'Twin it! Part II' campaign for 3D cultural heritage

Building on the momentum of Twin it! 3D for Europe's Culture (June 2023 ? June 2024), the Europeana Initiative and the European Commission launched **Twin it! Part II** campaign to run during the Polish, Danish and Cypriot Rotating Presidencies of the Council of the EU.

The Twin it! campaign mobilised each of the 27 EU Ministries in charge of culture to submit one 3D digitised heritage asset to the **common European data space for cultural heritage**, deployed by the Europeana Initiative, resulting in a collection of 37 high-quality 3D models representing buildings, sites and objects from all over Europe.



The Part II is a next chapter that aims to further support EU Member States in their 3D digitisation and preservation efforts ? now with **a sharper focus on how the digitised assets will be used**, to further unlock the power of 3D digitisation by driving meaningful reuse across sectors to expand the reach and impact of cultural data, and boost innovation and competitiveness across the cultural heritage ecosystem.
In Twin it! Part II, Ministries of Culture of the European Union Member States are invited to collaborate with their national cultural institutions to submit at least one high-quality 3D-digitised heritage asset to the data space indicating clearly the proposed reuse intent, along with additional data, paradata and metadata.
A variety of initiatives are currently being deployed by Europeana and its partner organizations, to support the CH sector in joining the effort, such as **awareness campaigns, guidelines, online training, informative cafes, capacity building events and other satellite actions.**
Twin it! Part II will culminate in a high-level final event in Cyprus, where Ministers will showcase their submitted 3D assets and share their vision for reuse. It will also engage creators, developers, and cultural heritage enthusiasts to explore innovative ways to reuse the collected 3D models.