Meeting DG CNECT and pan-European and International organisations active or interested in digital cultural heritage
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Bringing European Cultural Heritage into the digital age
- Digitisation, online access, digital preservation
- Digital transformation
- Europeana and the Data Space for Cultural Heritage

Education systems fit for the digital era
- Connectivity and digital capabilities in schools
- EU Student eCard
- Emerging technologies in learning and education
- Data Space for Skills

Transforming digital experiences with XR
- Encouraging applications across sectors
- Supporting wider adoption
- R&I meeting European values
The Digital Decade vision & targets (March 2021)

- Secure and performant sustainable digital infrastructures
- Skills
- Digital transformation of businesses
- Digitalisation of public services and areas of public interest
Recommendation on a common European data space for cultural heritage
Objectives of the Recommendation

- to pave the way for a Common European Data Space for Cultural Heritage
- to make high quality data flow
- boost the reuse of cultural heritage data
Main elements

• **Broader** scope: tangible, intangible, natural, born digital

• Targets for Cultural heritage **at risk**:
  - \(40\%\) digitised in 3D by 2025, \(100\%\) by 2030

• Targets for most **visited** sites:
  - \(20\%\) digitised in 3D by 2025, \(50\%\) by 2030

• **Setting up comprehensive** and forward-looking national digital strategy

• Importance of national/regional **aggregators**

• Involving more **SMEs**

• Assessing the **digital skills** gap

• Built on and extending **Europeana**
A new Member State expert group

• Commission Expert Group on the common European Data Space for Cultural Heritage set up as of 1\textsuperscript{st} July 2021

• To give guidance in relation to the development of the common Data Space for Cultural Heritage

• To steer in linking with other Data Spaces under the Digital Europe Programme

• To foster exchange of best practices and knowledge at regional and national level
Data Spaces under the DIGITAL programme
Common European data spaces

- Driven by stakeholders
- Rich pool of data of varying degree of openness
- Sectoral data governance (contracts, licenses, access rights, usage rights)
- Technical tools for data pooling and sharing

Data Spaces Support Centre
- Coordinating the development of data spaces
- Ensuring common standards and interoperability

Technical infrastructure for data spaces
- Edge & cloud Services
- Smart Middleware solutions
- Marketplace
- High-Performance Computing
- AI on demand platform
- AI Testing and Experimentation Facilities
Data Space for Cultural Heritage

• **Accelerate** the digital transformation of the sector

• Build on the current **Europeana** platform

• **3D** digitisation, re-use of data, cross-sector and cross-border

• Support the integration of **high-value, high-quality datasets**

• **Enriching** services, seizing the opportunity of **advanced technologies** (eg AI, ML, XR)
Data space for cultural heritage (deployment) – second strand - deadline 17/05/2022

• **Enrich the offer of data, tools and services** available in the data space (such as access to high quality and high-value datasets, tools, technical know-how references, and other services)

• Use existing Artificial Intelligence and machine-learning systems to **improve user-engagement and experience** (for example, via automatic translations, automatic enrichments, adaptive filtering, personalised recommendations or improving other aspects of the data space).

• **Re-use** available digitised cultural heritage assets, in particular 3D, in important domains such as education, social sciences and humanities, tourism and the wider cultural and creative sector.

Data Space for Tourism *(call closed)*

- **Exploratory phase**: prepare and develop a secure, trusted data space for tourism
- **Enable the sector** to share, process and analyse data
- Propose sustainable business models and incentives schemes to **motivate participants to share data**
- Develop a multi-stakeholder **data sharing governance scheme**, allowing easy, cross-border access to key data sets
- Elaborate a **blueprint** for a conceptual architecture referring existing building blocks, to facilitate interoperability
- Increase the sector **sustainability** and its environmental performance
- Strong **interconnection** to cultural heritage, mobility, media data spaces.

*Forum van Trajanus - Rijksmuseum, Netherlands - Public Domain.*
Data Space for Media *not open yet*

- Initiative to **support media companies** for sharing data, innovative solutions, new business models
- **Boost** use of data for **innovative content** (entertainment, education and news) production, curation, circulation and distribution across Europe
- Enable **data-based cooperation** among media companies, to be more competitive vs online platforms
- A technical **infrastructure with governance** mechanisms
- **Innovative tools** to increase findability of media content across borders (larger audiences, multiple languages)
- Support to **curation, joint-production and circulation** of news and media content and its adaptation to different audience targets and consumer preferences.
- A sandbox **environment for pilots** and innovative media services developed through other EU initiatives (e.g. HE)
Discussion time
Post-pandemic/current crisis opportunities and challenges

• What is the post-pandemic outlook for you, how the current crisis influences this outlook?

• How did your organisation change digitally? How did it affect the way you operate and reach out to your constituencies and stakeholders?

• What opportunities do you see for the future? How would these affect your main priorities for next years?
Cultural Heritage Data space

• What opportunities do you envision for your activities within the forthcoming European Data Space on Cultural heritage?

• What measures are needed to accelerate its development?

• In what ways can we work together to exploit the full potential of the data space?
Keep in touch


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