



# European Media and Immersion Lab

## D2.5 – Launch of FSTP Call

*WP2 –Call Setup Administration*

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**Abstract**

This document contains the actions relating to the opening of the FSTP call 2.



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## **1 Introduction**

The purpose of this deliverable ‘D2.5 Launch of FSTP Call 2’, is to document the EMIL Call 2 opening on the 12<sup>th</sup> of June 2023.

The deliverable ‘D2.1 FSTP text, application procedures’ aims to document T2.1 actions regarding the call preparation. T2.1 included the creation of all relevant documents and the establishment of procedures, criteria, and expectations regarding the FSTP applications. In the deliverable D2.2, the call website and the system to collect the proposals for FSTP projects have been introduced. The EMIL project has launched the first call on the 1<sup>st</sup> of December 2022, and its deadline was the 31<sup>st</sup> of January 2023.

More information about how the EMIL call website was built, the structure of it and all was stated in the deliverable D2.2 FSTP call website.

In the first call, proposals were collected through a dedicated website linked from the project’s main website, and their distribution to external evaluators (Independent Experts Panel – IEP’s) was carried out through Microsoft OneDrive, where the resulting evaluations from the IEPs were stored too.

## **2 The Opening of the Call**

It is very important that the applicants have easy access and a simple system to upload their proposals. Also advertising the call must be visible and it must reach the target groups. About 90 applications were received for the first call, being at the highest band of our expectations given the short preparation time since the start of the project, and the short duration of time for announcing the first call. For the second call we are expecting a higher number of proposals, as candidates will have had more time for preparing proposals. The proposals that did not get funding in the first call can apply again. In addition, the consortium was able to conduct a more intensive communication campaign regarding the second call, which will no doubt raise the number of proposals for the second call.

In this second call we have migrated the process away from the previously described platform to the EasyChair platform, which we think will optimise the FSTP management process and reduce the manual work (e.g. connecting proposals seeking evaluations and the IEP’s conducting them).

### **2.1 The Call 2 in the EMIL website and EasyChair**

The instructions of how to submit a proposal to EMIL Call 2 is explained in the Emil-xr.eu website, under the sub-page called “apply for funding”. The instructions include a word template to make the proposals easy to write and evaluate, and to make sure the proposals are submitted in the same format. The



maximum number of pages permitted is 15. The number does not include the technical and administrative information.

The applicants are advised to submit their proposal through the EasyChair conference software service, and that that will be the only channel accepted for submitting proposals.

## 2.2 The Call text on the Funding and Tenders portal

The information on the EMIL Call 1 and 2 were launched on the EU Funding and Tenders Portal (Figure 1)

The screenshot displays the EMIL-2 call announcement on the EC Funding and Tenders Portal. At the top, there are buttons for 'Cascade funding' and 'Grant', and a 'Go back to search results' link. The main content is organized into a grid with the following details:

Opening date <b>12 June 2023</b>	Deadline model <b>single-stage</b>	Call deadline <b>14 August 2023 23:59 (Brussels time)</b>	<a href="#">Open for submission</a>
Expected duration of participation <b>15 months</b>		Total funding available <b>€ 3300000</b>	
Project acronym <b>EMIL</b>	Full name of the EU funded project <b>European Media and Immersion Lab</b>		
Grant agreement number <b>101070533</b>	Topic <b>HORIZON-CL4-2021-HUMAN-01-06 - Innovation for Media, including eXtended Reality (IA)</b>		

**Submission & evaluation process**  
EMIL – the European Media and Immersion Lab project, co-funded by the European Union's Horizon Europe (HORIZON) programme under grant agreement No 101070533 and The UK Research and Innovation (UKRI), foresees as an eligible activity the provision of financial support to third parties, to achieve its own objectives. EMIL invites proposals, especially for areas related to the core competencies of the consortium partners and the four Lighthouse projects that reflect EMIL's expertise and supporting infrastructure. However, XR-project proposals that are not directly related to these four areas will also be considered. Submission will happen through the EMIL website and EasyChair. The submission guideline is available on the EMIL website. The evaluation process of the proposals will be open, and the proposals will be evaluated by a Programme Committee, an external Independent Expert Panel, an Expert Advisory Group and the project's support teams in the EMIL nodes. The General Assembly of the EMIL project will propose the projects for funding and European Commission will publish the information.

