



Amplify - Advocate - Facilitate

ABOUT XR4EUROPE

XR4Europe is a pan-European association dedicated to uniting XR professionals, organisations, and initiatives across the continent. Our members include national and regional associations, universities and research institutions, companies large and small, entrepreneurs and creators.

XR4Europe traces its roots back to the EU-funded XR4ALL project, which ran from December 2018 to August 2020, after which XR4Europe was established as a non-profit association based in Brussels.

Presently, XR4Europe is a partner in the Horizon Europe projects XR4HUMAN and OPENVERSE, both of which have been designated as Coordination and Support Actions (CSAs) for the EU's Initiative on Virtual Worlds and the future Virtual Worlds Partnership.



MISSION

XR4Europe's mission is clear: to support policymakers, XR researchers, and practitioners across the continent of Europe. Together with associations and SMEs, researchers, and artists, we want to build a future for the European immersive ecosystem that we can all be proud of: one that represents human-centred values and that creates lasting societal value.

THREE PRINCIPLES GUIDE OUR ACTIVITIES:

01

Amplify:

Elevate the voices of our members, helping them reach new audiences and markets and to be heard at the European level.

02

Advocate:

Represent the needs and concerns of the industry and its stakeholders at the European level, engaging with counterparts, such as the European Commission and international initiatives.

03

Facilitate:

Create new opportunities for our members through matchmaking, scouting, and real-time information about open calls and funding opportunities.

