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MEDIA ADVISORY

VIC Project Launch: Advancing Europe's Strategic Capacity in Immersive and AI Technologies



Date: Thursday, 30 October 2025

Time: 11:00 AM – 12:00 PM (Lisbon Time)

Format: Online



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Event Link



<https://teams.live.com/meet/9315465209991?p=1ZOMOiCgAhuuFvPC5O>

Meeting ID: 931 546 520 999 1

Passcode: kD6Au3

Event Overview

The Virtual Innovation Consortium (VIC) officially launches with an online press conference following its inaugural event in Lisbon.

Awarded the STEP Seal for Strategic Technologies for Europe, VIC is recognised as a strategic initiative contributing to the EU's technological sovereignty and innovation leadership. Co-funded under the Digital Europe Programme, VIC strengthens Europe's capacity in immersive technologies and artificial intelligence (AI), addressing one of the continent's most urgent digital challenges — the shortage of skilled professionals in Virtual, Augmented, and Mixed Reality (XR) and AI-driven innovation.



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Running from 2025 to 2029, the project unites 11 partners from eight countries — Portugal, Spain, Italy, Denmark, France, Estonia, Bulgaria, and Kosovo — to develop an integrated educational ecosystem that connects higher education, research, and industry.

Consortium Partners

ISTEC (Portugal), EUNEIZ (Spain), UNINT (Italy), ENTI-UB (Spain), PoliMI (Italy), RAS Institute (Bulgaria, France, UK), Cactus Education (Kosovo), Simplon (France), Khora (Denmark), Youbiquo (Italy), and UNICIS.Tech (Estonia) — together building a diverse, future-ready XR workforce for Europe.



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Key Speakers

- Professor Gisela Canelhas, ISTECS
- Professor Pedro Brandao, ISTECS
- Professor Marco Romano, UNINT
- Dr. Òscar Garcia-Pañella, ENTI-UB / IEBS / EUNEIZ /
Cookie Box / SGLab
- Professor Cecilia Bolognesi, Politecnico di Milano
- Pietro Carratù, CEO – Youbiquo Srl (Italy)



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Key Highlights

“Over the next four years, VIC will train more than 600 participants, with at least 60% coming from non-ICT fields such as healthcare, education, architecture, culture, and design,” Professor Gisela Canelhas, Project Coordinator, ISTECLisboa.

“Students will design educational XR platforms that integrate embodied generative AI — for instance, enabling learners to converse with Dante Alighieri in an immersive environment,” Professor Marco Romano, UNINT.



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“Students will work with game engines such as Unity or Unreal, 3D modeling and animation in Blender, and tools like ArborXR and Zapworks to manage XR peripherals and design immersive experiences. On the hardware side, they’ll gain hands-on experience with VR headsets like Meta Quest 3 or Ray-Ban Meta-Wayfarer, Motion and face capturing suites like the Rokoko Smartsuit, 360 cameras like the KanDao QooCam, and the AR glasses from XReal — ensuring their training aligns with industry standards.”, Dr. Òscar Garcia-Pañella, Academic & Program Director at ENTI-UB, IEBS, and EUNEIZ Universities.



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“Three areas which represent an initial benchmark of partnership for the VIC project are already involved in experimental initiatives: Immersive Prototyping grows in the Luxury Manufacturing at Sice Previt S.p.A., Immersive Environments for decision making and design processing at RFI (Italian Railway Network), Immersive tools for sustainability assessment are part of a PNRR research project for construction industry. The list will be expanded further.”, Professor Cecilia Bolognesi, Politecnico di Milano



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“By Year 4, our goal is to ensure that the VIC programmes include validated XR-based learning scenarios and certified professional training pathways for technicians, engineers, educators, and cultural heritage professionals. These will be supported by a network of industrial partners and by the deployment of pilot testbeds using both commercial headsets (e.g. Meta Quest, Pico, Varjo) and European-made devices such as LeonardoXR.”, Pietro Carratù, CEO – Youbiquo Srl (Italy)



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Access and Registration

Journalists and media representatives are invited to attend the online press conference.

Access details and participation links will be provided upon registration.



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