

## MetaHeritage Webinar #6: Heritage Innovation Meets Investment - Connecting Culture and Capital



Cultural heritage is increasingly recognized not only as a societal value but also as a driver of innovation, sustainable development, and economic opportunity. The upcoming **MetaHeritage Webinar 6**, titled 'Heritage Innovation and Investment: Connecting Culture and Capital', will explore exactly this intersection.

The webinar brings together experts from the fields of cultural heritage, innovation, finance, and digital transformation to discuss how heritage can be sustainably funded, scaled, and integrated into broader innovation ecosystems.

### **Why this webinar matters]**

As cultural institutions and heritage initiatives face growing demands for digital transformation, sustainability, and audience engagement, new financing models and investment strategies are becoming essential. This webinar will explore how culture and capital can work together to unlock long-term value.

### **Key themes include:]**

- Innovative financing models for cultural heritage projects
- The role of public and private investment in heritage innovation
- Digital technologies enabling new cultural business models
- Sustainable strategies for scaling heritage initiatives
- Collaboration between cultural institutions, startups, and investors

### **Who should attend? This webinar is designed for:]**

- Cultural heritage professionals and institutions
- Policy makers and public sector stakeholders
- Investors and innovation funders
- Researchers and digital heritage practitioners
- Startups working in cultural and creative industries

MetaHeritage continues to foster dialogue between culture, technology, and innovation. This webinar is an opportunity to explore how investment and heritage can come together to shape a more sustainable and innovative cultural future.

Register to the Webinar at [this link<<<<](#)