OUR BOARD OF DIRECTORS



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Javier Campos

OUR TEAM



Managing Director
Michael Barngrover
michael at xr4europe.eu

TIMELINE



XR4EUROPE IN NUMBERS

+12



Event
Partnerships

+7000



LinkedIn
Followers

3



Active EU-funded
Projects

+1800

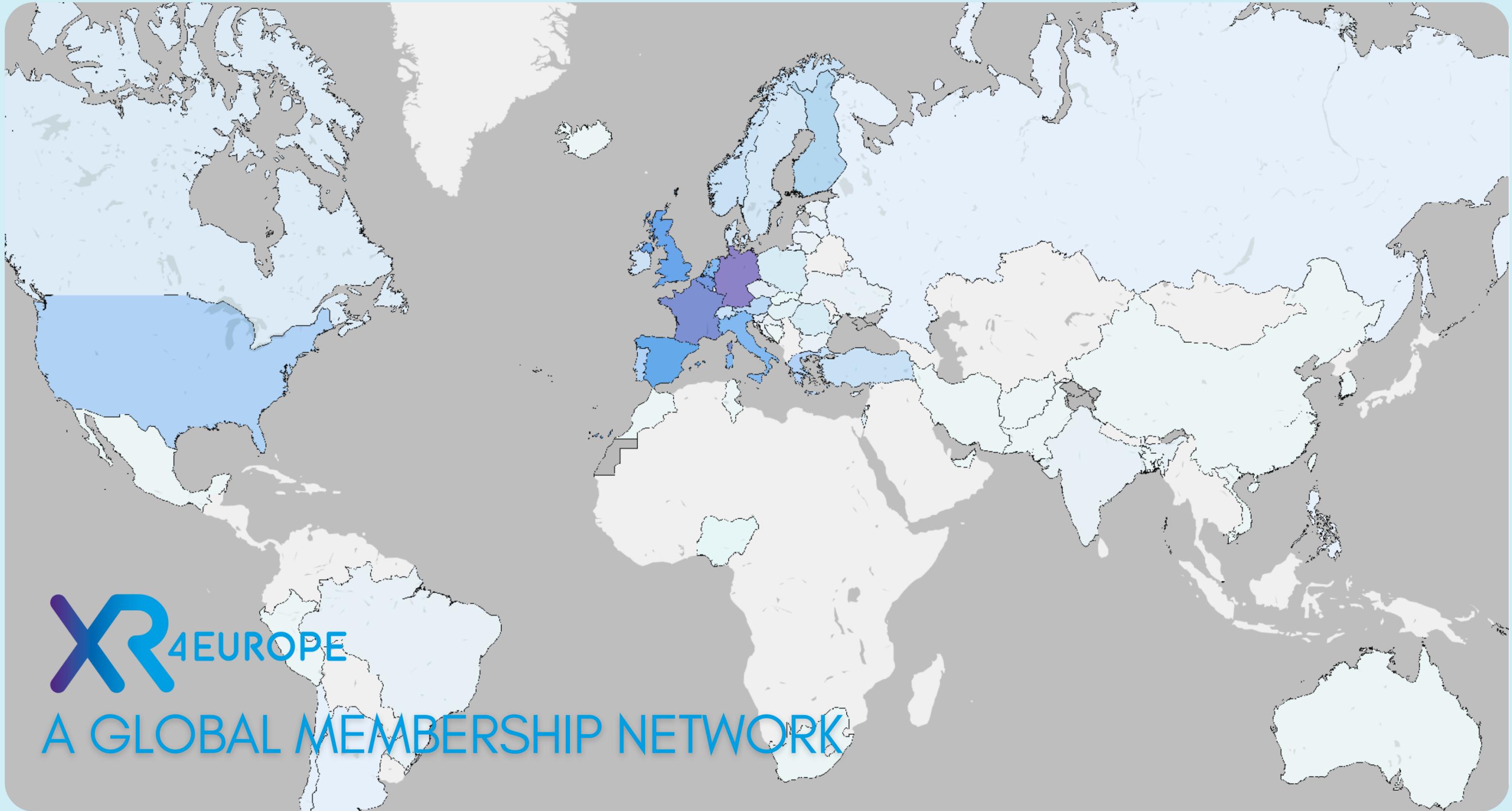


Total Members
Full / Associate /
Professional /Free

+30



Members'
Countries



XR4EUROPE

A GLOBAL MEMBERSHIP NETWORK

OUR FULL AND ASSOCIATE MEMBERS

GOLD ASSOCIATE



SCHOOL OF ARCHITECTURE & DESIGN



FULL & FOUNDING



SILVER ASSOCIATE



STARTUP/SME ASSOCIATE



OUR SERVICES

- Amplifying your voice at the European level through participation in events, panels, and workshops
- Advocating for your needs to European policymakers and institutions
- Facilitating networking and matchmaking from our extensive pool of companies, institutions, and professionals
- Supporting you in building consortia for EU-funded projects
- Informing your organisation of European events, news, open calls
- Promoting your organisation with branding opportunities via our communications channels and at virtual and physical events
- Granting access to exclusive channels in our Discord server, with exclusive news and opportunities
- Scouting and matchmaking for talented XR creators and SMEs

OUR MEMBERSHIP PACKAGES

FULL MEMBER

Exclusive for associations, clusters and hubs that want the full access to our services and the maximum visibility at the European Level

per year
950€

GOLD ASSOCIATE

For XR companies, universities and organisations that want the full access to our services and the maximum brand visibility at the European Level

per year
1500€

SILVER ASSOCIATE

For XR companies, universities and organisations that want the full access to our services but don't need enhanced brand visibility

per year
750€

STARTUP / SME ASSOCIATE

For small and medium companies that want to keep up with industry news and to participate in our exclusive events, opportunities, and industry research

per year
250€

PROFESSIONAL

Exclusive to individuals that want to keep up with industry news and to participate in our exclusive events, opportunities, and industry research

per year
100€

ENTRY-LEVEL

Intended for anyone who wants to get to know us and access the services we offer for free including updates on European events, news and initiatives

FREE

OUR SERVICES

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	FULL MEMBERSHIP 950 €	GOLD ASSOCIATE 1500 €	SILVER ASSOCIATE 750 €	STARTUP / SME ASSOCIATE 250 €	PROFESSIONAL 100 €	ENTRY-LEVEL FREE
News & Dissemination						
Newsletter (receive)	●	●	●	●	●	●
Newsletter (contribute)	●	●	●	●	●	○
Social Media posts/shares	●	●	●	●	○	○
VR & LinkedIn Live Events						
Access to Exclusive Events	●	●	●	●	●	○
Panel and Interview Participation	●	●	●	●	○	○
Branding / Logo Visibility	●	●	○	○	○	○
Physical Events						
Ticket & Booth Discounts at Industry Events	●	●	●	●	●	○
Speaking Opportunities	●	●	●	●	○	○
Access to Workshops / Networking Events	●	●	●	●	○	○
Matchmaking						
Project Consortium Calls	●	●	●	○	○	○
Investors / Collaborators / Partners	●	●	●	●	●	○
Research						
Contribution to Reports / Surveys	●	●	●	●	●	●
Report Branding / Logo Placement	●	●	○	○	○	○
Access to Full Reports	●	●	●	●	●	○
Discoverability						
Access to Exclusive Discord Channels	●	●	●	●	●	○
Website Branding & Logo Placement	●	●	○	○	○	○

