



We've got a
job to do!

Virtual Worlds Association and the Co-Programmed Partnership

A European alliance for useful, open and human-centered virtual worlds solving real-world problems



**virtual Worlds
Association**

The VWA officially announces its establishment as an international non-profit association. The VWA aims to accelerate the rise of European virtual worlds by uniting communities, boosting world-class research, and moving innovations from academia to real-world markets and users.

A European need, a common ambition



Foundation

Agreement signed 3 June 2025 by 18 organisations from 8 countries preparing the European Partnership under Horizon Europe on Virtual Worlds.



Industry Impact

Immersive 3D environments shorten design-to-production cycles, improve safety, coordinate multi-site operations, and enable predictive maintenance.



Education & Training

Realistic simulations, continuous assessment and large-scale reskilling opportunities across sectors.



Unlimited creativity

Volumetric media and avatars, immersive events, adaptive gaming, with arts as a horizontal enabler in achieving Europe's green, digital, and inclusive goals

Virtual worlds are rapidly becoming **essential infrastructure** across manufacturing, energy, mobility, construction, culture, gaming and science. For Europe, they mean **productivity gains, new high-value jobs, and resilient value chains** aligned with European values of openness, trust and sustainability.

Missions of the VWA

01

Create Positive Impact

Tangible contributions to business, society and policy-making in Virtual Worlds realisation, solving real-world problems

02

Unite Communities

Energise and support communities developing enabling technologies and content across Europe.

03

Ignite Research

Drive world-class research for excellence and competitiveness in Virtual Worlds domains.

04

Transfer Knowledge

Bridge academic contexts to end-users through commercial sector, raising awareness of new business models.

05

Build Sustainable Future

Contribute to ethical, human-centric European future combining real and digital worlds.

The Association enables regional multi-partner cooperation to collaborate at European level, supporting co-creation, development and experimentation of pan-European Virtual Worlds applications and services.

