



# Europeana Initiative Vision 2030 Adapt. Adopt. Aspire. Achieve



Funded by  
the European Union

*Wetterhorn, Mettenberg und Eiger mit den beiden dazwischenliegenden Grindelwaldgletschern by Johann Michael Sattler - Austrian Gallery Belvedere, Austria - CC BY-SA.*

The Europeana Initiative is a networked organisation, a partnership of connected bodies and professionals formed by the [Europeana Foundation](#), the [Europeana Aggregators' Forum](#) and the [Europeana Network Association](#).

The Europeana Foundation, an independent, non-profit organisation with a team of approximately 60 [staff members](#), works to put cultural heritage to good use in the world. The Europeana Aggregators' Forum brings together a diverse network of 43 accredited aggregators who collaborate with heritage institutions to make their data accessible through Europeana.eu and the data space. The Europeana Network Association is a diverse and democratic community of 5,000 individual experts working in the field of digital cultural heritage and related disciplines.

Together, the Europeana Initiative stewards the [common European data space for cultural heritage](#) in collaboration with a [consortium of 19 partners](#) and works to empower the cultural heritage sector in its digital transformation.



*The Europeana Initiative Vision 2030 was published in January 2025.*

# Contents

<b>Foreword</b>	<b>5</b>
Scope	8
Europeana Initiative mission statement and values	9
<b>Europeana Initiative strategic vision for the data space</b>	<b>11</b>
Data space key differentiators: sovereignty and decentralisation	12
SWOT analysis	15
Competitive advantages	20
Three focal areas	21
<b>Priority topics to explore in the coming years</b>	<b>26</b>
<b>Europeana Initiative aspirations for the data space</b>	<b>29</b>
<b>Conclusions</b>	<b>31</b>
<b>Annexes</b>	<b>32</b>
Process	32
PESTLE consultation and literature review: future PESTLE trends	34
Organisations to leverage our relationships with	44
Member State targets for content contribution to Europeana and the data space	47



[Turner am Barren auf dem Heiligengeistfeld](#) by Heinrich Hamann -  
Museum of Arts and Crafts, Hamburg, Germany - CC0.

## Foreword

After the Europeana Initiative began its journey as the data space steward back in September 2022, we launched a visioning process to develop a long-term, unified vision for the data space. This process included sensemaking, foresighting, visioning and strategising. Over 100 individuals were involved in the process, which continued until June 2024. For more details on the process and our journey to this stage, see [Annex](#).

When we started this process, our main focus was understanding data spaces as a construct while staying true to the core principles and values of the Europeana Initiative and applying them to this new paradigm. Along the way, we saw an opportunity to reflect on our own role, the type of data space we want to steward, and how to effectively rally our network around this vision.

The data space paradigm raised many questions within the Europeana Initiative ecosystem, prompting us to reflect on what needs to be changed, added, continued, upscaled, or downscaled. From this process, we identified **ten key questions** that have guided our discussions ever since.

1. How do we ensure **compliance** with data space principles, as outlined by the Data Spaces Support Centre (DSSC) and the European Commission, while building on what we already have in place and expanding as needed?
2. How can the data space **deliver value** and address relevant sectoral, societal and policy challenges at national and European levels?
3. What does the data space need to be according to the DSSC design principles? What vision does the European Commission, the Member States and Europeana Initiative have? And how do these **align**?

4. How is the data space different from the Europeana Initiative as we know it and what does that mean for **branding and positioning**?
5. How do we align our **visions and expectations** with those from our broad stakeholdership to ensure their active participation in the data space?
6. How do we establish **priorities** within the available budgets, ensuring that we make the right choices and involve the right people in making them?
7. How do we ensure we have the appropriate **governance model** in place to maximise our impact and to lead sectoral change?
8. How can we create **interoperability** with other data spaces across all levels - legal, organisational, semantic and technical?
9. How can we create **synergies** and avoid overlap with other relevant digital heritage initiatives?
10. How can we secure **adequate and sustainable funding** for our long-term vision for the data space?

This document considers and brings together a wide range of opinions and sentiments about the Europeana Initiative and the data space as they have emerged through the visioning process. In this intricate panorama, we managed to rediscover our strengths and achievements, which constitute a core value proposition of the data space in an increasingly complex digital landscape.

The Europeana Initiative, as the steward of the data space, stands out in a competitive landscape due to its unique features. For one, the foundational **infrastructure** of the data space is already in place, making it one of the few operational data spaces to date. Our operations are guided by **standards and frameworks** rooted in **democratic principles**. Our rich data offer flows from and to a **diverse stakeholdership**, supported by a community of experienced aggregators and a vibrant network of professionals and culture enthusiasts. The data space is **firmly embedded in EU policy**, with a strong legal hold in the [European data strategy](#), [Europe's Digital Decade](#), and the [2021 European Commission Recommendation on a common European data space for cultural heritage](#).

It also builds on long-standing political, financial and policy support from Member States to Europeana. All that and much more is there to now serve as the backbone to a data space that is to thrive and inspire.



*Harry Verwayen,  
General Director of the  
Europeana Foundation*



*Kerstin Arnold,  
Chair of the Europeana  
Aggregators' Forum*



*Rob Davies,  
Chair of the Europeana  
Network Association*

## Scope

Through this collectively shaped document we wish to:

- Outline the direction of travel that the Europeana Initiative will follow in deploying the data space over the coming years, while acknowledging the potential impact of shifting paradigms in digital transformation — a key lesson learned from the past 15 years.
- Support the alignment of the common European data space for cultural heritage to the data space design principles defined by the Data Spaces Support Centre.
- Inform and inspire the forthcoming Data space Strategy which will be prepared by the European Commission and the Member States by summer 2025 to set the overarching strategic directions for the data space in the coming years.
- Position the data space —and the Europeana Initiative as its steward— in relation to other initiatives in the field, highlighting both connections and unique distinctions.
- Forecast future socio-political and economic trends that could influence the data space over the long term.

This document serves as a dynamic starting point to guide informed discussions on the development of the data space, drawing on input from major stakeholders and the sector. It outlines a system of concepts and aspirations that demand ongoing experimentation, nurturing and refinement with our partners over time.

## Europeana Initiative mission statement and values

***‘Europeana empowers the cultural heritage sector in its digital transformation. We develop expertise, tools and policies to embrace digital change and encourage partnerships that foster innovation. We make it easier for people to use cultural heritage for education, research, creation and recreation. Our work contributes to an open, knowledgeable and creative society.’***

While the mission of the Europeana Initiative was established well before the data space, it is integral to its realisation. This mission is grounded in core values that remain fundamental in the context of the data space. All of our efforts - and outputs - continue to be usable, mutual, and reliable. The data space is an unprecedented opportunity to advance our mission of a **cultural heritage sector powered by digital.**



*Still Life with Books and a Violin* by Jan Davidsz de Heem - Mauritshuis, Netherlands - Public Domain.

## Europeana Initiative strategic vision for the data space

The Data Spaces Support Centre (DSSC) [defines](#) a data space as an **‘interoperable framework, based on common governance principles, standards, practices and enabling services, that enables trusted data transactions between participants’**.

