Council of the European Union

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16444/25

CULT 148
INTER-REP 123
CULT HERIT 28

NOTE

From:	General Secretariat of the Council
To:	Delegations
Subject:	Twin it! 3D for Europe's Culture - Part II' campaign
	- Presentation by the Commission and by the Europeana Foundation at the Cultural Affairs Committee meeting on 3 December 2025.

Following the meeting of the Cultural Affairs Committee on 3 December 2025, delegations will find in Annex the presentation made by the Commission and by the Europeana Foundation.

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COMMON EUROPEAN DATA SPACE FOR CULTURAL HERITAGE

Committee on Cultural Affairs (CAC) of the Council of the EU
December 3, 2025

Rehana Schwinninger-Ladak, European Commission

Lorena Aldana, Europeana Foundation

Policy context and objectives

- The campaign will advance the goals of the **Culture Compass** and the **Commission Recommendation on a common European data space for cultural heritage.**

- It will build capacity for **a purpose-driven and user-centred** approach to 3D digitisation.

- It will foster and support **cross-sectoral reuse of cultural heritage data,** increasing its overall impact and relevance for diverse audiences, while boosting the **competitiveness and innovation** in the heritage sector.

Looking back... Member States' participation in Twin it!

27
EU Member States

37
3D models

1
Guest country

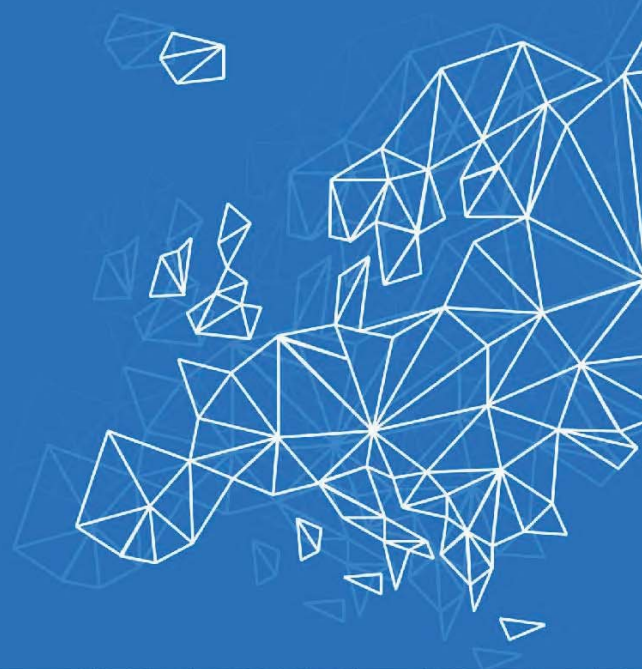# Twin it! Part I Final event in Brussels

A new context

- Twin it! (June 2023 – June 2024) united all EU Member States under a common goal. Building on this success, Part II will further support Member States in their 3D digitisation and preservation efforts, **now with a clear focus on the intended use of the digitised assets.**

- Twin it! Part II takes place within a renewed context — **one that places greater emphasis on the reuse of heritage data across sectors** and aligns with the reuse ambitions of the data space strategy 2025-2030.

- Building on the updated **Europeana Publishing Framework (EPF)** for 3D digitisation, incorporating insights from the first campaign, and recognising the need to strengthen Member States' capacities on these guidelines.

TWIN IT! PART II
IN PRACTICE…

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ANNEX   TREE.1B   **EN**
www.parlament.gv.at

Concept

- The campaign invites EU Ministries responsible for Culture to collaborate with their national cultural institutions **to submit at least one high-quality 3D-digitised heritage asset to the data space with clear reuse intent, along with additional data, paradata and metadata.**

- The goal is to collect and showcase **3D samples of Europe's cultural heritage**, highlighting how Member States aim to **make practical use** of their digitised assets.

- Organised by the **Europeana Initiative** and the **European Commission**, under the **Polish, Danish and Cypriot Rotating Presidencies**, in the context of the common European data space for cultural heritage.

Criteria

- Twin it! Part II invites submissions that align with the **3 priority categories** of the 2021 Recommendation:
  - deemed at risk
  - among the most physically visited monuments, buildings and sites
  - categories of cultural heritage with low level of digitisation

- Upon submission, Member States are invited to clearly specify the **intended use of the 3D object,** and to pursue intentional 3D digitisation.

