



Europeana Initiative Vision 2030 Adapt. Adopt. Aspire. Achieve



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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.

Executive summary

Over the past decades, the Europeana Initiative, with support from the European Union and our network of members and partners across Europe, has helped digital cultural heritage evolve into an exciting new territory. More than ever, in our role as the steward of the [common European data space for cultural heritage](#), we are on a mission to support our sector to digitally transform, democratise access to culture, foster a culture of openness and boost Europe's creative capital. In the last fifteen years, we've laid solid foundations to build upon: high-quality data, a thriving community, trustworthy, unbiased and reusable offerings, and continued engagement from our supporters.

Everything we do is driven by our belief in the power of cultural heritage data to create positive societal change. When [establishing](#) the data space for cultural heritage, the European Commission laid out a bold vision for a heritage-led transformation of Europe. In her [vision](#) for the European Commission's 2024–2029 term, President Ursula von der Leyen highlighted the importance of cultural heritage in shaping “*the European way*” and the need to make it easier for people, especially younger generations, to enjoy our rich cultural heritage. This mission is at the heart of the data space.

After starting our journey as data space steward back in 2022, the Europeana Initiative launched a process to develop a unified data space vision. The challenge was to understand the then-new data space paradigm introduced by the European Commission and the Data Space Support Centre while remaining true to the values that led to the creation of Europeana. We explored how we can shape an impactful data space for the long-term, leveraging 15 years of solid work, identifying what building blocks were in place and what needed to be changed or expanded. This collaborative process involved over 100 individuals and resulted in the creation of this document.

This document outlines the Europeana Initiative’s long-term vision for the data space and how we plan to harness it to achieve our goals more effectively and with greater impact. Our vision aligns with the goals of [Europe’s Digital Decade and its Digital Compass 2030](#), and those of the [2021 European Commission Recommendation](#) on a common European data space for cultural heritage. We aspire to support Europe’s ‘Triple Transition’ - with digital, social and green interconnected dimensions - powered by (digital) cultural heritage.

This document gives a high-level direction of travel, and aims to provide input and inspiration for the forthcoming ‘Data space Strategy’ which will be developed by the European Commission and the Member States by summer 2025. This document can be seen as a *guiding compass*, while the Data space strategy will become the *roadmap* for the data space in the coming years.

Three focal areas

As the data space develops, we’ve been working to better align it with the design principles from the Data Space Support Centre and the sector’s needs. To thrive in the data space paradigm, we will focus on three areas in the years to come:

1. Include more types of data, a wider range of tools and better training, 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. In addition to developing and maintaining datasets, tools and training centrally, the data space will integrate resources from other intermediaries within and outside the Europeana Initiative ecosystem. This will require developing the technical infrastructure to enable cultural heritage institutions to share data at source and developing and governing new frameworks. This concept of

decentralised data sharing will transform how information is stored, shared and owned, shifting towards communal control by users.

As data space steward, the Europeana Initiative will enhance its value proposition for data users, encouraging greater reuse, while creating a more inclusive space for data partners and service providers. We’ll explore the potential of transforming the data space into a ‘marketplace’ for cultural heritage, as defined by the Data Space Support Centre - an intermediary that enables functions and data transaction capabilities.

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.

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

The digital heritage ecosystem is getting richer and more diversified, with new initiatives like the [Cultural Heritage Cloud](#), [EIT Culture & Creativity](#) or the [European Heritage Hub](#). The data space can greatly benefit from the Europeana Initiative’s involvement in these initiatives, creating opportunities for collaboration and synergy.

For example, the data space can gain valuable insights and connect with audiences already engaged by these initiatives, helping reach groups it might not easily access at scale on its own. This will require a stronger focus on strengthening infrastructures and promoting interoperability, for example via API products and persistent identifiers.

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.

3. 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 continued engagement of EU Member States. They are crucial to achieving the data space's goals 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. This includes close collaboration with Europeana Initiative [country groups](#), national, domain and thematic aggregators, as well as partners in Member States, including the Commission [Expert Group](#) on the common European Data Space for Cultural Heritage (CEDCHE).

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.

