D7.3
Outreach & Dissemination Report 2
Editor: István Koren
## Revision History

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<th>Date</th>
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<th>Modification</th>
</tr>
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<td>0.10</td>
<td>30.11.2017</td>
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<td>0.11</td>
<td>30.11.2017</td>
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<td>0.12</td>
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<td>István Koren</td>
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</tr>
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<td>1.0</td>
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<td>Final review</td>
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Executive Summary

As specified in our Description of Action (DoA), WP7 builds and manages the WEKIT stakeholder community that will actively participate in the process of design, integration, validation and update of the WEKIT technological platform; builds a ground for successful exploitation of the project results; builds and maintains the community Web portal to serve as a gateway for community members; and creates awareness about WEKIT among the general public through the community portal, on social media and among potentially interested stakeholders attracting them into the community. This Deliverable 7.3 presents stakeholder community events and activities, further development and usage of WEKIT portal, as well as dissemination outcomes in the period of the second year of the project. Following the development of the first WEKIT prototype and its usage in the trials reported in D6.4, D6.5 and D6.6, the dissemination activities gained momentum by the available materials such as pictures, videos and further media that could be distributed on the WEKIT community webpage as well as the social media outlets of WEKIT. Several organized events and event participations strengthened the WEKIT community. In addition to the reaching out to the participants of the face-to-face events, the information reached stakeholders online, mainly through activities on Facebook. In the future, we continue our activities and plan to further align and combine the WEKIT community webpage with other activities calling for stakeholder outreach, mainly the requirements collection of WP1 and trial outcomes from WP6. The final iteration of this report, D7.4, will be released in M36.
1. Introduction

1.1. Scope and Objectives

This deliverable is the second version of the WEKIT dissemination report. It follows the first version of the WEKIT dissemination report that reported about the dissemination activities up until M12 of the project.

This report mainly follows the structure of the WEKIT Dissemination Plan (D7.1) and the first Outreach and Dissemination Report (D7.2). We relate project achievements to the milestones and key performance indicators formulated in D7.1.

1.2. General Principles

During all dissemination activities, the consortium adhered to the fundamental principles set in D7.1 in order to ensure effective implementation:

- **Shared responsibility:** all partners were involved in communication and dissemination.
- **Continuity:** communication activities ran uninterruptedly with some peaks coinciding with important WEKIT developments and events.
- **Adaptability:** all communication objectives and messages were continuously revised and adapted to specific interests of the identified stakeholders.
- **Diversity:** a broad range of cross-media channels and materials were used to reach the target audience.
- **Structuredness:** stakeholder groups were dealt with hierarchically, with various target audiences having primary, secondary or tertiary importance from the viewpoint of the communication action.

1.3. Target Audiences

The means of external communication can be divided into two groups by the audience they target: (a) Relevant stakeholders and the WEKIT Community and (b) General public. All outreach and dissemination activities discussed in this document addressed the different stakeholder groups identified earlier in D7.1.

In year 1, the consortium mainly targeted the Technology Enhanced Learning community (at face-to-face events, academic and non-academic publicity, and via social media). In year 2, we reached stakeholder groups beyond this group (through all channels, with a major increase of views of WEKIT videos on the project’s channel on YouTube and on the project’s Facebook page.
2. WEKIT Communication Strategy

2.1. WEKIT Community Development

As stated in D7.1, we want to use our experiences in dissemination from previous projects. In particular, we have identified the following approaches that we apply in WEKIT:

**Leading by Example.** The WEKIT WP leaders contribute regularly with relevant news to the WEKIT community portal and social media channels. In the first two project years, we released 20 news entries (https://wekit-community.org/blog-posts/) on the WEKIT community page. The news items mainly covered events we organized and took part in, as well as calls for papers for workshops and tracks we organized at conferences.

**Gamification.** WEKIT partners compete by given symbolic recognition for community activity. The activity is hereby measured automatically based on the activity on the WEKIT community portal. Community members are awarded points for the creation of new events and news items.

**Scheduled Dissemination Activities.** We provide a plan of dissemination activities in our internal file sharing solution including the responsibilities of individual partners.

2.2. Stakeholder Outreach

In the first year, the consortium concentrated its stakeholder outreach mainly on academia (SG1) and industry (SG3). At the first WEKIT community event held at the EC-TEL 2016, the project was presented to representatives from major European TEL-related research initiatives. These activities were continued in the second year. We were able to extend the outreach in the research community with various event organizations and participations. In particular, we organized a special track at the 3rd Immersive Learning Research Network conference (iLRN 2017) in Coimbra, Portugal. Research by WEKIT consortium members earned further recognition at this conference by winning the overall best paper award with the article “Technology Acceptance of Augmented Reality and Wearable Technologies”.

