



D4.1 Dissemination and exploitation plan

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TABLE OF CONTENTS

Executive summary	3
1. Introduction	5
1.1 Methodology	5
1.2 Role of this deliverable in the project	6
1.3 Objectives and performance monitoring	6
2. Target Groups	9
3. Communication Channels	11
3.1 Eureka3D-XR web presence	11
3.2 Project's Blog	12
3.3 Partners' Websites and data space website.....	13
3.4 Editorial Publications	15
3.5 Social Media	16
3.6 Videos	16
3.7 Newsletter	17
3.8 Printed materials and publications.....	18
3.9 Press releases and Media Communication	20
4. Dissemination and Communication Activities	21
4.1 Audience and Roadmap to Project Promotion.....	23
4.2 Capacity Building Programme – Plan for Promotion.....	25
4.3 Final Conference	43
5. Visual Identity	44
6. Preparing for exploitation and sustainability	46
6.1 KER: knowledge, data and IP management structures	48
6.2 Partners' reflections and commitments for the use of project's results	50
7. Conclusions	53
Annex A: Partners social media accounts and websites	54

Executive summary

This deliverable illustrates the Dissemination and Exploitation Plan in the context of the EUreka3D-XR project, co-funded by the European Union within the framework of Digital Europe Programme.

It is a comprehensive document that defines communication and dissemination objectives, target audiences, activities and tools for dissemination of the EUreka3D-XR project and prepares for exploitation during the project's life and beyond. These activities are based on the cooperation of all partners and are strongly linked to the project objectives.

The deliverable defines a visual identity guide and a basic toolbox of templates for the project.

According to the GA, the deliverable is composed of two parts. On one hand, the deliverable includes the Communication and Dissemination (C&D) Plan that describes how the project activity is communicated and how the outcomes are disseminated, including analysis of target audience and a marketing plan to specifically endorse the capacity building programme. As the C&D Plan is a living document, updates are foreseen.

On the other hand, the deliverable aims to foresee exploitation paths during the project's life, and to gather inputs from partners about their future plans and commitments for using the project's results in their own activities after the EU funding period concludes. It also outlines how knowledge and resources will be managed to enable exploitation by parties inside and outside the consortium.

The document is composed of the following chapters:

1. Introduction
 2. Target Groups
 3. Communication Channels
 4. Dissemination and Communication Activities
 5. Visual Identity
 6. Preparing for exploitation and sustainability
 7. Conclusions
- Annex I: Partners social media accounts and websites

Abbreviations

C&D	Communication and Dissemination
2D	Two-dimensional
3D	Three-dimensional
AR	Augmented Reality
CH	Cultural Heritage
CHI	Cultural Heritage Institution
EU	European Union
GA	Grant Agreement
GDPR	General Data Protection Regulation
KER	Key Exploitable Results
KPI	Key Performance Indicator
VR	Virtual Reality
XR	Extended Reality
MR	Mixed Reality
WP	Work Package

1. Introduction

This report describes the EUreka3D-XR communication and dissemination channels, milestones and target audiences. It provides a selection of tools used to raise awareness of the project and its progress, to disseminate the results, to effectively involve stakeholders, and to facilitate the exploitation of the project's outcomes, specifically:

- The five open access online tools dedicated to Cultural Heritage Institutions (CHIs)
- The three demonstration scenarios that use such tools in real-life settings to showcase different ways to engage site visitors with XR experiences
- The knowledge collected and generated in the project
- The outcomes of the capacity building action

The details about the use of project channels, partners' contributions and editorial publications are described in the following chapters. Considering that the project is the continuation of EUreka3D (2023-2024), the starting point for the communication and dissemination actions are the communication and dissemination channels already established in the previous project. As per the provisions of the Grant Agreement, the project's web presence is maintained via the existing channels, and specifically the EUreka3D original website, without creating a new website for EUreka3D-XR. The objective is to leverage, maintain and optimise these channels, as well as the audiences/subscribers/followers consolidated throughout the previous project.

Furthermore, the document provides the initial reflection on the exploitation plan for all project's outcomes, including EUreka3D-XR tools, demonstration scenarios and knowledge, that will continue to be developed as long as the project's outcomes are delivered and tested by the partners and by the third party cultural institutions involved as external experts in the project's activities. The exploitation planning is naturally linked to the progress of the impact assessment task and the definition of the conditions for the use and re-use of the final XR tools and scenario applications. As we have previously mentioned in reference to communication channels, the exploitation of project results is also linked to the resources and results generated throughout EUreka3D (guidelines, good practices, training materials). During this follow-up project, we plan to build upon the aforementioned results and resources and reach a wider audience within the European cultural sector.

1.1 Methodology

As illustrated in the EU publications (*European Commission: European Research Executive Agency, Communication, dissemination & exploitation what is the difference and why they all matter, Publications Office of the European Union, 2023¹*), communication, dissemination and exploitation are all important to boost the impact delivery of the project, even if they are different scopes.

Communication activities aim to amplify outreach and raise awareness as well as engagement by informing professionals and the general public about the goals, activities and results of EUreka3D-XR through channels, including website, newsletters, editorial publications, videos or social media posts.

Dissemination activities reach CHIs, especially cultural heritage professionals, researchers and students, through face-to-face meetings and networking, participation in relevant conferences, workshops, seminars, and other events. These activities also aim to reach neighbouring sectors such as education, cultural tourism

¹ <https://data.europa.eu/doi/10.2848/289075>

and the creative sector. The scope is to foster take up and replicability of the project's experience, to promote the use of the tools and data, to support capacity building in the stakeholders communities and more in general to promote all project's outcomes to all potentially interested audiences.

Exploitation plan sets the basis for the continuation of some actions by the project partners beyond the end of the funding period. It feeds the upcoming *D4.3 Sustainability Plan* (due in January 2026) and is based on the effort of *T4.3 Impact assessment and sustainability* that started from the very beginning of the project. The principal scope of the project's actions and outcomes is to improve and increase the capacity of European CHIs in their digital transformation, to innovate methods for digitising and reusing cultural collections to engage target users. The experience gained by the project partners during the transformation of 2D and 3D digital cultural assets into XR scenarios will act as a best practice template and inspiration for CHIs. The exploitation plan will focus on making available the results and findings of the project in openly accessible digital resources (including documentation, learning materials, and actual tools such as online services and mobile apps) for CHIs, to support innovative reuse of their assets. Following the dissemination and communication plan, this plan also aims to widely share the three use cases, which will serve to demonstrate the tools in real-life settings and inspire other CHIs to try the tools for XR experiences to engage their audiences in their own context. Tools and scenarios will be made available in various formats (e.g. direct access, editorials, videos, cultural collections etc.) in the common European data space for cultural heritage, in the project's infrastructure EUreka3D Data Hub and on Europeana.eu.

A **Communications, Editorial and Capacity Building Board** has been formed since the very beginning of the project, composed of representatives from each partner. The board meets monthly to schedule and discuss dissemination activities in coordination with the capacity building programme, plan editorial outputs, brainstorm topics for editorial pieces and ensure that the publications created within the project are aligned with the project's goals. The Communications, Editorial and Capacity Building Board is chaired by CRDI and meemoo, WP leaders of WP4 and WP5 respectively.

1.2 Role of this deliverable in the project

This document establishes the basis of the project's communication channels and strategies and to optimise the resources intended for the communication and dissemination of the project, while following the commitments established in the Grant Agreement (GA).

The document also defines the initial terms of reference of the exploitation plan that will follow in connection with the impact assessment work.

This deliverable is strongly linked to D5.1 *Capacity Building Implementation plan*² (delivered in May 2025), and together they are means of verification for milestone 15 "Planning communication, dissemination, and capacity building". The document also will feed the upcoming *D4.3 Sustainability plan* (January 2026) and *D4.2 Impact Assessment Report* (July 2026).

1.3 Objectives and performance monitoring

The communication and dissemination activities within the framework of EUreka3D-XR are designed to support and enhance its overarching goal: advancing the digital transformation of the cultural heritage (CH) sector, by developing innovative re-use scenarios and tools that enable the creation of extended reality (XR).

² D5.1 Capacity Building Implementation plan. EUreka3D-XR. <https://eureka3d.eu/wp-content/uploads/2025/06/EUreka3D-XR-D5.1-Capacity-Building-Implementation-Plan.pdf> last accessed on 16/06/2025.

These activities are primarily addressed by Work Package 4 (WP4), in close collaboration with other work packages, and are strategically aligned with the objectives outlined in the GA.

1.3.1 General Communication and Visibility

WP4 is responsible for ensuring the overall visibility of the project through coordinated communication efforts. This includes:

- General promotion of the project across various platforms and networks.
- Periodic monitoring and reporting, with findings included in the technical reports.
- Promotion and dissemination of the Eureka3D-XR Capacity Building Programme to the targeted audience and relevant stakeholders.
- Organisation of a final conference to present the results and engage with a broader audience.
- Editorial contributions and publications on platforms such as Europeana.eu, Europeana Pro, the website for the common European data space for cultural heritage and other networks in research, education, and cultural tourism.
- Dissemination of pilot activities to assess the practical applications of the toolbox developed for CHIs.
- Promotion of the use and reuse of XR technologies and 3D content in the CH sector through collaborative partnerships.
- Communication related to the exploitation, impact assessment, and sustainability of the project's outcomes.

1.3.2 Advancing Digital Transformation in CHIs

To foster the adoption of advanced technologies by CHIs, WP4 supports:

- The uptake of 3D and XR technologies to enhance the quality, sustainability, and reusability of cultural content.
- The promotion of guidelines from the [VIGIE study 2020/654 \(Study on quality in 3D digitisation of tangible cultural heritage\)](#), which encourage high-quality digitisation.
- Raising awareness among CHIs of the benefits of integrating their digital initiatives with the common European data space for cultural heritage.

These goals are achieved through various WP4 and WP5 outcomes, including:

- Capacity building activities targeting CH professionals.
- Focus groups and online meetings for stakeholder engagement.
- Hybrid events, presentations and networking sessions.
- Production and dissemination of resources, guidelines, and manuals, and of a final open access publication, the project's final booklet.

1.3.3 Fostering Re-use in Different Sectors

To encourage the re-use of 3D and XR content across different domains, such as education and tourism, the communication and dissemination activities facilitate encounters between CHIs and stakeholders in the education and cultural tourism sectors.

This objective is supported by the creation and dissemination of reports and case studies demonstrating the impact and benefits of re-use in the project's three pilot scenarios.

1.3.4 Strengthening Creativity and Co-Creation

To support innovation and co-creation in the CH sector, WP4:

- Promotes the Eureka3D Data Hub and the developed toolbox and pilot scenarios to creative and CH professionals.
- Organises encounters between technology providers, academic and research institutions, and stakeholders from neighbouring sectors interested in the re-use of 3D and XR content.
- Aims to engage with CH experts to better understand possible issues of cultural bias, gender, and minority representation.

Outcomes of these activities include presentations and reports from the encounters and their dissemination through the project's communication channels.

The GA includes specific KPIs for dissemination and outreach, with detailed information in the following table 1. To comply with these indicators and monitor the reach of the communication channels, a detailed KPIs table for the project's communications channels will be updated regularly. Indicators related to the outreach of project's capacity building effort and newsletter recipients are set in the GA, and, additionally, social media and website visitors will be tracked, to help assess the communication activities.

Table 1: KPIs for communication and dissemination as indicated in the project's GA

Quantity	<p>Number of participants in the online capacity building sessions: min. 150</p> <p>Outreach of the project's Newsletter: min. 200</p> <p>Editorials and publications accessible in the data space: min. 5 Europeana.eu editorials (galleries and/or blogs) and 5 pages on Europeana Pro/ the data space website</p> <p>Case studies: min. 3, one each of the 3 scenarios, also addressing different types of use and its potential in neighbouring sectors</p> <p>Final event in Cyprus, held during the larger event of CY Presidency (last week of May 2026)</p>
Quality	<p>Quality Peer review of written texts</p> <p>Adopting the Europeana editorial guidelines</p> <p>"Teaching with Europeana" methodology for educational resources</p>
Timing	<p>Month 6: Dissemination and outreach planning</p> <p>Month 18: Dissemination and outreach completed</p>

2. Target Groups

In this chapter, target groups for the communication and dissemination actions will be described. The aim of the C&D Plan is to reach CHIs' managers, staff and professionals, researchers, educators, creative industries professionals, cultural tourism professionals and a general audience, encouraging them to learn about opportunities offered by 3D/XR technologies and the specific solutions developed for this purpose in the EUreka3D-XR project.