The concept of data spaces aligns with the value system and operating model of the Europeana Initiative. In line with the DSSC blueprint, we can safely say that we already have key building blocks in place:

- ✓ **Data partners** who share data sets through the data space.
- ✓ A standardised, consistent and **reliable infrastructure** to share data sets.
- ✓ A set of high-quality **data products** consisting of a structured, curated, processed, and often enriched data set and/or a data service providing access to one or more data sets or data processing functions.
- ✓ **Audiences** who use the data in education, research and the creative industries.
- ✓ **Data transactions**, or exchanges of data sets that are governed by the Europeana Data Exchange Agreement and Terms of Use.
- ✓ A suite of **frameworks and standards** that support interoperability and openness.

✓ **Intermediary services** like Metis, MINT, Rightsstatements.org, services offered by individual aggregators and Europeana Network Association members, among others.

✓ A large pan-European professional **community** composed of members of the Europeana Network Association and the Europeana Aggregators Forum and recognised for its trustworthiness and expertise.

✓ A **governance model** supported directly and indirectly by the European Commission and the Member States.

While the concept of data spaces is over 15 years old, it gained significant momentum with the introduction of the common European data spaces by the European Commission. The DSSC has developed a blueprint and defined overarching principles, yet there is room for each sectoral data space to develop in a way that is both compliant and native to the needs of the sector they serve. These commonalities and unique factors influence the strategic vision of the Europeana Initiative for the data space.

## Data space key differentiators: sovereignty and decentralisation

What's new in the data space paradigm is the emphasis on '**sovereignty**' and '**decentralisation**'. Together, these concepts present an appealing model for the EU to achieve strategic independence from large, for-profit organisations often based outside of Europe. Equally, it's an attractive model to the Europeana Initiative, very much in line with the principles of interoperability, democratisation and openness that have always guided our work and we've advocated for. For these reasons, sovereignty and decentralisation will be central to our strategic vision.

**Sovereignty.** Sovereignty in the data space means data providers keep control over their data and what can be done with it and by whom. This principle of choice must be backed by technology and data governance frameworks that enable data owners to make their data shareable at the source for other participants in the data space and beyond. This concept of decentralised data sharing is often associated with the larger 'Web3' movement that aims to change how information is stored, shared, and owned on the web, shifting towards communal control by its users<sup>1</sup>. It also aligns with the concept of 'culture 3.0'<sup>2</sup>, in which the distinction between cultural producers and users is blurred.

**Decentralisation.** While decentralisation can be interpreted in various ways, and the Europeana Initiative will continue to explore it - particularly through the [Europeana Initiative Working Group on Innovative Operating Models](#)- it can be practically understood as follows:

- Supporting a **broader range of data products** (e.g. digital heritage objects) delivered via diversified existing and potentially new actors, all within a standardised and interoperable framework.
- Providing trustworthy and reliable **intermediary and enabling services** that can be used by all data space participants -including reusers and data providers- to support them in their data sharing and exchange activities.
- Using **diversified data sharing pipelines** that will accommodate the requirements created by the increase and diversification of data products.
- Developing **participatory and collaborative mechanisms** making the data space a space for all professionals in and users of the cultural heritage sector.

<sup>1</sup> Ethereum. [Introduction to Web3, 2024](#)

<sup>2</sup> Culture 3.0. Cultural participation as a source of new forms of economic and social value creation: A European perspective. PierLuigi Sacco, IULM.



*[EU ministers of culture at the High-level event of the Twin it! 3D for Europe's culture campaign, 14 May 2024](#) by Europeana Foundation, 2024 - CC BY.*

## SWOT analysis

Combining 15 years of Europeana's experience with the data space's guiding principles and key differentiators has helped us assess our strengths and weaknesses. Informed by the main mega-trends from our horizon scanning consultation, we can now identify opportunities and threats for the future of the data space.

### Strengths

- **Established position:** The Europeana Initiative has 15 years of experience and is widely known in the professional cultural heritage sector dealing with digital (data) innovation in pan-European contexts.
- **Data offer:** Europeana.eu manages a vast, cohesive dataset of over 50 million records, with 75% of the data available for reuse in some form.
- **A stable technical infrastructure:** Over the past 15 years, we've built a stable technical infrastructure, developed and refined within Europeana DSI, governed by a set of agreed principles. The services and products used to deploy the data space are built on this foundation, with a robust infrastructure in place for hosting, monitoring, and recovery.
- **Internationally recognised interoperable and open frameworks and standards:** The common approaches developed by the Europeana Initiative and its partners support interoperability and the accessibility of high-quality data. Their importance is broadly recognised as a building block in the data space.
- **Long-term funding and strategic identity:** the Europeana Initiative benefits from ongoing EU support through the data space as a European Commission flagship project, anchored to the EU and its Member States via the 2021 Recommendation and other key policy frameworks.



- **Values and ethos:** the Europeana Initiative, as data space steward, has a reputation for open, democratic and inclusive principles and creative and reliable working methods.
- **Diverse network:** Europeana brings together a diverse network of 43 accredited aggregators - each with their own network - and 5,000 individuals with a professional stake or vivid interest in digital cultural heritage. Together they represent a huge variety of backgrounds, sectors, and domains, and are active on local, regional, national, and international levels. This well-established network enables collaborative change, shared practices, standards and ideals.
- **Vast pool of expertise:** The Europeana network is a powerful and continuously growing resource of experience and expertise providing valuable insights and guidance in a wide spectrum of disciplines related to digital heritage. This collective knowledge base serves as a driver for innovation and positive change.

## Weaknesses

- **Funding dependency and lack of long-term funding perspective:** data space funding relies on short-term contracts (currently until August 2026), it is vulnerable to fluctuations and financial instability and has not kept pace with inflation. In order to stay abreast of technical developments, investment is required to meet its ambitions and aspirations.
- **Variations in funding and policies among Member States:** the success of the data space relies on the voluntary cooperation of Member States. While many countries have made significant progress in developing digital strategies, some have yet to do so, and not all EU Member States have a national aggregator<sup>1</sup>. Existing aggregators often struggle with limited funding and staffing resources.

<sup>1</sup> There is currently no accredited aggregator for Denmark, Luxembourg, and Malta, find out more [here](#).

- **Lack of a long-term vision for a full-fledged public infrastructure for the data space ecosystem,** capable of supporting diverse data-sharing mechanisms and content hosting.
- **Governance and accountability of the Europeana Initiative:** The operational and democratic accountability of the Europeana Initiative requires strengthening to become a high-performing and more inclusive networked organisation in the data space paradigm.
- **Reach:** The Europeana Initiative and the data space are not well known enough in parts of the cultural heritage sector or among the audiences the data space aims to reach in education, research, creative industries and the general public, despite significant experience in leading targeted public awareness and engagement campaigns.
- **Influencing change:** influencing, navigating and complying with complex and evolving regulation in the EU landscape pose challenges to a small organisation like the Europeana Initiative.

## Opportunities

- **Variety of funding streams and recommendation to make all public funding for digitisation conditional on sharing data in the data space:** a vast amount of EU funding for digital cultural heritage is made available through different programmes<sup>2</sup>. These come with requirements for data sharing with the data space, as specified in the 2021 Recommendation.
- **Realignment and rebranding:** the data space design offers the opportunity for the Europeana Initiative to realign its service offer and rebrand in a way that makes it more attractive to new players. The Europeana Initiative is already in a strong place to further leverage technical partnerships and advanced technologies to enhance cultural heritage experiences.

<sup>2</sup> Such as Horizon Europe (in 2025 €48 million through the Cultural Heritage Cloud) and the recovery funds.

