Meta chooses the Politecnico di Milano to carry out an independent academic study on the metaverse: a research project for which Meta will invest 2.5 million dollars throughout Europe

The analysis of the Politecnico will focus on the value of the metaverse for society and people, using Italy and its economy as a case study

Milan, 12 December 2022 - Meta has chosen the Politecnico di Milano to carry out an independent academic study on the risks and opportunities of the metaverse, as part of a project that involves Meta investing $2.5 million in Europe. In fact, thanks to the XR Programs and Research Fund , academics from seven European countries, including Italy, will examine how metaverse technologies will interface on issues such as privacy, security, inclusion and the future of work.

It is estimated that the metaverse will lead to the creation of unprecedented assets, skills and professions, with a significant economic impact in global scenarios. However, the founding elements and critical success factors, as well as the tangible implications on the economy and society, are yet to be fully understood.
The study by the Politecnico di Milano wants to analyse the economic weight and social value of the metaverse, framing its emergence in a systemic perspective: its impact on individuals, society and the economy will be mapped using Italy as a practical case study.

'Thanks to its immersiveness and spatial character, the metaverse will revolutionize the way people interact with content and with each other, by virtue of the reduction of cognitive loads linked to learning processes and the possibility of making any media experience more engaging. And it is precisely in this perspective that the importance of carrying out a systematic study of its effects to qualify opportunities and threats for industrial and social systems can be deduced; in particular, the scientific community can play a significant role in identifying the fields of application and their impact on the Italian and European economy', says Giuliano Noci, scientific director (together with Lucio Lamberti) of the study at the Politecnico di Milano.

'The metaverse will be the result of a collective effort, which is why we believe it is essential to share our thoughts with authoritative third parties who can offer important food for thought. We could not be more proud to collaborate with the Politecnico di Milano, an academic institution that has been leading a privileged observatory on this issue for some time. We hope that their research can offer tangible elements to make the metaverse a social and economic opportunity on a global level' - says Angelo Mazzetti, Head of Institutional Affairs of Meta in Italy.

The metaverse will change the way people connect and businesses grow; it will lead to social experiences that bring us closer together than has been possible online to date. However, the technologies that will make up the metaverse will have to be inclusive and people will have to feel safe to be able to use them: since no company will own or manage it independently, collaboration and cooperation will be necessary.

The Meta XR Programs and Research Fund supports global projects and external research that seek to explore how to build the metaverse responsibly. Through this fund, Meta works with industry partners, civil rights groups, governments, non-profit, and academic institutions to help determine the risks and opportunities of the metaverse.

Its current European partners include, among others, Women In Immersive Tech, which supports women and underrepresented groups leading the virtual, augmented and mixed reality sectors in Europe, and The Youth Bureau, which aims to uplift the voices of young in the development of the metaverse.

Politecnico di Milano

The Politecnico di Milano is one of the most prestigious technological universities in the world, according to the QS World University Ranking 2022, which ranks it among the best 150, in 139th place in the world and first in Italy. In the QS World University Rankings by Subject 2022, the Politecnico di Milano is among the best universities in all areas of expertise: 13th in the Engineering & Technology category, 10th in Architecture and 5th in Design. Established in 1863, it is the largest school of architecture, design and engineering in Italy, with three main campuses in Milan, campuses in Lecco, Cremona, Mantua, Piacenza and a campus in China, in Shanghai. The Politecnico is organized into 12 Departments, responsible for planning research strategies, and into 4 Schools, responsible for organizing teaching. Thanks to a strong internationalization policy, many programmes are held entirely in English. This attracts an ever-growing number of valuable international students from more than 100 different countries: in 2020/2021, 28% of the total students enrolled in master's degree programmes were of international origin. Strategic research is mainly in the fields of energy, transport, planning, management, design, mathematics and natural and applied sciences, ICT, built environment, cultural heritage, with more than 250 laboratories.

Biography of Giuliano Noci

Giuliano Noci is Full Professor of Strategy & Marketing at the School of Management of the Politecnico di Milano. Since 2011 he has been Vice Rector of the Chinese campus of the Politecnico di Milano, where he also held the position of Rector's Delegate for the Russian Federation (2006-2013) and India (2006-2010). He is currently a member of the Board of Directors of various manufacturing and service companies. Since the beginning of his academic career (1992) he has cultivated a constant interaction with the entrepreneurial system. He has developed various technology transfer projects and defined - on behalf of the Prime Minister of the Italian government - the guidelines for the introduction of digital technologies in the Italian textile and mechanical districts; since 2007 he has launched and directed numerous research Observatories aimed at studying the changes induced by digital technologies in the competitiveness of companies, in marketing strategies and in the purchasing behaviour of individuals (among others, Multi-channel Observatory, Mobile Marketing Observatory, Laboratory on Media Convergence, eGovernment Observatory, Omnichannel Customer Experience Observatory). In 2017 he launched the Pheel Lab (Physiology Emotion Experience Lab), which involves various Departments of the Politecnico di Milano and aims to interpret - through the analysis of brain activity and individuals' physiological data - the reactions of consumers to the stimuli of marketing. In 2022, he founded the Metaverse Marketing Lab with the goal of identifying the key features and implications of the Metaverse for businesses and society.

He is the author of numerous books and articles published in international scientific journals, some of which have been awarded internationally as best essays of the year. Among his most recent publications: 'Mobile Marketing. Beyond Apps…for an effective multi-channel strategy' and 'Marketing reloaded. How to co-create multichannel experiences'. In 2018 he published the book 'Biomarketing', which analyses how big data and biometric parameters can be integrated to fully understand market dynamics in a digital ecosystem. He is a columnist for Il Sole 24 Ore and collaborates on a regular basis with Corriere della Sera, France Presse and Bloomberg. He participates as a commentator on television broadcasts (TG1, TG2 and TG3-Economia, Rai

News24, SkyTg24, TgCom24, Class CNBC and Bloomberg TV) and radio broadcasts (Radio RAI 1, Radio 24 and Radio Radicale).

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