

DG CONECT - Unit G2:

Interactive Technologies, Digital for Culture and Education

Mission of unit G2:

- ➔ Using digital technologies to open new perspectives for cultural heritage, education and new ways to interact with the digital world
- ➔ Through policy, coordination, funding for research and innovation, and the wider take-up of interactive technologies, learning technologies and connectivity

Bringing cultural heritage into the Digital Single Market

Digital policy for cultural heritage

Commission Recommendation on the digitisation and online accessibility of cultural material and digital preservation
([2011/711/EU](#))

Coordination & best practices exchange with Member States

The Commission Expert Group on Digital Cultural Heritage and Europeana ([DCHE](#))

European Union flagship initiative on online access of cultural heritage

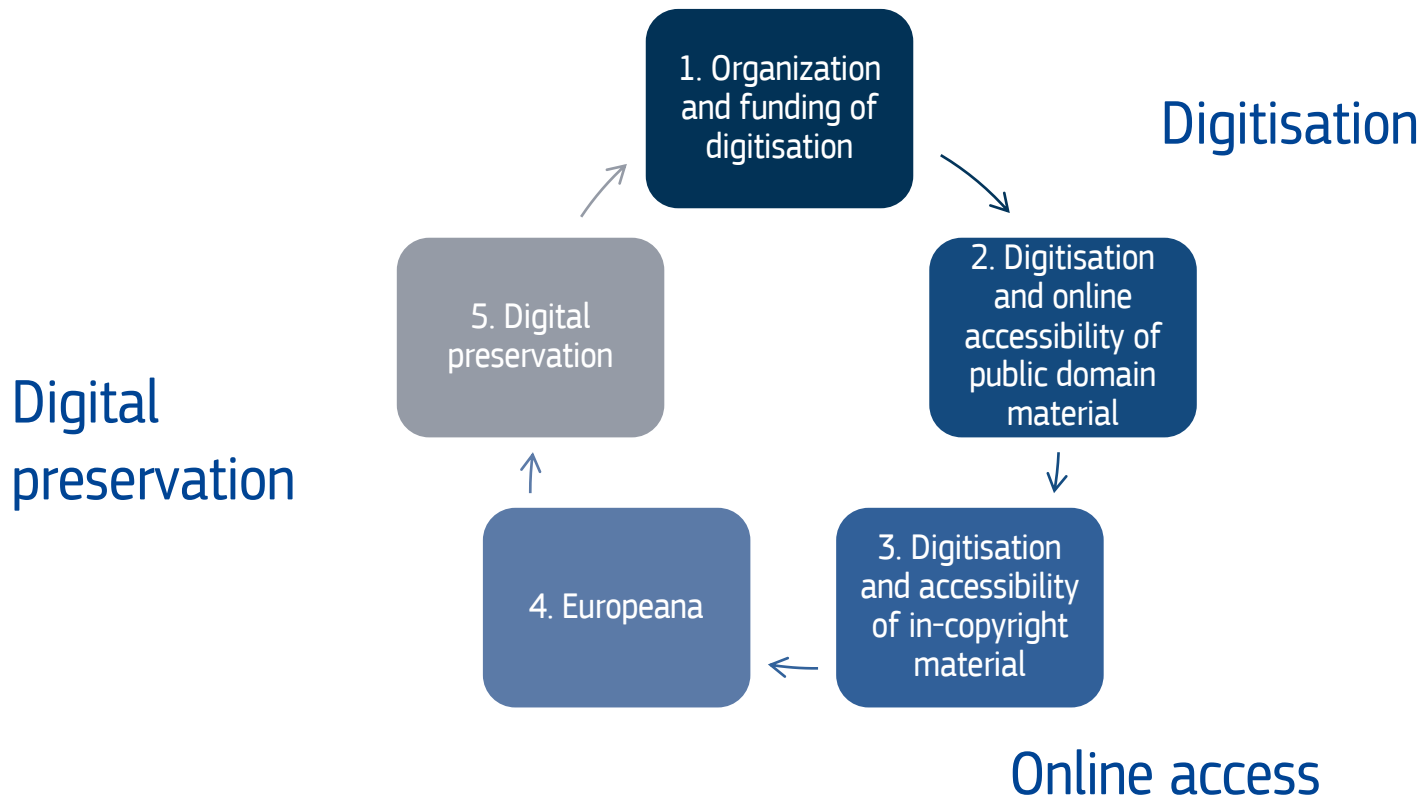
The Europeana initiative – [Europeana](#) has been funded by the European Union since its launch in 2008