- **Untapped network potential:** there is capability within the Europeana network to act as a conduit and target audience for the tools, services and training that the data space is and will be providing. Possible activities may require community-driven projects and setting standards for ethical data management—areas where we have significant expertise.
- **Selective decentralisation:** if activities are selectively decentralised, this may relieve pressure on sustainability and increase stakeholder engagement.
- **Data broker:** The Europeana Initiative is well positioned to act as a data broker between individual institutions and large initiatives and (commercial) organisations.
- **Advocacy and policy support:** The Europeana Initiative and the data space are strategically placed to develop positions on key topics such as AI and support the EU and the Member States in developing better digital policies.

### Threats

- **Underfunding:** the operational capacity of the data space is jeopardised by stagnant budget allocations which have not kept pace with inflation. Current funding also falls short of the Europeana Initiative's, the EU's and the Member States' ambitions for the data space, as outlined in the 2021 Recommendation.
- **Rising trend of protectionism:** more protectionism of national identities and data may hamper our ability to open up data. This may also have a negative effect on funding for our sector, the Europeana Initiative and the data space.
- **Privacy concerns:** growing concerns with regard to heightened privacy and surveillance issues might impact public trust.



*Europeana 2019 - Connect Communities* by Sebastiaan ter Burg, 2019 - CC BY.

- **Rapid evolution of technology:** including AI, XR, machine learning or data analytics will require equally continuous, intensive investment by the EU. Keeping pace with rapid technological advancements and ensuring equitable access across regions might become an ever-growing challenge.
- **Cybersecurity and cybercrime:** given the increase of sophisticated and destructive cyber-attacks which call for secure infrastructure, related skills and organisational preparedness.
- **Competition with other initiatives:** well-funded new EU initiatives and other data spaces, including those at national level, might reduce attention from and commitment to the data space and the Europeana Initiative, leading to market fragmentation and competition for funding, data and attention.

## Competitive advantages

The Europeana Initiative has a unique set of differentiating features and competitive advantages that underline its relevance. For one, the infrastructure foundational to the data space has already been built. All protocols, workflows, standards and frameworks steering our operations are based on democratic principles. The rich data offer flows from and to a diverse stakeholdership, supported by a community of experienced aggregators and a vibrant global network of cross-sectoral professionals and other culture enthusiasts. And the data space builds on the long-standing relationships between the Europeana Initiative and EU Member States, which have offered essential political, financial and policy support.

In addition, the data space is fully anchored in the EU policy landscape. Together with the other 13 sectoral data spaces, it is at the centre of the [European data strategy](#) and is an integral part of [Europe's digital decade](#). The strategy, development and governance of the data space is embedded in the 2021 Commission Recommendation, which provides guidelines and

sets targets for Member States to ensure their contribution to the data space. Given this legal hold, the data space is the natural home for all cultural and cultural heritage data, with other initiatives reusing these data and sharing the results of this reuse back into the data space.

## Three focal areas

Based on the analysis above, we see a need to focus on three areas in the coming years to help the data space to achieve its goals, the ambitions of the 2021 Recommendation, and align to the data space design principles outlined by the DSSC.

These focal areas are also essential for leveraging the opportunities of the data space in an increasingly complex and competitive digital cultural heritage environment. They stem from thorough examination of the data space ecosystem, the Europeana Initiative's role as data space steward, the SWOT analysis above, stakeholder consultations through the visioning exercise and a strategic foresight exercise.

### I. Include more types of data, a wider range of tools, and better training in the data space, while maintaining a robust infrastructure

By creating a shared place for the free movement of heritage data, services and skills, the data space will empower participants to collaborate, drive innovation and work towards the greater common good.

Previously, the Europeana Initiative worked with a number of actors, for example Europeana aggregators or software providers, who contributed data, tools and services to the core platform. The data space is a broader, more diverse environment where a larger pool of actors participate and have stakes, with the Europeana Initiative serving as its steward.

In addition to developing and maintaining datasets, tools and training centrally, the data space will integrate resources from other intermediaries both within and outside the Europeana Initiative, to be showcased and

offered for reuse by multiple parties. We will adapt and upgrade the technical infrastructure to eventually allow cultural heritage institutions to share data at source. This will require developing and governing new frameworks to ensure the trustability, quality, access and usability of these resources.

This concept of decentralised data sharing aims to change how information is stored, shared, and owned, shifting towards communal control by its users<sup>1</sup>. The goal is that every organisation and individual can store and control data at source, creating a gigantic decentralised machine-readable data space, where every element is always up to date and every data transaction is identified and secure<sup>2</sup>.

This will also mark a change in the strategic positioning of the Europeana Initiative. We will increase investment in the data space brand and position ourselves as the steward of that space. We see the data space evolving towards a place where data, services and skills are directly shared between producers and consumers, functioning as a **'commons'**, rather than relying solely on the centralised allocation that characterised Europeana in the past. The key elements of this focal area are:

**A. Different kinds of data and datasets.** The 2021 Recommendation has a clear ambition to increase the total amount of high-quality assets in the data space with an emphasis on 3D. Additionally, we recognise the need to include other types of data at varying levels of granularity - from data that is currently not supported by the Europeana Frameworks, to data about the use of heritage.

**B. Data services as data products.** Along with experts from our network, we have developed and maintained a wide range of products and services, including the Europeana website, Europeana Pro, Metis, the MINT mapping tool, several APIs, and more. Yet these only cover part of what professionals need to make heritage accessible and usable at scale. With the right

<sup>1</sup> Ethereum. [Introduction to Web3, 2024](#)

<sup>2</sup> Post-Platforms Foundation. [The new secure and inclusive Web 3.0 Data Space ecosystem](#)

frameworks, the data space can integrate new applications, tools and services developed and maintained by individual aggregators, data space-supporting projects, and other actors or data spaces. This will require an accreditation system to ensure they meet the data space standards and principles, including quality of code, security protocols and Service Level Agreements.

**C. Capacity building and resources for professionals.** The data space will help professionals learn about, use and contribute to its products, including through the Europeana Academy training programme and platform. The capacity-building offer will be increasingly multilingual, localised, and based on a train-the-trainer approach to better support national and local professional communities. It will also welcome third-party accredited training resources. The audience for these resources has the potential to be broader and more diverse, including users of other data spaces or newcomers to the cultural heritage sector.

#### Expected results:

- Greater availability and reuse of high-quality data;
- New types of data at various levels of granularity;
- Enhanced services and skills for both data providers and users;
- Increased engagement from existing and new audiences and partners;
- Reconfigured role of the Europeana Initiative, shifting from operator to data space steward.

## II. Leverage the participation of the Europeana Initiative in other major EU-funded initiatives

At the EU level, there is a growing emphasis on digital, with diverse investments supporting the sector's digital transformation across various programmes. The Europeana Initiative and the data space have been joined by other initiatives, such as the [Cultural Heritage Cloud](#), [EIT Culture & Creativity](#), [Time Machine Organisation](#), [European Heritage Hub](#), and the future [Competence Centre for 3D](#). Details about these organisations and specific opportunities for collaboration with the data space can be found in Annex, [here](#).

The Europeana Initiative will leverage its formal partnership in and informal relationships with these initiatives to create complementarities and synergies with the data space. The data space would greatly benefit from these initiatives' understanding and connection with specific audiences that cannot be easily reached at scale by the Europeana Initiative nor the data space alone. For instance, our participation in the Cultural Heritage Cloud can enable the data space to reach scientists and conservation professionals who are not active in the digital sphere. Creating a clear narrative that highlights the unique role and value of the data space is crucial to avoid confusion among users and potential partners. We will invest in the data space brand, emphasising its distinct contribution, relevance and impact.

