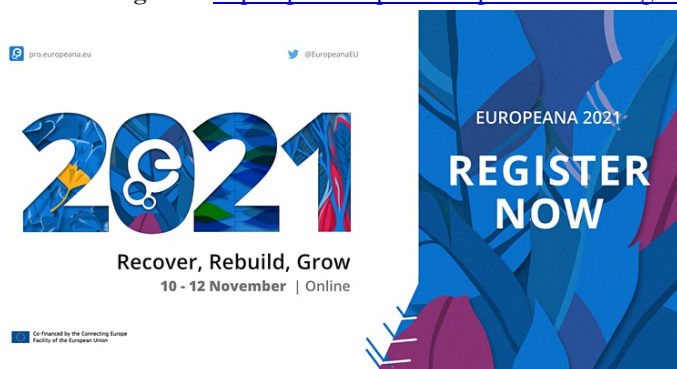


## Europeana 2021: Recover, Rebuild, Grow

Europeana 2021 will explore how the cultural heritage sector can recover, rebuild and grow in a post-pandemic world. Each day will begin with an address from a leading keynote speaker to inspire and inform your experience. 70% of the programme for Europeana 2021 - over 30 sessions - was co-created with cultural heritage professionals across the sector who responded to our call for proposals. In the afternoon, you can explore the rich results and join a variety of interactive and engaging presentations, workshops and activities.

**Discover and register:** <https://pro.europeana.eu/post/announcing-our-programme-for-europeana-2021>



On Wednesday 10 November, the conference will explore putting values at the heart of Europe's digital future. We are delighted to be joined by Yvo Volman, acting Director of the Data directorate in the Directorate General for Communication Networks, Content and Technology of the European Commission, and George Oates, CEO & Founder Museum in a Box, for keynote speeches, followed by a panel session and Q&A. Attendees will get a deeper understanding of the Commission's vision for a digital Europe and its ambitions for Europeana at the heart of the data space for cultural heritage. You will be able to listen to and engage in debate around what constitutes a healthy digital public space, explore how a 'single market for data' relates to an open and trusted digital public space, and the unique contribution that the heritage sector can make to a values-led digital agenda.

On Thursday 11 November, the focus will turn to ensuring sustainable digital transformation. As challenges from climate change through to the COVID-19 pandemic drive us to look again at the lasting impact of our action, the conference will explore how policy agendas and initiatives such as the Green Deal and the New European Bauhaus provide us with opportunities to collaborate across sectors. This can help us to share knowledge, create new experiences and use our digital transformation to contribute to a sustainable future for Europe. The day's keynote address will be given by Secretary General of Europa Nostra, Snežka Quaedvlieg-Mihailovič, who will be joined afterwards by thought-leaders in the sector for a panel and Q&A discussion.

Finally, on Friday 12 November, the conference will expand on using technology to drive social change. Together, we will explore how technology can help our sector understand and improve its offer to the people we serve, provide access to previously inaccessible information, democratise knowledge, connect with audiences and give voice to marginalised groups. Pier Luigi Sacco, Professor of Cultural Economics, IULM University Milan, will give the final keynote address of the conference and then explore the topic further in a panel session and Q&A following his speech.