

MetaHeritage supports Match & Fund 2025:

Online matchmaking event explores EU funding for cultural heritage, creativity, and innovation

3 June 2025 | 09:30–18:00 CET | Online

[City, Date] – As part of its ongoing commitment to advancing smart, sustainable, and inclusive heritage innovation, the MetaHeritage project is proud to support *Match & Fund 2025: Cultural Heritage & Innovation Matchmaking*, a pan-European online event organised by the Time Machine Organisation, a consortium member of the MetaHeritage project.

Taking place on *3 June 2025*, this full-day event is designed to connect innovators, researchers, cultural institutions, and policy actors across Europe. It aims to spark cross-sector partnerships and provide practical guidance for accessing European funding in the fields of cultural heritage, creative industries, and digital innovation.

Organised in collaboration with a broad alliance of European network partners, *Match & Fund 2025* supports the ambitions of *Horizon Europe Cluster 2* and beyond. The event offers participants a clear roadmap to relevant EU programmes and opportunities to connect with future collaborators from across disciplines and countries.

“At MetaHeritage, we believe that collaboration is the cornerstone of innovation in the cultural heritage sector. Match & Fund 2025 embodies this spirit — connecting actors from across Europe to co-create the future of digital and inclusive heritage.”

— Antonia Bobik, *MetaHeritage Communication Lead*

What to Expect

The *morning session* (09:30–12:30 CET) features expert insights into key EU programmes, including:

- Horizon Europe Cluster 2
- Digital Europe Programme
- Interregional Innovation Investments (I3)
- Creative Europe
- EIT Culture & Creativity
- Horizon Europe partnerships: *Resilient Cultural Heritage* and *Virtual Worlds*
- MetaHeritage and TMO Synergy Grants

The *afternoon session* (from 13:00 CET) is fully dedicated to *1:1 matchmaking sessions* hosted via the B2Match platform, allowing participants to explore collaborations and build partnerships with organisations across Europe.

A Networked European Ecosystem

Hosted by the [Time Machine Organisation](#), and co-organised with the [Friedrich Schiller University of Jena](#), *Match & Fund 2025* is supported by MetaHeritage and a strong consortium of dissemination partners including the [European Enterprise Network](#), EIT Co-Location Center and [EIT Culture & Creativity](#), the [German Federal Ministry of Education and Research](#), and two consortium project member [European Cluster Alliance](#) and [CRUSOE](#).

Who Should Attend?

The event is open to all researchers, innovators, cultural professionals, policy stakeholders, and institutions seeking to access EU funding and build new projects in cultural heritage and digital transformation.

Whether you're developing a new idea or scaling an existing one, *Match & Fund 2025* offers the knowledge, contacts, and momentum to turn concepts into collaborative EU projects.

 **Register here:** [Home | Digitisation, Cultural Heritage and Smart Tourism - Online Infoday & Matchmaking](#)

 **More information:** [Match & Fund: Cultural Heritage & Innovation Matchmaking : Time Machine Europe](#)

For media enquiries or partnership questions, please contact:

- Sander Münster (Secretary-Elect of the TMO & Junior Professor at the Friedrich Schiller University of Jena): sander.muenster@timemachine.eu
- Antonia Bobik (Communications Officer of the TMO): antonia.bobik@timemachine.eu