



KULTUURIMINISTEERIUM

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Digital Culture in Estonia – a Crab in the Shell?

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The need for digital strategy

- Framework of Culture 2030



The need for digital strategy

The development of technology has a fundamental impact on the functioning of realm of culture in whole of its value chain, from creation to participation. /---/ Attention should be paid to the growing influence of global digital platforms which limit the the possibility of creatives to receive compensation for their work and in case of small language space, restrict the distribution of Estonian-language content. Estonia has a strong position to apply the digital and innovative solutions that support the development of culture, but it should be supported by flexible and timely legal space (Culture 2030).

The need for digital strategy

- In strategy Culture 2030, the digital dimension is pervasive in sections of arts, architecture and design
- Ministry of Culture is responsible for heritage, museums and libraries, where digitalisation of culture field started
- Priority of European Commission: digital turn and its impact on culture and creative industries, including reduction of digital gap of skills and increasing accessibility of culture on digital platforms

Goals of digital culture

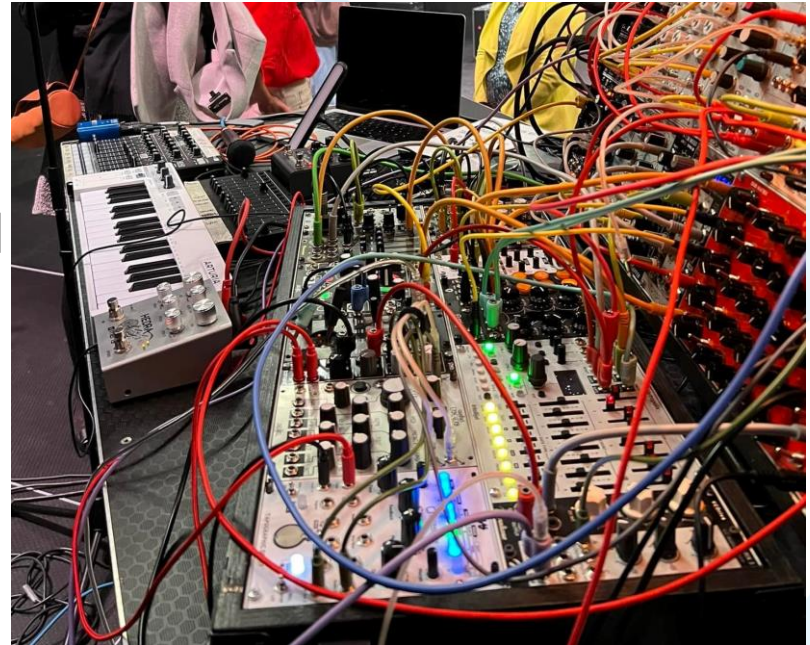
- Digital culture is essential and integral part of culture policy
- Estonia has centrally coordinated policy of digital culture that is integrated with other domains of governance
- Digital competence of Estonian people is high
- Digital arts are rapidly developing domain, addressing the wider audience
- Sufficient skills and knowledge in domain of culture to use the digital opportunities

Goals of digital culture

- Smart and integrated digital solutions support the domains of culture in the whole value chain
- Safeguarding the long-term digital preservation of cultural heritage according to standards
- Estonian culture is digitally widely available on various platforms
- Cultural content created with public support is to a large extent available as open data

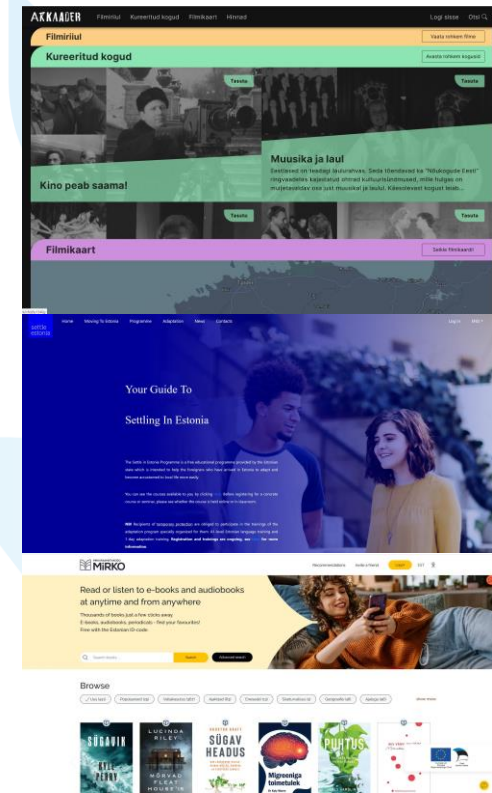
Goals of digital culture

- Digital cultural policies are initiating and supporting the innovation in culture
- The policies are implemented in cooperation with public and private sector in global cultural space
- Digital cultural strategy supports implementing other public strategies