**Further information**  
The EMIL website (<https://emil-xr.eu>) will be the main information channel and will include the latest information of the opening and closing of the calls.

**Task description**  
EMIL, the European Media and Immersion Lab, is an Innovation Action co-funded by the European Union and Innovate UK. It is funded under Call "HORIZON-CL4-2021-HUMAN-01-06: Innovation for Media, including eXtended Reality – Part II". EMIL is a consortium of four partners. It is being coordinated by Aalto University in Finland and includes Filmakademie Baden-Württemberg in Germany, Universitat Pompeu Fabra in Spain and University of Bath in England. EMIL will establish both a physical and a virtual infrastructure for a pan-European laboratory that works to accelerate development of virtual, augmented and mixed reality technologies, content, services and applications for the media. To achieve this, EMIL will launch and coordinate financial support to third parties (FSTP) through two calls – providing total funding to XR projects of 5.6M EUROS. EMIL will also support the funded projects through the four partners' research excellence, technological and creative expertise and their wide contact networks. Moreover, each of EMIL's four partner institutions will demonstrate latest scientific research knowledge through exemplary Lighthouse Projects exhibiting excellence in the partner's areas of expertise: Narrative Media Production, Smart Garments, Animation, VFX, Embodied Interaction, Digital Cultural Heritage, Digital Health, Motion Capture/Analysis and technological XR development.

Figure 1. EC Funding and Tenders Portal with the EMIL Call 2 Announcement.

## 3 Dissemination of Call 2

EMIL Call 2 has been disseminated via the same platforms as Call 1: the EMIL website, EMIL social media channels (LinkedIn, Facebook, Youtube) and additionally at a live event during Filmakademie's FMX conference on April 25<sup>th</sup>,2023. A recording of the live event was published in May, 2023: <https://www.youtube.com/watch?v=TvF1sb6CWzs> (See also chapter 3.4.1).

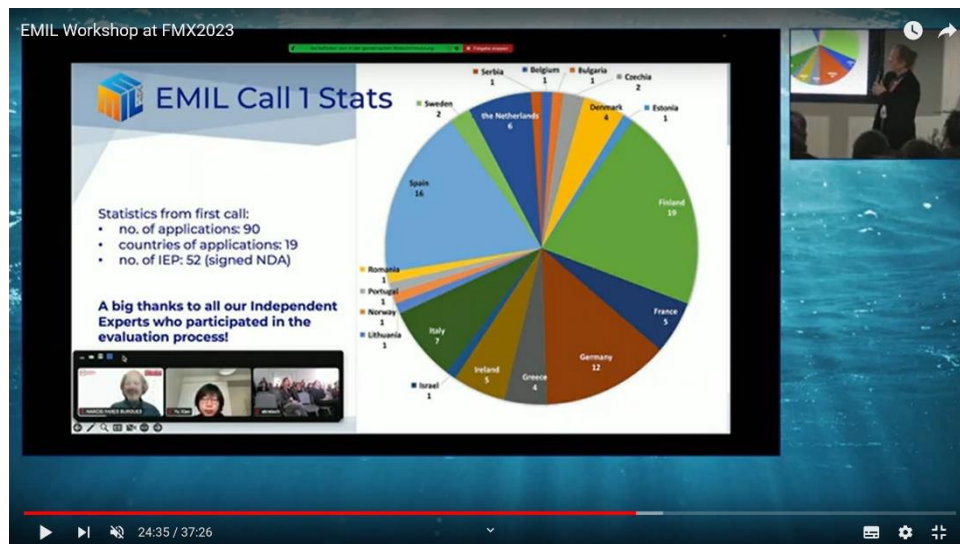


Figure 2. Screen Shot of the Youtube Video on the FMX Conference EMIL Call 2 Promotion Event.

### 3.1 Statistics from the Web and Social Media

The displayed statistics (see next page) first show the data from the period of April & May 2023 (up to May 15<sup>th</sup>), the two months leading up to the opening of Call 2. Then we show the data for the runtime of EMIL up until now from the project's start in 2022. All in all, at this point in time, the statistics show that the EMIL website and LinkedIn turn out to be the platforms with the highest reach, while Facebook reaches a considerably smaller audience. YouTube has a small reach but was always considered an upload platform mainly for supplying videos to the other dissemination platforms. In general, user activity peaked shortly before the deadline for Call 1. Due to a wider awareness on the EMIL project, we expect both higher numbers of proposals as well as higher user activity in the active phase of Call 2 from the publication right up until the deadline.



