



## XR4ALL Ambassadors

### Introduction & goal

---

The **XR4ALL Project**\* ([www.xr4all.eu](http://www.xr4all.eu)) is an official “Coordination & Support Action” funded by the **European Commission** (EC) as part of the H2020 programme, with a duration of 30 months, and with the main goal of boosting the development of **innovative immersive/XR technologies** in the **European Union** (EU). The XR4ALL Consortium is currently developing a Community of members organized in **Special Interest Groups (SIGs)**\*, building a Portal & a Development platform, issuing an Open call for innovative XR-tech projects (with funding for the best ones), and organizing activities in the EU. The strategy calls for gathering a core group of persons—called **XR4ALL Ambassadors**—who will help the XR4ALL Consortium to achieve this ambitious goal. A **Call for Ambassadors**\* is issued. Ambassadors are being progressively listed at <http://xr4all.eu/ambassadors> .

### Tasks of Ambassador

---

An Ambassador **publicizes** the XR4ALL project through his/her network, and **invites people to join** the XR4ALL Community (<https://xr4all.eu/members>). He/she also **helps launch** one or more **SIGs** either by creating them or by finding other people to do so. The XR4ALL Consortium encourages each Ambassador to be the Chair of at least one SIG. As of this date, there are 24 Ambassadors and 13 SIGs involving 14 Ambassadors (7 ladies & 7 gentlemen). The central SIGs Secretariat provides tools and assistance to an Ambassador to create one or more SIGs.

### Profile of Ambassador

---

An Ambassador is a recognized expert and/or leader of opinion in XR technologies (HW, SW), applications, and/or the other domains of business, financing, & policy. He/she is primarily based in the EU, has a strong interest in helping the XR4ALL project succeed, and is willing to invest time and energy in this function, on a voluntary basis, without remuneration, & by taking care of own travel costs. An interest in creating & running at least one SIG is particularly appreciated.

### Benefits for Ambassadors

---

Play key role in XR4ALL. Get bird’s-eye view of state of XR tech in the EU. Federate & boost particular segments of XR-tech industry in the EU. Increase one’s own visibility, including (1) to potential partners & investors, and (2) at EC level. Connect with other Ambassadors. Create a major international conference. Be possibly called upon to review XR4ALL Open-call projects and/or EC projects. Be in an ideal position to join the future XR4ALL Executive Committee, which will take over at the official end of the XR4ALL Project and ensure its sustainability.

### Contact

---

contact@xr4all.eu

\*described in companion information sheets