



Twin it! 3D for Europe's culture - Part II

2025-2026

Campaign summary: the next chapter of Twin it!

Building on the momentum of Twin it! 3D for Europe's culture (June 2023 – June 2024), Twin it! 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! united all EU Member States under a common goal and sparked excitement in the sector. Twin it! Part II will build on this success, advancing the goals of the European Commission [2021 Recommendation](#) on a common European data space for cultural heritage. It will further unlock the potential of 3D digitisation to spur reuse of cultural data across sectors, enhancing its impact and relevance for diverse audiences, while boosting the competitiveness and innovation in the heritage sector.

Rationale

[The Twin it! Call to action: Boosting 3D for Europe's culture by 2030](#), published as an outcome of the campaign, outlines seven key priorities to advance 3D digitisation in Europe, in line with the 2021 Recommendation targets. These include a) the need for a **purpose-driven, user-focused** approach to 3D digitisation, and b) the **promotion, enablement and capacity-building for the reuse of 3D content**. Twin it! Part II will directly address these priorities, building on the lessons and principles from the first phase.

Twin it! Part II will leverage the already established **Twin it! brand**, while clearly showcasing its expansion and evolution.

A Simple Ask

We will maintain the simplicity of the Twin it! ask, as this was a key success factor that made it easier for Member States to participate.

In Twin it! Part II, EU Ministries responsible for Culture are invited 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.

About the selected heritage asset(s)

As in the first phase of the campaign, Twin it! Part II will invite submissions that align with the **priority categories** outlined in the 2021 Recommendation. These may include assets that are: a) at risk, b) among the most physically visited, or c) belonging to a category with low levels of digitisation. Twin it! highlighted the usefulness of these categories for prioritising 3D digitisation, and the need to further advance their adoption and understanding.

Clear reuse intent

Twin it! Part II continues the ambitions of the first campaign, but within a renewed context — one that places greater emphasis on reuse of heritage data across sectors and aligns with the updated Europeana Publishing Framework (EPF) for 3D digitisation. Twin it! Part II will build Member States' capacities on these guidelines for purposeful 3D digitisation.

Upon submission, Member States will therefore be invited to clearly specify the **intended use of the 3D object**, and to pursue intentional 3D digitisation. In line with the updated EPF for 3D, a fit-for-purpose 3D digitised object is one that is digitised and published online with a clear intent — specifically, the intent, aim and scope of the cultural heritage institution that digitised the item.

Rather than imposing predefined uses, the campaign will focus on understanding Member States' priorities and providing tailored support. This includes helping them articulate their objectives, guiding institutions through the 3D digitisation process, and offering customised support and training. Twin it! Part II may also support Member States in defining their 3D

digitisation partnerships, covering quality, legal and other technical requirements when working with a 3D digitisation partner.

Twin it! Part II offers a valuable opportunity to test the expanded Europeana Publishing Framework (EPF) when it comes to 3D content, incorporating insights from the first campaign.

Beyond 3D models: towards a richer, more dynamic and interactive representations

In addition to submitting the 3D model(s) of the selected heritage asset(s), Member States will be invited to **integrate additional data, paradata and metadata**. This could include 2D images, data about specific elements or movable objects within a heritage site, or details about the 3D model itself. The result will be a richer, more dynamic and multidimensional representation of the heritage asset, with an increased potential for reuse, for instance as part of XR experiences.

Therefore, the submission will not only replicate the physical characteristics of the selected asset in 3D, but will also capture historical context and stories associated with it, enhancing both preservation and reuse.

Multilingual drive

Twin it! Part II will place a renewed emphasis on multilingualism, with the translation of key campaign content to broaden reach and visibility across Member States while fostering engagement through relatable and localised content.

Campaign objectives

1. **Increase the amount of high-quality, fit-for-purpose 3D digitised content in the data space**, showcasing its relevance, impact, and potential for reuse. The campaign will contribute to advancing the Recommendation's quantitative goals for 3D content, with the goal of adding 16 million high-quality 3D assets by 2030.
2. **Encourage 3D digitisation with intent and inspire new reuse applications**. The campaign will enhance usability of 3D content in the data space and across sectors, driving innovation and competitiveness, increasing the impact of cultural data for the

society and the economy and supporting cross-sectoral and cross-data space collaboration.

3. **Support Member States in their 3D digitisation and preservation efforts,** promote and support national and cross-national collaboration and capacity-building on 3D digitisation with intent.

Campaign components

The campaign will target primarily Member States, but it will be supported by an additional strand for professional and reuse communities and citizens running concurrently and closely interrelated.

- **Main campaign focus: Member States' engagement**
 - *Main goal: to advance 3D digitisation with clear intended use*
 - *Secondary goal: to highlight the diversity of reuse cases put forward by Member States themselves*

Building on the lessons from Twin it!, clear and comprehensive guidelines will be provided to facilitate Member States' participation, as well as tailored and country specific support. The campaign will offer opportunities for multi-actor collaboration, dedicated capacity-building, upskilling and networking for Member States (e.g. webinars and Cafés focused on 3D digitisation with intended use). We will mobilise and further engage Member States through high-level advocacy and via relevant fora like the CEDCHE and the CAC.

- **Supporting strand: Engaging the professional and reuse communities, citizens and the general public**
 - *Main goal: to raise awareness and foster engagement and reuse*
 - *Secondary goal: to highlight reuse possibilities and innovative applications in education and creative reuse*

This supporting strand will focus on mobilising the digital heritage community and reuse communities as well as citizens and the general public. It will focus specifically on education and creative reuse to highlight the relevance and impact of the 3D-digitised assets submitted by Member States. It will make 3D-digitised content more accessible and enjoyable to the wider public through participatory and interactive challenges and competitions, including a Hackathon at the final event (see below), and will leverage tested and successful formats like Built with Bits.

We will also establish ad-hoc partnerships with projects (EUreka3D, Eureka3DXR, XRCulture) and relevant initiatives (3D-4CH) to foster collaboration and facilitate the exchange of best practices among the wider community.

Final high-level event & Hack for Europe

Twin it! Part II will culminate in a **high-level final event**, to be planned alongside a Council of the EU meeting, where Ministers will be invited to present their submitted 3D assets alongside their vision for reuse. Central to the event will be **Hack for Europe** — a three-day hackathon bringing together creators, developers and cultural heritage enthusiasts to explore innovative and imaginative ways to reuse the collected 3D assets. The hackathon will invite representatives from all Member States to take part in creating innovative outputs using submitted models from Twin it! Part I and II, along with other curated 3D content. On the final day, participants will present their prototypes, with the most impactful creations showcased and awarded during the ministerial session. The high-level event will be hosted by and developed in close cooperation with the Cypriot Presidency.

Campaign partners

The campaign is organised by the European Commission and the Europeana Initiative, under the Polish, Danish and Cypriot Presidencies (2025-2026), in the context of the common European data space for cultural heritage. As done in Twin it!, this new chapter will once again build a strong partnership, uniting the Member States, the professional community (Europeana) and the EU, for wide-reaching impact.

Building on the learnings of Twin it!

Twin it! served as a pilot for developing a thematic, cross-presidency campaign and acted as an umbrella for 3D efforts within the data space over the past two years. Twin it! Part II campaign will build on these learnings and a successful collaborative model.