

PRESS RELEASE

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

Europe-wide call for innovative ideas in digital heritage and cultural tourism

[10 June 2026] MetaHeritage launches today a new **Call for Investment Ideas in Digital Heritage, Immersive Technologies and Cultural Tourism**, inviting innovators, startups, researchers, cultural institutions, and creative professionals to apply for its upcoming Pitching Showcase.

The initiative aims to identify and support promising ideas at the intersection of cultural heritage, tourism, and digital innovation. It provides selected participants with the opportunity to present their projects to an international audience and connect with key stakeholders across the European heritage innovation ecosystem.

The online **MetaHeritage Pitching Showcase will take place on 5 October 2026**, bringing together innovators, experts, and practitioners working across culture and technology.

Focus on innovation in cultural heritage

The call welcomes ideas that use digital technologies to transform how cultural heritage is preserved, interpreted, experienced, and promoted.

This includes 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.

Open to a wide range of applicants

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

MetaHeritage particularly encourages collaboration between cultural and technological actors, supporting interdisciplinary approaches to heritage innovation.

Opportunities for selected participants

Selected applicants will be invited to present their ideas during the Pitching Showcase and will benefit from increased visibility within the European cultural heritage innovation ecosystem.

Participants will also have the opportunity to connect with experts, innovators, and potential partners, receive feedback on their ideas, and explore future collaboration opportunities.

The initiative supports visibility, networking, and investment readiness, contributing to the development of sustainable innovation pathways in the cultural heritage sector.

Key dates

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

Important information

Participation in the MetaHeritage Pitching Showcase is completely free of charge. However, participation does not guarantee any financial award, funding, investment, grant, or prize. The initiative focuses on visibility, networking, knowledge exchange, and ecosystem building.

Apply here

<https://metaheritage.eu/investment/>

About MetaHeritage

MetaHeritage is a European initiative supporting innovation in cultural heritage through digital transformation, immersive technologies, and cross-sector collaboration.