- In addition to the 3D model(s), Member States are invited to integrate **additional data, paradata and metadata.** The result will be a richer, more dynamic, multidimensional and cross-domain representation of the heritage asset.

Digitisation with intent

- The decision to create a 3D model of a cultural heritage asset will be based on a **clearly defined goal** for how that model will be used and by whom.

- This approach maximises the **value, impact, and sustainability of 3D digitisation efforts**. It moves away from digitising merely for the sake of having a digital copy and instead makes the process user-focused and intentional.

- The assets will be digitised and published online with a clear **intent, aim, and scope** defined by the cultural heritage institution that created it.
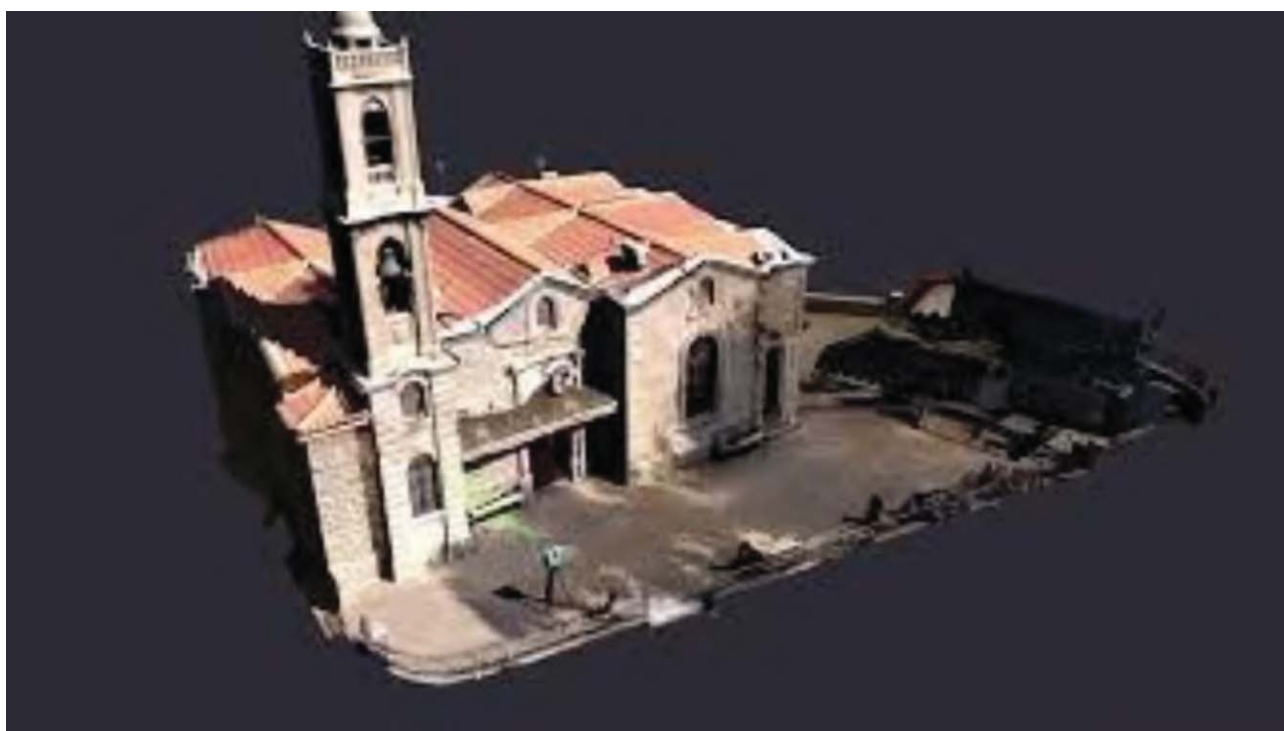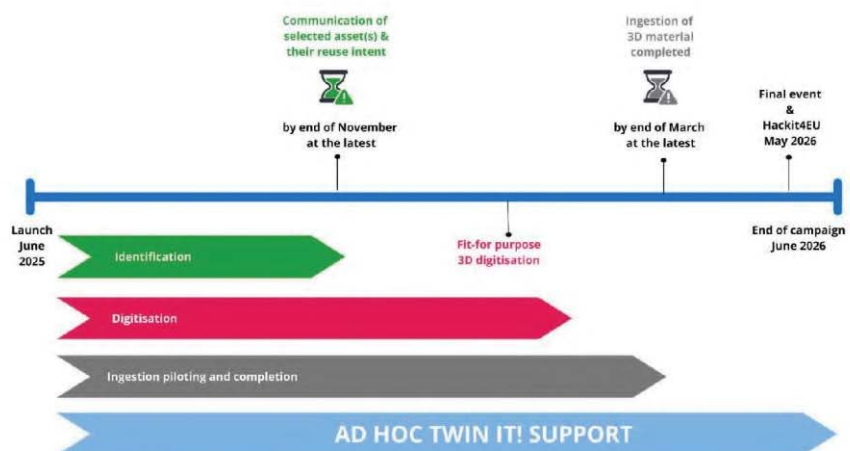
Key partners

