



EUROPEAN COMMISSION

Thierry Breton
Member of the Commission

Brussels 23 April 2024
CA.16/TB/CNECT.G.2(2024)3165772

Ms. Heidy Purga
Minister of Culture
Estonia

Subject: Invitation to the high-level event of the ‘Twin it! 3D for Europe's culture’ campaign on 14 May in Brussels

Dear Minister,

I am delighted to invite you to the **high-level event of the ‘Twin it! 3D for Europe's culture’ campaign** which will take place on **14 May in Brussels** (on the same day as the meeting of the Education, Youth, Culture and Sport Council, EYCS). It will be hosted by the European Commission and the Europeana Initiative, under the auspices of the Belgian Presidency of the Council of the EU.

This event will showcase the remarkable achievements of the **Twin it! 3D for Europe's culture** campaign, notably the many cultural heritage assets across Member States that have been digitised in 3D. The campaign drives European efforts to scale up 3D digitisation, as called for in the European Commission's [Recommendation](#) (EU) 2021/1970 on a common European data space for cultural heritage. It also contributes to the European Commission's strategy on Web 4.0 and virtual worlds, presented in July 2023.

The event will bring together Ministers of Culture, high-level representatives of the EU institutions, policymakers at both European and national level, as well as a selected group of experts and innovators at the intersection of cultural heritage and technology. It will demonstrate the potential of 3D technologies to transform the cultural heritage sector, support digital preservation and foster new applications, such as in tourism.

The **high-level political opening** is scheduled from **14:15 to 14:50**, during which you have the possibility to **present the 3D model submitted by your**. The event will be held in English.

I kindly ask you to confirm your participation, indicate any interest in presenting the 3D model from your Member State and provide the names of your accompanying delegates via email to: CNECT-CEDCHE@ec.europa.eu by 30 April 2024. My services at the Directorate General for Communications Networks, Content and Technology will be pleased to assist you with any logistic questions your team may have.

Yours sincerely,



Thierry BRETON

Enclosure: Draft programme of the high-level event.