The co-programmed partnership

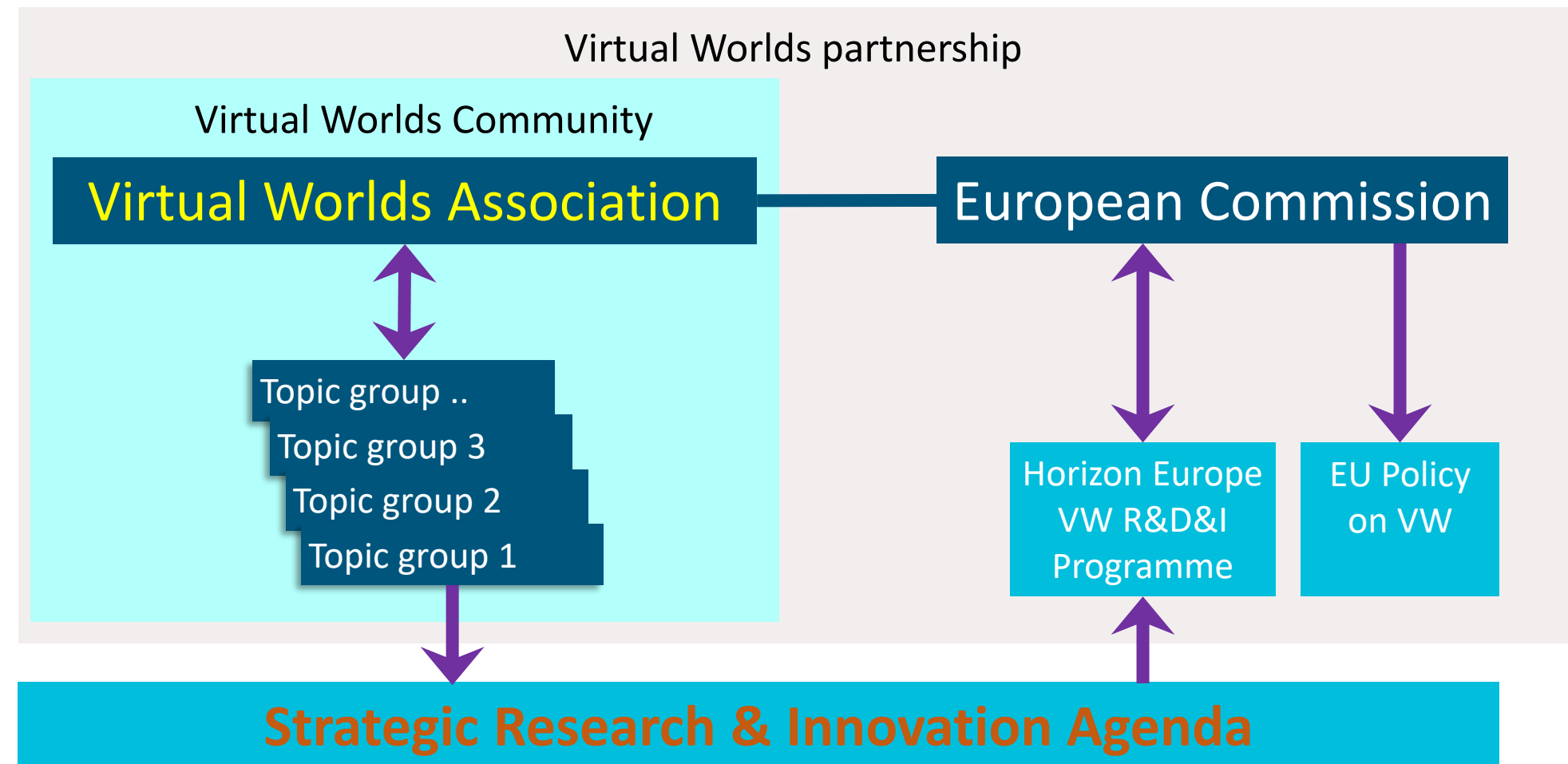


Virtual Worlds partnership

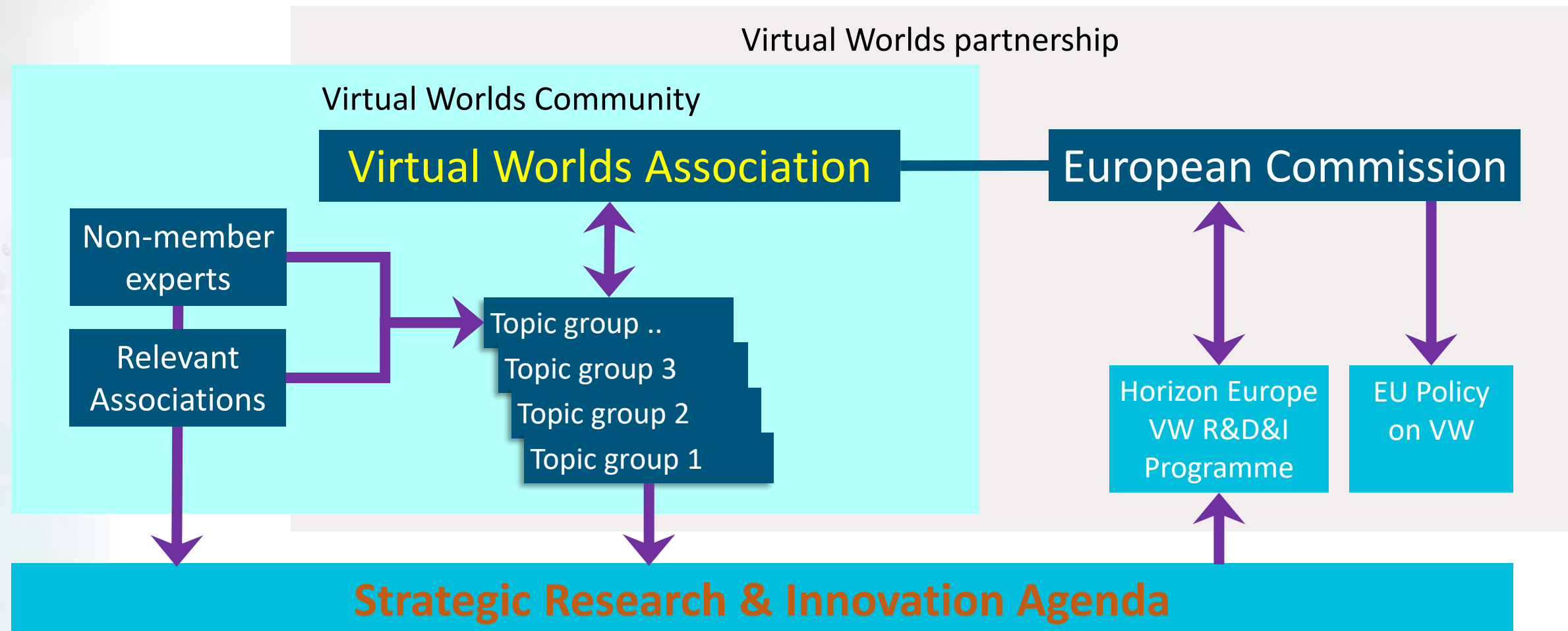
Virtual Worlds Association

European Commission

The co-programmed partnership



The co-programmed partnership



Horizon Europe partnerships: why?