Research & innovation funding

2014-2020: [Horizon 2020 Societal Challenges 6](#): approx. €70 M + Horizon 2020 LEIT supporting the Creative Industries: approx. €100 M & supporting Digital Learning: approx. €150 M

5 CHAPTERS COVERED BY THE RECOMMENDATION (2011/711/EU)

SUPPORT THE DIGITAL LIFE-CYCLE APPROACH



[Access here](#)

The Commission Recommendation on the digitisation and online accessibility of cultural material and digital preservation (2011/711/EU)

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COORDINATION BEST PRACTICES EXCHANGE WITH MEMBER STATES

MONITORING THE IMPACT OF THE RECOMMENDATION (2011/711/EU)



The Commission Expert Group on Digital cultural Heritage and Europeana (DCHE)

- EU 27 represented + Iceland + Serbia
- Sub-group on Europeana: experts, organizations and common interest groups represented

[Access here](#)

The DCHE
website

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Europeana

Explore 58,077,285 artworks, artefacts, books, films and music from European museums, galleries, libraries and archives

Farmyard with lying pig, 1882, Nicolaas Bastert
Rijksmuseum

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EXHIBITION

PIONEERS

FREE TO USE IMAGES

1914-1918

ARCHAEOLOGY

ART

FASHION

MANUSCRIPTS

MAPS

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RESEARCH AND INNOVATION PROJECTS

A FEW EXAMPLES

Curation



Preservation



Restoration



Access here:
Horizon 2020
Societal
Challenges 6

UPCOMING CALLS IN 2019

DT-TRANSFORMATIONS-12-2018-2020: **Curation of digital assets and advanced digitisation** (€13.5 M)

DT-TRANSFORMATIONS-20-2020: **European Competence Centre for the preservation and conservation of Monuments and Site** (€3 M)

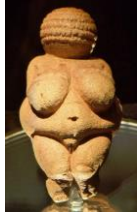
DT-TRANSFORMATIONS-21-2020: **Mentoring scheme for schools: mainstreaming innovation by spreading the advanced ICT-based teaching practices to a wide circle of schools** (€1 M)

Date of publication of the calls: 05/11/2019

Date of closing: 12/3/2020

Why does the European Commission consider cultural heritage an important part of the Digital Single Market?

... a few reasons



Europe has a rich and long-lasting cultural heritage: an example of prehistoric art - *Venus of Willendorf*, 28,000-25,000 BC
Naturhistorisches Museum, Vienna



The European Union has the highest concentration in number of unique cultural and natural sites of outstanding beauty: 407 World Heritage Sites (e.g. Voronet Church, Suceava-Romania)

The world is fascinated with centuries of European heritage in music, film, food, drinks, fashion, craft making, festivals, philosophy...

Digital single market: Bringing down barriers to unlock online opportunities

THE DIGITAL REVOLUTION:



information age: data and content!



electronic age: mobile-first!

Scenario: We have digitised approx. 30% of Europe's cultural heritage, now what?