EUreka3D-XR will create awareness around the possibilities of these new instruments, and offer training and guidance on how they can be used to unlock the full potential of 3D and XR in CH. The project will also support and inform users about the availability of the high-quality content that is published by the providers, what can be re-used respecting IP licenses, where and how they can find it and about how they can interact with XR contents and tools developed in this project for that purpose.

It is necessary to address each target group with information tailored to its interests and through the channels suiting best the purpose of communication. The following diagram (Fig. 1) reflects the ecosystem of all the target groups to which the communication actions are addressed.



Fig. 1: EUreka3D-XR Ecosystem

The **EUreka3D-XR project ecosystem** includes stakeholders with different backgrounds, various scopes and thus various approaches to the project outcomes; therefore, various communication and dissemination actions need to be adapted to each case. The partners and closest collaborators directly participate in the development and use of the project's main technical outcomes: EUreka3D Data Hub, EUreka3D-XR Tool Box and XR scenarios. Within the project framework, we foresee various types of Data Hub users including

partners and stakeholders/collaborators, and any of the five neighbouring sectors shown in figure 1, especially CHIs. The CH sector, the educational sector, researchers, cultural tourism and the creative sector, all of which can be end users of the tools developed during the project, as well as recipients of the good practices and experiences collected within the framework of the showcase scenarios.

One of the main actions of the project to deliver these results to the aforementioned recipients is the **Capacity Building Programme**. The aim of the capacity building activities is to support these professional sectors in the exploration and exploitation of new opportunities for reuse offered by 3D and XR technologies, by enhancing their skills and knowledge on said technologies, and other relevant topics, such as the importance of metadata and paradata. The informal training (presentations, presence in third-parties events...) is also a way of creating synergies and collaborations with other organisations, as well as a good opportunity for cross-dissemination actions. Given the large number of potential attendees that might be interested in the EUreka3D-XR capacity building activities, the priority will be online and hybrid presentations/training activities, since the number of participants is less limited than on-site sessions.

The communication and dissemination plan will endorse the Capacity Building Programme, including foreseen training activities and derived learning resources. For the deployment of the Capacity Building Programme (see [D5.1](#)), the target audience is distinguished into two large blocks:

- **Content providers** (CHIs, such as museums and libraries, digital archives, heritage sites, public and private archaeological organisations...) that are able to use the tools and solutions provided in the EUreka3D-XR project to give access to their datasets and to transform their cultural contents (2D, 3D, video, texts, maps, stories) into innovative XR scenarios.
- **Content users** (who can also be content providers as well as researchers, students and teachers, tourism professionals, local authorities, creative enterprises, and other CHIs) are able to reuse the high-value datasets published by the providers, to have and to create new XR experiences.

As described, the target audience for the communication and dissemination efforts are predominantly professionals from the CH sector and related sectors. However, it should be mentioned that there are end-users of the XR experiences, such as tourists or citizens living in the cities and regions where the scenarios are developed - Girona (Catalonia - Spain), Bibracte (France) and Paphos (Cyprus). These recipients will be reached by promoting said showcase scenarios and related stories published on Europeana.eu. Communication support from each of the three partners developing the scenarios is needed, especially when it comes to local promotion of their own compelling stories.

A [network of stakeholders](#) was built already during EUreka3D project's life, by establishing connections with other cultural heritage institutions, technology projects and groups of interest. The establishment of **cooperation agreements** include various activities ranging from cross-dissemination, participation in the capacity building programme and other project events, trial and testing of the EUreka3D Data Hub and resources. During the EUreka3D-XR project, this community grows by engaging them throughout the capacity building programme and project's outcomes.

3. Communication Channels

In the following chapter, the communication channels used in the EUreka3D-XR project are briefly described, after having reached the consensus among partners on the best and cost-efficient communication activities and channels.

As mentioned in section 1.3, for the EUreka3D-XR project, communication KPIs are closely monitored to ensure the effectiveness of dissemination activities. A detailed KPI table covering all communication channels is updated monthly following the indicators outlined in the GA. Key metrics include data related to the project newsletter (such as subscribers, openings and click rates), website performance (visits, page views, user engagement), social media reach, and media coverage. These indicators serve as essential tools for evaluating the impact of communication efforts and for guiding strategic adjustments throughout the project's lifecycle.

The main EUreka3D-XR dissemination materials and reports described in this chapter are also collected on [Zenodo](#). This platform, as an open repository for EU-funded research outputs, is established as another online channel where all dissemination content generated within the framework of the previous EUreka3D project and its continuation, EUreka3D-XR, are available long-term.

The GDPR compliance in communication activities is taken into account, following the indications and commitments described in the deliverable [D1.6 – Ethics issues mitigation measures](#). Both the project's webpages and newsletter refer to the updated project [Privacy Policy page](#).

Following the provisions in the GA, the EUreka3D-XR project did not create a new standalone website or additional online channels; instead, it leverages existing platforms to ensure more efficient and coordinated communication. In particular, it makes use of the existing websites, first and foremost the EUreka3D project website for the main web presence (sect. 3.1), and also the project blog (sect. 3.2), project partners' websites and the website of the common European data space for cultural heritage, as well as Europeana.eu and Europeana Pro (sect. 3.3 and 3.4). Social media and videos are also used (sect. 3.5 and 3.6) to boost the visibility of the project on the internet. In addition to all this, a project newsletter (sect. 3.7), printed materials (sect. 3.8) and press releases (sect. 3.9) also serve as channels for communication and dissemination.

3.1 EUreka3D-XR web presence

[The dedicated pages in the EUreka3D website](#) are the project's main showcase and essential to maximise the impact of the project. They serve as a compelling, engaging and inviting medium to showcase the project, where stakeholders can access the knowledge and resources that the project generates. They need to be consistently updated, and there are foreseen new sections, such as the showcase scenarios and toolbox pages.

To centralise project-specific information, a subpage within the main EUreka3D project domain (www.eureka3d.eu) has been created. This subpage serves as a reference space for all EUreka3D-XR activities. Additionally, to facilitate dissemination, the domain www.eureka3d-xr.eu is redirected to this subpage, creating a short, clear, and easy-to-remember URL that can be used across all dissemination materials.

Regarding the content structure of this subpage, several key sections are included to clearly and accessibly present all information related to the project: [an initial section](#) introducing the project, its objectives and the consortium of partners; a page about the [Capacity Building Programme](#) and external events linked to the

project; a dedicated webpage to the three showcase scenarios, and a page on the Tool Box compiling the five open-source tools developed within the project. All the [editorial](#) and [project reports](#) are collected under the same subpage.

For other content, it has been decided to maintain and complement some pages already created for the previous project. This is the case of the page collecting [resources on 3D digitisation and XR](#), the one on the [advisory board](#), or the one listing [stakeholders and collaborations](#). It has been considered appropriate to collect the legacy of the previous project and add the contributions of the current one. The same criteria have been followed when collecting all the project's communication and dissemination materials, which are grouped on a [Media webpage](#) together with those of EUREKA3D.

The EUREKA3D website was created with a WordPress environment, which is a user-friendly CMS that allows different users from different organisations to easily contribute to content development and publication. The new webpages created within EUREKA3D-XR use the same platform and are managed by CRDI.

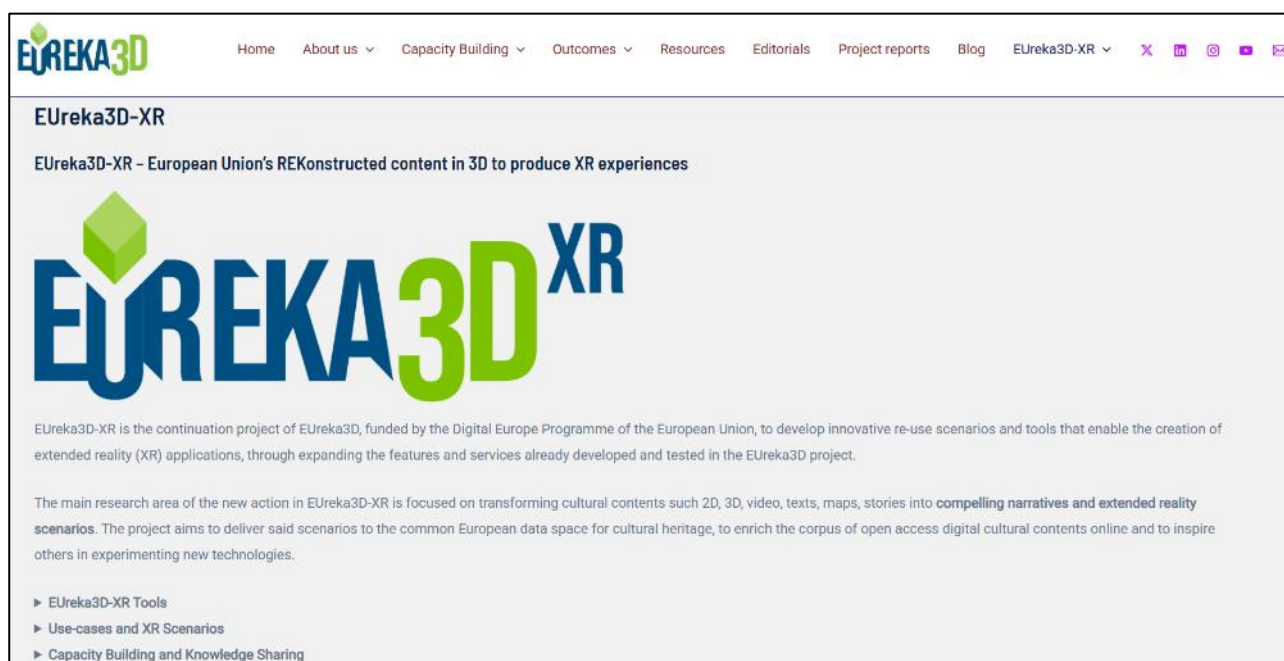


Fig. 2: EUREKA3D-XR webpage

3.2 Project's Blog

[The project's blog](#), hosted at DigitalMeetsCulture as the project media partner and led by Photoconsortium, showcases in-depth content and articles related to the project (events, meetings, capacity building materials...). The blog leverages the previous EUREKA3D project blog, updated and adapted to the communication of the continuation project EUREKA3D-XR. As during EUREKA3D, in the continuation project an RSS feed subscription to the project's website homepage highlights all the posts published in the blog on the main EUREKA3D website Home Page.



Fig. 3: EUREKA3D-XR blog

3.3 Partners' Websites and data space website

Project information is already published on partners' websites, updated and linked to the project's website. Partners' websites provide an entry point to the information about the project, and partners are constantly invited to publish news and information about the project's progress in their websites and other channels.

Specifically EF publishes information and news about the project on the Europeana Pro blog and editorial on europeana.eu, these are enlisted in the next section. At the time of writing, partner EF is currently working on developing the existing data space project landing page into a full website, and all data space supporting projects, including EUREKA3D-XR, will be showcased. It is expected that this task is finalized by the end of August 2025.

The Annex I provides a table with indication of all Partners' Social Media Accounts and Websites used to support project's communication. Below are some images from partners' websites where their role in the project is disseminated, also in local languages (Bibracte, meemoo, CRDI, EGI Foundation, Swing:It, Photoconsortium):

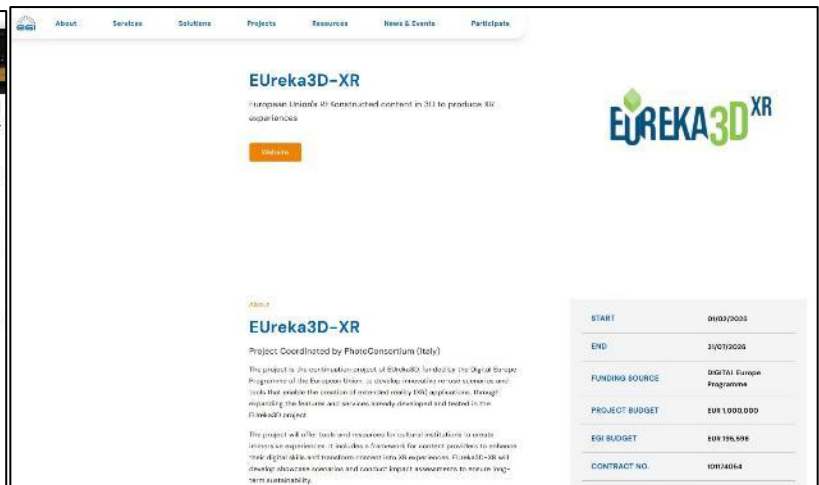


Fig. 4 Presentation of the project on partners websites

3.4 Editorial Publications

A calendar of various publications on Europeana.eu and Europeana Pro is set and agreed upon with partners. The EUreka3D-XR editorial plan intends to publish a minimum of 5 editorials on Europeana and 5 articles on Europeana Pro, according to the GA. This plan aims to alternate galleries with blog articles. Although this is the minimum that must be guaranteed, the Editorial, Communications and Capacity Building Board is already working on other proposals that will increase the number of published articles.