### Expected results:

- Reaching new audiences;
- Clearer brand positioning and stronger brand equity for the data space;
- Improved infrastructures and interoperability;
- Greater value for data space stakeholders.

## III. Review and adapt the Europeana Initiative Member States' engagement model in relation to the data space

The success of the data space relies on the active and continuous engagement of Member States. Their contribution is key to achieving the data space's ambitions for greater reuse and meeting the targets of the 2021 [Recommendation](#).

We will invest in services that make the data space more valuable and appealing to Member States, and mobilise our network, including country groups<sup>1</sup> and national, domain and thematic aggregators. Ongoing collaboration with colleagues in Member States, including the Commission [Expert Group](#) on the common European Data Space for Cultural Heritage (CEDCHE) is essential to achieving the ambitious goals of the Recommendation. This focal area can be broken down into two elements:

**A. Strengthening bilateral relationships and engaging diverse stakeholders.** To strengthen our relationships with Member States<sup>2</sup>, the Europeana Initiative will map national landscapes and identify key interests and priorities, in close collaboration with the CEDCHE and the European Commission. We will implement an overarching multi-annual strategy, alongside tailored approaches for each Member State. We will support Member States to achieve their objectives and the collective goals outlined in the 2021 Recommendation, enhance the reach of their data across Europe, and provide tools and best practices to advance digitisation efforts.

While our Member States' engagement model will remain focused on EU Member States, we will also work to collaborate with non-EU countries that are already part of or interested in joining the Europeana Initiative and the data space.

<sup>1</sup> The Europeana Initiative Country Groups pilot project aims at improving national cooperation throughout the common European data space for cultural heritage. Find out more [here](#).

<sup>2</sup> Member State actors include cultural heritage institutions and data providers, national aggregators, ministries of culture and other ministries relevant to digital, EU and national policy makers, Europeana Network members and other professionals in the Member State.

**B. Driving impact through thematic pan-European campaigns: scalable methods.** We will continue rolling out pan-European campaigns spanning several presidencies around the topics and objectives of the 2021 [Recommendation](#), highlighting its collective purpose. In close collaboration with the European Commission, Member States, and the Rotating Presidencies of the Council of the EU, we'll build on the insights gained from the [Twin it! 3D for Europe's culture campaign](#) to drive further impact.

**Expected results:**

- Increased Member State engagement and data contribution;
- Secured political and financial support for the Europeana Initiative and the data space from EU Member States;
- Drive progress towards meeting the targets of the 2021 Recommendation;
- Improved outreach to non-EU countries

## Priority topics to explore in the coming years

Beyond the three focal areas, we will continue to explore critical themes for the data space through research, training, experimentation, awareness-raising, and new partnerships. These include:

- **Artificial Intelligence:** we will explore the impact of AI and its potential for enhanced efficiency, productivity, experience, scalability and sustainability in the data space.
- **Digital Public Infrastructure and Digital Commons:** we will continue to raise awareness of the need for an accessible, reliable, and secure Europe-wide digital public infrastructure that supports the full realisation of digital rights, with the data space for cultural heritage and the entire data space ecosystem being key parts.
- **Networked organisation:** we will explore the benefits of a more distributed and inclusive governance approach. Our focus will be on innovation, learning and empowerment, leveraging the networked model for community ownership, distributed accountability, scalability, impact, and resilience.
- **Leadership in ethical guidelines and digital literacy and innovation:** we will take a leading role in advising on updates to regulatory frameworks and adapting to them, ensuring compliance with European standards, promoting ethical technology use, and developing and advocating for guidelines to support secure and compliant digital initiatives.
- **Enhanced knowledge management and embracing global influence and advocacy:** we will prioritise ethical data management and foster continuous learning and adaptation. Regular training and updates will emphasise ethical practices, digital preservation, and cybersecurity awareness, ensuring the integrity, security, and accessibility of heritage data for future generations.



*From St. Cloud Park, Paris* by Edelfelt, Albert - 1905 - Finnish National Gallery, Finland - CC0.

## Europeana Initiative aspirations for the data space

Drawing on years of collective knowledge and the collaborative process<sup>1</sup> behind this document, along with the three focal areas and strategic priorities, the Europeana Initiative's vision and aspirations for the data space are clear. At its core is the pursuit of a triple transition for Europe, powered by cultural heritage.

### A triple transition of Europe powered by cultural heritage

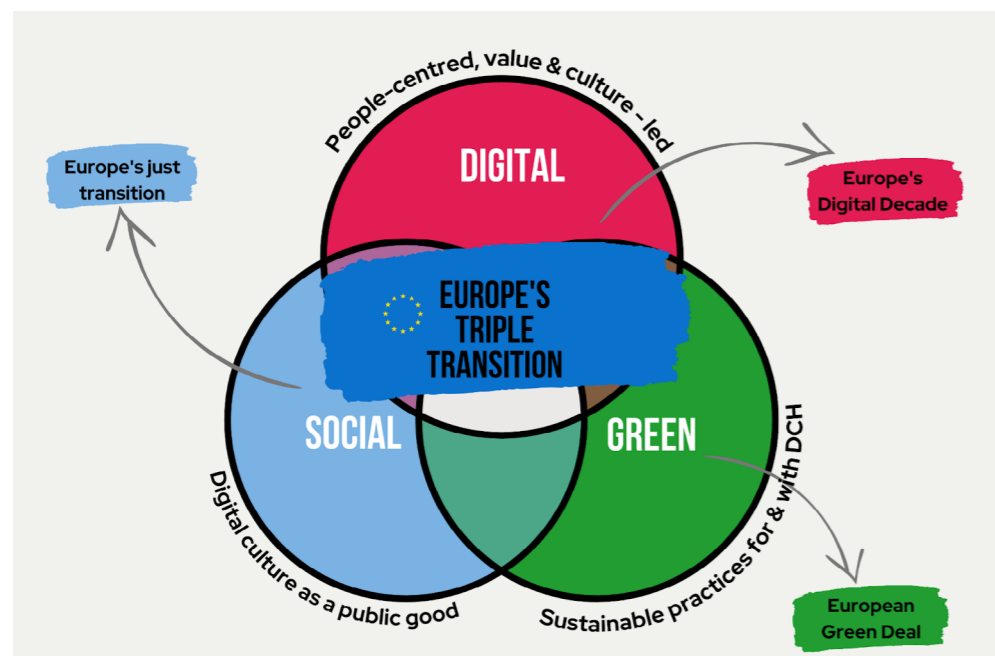
Europe and the world are experiencing rapid, systemic transformations - from the latest wave of the digital revolution with AI's rise to socio-political challenges, including wars in our neighbourhood and a stark climate crisis. Europe aims to master these changes through a bold, concerted 'triple transition'—digital, social, and green. The Europeana Initiative is committed to ensuring that digital heritage and the data space contribute to this vision.

**Digital transition with values, people and culture at its core.** In [Europe's Digital Decade](#) and the [European Declaration on Digital Rights and Principles](#), the EU recognises that digital infrastructures alone cannot define Europe's digital future. The digital transition must be human-centered and value-based, ensuring a level playing field for all and maximising the potential of technology. These principles have always guided the work of the Europeana Initiative in the cultural heritage sector, and will continue to serve as guiding compass in its role as steward of the data space.