Online access anytime/anywhere



Engaging, interactive, participative access to cultural heritage

-

segmented for audiences

High-quality images and sound



(SIDE NOTE): technology can be a learning tool not just a distraction
... almost anything can be a distraction



San Francisco Museum of Art, 1963

EXHIBITION

PIONEERS

PHOTOGRAPHY

1914-1918

ARCHAEOLOGY

Personalized & curated content

High-quality images and sound

ART

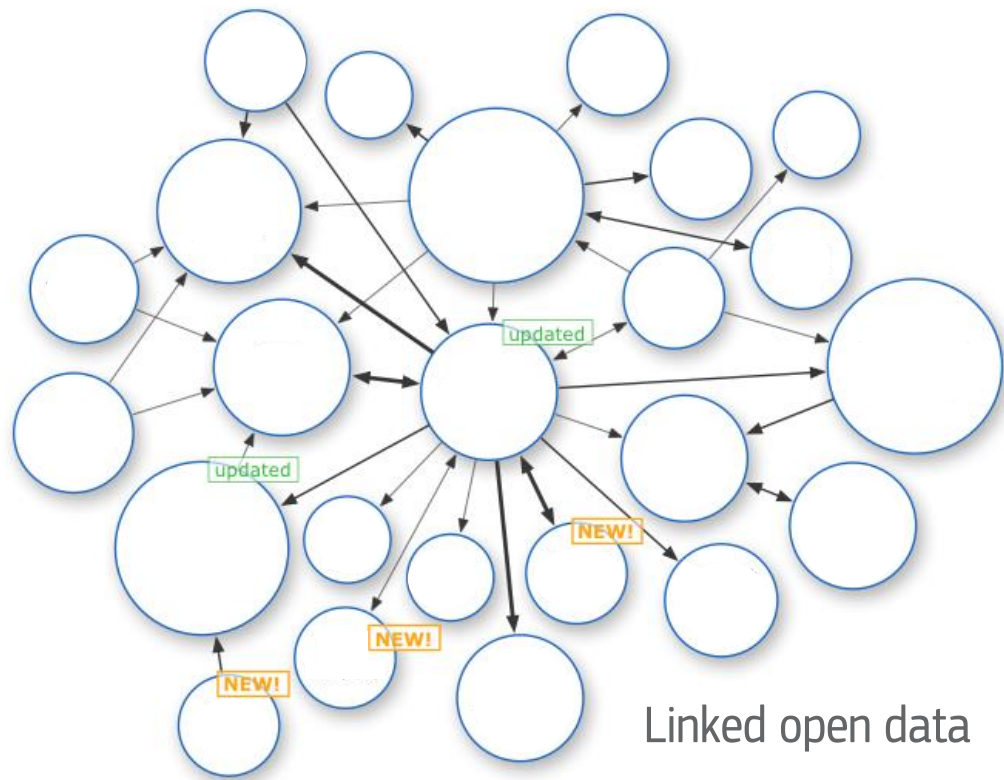
FASHION

MANUSCRIPTS

MAPS

Enabled use and re-use of content

High-quality images and sound



Wrap-up: Why is digitized cultural heritage
- made available online – in high-quality –
an important part of the experience
economy, cultural tourism, and transforming
our cities into smart destinations?

... to keep in mind

- Some of the greatest assets of Europe for tourism are cultural assets
- It is estimated that cultural tourism accounts for 40% of all European tourism (source: EC) – Will this number increase in 2019?
- Mobile-first world: 42% of travelers worldwide use smartphones to plan or book their trips (source: one of the world's largest travel site)

- Main key words for the experience economy: PERSONALIZATION – PARTICIPATION – CONNECTION
- Main key words for smart destinations: DATA – CONTENT – DATA – CONTENT – DATA - ...

2020+ Europeana future scope (1/2)

Focus on the needs of primary stakeholders:

- supporting and steering cultural heritage institutions to make cultural heritage more accessible in the digital age
- empowerment of cultural heritage communities

Strengthening of the technical platform:

- improve findability of content
- strengthening multilingualism
- easier for data providers and aggregators to use the service
- retaining responsibility for the quality of data & services offered

2020+ Europeana future scope (1/2)

Curated and smart content

- curated content, selected and presented with multilingual collections, exhibitions and virtual galleries
- use of AI, language processing and big data
- smart content that can be re-used in other sectors such as the education, research or the creative sectors

Driving the digital transformation & capacity building of the cultural heritage sector

- standardisation, common solutions & best practices
- improving access to the digital transformation for smaller cultural heritage institutions

DON'T FORGET ABOUT OUR UPCOMING CALLS IN 2019

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