As mentioned above (sect. 3.3), at the time of writing the landing page for the common European data space for cultural heritage is being developed into a full website, and in this light an editorial previously foreseen for publication on Europeana Pro is likely to move to the data space website in the coming months. This should not affect the timing, topic or number of the editorials planned for the project, and we believe that this will help strengthen the project's relevance and position in the data space ecosystem.

A [dedicated webpage](#), located under the project's submenu, collects all the editorial publications. For the internal monitoring of publications and visits to each of the blogs published in Europeana.eu, a monitoring table has been established as an internal work tool. This table will be expanded with additional entries as long as the Editorial Board plans new content for publication.

Table 2: Planned editorials as to M6

THEME	CHANNEL	TYPE	DATE
EUreka3D XR Pro page	Europeana Pro	blog	January 2025
EUreka3d XR webpage collecting events	Europeana Pro	events page	ongoing
Run-down of events in 2025	Europeana Pro	events page	May 2025
Terminology on VR/XR/AR applications (by Bibracte)	Europeana Pro	blog	June 2025
History of the Girona walls (by CRDI)	Europeana.eu	blog	September 2025
History of Saint Neophytos (by CUT)	Europeana.eu	blog	December 2025
Girona Gallery (by CRDI)	Europeana.eu	gallery	September 2025
Cyprus Gallery (by CUT)	Europeana.eu	gallery	December 2025
Gallery of new 3D objects ingested through EUreka3D-XR	Europeana.eu	gallery	May 2026
Project's wrap up post	Europeana Pro	blog	June 2026

3.5 Social Media

As agreed in the kick-off meeting, the main hashtag used for communication on social media is #EUreka3DXR. The contribution from partners in promoting the project's activities on social media is very valuable. The annex of this deliverable provides a table with project partners' social media accounts. Regular monitoring of the number of followers is performed to ensure appropriate progress, also with support of Europeana and all project partners.

In the EUreka3D-XR project, social media play a key role in communication and dissemination efforts. To build on the visibility and audience already established through the previous EUreka3D initiative, the existing social media accounts are being reused, with updates to the profile names and visual identity to reflect the new phase of the project. During the first weeks of EUreka3D-XR, some posts linking the previous project and informing about the continuation project were published on social media (on [Instagram](#) and [LinkedIn](#)). The accounts inherited from EUreka3D include X, Instagram, LinkedIn, and YouTube. During the first project plenary, the Consortium decided to maintain activity on all platforms except X. While the X account remains so far publicly accessible for transparency and archival purposes, no new content will be published on it. This decision reflects a strategic reallocation of communication efforts to channels better aligned with the project's goals and target audiences. As such, [LinkedIn](#), [Instagram](#), and [YouTube](#) are the main focus for social media outreach.

Instagram serves as the main visual showcase of the project, reaching end-users through a visually engaging feed that highlights the most graphic outcomes of the project. Stories on Instagram are used dynamically to share updates about events, meetings, and related publications. **LinkedIn**, as a professional network, targets experts and stakeholders in the cultural heritage and digital humanities fields, and is especially useful to reach out to potential participants interested in project's events and capacity building actions. **YouTube** functions as the project's video repository, hosting edited recordings of events and activities, promotional project's videos, and other project-related videos organised in thematic playlists. Selected videos are also embedded on the project website and shared through other social media channels on key occasions to amplify outreach and visibility.

3.6 Videos

As part of the communication and dissemination strategy, during the first six months of the project two videos have been produced to enhance visibility and public engagement. According to the GA, the Consortium is committed to develop [a promotional video](#) that offers an overview of the project's goals to stakeholder communities, and as a visual material to present the project in upcoming events of the cultural heritage, 3D digitisation and XR fields. In this light, this video has been produced and featured for the first time at the EGI Conference (2-6 June 2025) and Europeana Conference (11-12 June 2025). The video introduces the project, its objectives, and its impact. It has been designed for presentation at conferences, public events, and other dissemination opportunities, and will be updated throughout the project's life.

[The second video](#) was created to mark the International Museum Day 2025. It presents the three case studies of the project, each illustrating a different aspect of how XR digital tools are being applied to cultural heritage contexts. The aim is to raise awareness about the innovative approaches being explored within the project. The video will be reused in the next future for new dissemination purposes.

Other videos produced within the project for reporting purposes, such as the videos showcasing the XR toolbox beta version (to be delivered in October 2026), will be re-used for dissemination purposes.

The EUreka3D YouTube channel has been renamed to [EUreka3D-XR](#), and collects all the videos belonging to the continuation project in a separate [playlist](#).



Fig. 5: Video stills from the EUreka3D-XR video about the three scenarios

3.7 Newsletter



Fig. 6 EUreka3D-XR Newsletter

As part of its communication and dissemination strategy, the EUreka3D-XR project has adopted a regular newsletter as one of its central outreach tools. [This newsletter](#) is designed to reach and engage a broad range of target audiences, including project partners and stakeholders, professionals from cultural heritage institutions, 3D digitisation and XR service providers, cultural tourism professionals, end-users, educators, researchers, and representatives of the creative industries. The main goals of the newsletter are to share project outcomes and publications, and promote events, specifically the capacity building programme developed within the project.

To ensure continuity and capitalise on the outreach already built through the previous EUreka3D project, the existing newsletter platform and subscriber base are reused. The platform is managed through Acrelia, a newsletter service already in use by CRDI – Girona City Council, responsible partner for WP4. The tool has been updated to reflect the new project identity, including revisions to the sender information, header and footer design, and updated links to the project's privacy policy, as well as subscription management features. The transfer of subscriber data has been carried out in compliance with GDPR, following the guidance of the Data Protection Officer at Girona City Council. All data is used exclusively for EUreka3D-XR communication and will not be shared with third parties.

At the launch of EUreka3D-XR, the inherited subscriber base included 573 contacts who had previously subscribed to the newsletter. This base is progressively expanded through targeted efforts to attract new subscribers via social media campaigns, the capacity building programme, and presentations at third-party events.

Consortium partners also play an active role by encouraging colleagues and contacts in their professional networks to subscribe to the newsletter.

The newsletter is normally sent on a monthly basis, with its schedule aligned to key milestones in the project such as the launch of new tools and prototypes, training activities, events, and publications. This regular communication will ensure that all stakeholders remain informed and engaged throughout the project's lifecycle. The first newsletter was published in February, and all of them are also published in the website on the page [Media](#).

3.8 Printed materials and publications

On some specific occasions, printed materials are considered necessary, especially when there is the opportunity to promote the project at in-person events.

During the first six months of the project, some **postcards** have been produced and printed for various events such as [EGI2025 Conference](#), the [Europeana 2025 Conference](#), and the [Photography and archives: discovery, technology and innovation](#) conference, with the aim of raising awareness of the project among attendees and promoting the next capacity building event in September 2025.

More items are being created at the time of writing for specific needs, such as a **new poster** that provides an overview of the project; a new postcard that advertises the upcoming publication of a **3D digitisation course** on the Europeana Training Platform; additional promotional materials for the **capacity building programme**; and other informative materials and communication and dissemination tools will be produced in the Fall 2025 and Winter 2026 to raise awareness of the Eureka3D-XR outcomes. Dedicated materials will be produced to **promote the final event** in the course of Spring 2026. As for the project poster, CRDI is evaluating different sustainable and easy-to-transport printing options, in order to display it at upcoming in-person events.

All the stories and lessons learnt from the project will be shared in the form of a **final booklet**, produced as a PDF and in print. Retroplanning for the production of the content and layout for the booklet has started with first reflections on the structure of the publication, and will be intensified in the Fall 2025 in order to be ready to print the booklet on time for distribution at the final conference in Cyprus.

In addition, a dedicated publication will collect the experiences of the three showcase scenarios and make them available to professionals in CHIs, as a tool for good practices and as a source of inspiration. This publication, in the form of **case studies**, will be published as standalone open access PDF, and included in the final booklet in online and printed versions.



Fig. 7: Eureka3D-XR promotional postcards

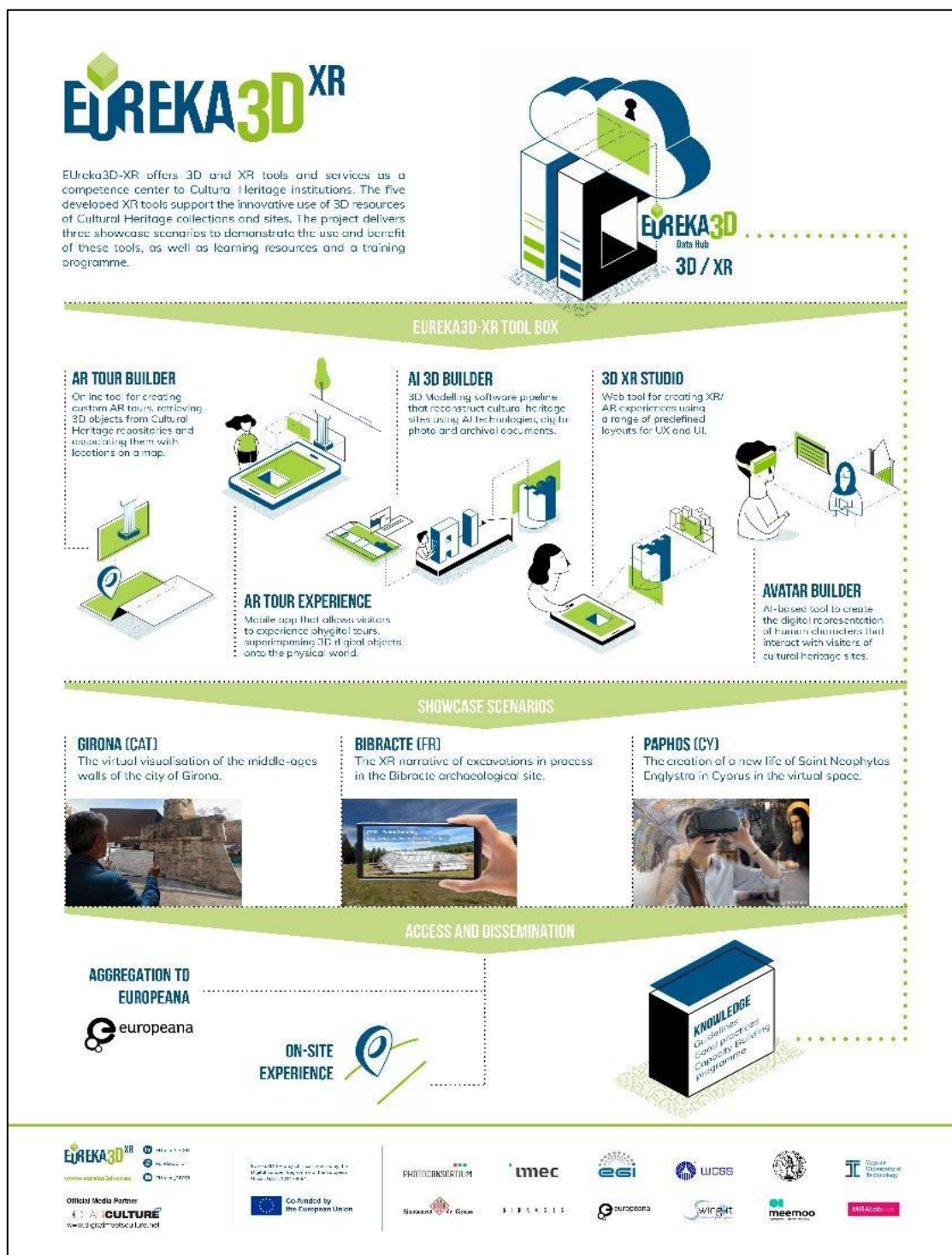


Fig. 8: EUreka3D-XR overview poster

3.9 Press releases and Media Communication



Fig. 9: Eureka3D-XR Press Release to Italian press, published on national newspaper La Repubblica on 30/5/2025

Media communication is used to reach local audiences at strategic moments. Press releases serve as a communication channel with local media, for occasions such as capacity building events or conferences hosted by local entities, as is the case with [the capacity building activity within the framework of the Photoconsortium assembly](#) or those that will take place in Girona and Limassol in months 12 and 16 of the project duration. These press releases are prepared and issued by each partner hosting said local events, in English and in local language. Additional press releases will be considered at need.