■ Institutionalised Partnerships (Art. 185/7, EIT KICs)

■ Co-funded Partnerships

■ Co-programmed Partnerships

■ Proposed new candidate
European Partnerships under the
2nd Strategic Plan 2025-2027

For the EU

- Support the development and implementation of the R&I program
- Contribute to the EU's political priorities, such as the Green Deal, Europe's digital strategy
- Overcome the fragmentation of the R&I landscape, avoid duplication with national or regional activities
- Promote competitiveness and innovation.

For you

- Influence on the agenda
- Find (best) project partners
- Build (winning) consortia and proposals
- Get informed in advance
- Understand / interpret the call texts
- Contacts to top competence
- Build research and business relationships

[European Partnerships in Horizon Europe](https://www.era-learn.eu/partnerships-in-a-nutshell/european-partnerships)
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The Virtual Worlds SRIA

Industry &
logistics

Healthcare &
well-being

Media &
entertainment

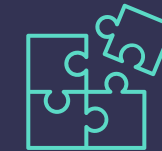
Arts &
culture

Education &
training

Security &
defence

City & public
administration

Break down silos, overcoming inefficiencies



Facilitate massive safety and sustainability gains



Enable collaborative decision-making



Inclusion through democratization of technology



The Virtual Worlds SRIA



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Healthcare &
well-being

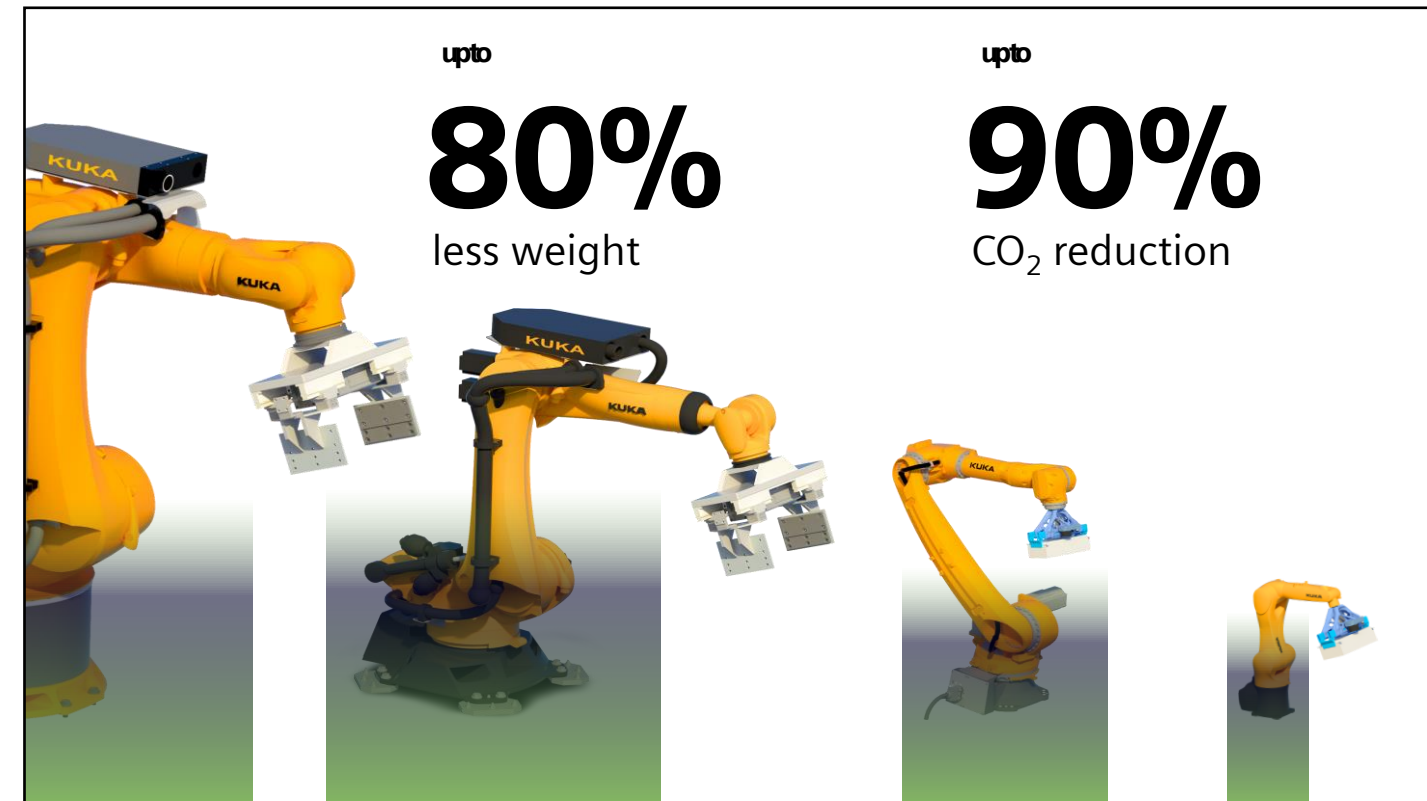
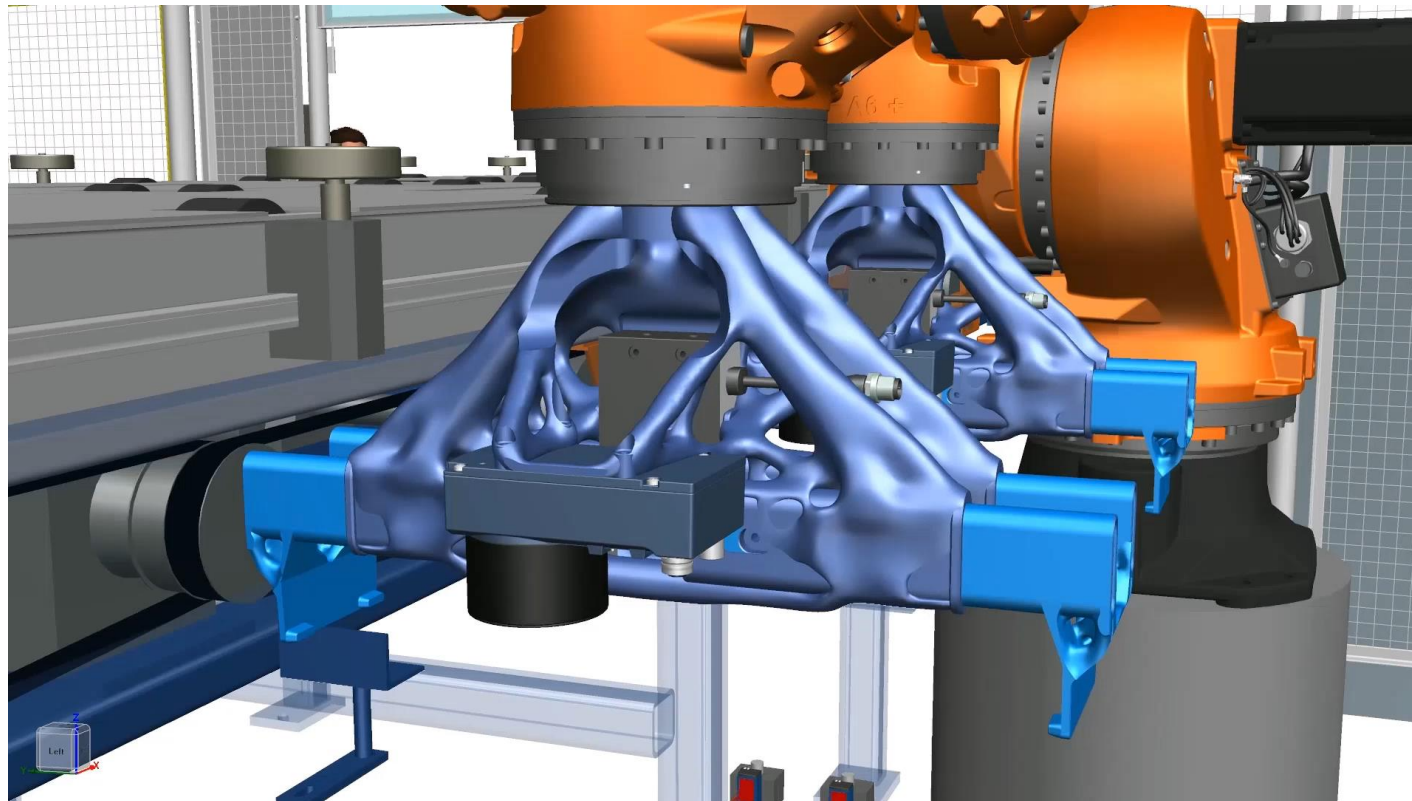
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Task 3: Bas-reliefs in the low poly virtual museum with haptic texture