VIRTUAL OPPORTUNITIES FOR FULL & ASSOCIATE MEMBERS

28th January 2026
ONLINE

Virtual Worlds Connect

Brokerage event

REGISTER NOW

Industry Contact Point Digital Transformation
Industry Contact Point Industry 4.0
Industry Contact Point Medical Technologies and Health
Ministry of Science and Higher Education Republic of Poland
XR4EUROPE

XR4Europe organises events to help its members engage directly with EU-funded initiatives, consortia, and policymakers, supporting matchmaking, knowledge exchange, and improved access to European funding opportunities.

Opportunities for : project pitching, consortium building, EU funding briefings, targeted networking

Deep Dive Discussions:
Presenting the **XR4HUMAN** Experience Library

LOGO XR4EUROPE

To empower the community to highlight their commitment to best practices, the XR4Human Project has created an interactive, curated library that hosts eXtended Reality (XR) experiences. Dr. Oliver Schreer and Dr. Faisal Mushtaq join this edition of Deep Dive Discussions to discuss the design and objectives of the Experience Library and how its curation serves the needs of the European XR ecosystem.

Dr. Oliver Schreer
Head of Immersive Media & Communication Group
Fraunhofer Heinrich Hertz Institute HHI

Dr. Faisal Mushtaq
Co-Director of the Centre for Immersive Technologies
University of Leeds

Date 7 May | **Time** 16:00 CET / 10:00 EST | **Location** LinkedIn Live

LOGO LOGO LOGO LOGO

XR4HUMAN

XR4Europe's LinkedIn Live events showcase member expertise through curated talks and discussions, using XR4Europe's platform to increase visibility, discoverability, and professional reach across Europe's XR ecosystem.

Opportunities for : expert talks, panel discussions, project showcases, audience Q&A, sponsorships for Gold Associate members

PHYSICAL OPPORTUNITIES FOR FULL & ASSOCIATE MEMBERS



IMPULSE matches content creators and entrepreneurs with investors and advisors at partner events throughout the year.

Opportunities for : programme sponsors, networking drinks, match-making events



XR4Europe supports European XR events through content programming and production support, creating value for members by boosting visibility and access to high-quality stages, audiences, and decision-makers across Europe.

Opportunities for : stage presentations, panel speaking, workshop leadership, moderated discussions, discounted passes

