



ECCOM received an assignment from the House of European History for the design of an audience development strategy. The House of European History is a project of the European Parliament, a reference museum on transnational phenomena that have shaped our continent with the aim of interpreting history from a European perspective.

VISION The home of European history aims to become the reference museum on transnational phenomena that have shaped our continent. Interpreting history from a European perspective, the House connects and compares common experiences and their different interpretations. It aims to promote the learning of transnational perspectives throughout Europe.

DECLARATION ON MISSION The House of European History is a space favorable to learning, reflection and debate, open to all types of public, of every generation and origin. Our main mission is to improve the understanding of European history in all its complexity, encourage the exchange of ideas and put back the hypotheses in question. The House presents the history of Europe in a way that sensitizes the public to the multiplicity of perspectives and interpretations. It preserves shared memories as well as those that divide. Presents and collects the history of European integration and its foundations. The House of European History, which is a project of the European Parliament and which is part of its offer to visitors, is academically independent. Our transnational collection, our exhibitions and our programs offer unexpected and stimulating experiences. Through awareness-raising actions and partnerships, we aim to strengthen the European dimension in the debate, presentation and learning of history. The House of European History is a place for meetings and exchanges, which proposes a multi-faceted interpretation of the past, creating links with issues that matter for today's Europe.

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Therefore, an audience of audience development, already fundamental for any cultural institution, becomes even more imprescindible for a reality like the House of European History, so that culture and in this case our history become part of the life of citizens and communities.

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