Virtual Reality Museums – Poznań University of Economics and Business, Poland

The Virtual Worlds SRIA



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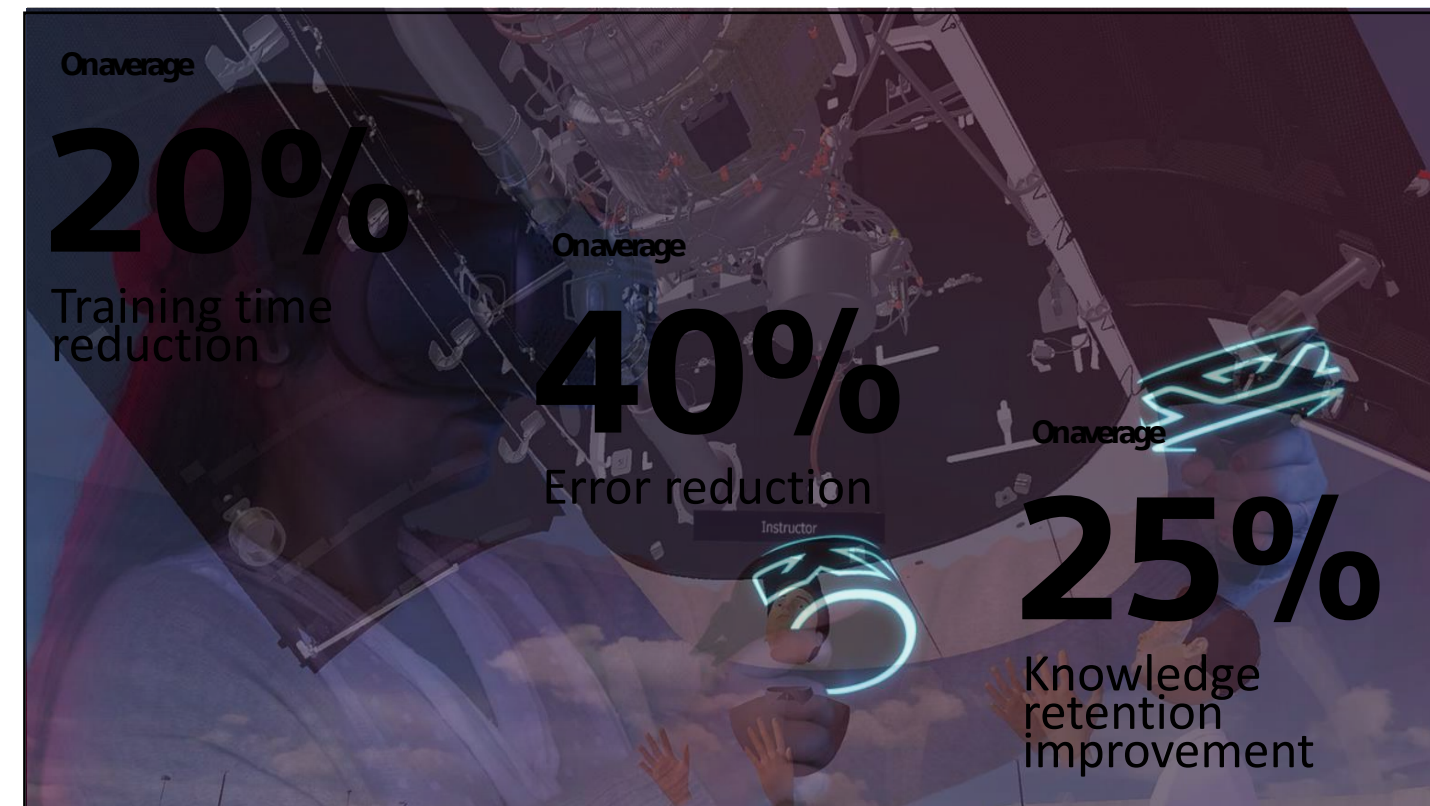
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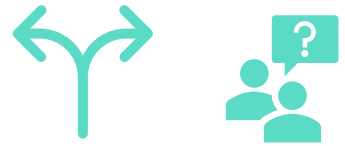
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administration



