

Open and co-created virtual worlds for Europe

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Mission

The purpose of OPENVERSE is to establish European virtual worlds characterised by openness, transparency, inclusivity, ethical and environmental responsibility, and to enhance EU's technological sovereignty.

Strategy







The **strategy** involves integrating diverse technological expertise, fostering collaborative innovation, and ensuring interoperability, privacy, and security in digital environments.

Vision

The **vision** of the OPENVERSE project is to create inclusive, open, and ethically responsible European virtual worlds, enhancing the European Union's technological sovereignty in the global arena.

Objectives



-  Co-creation of open-source tools for virtual worlds
-  Strategic guidance for open and human centric virtual worlds
-  **Barriers and policy gaps**
-  **Community building and awareness**
-  **Collaboration and synergies**
-  **Impact creation**



EU Initiative on Virtual Worlds and Web 4.0



[...] better health services, more engaging education and training, new forms of interaction and collaboration among people, or **immersive cultural experiences**.

[...] virtual worlds are at the crossroads of **technology and culture**, with European **cultural and creative sectors** expected to play a **key role as content providers**

[...] Virtual worlds can **boost the cultural and creative industry**, from fashion to video games, cultural heritage, music, visual arts and design, by offering **new ways to create, promote and distribute European content** and engage with audiences.

[Action 5] Support EU **Cultural and Creative Industries** to test new business models in virtual worlds through **Creative Europe** [...]

Source: COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL COMMITTEE AND THE COMMITTEE OF THE REGIONS An EU initiative on Web 4.0 and virtual worlds: a head start in the next technological transition COM/2023/442 final, <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex:52023DC0442>

Virtual Worlds: Policy framework

Intellectual
Property

Market

Data

Accessibility

GDPR
 Directive on the
 Protection of Trade
 Secrets
 Web Accessibility
 Directive

Copyright and related
 rights in the Digital Single
 Market
 Accessibility Act

**EU Initiative on
 Virtual Worlds and Web 4.0**
 Citizens' Panel on
 Markets, Crypto-assets
 Virtual Worlds

2016 2017

2019

2022

2023

2024

Regulation on the
 European Union trade
 mark 2017

**Digital Decade Policy
 Programme 2030**

Digital Markets Act
 Digital Services Act
 Data Act
 Data Governance Act

Artificial Intelligence Act

Citizens' Panel on Virtual Worlds



1

FREEDOM OF CHOICE

The use of Virtual Worlds is a free choice for individuals - without disadvantages for those who are not participating.

2

SUSTAINABILITY

The set-up and use of Virtual Worlds is environmental-friendly.

3

HUMAN CENTERED

Technological development and regulation of Virtual Worlds are serving and respecting the needs, rights, and expectations of users.

4

HEALTH

Physical and mental human health as a fundamental pillar for the development and use of Virtual Worlds.

5

EDUCATION & LITERACY

Education, awareness-raising, and skills on how to use Virtual Worlds are put in the center of Virtual Worlds' development.

6

SAFETY & SECURITY

European citizens need to be kept safe and secure, including the protection of data and preventing manipulation and theft.

7

TRANSPARENCY

1) Transparent **regulations** are protecting people, their personal data, psychological and physical health.
2) The **use of data** (by third parties) is transparent.

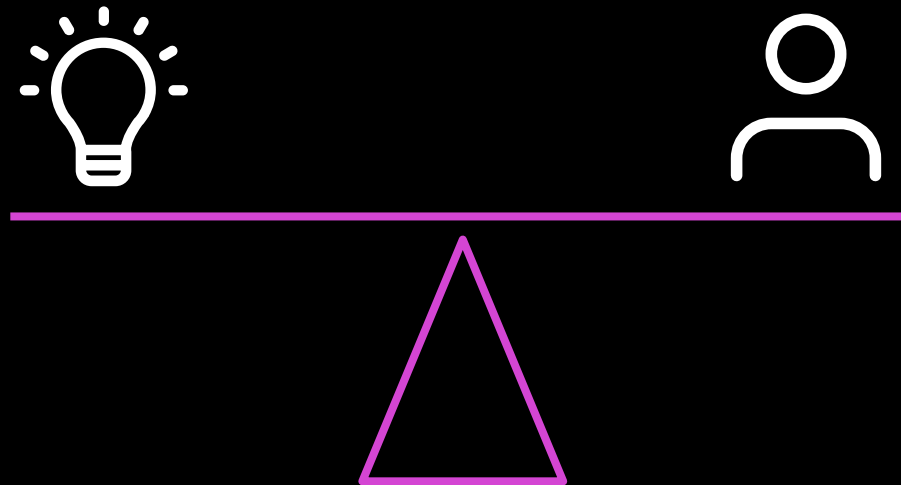
8

INCLUSION

Equal accessibility for all citizens is granted - regardless of age, income, skills, technological availability, country, etc.

Source: p.37, European Commission: Directorate-General for Communication, *European Citizens' Panel on virtual worlds – Final report*, Publications Office of the European Union, 2023, <https://data.europa.eu/doi/10.2775/472>

Innovation and user protection for human-centred Virtual worlds



Stay tuned

2025 - First major community event

Let's talk!

Engagement with the
Virtual Worlds ecosystem



Thank you!



open-verse.eu



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[@OPENVERSE](https://www.linkedin.com/company/openverse)



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