<sup>1</sup> This vision was formed by a number of concurrent processes, including a comprehensive collective effort spanning from 2023 to the present, which included sensemaking, visioning and strategising (for full details of this process, to which over 100 stakeholders gave input, see [Annex](#)), and an exercise to cluster trends identified through the PESTLE analysis and extended literature review. The full list of trends assessed as critical in the consultative workshops (due to their potential impact on the Europeana Initiative and/or the data space) are also provided as [Annex](#), and have informed the vision below.

**Digital culture as a public good in a just social transition.** Europe’s just transition means rethinking our socioeconomic model to ensure no one is left behind, including the fundamental right to access culture and cultural heritage. For digital heritage to fulfil its societal purpose, it must be anchored in the principles of the ‘Cultural Commons’ - a collective, shareable resource stewarded as a public good. The data space plays a key role in Europe’s societal development by expanding cultural participation, further democratising access to culture and promoting openness.

**A green transition for and with digital cultural heritage.** As Europe aspires to become the first climate-neutral continent by 2050 through the [European Green Deal](#), collective action is essential, including in the digital heritage sector. While digitising cultural heritage has an environmental impact that must be minimised, our sector can drive shifts in mindsets and consumption patterns to support the green transition. The data space can act as a platform for sharing sustainable digital practices and using heritage resources to raise climate awareness and inspire action.



*Europe's Triple transition and how the data space and the Europeana Initiative can contribute to it, Europeana Foundation 2023*

## Conclusions

With the advent of the data space, the Europeana Initiative finds itself at the threshold of a remarkable journey. This transition has sparked not just practical questions, but also ignited a deeper exploration of our identity, values and aspirations. In our quest for answers, the Europeana Initiative undertook a collective sense-making process.

We believe the strongest message of this Vision document lies in its clear, resolute vision for the future of the data space, shaped through participation, collaboration and iteration. It brings together a rich tapestry of diverse yet unified perspectives on the Europeana Initiative and the data space, all contributing to a shared vision for digital cultural heritage and its role in Europe’s future.



# Annexes

## Process

This document is the result of a comprehensive collective effort by the Europeana Initiative, spanning from 2023 to the present, which included sensemaking, visioning and strategising.



*The three stages of sensemaking, visioning and strategising in 2023 and 2024.*

**Sensemaking: what is the data space?** The first step in defining our strategic direction was a sensemaking effort undertaken throughout 2023. In consultation with key stakeholders, we extensively explored the concept of data spaces and their implications for our work as we knew it. This was written up in an FAQ report with a first attempt to delineate what data spaces are and are not, and what this could mean in the Europeana context. We then focused on the development of a visioning frame to help identify our core priorities and examine the interplay between our long-term aspirations and our everyday business operations. This phase was crucial in refining our understanding of the data space landscape and in identifying the key questions that must be addressed to ensure our success in the forthcoming period.

**Visioning.** As a second step, we undertook a strategic foresighting exercise to explore and anticipate alternate futures. This included analysing relevant drivers and trends which we deepened through participatory workshops. As a result, we identified key trends that could impact our work, and assessed the impact these might have.

**Cultivating Preferred Futures: Process, scenarios and considerations.** The strategic foresighting project sought to explore and anticipate alternate futures. The process involved around 100 participants, including representatives of the Europeana Foundation Advisory and Supervisory Boards, the Management Board of the Europeana Network Association, the Steering Group of the Europeana Aggregators’ Forum, Europeana Foundation Senior Management Team and members of the staff, as well as data space Consortium partners and other key members of the Europeana network and beyond.

The process began with gathering relevant signals, trends, drivers and forces using PESTLE methods alongside desk research. Workshops #1 and #2 involved participants categorising possible developments by their level of impact and evaluating their consequences. The workshop activities helped participants consider and shape the new possibilities of/for a ‘common European data space for cultural heritage’ and the implications for us as a ‘data steward’ in these futures. Following these workshops, the Contractor<sup>1</sup> drafted three scenarios incorporating the areas of greatest uncertainty and impact we may encounter, reviewed them with the Europeana Initiative visioning core team, and sent them to participants for consideration before the final activity. In Workshop #3, participants assessed these scenarios and evaluated our preparedness and adaptation strategies for each potential future.

<sup>1</sup> The contractor was Lauren Vargas, principal of Your Digital Tattoo. With 20 years of expertise as an applied futurist, she specialises in helping organisations build strategic foresighting capabilities to actively shape their preferred futures.

**Strategising.** As a result of the two previous phases, we now have a clearer understanding of what a data space is and the opportunities it holds for us, and it has given us a feel for significant trends and how they may impact our work in the future. We've articulated the unique value that we bring to the deployment of the data space - with legacy of knowledge and learnings accumulated over 15 years and a trusted and credible position in our field - and the areas of our work that need to pivot in response to the new landscape. Additionally, we've analysed the threats and opportunities that lie ahead, and our preparedness to grasp them. With this understanding, we are now ready to plan our next steps strategically.

## PESTLE consultation and literature review: future PESTLE trends

Below we cluster the main trends identified in a PESTLE (political, economic, social, technological, legal and environmental) analysis and extended literature review. This list focuses on those that have been assessed as critical and that have been prioritised in the visioning workshops described in Annex I above because of their potential impact on us directly or on the environment in which we work.

### Political:

- National politics: increasing protectionism, nationalism and populism among EU Member States, rise of policies which may put pressure on the open data approach and the inclusive principles we stand for
- Geotechnological order: a digital landscape predominantly shaped by the U.S. and China, which conflicts with the European model and its value system.

- Political environment: increase of disinformation and misinformation, threats to democracy and shrinking civic space, which is likely to highlight the importance of robust regulatory compliance and ethical guidelines.
- Digital governance and ethical standards: increase in security threats/risks, and a rising need for Europe to navigate and lead in cyber insecurity.
- Localisation of politics: shift towards more local and regional governance, with a more relevant role by cities and regions including in cultural matters.

### Economic:

- Transformation of economic models: the EU occupies a mid-tier position in terms of economic strength - alongside economies such as China- and explores alternative models for growth focusing on innovation.
- Economic threats: potential economic threats including global conflicts (e.g. war in Europe and/or at its borders) threaten the economic sustainability of the EU and may lead to a redistribution of national budgets.
- Network economy: rise of crowdfunding, crowdsourcing and crowd content creation, highlighting the importance of building non-exploitive dynamic collaborative networks.
- Shifting economic priorities: the focus on health as a public responsibility underscores the need for comprehensive and inclusive knowledge dissemination.
- Gender gaps: economic gender gaps persist, necessitating targeted efforts to ensure inclusivity and equal opportunities in the digital marketplace.