The WEKIT community organized a community event at the 12th European Conference on Technology Enhanced Learning (EC-TEL) in Tallinn, Estonia on September 12-15, 2017. The keynote “Work 4.0: Performance Augmentation for Industry 4.0” prominently placed the WEKIT community into the focus of the audience of the conference’s industry track.

**Table 1.** WEKIT Stakeholder register and example entries

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Stakeholder’s main interest</th>
<th>Exploitable results to share</th>
<th>Expected contribution/value for WEKIT</th>
<th>Collaboration schedule and timeline</th>
<th>WEKIT contact person (partner)</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMW</td>
<td>Procedural Guidance for Training and Operations</td>
<td>Bundles 3, 4, 6, 7</td>
<td>Joint research, potential additional pilot</td>
<td>Meetings in 2016; contribution to the BMW global knowledge</td>
<td>Fridolin Wild (OBU)</td>
</tr>
</tbody>
</table>
With the availability of the first tangible results of the development in line with the first industrial trials, we were able to increase our stakeholder outreach for SG2 (AR and WT developers) and SG3 (AR and WT training developers). We published a press release about the trials and released videos on our social media channels (cf. Section 3.4).

We are in discussion with public communities, local authorities and policy makers (SG6) to organize an EU panel in the context of employability concerning Augmented Reality development.

### 2.3. General Public Outreach & Awareness Creation

The plan for the general public outreach and awareness creation activities had been outlined in D7.1. This section reports on the status of these activities.

#### 2.3.1. Multimedia Releases About AR and WT Applications and Project Achievements

**WEKIT Press release 2 – Industrial Trials 2017**

The major results of the first cycle of R&D activities in the project became available after processing the results of the industrial trials organized by WEKIT partners within WP6. These outcomes have not only informed the second cycle of development and become the bases academic publications, but also shaped the public outreach. WEKIT wrote and released its second press release covering the trials and their results in a multimedia format, supplementing the printed version with videos featuring the WEKIT prototype and the trials.
The printed (text) version of the press release is available on the WEKIT website, and the associated videos are available on the WEKIT Youtube channel.

2.3.2. Public Presentations on AR and its Applications for Learning

The public presentations given by the WEKIT partners in section 3.3 of this report.

2.3.3. Reporting to Media and Information Multipliers

The second WEKIT press release has been disseminated by communication department of the project partners, led by academics OBU and RWTH (adapted for organizational context). The same press release has been submitted and published by the Digital Single Market news portal. During the first WEKIT, the project partners were interviewed by a local newspaper iTromsø. The article has been published in the online.

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2 https://www.youtube.com/channel/UCSCxuZ-PhOBq5dir-911ug
4 http://www.itroms.no/pluss/2017/04/28/Slik-skal-de-sikre-masterstudier-til-Troms%C3%B8-ved-hjelp-av-ny-teknologi-14655862.ece
3. WEKIT Communication Actions & Tools

3.1. WEKIT Community Web Portal

The community portal available under https://wekit-community.org since M2 (cf. M7.2) represents the main pillar of the project’s community activities. The technical backend of the community website is the open source WordPress system. It is one of the prime content management systems in the world and has a high reputation in the open source world for its extensibility. Its easy-to-use admin backend allows the consortium to collaborate on the creation and publication of new content in a few steps.

![Top Locations of WEKIT Community Portal Visitors (Jan 2016 – Nov 2017)](image)

3.2. WEKIT Website

In this section the new design of the WEKIT project website will be presented, and its performance will be analised.

The WEKIT website, available at wekit.eu has been redesigned and reorganized in order to get the user interested about the Project even through a more appealing website.
The main menu allows the access to:

- About WEKIT: general information about the project
- Pilots: a brief description of the three pilots
- News&Events: project news (e.g. announcements, key achievements), events and industry/research news relevant to the project
- Results: main outcomes of the project
- Contact Us: main contact to the project

Moreover the slider of the Home allows directly the access to:

- Pilot Page
- WEKIT.CLUB: link to the WEKIT Community Portal
- News&Events

The performance of the website will be evaluated through the AWStats (https://awstats.sourceforge.io/) Usage Analytic tool.