4. Dissemination and Communication Activities

According to the main communication actions described in the GA, a key objective for the communication activities is to promote the project as a whole, highlighting its achievements, innovative practices, and the support received through EU funding. These communication activities are more focused on raising awareness and fostering engagement with relevant audience communities. EUreka3D-XR is a compact project and very much stakeholder-oriented, and thus communication and dissemination activities may overlap: in addition to communicating about the project progress, more focused dissemination activities aim at sharing the actual outputs (i.e. promoting the tools, the demonstration scenarios and the open access data generated in the project).

Some of the tools described in this document have a stronger communication aim, such as the poster that illustrates the project as a whole, or the presentations delivered in the context of wider events such as the Europeana Aggregators Forum and the Europeana conference. In addition, the 3D collections aggregated to Europeana.eu will also be spread through communication activities and editorials.

Dissemination is achieved with more focused actions and tools that support knowledge transfer and capacity building, and in this light the project implements a dedicated promotional plan aimed at cultural heritage professionals, as well as stakeholders in the creative industries, tourism, and education sectors. Special attention is given to engaging local and smaller CHIs, ensuring inclusive access to the project's resources and training opportunities. The communication and dissemination plan also focuses on the learning resources resulting from the Capacity Building programme, as well as resources and publications from the previous project, EUreka3D.

As described in the following figure, one of the main goals is to disseminate the results of the EUreka3D-XR pilot activities, with a particular focus on the development and usability of the project's toolbox and derived scenarios. These outcomes are intended to support other CHIs in their digital transformation efforts.



Fig. 10: EUreka3D-XR disseminated content

Eureka3D-XR also actively seeks collaboration with relevant networks and initiatives to amplify its outreach. This includes leveraging partners' existing networks, participating in international and sectoral events, and aligning with activities curated by the Europeana Foundation, such as the Europeana Aggregators Forum, or with congresses and conferences organised or participated in by other partners.

The register of the communication actions will be updated on the EU Sygma portal throughout the project's life, including information about dates, channels, audiences, indicators and involved partners.

A roadmap to promotion towards different audience groups is summarized in the next section 4.1; and the actions for promoting the two key elements of the project, the Capacity Building Programme and the Final Conference, are illustrated in sections 4.2 and 4.3, with a coordinated and dedicated programme of actions for their promotion and endorsement.

4.1 Audience and Roadmap to Project Promotion

Table 3: Overview of target audiences and actions for project promotion

Target group	Communication channels	Actions and tasks	Measures for monitoring progress
Project partners, stakeholders and collaborators	Internal communication tools: Basecamp, mail, Zoom	Online and in-person meetings	Meeting attendees
	Social media: LinkedIn	Email and Basecamp correspondence	Project reports
	Newsletter		Followers and engagement in LinkedIn
CHIs professionals	Project’s website	Communication and promotion of the capacity building programme	Website visits during the project life-time
	Partners’ websites	Dissemination of the project outcomes and milestones (tools, scenarios, learning resources)	Visits to editorial on Europeana’s channels
	Project’s blog		Newsletter receivers
	Europeana Pro / common European data space for cultural heritage website	Promotion of activities and events developed within the project and related to the project	Followers on social media
	Europeana blogs and galleries		Number of distributed printed materials
	Social media: LinkedIn, Instagram, YouTube	Distribution of printed materials on the occasion of project’s events and final conference, and other sectorial events	Participants in the on-site and online capacity building sessions
	Newsletter		
	Printed materials		
EUreka3D Data Hub Users	Project’s website	Communication and promotion of the capacity building programme	Website visits during the project life-time
	Partners’ websites	Dissemination of the project outcomes and milestones related to the use of the EUreka3D Data Hub	EUreka3D Data Hub Content Provider Handbook downloads
	Europeana Pro / common European data space for cultural heritage website		Europeana Pro visits
	Social media: LinkedIn		Newsletter receivers
	Newsletter	Distribution of printed materials on the occasion of project’s events and final conference, and other sectorial events	Followers on social media
	Printed materials		Number of distributed printed materials
			Participants in the on-site and online capacity building

			sessions where the Data Hub is presented
Educators and researchers	Project’s website	Dissemination and communication of the project outcomes and milestones (tools, scenarios, learning resources)	Website visits during the project life-time Europeana.eu blogs and galleries visits Followers on social media Local media communication impact Participants in the online / onsite capacity building sessions
	Project’s blog		
	Europeana.eu blogs and galleries	Communication and promotion of the capacity building programme	
	Aggregated content on Europeana.eu		
	Social media: LinkedIn, Instagram, YouTube	Dissemination of the content aggregated at Europeana.eu and promotion of its use and reuse	
	Local media communication		
Cultural tourism and creative industries	Project’s website	Dissemination and communication of the project outcomes and milestones (tools, scenarios, learning resources)	Website visits during the project life-time Europeana blogs and galleries visits Visits to aggregated content in Europeana.eu Followers on social media Participants in the online and onsite capacity building sessions
	Project’s blog		
	Europeana.eu blogs and galleries	Communication and promotion of the capacity building programme	
	Aggregated content on Europeana.eu		
	Social media: LinkedIn, Instagram, YouTube	Dissemination of the content aggregated at Europeana.eu and promotion of its use and reuse	
	Local media communication		
	Other users such as citizens, culture lovers, tourists visiting the sites of the pilots, online	Project’s blog	
Europeana.eu blogs and galleries			
Aggregated content on Europeana.eu		Dissemination of the content aggregated at Europeana.eu	

visitors to cultural collections	Social media: LinkedIn, Instagram, YouTube	and promotion of its use and reuse	Visits to aggregated content in Europeana.eu Followers on social media Attendees in the on-site XR experiences' presentations
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4.2 Capacity Building Programme – Plan for Promotion

Within the communication actions foreseen in the communication and dissemination plan, this deliverable specifically develops a plan to endorse the capacity building programme. EUreka3D-XR aims to strengthen the capacity of CH professionals and communities working with digital cultural heritage, such as educators, researchers, cultural tourism and creative industries. The main goal for the foreseen communication and dissemination strategy is to share solutions, knowledge and training materials through the main communication channels specifically developed for the project.



Fig. 11: EUreka3D-XR kick-off hybrid public event (Pisa, 27 February 2025)

The creation of a network of stakeholders (see chapter 2) through specific cooperation agreements will be relevant for communication purposes of the capacity building programme. The establishment of these connections with CHIs, technology projects and groups of interest will also be used as a way to maximise the promotion of training activities. This kind of collaboration applies especially to capacity building events organised in collaboration with organisations from outside the consortium, such as the [International Council on Archives](#), the [Historical Archives of the European Union](#), or [cultuurconnect in Brussels](#).

The main communication actions to support the **Capacity Building Programme** will include the recording of all training activities from the capacity building programme (online, onsite or hybrid), which will be published on the EUreka3D-XR YouTube channel through dedicated playlists as a way of making these capacity building activities available as long term resources for a wide audience. There will also be a distribution and promotion plan developed for training materials and publications, such as the translated versions of the EUreka3D 3D

Digitisation Guidelines: Steps to Success. Other actions to promote the training activities and resources are blogs, newsletters, social media posts, and cross-dissemination actions.

All the actions are reported in the following tables, which show the current planning and that could be modified and extended according to the project needs. Based on the table in the previous chapter (**Audience and Roadmap to Project Promotion**) and the foreseen activities in [D5.1 Capacity Building Implementation Plan](#) (delivered at M4), the following tables include the basis of the communication and dissemination plan that supports the project in general, its outcomes, and the Capacity Building Programme in particular. Given that extensive activity is expected within the framework of the project, the public key events and the most relevant expected outcomes are included below according to the planning made at current M6, while additional ones or amendments could be implemented in the course of the project. Throughout the project, and especially during the last semester of the project (M15-18) when the three XR scenarios in Girona, Bibracte and Cyprus are moving towards their completion and final release, it is planned to intensify dissemination and also arrange post-project activities that allow the dissemination of the final scenarios and of the project's results and publications, for example presenting the project results in events and conferences normally attended by the partners.

Training activity – HYBRID

Table: 4a: Training activities in Hybrid format, planned as to M6

Responsible partner Expected date	Target audience	Communication channels	Specific tasks
Eureka3D-XR: XR Applications for Cultural Heritage Kick-off public event in Pisa Responsible partner: Photoconsortium 27/02/2025	Cultural Heritage Institutions Researchers of Cultural Heritage and Digital Humanities PhD students and educators Other cultural professionals	Project's website Project's blog Newsletter Social media Europeana Pro Event Calendar	Production of a promotional banner Local promotion for on-site attendance in Pisa by Photoconsortium
Photography and archives: discovery, technology and innovation Hybrid half-day Conference	Cultural Heritage Institutions Photographic Archives and Records Managers	Project's website Project's blog Newsletter	Production of a promotional banner

<p>Responsible partner: Photoconsortium</p> <p>In collaboration with Historical Archives of EU</p> <p>29/05/2025</p>	<p>Researchers of Cultural Heritage and Digital Humanities</p> <p>PhD students and educators</p> <p>Other cultural professionals</p>	<p>Social media</p> <p>Europeana Pro Event Calendar</p> <p>Local Press Release dissemination</p>	<p>Local promotion for on-site attendance in Florence by Photoconsortium and Historical Archives of the European Union</p> <p>Post-dissemination of the recording and available presentations</p>
<p>Reimagining culture in 3D and XR</p> <p>A hybrid capacity building event in Brussels</p> <p>Responsible partner: meemoo</p> <p>In collaboration with cultuurconnect</p> <p>26/09/2025</p>	<p>Cultural Heritage Institutions</p> <p>Researchers of Cultural Heritage and Digital Humanities</p> <p>Cultural Tourism Professionals</p> <p>Creative Industries Professionals</p> <p>PhD students and educators</p> <p>Other cultural professionals</p> <p>Local (BE) cultural professionals</p>	<p>Project's website</p> <p>Project's blog</p> <p>Newsletter</p> <p>Social media</p> <p>Europeana Pro Event Calendar</p> <p>Cross-dissemination actions with cultuurconnect</p>	<p>Production of a promotional banner and adaptations</p> <p>Local promotion for on-site attendance in Brussels by meemoo</p> <p>Postcard promoting this event distributed in previous events (EGI Conference, Europeana Conference)</p> <p>Printed and online dissemination materials, promoted on-site: poster and/or project's flag, Eureka3D publications, postcards promoting next events</p> <p>Specific promotion of Eureka3D Data Hub Content Provider Handbook, during the foreseen Data Hub demo in the event</p> <p>Post-dissemination of the recordings and presentations</p>
<p>Driving digital transformation in Cultural Heritage Institutions</p> <p>An Online Training Programme</p> <p>Responsible partner: Photoconsortium, meemoo, CRDI</p> <p>In collaboration with ICA</p> <p>19/11/2025, 26/11/2025, 03/12/2025</p>	<p>Cultural Heritage Institutions</p> <p>Archives and Records Managers</p> <p>Researchers of Cultural Heritage and Digital Humanities</p> <p>PhD students and educators</p> <p>Other cultural professionals</p>	<p>Project's website</p> <p>Project's blog</p> <p>Newsletter</p> <p>Social media</p> <p>Europeana Pro Event Calendar</p>	<p>Production of promotional banners and adaptations</p> <p>Postcard promoting this event distributed in previous events (capacity building event in Brussels 26/09/2025)</p> <p>Specific communications plan agreed with ICA, with two main actions: to reach out to formal learners and to engage the general audience for the keynote speeches</p>