Statistics from April 1<sup>st</sup> to May 15<sup>th</sup>:

LinkedIn:

Followers: 551 (+93)

Average engagement rate for posts: 6,6%<sup>1</sup>

Facebook:

Followers: 57 (+6)

Likes: 45 (+3) Maximum Post Reach: 1.197 (-507)

Youtube:

Channel Views: 736 (+96)

Watch Time: 17,9h (+2,5h)

Subscribers: 14 (+3)

EMIL website:

Total visitors: 2118 (+178)

Total page views: 4938 (+1404)



Statistics from Dec 1<sup>st</sup> 2022 – today:

LinkedIn:

Organic impressions: 14.173

Organic Clicks: 816

Organic engagement rate: 4.13%

EMIL website:

Total visitors: 16.7k

Total page views: 33.9k

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<sup>1</sup> An average engagement rate of between 2%-6% is considered a “good engagement rate.” <https://www.adobe.com/express/learn/blog/what-is-a-good-social-media-engagement-rate#:~:text=A%20good%20engagement%20rate%20for,from%20your%20content%20marketing%20calendar>



### 3.2 EMIL Website

The EMIL website (<https://emil-xr.eu>) is constantly updated – with updates on the process of Call 1, with updates on the upcoming Call 2, with news about EMIL's activities and with answers to relevant questions that arrive in written form from potential applicants in the website's Q&A section.

### 3.3 Social Media Platforms

The weekly publication schedule is being upheld by partners. Information on Call 2 is being published on all platforms. Below is one of the postings on LinkedIn about the dissemination event at FMX, which reached 263 impressions, had 9 reactions and had an engagement rate of 18,63% - a very satisfactory number (cf. Footnote 1).

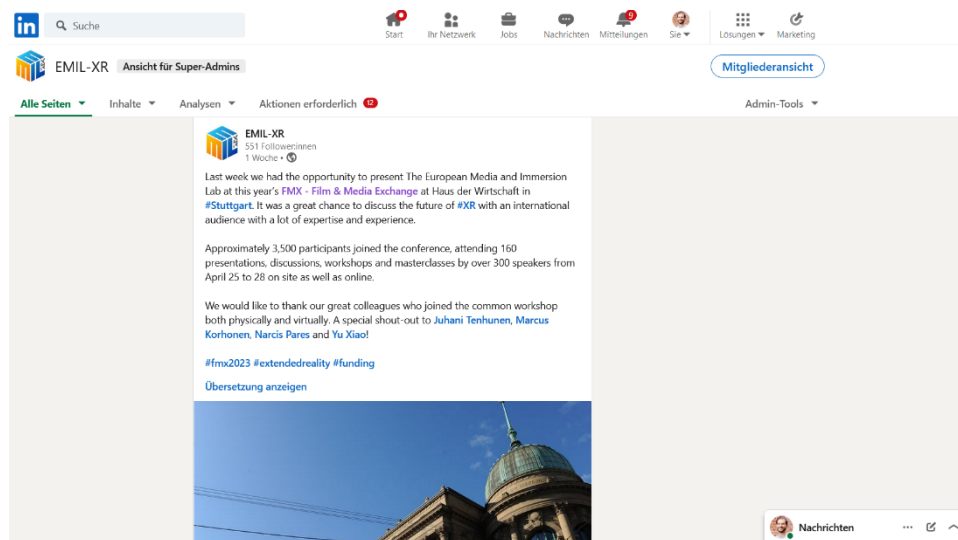


Figure 3. Posting on LinkedIn.

### 3.4 Other Dissemination Activities

#### 3.4.1 EMIL at FMX event in Stuttgart on 25 April, 2023

EMIL Call 2 was presented in the FMX2023 conference. FMX is a conference that was held for the 27<sup>th</sup> time in Stuttgart, Germany. Its roots date back to 1994. The conference this year gathered about 300 speakers and thousands of visitors and listeners online.

The EMIL workshop reached about 60 interested members of audience. The onsite presenters were Professor Volker Helzle, Alexander Kreische and Jonas Trottnow from FABW, and Marcus Korhonen and Juhani Tenhunen from Aalto University. Online presenters were Professor Yu Xiao from Aalto University and Professor Narics Pares from UPF.