AWStats is a free, open source Web Analytics reporting tool, suitable for analyse data from Internet services. It goes deeper into the referring sites' information than most analytics packages. Data is visually presented within reports by tables and bar graphs. Static reports can be created through a command line interface, and on-demand reporting is supported through a Web browser CGI program. AWStats can be deployed on almost any operating system. AWStats support resources include documentation and user community forums.
During the second year of the project lifecycle the site has collected more than 320,000 hits and more than 50,000 visits from more than 40,000 unique visitors (cf. Figure 4). Visits reached peaks of over 4000/month from July to Nov 2017 (cf. Figure 5), while in the first year of the project the maximum was over 2000/month. The highest number of visits originated from United States, India, Ukraine and Italy (cf. Figure 6). The resources which raised most attention by visitors were some deliverables of different work packages (cf. Figure 7).
The main part of the visits comes from a bookmark, a link in an email or the direct address (87.6%) while the 6.2% comes from links from an external page (other web sites except search engines), mainly Facebook, and the 6% comes from links from an Internet Search Engine (mainly from Google). The Search keywords most used to reach the WEKIT website were: wekit, wekitproject and wekit|wearable experience for knowledge intensive training.

### 3.3. WEKIT Community Actions

In Y2 of the project, the consortium managed to disseminate WEKIT in the context of several community actions listed in Table 1. These include the originally planned actions presented in Table 1 of our dissemination plan (D7.1) plus several other appearances at unanticipated events such as conferences, technology shows, and festivals. In the following subsections, we highlight key community activities listed in Table 1 of D7.2 until November 2017.

The project consortium has adopted a slightly different strategy to the outreach activities from what is identified in the DOA. During both the first and the second year of the project, the consortium members have taken many opportunities (which could not have been planned) to disseminate the project results. Specifically in the second year of the project, it was challenging to identify a suitable venue for a single Community event, and therefore it was substituted with several smaller events organized by the WEKIT partners on the topic of WEKIT. Therefore, it was difficult to meet the milestone D7.3 for the second year of the project: “Community event 1/2/3 prepared”. It is verified with the “150 stakeholders” participating. However, the combination of the smaller events organized in the period (e.g., the Industrial track, ECTEL conference) will easily reach this number (Table 1).

**Table 2. WEKIT Community Actions on Outreach & Dissemination**

<table>
<thead>
<tr>
<th>Date</th>
<th>Facilitators</th>
<th>Event</th>
<th>Location</th>
<th># of attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>30.01.2017</td>
<td>OBU, RWTH</td>
<td>Orphee Rendez-Vous</td>
<td>Font Romeau, France</td>
<td>80</td>
</tr>
<tr>
<td>23.02.2017</td>
<td>OBU</td>
<td>BMW Global Knowledge Day</td>
<td>Oxford, UK</td>
<td>150</td>
</tr>
<tr>
<td>24.02.2017</td>
<td>OBU</td>
<td>Oxford University #oxengage AR/VR event</td>
<td>Oxford, UK</td>
<td>50</td>
</tr>
<tr>
<td>06.03.2017</td>
<td>OBU</td>
<td>SXSW</td>
<td>Austin, USA</td>
<td>13000</td>
</tr>
<tr>
<td>07.03.2017</td>
<td>RAV, CCA, OBU</td>
<td>AR &amp; VR Conference</td>
<td>London, UK</td>
<td>15000</td>
</tr>
<tr>
<td>24.03.2017</td>
<td>OBU</td>
<td>Presentation to Dr. Andrew Kaye, Government Office for Science UK</td>
<td>Oxford, UK</td>
<td>1</td>
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<tr>
<td>27.03.2017</td>
<td>OBU, GFT</td>
<td>H2020 Digital Learning Participatory Event</td>
<td>Luxembourg</td>
<td>60</td>
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3.3.1. ORPHEE Alpine Rendez-Vous

The WEKIT project was present at the ORPHEE Alpine Rendez-Vous in Font Romeu, France, on February 1, 2017. Fridolin Wild, the scientific coordinator from the Performance Augmentation Lab (PAL) of Oxford Brookes University and Ralf Klamma, the community manager from the Advanced Community Information Systems (ACIS) group at RWTH Aachen University, were asked to participate in the meeting as European experts in the field of technology enhanced learning. The participants worked on grand challenges in TEL the other days. In his presentation, Mike Sharples, from the Open University of the UK, put the grand challenges in an European and international context. He presented a lot of reports, mainly from US or UK institutions about the challenges in TEL. Fridolin Wild, an expert in the fabrication of grand challenges from the STELLAR days reflected on the challenges. His presentation was about WEKIT. In February, the WEKIT project had reached its second year, thus the presentation showed the ongoing development of our technology platform to support technology developers and training providers in AR and WELL (wearable enhanced learning). Ralf Klamma presented the legacy of European funded projects from a social network perspective. He explained the progression of project consortia over time and calculated the impact of projects for the invested money. Some of the assets produced in former projects are now used in the WEKIT project, for example the Requirements Bazaar.

