



Press Release

MetaHeritage and META-MUSEUM Sign Memorandum of Understanding to Foster Innovation in Cultural Heritage

MetaHeritage and META-MUSEUM have signed a **Memorandum of Understanding (MoU)** to formalise their collaboration, with a specific focus on enhancing joint communication and dissemination activities. The agreement reinforces both projects' commitment to increasing the visibility, accessibility, and societal impact of cultural heritage initiatives across Europe.

The MoU establishes a framework for coordinated communication efforts, including cross-promotion of results, shared storytelling formats, knowledge exchange through newsletters and social media, and collaboration on events, publications, and stakeholder outreach. By aligning their communication strategies, both projects aim to amplify their reach and foster stronger connections within Europe's cultural heritage, research, and innovation communities.

MetaHeritage focuses on interregional innovation and digital transformation in cultural and corporate heritage ecosystems, promoting the adoption of emerging technologies and sustainable business models. META-MUSEUM project redefines cultural heritage through empathy, co-creation, and inclusion, utilizing innovative tools and pilot studies to empower individuals and enhance societal well-being.

Through this partnership, MetaHeritage benefits from META-MUSEUM's research depth and academic networks, while META-MUSEUM gains access to MetaHeritage's innovation ecosystems and regional stakeholder communities. The structured communication collaboration will ensure that both projects strengthen their European outreach and maximise impact beyond their immediate consortia.



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Quotes

“The MoU between MetaHeritage and META-MUSEUM increases visibility for both projects, improves research and development, promotes inclusive innovation, strengthens the possibility of public engagement and ensures that (digital) cultural heritage and collective memory are actively shared and understood.”

Orquidea Ribeiro, **Project Coordinator, MetaHeritage**

“I am proud that MetaHeritage and META-MUSEUM have joined forces to synergize our communication and dissemination efforts. In the European research landscape, breaking silos is essential. By joining our voices and sharing our results, we can reach a broader audience and provide more people with meaningful, transformative encounters with our cultural heritage. This partnership allows us to combine our networks and expertise, ensuring our shared work is more visible and accessible to everyone.”

Valeria Minucciani, **Project Coordinator, META-MUSEUM**

For more information on MetaHeritage, visit: <https://metaheritage.eu/>

Learn more about META-MUSEUM here: <https://meta-museum-project.eu/>

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