



PRESS RELEASE - 18 December 2023

Europe steps into the **OPENVERSE: a bold initiative for a human-centric metaverse**

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The metaverse promises to revolutionise the way we engage with digital environments, whether for work, learning, or leisure and is expected to be the next big technology platform, worth 8 to 13 trillion € by 2030. In this global landscape, Europe needs to be at the forefront with the creation of virtual worlds that serve its users effectively but also strengthen its industry's technological leadership.

In this context, a consortium of leading European institutions announces the launch of **OPENVERSE, a new Horizon Europe Coordination and Support Action (CSA)** positioned to lead the creation of a human-centered European Metaverse, based on open collaboration and transparent standards.

Virtual worlds, known as metaverse, are persistent, 3D, real-time, immersive environments, blurring the line between real and virtual, for socialising, working, learning, making transactions, playing and creating. But these virtual worlds should be open, transparent, inclusive, ethically and environmentally responsible, but also capable of restoring the technological sovereignty of EU industry in the global scenario of competition.

The overarching aim of OPENVERSE is to contribute to laying the foundations of this European Metaverse by cultivating an expansive EU-wide ecosystem, featuring co-creation sessions that engage real end-users, enabling them to design, experiment and develop new technologies for the virtual worlds that meet their needs and preferences. This approach is expected to lead to a more equitable and inclusive digital realm.

OPENVERSE is also set to provide concrete knowledge backed by thorough technology assessments and foresight exercises. A comprehensive roadmap will chart Europe's course in the global metaverse scenario, presenting unparalleled opportunities for European industries to invest and innovate.

Key highlights of the OpenVerse CSA:

- Human-centric approach: Putting users at the heart of the digital experience, emphasising real end-user engagement and co-creation.
- Collaborative ecosystem: An expansive EU-wide network, fostering collaboration, innovation, and technological evolution.
- Roadmap for an open and co-created metaverse: Detailed assessments and foresight exercises to shape Europe's trajectory in the global metaverse landscape.

Francesco Mureddu, OPENVERSE project coordinator, stated: *“In a world where technological advancements are rapidly reshaping our realities, Europe stands at the forefront, championing the emergence of virtual worlds that embody openness, transparency, and inclusivity. Our vision for a European metaverse is not just about technology, but about fostering greater accessibility, ensuring user-centric experiences, and paving the way for innovative collaborations.”*

The OPENVERSE partners represent a blend of research institutions, technological enterprises, and innovative organizations from across Europe. Each brings their distinct expertise to this collaborative venture, ensuring its success and influence in shaping the future of the Metaverse. Consortium partners are [The Lisbon Council for Economic Competitiveness and Social Renewal](#) (Belgium) – project coordinator, [IDC](#) (Italy), [Martel Innovate](#) (Switzerland), [Trust-IT](#) (Italy), [COMMpla](#) (Italy), [Inspiring Futures](#) (Switzerland), [Politecnico di Milano – Department of Design](#) (Italy), [University of Galway](#) (Ireland), [Vrije Universiteit Brussel](#) (Belgium), [XR4Europe](#) (Belgium), [International Data Spaces Association](#) (Germany), [Data AI and Robotics \(BDVA\)](#) (Belgium).

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