over
700

Cities with digital
twin by 2034

- ✓ new frontiers for city planning, public service delivery, citizen interaction, and administrative transformation
- ✓ promote trust in public decisions
- ✓ simulate “what-if” scenarios
- ✓ urban planning, emergency response

XR Participatory Design of Cities – Human-Tech/LabLENI – UPV, Valencia, Spain

The Virtual Worlds SRIA – in detail

Application domain chapters

1a

Industry &
logistics

1b

Healthcare &
well-being

1c

Media &
entertainment

1d

Arts &
culture

1e

Education &
training

1f

Security &
defence

1g

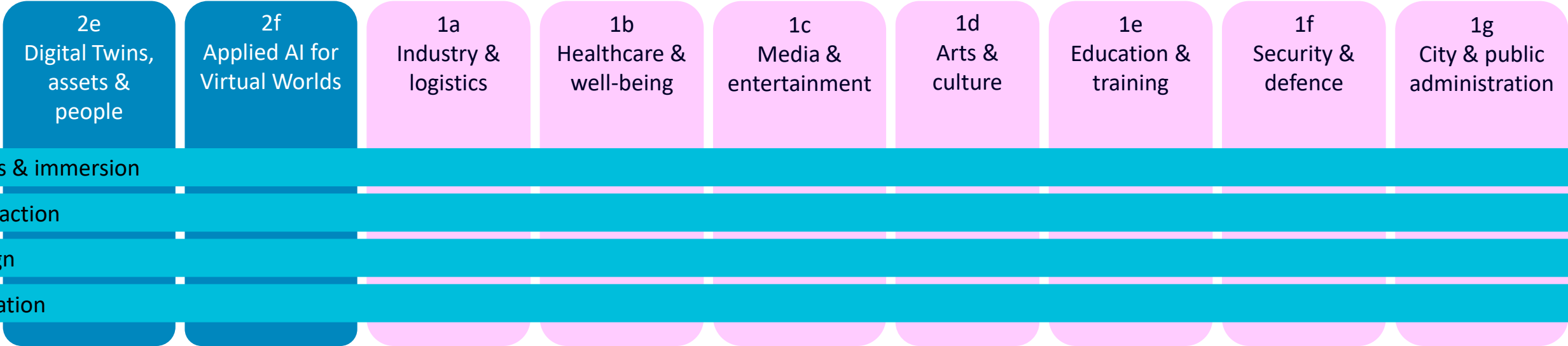
City & public
administration



The Virtual Worlds SRIA – in detail

Technology vertical chapters

Application domain chapters



The Virtual Worlds SRIA – in detail

Technology vertical chapters

Application domain chapters

2e Digital Twins, assets & people	2f Applied AI for Virtual Worlds	1a Industry & logistics	1b Healthcare & well-being	1c Media & entertainment	1d Arts & culture	1e Education & training	1f Security & defence	1g City & public administration
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Technology chapters

2a Visualisation, sensing, devices & immersion								
2b Intuitive, real-time user-interaction								
2c Authoring & experience design								
2d Interoperability & standardisation								

Socio-economic chapters

3a Human rights, safety, participation & societal values								
3b Governance & law enforcement								
3c Economics & innovation								
3d Sustainability, health & environment								
3e Trust & human oversight								

The Virtual Worlds SRIA – in detail

Technology vertical chapters

Application domain chapters

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Context chapters

4a Data governance, analytics & processing								
4b Infrastructure, networks & compute								
4b Optics & photonics								

Join the European eco-system for virtual worlds



A European alliance for useful,
open and human-centred
virtual worlds

join us: virtualworldsassociation.eu

Join us by registering on our website : virtualworldsassociation.eu

SIEMENS



vr̥t



SAP

POPULAR

VTT



IM.MERSION
IMAGINATION, INTERACTION ...

dfki
ai



umec



KU LEUVEN

