



europæana
food and drink



Unlock new sources of inspiring raw materials

Connect with creative people

Develop sustainable and enterprising partnerships

Develop ideas into sustainable products

Explore collaborative environments

Benefit from the network

Europeana Food and Drink supports Creative Industries in exploring the commercial and creative potential of digital Cultural Heritage through developing sustainable enterprise partnership with Cultural Heritage organisations. We are doing this by developing a suite of products which adopt different business models based on sustainable commercial and creative re-use of food and drink themed digital cultural content from our partners and *Europeana*.

These products will showcase the commercial potential of Cultural Heritage collections and share the processes behind making these products sustainable. Open Innovation Challenges will enable innovati-

ve collaboration and provide a space for Cultural Heritage and Creative Industries to work collaboratively to develop business models. By using an open and iterative approach the project will facilitate knowledge exchange, test feasibility and share the processes for developing sustainable enterprise partnerships between Cultural Heritage organisations and Creative Industries.

Europeana Food and Drink brings together 29 partners from 16 European countries and is co-ordinated by Collections Trust

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