		Cross-dissemination actions with ICA	Post-dissemination of the recordings and presentations
<p>Pilot demonstration event in Girona</p> <p>Hybrid Event</p> <p>Responsible partner: CRDI</p> <p>29/1/2026</p>	<p>Cultural Heritage Institutions</p> <p>Archives and Records Managers</p> <p>Researchers of Cultural Heritage and Digital Humanities</p> <p>PhD students and educators</p> <p>Other cultural professionals</p> <p>Local (CAT) Archives and Records Managers</p>	<p>Project's website</p> <p>Project's blog</p> <p>Newsletter</p> <p>Social media</p> <p>Europeana Pro Event Calendar</p> <p>Cross-dissemination actions with Girona Archives Network</p>	<p>Production of a promotional banner and adaptations</p> <p>Local promotion for on-site attendance in Girona by CRDI</p> <p>Printed and online dissemination materials, promoted on-site: poster and/or project's flag, Eureka3D publications, postcards promoting next events</p> <p>Post-dissemination of the recordings and presentations</p>
<p>The lifecycle of 3D data</p> <p>Online event</p> <p>Responsible partner: meemoo</p> <p>April 2026</p>	<p>Cultural Heritage Institutions</p> <p>Researchers of Cultural Heritage and Digital Humanities</p> <p>Cultural Tourism Professionals</p> <p>PhD students and educators</p> <p>Other cultural professionals</p>	<p>Project's website</p> <p>Project's blog</p> <p>Newsletter</p> <p>Social media</p> <p>Europeana Pro Event Calendar</p>	<p>Production of a promotional banner and adaptations</p> <p>Post-dissemination of the recordings and available presentations</p> <p>Specific promotion of Eureka3D Data Hub Content Provider Handbook, Eureka3D 3D Digitisation Guidelines</p>
<p>PREAC training about XR</p> <p>Online capacity building event</p> <p>Responsible partner: Bibracte</p>	<p>Cultural Heritage Institutions</p> <p>Researchers of Cultural Heritage and Digital Humanities</p> <p>Cultural Tourism Professionals</p>	<p>Project's website</p> <p>Project's blog</p> <p>Newsletter</p>	<p>Production of a promotional banner and adaptations</p> <p>Promotion for the final event in Cyprus</p> <p>Post-dissemination of the recordings and presentations</p>

June 2026	PhD students and educators Other cultural professionals	Social media Europeana Pro Event Calendar	
Capacity Building activities in the frame of the Final Conference in Cyprus Responsible partner: CUT, meemoo Final week of May 2026	Cultural Heritage Institutions Researchers of Cultural Heritage and Digital Humanities Cultural Tourism Professionals Creative Industries Professionals PhD students and educators Other cultural professionals	Project's website Project's blog Newsletter Social media Europeana Pro Event Calendar	Production of a promotional banner and adaptations Local promotion for on-site attendance in Cyprus by CUT Postcard promoting project publications and outcomes Printed and online dissemination materials: poster and/or project's flag, Eureka3D and Eureka3D-XR publications Post-dissemination of the recordings and available presentations

Training activity - ONSITE WORKSHOPS

Table 4b: Training activity as onsite workshops, planned as to M6

Responsible partner Expected date	Target audience	Communication channels	Specific tasks
11-12/10/2025	Citizens Cultural Heritage professionals Educators	Project's website Project's blog Newsletter Social media	Design of educational games aimed at explaining XR by placing it in the long history of knowledge and techniques that led to digital tech and AI. After this test, these games will be reworked to be integrated into the project as an OER

		Local promotion by Bibracte	
<p>PREAC training in Arles</p> <p>Archaeology and young people: how do you show the invisible?</p> <p>Responsible partner: Bibracte</p> <p>1-3/12/2025</p>	<p>French education officials and teacher trainers</p> <p>Cultural Heritage Institutions</p> <p>Public and private operators of archaeological excavations</p>	<p>Project's website</p> <p>Project's blog</p> <p>Newsletter</p> <p>Social media</p> <p>Local promotion by Bibracte</p>	<p>Stand 'Visual mediation technologies: XR tools developed by Eureka3D-XR' by Bibracte</p> <p>Practical guides on no-code tools for 'showing the invisible'</p> <p>Local promotion for the hybrid event in Gerona</p> <p>Post-dissemination of the presentations and the OER developed during the training</p>
<p>Focus groups with external stakeholders</p> <p>January – June 2026</p> <p><i>This activity will be conducted both at project level and by the pilot leaders CRDI, BIBRACTE and CUT, with online and onsite events. Details on pilot leaders' planning for onsite events is provided in D2.1 Pilot Specifications and Planning</i></p>	<p>Cultural Heritage Institutions</p> <p>Researchers of Cultural Heritage and Digital Humanities</p> <p>Archives and records managers</p> <p>PhD students and educators</p> <p>Local professionals and stakeholders linked to the scenarios</p>	<p>Project's website</p> <p>Project's blog</p> <p>Newsletter</p> <p>Social media</p> <p>Local promotion by scenarios leaders</p>	<p>Production of a promotional banner and adaptations</p> <p>Printed and online dissemination materials: poster and/or project's flag, Eureka3D and Eureka3D-XR publications</p> <p>Post-dissemination of the recordings and presentations</p>
<p>Regional event in Bibracte</p> <p>Capacity building event with workshop to disseminate the toolbox</p> <p>Responsible partner: Bibracte</p> <p>May-June 2026</p>	<p>Teachers</p>	<p>Project's website</p> <p>Project's blog</p> <p>Newsletter</p> <p>Social media</p> <p>Local promotion by Bibracte</p>	<p>Production of a promotional banner and adaptations</p> <p>Printed and online dissemination materials: Eureka3D and Eureka3D-XR publications</p>

<p>Regional Event in Dijon</p> <p>Capacity building event with workshop to disseminate the toolbox</p> <p>Responsible partner: Bibracte</p> <p>June 2026</p>	<p>Cultural Heritage Institutions</p> <p>Researchers of Cultural Heritage and Digital Humanities</p> <p>Cultural Tourism Professionals and Heritage sites managers</p> <p>CCI professionals</p>	<p>Project's website</p> <p>Project's blog</p> <p>Newsletter</p> <p>Social media</p> <p>Local promotion by Bibracte</p>	<p>Production of a promotional banner and adaptations</p> <p>Printed and online dissemination materials: EUreka3D and EUreka3D-XR publications</p> <p>Local promotion for the final event in Cyprus</p>
<p>Workshop(s) on 3D digitisation, preservation and reuse scenarios for partners in the meemoo network</p> <p>Responsible partner: meemoo</p> <p>March – July 2026</p>	<p>Cultural Heritage Institutions</p> <p>Researchers Cultural Heritage and Digital Humanities</p> <p>Archives and records managers</p> <p>Cultural Tourism Professionals</p> <p>PhD students and educators</p> <p>Other cultural professionals</p>	<p>Project's website</p> <p>Project's blog</p> <p>Newsletter</p> <p>Social media</p> <p>Local promotion by meemoo</p>	<p>The main target audience is the meemoo network: local promotion is needed</p> <p>Production of a promotional banner and adaptations</p> <p>Printed and online dissemination materials: EUreka3D and EUreka3D-XR publications</p>

The project consortium plans to participate in several external events that offer the creation of synergies with other projects and initiatives in the framework of cultural heritage and digital transformation, as well as dissemination possibilities to target audiences.

The list includes external events with confirmed project participation, although the list will be extended with more opportunities throughout the life of the project.

External Events

Table 4c: External events that the project attends or aims to attend, planned as to M6

Responsible partner Expected date	Target audience	Communication channels	Specific tasks
4th International Conference TMM-CH Responsible partner: CUT, Photoconsortium 7-9 April 2025	Cultural Heritage Institutions Researchers of Cultural Heritage and Digital Humanities PhD students and educators Other cultural professionals	Project's website Project's blog Social media Support by partner UNESCO Chair on DCH at Cyprus University of Technology	Participation in a panel by Antonella Fresa, Eureka3D-XR project coordinator
Europeana Aggregators Forum 2025 Responsible partner: Europeana, Photoconsortium 9-10/04/2025	Cultural Heritage Institutions Researchers of Cultural Heritage and Digital Humanities PhD students and educators Europeana network and aggregators	Project's website Project's blog Europeana communications channels	Presentation about the project by Valentina Bachi, Eureka3D-XR project manager
EGI Conference 2025 Responsible partner: EGI, Photoconsortium 2-6/06/2025	EGI Federation network Computing and service providers European project managers International scientific communities	Project's website Project's blog Newsletter Social media EGI newsletter and social media	Project's participation in a panel Distributed postcard on the upcoming capacity building event Project's promotional video displayed at the conference

Europeana Conference 2025 Responsible partner: Europeana, Photoconsortium 11-12/06/2025	Cultural Heritage Institutions Researchers of Cultural Heritage and Digital Humanities PhD students and educators Europeana network and aggregators	Project's website Project's blog Newsletter Social media Europeana Pro conference platforms Europeana communications channels	Project's participation in an ignite talk and panel Distributed postcard on the upcoming capacity building event Project's promotional video created on time to be displayed at the conference Participation in the online exhibition hall
Digital Heritage 2025 Responsible partner: Photoconsortium 8-13/09/2025	Cultural Heritage Institutions Researchers of Cultural Heritage and Digital Humanities Cultural Tourism Professionals Creative Industries Professionals PhD students and educators Other cultural professionals	Project's website Project's blog Newsletter Social media	Project's participation in a panel organised by Time Machine Organisation
ITADATA2025 Responsible partner: Photoconsortium, EGI 9-11/09/2025	Computing and service providers European project managers International data scientific communities	Project's website Project's blog Newsletter Social media	Project's participation in a presentation (abstract submitted)

<p>SECreTOUR Hackathon</p> <p>Responsible partner: Photoconsortium</p> <p>25 October 2025</p>	<p>Cultural Heritage Institutions</p> <p>Researchers Cultural Heritage and Digital Humanities</p> <p>Cultural Tourism Professionals</p> <p>PhD students and educators</p> <p>Other cultural professionals</p>	<p>Project's website</p> <p>Project's blog</p> <p>Newsletter</p> <p>Social media</p>	<p>Eureka3D-XR is featured in the event, with the aim to showcase forms of reuse for digital cultural heritage in the tourism sector</p>
<p>SITEM</p> <p>International Exhibition of Museums, Cultural and Tourism Venues (Paris)</p> <p>Responsible partner: Bibracte</p> <p>March 2026</p>	<p>Cultural Heritage Institutions</p> <p>Researchers Cultural Heritage and Digital Humanities</p> <p>Cultural Tourism Professionals</p> <p>PhD students and educators</p> <p>Other cultural professionals</p>	<p>Project's website</p> <p>Project's blog</p> <p>Newsletter</p> <p>Social media</p> <p>Support by Bibracte</p>	<p>Practical workshop or demonstration to present the tools and scenarios.</p> <p>Possible use of video demonstrations about tools, together with other dissemination materials.</p>
<p>2and3D photography</p> <p>Responsible partner: meemoo</p> <p>22 – 23/05/2026</p>	<p>Cultural Heritage Institutions</p> <p>Researchers Cultural Heritage and Digital Humanities</p> <p>PhD students and educators</p> <p>Other cultural professionals</p>	<p>Project's website</p> <p>Project's blog</p> <p>Newsletter</p> <p>Social media</p>	<p>2and3D Photography is organised by the Rijksmuseum in cooperation with the Association for Historical and Fine Art Photography (AHFAP).</p> <p>Project participation TBD</p>
<p>Digital Humanities Benelux Conference</p> <p>Responsible partner: meemoo</p> <p>In 2026, Dates: TBC</p>	<p>Cultural Heritage Institutions</p> <p>Researchers Cultural Heritage and Digital Humanities</p>	<p>Project's website</p> <p>Project's blog</p> <p>Newsletter</p>	<p>The annual DH Benelux Conference serves as a platform for the community of interdisciplinary Digital Humanities researchers to meet, present and discuss their latest research findings and to demonstrate tools and projects.</p>

