



REPUBLIC OF ESTONIA  
MINISTRY OF CULTURE

# **Estonian Presidency of the Council of the EU**

**01.07.2017-31.12.2017**

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**Ministry of Culture**

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# Key issues in culture

- **Audiovisual – audiovisual media services directive**
- **Culture – promoting access to culture via digital means with special focus on audience developement**
- **Sports – the role of coaches in society**

## **Keeping an eye on:**

- **EU VAT reform on e-books**
- **copyright reform**

# Registration opens soon – stay tuned

**Cultural Heritage 3.0: Audience and access in digital era**

**12.-13.07.2017**

**Venue: Estonian National Museum**

**City: Tartu**

**<http://www.erm.ee/en>**



# The conference topics

**The role of culture and heritage in building stronger user communities and cohesive society.**

**Citizens and communities defining, creating and using heritage – makers and users.**

**Using digital means to enhance community participation cultural heritage.**



# The conference topics

**Cultural heritage institutions changing from gatekeepers to enablers of participation.**

**How to place audiences at the centre of cultural institutions? How to best reach different audiences with different needs and interests?**

**Special focus on digital tools and the efforts of institutions to reach out to new audiences.**



# The conference topics

**Memory Institutions as the Google of Cultural Heritage.**

**How to develop the innovation capacity of cultural heritage institutions?**

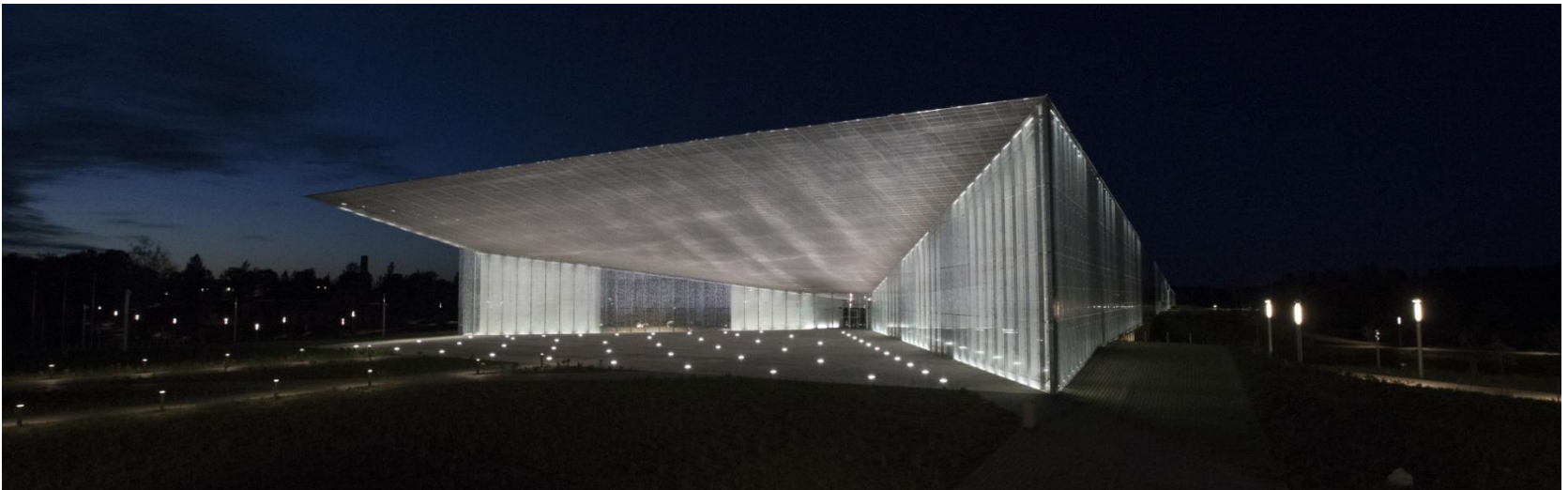
**How to link cultural heritage with social innovation and economic development?**



# The conference topics

**Modernisation of the EU copyright rules to facilitate access to culture and heritage – how to balance between commercial interest vs common good?**

**The session looks at dual nature of the copyright system – challenges and opportunities.**



## Other events

- **Sports conference** **12.-**  
**14.07.2017, Tallinn**
- **European Forum for Architectural Policies**  
**21.-22.09.2017, Tallinn**
- **European Sports Week** **23.09.2017,**  
**Tartu**
- **Audiovisual conference / European Film Forum** **28.-29.11.2017, Tallinn**







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# Thank you!

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