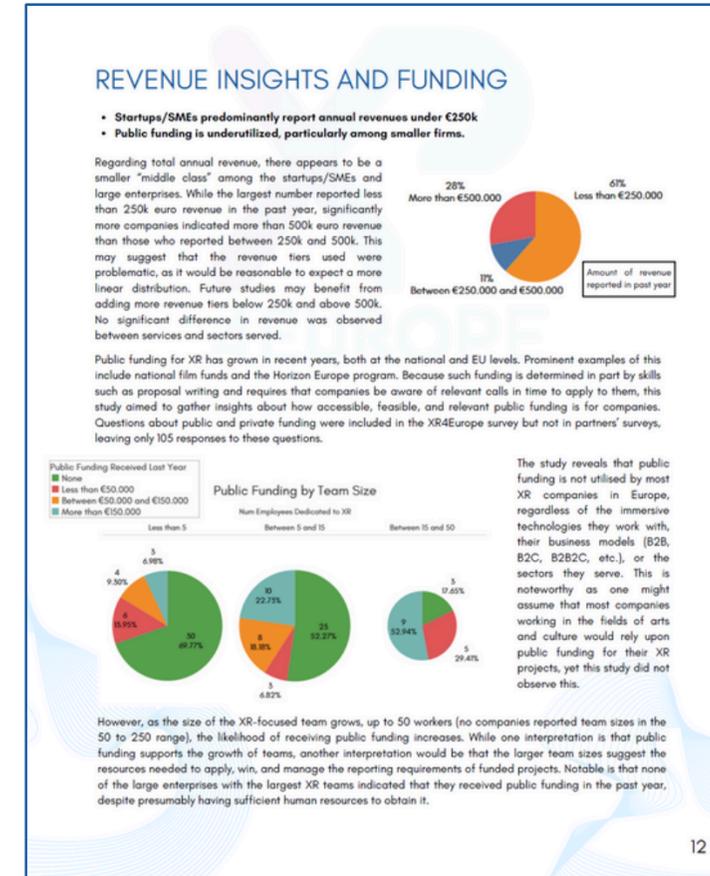
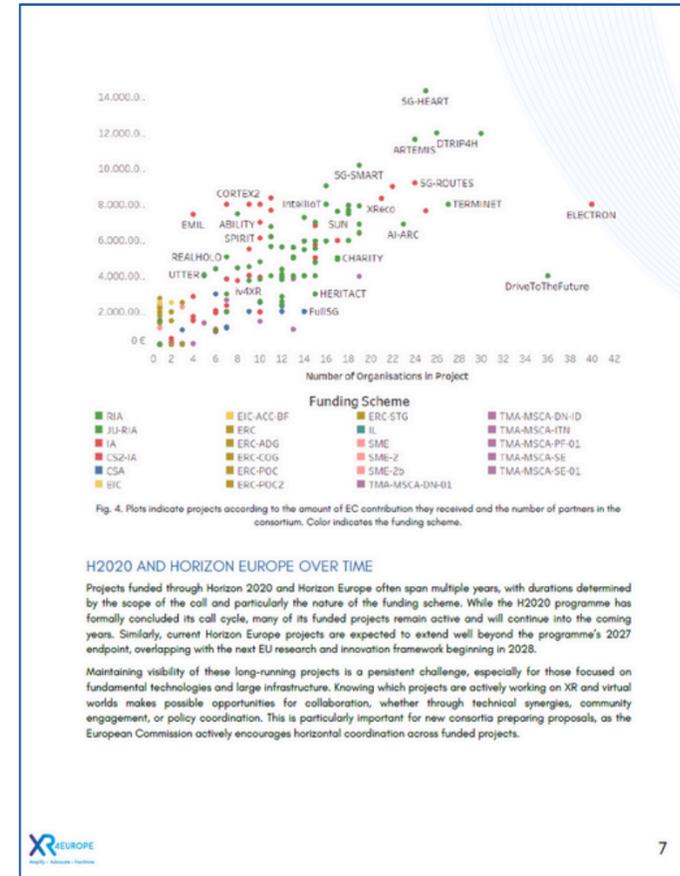
INDUSTRY RESEARCH & SPECIAL REPORTS

XR FUNDING IN H2020 & HEU FULL REPORT

A living document created by XR4Europe to support its members in understanding the Horizon Europe programme and identifying opportunities and strategies for participation and consortium building.

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ACKNOWLEDGEMENTS

This research could not have been conducted without Federico Anselmi, who worked to research, plan, and finalize the survey questions. Earlier research conducted for XR4Europe by Sonya Seddarsan explored the Bulgarian XR ecosystem, and the results of that interview study helped to inform the questions we sought to answer in this study. The final survey was designed with inspiration from research produced by INMERSIVA XR and the XR Landscape Austria report by Matthias Grabner and Clemens Wauer.

Ultimately, INMERSIVA XR's Lorena Gonzales and Vicky Yason were instrumental in sparking this research effort by providing XR4Europe with a clear initial target in the form of their own efforts to compare the Spanish XR market with the rest of Europe. Their multi-year longitudinal research is our aspiration example. We'd also like to thank the team of Eimmerive, Camille Donegan, Mark Roddy, and James Corbette, and Luis Bravo Martin, lead author of the Portugal XR Report 2024, for their support in sharing the anonymized results of their own respective national research efforts. In addition to these partners, XR4Europe would like to thank our member associations, clusters, hubs, and network partners for helping to disseminate the first edition of our survey and make this research possible.

Of course, our biggest thanks goes to all of the SMEs, universities, foundations, and associations that shared their information by participating in this research, either directly with XR4Europe or with its partners, Eimmerive and the authors of the Portugal XR Report. Below and on the following pages are many, but not all, of the many organisations across the continent that participated in this study.

XR4Europe's industry research activities, including the European XR Industry Report and the XR Funding in H2020 & HEU Report, provide authoritative insights referenced by policymakers and stakeholders across Europe. These reports enhance member visibility through featured case studies and analysis, with exclusive in-depth data for Full and Associate members. Sponsorship and branding options further amplify reach and positioning.

Opportunities for : report features, sponsored editorials, thought-leadership essays, branding visibility



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the most suitable package for you