## Social:

- Cultural diversity: rising polarisation and populist concerns about threatened identities in an increasingly diverse society. Fragmentation of virtual identity reflects the necessity of promoting diverse cultural narratives and multilingual content.
- Youth culture: trends and changes in youth culture, including digital behaviours and social media influence.
- Workforce: evolving workforce dynamics, including remote work, workplace diversity, perpetuation of gender stereotypes in digital training and careers, declining work hours and changes in the workforce due to automation, and employee well-being. A higher demand for digital skills - particularly those related to AI and machine learning, along with 'soft' or 'human' skills like ethics and collaboration.
- Social trust: declining institutional and social trust, highlighting the need for transparent and ethical knowledge and data management practices.
- Public protest: the increase of public protests worldwide indicates the importance of understanding and addressing community needs through effective intermediaries and bottom-up initiatives.
- Platforms: in the future, XR will be available to everyone and to harness this opportunity, decentralised, inclusive and user-friendly digital platforms are required.
- Data governance: choosing between proprietary and open source data models will require strategic leadership in digital literacy and innovation, governable spaces and data and community stewardship.
- Artificial intelligence: the rise of AI will strongly impact job markets, ethics, and will raise regulatory considerations. Tools, developed collaboratively, will be needed to combat malicious AI behaviour and address technological threats effectively.
- Interconnectedness: the Internet of Things / interdependence of systems highlights a greater interconnectedness, underscoring the need for diverse and extensive partnerships

## Technological:

- Technological advancements: emerging technologies heavily impact all industries and sectors, including cultural heritage. Immersive technology dominates cultural experiences.
- Digital transformation: societal need for increased readiness in digital transformation, influencing all business operations and defining their competitive advantage.

## Legal:

- Intellectual property: issues around protecting intellectual property in the digital age will gain more importance, and will be challenged by new technologies and the rise of AI.
- Compliance: organisations will be challenged to maintain compliance with changing laws and regulations, which will not always be easy for smaller and medium organisations (which dominate the heritage sector).
- Data privacy: privacy concerns and insecurity will be on the rise, paired with a lack of specialised knowledge and skills in this area.

## Environmental:

- Sustainability: the importance of sustainable practices will underscore corporate reputation and operational efficiency. These will be a requirement for all organisations, including CH ones.
- Climate change: an aggravated climate crisis will impact business operations and long-term planning; extreme weather events will require resilient partnerships and cooperative efforts. Specific environmental threats will have the potential to disrupt business activities.
- Environmental impact: the increasing environmental impact of digital tech will underscore the need for sustainable technological tools and solutions to reduce environmental impact and reduce and/or measure carbon emissions.

## Resources consulted - Europeana Foundation preliminary PESTLE analysis

American Alliance of Museums, 'TrendsWatch: The Scenario Edition', *American Alliance of Museums*, (2018) <<https://www.aam-us.org/programs/center-for-the-future-of-museums/trendswatch-2018-the-planning-edition/>> [accessed 3 January 2025].

Bassot, E., 'Ten Issues to Watch in 2024', *European Parliamentary Research Service* (2024) <[https://www.europarl.europa.eu/RegData/etudes/IDAN/2024/757592/EPRS\\_IDA\(2024\)757592\\_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/IDAN/2024/757592/EPRS_IDA(2024)757592_EN.pdf)> [accessed 3 January 2025].

Coldicutt, R., Williams, A., Barron, D., 'The Networked Shift: A Creative Industries Foresight Study', *Creative Industries Policy Evidence Centre* (19 April 2023) <<https://pec.ac.uk/research-reports/the-networked-shift-a-creative-industries-foresight-study>> [accessed 3 January 2025].

Dash, A., 'The Internet Is About to Get Weird Again', *Rolling Stone* (30 December 2023) <<https://www.rollingstone.com/culture/culture-commentary/internet-future-about-to-get-weird-1234938403/>> [accessed 3 January 2025].

European Commission, 'Sustainability and Cultural Heritage', *Culture and Creativity* (2024) <<https://culture.ec.europa.eu/cultural-heritage/cultural-heritage-in-eu-policies/sustainability-and-cultural-heritage>> [accessed 3 January 2025].

European Commission, 'The Megatrends Hub | Knowledge for Policy', *European Commission* (2024) <[https://knowledge4policy.ec.europa.eu/foresight/tool/megatrends-hub\\_en](https://knowledge4policy.ec.europa.eu/foresight/tool/megatrends-hub_en)> [accessed 3 January 2025].

European Commission, 'Towards a New Policy Framework to Make Cultural Heritage Institutions Ready for the Digital Age', *European Commission* (5 February 2021) <<https://digital-strategy.ec.europa.eu/en/library/towards-new-policy-framework-make-cultural-heritage-institutions-ready-digital-age>> [accessed 3 January 2025].

Farrell, E., (et al.), 'European Data Spaces - Scientific Insights into Data Sharing and Utilisation at Scale', *Publications Office of the European Union* (12 June 2023),

<<https://publications.jrc.ec.europa.eu/repository/handle/JRC129900>> [accessed 3 January 2025].

Getty Conservation Institute and World Monuments Fund, 'Arches Project Open Source Data Management Platform', *Arches Project* (2013) <<https://www.archesproject.org/>> [accessed 3 January 2025].

Heijkoop, S., 'Hoe Ziet de Wereld Er over 20 Jaar Uit? 4 Scenario's van DEN', *DEN* (31 October 2022) <<https://www.den.nl/kennis-en-inspiratie/ho-ziet-de-wereld-er-over-20-jaar-uit-de-4-toekomstscenarios-van-den>> [accessed 3 January 2025].

Kermani, A., 'The Urgencies in the Field of Heritage', (28 August 2023) *European Heritage Tribune* (2023) <<https://heritagetribune.eu/europe/the-urgencies-in-the-field-of-heritage/>> [accessed 3 January 2025].

Moffat, K., '2024 Set to Be a Groundbreaking Year', *Arts Professional* (23 January 2024) <<https://www.artsprofessional.co.uk/magazine/article/2024-set-be-groundbreaking-year>> [accessed 3 January 2025].

Vesnic Alujevic, L., Muench, S. and Stoermer, E., 'Reference foresight scenarios: Scenarios on the global standing of the EU in 2040', *Publications Office of the European Union* (13 June 2023) <<https://publications.jrc.ec.europa.eu/repository/handle/JRC132943>> [accessed 3 January 2025].

Weise, Z. and Coi, G., 'Here's Your Life in 2040 — If the EU's Climate Plan Works', *POLITICO* (7 February 2024) <<https://www.politico.eu/article/your-life-2040-if-eu-climate-plan-work/>> [accessed 3 January 2025].

**Resources consulted** - external identification of relevant trends, drivers, forces (gathered by Lauren Vargas, My Digital Tattoo)

ActionAid, 'The Vicious Cycle', *ActionAid* (2024) <[https://actionaid.org/sites/default/files/publications/The\\_vicious\\_cycle.pdf](https://actionaid.org/sites/default/files/publications/The_vicious_cycle.pdf)> [accessed 3 January 2025].

Bither, J., 'The Emerging Digital Nervous System: Technology, Mixed Migration, and Human Mobility Across Borders', *Mixed Migration Centre* (6 December 2022) <<https://mixedmigration.org/articles/the-emerging-digital-nervous-system-technology-mixed-migration-and-human-mobility-across-borders/>> [accessed 3 January 2025].

Clinton, H., 'The Weaponization of Loneliness', *The Atlantic* (7 August 2023) <<https://www.theatlantic.com/ideas/archive/2023/08/hillary-clinton-essay-loneliness-epidemic/674921/>> [accessed 3 January 2025].

Copenhagen Institute for Futures Studies, 'Megatrends', *Copenhagen Institute for Future Studies* (2024) <<https://cifs.dk/global-megatrends/>> [accessed 3 January 2025].

Edelman, '2024 Edelman Trust Barometer Global Report' (2024) <[https://www.edelman.com/sites/g/files/aatuss191/files/2024-01/2024%20Edelman%20Trust%20Barometer%20Global%20Report\\_0.pdf](https://www.edelman.com/sites/g/files/aatuss191/files/2024-01/2024%20Edelman%20Trust%20Barometer%20Global%20Report_0.pdf)> [accessed 3 January 2025].