- Ministries of Culture of the EU

- Twin it! contact points

- National cultural institutions

- Europeana Aggregators

- Commission Expert Group on the common European Data Space for Cultural Heritage (CEDCHE)

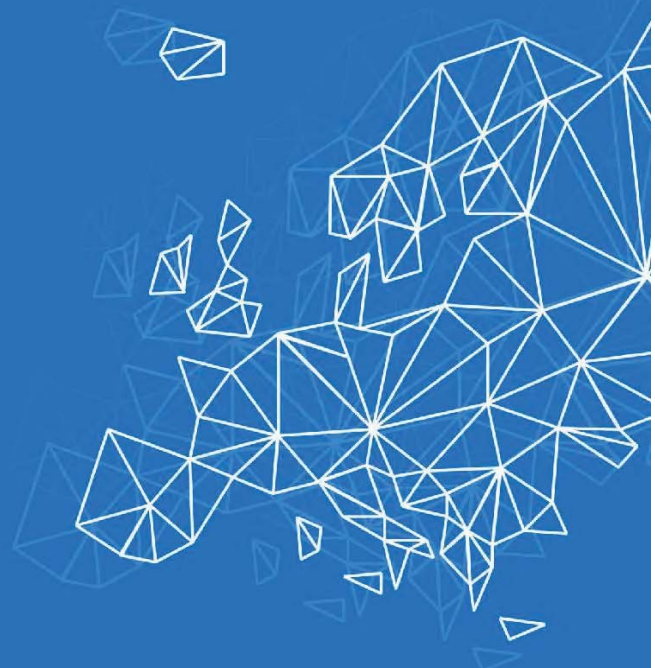- With contributions from the wider sector

Campaign timeline

Twin it! Part II "Grand Finale"

- Two interlinked and complementary events will highlight the campaign's achievements and next steps.

- Organised under the Cypriot Presidency and in collaboration with the Cypriot Deputy Ministry of Culture, with the support of the Cyprus University of Technology
  - **Ministerial political closing in Brussels on 11 or 12 May** (exact date TBC) alongside the Council meeting of Ministers of Culture. All 27 Ministers will be invited to present their submitted 3D assets alongside their vision for reuse.
  - **Hackit4EU**. A dedicated Hackathon reusing Twin it! data in innovative and imaginative ways on **27-28 May 2026 in Limassol.**

PROGRESS SO FAR
& NEXT STEPS...

Progress so far

- **25 out of 27 Twin it! Part II contact points** have now been appointed.
  - It is crucial that the remaining MS complete their appointments.

- **10 Member States have communicated their selected asset(s) and reuse vision** (milestone of 28 November)
  - In case Member States haven't done this, we have asked the contact points to share the challenges they are encountering, and inform us when they would be able to provide this information
  - A dedicated Twin it! Café to assist on selection of assets and determining reuse will take place online on 11 December

Next steps

- We kindly ask for your support in ensuring the timely and meaningful contribution of your Member State to this campaign, as well as the attendance of your respective Minister to the Twin it! Part II Grand Finale.

- Save the dates for the Twin it! Part II Grand Finale. Official invitations will follow in due time. CAC members will be invited to the event.

- We look forward to continued and fruitful cooperation!

- If you have any questions, please contact CNECT-CEDCHE@ec.europa.eu

THANK YOU FOR
YOUR ATTENTION