



Amplify – Advocate – Facilitate

ABOUT XR4EUROPE

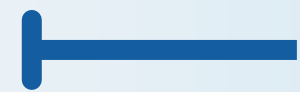
XR4Europe is a pan-European, non-profit membership association dedicated to uniting XR professionals, organisations, and initiatives across the continent. Its members include national and regional associations, universities and research institutions, companies large and small, entrepreneurs, creators, and ecosystem organisations working across XR, immersive technologies, and virtual worlds.

XR4Europe traces its roots back to the EU-funded XR4ALL project, which ran from December 2018 to August 2020. It was subsequently established as a Brussels-based international non-profit association to continue supporting collaboration, representation, and knowledge exchange across Europe's XR ecosystem.

Today, XR4Europe is active in European initiatives spanning virtual worlds, ethics, interoperability, healthcare, skills, education, culture, and ecosystem development. Its project work includes XR4HUMAN, OPENVERSE, VIVE, ViWAS, LIL-ECHOES, LEAP-XR, and VR Health Champions, alongside applied initiatives such as the IMPULSE Programme. Through these activities, XR4Europe contributes to stakeholder engagement, dissemination, ecosystem mapping, policy dialogue, responsible innovation, and the continued uptake of European XR tools, standards, and practices.



MISSION



XR4Europe's mission is to strengthen Europe's immersive ecosystem by supporting policymakers, XR researchers, practitioners, companies, associations, creators, and cultural communities across the continent. Building on initiatives such as XR4HUMAN, we work to advance a European future for XR and virtual worlds that is collaborative, competitive, and grounded in human-centred values, responsible innovation, and 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