	PhD students and educators Other cultural professionals	Social media Support by meemoo	Project participation TBD
DCDC: Discovering Collections, Discovering Communities Responsible partner: TBC In 2026, Dates: TBC	Cultural Heritage Institutions Researchers Cultural Heritage and Digital Humanities PhD students and educators Other cultural professionals	Project's website Project's blog Newsletter Social media	DCDC is an international conference for those working in the GLAMA sector such as archives, libraries, special collections, museums, galleries, heritage organisations, academics, independent research organisations (IROs), research support and impact professionals. Project participation TBD
International Conference on Virtual Reality Responsible partner: meemoo In 2026, Dates: TBC	IT professionals, tools and services developers Cultural Heritage Institutions Researchers Cultural Heritage and Digital Humanities PhD students and educators Other cultural professionals	Project's website Project's blog Newsletter Social media	ICVR is a forum designed to foster collaborations and knowledge-sharing of new advances and developments in VR, AR, and XR among researchers, technical people, domain experts, and academics from all around the world. Project participation TBD
EGI Conference 2026 Responsible partner: EGI, Photoconsortium In 2026, Dates: TBC	EGI Federation network Computing and service providers European project managers International scientific communities	Project's website Project's blog Newsletter Social media EGI newsletter and social media	Project presentation at EGI's booth

<p>Europeana Conference 2026</p> <p>Responsible partner: Europeana, Photoconsortium</p> <p>In 2026, Dates: TBC</p>	<p>Cultural Heritage Institutions</p> <p>Researchers of Cultural Heritage and Digital Humanities</p> <p>PhD students and educators</p> <p>Europeana network and aggregators</p>	<p>Project's website</p> <p>Project's blog</p> <p>Newsletter</p> <p>Social media</p> <p>Europeana Pro conference platforms</p> <p>Europeana communications channels</p>	<p>Project participation TBD</p>
<p>Image & Research Conference 2026</p> <p>Responsible partner: CRDI</p> <p>November 2026</p>	<p>Archivist and records managers, mainly from photographic and audiovisual heritage</p> <p>Cultural Heritage Institutions</p> <p>Researchers Cultural Heritage and Digital Humanities</p> <p>PhD students and educators</p> <p>Other cultural professionals</p>	<p>Project's website</p> <p>Project's blog</p> <p>Newsletter</p> <p>Social media</p> <p>Support by CRDI</p>	<p>Image & Research conference offers the possibility to reflect and share knowledge on different aspects linked to the management of photographic and audiovisual heritage.</p> <p>The presentation at the conference will be a post-project activity, but the preparation and submission of a paper will be done during the project lifetime.</p>

Finally, the following table details the learning resources and publications developed within the project framework, taking into account the dissemination and communication tasks needed to reach the defined target audience. These materials are either described or committed in the GA, or are content generated during the previous Eureka3D project that can continue to be exploited and/or expanded during the current project. These resources will support the capacity building programme and provided to participants in online and onsite capacity building actions.

Learning resources and publications

Table 4d: Learning resources and publications, planned as to M6

Expected publication date	Target audience	Communication channels	Specific tasks
<p>Translation of <i>3D Digitisation Guidelines: Steps to Success</i></p> <p>End of 2025</p>	<p>Cultural Heritage Institutions</p> <p>Researchers of Cultural Heritage and Digital Humanities</p> <p>Cultural Tourism Professionals</p> <p>Creative Industries Professionals</p> <p>PhD students and educators</p> <p>Other cultural professionals</p>	<p>Project's website</p> <p>Project's blog</p> <p>Newsletter</p> <p>Social media</p> <p>Local promotion by partners</p>	<p>Translation of the guidelines into the Eureka3D-XR consortium's languages. By partners</p> <p>Layout in translated languages by partners</p> <p>Local dissemination for each language. Optional printed version by partners</p> <p>Upload of translations on the project website and dissemination of the translations collection</p>
<p>Online course on the Eureka3D digitisation guidelines, on Europeana Learning Platform</p> <p>September 2025</p> <p><i>Extension of the course with more exercises and modules on XR applications is foreseen in Spring 2026</i></p>	<p>Cultural Heritage Institutions</p> <p>Researchers of Cultural Heritage and Digital Humanities</p> <p>Cultural Tourism Professionals</p> <p>Creative Industries Professionals</p> <p>PhD students and educators</p> <p>Other cultural professionals</p>	<p>Project's website</p> <p>Project's blog</p> <p>Newsletter</p> <p>Social media</p> <p>Europeana communications channels</p>	<p>Preparation of the course led by Photoconsortium and Europeana</p> <p>Production of a promotional postcard</p>
<p>Glossary on XR/VR/AR/MR and other relevant terms</p> <p>End 2025 and possible extension in 2026</p>	<p>Cultural Heritage Institutions</p> <p>Researchers of Cultural Heritage and Digital Humanities</p>	<p>Project's website</p> <p>Project's blog</p>	<p>Collection of terms linked to XR/VR/AR/MR, metadata, paradata, 3D digitisation. Led by meemoo</p> <p>Optional translations by partners</p>

	<p>Cultural Tourism Professionals</p> <p>Creative Industries Professionals</p> <p>PhD students and educators</p> <p>Other cultural professionals</p>	<p>Newsletter</p> <p>Social media</p> <p>Local promotion by partners</p>	<p>Online publication following the project's visual identity</p>
<p>Eureka3D Data Hub Content Provider Handbook</p> <p>+ Video tutorial of the Eureka3D Data Hub</p> <p>January-June 2026</p>	<p>Cultural Heritage Institutions</p> <p>Cultural Tourism Professionals</p> <p>Creative Industries Professionals</p> <p>Other cultural professionals</p>	<p>Project's website</p> <p>Project's blog</p> <p>Newsletter</p> <p>Social media</p> <p>Dissemination support by EGI</p>	<p>Updated and extended version of the Eureka3D Data Hub Content Provider Handbook by partner EGI</p> <p>Disseminated through capacity building events and third-parties events and presentations where Eureka3D Data Hub is presented</p> <p>The video tutorial can be added to the handbook</p>
<p>Documentation on intellectual property and copyright for the reuse of 3D datasets</p> <p>July 2026</p>	<p>Cultural Heritage Institutions</p> <p>Researchers of Cultural Heritage and Digital Humanities</p> <p>Archives and records managers</p> <p>Cultural Tourism Professionals</p> <p>Creative Industries Professionals</p> <p>PhD students and educators</p> <p>Other cultural professionals</p>	<p>Project's website</p> <p>Project's blog</p> <p>Newsletter</p> <p>Social media</p> <p>Dissemination support by meemoo and Europeana</p>	<p>Resource collection on how to ensure authorisation by creators or owners of 3D datasets, by meemoo and Europeana</p> <p>Disseminated through capacity building events and third-parties events and presentations by the end of the project</p> <p>Online publication following the project's visual identity</p>
<p>Technical documentation and video resources on all tools in the Eureka3D-XR toolbox</p>	<p>Cultural Heritage Institutions</p> <p>Cultural Tourism Professionals</p>	<p>Project's website</p> <p>Project's blog</p>	<p>Technical documentation and step-by-step instructions to be developed by imec, NTUA, Swing:It and MIRALab</p>

<p>+</p> <p>User manuals for the Eureka3D-XR toolbox</p> <p>April - June 2026</p>	<p>Creative Industries Professionals</p> <p>Other cultural professionals</p>	<p>Newsletter</p> <p>Social media</p>	<p>To be complemented with illustrative videos, that will be developed as reports and adapted into a dissemination language</p> <p>Online publication following the project's visual identity</p>
<p>Editorials and blogs</p> <p>Across 2025-2026</p>	<p>Cultural Heritage Institutions</p> <p>Researchers of Cultural Heritage and Digital Humanities</p> <p>Cultural Tourism Professionals</p> <p>Creative Industries Professionals</p> <p>PhD students and educators</p> <p>Other cultural professionals</p> <p>End-users and citizens</p>	<p>Project's website</p> <p>Project's blog</p> <p>Newsletter</p> <p>Social media</p> <p>Europeana communications channels</p>	<p>Details are provided in section 3.4</p>
<p>Case studies: Girona, Bibracte, Cyprus</p> <p>End of May 2026</p>	<p>Cultural Heritage Institutions</p> <p>Researchers of Cultural Heritage and Digital Humanities</p> <p>Archives and records managers</p> <p>Cultural Tourism Professionals</p> <p>Creative Industries Professionals</p> <p>PhD students and educators</p> <p>Other cultural professionals</p>	<p>Project's website</p> <p>Project's blog</p> <p>Newsletter</p> <p>Social media</p> <p>Case studies' leaders communications channels</p>	<p>Online publication on the impact and benefits of the reuse of 3D datasets and the new XR tools, demonstrated in the scenarios. Led by the three scenarios leaders</p> <p>Online publication following the project's visual identity</p> <p>Complemented with videos: the scenarios presentation in May 2025 and the follow-up of these experiences</p> <p>The three case studies will be included in the Final Booklet as one of the core contents. They will be disseminated separately in the online version, and also within the booklet in the online and printed versions.</p>

	Local professionals and stakeholders linked to the scenarios		
Guidelines: how to use 3D models and XR experience in education? July 2026	Cultural Heritage Institutions Researchers of Cultural Heritage and Digital Humanities PhD students, teachers and educators	Project's website Project's blog Newsletter Social media Local promotion by Bibracte and meemoo	Guidelines to cover the opportunities of 3D models and XR experiences in education, led by Bibracte and meemoo Online publication following the project's visual identity
Aggregated content in Europeana.eu July 2026	Cultural Heritage Institutions Researchers of Cultural Heritage and Digital Humanities Cultural Tourism Professionals Creative Industries Professionals PhD students and educators Other cultural professionals Citizens and Europeana network	Project's website Project's blog Newsletter Social media Europeana communications channels	The aggregated content in Europeana.eu will be pointed to from the three case studies and the project's website.
Eureka3D-XR Final Booklet End of May 2026	Cultural Heritage Institutions Researchers of Cultural Heritage and Digital Humanities Cultural Tourism Professionals	Project's website Project's blog Newsletter	Publication collecting the three case studies, the description of the toolbox, reflections on impact, and other possible content, giving context to the project

	<p>Creative Industries Professionals</p> <p>PhD students and educators</p> <p>Other cultural professionals</p>	<p>Social media</p>	<p>Promotion and distribution at the final conference and post-project events</p> <p>Online and printed publication following the project's visual identity</p>
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4.3 Final Conference

The EUreka3D-XR final conference will take place in Limassol (Cyprus) during the week of 25 - 31 May 2026, in the context of the event celebrating the Cyprus presidency of the EU Council, that also includes the 2026 edition of EuroMed - International Conference on Digital Heritage and the final event of the EC [Twin-It 2](#) campaign.

The final conference marks a major project milestone and at the same time a core communication and dissemination activity. The structure of the event will consist of the following parts:

- Conference open to the public on the project outcomes and lessons learned (online and onsite)
- Final training workshop to disseminate the EUreka3D-XR Toolbox and resources
- Dissemination activity open to the general audience, also showcasing the three demonstration scenarios
- Side activities and presentations might be defined in the next months and might be included in the programme of EuroMed 2026.

The main goals of the final conference focus on sharing the project outcomes with cultural heritage institutions professionals, as well as neighbouring sectors such as education, cultural tourism and creative industries, offering capacity building activities, and reaching a wide general audience of citizens and end-users.

The conference will be announced with final dates during the Fall 2025. Dedicated communication actions will be provided such as: “save the date” announcement, information on project’s newsletter, publication on Europeana Pro calendar. As the programme of the conference is defined, the communication will be intensified also with production of specific materials, e.g. postcards, banners, and possible others.

At the conference, dissemination materials such as the 3D Digitisation Guidelines and the final booklet with lessons learnt from the project and use case scenarios will be distributed

5. Visual Identity

The visual identity includes all visual elements that can be associated with our project:

- Logo
- Colour palette (Blue 100-35-0-46 #005080, Green 50-0-100-0 #94c11f)
- Typography (Font Bebas Neue Regular modified for the logo, and Font Anton for banners)
- Templates for presentations available on Basecamp
- Banners for social media promotion (events, conferences, activities, editorial publications)
- Template for newsletter available on Acrelia (the newsletter management platform managed by CRDI)
- EU emblem

An easily recognisable visual identity of the project is essential to achieve best communication results and reflects the context of the project. It is of high importance to use these visual tools coherently in the project's website and social media, digital dissemination materials (presentations, banners, videos, reports), and printed material (posters, postcards, brochures).