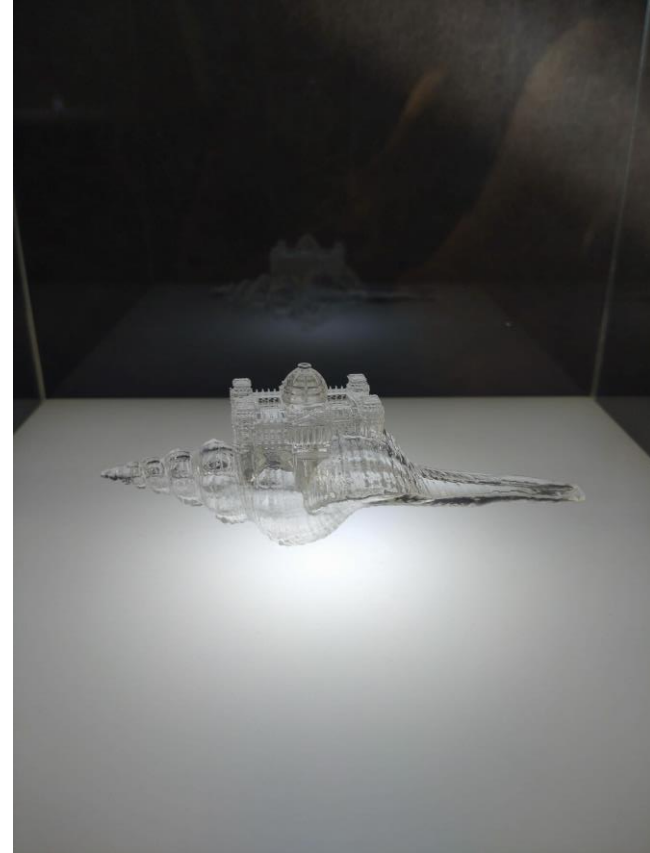


Current situation

- The state-supported digitisation programmes have focused on libraries, heritage and services
- Streaming services for television and film heritage
- New technologies intertwine with arts, but technological barrier limits the adaption
- Active research and technological creative education in universities
- No regular public support schemes for digital initiatives in arts
- Gaming and XR-industries are developing independently from local culture



Who is hermit crab?



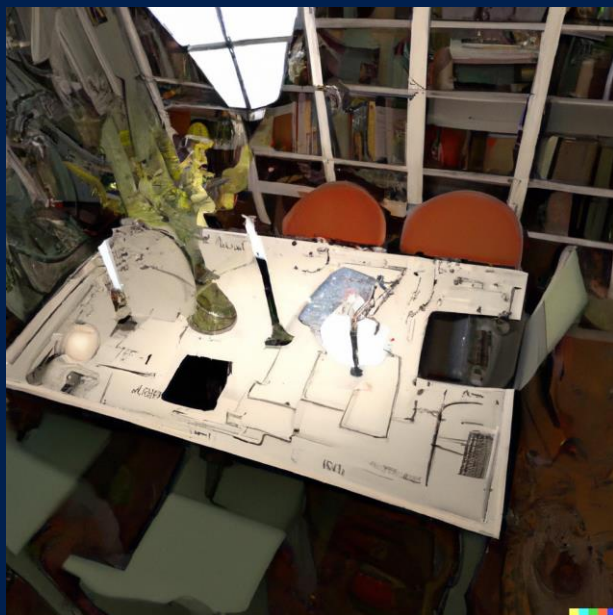
Aki Inomata. Why Not Hand Over a „Shelter“ to Hermit Crabs – Border -

Next steps

- Next action plan for digital culture heritage
- Survey and monitoring of digital culture
- Launch of cooperation, developing partnerships and management model
- Creating and managing cultural data
- Developing the skills of digital culture



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Dall E. Heritage and arts in the age of digital culture

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