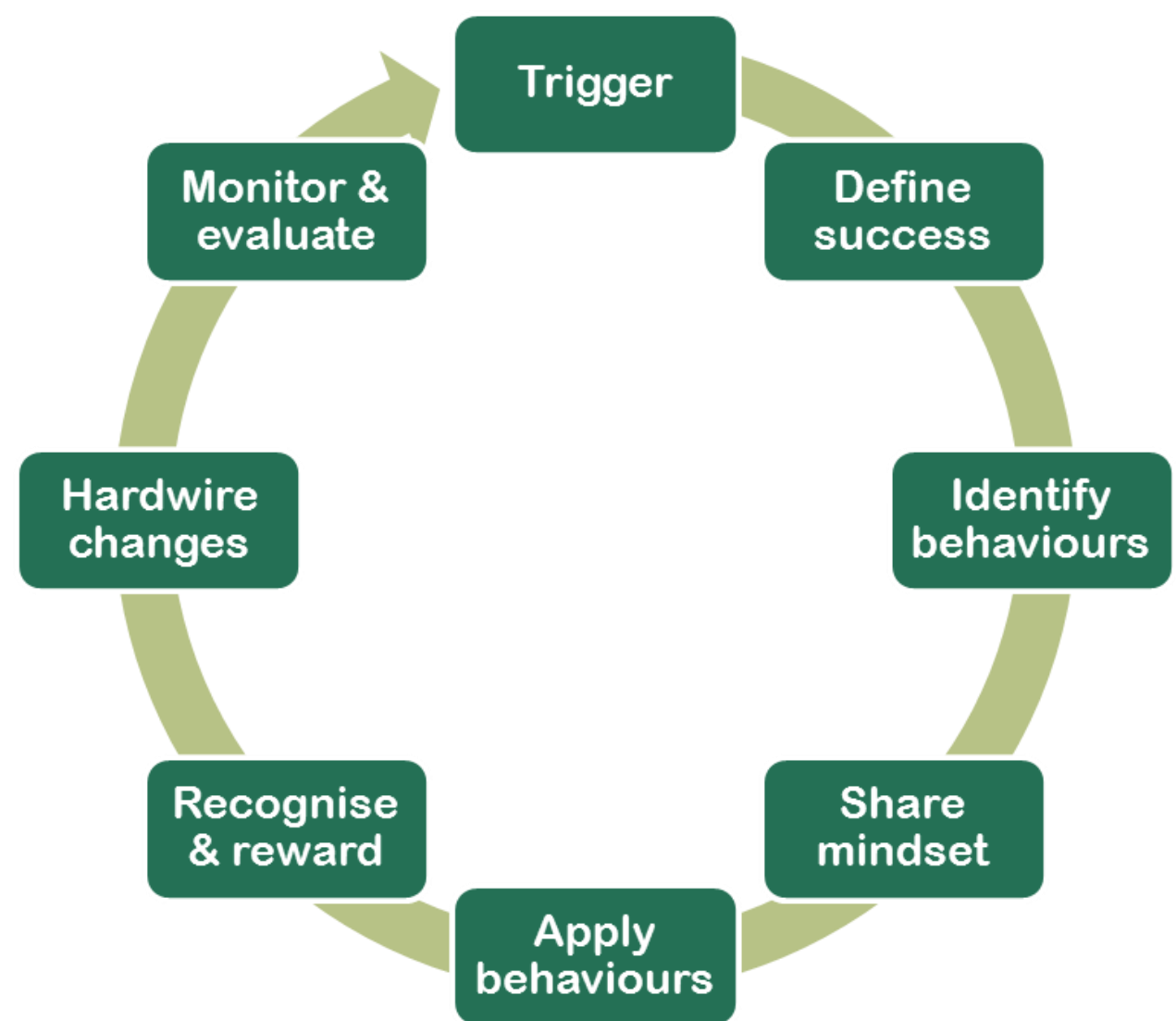




europæana
food and drink



Unlock the creative and commercial value of collections

Investigate business models

Explore collaboration environments

Develop sustainable and enterprising partnerships

Benefit from the network

Europeana Food and Drink supports cultural heritage organisations in exploring the commercial and creative potential of their collections through developing sustainable enterprise partnerships with other industries. 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 innovative

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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Project co-funded by the European Commission within the ICT Policy Support Programme