Virtual Switzerland
Laetitia Bochud



IMAGE3D EUROPE
Alexandra Gerard



FRAUNHOFER HHI
Oliver Schreer

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EXECUTIVE TEAM



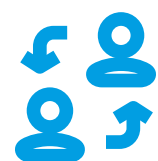
Managing Director
Michael Barngrover



**Communications &
Community Manager**
Lorena González

XR4EUROPE IN NUMBERS

+15



Event
Partnerships

+7500



LinkedIn
Followers

8



EU-funded
Projects

+1800



Total Members
Full / Associate /
Professional /Free

+30



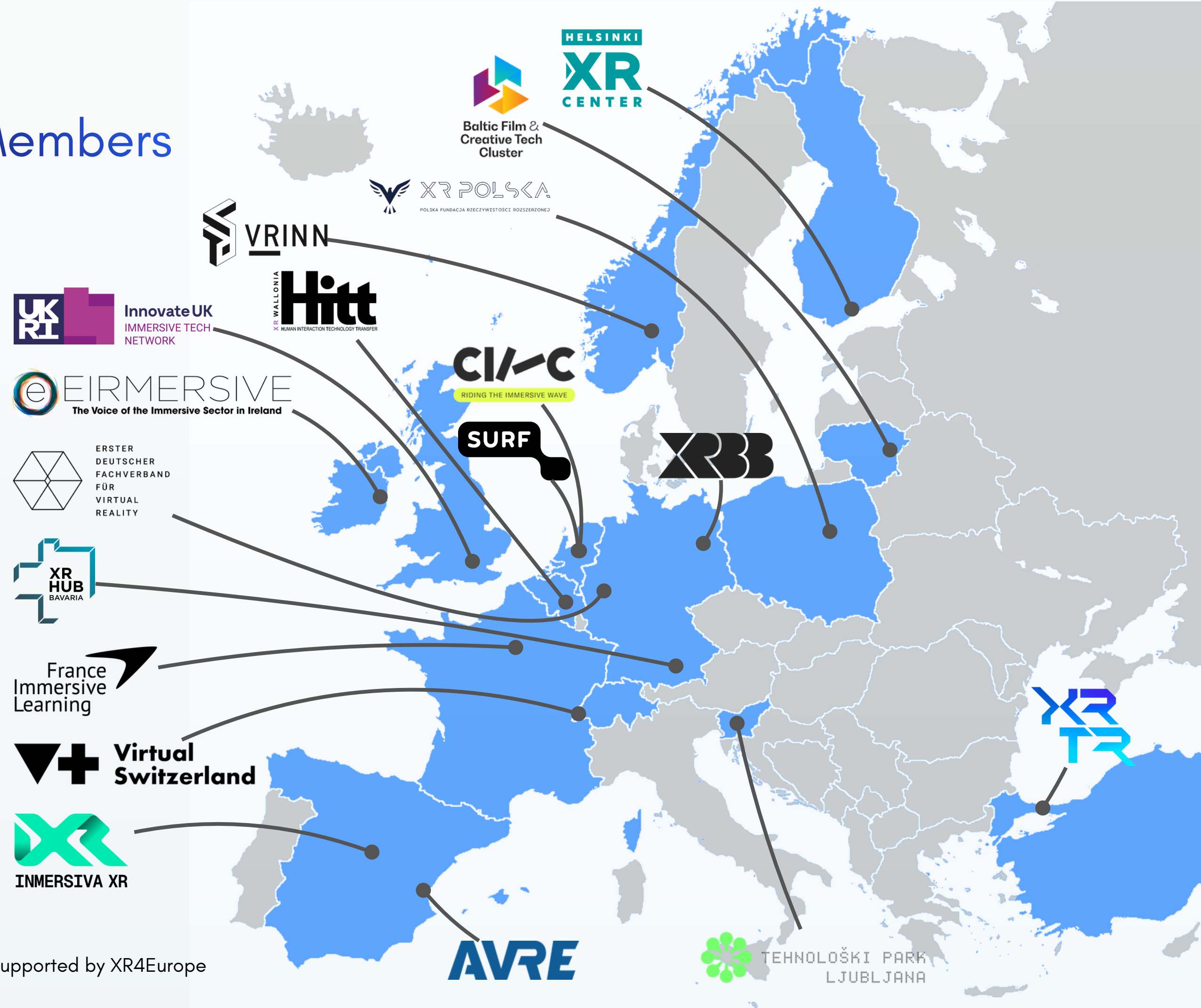
Members'
Countries

XR4EUROPE's Full Members

XR4Europe's Full Members are national and regional associations, clusters, and hubs supporting XR, immersive technology, and virtual worlds ecosystems across Europe.

XR4Europe supports Full Members with EU-level insights on policy, funding, industry trends, research opportunities, and stakeholder consultations. We connect regional and national ecosystems through cross-border matchmaking, online meetups, workshops, and showcases using European XR and virtual worlds platforms.

Through our Membership Discount Programme, members in good standing of participating Full Members receive a 33% discount on XR4Europe membership fees, strengthening the engagement of European companies, institutions, and professionals across local, national, and European levels.



*XR Polska and XR Türkiye are partner community associations supported by XR4Europe

OUR FULL AND ASSOCIATE MEMBERS

GOLD ASSOCIATE



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



*33% Discount Available to members of XR4Europe's Full Members

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OUR SERVICES

Amplify - Advocate - Facilitate

	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

Logos at the bottom: 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, and 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 has matched content creators and entrepreneurs with industry decision makers and advisors at partner events over the past five years.