European Commission, 'European Innovation Council: €1.2 Billion for Strategic Technologies and Scaling Up Companies', *European Commission* (12 December 2023) <[https://ec.europa.eu/commission/presscorner/detail/en/ip\\_23\\_6531](https://ec.europa.eu/commission/presscorner/detail/en/ip_23_6531)> [accessed 3 January 2025].

Future Today Institute, 'What We See', *Future Today Institute* (2024) <<https://futuretodayinstitute.com/trends/>> [accessed 3 January 2025].

Goodkind, N., 'ESG Has Lost Its Meaning. One Advocate Says Let's Throw It in the Trash', *CNN Business* (3 October 2023) <<https://edition.cnn.com/2023/10/03/investing/premarket-stocks-trading/index.html>> [accessed 3 January 2025].

International Energy Agency, 'Executive Summary – Renewables 2023', *International Energy Agency* (2023) <<https://www.iea.org/reports/renewables-2023/executive-summary>> [accessed 3 January 2025].

International Institute for Democracy and Electoral Assistance, 'Forging Social Contracts in a Time of Discontent – The Global State of Democracy 2022', *International Institute for Democracy and Electoral Assistance* (2022) <<https://www.idea.int/democracytracker/sites/default/files/2022-11/the-global-state-of-democracy-2022.pdf>> [accessed 3 January 2025].

Kaczmarek, R. and Ono, M., 'UN DESA Policy Brief No. 133: Migration Trends and Families', *United Nations Department of Economic and Social Affairs (UN DESA)* (11 May 2022) <<https://www.un.org/development/desa/dpad/publication/un-desa-policy-brief-no-133-migration-trends-and-families/>> [accessed 3 January 2025].

Lamensch, M., 'Generative AI Tools Are Perpetuating Harmful Gender Stereotypes', *Centre for International Governance Innovation* (14 June 2023) <<https://www.cigionline.org/articles/generative-ai-tools-are-perpetuating-harmful-gender-stereotypes/>> [accessed 3 January 2025].

Madnick, S., 'The Rising Threat to Consumer Data in the Cloud', *Apple* (December 2022) <<https://www.apple.com/newsroom/pdfs/The-Rising-Threat-to-Consumer-Data-in-the-Cloud.pdf>> [accessed 3 January 2025].

Olyneq, N., 'Sustainability Trends Shaping Corporate Priorities in 2024', *International Institute for Management Development* (28 December 2023) <<https://www.imd.org/ibyimd/2024-trends/sustainability-trends-shaping-corporate-priorities-in-2024/>> [accessed 3 January 2025].

Organisation for Economic Co-operation and Development (OECD), 'OECD Indicators - Health at a Glance 2023', *OECD* (7 November 2023) <<https://www.oecd-ilibrary.org/sites/7a7afb35-en/index.html?itemId=/content/publication/7a7afb35-en>> [accessed 3 January 2025].

Qureshi, Z., 'Rising Inequality: A Major Issue of Our Time', *Brookings* (16 May 2023) <<https://www.brookings.edu/articles/rising-inequality-a-major-issue-of-our-time/>> [accessed 3 January 2025].

Swisscore, 'Implications of Big Tech's Future in Europe', *Swisscore* (9 January 2024) <<https://www.swisscore.org/implications-of-big-techs-future-in-europe/>> [accessed 3 January 2025].

UN Women, 'Pushing Forward: Preventing Violence Against Women in Online Spaces', *UN Women* (18 November 2022) <<https://www.unwomen.org/en/news-stories/feature-story/2022/11/pushing-forward-preventing-violence-against-women-in-online-spaces>> [accessed 3 January 2025].

United Nations Conference on Trade and Development (UNCTAD), 'World Investment Report 2023', *UNCTAD* (2023) <<https://unctad.org/publication/world-investment-report-2023>> [accessed 3 January 2025].

United Nations Development Programme, 'Digital Public Infrastructure', *United Nations Development Programme* (2024) <<https://www.undp.org/digital/digital-public-infrastructure>> [accessed 3 January 2025].

United Nations, 'Reforms to the International Financial Architecture', *United Nations* (May 2023) <<https://www.un.org/sites/un2.un.org/files/our-common-agenda-policy-brief-international-finance-architecture-en.pdf>> [accessed 3 January 2025].

United Nations, 'UN Report: Nature's Dangerous Decline "Unprecedented"; Species Extinction Rates "Accelerating"', *United Nations* (6 May 2019) <<https://www.un.org/sustainabledevelopment/blog/2019/05/nature-decline-unprecedented-report/>> [accessed 3 January 2025].

United Nations, 'With Highest Number of Violent Conflicts Since Second World War, United Nations Must Rethink Efforts to Achieve, Sustain Peace, Speakers Tell Security Council', *United Nations Press Release* (26 January 2023) <<https://press.un.org/en/2023/sc15184.doc.htm>> [accessed 3 January 2025].

World Economic Forum, 'Global Risks Report 2024', *World Economic Forum in partnership with Marsh McLennan and Zurich Insurance Group* (2024) <[https://www3.weforum.org/docs/WEF\\_The\\_Global\\_Risks\\_Report\\_2024.pdf](https://www3.weforum.org/docs/WEF_The_Global_Risks_Report_2024.pdf)> [accessed 3 January 2025].

World Economic Forum, 'Global Risks Report 2024', *World Economic Forum* (10 January 2024) <<https://www.weforum.org/publications/global-risks-report-2024/digest/>> [accessed 3 January 2025].

World Economic Forum, 'The Global Cooperation Barometer 2024', *World Economic Forum in Collaboration with McKinsey and Company* (January 2024) <[https://www3.weforum.org/docs/WEF\\_The\\_Global\\_Cooperation\\_Barometer\\_2024.pdf](https://www3.weforum.org/docs/WEF_The_Global_Cooperation_Barometer_2024.pdf)> [accessed 3 January 2025].

World Health Organization (WHO), 'WHO Commission on Social Connection', *WHO* (2024) <<https://www.who.int/groups/commission-on-social-connection>> [accessed 3 January 2025].

## Organisations to leverage our relationships with

**The Cultural Heritage Cloud (opportunity: high):** The Cultural Heritage Cloud is funded under the Horizon Europe programme (€110 million over 5 years). Its main aim is to develop a workspace to advance cultural heritage sciences. Europeana Foundation is a full partner and the ENA is an affiliated entity. The Foundation is responsible for training and capacity building and will build a data pipeline towards the Cloud. Training developed in the Cloud will (also) feature in the Europeana Academy and we aim to become an indispensable conduit of relevant data to the Cloud. The ENA will contribute to community mapping and outreach, as well as to the development and delivery of capacity building efforts. Furthermore, the Europeana Initiative network members Archives Portal Europe Foundation, Nederland Institute for Sound and Vision, and Poznan Supercomputing and Networking Center as well as the data space consortium partner DARIAH are full partners, while Michael Culture Association, another EI network member, is an associated partner. Together, we represent the overall interests of the Europeana Initiative. Significant new funding opportunities will come up in Q3 2024 (€48 million worth), for which Europeana and its partners are natural partners.