Since we are working on a continuation project, it is worth mentioning that the visual identity must represent this idea of continuity. That is why both for the logo and for the corporate image in general (colours, typography, and style), the previous image has been taken as a starting point to adapt it to the new project. In fact, the idea of adding "XR" to the existing logo as a superscript is a way to show typographically that Eureka3D-XR starts from a completed project to take another step towards XR experiences.

One of the challenges of the project is to visually represent the five open source digital tools that are being developed. During the first months, it has been necessary to disseminate this task but there are still no prototypes of the tools nor can the real application be shown in the three scenarios. That is why it has been chosen to create illustrations that visually represent the tools and that can be included in various dissemination materials, following the basic criteria of visual identity.

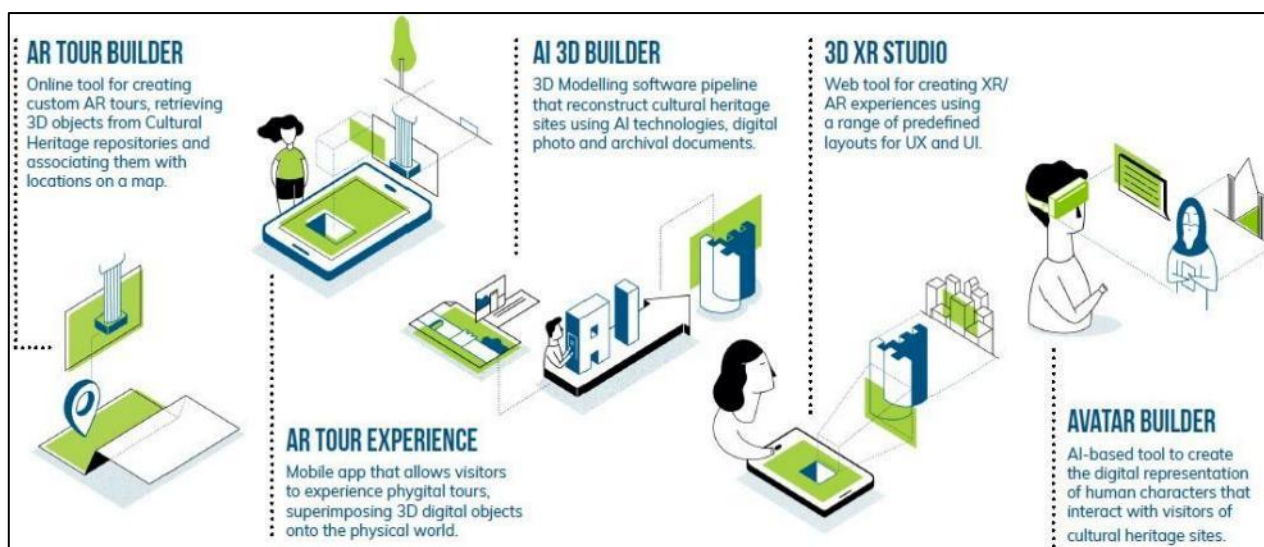


Fig. 12: Toolbox illustrations used in various dissemination materials

All visual dissemination materials developed during the project are led by project partner CRDI, and made available on a Basecamp folder for partners to re-use them through their own communication channels.

All communication materials must include the EU emblem (co-funded by the European Union). CRDI as responsible partner for WP4 and all partners are requested to use the emblem and the project GA number in all of their external communication and dissemination materials.



Fig. 13: Work in progress, mock-up for two new postcards promoting the course on the Europeana Training Platform

6. Preparing for exploitation and sustainability

This deliverable is provided at M6, in the early stage of the project, and this section offers an overview of the initial reflections around exploitation and sustainability routes for the project's outcomes. More elaboration will be captured in the next deliverables and specifically *D4.3 Sustainability Plan* (M12) and *D4.2 Impact assessment report* (M18).

EUREKA3D-XR embraces the mission of the common European data space for cultural heritage in supporting the CH sector in advancing digitisation, sharing high-quality collections and reusing digital content for meaningful storytelling to CH stakeholders such as onsite and online visitors, education communities, and with other reuse cases. In this light, the ultimate goal when reflecting on exploitation of EUREKA3D-XR is to maximise the impact of the project's outcomes to the stakeholder community of institutions and cultural professionals, through openly accessible resources, increased awareness and visibility on the data space for cultural heritage, improved access to cultural heritage collections, and take up of project's tools for the development of new products or services that CHIs deem useful to engage site visitors and online audiences. To achieve this and to sustain the project's results also beyond the end of the funding period, project partners commit to maintain the respective outcomes and foster their reuse in the CH community.

Initial reflections of the consortium about the use and sustainability of project's results already started, especially related to the EUREKA3D Data Hub, the five tools of the EUREKA3D-XR toolbox, the demonstration scenarios, the data published on Europeana.eu, and the learning and dissemination materials. The project's activities generate a number of key exploitable results (KER) dedicated to the main stakeholder community addressed by the project, i.e. other CHIs in their digital transformation journey. The impact of each KER is being analysed and tracked in the course of the project, measuring the immediate impact generated now and deriving projections for the medium and long-term impacts to happen later on. From the expected impact, it is possible to identify the sustainability and exploitation framework for each KER. Responsible partners are indicated for each KER.

Table 5: Key Exploitable Results identified for EUREKA3D-XR

KER	EXPECTED IMPACT ON MAIN STAKEHOLDER COMMUNITY (CHIs)	SUSTAINABILITY AND EXPLOITATION FRAMEWORK
EUREKA3D Data Hub Responsible partner: EGI and affiliated entities	CHIs can use a one-stop-shop service for storing, managing and sharing their 3D collections and access a variety of tools for reusing such collections to create storytelling.	<p>This e-infrastructure is already available openly and maintained by EGI. A growing number of CHIs are using it. The EUREKA3D Data Hub also serves to provide access to the five tools developed in EUREKA3D-XR.</p> <p>A support service is provided to users by EGI and PHC.</p> <p>The published content is maintained online by EGI with no discontinuation expected in the service.</p> <p>The use of the EUREKA3D Data Hub for storing additional content is available for free to any user CHI until 2027, based on a Service Level Agreement established by EGI.</p>

		A pay-per-use mechanism is being designed to fund the continuation of the service from 2028 onwards.
AR Tour Builder Responsible partner: NTUA	Online tool that enables CH professionals and other interested stakeholders to create custom AR tours, retrieving 3D and other types of objects from CH repositories and associating them with locations on a map.	This set of tools is made available openly online (as source code and as a service) and maintained by NTUA. CHIs can autonomously curate cultural items and associated information and create a tour for on-site visitors. Via their mobile phone, visitors are presented with relevant content and information depending on their location and can superimpose 3D content on the environment, as captured by their camera.
AR Tour Experience Responsible partner: NTUA	Mobile app that allows on-site visitors to experience the AR tour created via the Tour Builder on location.	
AI 3D Builder Responsible partner: Swing:It	CHIs can reconstruct 3D models of lost heritage starting from their archival materials	The tool is made available openly on the data space for cultural heritage and maintained by Swing:It. A support service is provided to users by Swing:It.
3D XR Studio Responsible partner: Swing:It	CHIs can use available 3D models to create XR/AR experiences, making them accessible to target audiences both online and onsite	The tool is made available openly on the data space for cultural heritage and maintained by Swing:It. CHIs can autonomously edit their tours and publish them online. A support service is provided to users by Swing:It.
Avatar Builder Responsible partner: MIRALab	CHIs can create a virtual animated character that talks to users, either as an online model or accessible to site visitors on location.	The tool makes available reusable datasets and step-by-step guidance for CHIs to autonomously create their own virtual character. These resources are accessible on the Data Space for Cultural Heritage. A support service is provided to users by MIRALab.
Demonstration scenarios and case studies Responsible partners: CRDI, Bibracte, CUT	CHIs are inspired and learn how other CHIs worked with the tools and what results they obtained.	The demonstration scenarios and learning resources are kept available and openly accessible via the Data Space for Cultural Heritage and project's online channels.
Learning resources and other capacity building outcomes Responsible partners: meemoo and CRDI	CHIs can access the learning resources and other capacity building materials anytime	
High-quality collections	CHIs and other Europeana/Data Space users can access high-quality 3D and 2D collections, openly available for reuse	The collections are aggregated on europeana.eu by content providers (CRDI, Bibracte, CUT). Each content provider is responsible for maintenance

Responsible partner: Content providers, EF and PHC		and update where necessary of the items (content and metadata). PHC is responsible for maintenance and updates of the datasets upon content providers' mandate. EF is responsible for maintaining (and updating when applicable) the dataset as published on europeana.eu
Editorials Responsible partner: EF	CHIs and other Europeana/Data Space users can access information and stories about the tools, collections and demonstration scenarios	EF is responsible for maintaining the editorials published on europeana.eu, Europeana Pro and the data space for cultural heritage website.
Project's web presence and materials Responsible partner: CRDI and PHC	CHIs and other Europeana/Data Space users can access news, information and stories about the projects, its activities and events, including a comprehensive final publication available online and in print (project final booklet).	The project's web pages, newsletter and social media are maintained by CRDI. The project's blog is maintained by PHC.

6.1 KER: knowledge, data and IP management structures

Each outcome of EUreka3D-XR will be openly accessible to stakeholders, to enable exploitation and use / reuse by parties inside and outside the consortium. In particular, each tool is supported with user manuals and one-to-one help desk, operated by the responsible partner who can assist the user in case it is needed. The following tables 6a and 6b indicate details for each KER or group of KER.

Table 6a: KERs' knowledge, data and IP management structures: EUreka3D-XR tools

TECHNICAL OUTCOMES (TOOLS)	
EUreka3D Data Hub	EGI allows access to EUreka3D Data Hub users upon registration via the EGI AAI and Check-in tool. The process includes human moderation in case it is necessary to verify the identity of the registrant. Once registered, the user is associated with a user group and can operate on the data with different levels of access and editing rights. The user can also decide what content to share and with whom, inside and outside the user group, thus granting the safety and control over the user's data uploaded in the EUreka3D Data Hub. When the content is shared with Europeana, it receives a PID and is accessible in the EUreka3D Data Hub as open data, available for anyone to access and download.
AR Tour Builder	NTUA allows access to users upon registration via the EGI Check-In. Users, as editors/curators of the AR Tour, are enabled to create their own "collections" of objects, by retrieving content of interest from external repositories and creating the maps via Google Maps to identify points of interest to associate the relevant objects with.
AR Tour Experience	NTUA provides access to the app via the Play Store: the user onsite downloads the

	app and can access the AR experience as a walking tour.
AI 3D Builder	Swing:It allows access to users upon registration via the EGI Check-In. Users are enabled to freely create 3D models from their 2D collections, including guidance on selecting and preparing optimal images and explaining when human refinement of the tool's outcome might become necessary.
3D XR Studio	Swing:It allows access to users upon registration via the EGI Check-In. Two categories of users are foreseen: <ul style="list-style-type: none"> - Admins: editors/curators in the web application who are entitled to build the XR tour based on predefined layouts or by uploading their 3D scenes and content; - Users: viewers of the XR Tour who can view the tour remotely via their own browser or onsite via an app available on Play Store.
Avatar Builder	MIRALab will make a set of software and predefined datasets available on GitHub, together with guidelines for users to create their own virtual characters. All this material and examples will be accessible via the EUreka3D Data Hub and on the Data Space for Cultural Heritage.

Table 6b: KERS' knowledge, data and IP management structures: other EUreka3D-XR outcomes

HIGH QUALITY COLLECTIONS	
2D and 3D data Metadata Paradata	Each content provider will apply a reuse license to the collections published in Europeana, in line with the Europeana Publishing Framework tier 3 or above. The metadata will be published under a CC0 license as per the Data Exchange Agreement with Europeana, and will match tier B or above of the Europeana Publishing Framework. Paradata reports for 3D models will be linked and made accessible.
LEARNING RESOURCES, INFORMATIVE MATERIALS, PROJECT'S KNOWLEDGE	
Demonstration scenarios, learning resources, editorials, web content	All the editorial content, events recordings and written materials published in project's channels and in Europeana channels will be openly available with a reuse license CC-BY-SA.
Case Studies and final booklet	The stories, challenges and lessons learnt in the three demonstration scenarios will be collected and shared in publications, either as separate materials available online and in a comprehensive publication (project final booklet), openly available as downloadable PDF from project's channel and also in print. As with the other project's written materials, it will be openly available with a reuse license CC-BY-SA.

