

MetaHeritage Pitching Showcase - Call for Investment Ideas in Digital Heritage, Immersive Technologies and Cultural Tourism



MetaHeritage is inviting innovators from across Europe and beyond to apply for its **Pitching Showcase: Call for Investment Ideas in Digital Heritage, Immersive Technologies and Cultural Tourism**.

The initiative aims to identify and highlight promising solutions at the intersection of culture, technology, and creativity. It supports selected ideas by increasing their visibility, strengthening their investment readiness, and connecting them with relevant stakeholders across Europe.

The call welcomes ideas that use digital technologies to transform how cultural heritage is preserved, interpreted, experienced, and promoted, including solutions based on immersive technologies such as **virtual reality, augmented reality, and mixed reality**, as well as **digital twins, metaverse applications, artificial intelligence, smart tourism platforms, and interactive storytelling tools**.

The initiative also encourages **sustainable cultural tourism models, digital heritage services, and innovative visitor engagement approaches** that strengthen connections between cultural institutions, local communities, and audiences.

Applications are open to startups and SMEs, research institutions and universities, cultural organisations, museums, tourism bodies, technology providers, public authorities, and cross-sector partnerships.

Applicants selected through the call will be invited to present their projects during the **online MetaHeritage Pitching Showcase**.

Key dates

Application **deadline: 7 August 2026**
Online Pitching Showcase: 5 October 2026

Learn more at [this link<<<<](#)