**The EIT Culture & Creativity (opportunity: medium):** EIT Culture & Creativity is a Knowledge and Innovation Community (>€500 million over 10 years) that aims to build connections between culture and creative industries. Europeana Foundation is a founding partner but has not as yet benefitted much from the relationship. The EIT organisation has been under quite an amount of pressure during its kick-off phase. The opportunity is to unlock funding to support our network in developing new applications and relationships with creative industries.

**Time Machine Organisation (opportunity: medium - high):** The Time Machine Organisation (TMO) is a leading international organisation (>600 members) with a strong vision on how cultural heritage can be applied in

local (city) settings. It lacks a strong funding base but it has as its core strength a network of 85 (and growing) cities who act as local time machines. We are developing a pilot under the next Implementation Plan where the data space will act as a service provider to the local time machines (and thus create reuse cases).

**European Heritage Hub (opportunity: medium - high):** The European Heritage Hub is an EU funded pilot project bringing together European heritage stakeholders and initiatives to support the 'triple transition', integrating the digital, green, and social aspects of the EU's vision for the future - the European Growth Model. The project will run for an initial two-year period from May 2023 to April 2025. Europeana Foundation is a full partner in the Heritage Hub which enables us to develop advocacy positions on key themes such as AI.

**Competence Centre for 3D (opportunity: high):** The Competence Centre for 3D is funded under the Digital Europe Programme as a two-year project to support the sector in accelerating 3D digitisation. It is designed to operate in close coordination and contribute 3D content to the data space, which means that we can consider scaling back some 3D activities currently deployed through the data space. The Competence Centre will also collaborate with the Europeana Initiative to establish one or more Ukrainian Aggregators to contribute to the data space. This presents a tangible opportunity to expand our reach to a country beyond the EU, building on our previous work to support the cultural heritage of Ukraine. The project is expected to kick-off early in 2025, Europeana Foundation and the ENA are part of two project proposals.

**Other data spaces (opportunity: high):** The data space for cultural heritage will be interoperable with other data spaces, allowing data to flow in a standardised way between them and creating opportunities for connections, innovation, and discovery. In particular, the tourism, media, and language data spaces, but also others offer interesting possibilities for collaboration. Decentralisation opens up opportunities for integrating

technologies developed by and for data spaces, such as AI tools, into the cultural heritage data space. As one of the few data spaces already capable of providing standardised, consistent, and reliable services, we should devise cooperation models with other data spaces while some are still in the exploratory and preparatory stages.

**Data Space Support Centre (opportunity: high):** Funded by Digital Europe, the Data Spaces Support Centre (DSSC) facilitates the creation of an interoperable data-sharing environment and the exchange of knowledge and best practices among data spaces. The data space for cultural heritage is increasingly adopting the terminology and processes established by the DSSC, as outlined in this strategy. The DSSC plays a crucial role in strengthening and leveraging relationships, particularly in outreach to other data spaces and developing cross-data space use cases. Additionally, through the DSSC, the Europeana Initiative and the data space for cultural heritage can support the broader data space community with expertise and best practices in topics such as data governance and community building.

**European and International organisations (opportunity: medium):** Our role as steward of the data space will also bring about new forms of interaction and cooperation with European and international actors in the (digital) cultural heritage sector, including, for instance, the Council of Europe and UNESCO.

## Member State targets for content contribution to Europeana and the data space

[The European Commission Recommendation of 10 November 2021 on a common European data space for cultural heritage](#) urges the Member States to set a comprehensive digital strategy for cultural heritage in collaboration with concerned stakeholders and actors, and provide resources/support for its implementation. The national digital strategy should support the cultural heritage institutions in taking up advanced technologies<sup>1</sup> and set clear digitisation and digital preservation goals. The Recommendation sets digitisation targets per Member State by 2030, including intermediate targets by 2025. With a focus on 3D, the Recommendation strongly encourages Member States to 'digitise 3D all monuments and sites deemed cultural heritage at risk, and 50 % of the most physically visited cultural and heritage monuments, buildings and sites' by 2030. Overview of the indicative targets for content contribution to Europeana and the data space by 2030 per Member State below:

<sup>1</sup> 3D, artificial intelligence, extended reality, cloud computing, data technologies and blockchain



	A	B	C	D	E	F
	Number of records in Europeana on 1 February 2021	Number of high quality records in Europeana on 1 February 2021	New high quality records by 2030	Total number of records by 2030 [= A+C]	Total number of high quality records by 2030 [=B+C]	3D digital assets by 2030
<b>Austria</b>	2.372.357	1.106.942	1.002.892	3.375.249	2.109.834	401.157
<b>Belgium</b>	2.499.646	2.247.432	1.215.817	3.715.463	3.463.249	486.327
<b>Bulgaria</b>	94.447	62.647	329.454	423.901	392.101	131.782
<b>Croatia</b>	67.357	5.456	235.877	303.234	241.332	94.351
<b>Cyprus</b>	30.959	1.858	71.466	102.425	73.324	28.586
<b>Czechia</b>	881.263	369.602	889.329	1.770.592	1.258.931	355.732
<b>Denmark</b>	1.032.422	662.712	676.884	1.709.306	1.339.596	270.754
<b>Estonia</b>	648.205	486.024	99.825	748.030	585.849	39.930
<b>Finland</b>	1.093.297	960.899	548.428	1.641.725	1.509.327	219.371
<b>France</b>	3.860.232	1.779.567	6.381.064	10.241.296	8.160.631	2.552.426
<b>Germany</b>	5.536.786	4.107.742	8.924.266	14.461.052	13.032.008	3.569.707
<b>Greece</b>	661.593	383.327	642.175	1.303.768	1.025.502	256.870
<b>Hungary</b>	732.033	571.425	637.732	1.369.765	1.209.157	255.093
<b>Ireland</b>	86.765	44.424	856.780	943.545	901.204	342.712
<b>Italy</b>	2.150.207	687.421	5.119.900	7.270.107	5.807.321	2.047.960
<b>Latvia</b>	128.505	113.341	117.705	246.210	231.046	47.082
<b>Lithuania</b>	224.359	182.337	209.875	434.234	392.212	83.950

	A	B	C	D	E	F
	Number of records in Europeana on 1 February 2021	Number of high quality records in Europeana on 1 February 2021	New high quality records by 2030	Total number of records by 2030 [= A+C]	Total number of high quality records by 2030 [=B+C]	3D digital assets by 2030
<b>Luxembourg</b>	65.600	1.325	145.567	211.167	146.893	58.227
<b>Malta</b>	50.310	1.006	46.013	96.323	47.019	18.405
<b>Netherlands</b>	9.126.499	7.554.003	1.992.463	11.118.962	9.546.466	796.985
<b>Poland</b>	3.040.221	936.996	2.477.819	5.518.040	3.414.815	991.127
<b>Portugal</b>	203.044	138.963	727.333	930.377	866.297	290.933
<b>Romania</b>	135.213	84.549	1.209.889	1.345.102	1.294.438	483.956
<b>Slovakia</b>	15.106	453	341.636	356.742	342.089	136.654
<b>Slovenia</b>	598.310	382.081	166.799	765.109	548.880	66.720
<b>Spain</b>	2.960.596	1.228.351	3.851.622	6.812.218	5.079.973	1.540.649
<b>Sweden</b>	4.307.321	3.047.430	1.098.975	5.406.296	4.146.404	439.590
<b>EU 27</b>	<b>42.602.653</b>	<b>27.148.311</b>	<b>40.017.586</b>	<b>82.620.239</b>	<b>67.165.896</b>	<b>16.007.034</b>



europeana