6.2 Partners' reflections and commitments for the use of project's results

Each partner of the Eureka3D-XR consortium will build upon the project's tools and results and reuse them in their normal workflows and own activities, thus supporting the project's sustainability and take-up. The following table summarises such initial reflections.

Table 7: partners' commitments for the continuation of the project, using its results beyond the end of the funding period

Partner's name	reflections and commitments for the use of project's results
PHC	<p>PHC will continue to use the Eureka3D Data Hub in the normal Europeana aggregation workflow for 3D collections, in addition to the use of MINT for 2D collections.</p> <p>PHC will continue to disseminate the project's tools, resources and materials in the network of its members, to foster take-up and replication.</p> <p>The knowledge generated in the project and its outcomes will serve as building blocks for new proposals and initiatives, in the context of the common European data space for cultural heritage project and in other EC and local programmes.</p>
CUT	<p>CUT will use the Eureka3D Data Hub as its preferred method for 3D cultural heritage asset aggregation into Europeana. CUT will oversee the dissemination of the scenario on site and work with educators to develop a deployment for the virtual reality version suitable for schools in line with the curriculum and current health and safety recommendations ensuring its use is age-appropriate for school audiences. Promotion of the scenario virtual reality implementation will be conducted to Cypriot diaspora communities wherever possible.</p> <p>Where dissemination of future project results involves engagement with the public through virtual recreation, CUT will advocate the inclusion of digital humans via the Avatar Builder in line with the recommendations of the ICOMOS Principles of Seville Principle 5.4.</p> <p>As a general principle, CUT will seek to use all tools, outcomes and experiences resulting from the project to further the understand of how cultural heritage may be used to inform, engage, protect and valorise cultural heritage as means for furthering the aims of UNESCO and the European Union's aim to contribute to peace and security by promoting international collaboration through education, science, culture, and communication.</p> <p>In addition the newly established research centre MNEMOSYNE (A status conferred upon us by the Cyprus government and parliament in recognition of the advancement of the DHRLab at CUT in the field of DCH) will seek to use the tools, information, data, resources, and know-how from the project to advance future developments in the promotion, training, education, research, innovation, awareness and policy-making in this particular area of the project.</p>
CRDI	<p>CRDI will disseminate the scenario on the virtual reconstruction of the historical city wall at local and professional level. On the one hand, it is committed to making a public presentation aimed at citizens, in addition to other possible forms of dissemination to the local general public. On the other hand, it plans to disseminate its case study in particular so that the experience of 3D reconstruction from archive material is useful for other CHI, mainly to the Archives sector. Finally, the CRDI team, as responsible for WP4, will be able to update the dissemination content of the project's communication channels during the first months after completion. E.g.: updating the online versions of the final booklet or the case studies, updating the reports and blogs on the corresponding website and on the Zenodo platform, among others.</p>
BIBRACTE	<p>Bibracte will continue to use the Eureka3D Data Hub to publish new 3D models from its digitisation campaigns, building on the metadata standards promoted by the project. The tools, resources, and feedback produced in this context, including its case study, will be disseminated through its professional networks at the local, national, and European levels, in</p>

	<p>order to encourage the reuse of project outcomes by other cultural heritage institutions and stakeholders. The use of the scenario, the AR Tour Builder and AR Tour Experience tools on the archaeological site remains under consideration, as part of a broader reflection on the evolution of existing on-site mediation systems, notably 'La Boussole', the current geo-guided tour app. However, their reuse beyond the site, particularly in heritage enhancement projects within the 'Bibracte – Morvan des Sommets' Grand Site de France, is emerging as a realistic medium-term prospect. In addition, two potential follow-ups are currently under consideration:</p> <ul style="list-style-type: none"> - the development (or co-development with a partner) of a methodological toolkit or guide for other Grands Sites de France, Regional Natural Parks, or rural heritage communities, to support the creation of XR experiences using the project's tools; - the launch of a residency programme aimed at young professionals (archaeologists, mediators, creators, developers, etc.), to explore new immersive narratives rooted in the local territory, and to contribute to the evolution of the open-source tools by testing, adapting, or enhancing them based on needs identified in the field.
NTUA	<p>The AILS lab of NTUA is committed to disseminating the outputs of the project and particularly the results concerning the AR Tour Builder and the AR Tour Experience tours (a) as part of the joint project efforts (capacity building activities, dissemination channels etc) (b) as part of relevant initiatives and projects in which the lab participates, such as the AI4Culture initiative and the lab's role in the common European data space for cultural heritage; (c) its participation in conferences, workshop etc. Moreover, the tools developed by NTUA will become part of the tools offered by the NTUA spinoff, Datoptron, for further exploitation.</p>
EUROPEANA	<p>Europeana Foundation will disseminate the results of the project to its network and audiences of cultural heritage professionals where relevant to their work around data aggregation and 3D, including through editorial and at events. Additional outcomes such as training resources, tools and services descriptions will be disseminated through the dedicated platforms such as the Europeana training platform.</p>
EGI and affiliated entities	<p>EGI will support the dissemination of the project results as an activity aligned with the broader objectives of the EGI Federation. Furthermore, EGI and partners will promote the project at relevant events and webinars, highlighting, where appropriate, the Eureka3D Data Hub service.</p>
imec	<p>imec will leverage the results of Eureka3D-XR to reinforce its ongoing contributions to international standardisation, in particular in relation to the JPEG Trust initiative (ISO/IEC 21617). The project's emphasis on data quality, sustainability, and authenticity is closely aligned with JPEG Trust's mission to define an interoperable framework for provenance, trust, and quality in digital assets. Insights gained from the development of Eureka3D-XR tools, pilot scenarios, and cloud infrastructure will provide valuable input for this standardisation trajectory, including the definition of dedicated Trust Profiles as part of ISO/IEC 21617-2 (Trust Profiles Catalogue).</p>
Swing:It	<p>Swing:It aims to integrate the outcomes of the tools development in Eureka3D-XR (AI-based 3D modelling pipeline and web platform for XR/AR) into its range of services and innovative solutions for the cultural heritage, museums, and education. The products of the project could be used to support, e.g., new digitisation projects, immersive storytelling, and enhancement of cultural heritage experiences, by promoting adoption of these solutions among its network of clients and partners and encouraging reuse and replicability in other contexts and projects, both at European and at national level. Furthermore, Swing:It will continue to use the Data Hub as a repository for public models, leveraging it to increase the visibility and ease of sharing of future projects and strengthening the synergy with Europeana and its Portal to promote</p>

	open access and dissemination of digital content
meemoo	<p>As a service provider for CHIs in Flanders, meemoo digitises their collections, takes care of the preservation of the digitisation results and makes them available for certain target audiences. We will assess where the Eureka 3D-XR project results can help us to make our digitisation results available in a way that meets the expectations of our target audiences. We will also promote the results among the CHIs with whom we have a partnership.</p> <p>In addition to this we share knowledge with the broad cultural heritage field in Flanders, and give advice on digital heritage processes. We will disseminate the Eureka 3D-XR project results as parts of these activities. This will include communication about the results through our communication channels, publication of relevant results on our knowledge platform, presentations as part of training and other events.</p>
MIRALab	<p>MIRALab will continue to use and expand the Avatar Builder Workflow developed within Eureka3D-XR as part of its ongoing research on virtual humans for cultural heritage storytelling and immersive experiences. It will also advocate for the integration of the human avatars created through this workflow into future digital reconstructions, educational tools, and narrative applications, promoting inclusive and emotionally engaging interactions. The workflow, based on open-source tools and modular asset creation, will be applied in future educational, museum-based, and EU-funded projects to support the sustainable use of virtual avatars across VR, XR, and web platforms. Moreover, MIRALab will document and disseminate the workflow, datasets, and best practices through academic publications, training materials, and workshops, to encourage adoption by cultural institutions, researchers, and creative professionals. The assets and methodologies will also serve as a foundation for proposals in related areas, particularly in the context of digital heritage preservation, human-centric AI, and immersive narrative systems.</p>

7. Conclusions

This deliverable offers an overview on the Communication and Dissemination Plan and the initial reflections on the Exploitation Plan.

With regard to the Communication and Dissemination Plan, it includes the description of what is to be used for internal and external communication, focusing on the elements that are significant for effective implementation of the communication and dissemination activities within the EUREKA3D-XR project.

It should be noted that the communication channels used, as well as part of the resources exploited, come from the previous EUREKA3D project. The challenge and milestone of this plan for the current project is to get the most out of these assets in terms of dissemination and exploitation.

Concerning the Exploitation Plan, the document provides an overview for each expected outcome of its exploitation potential and the commentary and initial commitments expressed by the partners.

Considering these Plans as living documents, updates and improvements are foreseen in the next period, and will be reported in the following deliverables and through the EU Sygma portal.

Annex I: Partners social media accounts and websites

Eureka3D-XR Project Partner	Webpage about Eureka3D-XR Project	X	Instagram	LinkedIn	Facebook	Youtube Channel	Others (BlueSky, Vimeo...)
CRDI - Ajuntament de Girona	https://www.girona.cat/sgd/ap/cat/projectes_eureka3dxr.php	@arxiu_gi	@girona_cat	https://www.linkedin.com/company/ajuntament-de-girona/		https://www.youtube.com/channel/UCaseZybZAAlj3erq_ZbS5QQ	
Photoconsortium	https://www.photoconsortium.net/eureka3d-xr/	@PhotoConsortium	@photoconsortium		https://www.facebook.com/PhotoConsortium	https://www.youtube.com/@photoconsortium5083	
Europeana Foundation	https://pro.europeana.eu/project/eureka3d-xr	@Europeanaeu	@europeana_eu	https://www.linkedin.com/company/europeana	https://www.facebook.com/Europeana	https://www.youtube.com/@EuropeanaEU	https://bsky.app/profile/europeana.bsky.social https://vimeo.com/europeana
Bibracte	https://www.bibracte.fr/le-projet-europeen-eureka3d-xr	@BibracteBeuvray	@musee_bibracte	https://www.linkedin.com/company/48273351/admin/dashboard/	https://fr-fr.facebook.com/	https://www.youtube.com/@BibracteBeuvray?app=desktop	

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Cyprus University of Technology	https://digitalheritagelab.eu/our-projects/	@UNESCO_ DCH_ERA @CyUniTech	@mnemosyne_ eu @cyprusuniversi tytechnology	https://www.linkedin.com/school/cyprus-university-of-technology/	https://www.facebook.com/EU.Mnemosyne https://www.facebook.com/CyprusUniversityTechnology/?fref=ts	https://www.youtube.com/c/DigitalHeritageResearchLab https://www.youtube.com/c/CyprusUniversityTechnology	
EGI Foundation	https://www.egi.eu/project/eureka3d-xr/	@EGI_eInfra		https://www.linkedin.com/company/egi-foundation/		https://www.youtube.com/c/EGIFederation	https://bsky.app/profile/egieinfra.bsky.social
WCSS	https://wcss.pl/projekty/64/eureka3d-xr/			https://www.linkedin.com/school/politechnika-wroclawska/			
imec		@imec_int	@imec_int	https://www.linkedin.com/company/imec/?utm_source=website&utm_medium=footer-social	https://www.facebook.com/imecinternational/?utm_source=website&utm_medium=footer-social		https://vimeo.com/imecnanotube?utm_source=website&utm_medium=footer-social

NTUA (AILS)				https://www.linkedin.com/company/artificial-intelligence-and-learning-systems-laboratory/			
Swing:It	https://www.swing-it.net/eureka3d-xr/	@SwingItalia	https://www.instagram.com/softwareengineeringitalia/	https://it.linkedin.com/company/swing-it	https://www.facebook.com/softwareengineeringitalia/	http://www.youtube.com/@SwingitSocial	
meemoo	https://meemoo.be/nl/projecten/eureka3d-xr-innovatief-aan-de-slag-met-3d		@meemoo.be	https://www.linkedin.com/company/meemoo-vlaams-instituut-voor-het-archief	https://www.facebook.com/meemoo.be	https://www.youtube.com/channel/UCf9fgxEvDKDBd0398vAhY2A	https://vimeo.com/meemoo
MIRALab	https://miralab.com/project/eureka3d-xr/						
EUreka3D-XR Project	www.eureka3d-xr.eu	@eureka_3D	@eureka3d_xr	https://www.linkedin.com/company/eureka3d-xr		https://www.youtube.com/@EUreka_3DXR	