

Building an Innovation Hub for Jisc

Background

Jisc is the UK's digital, data and technology agency focused on supporting tertiary education, research, and innovation. With a strong commitment to experimentation and co-design, Jisc identified the need for a new kind of digital environment, one that would allow people to explore emerging technologies in a way that's collaborative, accessible, and impactful.

To bring this vision to life, Jisc partnered with Metaverse Hub to create the Virtual Innovation Hub. This is a secure, browser-based 3D space that brings together people, ideas, and interactive digital experiences in one seamless environment.

Challenge

Jisc's interest in creating a 3D digital world grew out of research on the metaverse that the team completed in 2022. The conclusion was that the Metaverse as popularly advanced in technology (and media) circles was a long way off. However, we also noted that educators were experimenting with the concept.

Jisc wanted to create an environment where users could engage meaningfully with cutting-edge technologies such as AI, extended reality (XR), and immersive platforms without needing specialist equipment or downloads.

Key challenges included:

- Ensuring accessibility and inclusivity across a broad user base.
- Building a space to inspire others in the use of technology.
- Creating a space that felt interactive and engaging, rather than static or passive.
- Create a space that could be a virtual bolt on to Jisc events and promotions.
- Provide a way to virtually share stories and narrate the future to share ideas that don't exist yet.



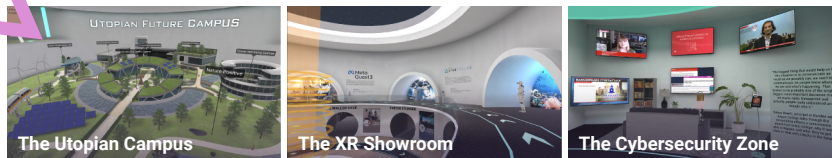
Solution

Metaverse Hub worked with Jisc to create a tailored virtual space that could act as a discovery engine for digital transformation.

The result was a dynamic Virtual Innovation Hub, accessible via laptop, tablet or desktop, without the need for headsets or software installation. The hub is divided into themed zones including:

- **The Utopian / Dystopian campus** is a journey into the future where earth's temperature is two degrees hotter. What happens to education in this climate? The Utopian campus explores how

- a institution can thrive in a warmer world using sustainable practices and seamless collaboration. Flick a switch and witness the Dystopian campus – a stark warning on the perils of doing nothing.
- **The Extended Reality (XR) showroom** is a gateway for users to experience the future of learning firsthand. On the upper level, visitors can pick up digital versions of the latest VR headset tech being used by universities and colleges. On the lower level, enter and investigate three immersive classroom solutions. All the examples of new tech on show are accompanied by a use case from a UK institution who have already embedded it in teaching practice.
- **The Cybersecurity zone** walks users through the nightmare of a ransomware attack using case studies from the sector. By highlighting key cybersecurity products and services, the zone shows how Jisc is keeping institutions secure when the unthinkable happens.
- **Innovation Lab** is a digital twin of a real-life space based in Jisc's Bristol office. Here visitors can explore some of the projects we've been working on in the past 12 months, along with insight into what's coming next.



Results

This Proof of Concept metaverse platform has the capacity to shape how Jisc demonstrates emerging technologies and to inform future strategic thinking across the organisation.

- Positive early adoption with staff, partners and the wider education sector.
- A flexible platform that allows for rapid iteration, driven by real user feedback.

W www.metaversehub.co.uk @ info@metaversehub.co.uk

- A foundation for future collaboration and co-design, including the addition of new themes and use cases.
- Enhanced understanding of how immersive spaces can support skills development, innovation, and transformation.

Testimonial

“

We wanted to move beyond slides and reports and give people something they could experience. The Metaverse Hub team helped us bring that to life in a way that's immersive, secure and genuinely engaging. The Virtual Innovation Hub was not designed just as a showcase, but as a space for discovery and dialogue.

”

Dom Fripp

Head of Discovery – Ed Tech and CoDesign, Jisc

Interested?

Talk to our team of experts and start making your own memorable and engaging metaverse.

W www.metaversehub.co.uk

@ info@metaversehub.co.uk