After the presentations there were two panels. The first was to give feedback on the grand challenges and the second was to explore future funding opportunities. The 66 people in the audience were very interested in augmented reality training as conversations after the panels indicated. The Orphée network has created a mailing list for further interaction and we are happy to share our knowledge with our French colleagues.

3.3.2. SXSW Conference & Festivals

Dr. Fridolin Wild was part of an expert panel on ‘Separating hype from reality: AR/VR and learning’ at the education subconference of South by Southwest (SxSW) in Austin, Texas, on Monday, March 6, 2017. Together with Dan Moller from The Mill, Linda Bush and Mark Christian from Pearson
Education, the panel debated the pros and cons of Augmented Reality and Virtual Reality for learning at one of the world’s largest edtech events.

3.3.3. iLRN 2017

The Special Interest Group Wearable-Enhanced Learning (WELL) of the European Association of Technology Enhanced Learning (EATEL) organized a special track at the 3rd Annual Conference of the Immersive Learning Research Network (iLRN 2017) in Coimbra, Portugal. The conference’s topics of interest include immersive technologies, learning and training application, and games and entertainment amongst others. A particular focus were learning experiences across the augmented and virtual reality spectrum. The proceedings are published as full papers in Springer’s Communications in Computer and Information Science (CCIS) conference proceedings series.

The special track with the title Wearable Technology Enhanced Learning which was co-organized by WEKIT members took place at the second day of the conference and four papers were accepted to be presented.

WEKIT members contributed in total three papers to the iLRN conference:

- István Koren and Ralf Klamma. Community Learning Analytics with Industry 4.0 and Wearable Sensor Data
- Jan Schneider, Dirk Börner, Peter Van Rosmalen and Marcus Specht. Do you know what your nonverbal behavior communicates? – Studying a self-reflection module for the Presentation Trainer
- Fridolin Wild, Roland Klemke, Paul Lefrere, Mikhail Fominykh and Timo Kuula. Technology Acceptance of Augmented Reality and Wearable Technologies

The latter paper, Technology Acceptance of Augmented Reality and Wearable Technologies, won the best paper award of the conference.

3.3.4. EC-TEL 2017


The WEKIT Science and Technology director Dr Fridolin Wild, presented an opening keynote to the audience of the Industry Track of the conference (Fig. 8). The Industry Track at the ECTEL conference (http://industry-track.eu/) was running in parallel to the conference and attracted many European and local companies presenting their training solutions and technologies. The WEKIT presentation has become the highlight of event, covering the global trends of training and working in the industry and presenting the WEKIT platform as a means to facilitate performance augmentation and workplace training. The slides of the keynote can be found online.

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5 https://www.slideshare.net/fridolin.wild/professional-tel-40-performance-augmentation-for-industry-40
In addition, a joint article by the WEKIT community members has been presented by Alla Vovk (OBU).

3.3.5. Joint European Summer School on Technology Enhanced Learning 2017

At the 13th Joint Summer School on Technology Enhanced Learning (a primary European event for PhD students in TEL), a WEKIT workshop “Gamification for experience transfer with wearables and augmented reality” has been organized by OUNL. The workshop introduced AR and WT, as new technologies that can soon become commonly used in training practice, in particular for learning or/and monitoring new tasks. During the workshop participants were introduced to the WEKIT framework and to the concepts of expertise transfer via AR and WT, such as Hololens ™, as well as on the novelty error, and the concept of deliberate practice. Gamification was introduced as a strategy that can help learners to be engaged during practice, reflect on the execution and enable them to practice deliberately.

3.3.6. Establishing Contact with EU/US Policy Makers

In this second year of the project, the partners led by EP have established contact with the EU policy makers and made plans for further activities for the outreach to this stakeholder group.

