



Event Press Release

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HACK KICK OFF MEETING

The HACK – Hyper-Athletic Competitors Kicking into the Metaverse project officially commenced with a successful two-day Kick-Off Meeting held on 22–23 April 2026 in Munich, Germany. Hosted by project coordinator UDEVELOP EV, the meeting brought together project partners from Germany, Greece, and Serbia to establish the foundation for a collaborative initiative that aims to empower athletes through digital innovation and education.

The HACK project seeks to equip athletes with essential digital competencies while exploring the opportunities presented by emerging technologies, including the metaverse. Through a combination of educational resources, study visits, seminars, and an innovative digital learning platform, the project will enhance the skills, employability, and long-term development of athletes across Europe.

The kick-off meeting provided an opportunity for the consortium to introduce their organisations, define roles and responsibilities, and align expectations for the project's implementation. Representatives from **UDEVELOP EV (Germany)**, the **Social Innovation and Cohesion Institute (Greece)**, and **Youth Basketball Club Junior (Serbia)** discussed the project's objectives, target groups, planned activities, milestones, and expected outcomes, laying the groundwork for effective cooperation throughout the project lifecycle.

On the second day, consortium members addressed communication, dissemination, and visibility strategies to maximise the project's outreach across partner countries. The Kick-Off Meeting concluded with a shared commitment to collaboration, innovation, and excellence. Partners expressed their enthusiasm for working together to support athletes in developing the digital skills needed to thrive in an increasingly technology-driven world while strengthening the connection between sport, education, and digital transformation.

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