



Europeana

Developing a common strategic approach for
Member States to support the digital transformation
of Europe's cultural heritage sector
September 2019

Romanian Presidency of the Council of the European Union

Exposing Online the European Cultural Heritage: the
impact of Cultural Heritage on the Digital Transformation
of the Society

17 & 18 April 2019, Iasi, Romania

What we did

During the Romanian Presidency, Europeana held a meeting with high-level policymakers to discuss the challenges and opportunities of preparing a common European approach for Member States to locally support the digital transformation of cultural heritage.



What we found

The principal challenges for all countries are identified as the scaling up of facilities to be more effective, efficient and enable collections to be linked together to facilitate use.

Three recommendations for a common approach

1. National strategies give impetus to the digital transformation of the European Cultural Heritage sector,
2. Integrating the adoption of international standards enables digital transformation,
3. Facilitating co-creation engages stakeholders to deliver sustainable and effective mechanisms towards achieving digital transformation.

#1 National Strategies give impetus to Digital Transformation by;

1. Articulate the impact of its implementation,
2. Be supported by a policy environment that facilitates the necessary changes,
3. Be transparent and measurable.

#2 Integrating the adoption of international standards enables digital transformation by;

1. Local translation of standards and supporting resources,
2. Pan-sector events to facilitate knowledge-sharing.

#3 Facilitating co-creation engages stakeholders to deliver sustainable and effective mechanisms towards achieving digital transformation

1. Ensuring local cultures, traditions and perspectives are shared,
2. Nurturing personal and collective responsibility for success,
3. Providing opportunities for the professional advancement of skills and knowledge.

Suggested Actions to support the recommendations should be undertaken by;

1. Member State Ministries,
2. The Europeana Initiative,
3. Cultural Heritage Institutions.

Suggested Actions: Member State Ministries

The Ministries who are responsible for

I. Enabling the digital transformation of the Cultural Heritage sector

II. Representing the beneficiaries of the digital transformation

- should collaborate with:

- The cultural heritage institutions to design and support the implementation of
- a national strategy
- Fellow ministerial departments to identify and allocate funding and resources
- to support the implementation of a national strategy
- Existing networks and institutions, and together create new communities that foster collaboration, knowledge-sharing and good practices, and
- Fund and support networking and community-building initiatives to achieve
- economies of scale.

Suggested Actions: The Europeana Initiative

Consisting of the Europeana Foundation, the Europeana Network Association and the Europeana Aggregators' Forum, the Europeana Initiative should advocate for:

- The continued support of its activities that nurture interest, generate momentum, and act as a bridge to foster collaboration between CHIs and ministries,
- The full implementation of pan European standards, framework and resources through participating in projects, training partners, hosting workshops and events,
- Wider participation throughout the sector in it's professional and aggregator network opportunities to develop and share knowledge and experience.

Suggested Actions: Cultural Heritage Institutions

Cultural heritage institutions from all Member States, and of any size or maturity, should advocate for:

- Direct support to build or participate in cross-domain community working groups that can advocate for and encourage the use of international standards, frameworks and policies.



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