

Under the Estonian Presidency

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Estonian Presidency conference: "Cultural Heritage 3.0: Audience and Access in the Digital Era", July 12-13

230 participants + online viewers

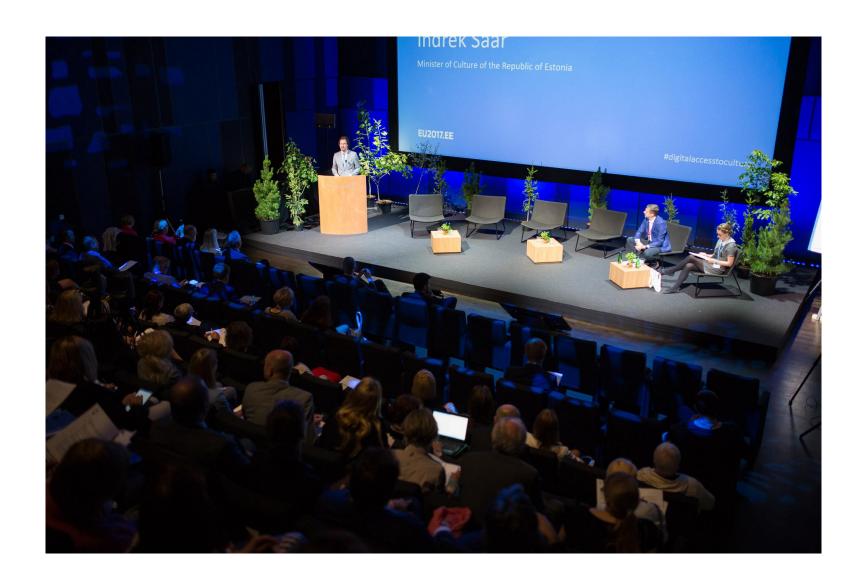
from

32 different countries

Some thoughts that resonate

- Best solutions are born of cooperation with the public
- Involve everyone/people/audiences in the creation and distribution of cultural content
- Who is responsible for audience development bottom-up to top-down
- The role and status of institutions with change of focus to audience development?

- Evaluate the impact of the engagement practices You have an impact without even knowing - Benchmark, explore impact – Know your audiences
- To move forward think cultural heritage as a platform, work on the economy of meaning

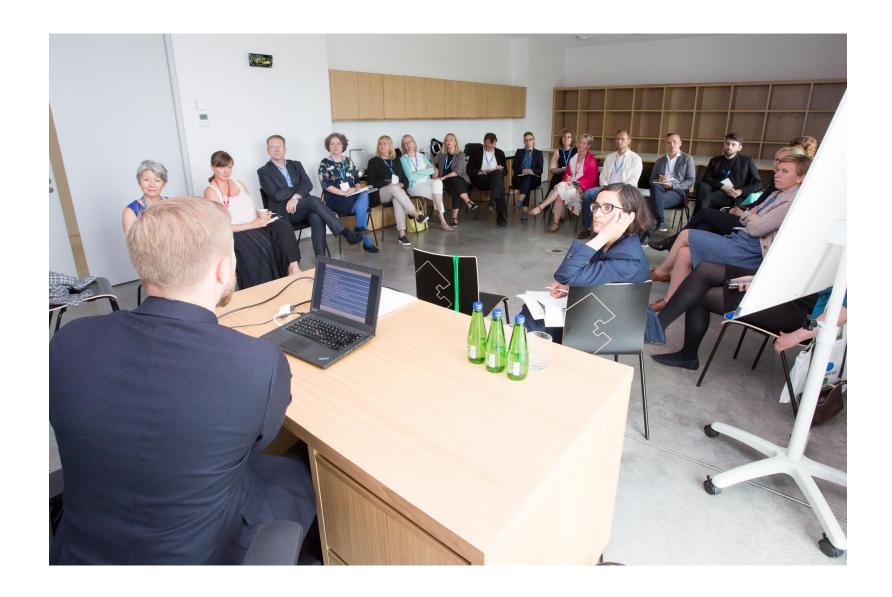


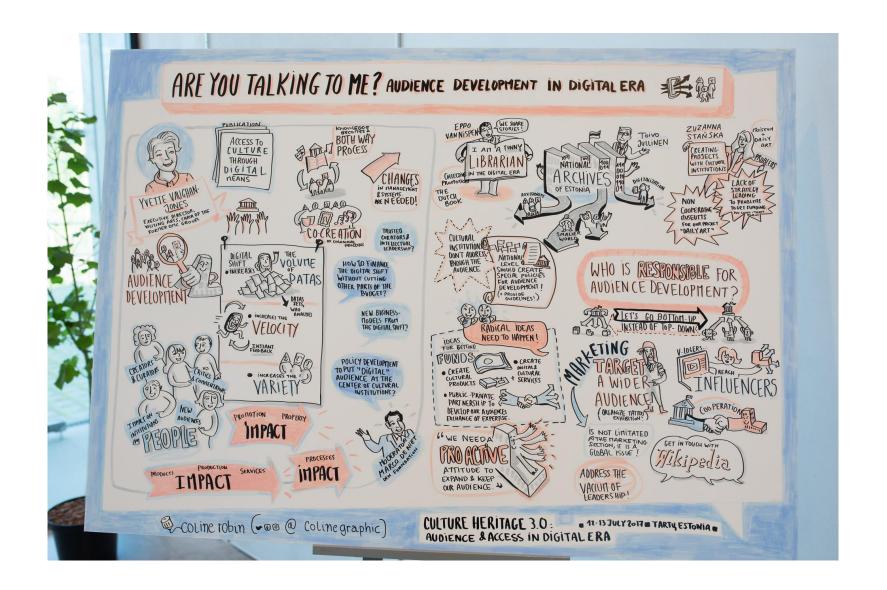












Followed by many active CAC meetings....



The Member States agreed on a wording to Conclusions Conclusions on Promoting access to culture via digital means with a focus on audience development

Available here:

http://data.consilium.europa.eu/doc/document/ ST-12980-2017-INIT/en/pdf

On the 21th of November the Conclusions will be adopted by the Education, Youth, Culture and Sports Council (hopefully)

Europeana seminar

- On 4 and 5 October, Europeana held a meeting on 'Developing impact goals for cultural heritage' at the <u>Estonian Health Care Museum</u> in Tallinn, under the auspices of Europeana DSI-3 and in collaboration with the Ministry of Culture of Estonia
- The seminar concentrated on exploring the impact of digital cultural heritage with the help of lmpactFramework tools worked out by Europeana.

Thank you!