The presentation was recorded, and it has been disseminated through social media channels. It is still available at: <https://www.youtube.com/watch?v=TVF1sb6CWzs>.

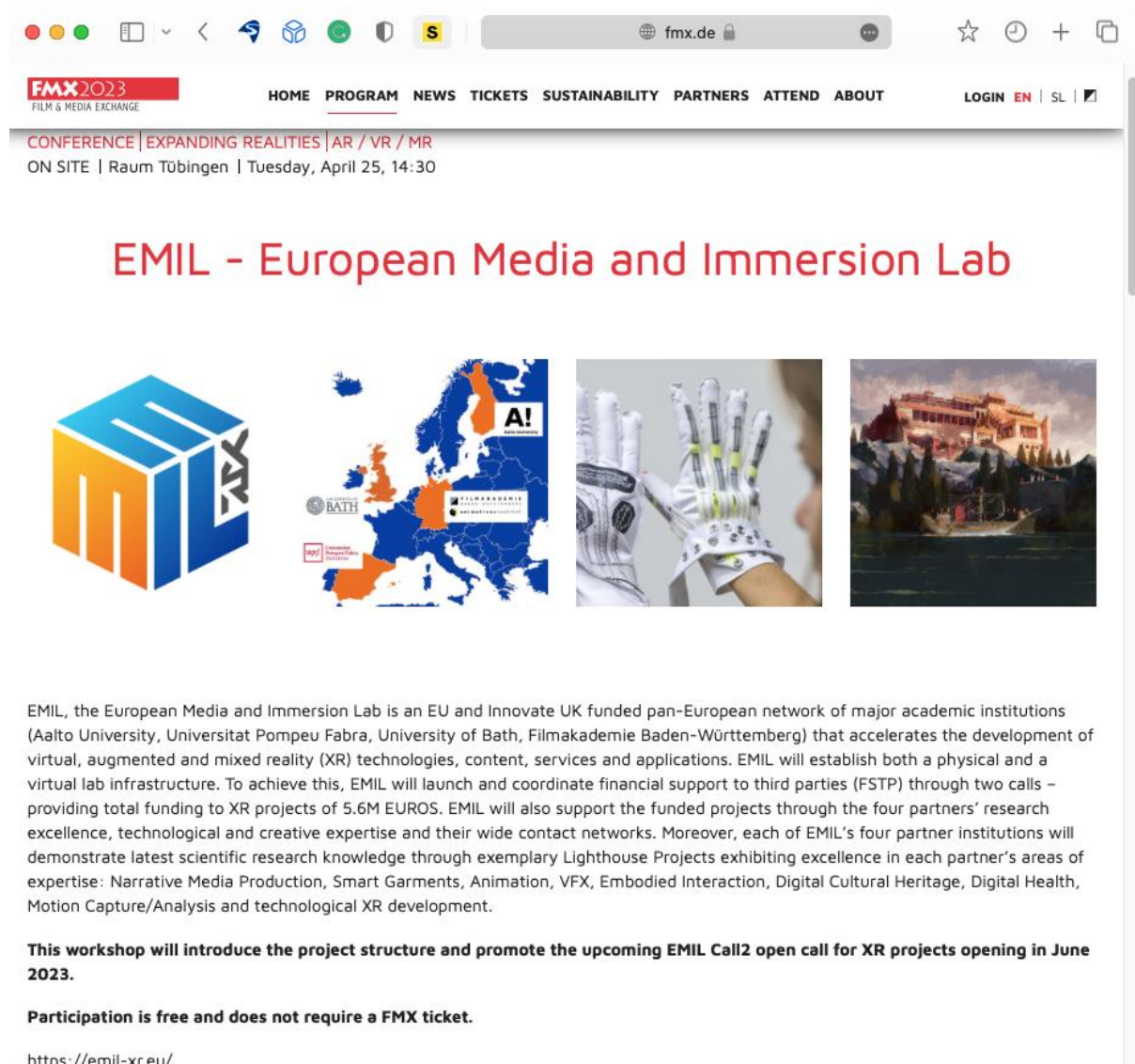


Figure 4. FMX Program Information on the EMIL Call 2 Workshop.



