The motivation to establish MOOCs, in Europe, can not be the same as in the other regions of the world. The European dimension of this process, where strategic developments are required, is related to the socio-economic context, the cost of education, the role of the state to define institutional and national trends.

In the paper are presented some of the most important issues related to the enhancement of MOOCs initiatives in Europe, such as the recognition and award of credits, infrastructure and business model, and last but not least adequate adaptation to local cultural and educational context. The regions lagging behind this process are identified and the obstacles and reasons for that are also discussed.