EP as organized a Briefing Meeting to Paul Rubig Member of European Parliament and Vice Chairman of STOA on the topic of training with AR and WEKIT. This meeting led to the preparation of a larger European Parliament briefing event in Brussels on the topics of AR for industrial use, training and employment. EP, assisted by CCA, OBU and RWTH prepared a flyer to promote the event, which include the following sections:

* Augmented Reality to Raise Productivity, Bridge Skill Gaps, eg for Industry 4.0*
Legal, policy, and moral implications
Modernization of training
Improving innovation capacity and the integration of new knowledge
AR-based training
AR-based workplace learning
An example of benefits of AR-based training: WEKIT
  - Personalization
  - Easy production, updating and reuse of training materials.
  - High inspectability of performance
  - Performance improvements

3.4. WEKIT Social Media Channels

3.4.1. WEKIT Facebook Page

Facebook page: 69 group posts and 9 visitor posts during the second project year. The number of posts and their reach are high in the times of major project events (cf. Figure 9).

The average reach of videos posted through the WEKIT Facebook page is 603.

3.4.2. WEKIT Twitter Channel

The @WEKIT_Community Twitter account produced 82 tweets in the second year. The total number of tweets is at 185, following 134 users and 151 user is following WEKIT. The #WEKIT Twitter hashtag was used by 54 new users in the second year of the project. All users tweeted 411 unique tweets. This brings the Twitter account of the project to the total 900 tweets by 149 users. Figure 10 shows the temporal distribution of tweets. The figures are obtained from an internally developed analytics service available at http://crunch.kmi.open.ac.uk/people/~fwild/services/tweetalytics-weet.Rmw.
The most active and the most re-tweeted Twitter users who use the #WEKIT hashtag are @WEKIT_Community (project account), @klamma (Ralf Klamma, WEKIT Dissemination Manager), and @MikhailFominykh (Mikhail Fominykh, WEKIT responsible for public awareness). The map of re-tweets is shown below (Fig. 11).

![Figure 10. Number of Tweets with #WEKIT Hashtag](image)

![Figure 11. Map of Re-Tweets with #WEKIT Hashtag](image)
3.4.3. WEKIT YouTube Channel

The WEKIT YouTube channel contains all the public videos we produce within the project. The videos uploaded on YouTube are shared on WEKIT’s Twitter presence and on Facebook.

We have six videos online, the most recent ones are about the trials in the three application cases aircraft maintenance, medical imaging and astronaut training. The videos reached around 1700 views with an average view time of 1 minute. Figure 12 shows the geographical distribution of WEKIT videos on YouTube. The top geographies are Germany (15%), UK (14%) and Norway (13%), but there are also views from the United States (4.3%) and India (2.4%).

![Figure 12. Geographical Distribution of WEKIT Video Views on YouTube](image)

3.5. WEKIT Visuals & Promotional Materials

During the second year of the project, a new project logo has been developed (Fig. 8). The new style has been applied to the wekit.eu project website and to the wekit template for presentation slides. The current plan includes also updating the WEKIT flyer with a better focus on different target groups and also applying the new style.
Figure 13. New WEKIT logo
4. Conclusion

This report D7.3 presented the second iteration of the Outreach and Dissemination Report. It highlighted the dissemination and stakeholder outreach activities of the second project year. We thereby generally adhered to the planned structure of the original dissemination plan in D7.1 that was also followed in D7.2, the first version of this report.

The initial list of relevant stakeholders and stakeholder outreach opportunities shown in the annexes of D7.1 is continuously extended and structured and used as internal online collaborative reporting instrument by all partners (cf. M7.1). The stakeholder register started with D7.2 structures the collaboration with the most active stakeholders. The second large community event was held at the EC-TEL 2017 in Tallinn, Estonia. A special track on wearable-enhanced learning with participation of several WEKIT partners was held at the Immersive Learning Research conference (iLRN 2017) in Coimbra, Portugal.

Partners continued producing several multimedia, newsletter and print media articles, and holding numerous public presentations at venues relevant for the project and well visited by policy makers and innovators. As planned in D7.2, the social media activities gained momentum with the availability of the first version of the WEKIT.one technology platform. Several images and videos were produced at the trials in the domains of aeronautics, medicine and space.

In the future, we continue our activities and plan to further align and combine the WEKIT community portal with other activities calling for stakeholder outreach. We already started preparing for the 3rd and final community event. We plan to send out the invitation to 200 interested stakeholders to help sustaining the project results beyond the project lifetime.
WEKIT project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 687669. http://wekit.eu/