**Figure 5. Emil Call 2 was presented at FMX by Director Marcus Korhonen of Aalto Studios, Aalto University (pictured), Professor Volker Helzle, Alexander Kreische and Jonas Trottnow from FABW and the EMIL Project Content Manager Juhani Tenhunen from Aalto Studios, Aalto University were presenting the project call onsite, while Professor Narcis Pares, Universitat Pompeu Fabra and the EMIL Project Scientific Leader, Professor Yu Xiao of Aalto University held presentations via Teams. (Picture: Juhani Tenhunen).**

### **3.4.2 EMIL at the Integrated Systems Europe (ISE) Tradeshow 2023**

On February 3<sup>rd</sup>, 2023, EMIL and its Call 2 for FSTP was presented by Prof. Narcis Pares (UPF Node), in Barcelona at the most important international event on audio-visual technologies, the Integrated Systems Europe (ISE) Tradeshow 2023, at the stand of the Barcelona City Hall within a set of invited talks open to all ISE's attendees.

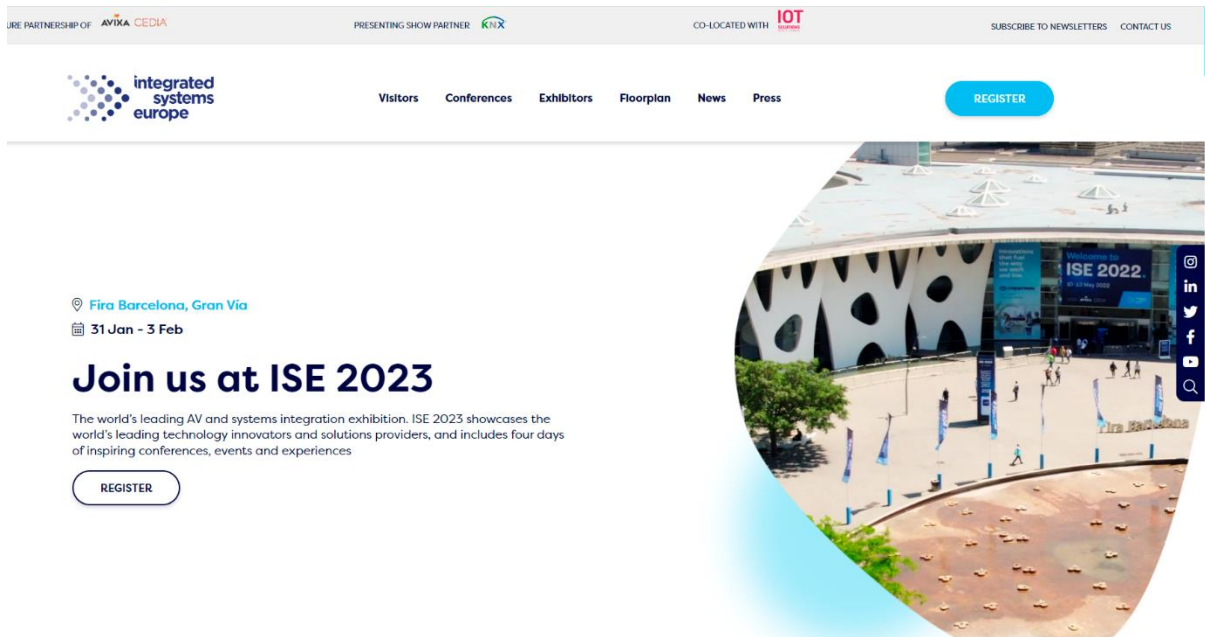


Figure 6. Emil Call 2 was presented by Professor Narcis Pares, Universitat Pompeu Fabra at ISE 2023.



### **3.4.3 EMIL at Expanded Media Sonar+D Festival and +RAIN Film Fest**

On June 16, 2023, EMIL and its second call for FSTP was presented by Prof. Narcis Pares (UPF Node), at the Expanded Media section of the internationally renowned music festival Sonar+D in Barcelona. This was done in agreement with the +RAIN Film Fest, the European festival of films generated using artificial intelligence (AI). The presentation was open to all attendees of Sonar+D and +RAIN Film Fest.

### **3.4.4 EMIL at the Department of ICT at UPF**

On June 20, 2023, EMIL and its second call for FSTP was be presented by Prof. Narcis Pares (UPF Node), in Barcelona at the event on Artificial Intelligence held by the Department of ICT of Universitat Pompeu Fabra in Barcelona. The PI of the Barcelona Node received an award from Universitat Pompeu Fabra for having achieved the Horizon Europe project EMIL.