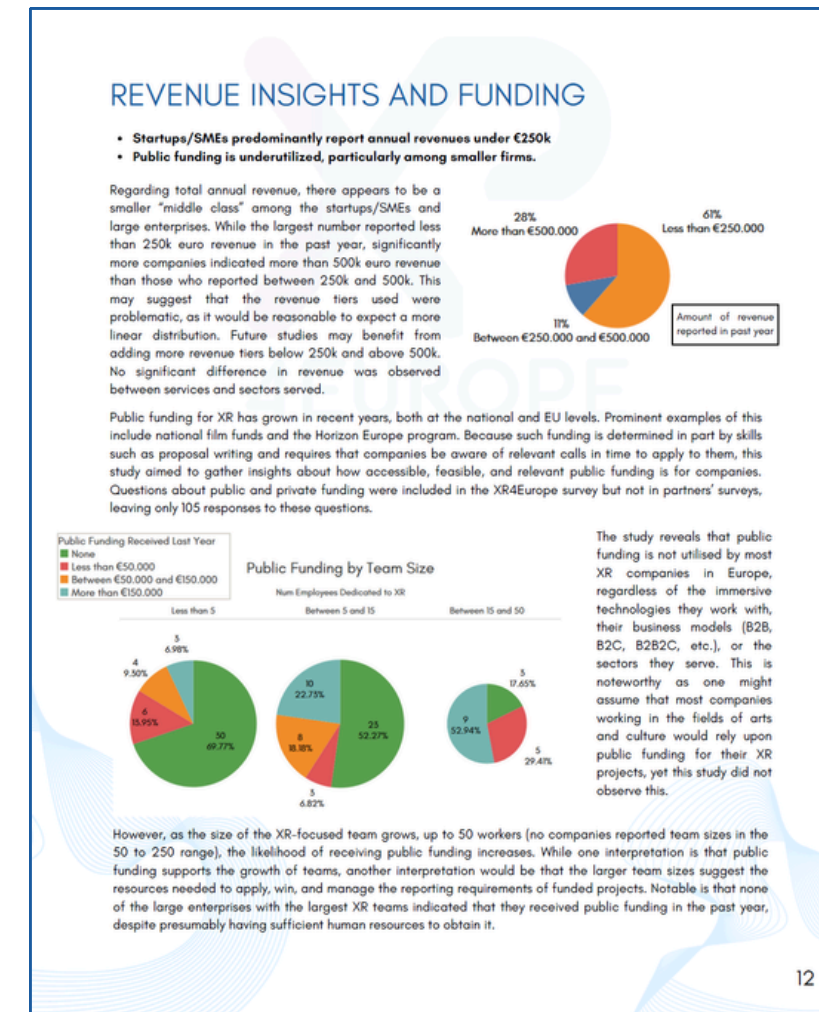
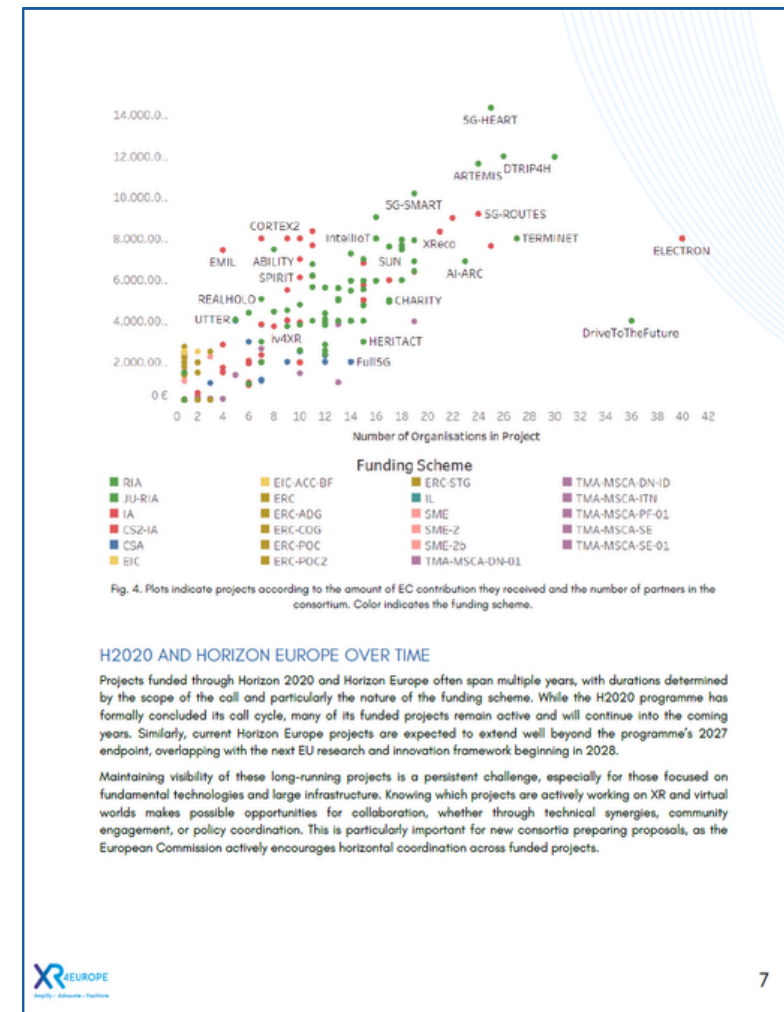
Opportunities for: programme sponsors, networking drinks, match-making events



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



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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Connect with us to explore the
most suitable membership package for you.