call will be taken at a later stage since it depends on the number of received proposals, their origin, the domain that they target as well as the origin of the potential evaluators, their affiliations, their expertise and the balance between various criteria (e.g. gender, background, affiliation type, age, expertise etc.).

Furthermore, we are obliged to frequently change experts who support the evaluations of proposals.

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