

Enga.ia: Deep Emotional AI for Multicultural Cultural Experiences

Building Europe's Cultural Intelligence Infrastructure

Wassati

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The Project Idea

Enga.ia: Understanding 'Why' People Feel, Not Just 'What'

The Problem: 85% of AI projects fail due to human resistance.
Current AI misses cultural context.

Our Solution: Value Circles Framework and deep causes to thrive communities

Individual

Family

Community

Societal

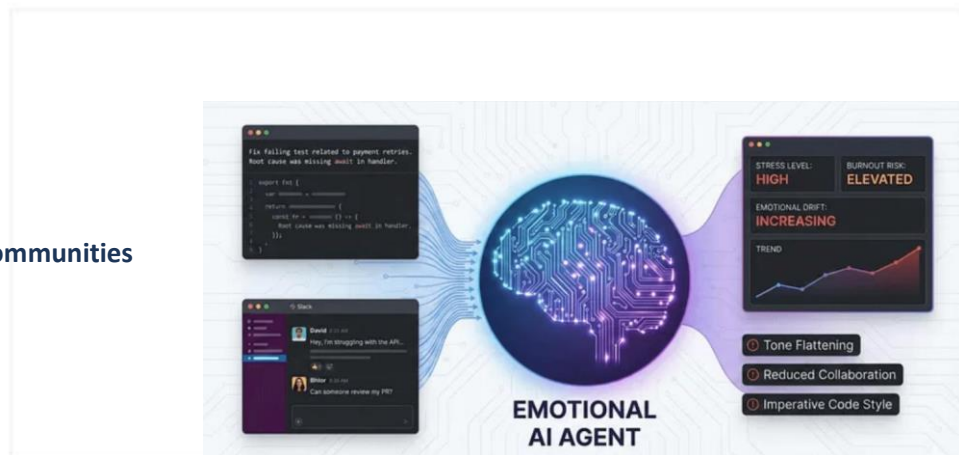
Planetary

 Real-time emotional cartography

 Culturally-adapted engagement

 Genuine impact metrics

Technical Foundation: Ethical AI, Privacy-by-design (EU AI Act), Explainable NLP, TRL 4-5.



Upcoming Use Case Proposal

Adaptive Multicultural Theatre in the Metaverse



"**Crossed Paths**": A family drama presented simultaneously across Europe, adapting in real-time to local cultural values.

North African

Family Extended (65%)

Prefer keeping parent at home. Duty & *hchouma*.

Sub-Saharan

Multi-generational (70%)

Mobilize entire community. *Ubuntu* principle.

Syrian

Tradition vs Exile

Tension between traditional values and exile constraints.

French Majority

Individual / Nuclear

Pragmatic medical solutions. Balanced approach.

The Result

Three parallel storylines in the metaverse. Audiences experience *why* cultural differences exist, building social empathy thus inclusion

Broader Applications

Museums, Festivals, Film, Urban Planning, Health, Smart Cities.



Our Expertise

Validated Methodology & European R&D Experience

Enga.ia Framework

Developed and validated TRL 4-5 (Ready for co-development). Expertise in Ethical AI & Governance.

European R&D Track Record

Core partner in EUREKA ITEA Excellent-AI (2024). Leading EUREKA ITEA Emotional-AI (2025). Past: Multi-agent systems research.

Domain Expertise

Deep Emotional AI & NLP. Cultural adaptation methodologies. Privacy-by-design. Multicultural engagement (North African, Sub-Saharan, Syrian contexts).

Status: Ready to scale to Horizon Europe Cluster 2



Partnership Call

We Seek a Balanced Consortium to Co-Create Cultural Intelligence

Research Partners

- Co-develop trustworthy AI/NLP models
- Social sciences, ethics & anthropology
- Validation studies & impact assessment

Tech Partners

- Metaverse infrastructure (VR/AR, Twins)
- Platform integrators for culture
- Co-develop new modules & APIs

End-Users

- Theatres, Museums, Festivals, Cities
- Provide real-world use cases & data
- Define requirements & pilot solutions



Assembling Technologies To Form “Society” Beyond Borders

Cultural Sector

Transform audience engagement from quantitative metrics to deep meaning and resonance.

Social Cohesion

Build empathy across Europe's multicultural communities by revealing the "why" behind differences.

Community Building

Create lasting communities around culture and arts through shared, value-aligned experiences.

Innovation

Create culturally-intelligent AI that respects diversity and scales to other sectors (Health, Cities).

Why This Matters

Europe's cultural sector can lead the world in showing how AI, metaverse and/or social networks technologies serve human connection, not replace it.

Join us to co-create this vision for [Horizon Europe Cluster 2](#).

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